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Shopping centres: investigating the need for a regional shopping centre in Klerksdorp, City of Matlosana

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LIST OF ABBREVIATIONS

CBD	-	Central Business District
SSK	-	Sentrale Sake Kern
US	-	United States
UK	-	United Kingdom
SA	-	South Africa
ICSC	-	International Council of Shopping Centres
SACSC	-	South African Council of Shopping Centres
USSR	-	Union of Soviet Socialist Republic
Sq. ft.	-	Square Feet
GLA	-	Gross Leasable Area
GBA	-	Gross Building Area
NDoT	-	National Department of Transport
SDF	-	Spatial Development Framework
SPSS	-	Statistical Package for the Social Sciences
KMO-Test	-	Kaiser-Meyer-Olkin Measure of Sample Adequacy Test
EAP	-	Environmental Assessment Practitioner

ABSTRACT

The shopping centre was born in Europe and matured in North America, and it now exists in cities with a wide variety of cultures and politics (Dawson, 1983: 1). According to Casazza *et al.* (1985:1), the shopping centre is probably the most successful land use, development, real estate, and retail business concept of the 20th century.

According to Casazza *et al.* (1985: 2), the shopping centre is a specialised, commercial land use and building type that previously thrived primarily in suburbia, but today is found throughout the country. When using the term "shopping centre" accurately, a shopping centre refers to: *"A group of architecturally unified commercial establishments built on a site that is planned, developed, owned and managed as an operating unit related in its location, size, and type of shops to the trade area that it serves. The unit provides on-site parking in definite relationship to the types and total size of the stores"* (Casazza *et al.*, 1985: 2).

This study investigated the need for a new shopping centre in Klerksdorp. Therefore, this study determined whether a new shopping centre in Klerksdorp would be viable.

Klerksdorp and its district are quite unique in certain ways, especially due to the farming and mining activities that are found there. Klerksdorp provides goods and services especially for the people residing in Klerksdorp itself, Kanana, Alabama, Jouberton, Hartbeesfontein, Orkney, Vaal Reefs and Stilfontein. The main shopping activity is generally found in the Central Business District (CBD) of Klerksdorp and its surrounding areas. Klerksdorp has only one major shopping centre (the City Mall) that provides goods and services for the people in an enclosed surrounding area. This causes an over concentration in the CBD and too much traffic in an already limited space. The need for Klerksdorp to provide a bigger centre for the citizens of the town, as well as the surrounding areas, is high. Another regional shopping centre close to Klerksdorp is found in Potchefstroom, namely the Mooirivier Mall, and mainly provides in the extra shopping needs of the people living in Klerksdorp and its surrounding areas. This study therefore determined whether there is a need for a shopping centre from a retail and consumer point of view, and also whether it will be viable.

The empirical study revealed that approximately half of the respondents are not satisfied with the current shopping centres in Klerksdorp and that more than half of the respondents feel that the shopping centres do not cater for enough parking. The study revealed that, from a consumer point of view, there is definitely a need for a new shopping centre in Klerksdorp.

Urban-Econ Development Economists (2009: 56) concluded that the retail market has been fairly buoyant, and although the effects of interest rate hikes and increased inflation and global recession have become visible, fair growth is still expected in the following years, once the economy starts to recover. This indicates that Klerksdorp has a need for a new shopping centre, as **89,705 m^2 GLA** is available. This shows that if a new shopping centre is built, the other shopping centres in Klerksdorp will still be sustainable, and a new shopping centre will be sustainable and viable.

Keywords: Shopping centre, development corridor, sustainable, need

OPSOMMING

Die winkelsentrum het ontstaan in Europa en het ten volle ontwikkel in Noord Amerika. Die winkelsentrum kom vandag voor in ʼn wye verskeidenheid van kulture en politieke omgewings (Dawson, 1983: 1). Volgens Casazza *et al.* (1985:1), is die winkelsentrum moontlik die mees suksesvolle grondgebruiks-, ontwikkelings-, eiendoms- en handelsbesigheidskonsep van die 20ste eeu.

Volgens Casazza *et al.* (1985:2) is die winkelsentrum ʼn gespesialiseerde, kommersiële grondgebruik en geboutipe wat voorheen hoofsaaklik in voorstede voorspoedig was, maar vandag regdeur die land voorkom. Wanneer die term 'winkelsentrum' akkuraat gebruik word, verwys ʼn winkelsentrum na ʼn groep argitekturale verenigde kommersiële instellings wat gebou word op ʼn terrein wat beplan, ontwikkel, besit en bestuur word as ʼn werkende eenheid wat verwant is in sy ligging, grootte en die tipe winkels aan die handelsarea wat dit bedien. Die eenheid voorsien parkering op die terrein in verhouding met die tipes en totale grootte van die winkels (Casazza *et al.*, 1985: 2).

Die studie het die behoefte ondersoek vir ʼn nuwe winkelsentrum in Klerksdorp. Dus het die studie bepaal of ʼn nuwe winkelsentrum in Klerksdorp lewensvatbaar sal wees.

Klerksdorp en sy distrik is uniek in verskeie maniere, veral as gevolg van die boerdery- en mynaktiwiteite wat hier gevind word. Klerksdorp voorsien goedere en dienste in besonder aan die mense wat woon in Klerksdorp self, Kanana, Alabama, Jouberton, Hartbeesfontein, Orkney, Vaal Reefs en Stilfontein. Die hoof inkopie-aktiwiteit word hoofsaaklik gevind in die Sentrale Sake Kern (SSK) van Klerksdorp en sy omliggende areas. Dit veroorsaak ʼn konsentrasie in die SSK en te veel verkeer in ʼn alreeds beperkte ruimte. Die behoefte vir Klerksdorp om ʼn groter winkelsentrum te voorsien aan die inwoners van die dorp is groot. ʼn Ander streekswinkelsentrum naby Klerksdorp kan gevind word in Potchefstroom, naamlik die Mooirivier Mall. Die winkelsentrum voorsien in die ekstra inkopiebehoeftes van die inwoners van Klerksdorp en sy omliggende areas. Die studie bepaal dus of daar ʼn behoefte is aan ʼn winkelsentrum van ʼn handels- en verbruikersoogpunt, en ook of dit lewensvatbaar sou wees.

Die empiriese studie het aan die lig gebring dat ongeveer die helfte van die respondente nie tevrede is met die huidige winkelsentrums in Klerksdorp nie, en meer as die helfte van die respondente voel dat die winkelsentrums nie genoeg parkering voorsien nie. Die studie het verder ook geopenbaar dat daar definitief, vanuit ’n verbruikersoogpunt, ’n behoefte is vir ’n nuwe winkelsentrum in Klerksdorp.

Urban-Econ Development Economists (2009: 56) het die gevolgtrekking gemaak dat die handelsmark taamlik kragtig was, al het die gevolge van die rentekoersverhogings en verhoogde inflasie en die globale resessie te voorskyn gekom. Taamlike groei word steeds verwag in die jare wat volg, sodra die ekonomie begin herstel. Dit dui dus aan dat Klerksdorp ’n behoefte het aan ’n nuwe winkelsentrum, aangesien **89,705 m^2 bruto verhuurbare vloeroppervlakte** beskikbaar is. Dit dui dus aan dat indien ’n nuwe winkelsentrum gebou sou word, die ander winkelsentrums in Klerksdorp steeds volhoubaar sal wees, en ’n nuwe winkelsentrum in Klerksdorp sal ook volhoubaar en lewensvatbaar wees.

Sleutelterme: Winkelsentrum, ontwikkelingsas, volhoubaar, behoefte

CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

The shopping centre was born in Europe and matured in North America, and it now exists in cities with a wide variety of cultures and politics. (Dawson, 1983: 1) According to Casazza *et al.* (1985:1), the shopping centre is probably the most successful land use, development, real estate, and retail business concept of the 20th century. He says that the shopping centre is a highly specialised development activity and is generally developed, managed and owned by firms whose primary concern is shopping centres.

The shopping centre is a planned grouping of shops, which may or may not exist as a part of a shopping district. In most of the modern residential areas in Europe and North America, shopping centres were built to provide shops for the local residents, because they are free-standing. (Dawson, 1983: 1)

In all periods of major redevelopment since the 19th century, shopping centres have been built across the world (Dawson, 1983: 2). This statement acknowledges the fact that shopping centres have become increasingly popular over the years.

Shopping centres can be classified into several types of centres, for example: the neighbourhood centre, the community centre, the regional centre, the strip centre, the super regional centre, multi-use centres, ancillary centres, speciality centres, and focused centres. Numerous variations exist of the types of shopping centres that are available, because each country or continent has its own preferences when classifying the types of shopping centres that are available.

Gruen and Smith (1960:11) state that shopping centres are one of the few new building types created in our time. This also represents an instance where a number of individual businesses, banding together, are ready to submit to over-all rules to ensure the furthering of their common welfare.

According to Welch (1969: 1), the urban scene of South Africa is unique. Low density residential area development leads to the need to create more comprehensive social facilities inside of the residential areas; facilities that stimulate and enhance the community.

1.2. Problem Statement and Substantiation

Klerksdorp and its district are quite unique in certain ways, especially due to the farming and mining activities that are found there. Klerksdorp provides goods and services especially for the people residing in Klerksdorp itself, Kanana, Alabama, Jouberton, Hartbeesfontein, Orkney, Vaal Reefs and Stilfontein. The main shopping activity is generally found in the Central Business District (CBD) of Klerksdorp and its surrounding areas. Klerksdorp only has one major shopping centre (the City Mall) that provides goods and services for the people in an enclosed surrounding area. This causes an over concentration in the CBD and too much traffic in an already limited space. The need for Klerksdorp to provide a bigger centre for the citizens of the town, as well as the surrounding areas, is high. Another regional shopping centre close to Klerksdorp is found in Potchefstroom, i.e. the Mooirivier Mall, and mainly provides for the extra shopping needs for the people living in Klerksdorp and its surrounding areas.

Currently, several new shopping centres are proposed in Klerksdorp, which will probably provide a larger variety of services and goods for the people of Klerksdorp and its surrounding areas. The locations of some of these shopping centres are within planned new mixed-use and residential developments in Klerksdorp.

Although two of these centres have already been approved, further appeals are made from stakeholders and owners of the other larger shopping centres in Klerksdorp who are against the proposed new shopping centre and other similar shopping centres that are proposed on other locations. This study will investigate the need Klerksdorp and the surrounding towns residents have for a larger shopping centre. This study will also look into the needs of the people of Klerksdorp, and what they deem necessary as far as retail business is concerned. Furthermore, recommendations will be made for shopping centres, as well as its successfulness and sustainability.

1.3. Basic Hypothesis / Goal of the Study

This study investigates the need for a new shopping centre in Klerksdorp. This study will determine whether a new shopping centre in Klerksdorp will be viable.

1.4. Research Aims and Objectives

The research aims and objectives were:

- To investigate the history and locations of shopping centres. Definitions of several terms relevant to this study will also be provided.
- To investigate shopping centres on an international and local scale, the characteristics of the site, as well as development corridors, nodes, activity streets and spines, and to relate these in terms of shopping centres.
- To analyse a shopping centre, the advantages and disadvantages of a shopping centre, the standards that make a shopping centre successful, and the tenant mix in a shopping centre. Consumer behaviour will also be discussed in terms of the motivation for a new shopping centre.
- To determine the planning aspects for shopping centre development in the United States (US), United Kingdom (UK) and South Africa (SA), and to analyse why market research is essential for shopping centres. The planning issues and the environmental-, land use- and access management will also be investigated.
- To conduct empirical research to determine what the needs of the consumers in Klerksdorp are. The study area as well as the status quo of Klerksdorp will be discussed. The sustainability of a new shopping centre will also be investigated.
- Conclusions will be made regarding the theoretical and empirical study, as well as the need for a new regional shopping centre in Klerksdorp.
- Recommendations will be made regarding shopping centres and their successfulness. Recommendations will also be made for a new shopping centre in Klerksdorp.

1.5. METHODOLOGY APPLIED IN THE RESEARCH

1.5.1 Literature study

A wide variety of sources will be used to obtain information. The following keywords will be used to obtain information: Development corridor, shopping centre, and consumer behaviour. The Internet, books, journal articles, interviews, policies, legislations and other related literature will be consulted. Scientific databases (JSTOR, EBSCOhost and ScienceDirect) will also be used to obtain information used in the theoretical study. This study will also make use of an empirical study (by means of questionnaires). This indicates that primary and secondary resources will be used.

1.5.2 Empirical research

1.5.2.1 Research design and method of study

The empirical study will make use of quantitative research. Quantitative research is a process that is systematic and objective. This process uses numerical data from a selected subgroup of a universe (population) to generalise the findings of the universe that is studied (Maree & Pietersen, 2008:145). The population to be used in this study are the shoppers in the Klerksdorp district. Questionnaires will be distributed at a central shopping area in Klerksdorp where a diversity of people shop. This research will be done during the months of August and September 2010.

1.5.2.2 Sampling method

A non-probability convenience sampling method will be used to determine the number of questionnaires that need to be completed. The City of Matlosana has a population of approximately 395,071 people. This does not, however, include the rest of the adjacent local municipalities with a population of approximately 257,618 people; all of them influencing the retail structure of Klerksdorp. Added together, the Dr Kenneth Kaunda District Municipality has an approximate population of 652,989 people (Urban-Econ Development Economists, 2009: 23).

1.5.2.3 Development of the questionnaire

The questionnaire will be developed by the School of Town and Regional Planning in Potchefstroom. The questionnaire will consist of two sections, which will consist of open- and close-ended questions, as well as Likert scale-type questions.

Section A: This section captured questions relating to the respondents' socio-demographic profile, such as age, gender and number of people in the household.

Section B: This section will deal with questions regarding the behaviour and needs of the consumer, such as where they shop, how much time they spend shopping etc.

A pilot study will be carried out to pre-test the questionnaire on a small group of residents in Klerksdorp consisting of five people. This will help to determine whether any questions have the possibility of being misunderstood and will therefore help the researcher to rectify these questions before the questionnaire will be finally distributed.

1.5.2.4 Data analysis

Microsoft® Excel® will be used for the basic data capturing and SPSS® for statistical analysis. The Statistical Services of the North-West University will also assist in the process of analysing the data into relevant information regarding the empirical study. Conclusions and recommendations to the study will be drawn from the analysed data.

1.6. CONCLUSION

This introduction's purpose is to provide an overview of the study to be undertaken. The theoretical study will investigate shopping centres, their history, location, types, as well as all of the aspects that make a shopping centre successful. The planning aspects will also be discussed. This empirical study will finally determine whether the consumers in the Klerksdorp area feel there is a need for a new shopping centre.

CHAPTER 2

THE NATURE AND EXTENT OF SHOPPING CENTRES

2.1 INTRODUCTION

Many town centres have become overgrown. Too many conflicting uses overburden the road network, limited parking facilities, public utilities and transportation. This ruins the downtown environment. Some of these uses can be allowed to grow in suburban locations that are suitable. The convenience shopping needs, a selection of comparison goods and some social/ cultural/ recreational facilities allow for a suburban shopping centre to emerge. These suburban areas can also mark the population growth of a city (Darlow, 1972: 12-13).

Too much traffic leading to shopping centres has led to one-way systems, restricted parking and bus-only lanes and this has caused damage to trade. Many new shopping centres are built off the main traffic thoroughfares because some roads are closed for the benefit of the shopper. A solution to this was the development of the shopping centre in an enclosed space, where the mall is fully covered, climate-control exists and there are doors at the point of public entry. This controlled shopping environment consists of a balanced selection of shops, facilities and large car parks (Darlow, 1972: 11).

Shopping centres are expected to be sophisticated retail market places, and have a broader and more important role to play. Shopping centres provide local residents with an agreeable and comfortable meeting place (Darlow, 1972: 12).

Shopping centres are mainly a post-World War II concept and are a development activity that is highly specialised. Larger shopping centres are usually managed, developed and owned by firms whose expertise in terms of real estate activity is focused on shopping centres (Casazza *et al.*, 1985: 1).
However, the success of any shopping centre rests upon the individual shopper. Developers and retailers are anxious about giving the customer what they wish for, but research in the US indicated that shoppers spend twice as much time visiting enclosed shopping centres than they do in open shopping centres (Darlow, 1972: 13).

According to Goss (1993:18), shopping is the most important contemporary social activity. Developers and designers of shopping centres exploit the power of place as well as an understanding of the space structuring to facilitate consumption, and therefore the awareness of retail profits.

Since the post-war decades, a number of shopping centre types have evolved. Some types can even be traced back to the 1920s, while others have resulted from cross-breeding of centre types during their development. The shopping centre continues to evolve and new forms will continue to appear (Dawson, 1983: 37).

This chapter will focus on the history of shopping centres, as well as the locations of them. Several terms will also be defined.

2.2 HISTORY

The rise of automobiles, suburbs and shopping centres is part of a single occurrence. Automobiles came into greater use when cities spread out beyond the conventional transportation lines. The present-day shopping centre was launched in pursuit of the shifting of purchasing power and retailing moving into the suburbs (Casazza *et al.*, 1985: 11).

New concentrations of stores established away from the customary downtowns and business corridors as buying habits and travel patterns shifted with the arrival of suburbs and shopping by car. These facilities were built on new kinds of sites because there was not enough space in the business streets and along major streets to accommodate the on-site parking needed in the CBD. The provision of parking became a necessary addition to retail facilities (Casazza *et al.*, 1985: 11-12). A marketplace with its own built-in customer parking was the solution formulated by private enterprises to address this need. From a process of growth and innovation, as well as early development on vacant sites, the compact shopping centre of today was established. This can be identified by its planning principles, selection of tenants, development procedures, and operational practices (Casazza *et al.*, 1985: 12).

Suburban development exploded after World War II, stimulated by 15 years of confined demand from the war and the depression that preceded it. Residential and commercial development swept through the country, forming suburbs and subdivisions lying outside the central city. Neighbourhood shopping centres followed to accommodate these residential areas and to become part of the suburban scene (Casazza *et al*., 1985: 13).

Shopping centres have existed for more than 1 000 years in forms of ancient market squares, bazaars and commercial districts at seaports. The shopping centre had its origin in the 1920s (International Council of Shopping Centres, 2000).

In the later 1920s, as automobiles congested the central business districts of large cities, strip centres were built on the outskirts of town. This centre was anchored by a supermarket, and other convenience types of stores were supplementary. The design was typical – a straight line of stores with front parking (International Council of Shopping Centres, 2000).

In the 1930s, Australian cities were also undergoing rapid growth and again attempts were made to develop shopping centres. The influences from Britain and the American experience and Australian environment tempered the designs. Only a few centres developed in this period of time. These centres mainly consisted of small suburban strips with no more than a dozen shops that were part of a larger shopping district or formed the core of later development of a shopping district. The management was weak and the motive for development profit and the government played no role. The founding and growth of Canberra in the 1920s that was within a planned overall design, including shopping centre provision, provided a working example for the shopping centre industry (Linge, 1975: 14). Several small neighbourhood centres had been built by the mid-1930s to serve the growing suburban development, where these centres were the only central area shops at the time (Dawson, 1983: 6).

In the 1930s and 1940s, large freestanding stores were set up away from the centres of big cities, with on-site parking, especially in Ohio (International Council of Shopping Centres, 2000).

In the 1950s, centres were developed on the edge of suburbs, and became engulfed in the spread of suburbia allowing new centres to be built on the urban fringe. This was a typical pattern of cities throughout the north-eastern USA and California in the 1950s and early 1960s (Dawson, 1983: 7).

The spread of suburbs during the 1950s encouraged the construction of shopping centres to serve the new market. The shopping centre became known as a distinct land-use type and building, due to the successful practices and innovations during that decade leading to proven procedures for shopping centre planning (Casazza *et al*., 1985: 13).

The 1950s marked the opening of shopping centres with full-line department stores. These centres were designed in such a manner that the parking lot surrounded the centre. This was also the decade where central heating and air-conditioning inside shopping centres became prominent. The first fully-enclosed mall was opened in 1956 in Edina, Minneapolis (International Council of Shopping Centres, 2000).

The first regional centre in the USA to have a mall that was enclosed was planned in 1953 and opened in 1956. A new industry came of age in 1957 for the shopping centre. The International Council of Shopping Centres (ICSC) was founded as a trade association to promote interest in and improve operating practices among shopping centre developers, mangers, owners and tenants (Casazza *et al*., 1985: 13).

In the UK it was observed that the first out-of-town move was in 1954 when a department store moved to a suburb 12 miles south of the city (Jones, 1969: 12). However, it was not until 1964 that the first planning application was made for an out-of-town regional centre called Haydock Park in Lancashire. This scheme was, however, not approved due to the fear of loss of trade at the existing centres (Manchester University, 1964). In 1983, the first application for an out-of-town regional shopping centre was approved, i.e. the MetroCentre (McGoldrick & Thompson, 1992: 14).

In the 1960s, shopping centre development increased. Principles for planning and operation were tested and refined. Changing conditions in financing, leasing, location, construction and operational aspects of expanding markets caused adjustments to be made. Variations began to appear in the standard types (Casazza *et al*., 1985: 13).

The rapid growth in centre numbers in other Western European countries and Scandinavia occurred since 1965. In France, the major period of growth has been since the late 1960s. By the early 1980s, the shopping centre became an established feature of townscape and society in urban Europe (Dawson, 1983: 11).

In 1964, the Bull Ring Centre in Birmingham opened and in 1965 the Elephant and Castle Scheme in London followed. These two centres were the first covered centres in the UK. They were not very successful, but marked the beginning of a decade of increasing shopping centre development. This stage of shopping centre development lasted from 1965 until about 1972. Schiller comments that shopping that failed in this period did so because of location errors (Schiller, 1985: 49-50).

During the 1970s, the position of the shopping centre was strengthened. The ability of the shopping centre to provide one-stop convenience and the combination of trips gave it obvious advantages over the scattered retail locations (Casazza *et al*., 1985: 16).

Shopping facilities showed little concentration other than in shopping districts in the USSR (Union of Soviet Socialist Republics) and Eastern Europe until the early 1970s. In the new residential areas, retail provision tended to be scattered on the ground floors of blocks of flats, or distributed in single shop units throughout the housing area (Dawson, 1983: 13).

During the two decades following the 1960s, there was vigorous development of new shopping centres, and many existing centres were extended and/or refurbished. The out-of-town shopping centre started to have an impact from 1976. However, most development within the UK was still concentrated within town centres until the mid-1980s (McGoldrick & Thompson, 1992: 7).

Schiller (1985: 50) indicated that, from 1972 right through to the end of that decade, the next stage of shopping centre development followed. A greater adoption of the covered shopping centre was seen, as well as an increase in the size of shopping centres. During this period, some of the largest and best known centres were opened, for example Brent Cross (1976), Eldon Square (1976) and the Arndale Centres in Luton and Manchester (McGoldrick & Thompson, 1992: 9).

7 600 shopping centres were already present in the US by 1964, and by 1972, the number had doubled to 13 174. During the 1970s, new layouts and types of shopping centres evolved. The first festival centre was built in 1976, and centred on

food and retail specialty items. After this, the first vertical mall debuted, making the centre a fully mixed-use project (International Council of Shopping Centres, 2000).

The clear measures of the staying power indicated the importance of the shopping centre because it had the ability to respond positively to the challenges of energy shortages, environmental concerns, economic recessions and economic management. The shopping centre adapted continuously to the changing market opportunities during the 1980s and beyond while contributing to urban revitalisation (Casazza *et al*., 1985: 16).

Dawson (1983: 4) identified important breakthroughs in the design, development and operation date of shopping centres dated from the 1920s and 1930s in the US.

1827:	Cyrus Butler built a 50-shop, three-level enclosed shopping arcade in Providence, Rhode Island and opened it two years later.
1907:	Edward H Boulton built the Roland Park shopping centre in Baltimore as part of a high status residential community.
1920s:	In some American cities, the decentralisation of general merchandise stores into free-standing shops at intersections of importance in the expanding transport network in the suburbs began.
Late 1920s:	These strip centres became commonplace in commercially optimistic suburban American from New York to Los Angeles.

Source: (Dawson, 1983: 4)

Important features of the early shopping centre industry in America:

- The emergence of strip centres as a form of property investment, and as a form of environment for retail operation, as shown by their increase in land value.
- The creation of larger shopping developments. This provided shop units for comparison and for fashion retailers as well as retailers of convenience goods.

The above-mentioned may be seen as a broadening of the idea of a strip centre, in the way their form and structure have developed, as well as in the personal associations between developers and designers of these early centres (Dawson, 1983: 5).

From 1977 and well into the 1980s, lower-level in-town shopping centre development continued. New shopping centre floor space continued towards the end of the decade (McGoldrick & Thompson, 1992: 9).

The 1980s saw a growth in the number of shopping centres being built. Super-regional shopping centres also became very popular during this period (International Council of Shopping Centres, 2000).

From 1989 to 1993, shopping centre development dropped. This was the cause of a Saving-and-Loan crisis, causing a severe credit crunch. The year 1993 marked a transition from privately-held, family-run shopping centre development companies to publicly-traded real estate investment trusts. Newer retail formats became popular, such as the power centre with anchor stores occupying most of the centres. Power centres were often located near the regional and super-regional centres. Factory outlet centres also became more popular during the 1990s, as well as outlet centres (International Council of Shopping Centres, 2000).

Entertainment quickly became a necessity in the early 1990s as technology developed and was incorporated in shopping centres to create more 'magic'. Cinemas, games, outdoor retail, restaurants etc. soon made the shopping centre even more popular (International Council of Shopping Centres, 2000).

As the Internet became more prominent in our daily lives, so did shopping on the Internet. Shopping centre developers and their retailers incorporated the Internet into their business models. Today, shopping centres and retailers have websites and also communicate with their shoppers on-line and via e-mail (International Council of Shopping Centres, 2000).

Entering the 21st century, shopping centres continue to serve the social and economic needs of the community with a combination of fashion, foods, entertainment and services (International Council of Shopping Centres, 2000).

Since its origins in the 18th and 19th century, the shopping centre development industry has changed from a business of small landlords, to an activity where the market leaders are multinational development enterprises who own centres in many cities and countries (Dawson, 1983: 2).

In South Africa, shopping centres are just as popular as they are overseas. The 1960s and 1970s marked the rise of the shopping centre in South Africa (SA-Venues). The popularity of the shopping centre has increased over the last few years, especially in the Gauteng. According to the MallGuide, there are approximately 1187 listed shopping centres in South Africa.

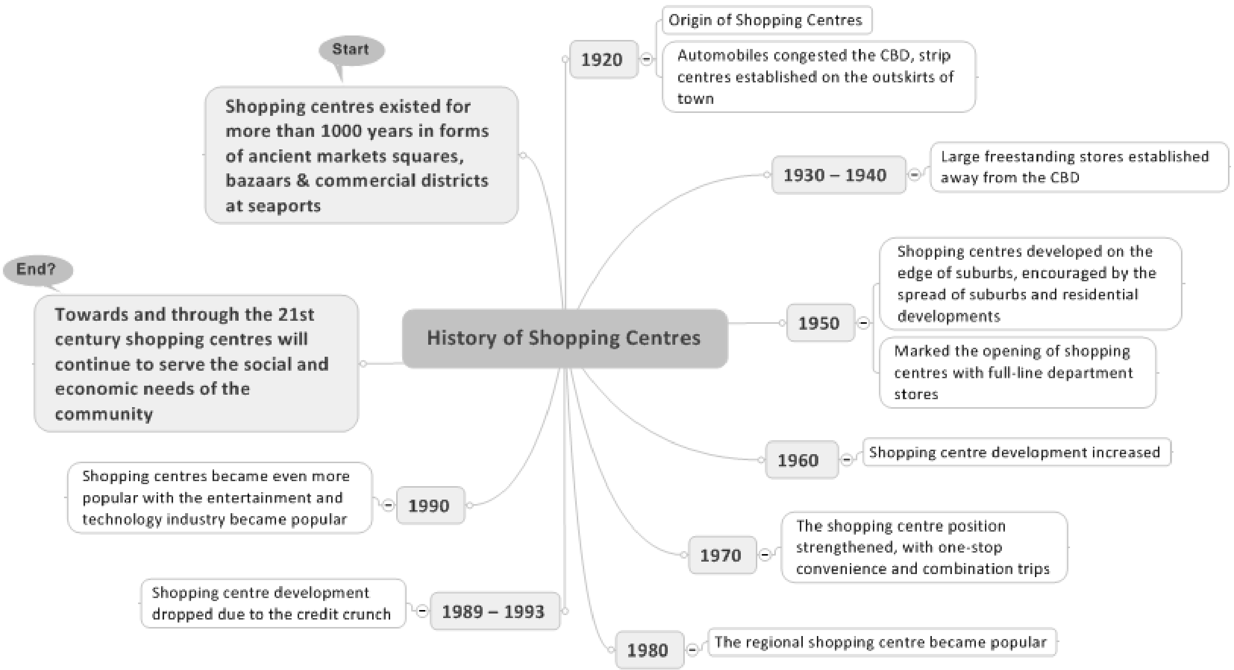

Figure 1: History of shopping centres

Source: Casazza *et al.* (1985); International Council of Shopping Centres (2000); Linge (1975); Dawson (1983); Jones (1969); McGoldrick & Thompson (1992); Schiller (1985)

2.3 DEFINITIONS

According to Casazza *et al.* (1985: 2), the shopping centre is a specialised, commercial land use and building type that previously thrived primarily in suburbia, but is today found throughout the country. When using the term “shopping centre” accurately, a shopping centre refers to: *“A group of architecturally unified commercial establishments built on a site that is planned, developed, owned and managed as an* *operating unit related in its location, size, and type of shops to the trade area that it serves. The unit provides on-site parking in definite relationship to the types and total size of the stores"* (Casazza *et al.*, 1985: 2).

To understand the full meaning of the shopping centre, the following terms need to be explained:

- **Anchor store / Tenant:** The largest store (or any large store) in a shopping centre. Usually a supermarket, variety store or department store, and located at the ends or corners in a shopping centre. This store is usually used to attract potential customers to the shopping centre (Guy, 1994: xiii, Eastern Connecticut State University, 2009).
- **Arcade:** This is an entertainment area in a shopping centre offering coin-operated computer games and amusements (Eastern Connecticut State University, 2009).
- **Community centre:** This is a shopping centre of between 100,000 and 350,000 sq. ft. (square feet) GLA (Gross Leasable Area). This centre is typically anchored by one or two discount department stores, a drug store, or a home improvement store (Eastern Connecticut State University, 2009).
- **Comparison goods:** These types of goods are the weekly or monthly needs of the shopper and the shoppers like to compare the prices, quality and variety of these goods, and also examine the service and credit facilities of competing stores. Examples of these goods are: clothing, shoes, furniture, appliances, jewellery, gifts, cameras, books etc (Darlow, 1972: 17; Guy, 1998: 257; American Marketing Association, 1948: 206).
- **Convenience centre:** This centre is open and has less than half a dozen stores. This centre offers day-to-day necessities (Eastern Connecticut State University, 2009).
- **Convenience goods:** These are goods that are needed frequently and immediately, and also with the minimum of effort. These goods are therefore purchased on the convenient time near home, work or a temporary residence (Casazza *et al*., 1985: 3; Guy, 1998: 259; American Marketing Association, 1948: 206). This term can also be described as the daily shopping needs, bought at frequent intervals (Darlow, 1972: 17). Therefore, a convenience outlet should attract short and frequently made shopping trips, and shops should include a supermarket, chemist, post office, etc (Guy, 1998: 257).

- **Enclosed mall:** This is a shopping centre that is entirely inside a roofed structure, with a limited number of entrances and the stores are only accessible through interior corridors (Eastern Connecticut State University, 2009).
- **Entertainment complex:** This shopping centre features theatres, amusement stores, restaurants and other related stores (Eastern Connecticut State University, 2009).
- **Fashion mall:** This centre features stores that offer stylish clothing and merchandise as well as quality consumer goods (Eastern Connecticut State University, 2009).
- **Festival / Themed market place:** This is typically an urban shopping centre featuring entertainment and restaurants, which are associated with historic or cultural interest (Guy, 1994: xiv, Eastern Connecticut State University, 2009).
- **Focused centre:** This shopping centre consists of one or more large, free-standing stores, and a few smaller stores (Guy, 1994: xv).
- **Food court:** This is a separate area in a shopping centre with fast-food outlets and common seating areas (Eastern Connecticut State University, 2009).
- **Free-standing store:** This is a retail outlet that is not associated with a shopping centre, and usually a distance from congested shopping areas or downtowns (Eastern Connecticut State University, 2009).
- **GBA (Gross Building Area):** The difference between the GBA and the GLA is the enclosed common area that is not leasable to the individual tenants. The GBA includes public areas, corridors, stairwells, public toilets, elevators, machine and equipment rooms, lobbies, enclosed mall areas and other areas that are integral to the building function (Casazza *et al*., 1985: 3).
- **GLA (Gross Leasable Area):** This term expresses the size of centres and the tenant spaces. GLA is the measurement that is used for uniform comparison and accurate measurement. To summarise this term, it can be defined as the total floor area that is designed for the occupancy and exclusive use by the tenant that is expressed in square feet. This is the space the tenants pay rent for (Casazza *et al*., 1985: 2; Eastern Connecticut State University, 2009), or the total enclosed floor area of a store, or of all the shops in a shopping centre (Guy, 1994: xiv). GLA does not include public areas, stairways, lobbies, public toilets, elevators, machine and equipment

rooms, enclosed mall areas etc (Casazza *et al*., 1985: 3; Eastern Connecticut State University, 2009).

- **Impulse goods:** These goods are those that the shoppers do not consciously or actively seek. Impulse goods are positioned near entrances and exits in a shopping centre (Casazza *et al*., 1985: 3).
- **Kiosk:** This is a semi-permanent booth that is placed in pedestrian areas in a shopping centre. These kiosks sell small items or offer certain services (Eastern Connecticut State University, 2009).
- **Lifestyle centre:** This centre is typically open-air, and its array of outlets (stores) is designed to appeal to the upper-scale shoppers. This centre also provides attractive landscaping, fountains, outdoor seating etc. (Eastern Connecticut State University, 2009).
- **Mall:** Any shopping centre that has adjacent parking and out buildings. This is usually an enclosed centre (Eastern Connecticut State University, 2009). This is a centre consisting of one or more anchor stores and several smaller units, all in one building. The minimum size is often 100,000 sq. ft. GLA (Guy, 1994: xv).
- **Mixed-use centre:** This is an integrated complex containing offices, residences, theatres, restaurants, a hotel and other services, in addition to the retail stores that are available (Eastern Connecticut State University, 2009).
- **Neighbourhood centre:** This is typically an open-air shopping centre, approximately 30,000 to 150,000 sq. ft. in GLA, and with three to 15 stores, with the anchor store being a supermarket (Eastern Connecticut State University, 2009).
- **Off-price centre:** This is a retail centre that sells brand-name clothing, and other goods at reduced prices (Eastern Connecticut State University, 2009).
- **Open-air:** This shopping centre with its stores is directly accessible to the public, meaning that the stores are not enclosed under one roof, and the exterior walkways are sometimes covered (Eastern Connecticut State University, 2009).
- **Outlet (off-price) mall:** This shopping centre consists of national brand-name retailers, close-outlets that sell discounted merchandise, or even factory outlets (Eastern Connecticut State University, 2009).
- **Parking index:** GLA is also used when calculating the appropriate number of parking spaces needed for a shopping centre. Community rooms, management areas, common areas and storage areas do not generate

parking demand. The measurement unit for this term is known as the 'parking index', which indicates the number of parking spaces per 1 000 square feet of GLA. Currently, it is recommended that indices range from four spaces per 1 000 square feet of GLA to five spaces depending on the centre size (Casazza *et al*., 1985: 3).

- **Power mall:** This is a shopping centre that contains major stores that dominate the industry, called category-killer stores, such as home improvement, toys, stationary and discount department stores (Eastern Connecticut State University, 2009).
- **Regional shopping centre:** A large free-standing shopping centre, exceeding approximately 400,000 to 800,000 sq. ft GLA. This centre is usually an enclosed mall, with 40 to 100 stores, and anchored by one or more department stores (Guy, 1994: xv; Eastern Connecticut State University, 2009).
- **Retail outlet:** This is defined by Guy (1998: 255) as a building where retailing takes place. This retail outlet should store retail goods that can be sold to the public from the premises.
- **Retail park:** This is an organised development of at least three retail warehouses. This can also be defined as a single-storey retail unit of at least 10,000 sq. ft. (Guy, 1994: xv).
- **Shopping centre:** This centre is usually managed by a single organisation, on a specially developed parcel of private property, and usually consists of a planned group of connected retail stores with an attached parking area (Guy, 1994: xv; Eastern Connecticut State University, 2009). Guy (1994: xv) defines a shopping centre as a planned retail development consisting of three shops that are under one ownership and that are marketed and managed as a unit. According to Dawson (1983: 1), a shopping centre is a planned grouping of shops that may or may not exist as part of a shopping district. Dawson (1983: 2) is also of the opinion that shopping centres are a feature of the urban land development process in which private or public landowners develop land deliberately for retail uses.
- **Shopping goods:** A shopper spends the most effort on these goods, and they have the greatest desire to do this comparison shopping (Casazza *et al*., 1985: 3).

- **Speciality centre:** This type of shopping centre serves a particular segment of the market and consists of smaller shops and no anchor tenants (Casazza *et al*., 1985: 3).
- **Specialty goods:** The shopper takes more care and spends more time and effort on this purchase. This type of merchandise has no clear trade area (Casazza *et al*., 1985: 3).
- **Strip centre:** This centre is a small open-air neighbourhood centre, but smaller than 10,000 sq. ft. GLA. This centre has at least three stores arranged in a connected row facing a parking area (Eastern Connecticut State University, 2009).
- **Super-regional shopping centre:** A free-standing shopping mall of at least 800,000 sq. ft. GLA, consisting of more than 100 stores, and several department stores. This is usually an enclosed mall (Guy, 1994: xvi; Eastern Connecticut State University, 2009).
- **Trade area:** This term refers to the area that contains people whom are likely to purchase a certain given class of goods and services from a specific firm or group of firms. The trade area size will vary based on the tenant category and shopping centre type (Casazza *et al*., 1985: 3).
- **Urban mall:** This is a shopping centre that is located within the city centre, and can be on several levels and has adjacent multilevel parking (Eastern Connecticut State University, 2009).
- **Value-oriented mall:** This shopping centre is characterised by low-end, discount and outlet stores (Eastern Connecticut State University, 2009).
- **Village centre:** This is an open-air shopping centre consisting of several wings and often a central plaza (Eastern Connecticut State University, 2009).

2.4 LOCATIONS OF SHOPPING CENTRES

Jones (1969: xix) is of the opinion that the majority of regional shopping centres is situated in suburban areas, closely located to residential areas, and sometimes on subsidiary roads having limited access to motorways.

Early in the shopping centre development process the selection of a suitable site becomes evident. Commercial viability is one of the factors used to assess the potential sites. This assessment also includes the consideration of the potential market on a local level as well as on a regional level. This assessment also involves the evaluation of the land use planning and other governmental controls that are likely to affect proposed sites. Different factors of location exist, depending on the scale being considered :

1. Inter-regional patterns of location are determined by three factors:
    a. By national patterns of regional economic growth;
    b. By government, particularly through policies of new settlement planning; and
    c. By regional differentials in site and construction costs.
2. Within regions, at inter-urban scale, patterns of centre location are related to:
    a. City size, and for some shopping centre types to a hierarchical diffusion process; and
    b. To the effects of local entrepreneurial activity.
3. Within a city or town at intra-urban level, the shopping centres' pattern location is influenced by:
    a. Land use planning policy and philosophy;
    b. The general suburbanisation process; and
    c. The economics of the market area.

Source: (Dawson, 1983: 57)

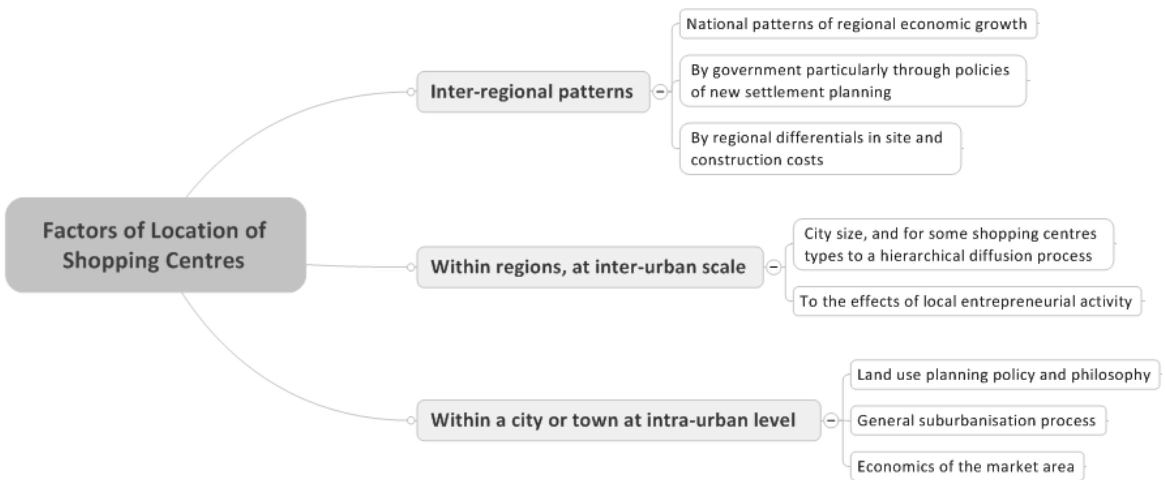

Figure 2: Factors of location for shopping centres

Source: *Dawson (1983)*

The geographic location is determined by the economic considerations relevant to it. The value of the location of a shopping centre must always be judged. If the site has been acquired, the economist directs his work towards the study of the economic characteristics of the site and location. The results of this study serve as a basis when deciding whether the site is suitable for shopping centre development and what the size and character of the shopping centre should be (Gruen & Smith, 1960: 30).

The aim of the economic analysis for the shopping centre is to provide detailed economic facts to determine the approximate amount of retail sales volume that might be attracted to the location when shopping centre facilities will be constructed. The study of the following factors is inherent in any economic analysis:

- Population;
- Income;
- Purchasing power;
- Competitive facilities;
- Accessibility; and
- Other related considerations, for example, topography in relation to physical barriers (man made and natural).

Source: Gruen & Smith, 1960: 30; Welch, 1969: 6

Welch (1969: 6) is also of the opinion that the economic analysis of the location is of fundamental importance to the planner, because it enables him to determine the possible trade area for the scheme that will provide him with the proportion of the support needed for the shopping centre to be sustainable.

Welch (1969: 6-7) summarised the process involved in the location and siting of shopping centres as follows:

1. Regardless of the size and complexity of a shopping centre, it has its reason in being, that is the profit motive. The site selection should thus be positioned in such a way so as to enable a profit for the tenants.
2. The planner must estimate how much money will be spent at the shopping centre and the buying power the shopping centre can attract.
3. Information needs to be gained regarding the estimated total income of the area to evaluate the buying power of the shopping centre. This can probably not be achieved directly and the estimates can be vague.
4. From the estimated total income, the estimates of the group's average normal monthly expenditure must be subtracted to determine the net buying power available within the area.
5. From the above-mentioned, together with the market analysis (comprising of the income and spending power of the group), an analysis of the possible

radius of attraction can be made. A traffic survey, where the existing and future road patterns will determine their capacity, peak and off-peak use, public transportation, walking distances as well as the shopping habits of people, will delimit the zone of attraction. The influence of the man-made and natural barriers, such as hills, valleys, streams, cemeteries, railway lines etc. also needs to be taken into account together with the careful plotting of existing retail facilities in the area, to examine their type, quality, convenience and existing amenities, such as parking.

6. All of the above will make it possible to judge the form the shopping centre should take on, where it should be located, what store would be most successful, the size of the centre, what other types of facilities can be included etc. With this basis of the nature of the tenant occupancy, it gives one an idea of the size of the expected parking area, even its possible turnover.

Guy (1998: 262) has made an analysis of the type of shopping centre and the possible location of the centre.

Table 1: Possible locations for shopping centres

Type of centre	**Town centre**	**Edge of town centre**	**Other retail area (unplanned)**	**Other urban (e.g. industrial, waterfront)**	**New residential area**	**Edge-of-town**
Free-standing store		X		X	X	X
Focused centre			X		X	X
Renewal centres	X			X		
Regional centre				X		X
Speciality centre	X	X		X		
Factory outlet centre				X		X

Source: Guy (1998: 262) – Adapted from Guy (1994:23)

According to Casazza (1985: 31-32), the selection of the right site is crucial and also that sites suitable for shopping centres are hard to find. The developer must ensure that the site that is chosen has a combination of good access and location, size, shape, drainage, topography, minimal soil complications, utilities, zoning, surroundings and environmental impact.

2.5 CONCLUSION

This chapter investigated the background of shopping centres. The history of the shopping centre stretches as far back as the beginning of the 20^{th} century and it appears as though it will still be a viable retail element in the future. Several terms that are useful to this study and to shopping centres were also defined. Lastly, the location of shopping centres was investigated. The next chapter will look into several classifications and types of shopping centres, as well as the importance of development corridors.

CHAPTER 3

THEORETICAL ASPECTS OF SHOPPING CENTRES

3.1 INTRODUCTION

Shopping centres were initially divided into three main categories – the neighbourhood, community and regional centre – each with a clear and distinct function, tenant mix and trade area. Several subtypes of centres have evolved as specialised market opportunities have been identified. These subtypes can be considered as distinct or basic categories or as subtypes of the three basic categories with the trade area characteristics used as the controlling factors in classification (Casazza *et al.*, 1985: 4).

The main concern in the description of centre types is due to the form, function and related tenant mix of the shopping centres. Development processes also tend to differ among centre types, which also increase the difficulty in classifying the centres (Dawson, 1983: 37).

The aim of this chapter about development corridors is to establish the foundations on which this term is formed. Corridors form an important part of the development of successful shopping centres. It is important with regard to the goal of this study to research the structure and background of development corridors to understand why there are certain trends in corridors and to understand the morphological components of these corridors.

3.2 CLASSIFICATION OF SHOPPING CENTRES (INTERNATIONAL)

Shopping centres can be classified into three main categories. These categories are the neighbourhood shopping centre (one to 42 shops), the community shopping centre (44 to 90 shops) and the regional shopping centre (101 to 476 shops) (Des Rosiers *et al.*, 1996: 43).

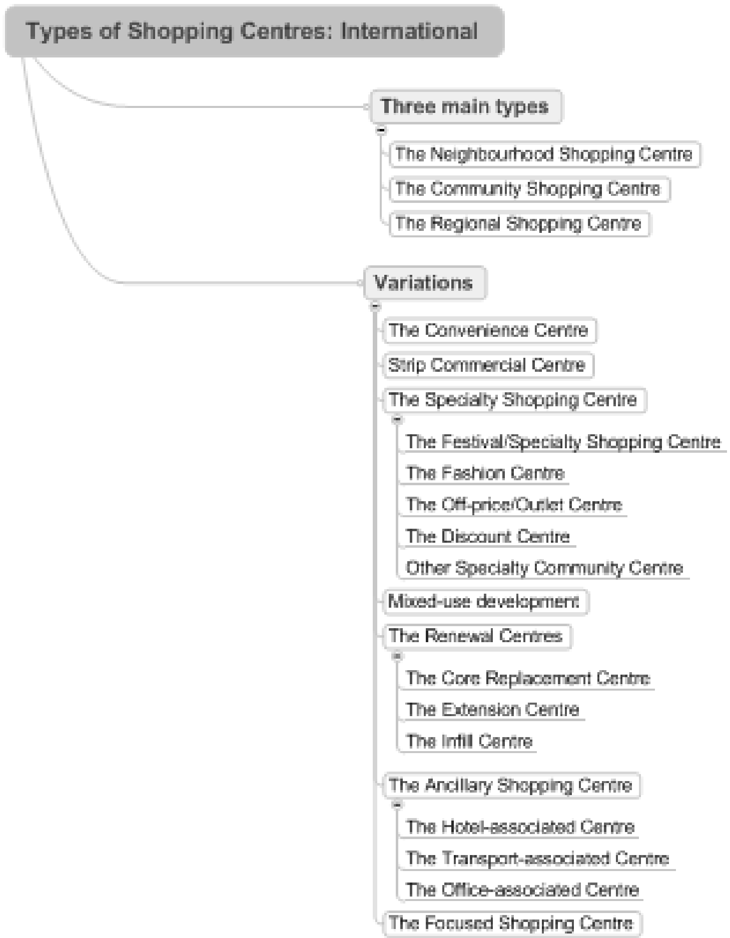

Figure 3: Types of shopping centres

Source: Casazza *et al.* (1985); Guy (1998); Dawson (1983); Welch (1969); Jones (1969); Guy (1998); McKeever *et al.* (1977)

3.2.1 Three main types of shopping centres

3.2.1.1 The neighbourhood shopping centre

The neighbourhood centre consists of the sale of convenience goods (such as food, drugs and a variety of other goods) and personal services (those services that meet the daily needs of the surrounding neighbourhood trade area) (Casazza *et al*., 1985: 4; Guy, 1998: 259). This centre serves the local residential population (Guy, 1998: 259).

The principal anchor tenant in a neighbourhood centre is the supermarket. The most important factor in determining the shopper's choice of a supermarket is the geographical convenience; and following this is the wide selection of merchandise and customer services. The drugstore and the small variety store are other principal tenants in a neighbourhood centre (Casazza *et al*., 1985: 4).

The typical GLA for a neighbourhood centre is approximately 5 000 m^2, but it can range from 3 000 m^2 to 10 000 m^2. The site area required for this kind of centre ranges from one to four hectares. This centre in general serves a trade area population of approximately 2 500 to 40 000 people within a five to ten-minute drive. Its parking index is approximately 4 spaces per 100m^2 of GLA (Casazza *et al*., 1985: 4, 6; Dawson, 1983: 17-18; Welch, 1969:4).

The number of parking spaces varies from 30 or even fewer, to several hundreds of spaces in larger centres (where a supermarket, drugstore and hardware store can be present). Less than 30 percent of the GLA of a centre is made available for the key tenants, but this can rise to 50 percent when several of the anchors have been built into the design. The development of such a centre is generally carried out by a small local developer or a regionally-based developer. These developers generally use local funding agencies (Dawson, 1983: 18).

Neighbourhood centres provide opportunities in centre development and retail operation for small-scale entrepreneurs, as well as large commercial companies. The precise location of the centre, as well as the commercial ability of the tenants, determines the success or failure of the neighbourhood centre. Land use planners prefer locations in residential areas, while commercial developers favour sites at intersections on major roads on the edge of residential blocks (Dawson, 1983: 20). The neighbourhood centre can be successful at either of these two locations, as long as it is accessible to the local catchment population (Dawson, 1983: 22).

Four major trends appeared in America and Europe in terms of neighbourhood shopping centre design and operation. The first tendency is for the anchor tenants to become a more significant element in the centre, and this resulted in a larger variety of types of anchor tenants, such as a home improvement centre rather than a supermarket. The second tendency has been to incorporate successful design and features of larger centres into the smaller centre. The third tendency appeared to be an increase in the proposal of service outlets in neighbourhood centres. The fourth tendency indicated that it has become increasingly difficult to differentiate between the large neighbourhood centre and the small community centre. In many cases, the size, tenant mix, layout and design tended to be similar (Dawson, 1983: 22).

3.2.1.2 The community shopping centre

Originally, the community centre was developed around a large variety store or a junior department store, in addition to the supermarket, as its anchor tenant. The community centre has undergone and is still undergoing the most characteristic change (Casazza *et al*., 1985: 4). Other possible anchor tenants can be the discount or off-price department store, the hardware/building/home improvement store, the combined drug/variety/garden centre, as well as large-scale furniture warehouse stores (Casazza *et al*., 1985: 5).

The community shopping centre can be defined by what it does and does not have. It does not have a full-line department store, therefore it cannot be categorised as a regional shopping centre; and it does have a larger market area than the neighbourhood centre and draws customers from longer distances. It also offers a greater depth and range of merchandise in specialty and shopping goods than the neighbourhood centre. It also provides certain categories of goods that are not usually found in regional centres, such as furniture, garden, building and hardware supplies (Casazza *et al*., 1985: 5).

Therefore, the community centre is the “in-between centre”. Some neighbourhood centres can grow into community centres, just as some community centres can grow into regional centres (Casazza *et al*., 1985: 5).

The typical GLA of the community centre is approximately 14 000 m^2, but it can range from 10 000 to 30 000 m^2. The site needed for this type of centre must be between 4 to 12 hectares. The trade area population this centre serves is between 40 000 to 150 000 people within a 10- to 20-minute drive. This centre has a parking index that ranges from four to five spaces per 1,000 square feet of GLA (Casazza *et al*., 1985: 5-6; Dawson, 1983: 22; Welch, 1969:5; Jones, 1969: 24).

The community centre is vulnerable to competition in the metropolitan area. This is because it is too large to prosper off the immediate neighbourhood trade area, and it is too small to make a considerable impact on the whole community unless it is located in a smaller city with a smaller population of 50 000 to 100 000 people. The development of a regional centre in the trade area of the community centre can impose on the community centre, but if there is a strong market area, both can succeed due to the difference in the type of merchandise they offer and the community centre is located closer to its support market (Casazza *et al*. 1985: 5).

An off-price discount store can act as the leasing tenant in community centres that are located in cities with a small population of 50 000 to 100 000 people, and can also act as a regional centre due to the local dominance and pulling power this type of centre will have (Casazza *et al*., 1985: 5).

The market area of the community shopping centre is less predictable due to the shopping goods and special categories of goods this centre offers. Therefore, the community centre is difficult tot estimate in terms of its drawing power and market size (Casazza *et al*., 1985: 5). This centre serves the local residential population (Guy, 1998: 259).

The community shopping centre offers shoppers a greater depth and rage of merchandise than a neighbourhood shopping centre does (McKeever *et al.*, 1977: 4).

The typical anchor tenants for a community centre comprise a small department store, or a variety store or supermarket, together with approximately 30 other retailers and service outlets. There is a greater variety of the sizes of shops in the community centre and anchor tenants occupy both small and large units. The anchor tenants rarely account for more than 40 percent of the total GLA. It is, however, not unusual for a neighbourhood shopping centre to be upgraded to a community centre by adding an extension of approximately 4 000-5 000 m^2. This often happens because of new residential developments in the areas close by the centre, or when the freeway is extended (Dawson, 1983: 22). The community centre can be quite successful under these circumstances, but it is vulnerable to the competition of neighbourhood centres offering convenience and regional centres offering specialised goods and services. The competitive pressures on this centre are a reason for the appearance of other types of centres within the general size range of the centre (Dawson, 1983: 22-23).

3.2.1.3 The regional shopping centre

The regional shopping centre provides shopping goods, furniture, general merchandise, home furnishings and clothing in depth and variety; therefore a wider range of goods and services. The main attraction is the full-line department store with a minimum GLA of 10 000 m^2. It is now more common to supply the regional centre with between two to six department stores. The department store size has varied over time from approximately 4 000 m^2 to 19 000 m^2 (Casazza *et al*., 1985: 5; Dawson, 1983: 24; Guy, 1998: 259).

Regional centres have been divided into the regional centre and the super-regional centre for the purpose of examination. To be qualified as a super-regional centre, it must have three or more department stores, and thus confining a regional centre to have not more than two department stores. The regional and super-regional shopping centre try to reproduce the shopping facilities usually found in the central business districts (CBDs) (Casazza *et al*., 1985: 5).

The typical GLA of the regional centre is approximately 40 000 m^2, but can range from 30 000 m^2 to approximately 100 000 m^2 (Casazza *et al.*, 1985: 5-6; Dawson, 1983: 23-24; Welch, 1969:5).

The typical GLA of the super-regional centre is approximately 75 000 m^2, but can range from 47 000 m^2 to over 100 000 m^2, and a few centres exceed 140 000 m^2 (Casazza *et al*., 1985: 6; Dawson, 1983: 23-24).

The sites for the regional and super-regional centres vary considerably – from 4 hectare for a multi-level urban centre to over 40 hectares for a single-level super-regional centre. The regional centre serves a population of approximately 150 000 people, whom will regularly travel more than 25 to 30 minutes to reach the centre (Casazza *et al*., 1985: 6; Jones, 1969: 24).

The ability of regional and super-regional centres to offer ranges of shopping goods and facilities attracts customers, and this extends their trade areas. These two centres do not vary in their function, only in their variety and strength in attracting customers (Casazza *et al*., 1985: 6).

It should be made clear that the basic elements of any centre can change should it adapt to the trade area and its characteristics, including the nature of the competition, income levels and population density. The number of people needed to support a centre of any type can also not be fixed, because income level, disposable income, competition and the changing methods of merchandising and changing store sizes all have an influence on the calculations (Casazza *et al*., 1985: 6).

Casazza *et al*. (1985: 7) emphasised that the tenant composition and characteristics of the leading tenant define a shopping centre type, and not the building area, size of the site, or the population.

Locations for these types of centres are at freeways and motorway intersections, specifically where arterial freeway intersects ring freeways (Dawson, 1983: 24).

Super-regional centres tend to be developed by major companies. These major companies have the expertise to put together such a development, and also have the market power to arrange finance from insurance and pension funds. Several of these super-regional shopping centres have individual features such as ice-rinks, jogging tracks on their roofs, six-screen cinemas, or are connected to hotels. The super-regional centres represent massive investment and believe that shoppers will for many years use their cars to go shopping, have money and time to spend and will lastly continue their mass consumption lifestyle (Dawson, 1983: 30; Guy, 1998: 261).

3.2.2 Variations of shopping centre types

3.2.2.1 The convenience centre

This type of centre is characterised by the quick stop convenience store, which consists of many national and regional chains. Often the convenience centre is an addition to the neighbourhood shopping centre, and is as such a fundamental part of that centre. It can also be a freestanding unit or it can be combined with one or more other convenience uses, for example cleaning pick-up service, beauty shop, barber shop or a coin-operated laundry (Casazza *et al*., 1985: 7).

3.2.2.2 Strip commercial centre

Casazza *et al.* (1985:7) state that strip commercial development is not a shopping centre. A strip shopping centre can be described as a centre with a linear configuration. Strip commercial is a string of commercially zoned lots that are independently developed, or it is a string of retail commercial stores located on a single site where no anchor tenant or central management is present, and where the tenant mix is the outcome of leasing to tenants with good credit, rather than from planning and executing a leasing programme (Casazza *et al*., 1985: 7).

The strip centre is small and relatively easily developed, and provides commercial and investment opportunities for small businesses in development and retailing. These centres are developed and quickly built by government agencies in response to the specific locational needs. Tenant replacement in these centres is relatively high (Dawson, 1983: 28-29).

3.2.2.3 The specialty shopping centre

This term was used for any centre that could not meet the traditional definitions. A specialty centre has no traditional anchor tenant. This role was filled by another type of tenant or a grouping of tenants that functioned as an anchor tenant. An examples is the combination of gourmet food shops, meat market, delicatessen and a green grocer that may function as the anchor tenant in a neighbourhood centre. Several restaurants, a cinema complex and a food service cluster can also serve as an anchor tenant (Casazza *et al*., 1985: 7).

"Theme centres" are centres with a special architectural character. These types of centres are also specialty centres. The term "specialty centre" is not an adequate description of the different subcategories of shopping centres. With more specialisation and market segmentation, the specialty centre can be individually described by adding modifiers such as "fashion", "theme", "festival", "home improvement" etc. to the term (Casazza *et al*., 1985: 7; Dawson, 1983: 35-36).

- **The festival/specialty shopping centre**

This type of shopping centre creates a special experience. A high percentage of these centres' GLAs are devoted to food vendors and specialty restaurants. The food vendors are concentrated in the conventional food court, and much more emphasis is placed on the authenticity, uniqueness of offerings, and a blend of both on-site food service and specialty food retailing. Retail goods at this centre also emphasise the impulse and specialty items. An entertainment theme is often present with regular informal events, jugglers, musicians etc. The trade area for this type of centre must be large since a considerable portion of its business activities will be from tourists (Casazza *et al*., 1985: 8).

- **The fashion centre**

A fashion centre concentrates on clothing shops, boutiques and custom shops carrying special merchandise of high quality and prices. This centre can include one or more small specialty department store, food service, gourmet food or supermarket. Fashion centres are suitable in high income areas. The trade area of the fashion centre can be scaled towards a neighbourhood, community or regional centre. On a neighbourhood scale, it will have small clothing and gift shops, a gourmet food shop, a butcher and a green grocer. When fashion centres reach the size of the community or regional centre, the anchor tenant will consists of a group of small specialty department stores, and will have some tourist trade (Casazza *et al*., 1985: 8-9; Dawson, 1983: 35).

The fashion shopping centre will be unique in physical terms, with better quality architecture and the use of high-cost finishes and materials in the design and building. The site area for the fashion centre will be smaller and the parking requirements are below those typically required, because the customer trips for this centre will be fewer since there is high dollar volume per sale at this type of centre. Valet parking or reserved parking is also a feature available at the fashion centre (Casazza *et al*., 1985: 9).

- **The off-price/outlet centre**

The outlet centre is a collection of factory outlet stores. No specific anchor tenant is present, although one or more of the larger tenants will be able to perform this task. It enjoys a strong tourist trade and can be viewed as regional (Casazza *et al*., 1985: 9).

The off-price centre can be described as a fashion mall without discount merchandising and also with an appropriate design image. The goods sold in off-price stores are upper- to high-end name brand merchandise sold at prices considerably lower than the prices asked in department or specialty stores. The market area size is between that of a community centre and a regional centre. The tourist orientation is relatively small, but this centre type is quickly evolving (Casazza *et al*., 1985: 9).

- **The discount centre**

The traditional anchor tenants of a community centre are rapidly being replaced by a discount department store. A discount centre is a centre on community scale, which is anchored by a discount department store (Casazza *et al*., 1985: 9).

- **Other specialty community centres**

The appearance of new anchor tenants, for example home improvement stores, has resulted in special forms of community shopping centres. It is suggested that commercial retail and semi-wholesale uses will be incorporated into various forms of the community shopping centre. An example of this type of centre is the "industrial shopping centre". The anchor tenant consists of a grouping of tenants operating a retail/manufacturing/ wholesale business dealing that deals with items such as lighting and plumbing fixtures, security systems, millwork, automobile specialty services etc. These tenants are grouped into planned projects and share joint parking and building design features (such as entrance canopies, landscaping, signs etc.) as well as central management (Casazza *et al*., 1985: 9).

3.2.2.4 Mixed-use development

As defined by the Urban Land Institute (13), a mixed-use development is a large-scale real estate project, and has the following characteristics:

- Three or more considerable revenue-producing uses (retail, office, residential, hotel/motel, and recreation), which are mutually supported in well-planned projects.
- The project's components are functional and integrated, and also include uninterrupted pedestrian connections.
- Development conforms to a coherent plan, which stipulates the type of uses, the scale of uses, density permitted etc.

Source: (Casazza *et al*., 1985: 9-10)

The retail component in these developments can range from convenience retailing to serving the major land uses of a regional centre. The retail component can also range from a traditional regional centre's character, in terms of tenant mix and anchor tenants, to a specialty centre's character, such as a fashion centre or festival/specialty centre. The retail component of a mixed-use development will be carefully integrated with other land uses through pedestrian pathways, shared parking and uses that are specifically modified to the needs of other land use components of the development (Casazza *et al*., 1985: 10).

These centres are large with 20 000 m^2 or more retailing space, together with extensive hotel, office and residential space. The Urban Land Institute (1977) defines these centres as *"large-scale, high density urban projects characterized by physical integration of mutually supportive land uses"* (*in* Dawson, 1983: 33).

The aim in these centres is providing a balanced distribution of space among several activities. New Town development usually involves the creation of multi-use centres. New Town shopping centre schemes have major anchors consisting of department stores, hypermarkets, vain variety stores, and 100 or more other units together with offices, recreational facilities and often residential provisions all in one centre (Dawson, 1983: 33).

3.2.2.5 The renewal centres (shopping centres within the shopping district)

- **The core replacement centre**

This type of centre varies in size depending on the town size. Few of these centres are less than 15 000 m^2 and several of the centres that have renewed sections of the major cities are over 75 000 m^2. The purpose of this centre is to structurally and functionally replace out-dated retail properties in main locations with new retail space that is designed for modern-day retail techniques. These centres can act as a revitalisation pole for the business district, as well as provide new focus for shopping activity in the central area. The mix of tenants can be compared to regional centres (for example supermarket, hypermarket, and department store as anchor tenant), and not unusual is the relocating of retailers to new centres if they are displaced by the scheme (Dawson, 1983: 32).

- **The extension centre**

This centre occurs where the existing floor space for retail in a shopping district becomes inadequate to meet the demands of an increasing population and expanding retail economy. The purpose of these centres is providing more floor space in a planned way as well as better quality retail premises. Extension centres often involve the redevelopment of wholesale buildings, residential property with poor quality on the edge of an established commercial or shopping district, and low rental retail building. The average size of the extension centres is approximately 7 500 m^2 and provides a substantial addition to the existing floor space. These centres are common as an extension to the central area of shopping districts in suburban areas that are expanding. The tenant mix reflects the trading character of the district where it is located. These centres generally contain one or two larger units for a household goods shop, a supermarket, or even a freezer centre. Tenant mix and selection are important to the success of these centres (Dawson, 1983: 31). It is common for a high proportion of units in centres to be taken by service establishments (Dawson, 1983: 32).

- **The infill centre**

This centre usually consists of up to approximately 20 units that are built on a redeveloped site within a shopping district that is already established. The units range between 100 m^2 and 150 m^2 and in a few cases one or two units are included to meet specific tenants' demands. These centres are developed speculatively and are usually the responsibility of small property development companies. In some cases, the potential tenants will have the opportunity to influence the design of their unit and even negotiate their lease agreement. The location of these centres is typically (Dawson, 1983: 30) behind the major street frontage with access to these main shopping streets. Therefore, they are located in essentially secondary locations. This type of centre occurs in CBDs, suburban business districts and central areas of shopping districts of small and large towns. Infill centres provide developments where there is the opportunity for independent retailers to lease lock-up shops at affordable rents, and have the opportunity to enlarge their business in the future. The mix of tenants is not closely controlled, except in cases where the centre has a central theme or focus. Infill centres are common in ribbon developments (Dawson, 1983: 31).

3.2.2.6 The ancillary shopping centre

Retailing is a minor feature in an ancillary centre. An ancillary centre is designed for another purpose. The amount of retail space in these centres depends on the scale of the dominant activity. The size of these centres can range from 10 000 m^2 to 15 000 m^2. The size of units also varies, but it is usually small as it provides opportunities for independent retailers. Ancillary centres can exist in large CBDs, pedestrian subways, office blocks and hotels (Dawson, 1983: 35).

- **The hotel-associated centre**

This type is associated with a hotel/tourist complex with a mix of tenants aimed at shopping and servicing the convenience and needs of the resident of the hotel. These shops usually sell high quality fashion clothes, jewellery, cameras etc, and also serve the resident in terms of hairdressing, toiletries etc. (Dawson, 1983: 34-35).

- **The transport-associated centre**

This type of centre is associated with a transport complex, specifically mass transit interchanges. The tenant mix provides for the convenience needs of pedestrians, and also includes shops allowing workers returning home to buy food and essential items (Dawson, 1983: 35).

- **The office-associated centre**

This type is located in the basement or on the ground floor of large office buildings, consisting of a tenant mix that aims at servicing the office workers of that building. Shops include, for example, sandwich bars, ladies' clothes shops, tobacconists, book shops etc. Centres can also be in the basement of adjoining buildings, and can in some cases be linked by pedestrian passages (Dawson, 1983: 35).

3.2.2.7 The focused shopping centre

The focused shopping centre has a single tenant who operates from a large unit that dominates the total centre structure. The dominant tenant can account for 70 percent and even up to 90 percent of the GLA, with approximately half dozen small units representing the remaining space. An example of the most common dominant tenant is the Hypermarket. The location for this type of centre can vary between established shopping districts or even free-standing sites in suburbs. Centre sizes range from 3 000 m^2 to 15 000 m^2 in GLA. The smaller units are leased to service and retail outlets complementing the dominant tenant. Typical smaller units are, for example, a dry cleaner, financial services, and fresh food stores, but the exact mix depends on the major tenant (Dawson, 1983: 36). This centre has been typically built to serve the surrounding residential areas (Guy, 1998: 260).

It is not unusual for the developer of this type of centre to also be the dominant tenant, in order to control the tenant mix and use large companies' credit rating in order to raise funds for the development (Dawson, 1983: 37).

Table 2: Characteristics of shopping centres (International)

Characteristics of Shopping Centres										
	Design			Management					Location	
Type of Shopping Centre	Typical Size (m^2)	Number of levels	Open / Enclosed	On-site manager	Tenants association	Opportunity for small retailers	Anchor tenant	Control of tenant mix	Optimal	Value as growth pole
Neighbourhood Shopping Centre	5 000	Usually single	Usually open	No	Usually	Some	Supermarket	Slight	Intersection in local road network	None
Community Shopping Centre	20 000	Usually single	Both	Sometimes	Usually	Few	Variety Store	Some	Intersection in intra-urban road system	Limited
Regional Shopping Centre	50 000	Single or Multi	Usually enclosed	Usually	Yes	None	Department Store	Considerable	Inter-urban intra-urban freeway intersection	Some
Super Regional Shopping Centre	100 000	Usually multi	Enclosed	Yes	Yes	None	Department Store	Considerable	Inter-urban within conurbation	Some
Strip Commercial Centre	1 500	Single	Open	No	No	Yes	None	Slight	Close to regional centre	None
Speciality Shopping Centre	6 000	Single or Multi	Both	Sometimes	Usually	Some	Often none	Considerable	High-income district	Limited
Core Replacement Centre	40 000	Multi	Enclosed	Yes	Yes	Few	Department Store	Considerable	Traditional centre of downtown	Considerable
Extension Centre	15 000	Usually multi	Usually enclosed	Sometimes	Usually	Some	Varied	Some	Close to core replacement	None
Infill Centre	2 500	Usually single	Usually open	No	No	Yes	None	Slight	Close to peak land value od retail district	None
Ancillary Shopping Centre	3 000	Usually single	Both	Sometimes	No	Yes	None	None	Large office / hotel	None
Focused Shopping Centre	10 000	Usually single	Both	Sometimes	Unusually	Few	Mass Merchandiser	Considerable	Junction in intra-urban road network	Limited

(Source: Guy, 1998: 259; Dawson, 1983: 27; Casazza et al, 1985: 6)

3.3 CLASSIFICATION OF SHOPPING CENTRES (LOCAL)

The South African Council for Shopping Centres (SACSC) classifies shopping centres under the following:

Figure 4: Types of shopping centres (Local)

Source: South African Council of Shopping Centres

3.3.1 Small convenience centres

This type of shopping centre is anchored by a supermarket of less than 1,500 m^2 and is convenience-orientated goods and services. The size of this shopping centre is less than 5,000 m^2. This shopping centre serves approximately 700 to 3,600 households (a population of 2,500 to 12,500 people). The travel time to this shopping centre is approximately three minutes in a radius of 1,5 km. This shopping centre is conveniently located with good access and relates to the socio-economic status of the area (South African Council of Shopping Centres, 2000: 3, 15).

3.3.2 Convenience centres

This type of shopping centre is anchored by a supermarket of approximately 1,500 m^2 and is convenience-orientated goods and services. The size of this shopping centre is between 5,000 m^2 and 10,000 m^2. This shopping centre serves approximately 2,500 to 5,700 households (a population of 8,300 to 20,000 people). The travel time to this shopping centre is approximately four minutes in a radius of 2 km. This shopping centre is conveniently located with good access and relates to the socio-economic status of the area (South African Council of Shopping Centres, 2000: 3, 13).

3.3.3 Small community centres

This type of shopping centre is anchored by a supermarket and a national fashion store. The size of this shopping centre is between 10,000 m^2 and 20,000m^2. This shopping centre serves approximately 8,500 to 17,800 households (a population of 30,000 to 60,000 people). The travel time to this shopping centre is approximately six minutes. This shopping centre has good accessibility of national roads and relates to the socio-economic status of the area (South African Council of Shopping Centres, 2000: 3, 11).

3.3.4 Large community centres

This type of shopping centre is mainly anchored by a supermarket and a major national fashion store. The size of this shopping centre is between 20,000 m^2 and 40,000m^2. This shopping centre serves approximately 17,800 to 36,000 households (a population of 62,000 to 125,000 people). The travel time to this shopping centre is approximately 10 minutes. This shopping centre has good accessibility and relates to the socio-economic status of the area (South African Council of Shopping Centres, 2000: 3, 9).

3.3.5 Regional shopping centres

This type of shopping has a wide variety of stores, and mainly provides comparison goods and services. The size of this shopping centre is between 40,000 m^2 and 100,000m^2. This shopping centre serves approximately 28,000 to 57,000 households (a population of 100,000 to 200,000 people). The travel time to this shopping centre is approximately 20 minutes, and not more than an hour. This shopping centre has good accessibility of national roads, and has four or more anchor stores (South African Council of Shopping Centres, 2000: 3, 7).

3.3.6 Super regional shopping centres

This centre has a wide variety of stores, which is dominated by comparison goods and services. The average size of this shopping centre is 100,000 m^2. This type of shopping centre has regional accessibility, which results in easy access off national roads. This shopping centre serves approximately 58,000 to 115,000 households (Population of 200,000 to 400,000 people). The travel time to this shopping centre is 30 minutes and can be up to two hours. This shopping centre usually has six or more anchor tenants (South African Council of Shopping Centres, 2000: 3, 5).

3.3.7 Other centres

Other centres that feature in South Africa are lifestyle centres, theme centres, and entertainment centres etc. with a size of approximately 10,000m^2 to 30,000 m^2. This centre is usually developed for one or more related products (South African Council of Shopping Centres, 2000: 16).

Table 3: Classification of shopping centres in South Africa

Type of shopping centre	**Super regional shopping centre**	**Regional shopping centre**	**Large community centre**	**Smaller community centre**	**Large convenience shopping centre**	**Smaller convenience shopping centre**
Area	+ 100 000m²	+ 40 000m² to 100 000m²	+ 20 000m² to 40 000m²	+ 10 000m² to 20 000m²	+ 5 000m² to 10 000m²	Less than 5 000m²
Anchors	6 +	4 +	Supermarket + Major national fashion	Supermarket + National fashion	Supermarket in excess of 1 500m²	Supermarket less than 1 500m²
Serves	58 000 to 115 000 households	28 000 to 57 000 households	17 800 to 36 000 households	8 000 to 17 800 households	2 500 to 5 700 households	700 to 3 600 households
Population	200 000 to 400 000	100 000 to 200 000	62 000 to 125 000	30 000 to 60 000	8 300 to 20 000	2 500 to 12 500
Travel time	30 min to 3 hours	20 min to 1 hour	Less than 10 min	Less than 6 min	Less than 4 min (2km radius)	Less than 3 min (1,5 km radius)
Access	Easy access off national roads	Good access off national roads	Good	Good	Conveniently located with good access	Conveniently located with good access

Source: South African Council of Shopping Centres (Date unknown); Urban-Econ Development Economists (2009: 39)

3.4 CHARACTERISTICS OF THE SITE

To establish the suitability of a site for a shopping centre, it must be subjected to an essential thorough investigation to determine:

- Whether the site is selected by means of a methodical investigation of all the available land in an established location;
- Whether the site is already owned by the developer; and
- Whether the site has already been set aside in a community for a shopping centre.

The site must meet the following standard requirements in all of the above-mentioned cases to be completely successful:

- The site should be located in the general area that was established by the economic survey as most desirable.
- The site must be owned or controlled by the developer, or in the case of acquisition, it must be feasible.
- The cost of the land must be in relation with the overall economic considerations.
- The zoning of the site must permit the usage for shopping centre purposes, or likelihood that rezoning can be achieved.
- Sufficient land must be available for the construction of facilities that meet the sales potential.
- The shape of the site must be feasible for advantageous planning.
- The land must be in one piece, free of major waterways, intervening roadways, rights-of-way etc. that would cause development in separate portions.
- The physical characteristics of the land must allow advantageous planning and realistic economical construction.
- The accessibility and surrounding road pattern of the land must allow for full utilisation of the projected centre’s business potential.
- There must be the possibility that the shopping centre will be visible from major thoroughfares.
- Surrounding land uses should be free of competitive developments, compatible with the operation, and should offer contributing and enhancing characteristics.

Source: Gruen & Smith (1960: 38)

Only in rare cases will a site fulfil all the requirements. In most cases, the advantages have to be weighed and balanced against shortcomings. In the case of site selection, the most logical procedure is considering available sites within a location, analysing them and acquiring the site that meets most of the eleven standard requirements (Gruen & Smith, 1960: 38).

The 'ideal' site for a shopping centre can be created by the developers and planners if they act with wisdom, insight and creativity (Gruen & Smith, 1960: 39).

The following briefly characterises the shopping centre:

- A shopping centre is a unified architectural treatment for the buildings that provides space for tenants that are selected to be managed as a unit for the benefit of all the tenants.
- A shopping centre is not an unplanned or miscellaneous grouping of separate or common wall structures.
- A shopping centre is a unified site that is suited to the type of centre called for by a market. If the trade area and growth factors demand them, the site can permit building or parking expansion.
- Shopping centres are located at an easily accessible location within the trade area. This location also provides adequate entrances and exits for vehicular and pedestrian traffic.
- The shopping centre provides sufficient on-site parking, meeting the demands generated by retail commercial uses. Parking should be arranged in such a manner so as to distribute pedestrian traffic to the highest advantage for shopping and should also provide acceptable walking distances from where cars are parked and where the entrances to the centre are located.
- Shopping centres provide service facilities for merchandise delivery.
- Shopping centres enable site improvements such as lighting and signage, and landscaping to create an attractive and safe shopping environment.
- Shopping centres provide tenant groupings that offer merchandising interaction among stores. These tenant groupings also provide the widest possible range and depth of merchandise that is appropriate for the trade area.
- Shopping centres provides surroundings that are comfortable and agreeable for shopping, creating a sense of place and a sense of identity.

Source: Casazza *et al.* (1985: 2)

An important point about shopping centres to take note of is that they create a single overall image for individual tenants. This is because they are under unified ownership and management, and also because the tenants and owner promote the centre in cooperation (Casazza *et al.*, 1985: 2).

For a shopping centre to succeed, it must be profitable, and also be an asset to the community within which the shopping centre is located. Therefore, innovations and various interpretations of basic features must be considered in the planning process, development and operation of a successful shopping centre. Each element in a shopping centre must also be adapted to fit the circumstances that are unbalanced to the site and its surroundings (Casazza *et al.*, 1985: 2).

3.5 DEVELOPMENT CORRIDORS

The White Paper on National Transport Policy states that the vision for the transport in South Africa is *"…to provide safe, reliable, effective, efficient and fully integrated transport operations and infrastructure which will best meet the needs of freight and transport customers at improving levels of service and cost, in a fashion which supports government strategies for economical and social development whilst being environmentally and economically sustainable"* (NDoT, 1996).

Marrian (2001: 2) proposed that the following actions need to be taken to realise this vision:

- Bring focus to the transport system;
- Develop inter-modal transport facilities in the nodes in the supporting and strategic networks; and
- Create an environment that contributes to the empowerment of customers, and which will also enable transport service providers to improve on productivity, competitiveness and efficiency.

3.5.1 Definitions

Friedmann (1966: xv) defines a development corridor as a “type of upward-transitional area connecting two or more core regions”.

The Department of Political Development and Planning (in Geyer, 1986: 10) states that a development corridor consists of a variety of cities and towns, that are particularly close to each other, consist of connection routes between large centres or are located along routes from the centres and on which resources are found. They also state that two types of corridors exist. The first one is associated to the approximation of a corridor developing between two prominent development centres. The second type suggests that linear development is stretched along communication infrastructure from a prominent development centre.

A development corridor can thus be seen as a phenomenon that forms a spatial and functional unit (Geyer, 1986:16). A development centre has both a geographical dimension of measuring as well as a functional characteristic. The order can also be linked to the previous mentioned aspects. The order of the geographical dimension is expressed in terms of scale and the functional is expressed in terms of extent, vitality, content and meaning (Geyer, 1986:23).

Generally speaking, a development corridor can be defined as follows: “a development corridor is a linear concentration of development phenomena that is developed when the interaction by means of a communication corridor between two mutual dependant primary development centres is in such a way that it creates a favourable milieu in and on the environment of the communication corridor for physical development” (Geyer (1986: 194).

Priemus and Zonneveld (2003: 167) imagined corridors as bundles of infrastructure linking two or more urban areas. This can include highways, rail links, cycle paths etc. Urbanisation will follow when large volumes of traffic and passengers pass through urban centres and this will sometimes result in ribbon development leading to new urban growth poles (Priemus & Zonneveld, 2003: 173).

According to Sap (2004:4), the concept of a corridor was defined in the ‘Startnota’ as an urban development axis, which is constructed along infrastructure, and is composed of urban centres that are in combination with building zones in suburban densities between centres and this is intended for companies, services and dwellers.

All of the above-mentioned definitions of development corridors can be summarised in short as a linear development connecting a primary centre (e.g. CBD) with a secondary centre (e.g. neighbourhood business centre).

According to the Spatial Development Framework (SDF) for the City of Matlosana, as well as Tlokwe City Council, a *development corridor* is a linear zone of development along a main or public transport route. A strong relationship exists between the transportation route and its surrounding land uses, as all of the public transport facilities, mixed land uses and people are focused along the development corridor. A corridor forms the link between nodes and also relies on nodes along its length to produce movement and activity; therefore, it can be said that a corridor cannot exist and operate in the absence of nodes. Nodes form the logical points where social and economic investment is focused (Maxim Planning Solutions, 2008: 49; Maxim Planning Solutions, 2009: 54).

Corridors are mainly associated with linear development and this is an urban form of development based on an idea that all major activities can be concentrated along a single linear configuration. This is usually centred on transportation access of some kind (Urban-Econ Development Economists IN Jordaan, 2003: 2).

The development corridor is a conceptual outline in which a certain desired relationship between the economic activity, land use and traffic movement is expressed. This relationship is dependent on forces of attraction on a micro-scale (in a corridor) and also on a macro-scale (between corridor and rest of urban area).

- Micro-scale: a corridor is dependent on the forces of attraction that draw people from on point in a corridor to another. The forces of attraction determine the successfulness of the corridor.
- Macro-scale: a corridor is dependent on the forces of attraction that draw land uses into the corridor. This ensures that the corridor becomes a magnet for activities in the wider urban area. These land uses create forces of attraction on a wider level, leading to movement of people and objects into the corridor. The forces of attraction once-again determine the successfulness of the corridor.
- Forces of attraction: This is set into motion by activities in one, more than one, or all of the following components of a corridor that are connected by the spine:
    - Two outer nodes at the boundaries of the corridor;

- Inner nodes in-between the two outer nodes;
- Stretch of land bordering directly on the spine connecting the inner and outer nodes; and
- Land in-between the inner and outer nodes and not bordering directly on the spine.

- All of these components of a corridor act as either an 'attractor' or 'sender' of people, or both
- (Marrian, 2001: 12-13).

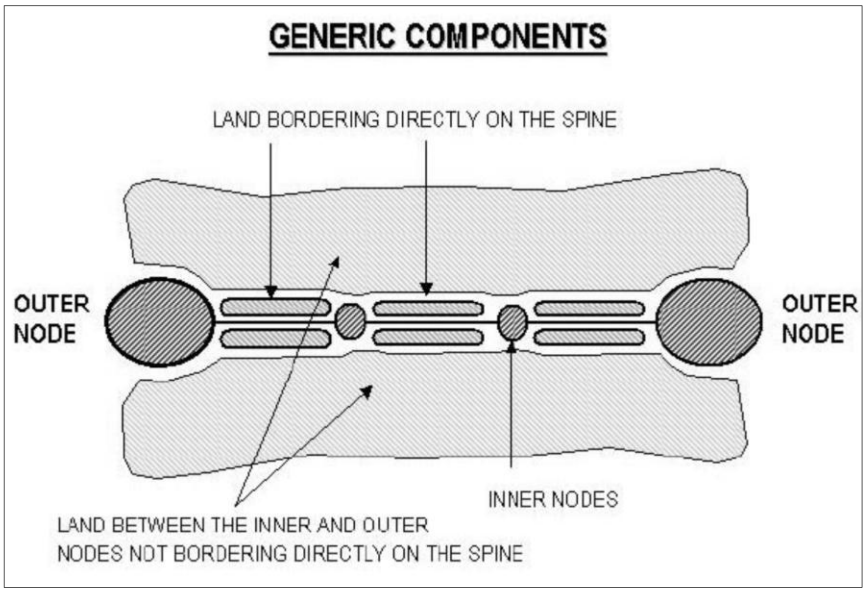

Figure 5: Generic components of a corridor

Source: Marrian (2001:13)

Development corridors classify the following:

- Activity corridor: This corridor forms the major development corridor where a variety of social and employment opportunities integrate with high-density mixed land use developments.
- Activity spines: These are major routes on which the road-based public transport mainly runs and most of the activities are focused here. Prominent development nodes are also connected by activity spines, and activity spines also support access to most of the mixed land use developments and community activities within the corridor.
- Activity streets: These roads form the major linkages between the different sections of the urban area, activity corridors and spines. These roads provide important opportunities for the stimulation of the business development and community facilities in

neighbourhood nodes and activity streets also attract passing trade. Activity streets can also be defined as urban level routes that form a main distribution network of local traffic within and between different urban areas (Maxim Planning Solutions, 2008: 49-50; Maxim Planning Solutions, 2009: 54-55).

- Activity / development node: A node (a connection point) is best located to or at intersections of major transport routes (e.g. corridors, spines and activity streets). When designing development nodes, pedestrian access is one of the most important elements that need to be taken into consideration (Maxim Planning Solutions, 2008: 50; Maxim Planning Solutions, 2009: 59). The following is a classification of the different types of nodes:
    - Neighbourhood node: This node serves one or more neighbourhoods. The activities in this node are of a local nature, and provide daily consumables and social services. These nodes are usually located on activity spines and streets.
    - District node: This node serves specific sub-regional areas / districts. Specialised services, e.g. offices, industry, are located in this node. This node is larger than a neighbourhood node and can include some of the functions found in the neighbourhood nodes, and were sometimes developed from the expansion of neighbourhood nodes. District nodes are situated near mobility spines and activity corridors, and are supported by activity roads.
    - Regional / economic node: This node has regional significance in terms of the attraction of people from areas beyond the city. This is due to the variety of goods, services and specialty products that can be found at the node. This is based on scale and development intensity. A regional / economic node is situated on an activity corridor that is supported by a mobility spine (Maxim Planning Solutions, 2008: 50).

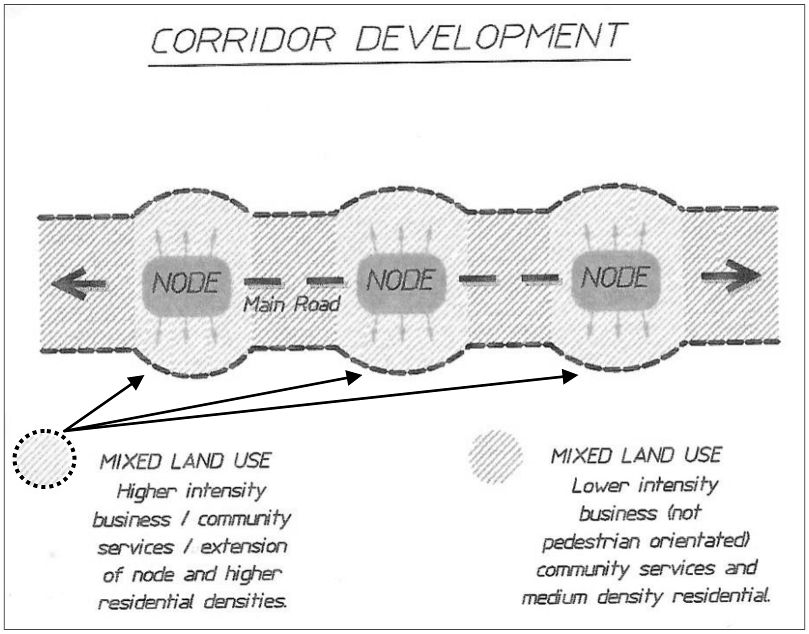

Figure 6: Corridor development

Source: Maxim Planning Solutions (2009: 54)

The development corridor, in terms of shopping centre development, plays an important role for the success of the centre. The development corridor generates volumes of traffic and pedestrians from the activity corridors, spines and streets from several neighbourhoods, and directs it towards nodes (e.g. a shopping centre). A corridor can also connect the CBD with secondary centres and create potential for businesses and developments along a corridor that is the popular route for travelling to and from the CBD.

3.5.2 Characteristics of corridors

Certain main characteristics of corridors have been defined from an economic point of view (Urban-Econ Development Economists IN Jordaan, 2003: 2):

- *Connectivity between major nodes:* There should be a purposeful interaction between nodes and connectivity between the extremes of the proposed corridor. This will facilitate an opening for markets and establishment of proper access to job opportunities.
- *Density and continuity:* A corridor relies on a minimum density of uses. Corridors also run through or generate high density of populations and economic activities.

- *Occupation of significant land uses:* A wide range of significant land uses should be established to act as focal points along the routes to develop the 'string-on-a-bead' configuration.
- *Existence of multi-nodal transportation:* Corridor development needs to provide a wide range of movement and transportation options to be successful. This will stimulate the use of public transport and allow accessibility for a range of population and income groups.
- *Tendency of development:* There should be a natural tendency for development to occur in a development. For development of a corridor to be stimulated and managed over time, the increased accessibility and symbiotic relationship of land uses (transportation, mixed uses) should be effectively managed.
- *Absence of inhibitors:* The development of a corridor can be inhibited by economic and physical inhibitors as well as access and land use management. This can happen when the balance between mobility accessibility and activities is not addressed.
- *High level of accessibility and mobility:* There needs to be a balance between mobility and accessibility to stimulate growth and activities. The corridor needs to address access management plans, the approach and kind of development and environmental objectives.

Different disciplines have different views (Urban-Econ Development Economists IN Jordaan, 2003: 3):

- *Traffic engineer:* The corridor is a problem. The problem is the balance between accessibility and mobility, since the traffic engineer's basic argument is to ensure safe and efficient movement of traffic.
- *Land use planner:* The management of land use changes is of vital importance. There needs to be a balance between the pressure of higher land uses and the protection of the residential component.
- *Urban designer:* A corridor is an opportunity to create an urban environment that is exciting, liveable and an intensity and density of activities that can create the highest level of urbanity. The urban designer has the ability to create liveable and high quality environments due to the location and accessibility. The managements of these are directly related to the environmental management processes and tools.

Predominantly, it is important that corridors are designed for the mobility of cars and the creation of special places in cities (Urban-Econ Development Economists IN Jordaan, 2003: 3).

A balance needs to be created between mobility, accessibility and activities to generate a sustainable urban form. To obtain maximum mobility, access is usually limited, creating a certain activity response. Normally, the activity is seen as a traffic generator, which needs to be managed to ensure mobility by means of access management and road capacity (Urban-Econ Development Economists IN Jordaan, 2003: 3).

3.5.3 Functions and types of development corridors

According to Von Papp (in Geyer, 1986:10) and Von Malchus (in Geyer, 1986:10), corridors fulfil the following functions

- *A connection function:* This function connects two core areas with each other, for example: the CBD with a neighbourhood centre or shopping centre.
- *An unlocking function:* This function unlocks the capability of a secondary centre to develop, for example: the neighbourhood centre or shopping centre that develops because of the over-development of the CBD. This means that the CBD has reached its maximum potential in terms of development.
- *An ordination function:* This function orders the classes of development corridors, for example: There are several types of corridors such as primary corridors, secondary corridors etc.
- *A lightening function:* This function lightens the pressure on certain areas in a city, and moves some of the pressure to other secondary centres, for example: from the CBD to neighbourhood centres or shopping centres and along corridors.
- *A developing function:* This function stimulates the development along corridors to secondary centres, for example: the development along corridors (such as the N12 that connects Stilfontein and Wolmaransstad with Klerksdorp) towards secondary centres.

The Department of Political Development and Planning divided development corridors into two categories (Geyer, 1986:278):

a. A series of cities and towns, relatively and mainly located close to each other on connection routes between large and energetic centres.

b. A series of cities and towns adjacent to such large and energetic centres on which resources are available / located.

It can therefore be said that a development corridor consists of several functions that give it a unique component towards the type of development that can take place.

3.5.4 Main components of development corridors

Geyer (1986: 105-106) defines six basic characteristics of the components of development corridors:

3.5.4.1 Structural

This shows that development corridors consist of two primary development centres that are linked with each other and there can also be a secondary development corridor.

3.5.4.2 Chronological

The development corridor does not just exist, but develops over time. As the corridor develops, it could be possible to identify certain development stadiums.

3.5.4.3 Spatial

It is possible that a development corridor can be a spatial phenomenon. The communication corridor and its service area consist of a certain area. It contains an element of length and width and thus comprises space.

3.5.4.4 Content

The characteristic of the content of a development corridor can differ with reference to the composition of the corridor, for example: the communication corridor can consist only of a road that connects two cities, or it can contain a combination of different types of communication infrastructure that forms one linear part.

3.5.4.5 Dynamic

It can be said that a development corridor consists of a dynamic component that can be derived from the chronological and content characteristic. The differences in the content can bring along qualitative differences that result in dynamic quality of the phenomenon.

3.5.4.6 Functional or instrumental

It can be said that a development corridor consists of a functional component. The development corridor is made a manipulating instrument by all of the other basic characteristics of a development corridor.

Therefore, it can be said that development corridors each consist of a component that explains the manner each corridor has developed and the unique characteristics that can be given to each of them. A development corridor also has unique classifications that make a certain corridor different to the other corridors.

3.5.5 Pre-conditions for corridor development

The following are regarded as the most important conditions under which corridor development should take place (Roeseler & von Dosky (1991) in Marrian, 2001: 7-10).

I. Economic conditions:

- Pre-existence of economic viability
    - Research suggests that the area where a corridor is set to be developed should show:
        - A pre-existence of strong economic growth;
        - A natural tendency and strong effective demand for future mixed use development; and
        - That it is free of restraining elements.
- Economic sense
    - Corridors will not become a reality if they are not economically feasible and do not offer a ‘return on investment’.
- Critical economic weight

- Corridor locations must have the necessary economic weight to be able to compete with other, more favourable locations (Simmons (1990) in Marrian, 2001: 7-10).

II. Organisational conditions:

- Integrated and coordinated governance
  - Integration and coordination between:
    - Actions of departments/ sectoral agencies that are responsible for land use policy and management, infrastructure investment and maintenance, and transportation planning;
    - Other spheres of government; and
    - Non-governmental role-players;

    It is important in order to ensure that actions are aligned to the realisation of the corridor-vision.
- Implementation
  - There is no sense in preparing a corridor plan and not implementing it.
- Capacity
  - The bodies responsible for the implementation of a corridor plan need to have the capacity to do so.

III. Physical and transport conditions:

- Connectivity between nodes in the corridor
  - Strong functional links must exist between the nodes, otherwise there will be no reason for movement or interaction between the nodes.
- Existence for, or possibility of, multi-modal transportation
  - This is important in the case of the corridor providing public transport as a choice to a variety of users, and making each node serve its most optimal function.
- Efficient feeder system
  - A fully integrated system of taxi lines, feeder bus and pedestrian movement is necessary, providing the required public transport thresholds on the main routes in corridors.
- Regional focus and accessibility

        - To be successful, corridors must accommodate activities that attract customers from a wider metropolitan area, and should be sufficiently linked by public transport to the wider area, enabling movement to and from it.
- Land for low-cost housing
    - Publicly-owned land should be available for low-cost housing, as the prices of land are expected to rise after ‘corridor-proclamation’.

IV. Behavioural conditions:

- Cooperative and productive attitude from role-players
    - All parties involved in a project must be committed to making it work and realising the ideal.

V. Political conditions:

- Political will
    - Politicians in all sectors of the government need to be committed to the corridor-vision.

VI. Perceptions:

- A good image
    - There is a need for a good image among the public, media and potential investors of a corridor and its broader area.

VII. Plan and planning conditions:

- Integrated plan and planning
    - The plan, planning process and implementation of the plan should be integrated and coordinated, as well as the land use and transportation aspects, and full cognisance needs to be taken of the socio-economic and socio-political realities.
- Total attack
    - The full urban transport picture needs to be considered in the planning process.
- Broad mix of intensive land use
    - A broad mix of intensive land use is required to ensure customer choice, economies of scale, public transport thresholds etc.
- Action plan with a time-frame

    - An action plan with a time-frame is crucial in ensuring private sector trust and involvement.
- Zoning stability
    - Private investors will be hesitant to make investments in an area where the zoning situation is uncertain.

3.5.6 Existing classification of development corridors

Geyer (1986: 194) stated that in order to be classified as a development corridor, it should satisfy the following requirements:

a. It should start at one primary centre, and end at another;
b. There should be a mutual dependency between the centres that results in interaction;
c. There should be a communication corridor between the two end centres through which the interaction takes place;
d. The interaction should be of such a nature that it creates potential for further development of the corridor; and
e. The corridor should show growth in economical and physical factors.

The above-mentioned can be related to shopping centres as well. The CBD is the primary centre, and the shopping centre can be the secondary centre. There is a mutual dependency between the CBD and a shopping centre because the CBD becomes overpopulated and there is not enough space for development. The shopping centre can be a solution to the problem as it diverges some of the population from the CBD towards other nodes and along a corridor, and stimulates further potential for businesses along the way. A communication corridor usually exists between the CBD and a shopping centre, as discussed above. This interaction creates potential for future development, as well as growth in economical and physical factors, of the corridor.

3.5.7 The development corridor as planning instrument

The development corridor can be used as a planning instrument. This is established when several characteristics appear at the core and peripheral areas.

3.5.7.1 *Core areas*

Several characteristics can appear at core areas. Friedmann (1966 & 1972) listed several characteristics that are applicable to core areas:

a. They perform a critical role in the industrialisation process and are the major centres for trade, finance and government activities.
b. An elite group of undertakers that continuously initiate innovation is found at the core (Friedmann, 1966: 67).
c. They appear as a development centre of different sizes.
d. They are places that consist of meaningful amounts of agglomeration benefits (Friedmann, 1972: 96-97).

Based on all the positive above-mentioned qualities, the centripetal force overrules the core. From the above it can be seen that core areas contain most of the financial, government and trade activities of a city, and are associated with the CBD of a city. The problem is that CBDs becomes overpopulated, high densities exist and there is no space for future expansion. It is then that the peripheral areas become popular for development, as they are more easily accessible and less dense.

3.5.7.2 *Peripheral areas*

According to Geyer (1986:248-249), the opposite applies at the periphery. The characteristics can thus be stated as follows:

a. Usually lack development centres.
b. Usually little agglomeration benefits available.
c. Usually relatively little social overhead capital available, and that is reflected in the non-availability of infrastructure.
d. Usually the economic structure is not diversified at the periphery.
e. Usually only an opposition elite group available at the periphery.
f. Usually the undertaker is negatively prejudiced in terms of the periphery.
g. Usually the market is too small for the periphery.
h. Usually the raw materials available consist of agriculture and mining products.
i. On account of all the negative qualities aforementioned, the centrifugal force overrules.

The peripheral areas, as can be seen from the above, lack development potential, but as the CBD becomes too concentrated, future development and expansions of businesses and they accessories moves to areas that have more space readily available; therefore, creating peripheral areas that become more popular and have more capital available. This then stimulates a corridor, connecting the CBD with a peripheral area.

3.5.7.3 Instrumental value of development corridors

Geyer (1986: 249) states that when the instrumental value of a development corridor is mentioned, more than the aforementioned differentials are of importance. Three aspects are important:

a. The size, weight or vitality of the development centres that leads to the origin of a development corridor.
b. The location and the distance of these centres from each other.
c. The circumstances in which a development corridor finds itself in.

Furthermore, he states that it speaks for itself that the same development corridor in different circumstances results in different shapes of development. Under certain circumstances it can:

a. Lead to relief in areas where development is excessively concentrated; and
b. Lead to compaction in areas where development is widely spread, or where it lacks.

Therefore, the development corridor brings a difference to the space between development centres. The planner can give direction to the changes of the space, and can use the process of change to receive certain results, such as (Geyer, 1986:250):

a. The ordering of the physical and economic space.
b. The renewal of the physical and economical space.
c. The unlocking of the physical and economical space.
d. To bring relief to the centres that are congested.

As explained in this section, development corridors play an important part as a planning instrument. A development corridor can have its characteristics, but can also fall under different categories. This can change the whole aspect of the development corridor, and can make it useful and sustainable at only a certain type of location. Therefore, in relation to shopping centres, a corridor can change its characteristics to be more suitable to the environment of a shopping centre.

3.5.8 Classification of roads

Various road classification systems have been developed to help with the management of the road network. The following are the basic classifications of the types of roads (Pretorius, 2000: 13-17):

1. Freeways:

The freeway is very important in the development of a city. National roads can sometimes be the reason for the development of shopping centres. The main function of the freeway, regional mobility, should be protected from local mobility. Freeways can also provide a concentric freeway system around metropolitan areas.

2. Mobility spines

The main function of a mobility spine is to be a connection between activity spines, and also to ensure metropolitan mobility. The mobility function of theses spines needs to be protected and encouraged to continue.

3. Activity spines: Class 1

Mobility is one of the primary functions of roads. Mobility should be strongly protected. Direct access should be limited to this type of road, but high density and public transport related uses should be encouraged. If a need for continuous development along these roads occurs, more service roads should be provided rather than more accesses. Public transport facilities should also be provided along these types of routes.

4. Activity spines: Class 2

This class of road should be encouraged in local corridors, and it is important to provide sufficient mobility to any area. This class of road should, however, only be encouraged when an alternative route already exists to provide the needed mobility. The connection between different road classes and rail links is important in corridor developments and this should be developed to stimulate the growth of such areas. Although the rail will still contribute to the mobility function, road transport is still the most important aspect to economic growth. These roads should be monitored as they can develop into high occupancy vehicle (hov) lanes when the mobility is obstructed. Mixed land uses that limit trip lengths and encourage the supply of all the needs of an individual should be encouraged along these areas.

5. Activity streets

This street supports the above-mentioned classes of roads and is generally for local use and as a connection for Classes 1 & 2 of activity spines.

Table 4: Classification of Roads

Road definition	**Level of access (LOA)**	**Function**
Freeway	0	Regional mobility
Mobility spine	2-4	Metropolitan mobility - Ring road - Nodal connector - Connecting activity spines - High mobility - Low access - High density mixed land use and high density residential development not encouraged along route
Activity spine: Class 1	2-5 (6 if one-way)	Nodal connector and string of beads development - Connecting more than one node of which one is a metropolitan node (CBD or edge of city) - Mobility still high (limited access) - High public transport - Mixed land use in nodes along route - High residential densities in nodes along routes - Activity streets to broaden these routes - Development encouraged along route (limited accesses)

Activity spine: Class 2	5-7	Linear development - Higher degree of accessibility - High public transport - Mixed land use along the routes (specially public transport related uses) - High residential densities along the route - Mobility still important
Activity street	7-9	Activity street - Local road - High degree of accessibility - Connected to activity spine classes 2 and 3 - High residential densities and mixed land use along route

Source: Pretorius (2000: 16)

3.6 CONCLUSION

This chapter discussed several aspects. The main theme of this chapter was to distinguish between the varieties of shopping centres that exist. As shopping centres grew more popular, different types formed to fulfil the needs of several types of shoppers. The shopping centres each have unique characteristics that make them popular to a specific type of shopper.

It can be concluded that the reasons for the establishment of development corridors are to make it easier for people to travel between work and home and that the businesses forming on development corridors extend outwards from the CBD because of the centrifugal forces that are constantly interacted in a city. Furthermore, it can be stated that development corridors develop between primary, secondary and tertiary centres and different characteristics, functions and components make each corridor unique.

Several functions exist for development corridors i.e. connection-, unlocking-, ordination-, enlightening- and developing functions. The components in development corridors can be divided into six characteristics, for example: structural, chronological, spatial, content, dynamic and functional or instrumental characteristics. Certain requirements exist that help define a street as a development corridor (Geyer, 1986: 194). The core and peripheral areas and their qualities were also discussed and the instrumental value of corridors was mentioned.

A development corridor, activity street, activity spine and nodes form an integral part when a shopping centre is concerned. A shopping centre can form the main activity in a peripheral area, and can also be a secondary centre. The most important aspect is that it creates a development corridor between the CBD and a secondary centre, and ensures that a relationship exists between a core area and a peripheral area.

Priemus and Zonneveld (2003: 176) conclude that a corridor is an indication of a challenge of improving the infrastructure and the area of development's governance.

CHAPTER 4

PRE-CONDITIONS FOR SUCCESSFUL SHOPPING CENTRE DEVELOPMENT

4.1 INTRODUCTION

According to Fong (2003: 10.1), shopping centres are built to replicate the retail offer in established city centres. These shopping centres provide comparison shopping in a continuous selling space on goods such as footwear, clothing, furnishing and services such as cinemas and restaurants, all under the same roof. A shopping centre attempts to reproduce the commercial centre of cities.

Shopping centres appear as a public space, by their scale, design and function (Goss, 1993: 25). Shopping centres also provide the shopper with rest areas and special facilities for the handicapped, elderly and people with children. A shopping centre can also provide services such as gift wrapping, valet parking, strollers, customer services centres, etc. for a fee. Shopping centres can also house post offices, municipal halls and libraries (Goss, 1993: 26).

Gruen and Smith (1960: 25) are of the opinion that if a shopping centre can become a place that provides suburbanites with physical requirements and also serves their cultural, social and civic community needs, that it can make a contribution to the enrichment of the lives of shoppers.

Location, design and tenant mix elements are frequently regarded as one-time decisions. Therefore, centres adapt and change in reaction to developments. Over time, the marketing position may need to change, as well as periodically refurbishment, consumer and tenant requirements, and alterations in the physical design of the building (Kirkup & Rafic, 1999: 126).

4.2 ADVANTAGES AND DISADVANTAGES

A prejudice concerning regional shopping centres is that they do not have much to offer to the local economic development (Williams, 1992: 283).

According to Williams (1992: 284-287), the wrong impression exists about shopping centres. He mentions a few claims that have been made about regional shopping centres that are not necessarily true:

1. Regional shopping centres are inaccessible to non-car owners.
2. Regional shopping centres are located on ‘green field’ sites.
3. Regional shopping centres result in job losses for the locality.
4. Regional shopping centres destroy the city centres.
5. Regional shopping centres prefer the product of previous rounds of service capital investment.

The following can be said about regional shopping centres:

1. Regional shopping centres are basic sector activities. They generate income from outside of the local economy and other services.
2. The abovementioned therefore creates jobs.
3. Regional shopping centres contribute to local economic development. This is done by preventing ‘leakage’ of money out of the locality.
4. Retail jobs are real jobs.
5. Regional shopping centres can improve the image of an area.

4.2.1 Advantages

The shopping centre is a very pleasant place due to the control of temperature, dirt, humidity and this is combined with a higher degree of interior finish (Wakefield, 1972: 183).

The social aspects are better catered for in the shopping centre than in the Central Business District. It is therefore possible to eliminate the dirt and smell and danger from traffic and to preserve the excitements and activity of a market place in a shopping centre. The shopping centre also provides pleasing and imaginative décor and makes it possible to take the weight off one’s feet, and provide with this cafés or pubs (Wakefield, 1972: 183).

4.2.2 Disadvantages

Criticisms of shopping centres are that they are generally expensive. The high standards of the shopping centre, such as finishing, environmental control, cleaning, servicing and management result in high rents and service charges. This is only acceptable if the volume of trade results in increased possibility (Wakefield, 1972: 184).

The wider problems of shopping centres are summarised as follows:

1. There is a decline in the principal store tenants;
2. Many shopping centres were not designed to provide space and visibility required by the new generation of large speciality stores;
3. Shopping centres create expensive operating environments;
4. Many shopping centres have become boring, stereotyped and inconvenient; and
5. As regional shopping centres invade the shopping centres catchment area, only the best shopping centres can continue to prosper.

(Rogers (1987) and Turchiano (1990) IN McGoldrick & Thompson, 1992: 14)

Turchiano accused many shopping centres of failing to keep in touch with their consumers' perceptions of the centres' strengths and weaknesses (Turchiano (1990) IN McGoldrick & Thompson, 1992: 14).

4.3 SHOPPING CENTRE STANDARDS

Shopping centres consist of single-level buildings for mall shops and multilevel buildings for the department store tenants. These shops and stores were clustered together as one group and surrounded by a large parking lot with a few ancillary enterprises, such as service stations, banks and cinemas (Casazza *et al*., 1985: 10-11). Malls changed to multilevel centres because of the characteristics of the site and because the distance between the anchor store became too great as the centre grew larger and the single-level mall limited sales activity of anchor tenants on the 2nd and 3rd levels. Existing centres in downtown and suburbs were also adapted for the use of shopping centres (Casazza *et al*., 1985: 11).

For a shopping centre it is important to establish the right balance of retailers. There should be a spread of retailers that offer a wide range of goods and services, making accurate merchandising essential. Accurate merchandising aims to achieve maximum total sales volume by the skilful pre-planning and controlling the size, shape and location of all the tenants. By means of carefully selecting potential tenants, controlling their floor-area requirements and manipulating their individual locations within the centre, the developer can create a shopping centre that generates the utmost of interest for shoppers. The skilful positioning of the major retailers will guarantee the highest throughput of shoppers along the mall. Maximum circulation is achieved throughout the whole centre by selecting and locating the rest of the traders similarly. The layout of the shopping centre can also be designed in such a way so as to encourage 'cross-shopping' and impulse buying (Darlow, 1972: 15).

According to Guy (1994: 187), shopping centres can lose their attraction for a number of reasons. This includes physical wear-and-tear, changing requirements and preferences of consumers and retailers, or the external changes of the environment. External changes include alterations to transport networks or the removal of complementary land uses on neighbouring sites.

Most of the unplanned shopping centres exist in shopping centres that are tens / hundreds of years old. Although shops regularly update their shop fronts and displays, the building itself does not necessary do the same. The development of modern shopping centres brought with it the image that the whole centre needs to be updated regularly. If a shopping centre starts deteriorating, tenants will usually abandon the centre before total decay sets in for the shopping centre. This usually is the result of the centre not being in the best location or not attractive anymore (Guy, 1994: 187).

This section describes the aspects that need to be considered when a shopping centre is in the process of development. Relatively little research has been done in terms of the psychological factors that affect shoppers in centres. Some major principles are:

- A noticeable temperature difference should exist between the interior and exterior, such as warmer temperatures in the winter months and cooler temperatures in the summer months
- The creation of an impression of life and activity is desirable by means of a fairly high sound level.
- Prominent and inviting entrances from the outside, but less obvious from the inside.
- A simple layout should be provided with a focal point to centre the shoppers' attention (Stockil, 1972: 52).

Some of the standards that shopping centres can follow are classified into the following figure:

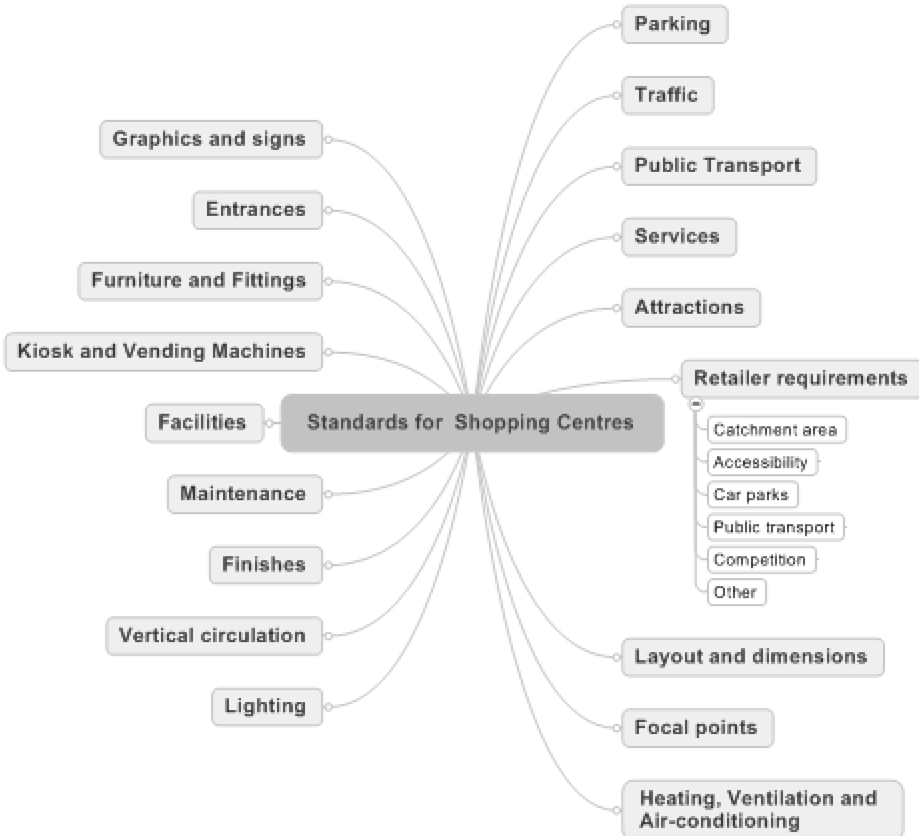

Figure 7: Standards for shopping centres

Source: Casazza *et al.* (1985); Simpson (1972); Wakefield (1972); Darlow (1972); Welch (1969); Stockil (1972)

4.3.1 Parking

According to Casazza *et al.* (1985:63), the customer's first contact with the shopping centre is the act of parking and therefore the experience should be pleasant. The parking area should therefore provide an attractive and convenient market place to support the centre's prime role (Casazza *et al*., 1985: 63).

Parking is essential to the commercial uses within the centre. Parking takes up more space than any other physical component of the centre and should therefore be carefully planned.

Major elements of the site planning process for parking are:

Parking design requirements:

- Parking area;
- Driveway layout;
- Access aisles;
- Individual stall dimensions and arrangements;
- Pedestrian movements from the area to the centre; and
- The grading, paving, landscaping, and lighting of the parking surface (Casazza *et al*., 1985: 63).

The surrounding road system, local parking policies, other developments in the area, site topography, land costs, availability etc. influence the location of car parking in shopping centres (Simpson, 1972: 80).

Long-term car parking for employees and short-term car parking must always be provided, whatever the local situation. Separate areas should be available for both types of parking for different charging systems and the most convenient spaces should be allocated for the shoppers (Simpson, 1972: 80).

When parking is off-street, it can be surface level or multi-storey, isolated or incorporated in the general developments. If land is available and land costs are low, then surface parking is economic; however, multi-storey is more economical where land is expensive. Underground parking is expensive due to excavation, construction and ventilation costs, and mechanical parking garages are inconvenient due to low entry and exit rates, and they are also expensive (Simpson, 1972: 81).

To make sure the car park is used to its capacity during peak times, some means of control are necessary. This is to ensure that vehicles can enter or leave without delays and that they are economical. The most efficient way to achieve this is to use electrical and mechanical control systems. The three categories for this are:

- Free entry / pay on exit

This is used for fixed or variable charges. The motorist takes a time-stamped ticket when entering and pays on exit, usually to an attendant. This causes a delay caused by the cash transaction.

– Free entry / pay before exit

The motorist pays before collecting his car, either by an attendant kiosk or automatic fee collection machine. The motorist receives his ticket after payment and has 10 to 20 minutes to leave the car park and hands his ticket in at the exit.

– Pay on entry / free exit

This is only used for fixed-charge car parks. This is not recommended as it causes considerable delays on entry.

Some form is, however, necessary to prevent vehicles from entering the car park when it is full (Simpson, 1972: 84).

4.3.2 Traffic

The junctions of shopping-centre roads where they link with the road pattern can be designed as uncontrolled, traffic-signal controlled, roundabouts or fully grade-separated junctions. The following minimum spacing along various types of road is suggested by the Ministry of Transport (Simpson, 1972: 74):

:

– Primary distributor (urban motorway)	550m
– Primary distributor (all purpose)	270m
– District distributor	210m
– Local distributor or access road	90m
– Linked traffic signals on primary distributor	400m

The various types of traffic need to be separated from each other in order for shopping centres to be as convenient and attractive as possible. Separate site entrances or site roads within the building complex should be available for delivery vehicles, public buses, employees' cars and shoppers' car. This makes the centre safer, improves security and minimises the congestion (Simpson, 1972: 74).

The designed speed for site roads, recommended by the Ministry of Transport, should be between 30km and 50km per hour and the minimum radii for these speeds should be from 30m to 80m (Simpson, 1972: 74-75).

4.3.3 Public transport

The accessibility to public transport can determine the success of the shopping centre. Existing bus services should be close and perhaps also local train services (Simpson, 1972: 75).

Bus bays should be at least 3m wide and 11m in length with taper lengths of at least 19.5m at each end. The layout of bus bays should be flexible to cater for future vehicles (Simpson, 1972: 75).

4.3.4 Services

Lifts should be provided in every car park that has more than two floors, as well covered access between the shopping centre and the car parks. Separate pedestrian paths within the car park should also be provided. Emergency staircases are also necessary (Simpson, 1972: 86).

Requirements for the storage and preparation of staff space will vary according to trade and trader. Service areas should be designed efficiently in terms of acceptable standards for heights, loading capacities, ramps and other service characteristics (Wakefield, 1972: 182).

Ramped malls can easily tire shoppers; therefore a level mall floor is more important (Wakefield, 1972: 182).

Natural light can be achieved through clerestory lighting and top lighting in the malls (Wakefield, 1972: 182).

Secondary malls of 6 metres and 7 metres appear to be wide enough. Heights should be related to considerations that are practical and aesthetic (Wakefield, 1972: 183).

4.3.5 Attractions

The big attraction to the shopping centre is usually the major department stores that have widely recognised trading names that continually benefit from advertising. A full-line department store can trade successfully in a gross retail area of approximately 12,000m^2 to 23,000m^2 (Darlow, 1972: 15).

Also important in the attraction of the shopping centre are the branches of leading multiple variety and bazaar stores; these stores range in size from 1,800m^2 to 5,600m^2 or even larger (Darlow, 1972: 15).

In a smaller shopping centre (under 10,000m^2), the big attraction is the supermarket. Supermarkets range from 1,000m^2 to 3,000m^2 and even 5,600m^2 are not uncommon (Darlow, 1972: 15).

Other generators in a shopping centre include larger fashion shops, furniture stores, large restaurants, supermarkets, post offices, banks, libraries, markets and personal self-service shops (Darlow, 1972: 15).

Speciality shops occupying standard units and selling items such as jewellery, shoes, clothing, leather goods, gifts, lingerie, fashion, electrical appliances, stationary, books and records do not have the ability to generate traffic by themselves. They do, however, attract shoppers, and with their lower overheads and high profit margins they are able to pay the rent (Darlow, 1972: 17).

4.3.6 Retailer requirements

The retailers require the following in selecting a shopping centre for retail space:

4.3.6.1 The catchment area

The trade are must contain a shopping population that is large enough with sufficient purchasing power to support a new shopping centre. Other considerations taken into account by the trader are the demographic breakdown and characteristics such as age, family structure and car availability of households (Wakefield, 1972: 179-180).

4.3.6.2 Accessibility of the shopping centre

Easy access to the shopping centre is vital, whether the shopper uses car, bus or train transport. The road pattern and the efficiency and extent of the public transport will influence the size and shape of the catchment area (Wakefield, 1972: 180).

4.3.6.3 Car parks

The importance of providing adequate, correctly sited, easily accessible and easily findable car parks needs to be stressed. The car parks need to be conveniently located close to especially the food stores (Wakefield, 1972: 180).

4.3.6.4 Public transport

New shopping centres should still make provision for public transport, although bus operators are reluctant to change their routes, and very few shoppers use rail transport except to city centres or to the outer city (Wakefield, 1972: 181).

4.3.6.5 Competition

The retailer expects that the provision of new shops will be continually balanced against the demand. However, unfortunately planning for this seldom takes place because:

(a) Often no properly organised regional planning activity exists

(b) No proper shopping strategy exists;

(c) Effective demand estimates are miscalculated;

(d) Planners are over-persuaded by second-rate developers; and

(e) Poor planning decisions are made (Wakefield, 1972: 181).

4.3.6.6 Other aspects of shopping centres in terms of retail requirements

Individual traders have individual requirements and in respect of this, letting negotiations should take place ahead of construction to incorporate these requirements (Wakefield, 1972: 182).

The locational requirements of the traders are not always understood by the developers. Usually it is possible to accommodate departments and variety stores on more than one floor, but supermarkets require single sales floor trading. Restaurants and service traders can be located anywhere with an easily accessible escalator closely available (Wakefield, 1972: 182).

The most important characteristic is that of separating pedestrian and vehicular traffic. This is achieved by eliminating the shared streets and that you can reach the entrance only by means of the parking or terminal facility (Welch, 1969: 24).

The shopping centre offers the following:

- Width and depth of merchandise. This is distributed by the selected tenants and aims to achieve ‘one-stop shopping’ in the suburbs.
- Healthy competition between a minimum of marginal stores.
- The location provides maximum ease of accessibility from the trade area.
- Adequate parking or terminal facilities.
- Separates all incompatible functions.
- Organises the pedestrian areas, parking and service areas and store groups on the site. The complex is also carefully integrated with its surrounding areas (Welch, 1969: 24).

It can therefore be concluded that a shopping centre is envisaged and planned as an integrated and unified entity. The shopping centre derives its form, structure and character from spatial adjacency with other retailing facilities. The performed function of a shopping centre can be regarded as:

- The retail distribution element in the suburbs, and
- A focal point or node around which the social life and also the community life centre.

To achieve the above mentioned, the economical and social circumstances of the population need to be taken into account (Welch, 1969: 24-25).

4.3.7 Layout and dimensions

The most successful layouts are usually the simple ones, which are I-, T- and L-shaped layouts. Parallel and other complex layouts have been unsuccessful (Stockil, 1972: 53).

There is no fixed criterion to determine the maximum lengths of shopping centres. A developer’s standards are that a mall is too long when the shopper is passing the first shop that is empty. According to research in the US, the optimum length of a mall is between 180 m and 240 m. Usually, a mall should also be between 9 and 15 m wide, and the height range between 3.5 and 6 m on each floor. Where courts are present, the height can rise to more than 10 m (Stockil, 1972: 53).

4.3.8 Focal points

A principal court is a feature present in most shopping centres, used for promotional activities, exhibitions, displays, concerts etc. Therefore, at least one entrance to the court should be accessible by vehicles, and the court and floor should be able to take the extra load. Lights and power points should also be installed in the central areas, as well as enough seating space, good acoustics etc. (Stockil, 1972: 53-54).

4.3.9 Heating, ventilation and air-conditioning

Two main considerations are of concern to the developer, namely the installations costs and the operating costs. Shop tenants will be responsible for operation costs by means of a service charge. Air-conditioning plays an important role in the rent, and influences the decision of tenants to rent accommodation. Some performance levels for the air-conditioning, heating and ventilation of the shopping centre against the outside temperature are:

Example 1:

- Minimum of 13°C against an external temperature of 0°C
- Maximum of 21°C against an external temperature of 25°C
- Between five and eight changes of air per hour

Example 2:

- Minimum of 7°C against an external temperature of -1°C.
- Maximum of 19°C against an external temperature of 26°C.

Example 3:

- Minimum of 13°C against an external temperature of -1°C.
- Maximum of 27°C against an external temperature of 21°C.

(Stockil, 1972: 54-55)

4.3.10 Lighting

There are different opinions in terms of the provision of natural lighting. Some say that daylight creates the right environment for shopping, while others are of the opinion that daylight varies too much and artificial lighting is preferable and also allows for greater emphasis on shop fronts. The levels of the mall have different lighting levels (Stockil, 1972: 55).

4.3.11 Vertical circulation

Escalators provide a continuous flow of shoppers and also reduce congestion. They also tend to draw a shopper’s eye to a higher level. Two disadvantages for escalators are that they take up a lot of space, and are costly to install and run (Stockil, 1972: 56).

A lift is recommended rather than an escalator, because they take up less area and are cheaper to run. A lift is faster than escalators and can carry almost everything and is also cheaper to install. Negatively, they create congestion, are prone to breakdowns and no visual effect of vertical movement exists (Stockil, 1972: 56).

4.3.12 Finishes

Dark sound-absorbing materials should be avoided for flooring, such as rubber. In the US and UK, Terrazzo is a favourite to use as flooring in covered shopping centres, but other surfaces can include marble, mosaic, carpet, ceramic tile, quarry tile, brick paving, concrete and slate (Stockil, 1972: 57).

Important factors to consider are cost, durability, degree of non-slip, sound absorption, maintenance, feel, colour fastness, ease of replacement and light reflection (Stockil, 1972: 57).

Popular mall ceiling materials are fibrous plaster or acoustic tiles, and considerations that need to be taken into account are maintenance, acoustic qualities and replacement (Stockil, 1972: 57).

Glass panelling can be used for the balustrading of staircases, escalators and first-floor galleries, allowing shoppers to have a clear view of shops and galleries. However, this balustrading needs good maintenance (Stockil, 1972: 57).

The quantity and size of columns should be kept to a minimum in a mall, and should not obstruct shop fronts (Stockil, 1972: 57).

4.3.13 Maintenance

The largest item in the maintenance bill is cleaning. Therefore, malls should be designed in such a manner that cleaning costs are kept to a minimum (Stockil, 1972: 57).

Power points should be installed at several places for cleaning machines, and waste bins, ashtrays, etc. should be placed at regular intervals to ensure the mall is kept clean from litter. A cleaner's sink and cupboards should also be made available in or near the mall (Stockil, 1972: 58).

4.3.14 Facilities

The social focus of the centre should be sitting-out areas. They should be designed in such a manner that they do not encourage long-term parkers, but are still an important attraction (Stockil, 1972: 58).

An important feature is a play area for children, with a few mechanical toys and play-cubes and play sculptures, all under supervision of an adult. This enables the parents to do their shopping without worrying about their children (Stockil, 1972: 58).

4.3.15 Kiosk and vending machines

Free-standing kiosks in centres attract retailers such as tobacconists, newsagents, florists, souvenirs, crafts etc. (Stockil, 1972: 60).

Vending machines can also provide revenue for the centre, and can be placed along blank walls or unusable corners of the shopping centre. Vending machines can provide cigarettes, cool drinks etc. (Stockil, 1972: 60).

4.3.16 Furniture and fittings

Plastic plants should be avoided in a landscaped area of the centre. Live plants need plenty of attention, but the result is worth the effort (Stockil, 1972: 60).

Sculptures also create a visual impact in the mall, but care should be taken that the sculpture relates to the scale of the centre itself (Stockil, 1972: 60).

Open fountains also create atmosphere in a centre, but tend to be not vandal proof and should be maintained constantly (Stockil, 1972: 61).

A central feature in a centre can also be in the form of a clock, even digital clocks are popular, but they are expensive (Stockil, 1972: 61).

An essential feature in a centre is background music, because it can influence the shopper's tastes and mood (Stockil, 1972: 61).

Shop location boards should be placed at entrances and at central areas in shopping centres with more than 50 shops, to enable the shopper to locate shops quickly (Stockil, 1972: 61).

4.3.17 Entrances

Aluminium-framed glass doors are the most common for entrances for shopping centres. Automatic doors are popular, but can sometimes cause trouble when not working properly (Stockil, 1972: 62).

4.3.18 Graphics and signs

Signs should be simple, large, and with bold lettering in as little as possible colours and should be placed against a clear background. A constant style and colour theme must be used throughout the centre to present a unified front (Stockil, 1972: 62).

4.4 CONSUMER BEHAVIOUR AND NEEDS

According to Noel (2009:89), consumers use products and services for a reason. Some of these products and services satisfy basic physiological needs (thirst, hunger), while others satisfy more complex needs, such as self-fulfilment. Solomon (2009: 161-162) is of the opinion that consumers value different product attributes depending on what is currently available to them. He is also of the opinion that the same product can satisfy different needs. This depends on the consumer's state at the time.

Maslow (1970: 15) developed a theory based and the basic human needs. The basic human needs were placed hierarchically in a pyramid diagram. See Figure 1 for an example. A distinction between basic needs and basic cognitive needs can be made. Basic needs consist of the following: (1) physiological needs, (2) safety needs, (3) belongingness and love needs, (4) esteem needs, and the (5) self-actualisation needs. Basic cognitive needs consist of (1) the desire to know and understand, and (2) aesthetic needs. Maslow makes the general assumption that when one need is satisfied, another need emerges (Maslow, 1970: 27). Therefore, it can be stated that when one need is satisfied (e.g. physiological need), then the following need sets in (e.g. safety need), and when that need is satisfied, the following need needs to be satisfied (e.g. belongingness and love need), and this continues until a level of self-actualisation is reached and people are motivated to reach their full potential. A description of the several types of needs follows:

4.4.1 Basic needs

Physiological needs: Maslow is of the opinion that this need is predominant in all needs (Maslow, 1970: 16). This need consists of water, air, food, rest, shelter, and other needs that are required to sustain life, in other words, to survive (Oleson, 2004: 84; Cherry, 2010). When the basic physiological needs are satisfied, the other levels of needs become more important and reachable (Oleson, 2004: 84).

Safety needs: Maslow (1970: 18) states that when this need is satisfied, a person no longer feels endangered. According to Cherry (2010), these needs are important for survival, but not as dominant and important as the physiological needs. Examples according to Maslow (1970: 18) are security; stability; dependency; protection; freedom from fear, anxiety and chaos; order, law, strength in the protector and a need for structure. Other examples are: steady employment, safe neighbourhoods and shelter from the environment, preference for routine and structure (Oleson, 2004: 84; Cherry, 2010).

Belongingness and love needs: This need consists of love, affection and belongingness and emerges when the previous two needs are fully satisfied (Maslow, 1970: 20). Oleson (2004: 85) states that our need to love is as important as to give love. He says that a person wants to share with family and friends. Relationships help fulfil the need for companionship and acceptance in the community as well as in the circle of family and friends (Cherry, 2010).

Esteem needs: Maslow (1970: 21) is of the opinion that all of the people in a society have a need for a high evaluation of themselves for self-respect, and for the esteem of others. Oleson (2004: 85) states that it is not enough to just be loved; we want to be respected and want to be more than just a member to our group. Therefore, this entails the desire for strength, adequacy, achievement, competence, confidence, independence, freedom, reputation, prestige, status, fame, glory, recognition, dominance, importance, appreciation, dignity and attention. The satisfaction of these needs leads to self-confidence, worth, usefulness, strength, adequacy and capability (Maslow, 1970: 21).

Self-actualisation need: This is the highest level of 'need' that needs to be satisfied. Oleson (2004: 85) is of the opinion that as soon as the previous levels of needs are satisfied, a person becomes motivated to reach his full potential. Maslow (1970: 22) states that even if all the needs are satisfied, we can still expect a level of discontent or restlessness to develop; unless an individual is actually doing what he is fitted for. *'What humans can be, they must be'*. Cherry (2010) states that self-actualising people are less concerned with the opinions of others and more concerned with their own personal growth. This person is also self-aware and interested in fulfilling his true potential.

4.4.2 Basic cognitive needs

The desire to know and understand: To acquire knowledge and organising the universe, or the expression of self-actualisation for the intelligent person, have been considered as techniques for the achievement of basic safety in the world. Other preconditions of satisfaction are also the freedom of inquiry and expression. However, it is not enough to 'know'; we are driven to know more and more minutely and more and more extensively of philosophy, theology etc. To construct a system of values, we will desire to understand, systemise, organise, analyse and look for relations and meanings (Maslow, 1970: 23, 25).

The aesthetic needs: Maslow (1970: 25-26) makes the assumption that aesthetic needs are very important to people because people will always have the need to turn away from 'ugliness' and rather see 'beauty'. Overlapping occurs between aesthetic needs, conative and cognitive needs and even neurotic needs. This includes a need for order, symmetry, closure, completion of act, system and structure.

The inclusion of Maslow's hierarchy of needs into this chapter substantiates the importance of consumers and their needs in the shopping centre development process. The consumer has basic needs, such as food, clothing, shelter, etc. and the shopping centre can be seen as a unit that satisfies most of those needs. Therefore, the opinions, arguments and needs of the consumer are important in the process of developing a new shopping centre. Consumers in the end make the shopping centre successful, and by satisfying the needs of the consumers in a shopping centre, it will ensure that the following level of Maslow's hierarchy of needs is reached, and the consumer then sees the shopping centre as a place of safety and security.

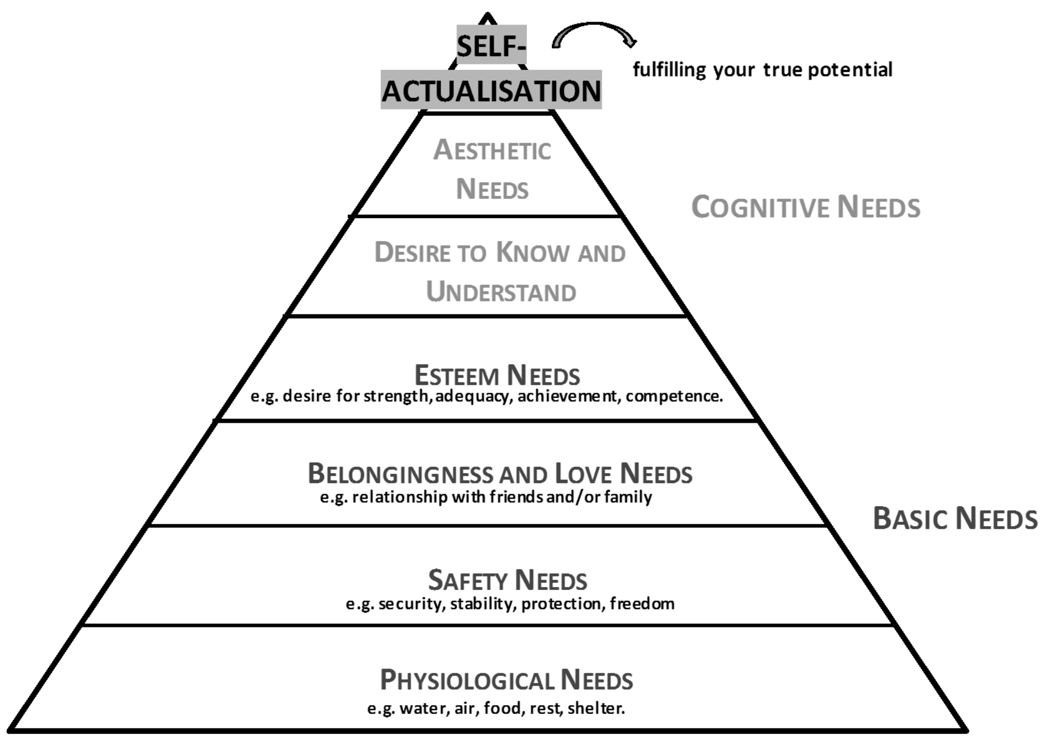

Figure 8: Maslow's hierarchy of needs

Source: Adapted from Maslow (1970) & Oleson (2004: 84)

The consumer visits the shopping centre as a recreational outing. Special types of shopping centres that encourage this behaviour are for example factory outlet centres and festival market places. The behaviour of commuters and travellers is considered in ancillary shops and kiosks offering them convenience items such as newspapers, food or books (Guy, 1998: 261).

Shoppers do not essentially shop at the nearest place satisfying their requirements for specific goods. A shopper takes into account many aspects of shopping destinations and considers his/her shopping expenditure according to the assessment of the attractiveness of destinations. Therefore, there is a close relationship between the assessment of attractiveness and the number of shops. It can therefore be stated that the most attractive shopping centres attract the successful retailers. Centres that do not perform, therefore lack the big name designer stores (Dennis *et al.*, 2002: 196-197).

The level of competition between regional shopping centres in suburban areas of the same metropolitan area has increased significantly. A factor that contributes to this is the consumers living within a reasonable driving distance from several shopping centres they must choose from. Another factor is the attributes of the shopping centres being similar to one another. Therefore, it is expected that the individual will choose to shop at the centre closest to his/her place of residence (Burns & Warren, 1995: 4-5).

Burns and Warren (1995: 8) are also of the opinion that the choice of shopping centre may be affected by the need of the individual for uniqueness. It was observed that individuals with higher needs for uniqueness were more likely to shop at suburban regional shopping centres than those located closer to their homes.

Lorch and Smith (1993) indicated that the shopping centres in downtown have two effects on pedestrian behaviour:

1. Fortress effect: This refers to the possibility of a downtown centre becoming an island of activity isolated from the rest of the shopping area. This also refers to the ability of an enclosed centre to monopolise the activity of the downtown shopper.
2. Distance decay effect: This term refers to the enclosed centre's influence on pedestrian movement on the conventional shopping streets. The centre can help revitalise the downtown.

A typical consumer action is bypassing the closest shopping centre to go to a more attractive, distant shopping centre. This is referred to as out-shopping (Bromley & Thomas, 1995: 434). Car ownership is an important factor in the choice of shopping destinations. The disadvantaged people who are dependent on their local centre are mostly unwilling to become out-shoppers (Bromley & Thomas, 1995: 446).

Gorter *et al.* (2003: 227) indicated that a peripheral mall is visited for reasons of pleasure and the larger choice of goods.

Alzubaidi *et al.* (1997: 89) are of the opinion that visitors to the shopping centre at out-of-town locations were more intent on purchasing items than those visiting the town centre.

Gruen and Smith (1960: 23-25) are of the opinion that the basic need of the shopper is for a conveniently accessible and sufficiently stocked shopping area, with abundant and free parking. Good planning will, however, create more attraction for the shoppers when it will meet the inherent and psychological needs of the shopper. This can be done by providing social life and recreation opportunities in a safe pedestrian environment. The shopping centre proves that it can fulfil the needs of the shopper by means of extended shopping hours during the week and weekends and providing exhibits, restaurants, auditoriums, ice skating rinks, amusement centres, etc. to monopolise the shopper's time (Gruen & Smith, 1960: 25).

A planning concept like a shopping centre results in the upgrading of the surrounding residential area, and also protects the surrounding communities from impairments and increases the desirability of the neighbourhood and property values (Gruen & Smith, 1960: 25).

The following are personal motives for shopping that were identified from surveys:

1. Personal knowledge is obtained for new trends and fashions
2. Self-gratification
3. Change in the routine of daily life
4. Role-playing
5. Activities, e.g. walking
6. Stimulation of senses

The following are the social motives for shopping:

1. Making social contacts
2. Social contacts with peer groups
3. Social status
4. Social event participation

Source: (Dawson, 1983: 86-87)

Dawson (1983: 87) states that suburban centres have developed into the suburban community, and are no longer part of the community – they are the community.

4.5 TENANT CHARACTERISTICS

The developer should consider the following aspects when locating tenants:

- The suitability of the tenant for the specific location, and the amount of rent the tenant will be able to pay.
- The local preferences for certain tenants.
- The complementary and compatibility status among adjoining stores.
- The compatibility of the merchandising practices of tenants with those of adjoining stores.
- The parking needs that are generated by the tenant.
- The convenience of the customer.

Source: (Casazza *et al.*, 1985: 153)

4.5.1 Suggested floor space

Darlow (1972: 19) suggested the following allocation of floor space in a regional centre:

Table 5: Allocation of floor space in a regional centre

TYPE OF SHOP	TOTAL AREA (M^2)	NUMBER OF UNITS	% OF TOTAL
Department store **Junior department store** **Multiples (major)** **Furniture store**	32 500	10	70
Speciality stores	7 400	50	16
Convenience-goods shops	4 200	15	9
Eating and drinking	1 400	5	3
Service shops	1 000	10	2
Total	46 500	90	100

Source: Darlow (1972: 19)

4.5.2 Possible tenants in a shopping centre

Darlow (1972: 19-21) summarised a comprehensive list of suitable tenants in an enclosed shopping centre according to type of goods and services:

Table 6: Suitable tenants in an enclosed shopping centre

Convenience goods	Durable / comparison goods	Service and other tenants	Kiosk tenants
Supermarket	Perfume, cosmetics	Petrol filling station	Confectionary
Baker	Cosmetics	Café, snack bar	Tobacco
Delicatessen	Trouser shop	Driving school	Magazines / papers
Chemist	Books	Fish & chips	Shoe repairs
Newsagent	Cameras	Men’s hairdressing	Key cutting
Tobacconist	Electrical appliances	Women’s hairdressing	Fruit
Variety store	Women’s fashion	Restaurants	Gifts, souvenirs
Dairy goods	Furniture	Travel agent	Snack bar
Speciality foods	Linen / lace / material	Launderette	Ties & gifts
Market	Sewing machines	Photographic studio	Information centre

Confectionary	Shoes	Insurance office	Special promotions
Butcher / poultry	Sportswear	Health club	
Hardware	Florist	Tailor, valet	
Stationary, cards	TVs / radios	Professional services	
Green grocer	Art supplies and frames	Medical services	
Health foods	Pets / animal foods	Showrooms	
Do-it-yourself	Fashion accessories	Amusements	
	Silver goods	Business equipment	
	Bathroom requisites	Cocktail bar	
	Lingerie	Cash & carry	
	Department stores	Bank	
	Baby / children's wear	Cleaner	
	Carpets	Estate agent	
	Crockery	Nurseries	
	Menswear	Post office	
	Jewellery	Shoe repairs	
	Music stores	Interior decorator	
	Toys	Health / welfare clinic	
	Wallpapers / paints	Key shop	
	Luggage	Coffee shops	
	Gifts	Bingo	
	Camping / sports goods	Art gallery	
	Antiques	Sports hall	
	Discount store		

Source: Darlow (1972: 19-21)

4.5.3 Location of tenants in a shopping centre

4.5.3.1 Supermarkets

They should be located on the same level as the car park, and as close as possible, to ensure that trolleys can be wheeled to cars. In smaller centres, the supermarket must be positioned in such a manner that customers will be drawn into and along the mall (Darlow, 1972: 21).

4.5.3.2 Food shops

These shops should be positioned around a supermarket, but not in the prime or highest rental positions (Darlow, 1972: 21).

4.5.3.3 Fashion and clothing stores

These stores should be grouped together at prime positions, away from the food stores and preferably near or in the centre of the mall. Good display frontages are essential as they rely on pedestrian flows passing them (Darlow, 1972: 21-22).

4.5.3.4 Service shops

These shops are likely to be used at night, and should therefore have double-fronted units, ensuring access to the shop from the car park when the mall is closed. These shops are positioned in less attractive locations with lower rents and smaller shop sizes (Darlow, 1972: 22).

4.5.3.5 Speciality shops

These shops need good display frontages and prominent locations. These shops are adaptable to size and shapes of individual units (Darlow, 1972: 22).

4.5.3.6 Department stores

The design and layout of the shopping centre is largely influenced by the presence of the department store. This store is best positioned at the end of the mall. These stores create their own importance and do not need much window space (Darlow, 1972: 22).

4.5.3.7 Restaurants

Restaurants are important to a centre, and can benefit from any position with a view. It is recommended that restaurants are located throughout the mall (Darlow, 1972: 22).

4.5.3.8 Furniture, carpets and household goods

They can be grouped in one location or split into two or more group locations. The larger stores will need inexpensive space at the back of the mall or smaller entrances (Darlow, 1972: 23).

4.5.3.9 Multiples

The larger multiple stores are keen on having major frontages and are adamant about the minimum width for their stores. They also like operating side-by-side (Darlow, 1972: 23).

4.5.4 Tenants for upper-level accommodation

Developers are sometimes forced to build up to three levels or more for a shopping centre due to the size of the site and the location. Some difficulty exists for developers when trying to find tenants to rent in upper levels (Darlow, 1972: 24-25).

Space fillers for upper levels include (Darlow, 1972: 25-26):

Table 7: Upper level tenants

TYPE OF TENANTS:	SPACE FILLERS
RETAIL	Market
	Storage linked with shop
	Sport equipment sales
	Stamp redemption
	Antique supermarket
	Second-hand sales
SHOWROOMS	Office equipment
	Car showroom
	Central-heating equipment
	Building centre
	Interior decorating centre
	Double-glazing equipment
	School equipment
	Boat display
	Camping equipment
	Carpet and furniture display

	Catering equipment
	Medical equipment
SERVICE	Ladies' hairdressing
	Men's hairdressing
	Accountant
	Travel agent
	Bank
	Estate agent
	Post office
	Optician
	Tailor
	Building society
	Social security office
	Clock and watch repairs
	Interior decorator
	Duplicating and typing agency
	Employment agency
	Art renovators
OFFICES	Insurance office
	Stockbroker
	Solicitor
	Advertising agency
	Consultants (architects, etc)
	Accountants
	Central government offices
	Local government offices
	Finance and credit companies
	Mail order sales
	Removal and storage company's offices
	Publishing company
	Computer services
WORK ROOMS, STUDIOS, ETC.	Recording studio
	Photographic studio
	Tailoring workshop
	Pottery
	Printer's workshop

	Dressmaker's workshop
CATERING	Public house
	Restaurant / café
	Banqueting suites
ENTERTAINMENT	Cinema
	Dance hall
	Dance studio
	Night club
	Working men's club
	Bingo hall
	Entertainment centre
RECREATIONAL	Indoor sports centre
	Sauna baths
	Roller skating
	Squash courts
	Health studios
	Gym / training centre
	Ice skating
	Tennis courts
	Billiards hall
	Golf range
CULTURAL AND EDUCATIONAL	Lecture rooms
	Library
	Art gallery
	Museum
	Conference rooms
MEDICAL AND WELFARE	Dental clinic
	Group practice surgery
	Chiropodist
	Welfare clinic
	Nursery / play school
	Family planning clinic
RESIDENTIAL	Flats
	Service flatlets
	Hotel
	Youth hostel

OTHER USES	Car parking
	Vehicle repairs
	Commercial storage and warehousing
	Wholesale market
	Auction rooms
	Exhibition hall
	Cash 'n carry
	Bus terminal
	Headquarters for political clubs, charities etc.
	Parcel office

Source: Darlow (1972: 25-26)

Reimers and Clulow (2004: 208) determined the tenants that are essential in a shopping centre when the size of the mall is limited. The 11 categories are as follows:

- Department and discount department stores;
- Supermarkets;
- Food stores and Health stores (e.g. butchers, bakers, grocers, chemists);
- Food service (cafes, fast food outlets, restaurants);
- Home ware (e.g. furniture, carpet, curtains, electrical goods);
- Hardware, industrial and automotive supplies (e.g. paint, plumbing supplies, gardening);
- Fashion (e.g. women's apparel, shoes, lingerie, jewellery);
- Leisure products (e.g. books, photography, toys, music, giftware, camping, bicycles);
- Professional services (e.g. banks, insurance, accountants, medical services);
- Consumer services (e.g. beauty salons, electrical repairs, locksmith, etc.); and
- Community services (e.g. municipal offices, sport centres and welfare services).

Categories 1 to 8 are classified as retail functions, while categories 9 to 11 are non-retail functions (Reimers & Clulow, 2004: 211).

4.6 CONCLUSION

In this chapter, aspects making the shopping centre successful were discussed. The location of certain elements and aspects in a shopping centre is essential to making the shopping centre successful. The consumer plays a big role in determining the success of a shopping centre, and therefore the shopping centre should provide for and understand the needs of the shopper. Tenants and their location also determine whether the consumer is impressed by the shopping centre, and the location of certain tenants can also have a positive effect on the revenue of their businesses. This chapter also discussed the standards that shopping centres should adhere to. The next chapter will investigate the planning processes that need to be followed when developing a shopping centre, the market research aspect, the policies and legislations that need to be considered and the issues that are present in shopping centre development.

CHAPTER 5

DEVELOPMENT APPROACHES FOR SHOPPING CENTRES

5.1 INTRODUCTION

The success of a shopping centre is very important to the ordinary people such as employees, customers/consumers and retirement fund holders. Planned shopping centres therefore play an important part in the economy as well as employment (Dennis *et al.*, 2002: 4).

This chapter will look into the planning framework in the United Kingdom and United States. The planning application and what it will entail will also be discussed for a shopping centre in South Africa. Further aspects that will be investigated are the planning issues pertaining to shopping centre development. Market research is also essential to ensure a shopping centre is successful and is also discussed.

5.2 PLANNING FRAMEWORK (UK)

To gain an understanding of the environment in which a shopping centre will function, is to carry out research for all of the projects during all of the phases of construction. Market analysis is crucial in order to survive in the retail development (Roca, 1980: 2).

The following will explain the process for any kind of application that is submitted for approval in terms of development in the UK.

5.2.1 Development plans

Every local planning authority has the responsibility of preparing a development plan showing the way in which the land is to be used and the stages of the development. Land is then zoned for its future use, in agreement with the development plan. The master plan (containing individual plans covering items such as zoning, transportation, programming, topography, etc.) has to be approved by the Minister. This development plan can be approved with or without an amendment (Smith, 1972: 208).

5.2.2 Planning permission

Planning permission has to be obtained from the local authority before any development can be started. Before of developer buys land, or start any processes, he must have a good idea of whether his plans will be approved. Local planning authorities have up to two months to make a decision regarding the development (Smith, 1972: 210).

5.2.3 Appeal to the Department

When planning permission is refused by the local planning authority, whatever the reason, the developer can appeal against the decision of the Department, within six months. The developer should, however, take into consideration that even more conditions can be placed to his development plan. If the valid grant of the planning permission is revoked or modified by the local authority, the applicant/developer can claim compensation for the declining value of his land (Smith, 1972: 210-211).

5.2.4 Density of development

One of the local planning requirements is to govern the exact density of the development. This can be done by relating the gross building areas (GBA) to the area itself. In shopping centres, most authorities stipulate a certain number of car spaces per gross retail area (Smith, 1972: 211).

5.2.5 Other detailed controls

A planning authority requires the developer to keep in mind the following criteria: density control, set-back from road, height and day-lighting. The visual aspects of the design should also complement its surroundings. In the case of shopping centre development in an established town, the authority often needs to approve that the external finishes blend in with the old surroundings. The planning authority’s control does not extend to pedestrian malls and enclosed centres, and is only confined to the outside of buildings (Smith, 1972: 211-212).

5.2.6 Conservation areas

The Civic Amenities Act 1967 clearly states that each planning authority needs to determine areas or buildings of architectural or historic interest in its planning area. These are then designated as ‘conservation areas’ by the Department. When a new development will affect the character of these ‘conservation areas’, the local authority needs to give public notice of this application, and 21 days are given for the public to raise their objections (Smith, 1972: 213).

5.2.7 The statutory planning process

The following diagram describes the general planning process that is followed in the UK, according to Smith (1972: 209) (see Figure 9):

The first step is to hand in an application for planning permission. This application is then considered by the planning authority, and takes several aspects into account. The planning application can then be granted or declined.

When the application is granted permission, a detailed application for planning permission should be submitted. When the detailed application is granted permission, the applicant can then continue with the process to approve his building plans. When the detailed application is refused permission, the applicant can lodge an appeal. The Department then holds a public or written inquiry and can over-rule local authority and give approval, with conditions; can revoke part permission and give complete refusal; or can consider policy as well as planning grounds. Planning permission is either granted (continue with application for building regulation approval) or refused. When planning permission is refused, an appeal is made to the High Court.

When the outline application is refused permission, the applicant can lodge an appeal. The Department then holds a public or written inquiry and can over-rule local authority and give approval, with conditions; can revoke part permission and give complete refusal; or can consider policy as well as planning grounds. Planning permission is either granted (continue with application for building regulation approval) or refused. When planning permission is refused, an appeal is made to the High Court.

In both cases, when the planning authority considers the outline application, an application of extension of time can be requested by the local authority.

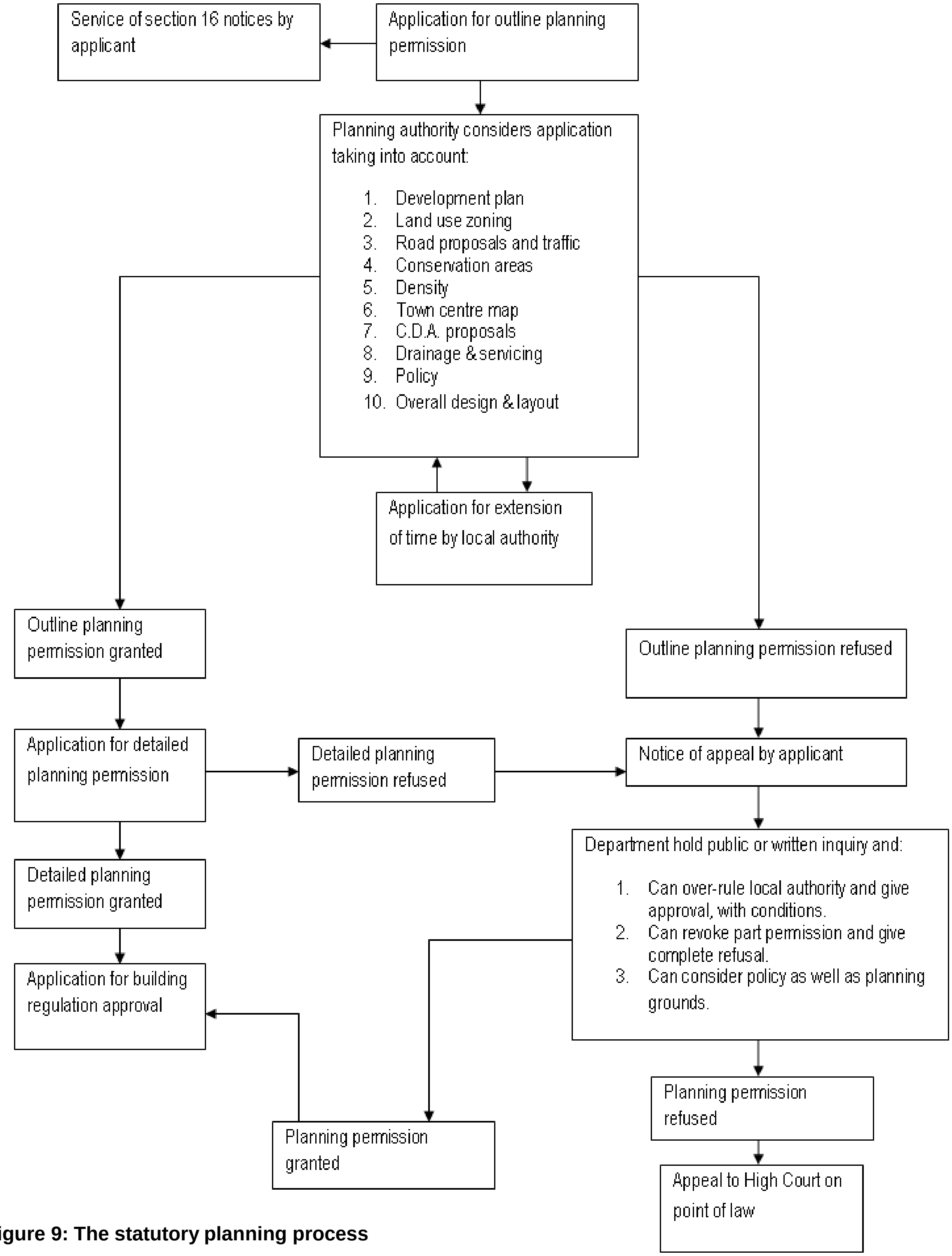

Figure 9: The statutory planning process

Source: Smith (1972: 209)

5.3 THE SHOPPING CENTRE DEVELOPMENT PROCESS (US)

Shopping centre development is a time-consuming and complex process. It usually takes from two years up until twenty years to complete the development process, depending on the size of the shopping centre.

The executive bodies present in the development are as follows:

a. the developer;
b. the designer / architect;
c. the environmental planner;
d. the land use planner; and
e. the property consultant(land use), planner (Dawson, 1983: 38).

The following deals with the planning schedule that is followed in the US, and also discusses extra details regarding site planning and planning in terms of traffic.

5.3.1 The planning schedule

As mentioned above by Darlow (1983: 38), and now also by Gruen and Smith (1960:68), shopping centre planning and development is a lengthy process. There are five phases of a project: the exploratory phase, the preliminary phase, the final planning phase, the construction phase and the opening phase (Gruen & Smith, 1960: 68).

5.3.1.1 Exploratory phase

The developer should not be hasty to complete investigations, as it will ruin his results of feasibility. All the stages of the exploratory phase should be thoroughly investigated to ensure the developer makes a safe decision regarding development (Gruen & Smith, 1960: 69).

Table 8: The exploratory phase

Stage	Actions
Feasibility study stage	• Search for a site location. • Probing the suitability in terms of economic and planning points of view. • Economist will determine the business potential. • Architect must prove the physical suitability and accessibility of the site.
Conceptual planning stage	• Closely tied with feasibility study in terms of time and function. • Conceptual image influenced by economic analysis results. • Outstanding planning features can increase attractiveness of centre and play role in the analysis of business potential. • Economic analysis and architectural study must proceed in a close manner.
Presentation stage	• Architect and economist finalise reports and documentation if team members agree to results of the conceptual planning stage. • Documents consist of land usage plans, traffic plans and floor plans. • Visualisation of the project by means of models, presentations, brochures etc.
Development stage	• Exposure of concept to agents, institutions and other business interests. • Obtain cooperation of authorities for problems with zoning, building permits, road construction and control of traffic. • Familiarise anchor tenants with layout plan, economic data and leasing

	agreements. • Approach financing institutions to determine the current market's characteristics. • Developer establishes the corporate structure for undertaking and leasing documents and specifications. • Architect completes outline specifications and preliminary cost estimate. • Basic budget is available. • Leasing terms guidance is worked out. • Department store tenant acceptance is assured. • Major features approved by authorities (planning commission, highway department, building department).

Source: Gruen & Smith (1960: 69-70)

5.3.1.2 Preliminary phase

Table 9: The preliminary phase

Stage	**Actions**
Adjustment stage	• Results of exploratory phase are consolidated and incorporated into drawings for presentations. • Negotiations with other major tenants. • Continue with negotiations with financing institutions and authorities.
Consolidations stage	• Economical and physical data brought into shape. • Leasing negotiations with broad selection of tenants.

	• Completion of preliminary drawings indicating architectural and engineering aspects. • Writing of preliminary specifications. • Construction methods, material selection, landscaping and engineering principles are established. • Design elements paused in order to undertake time- and money- consuming phase.

Source: Gruen & Smith (1960: 70-71)

5.3.1.3 Final planning phase

The developer secures leases for the remaining tenant space and the financing arrangements are completed. During this phase, staff are employed and trained to work with the tenants. The architect completes working drawings and establishes a reliable basis for construction and bidding. Final building permits are acquired and the invitations to bid are written (Gruen & Smith, 1960: 72).

5.3.1.4 Construction phase

Table 10: The construction phase

Construction	**Actions**
General building construction	• Calling of bids, rewarding of contracts. • Shopping centre plan takes 3-dimensional form. • Duration of phase depends on weather conditions. • Architect occupied with general supervision, choosing of materials, colours, landscaping integration etc. • Developer and economist busy

	completing leasing agreements and preparations for the opening day.
Tenants' buildings – Interior construction	• Have as many as possible shops ready and operating by opening day. • Each tenant is responsible for furnishing and decorating his own store. • Shopping centre's technical equipment needs to be fully operational • Training of people for maintenance and security and traffic.

Source: Gruen & Smith (1960: 72-73)

5.3.1.5 Opening phase

The final phase is the opening of the shopping centre. Sometimes, the shopping centre will open while some of the work is still going on in several shops and in the shopping centre itself (Gruen & Smith, 1960: 73).

5.3.1.6 Estimated time for each phase

The following table provides an estimate time range under normal conditions. This is only theoretical and differs with each type of shopping centre.

Table 11: Estimated time for each phase

Phase	**Number of weeks**
Exploratory phase	
Feasibility study	8 to 12 weeks
Conceptual planning stage	4 to 6 weeks
Presentation stage	4 to 8 weeks
Development stage	10 to 30 weeks
Total time span for exploratory phase	***26 to 56 weeks***
Preliminary phase	
Adjustment stage	4 to 10 weeks

Consolidation stage	6 to 12 weeks
Total time span for preliminary stage	***10 to 22 weeks***
Final planning phase	
Total time span for final planning phase	***20 to 30 weeks***
Construction phase	
Bidding	4 to 6 weeks
General building construction	52 to 100 weeks
Tenants' building – Interior construction	6 to 8 weeks
Total time span for construction phase	***62 to 114 weeks***
TOTAL TIME SPAN FOR PLANNING AND CONSTRUCTION	**118 to 222 weeks** **or** **27 to 52 months**

Source: Gruen & Smith (1960: 73)

5.3.2 Site planning

The planning of the site is the work of the architect. Armed with information from the economic analysis, feasibility study, topographic survey and the basic requirements of major tenants, he begins planning the site by carefully allocating portions of land for specific uses (Gruen & Smith, 1960: 74). These specific uses fall into seven categories:

1) Structures (for retail, service, commercial and public usage purposes);
2) Car storage areas (for surface parking lots and parking garages);
3) Pedestrian areas (for courts, plazas, lanes, covered pedestrian areas etc.);
4) Automobile movement areas (for a distribution road system and periodically roads, etc.);
5) Public transportation areas (for taxi stands, bus terminals, and roads for buses, etc.);
6) Buffer areas (for landscapes areas separating car storage areas / service areas / parking areas etc/ from public road system); and
7) Reserve areas (for portions of land set aside for future growth of the shopping centre).

Principles

The allocation of space for the above-mentioned usages should be guided by certain principles to obtain the highest viability of the land (Gruen & Smith, 1960: 75). These principles are:

a. Safeguarding the surrounding areas

   To prevent neighbourhood deterioration, the following must be achieved, by means of protection against

   i. infiltration of commercial traffic into residential streets
   ii. noise created by commercial activities
   iii. unsightliness created by signs, loading docks, alleys, mechanical equipment, dangling wires, trash etc.

b. Exposure of retail facilities to maximum foot traffic

   For a shopping centre to be successful, dense foot traffic needs to be created, by means of optimal location of public transport facilities, arrangement of structures to encourage movement of people, community facilities, exhibition areas, service facilities, restaurants etc. (Gruen & Smith, 1960: 75, 80).

c. Separation of various traffic types

   Designated areas should be separately allocated for private automobile traffic, pedestrian traffic, service traffic and public transportation (Gruen & Smith, 1960: 80).

d. Maximum comfort and convenience

   Strive towards the provision of maximum comfort and convenience in areas such as:

   i. Convenient access and exit arrangements for cars from and to public highways and the site.
   ii. Convenient parking space location, as close as possible to centre.
   iii. Convenient pedestrian areas (covered areas).

iv. Convenient and comfortable store areas (Gruen & Smith, 1960: 86).

e. Unity, orderliness and beauty

   Landscaping, signs, architecture of structures, composition of structures, colours and materials must all adhere to this vital principle (Gruen & Smith, 1960: 86).

5.3.3 Planning for traffic

This is an integral part of planning the site and its surrounding areas. It is important to consider the existing roads, and the expected traffic that will be generated (Gruen & Smith, 1960: 115).

The aims of traffic planning

1) Easy traffic flow on the surrounding road system;
2) Effective transfer of road traffic into the shopping centre site;
3) Even and effective distribution of traffic on the site;
4) Convenient and efficient arrangement of car storage facilities;
5) Separation of service vehicles from customer car traffic; and
6) Provisions for separated movement and loading areas for public transportation vehicles (Gruen & Smith, 1960: 121-131).

5.4 DEVELOPMENT OF A SHOPPING CENTRE IN SOUTH AFRICA

The development of a shopping centre is more complex than envisaged. Several aspects need to be considered even before the shopping centre goes through a planning process.

Firstly, a suitable site/s need(s) to be found for the proposed shopping centre. Market research needs to be performed to determine the viability of a shopping centre, whether it is the first shopping centre in a town, or a second/third etc. shopping centre in a town. This can be done by means of a retail study that will provide clarification on whether a shopping centre will be suitable. The tenants of a shopping centre actually determine whether the shopping centre will be built/approved/successful. This is because anchor tenants will have to decide if they want space in the shopping centre or not. If no anchor tenants or not enough tenants want to lease space in a new shopping centre, it is highly likely that the shopping centre will not be successful. Anchor tenants therefore play an enormous role in the shopping centre development process. Therefore, the applicant/developer should decide whether this shopping centre will be viable before lodging an application for rezoning/approval. If a suitable site is found and it is not zoned for business use, it should be rezoned for business use. The application should also fit into the policy of the local municipality, in other words, does the Spatial Development Framework (SDF) make provision for further retail developments, especially in terms of development and activity spines?

The application of rezoning starts when the owner of the land (or town and regional planner on behalf of the owner) applies for his land use rights to be amended. Together with his application, he must pay the local authority the prescribed application fee and give notice of his application by publishing once a week for two consecutive weeks a notice in a local newspaper or gazette (depending on the local authority of a province) as well as posting a notice on site and maintaining this notice for 14 days. The applicant should provide proof of complying with the aforementioned to the local authority. When the local authority receives the application, copies are forwarded to every local authority that may have an interest in this application. Objections regarding the newspaper advertisement and site notice should be received within 28 days from the date of the notice. An applicant, instead of the local authority, may forward copies of the application to the relevant authorities and bodies that are interested / affected, and should provide proof of this to the local authority. Every person / body that has been forwarded a copy of the application should respond within 60 days from the date of receipt of the copy. If objections were lodged, the local authority shall hear the objections or representations. After this has been complied with, the local authority will consider the application, taken into account the objections and representations lodged, and may carry out an inspection, or request further information if needed. When the local authority has finished considering the application, they approve the application subject to any amendments or postpone a decision completely or in parts. The local authority will then notify the applicant, objector or any person who has made representations, of his decisions (South Africa, 1987: 34-36).

The professional team in such a development can consist of the following:

- The developer/applicant
- The town and regional planner (the town and regional planner designs the proposed development in such a way that optimal living conditions are available to all residents of the proposed development as well as the occupants of the surrounding areas)
- The land surveyor (the surveyor ensures that the cadastral information is accurate, up to date and properly mapped and the contours of the area are accurately plotted)
- The environmental consultant (EAP) (The EAP ensures that environmental authorisation is obtained for the development / or that it is not necessary for an environmental impact assessment/approval)

- The electrical engineer (the electrical engineer assesses the availability of electricity and designs the electrical infrastructure for the proposed development)
- The civil engineer (the civil engineer designs the services in such a manner as to comply with the stipulations of the Red Book. He also devises ways and means to ensure that the drainage system of the project will take the surface of the area into account)
- The traffic engineer (the traffic engineer assesses the status quo of the traffic and designs measures to ensure that the infrastructure can accommodate the increased traffic volumes)
- The floodline engineer (the floodline engineer determines the 1:50 / 1:100 year flood line)
- The geotechnical engineer (the geotechnical engineer assesses the ground and soil conditions of the area in order to ensure that the intended development can be constructed taking into account the recommendations made)
- The geo-hydrological engineer (the geo-hydrological engineer determines the sustainable availability of water for the proposed development)
- The heritage specialist (the SAHRA accredited specialist assesses the impact of the proposed development on the cultural and heritage assets of the area)
- The wetland specialist (the wetland specialist assesses the wetland area and devises on mitigation measures to ensure that environmental degradation of the area will not occur as a result of the proposed development)
- The ecological specialist (the consultant for the ecological study assesses the vegetation of the area and determines if there is a threat to any red data listed animal and plant species or any other animal and plant species of particular known high conservation priority.)
- Architect (the architect designs the buildings to be erected on the site.)

When an application is approved by the planning authority, building plans must be submitted to the authority for approval. When the building plans are approved, the developer is free to continue to develop his shopping centre, including further research, building of centre, provisioning of services, moving in of the tenants, and finally the opening of the shopping centre.

5.5 PLANNING ISSUES

A close collaboration is required between managers/developers, specialist advisers, key retail tenants and planning authorities in order to launch a successful shopping centre. The key issues in shopping centre development are (McGoldrick & Thompson, 1992: 2):

a. Local and government planners

   Three issues are usually present:

   i. Economic: the impact upon existing centres, possible additions to infrastructure costs are usually an issue.
   ii. Environmental: this issue includes traffic congestion, visual intrusion and the impact on traditional centres.
   iii. Social: one of the issues is for example the access problem to new centres by the less mobile shoppers, as well as the poor and elderly (McGoldrick & Thompson, 1992: 2).

   Together with the above-mentioned possible problems, the planner can weigh a few potential advantages, such as the generating of new employment and rate revenue and the improvement of deteriorated areas (McGoldrick & Thompson, 1992: 2).

b. Developers and centre managers

   A careful understanding of the perceived distance and friction is needed in order for the responsible people to make major decisions of size and access. Attention to detail is very important, as it reflects on the capital and running costs and the ultimate appeal of the shopping centre. An issue is how well the affordable spectacular attraction and design of a shopping centre lasts once the centre matures and the design is replicated at other centres. If a shopping centre is to succeed, it requires a fundamental change in a large number of shoppers' shopping habits. Another issue is also the problem of centre managers who do not take the views of the shopper into consideration (McGoldrick & Thompson, 1992: 3).

c. Retailers

   Location decision has become a problem with retailers with the development of out-of-town centres. This influences decisions regarding investment and continuation of existing centres in the CBD. The attractiveness of the in-town and out-of-town centres is therefore important as it affects the trading prospects and property values of the existing sites. To establish a new centre, there must be an understanding of shopping patterns, use of anchor-, food- and other high frequency purchase stores, and also the use of recreational facilities (McGoldrick & Thompson, 1992: 3-4).

d. Researchers and analysis

Consumer image has been found to be an important determinant in retail decisions. Shopping behaviour can be explained by the size and distance, as well as the image of the shopping centre. This cannot, however, explain why consumers use the same set of criteria when evaluating in-town and out-of-town shopping centres (McGoldrick & Thompson, 1992:4).

The following issues are raised in support of, or objection to, shopping centre schemes, and are similar to the issues raised by the local and government planners:

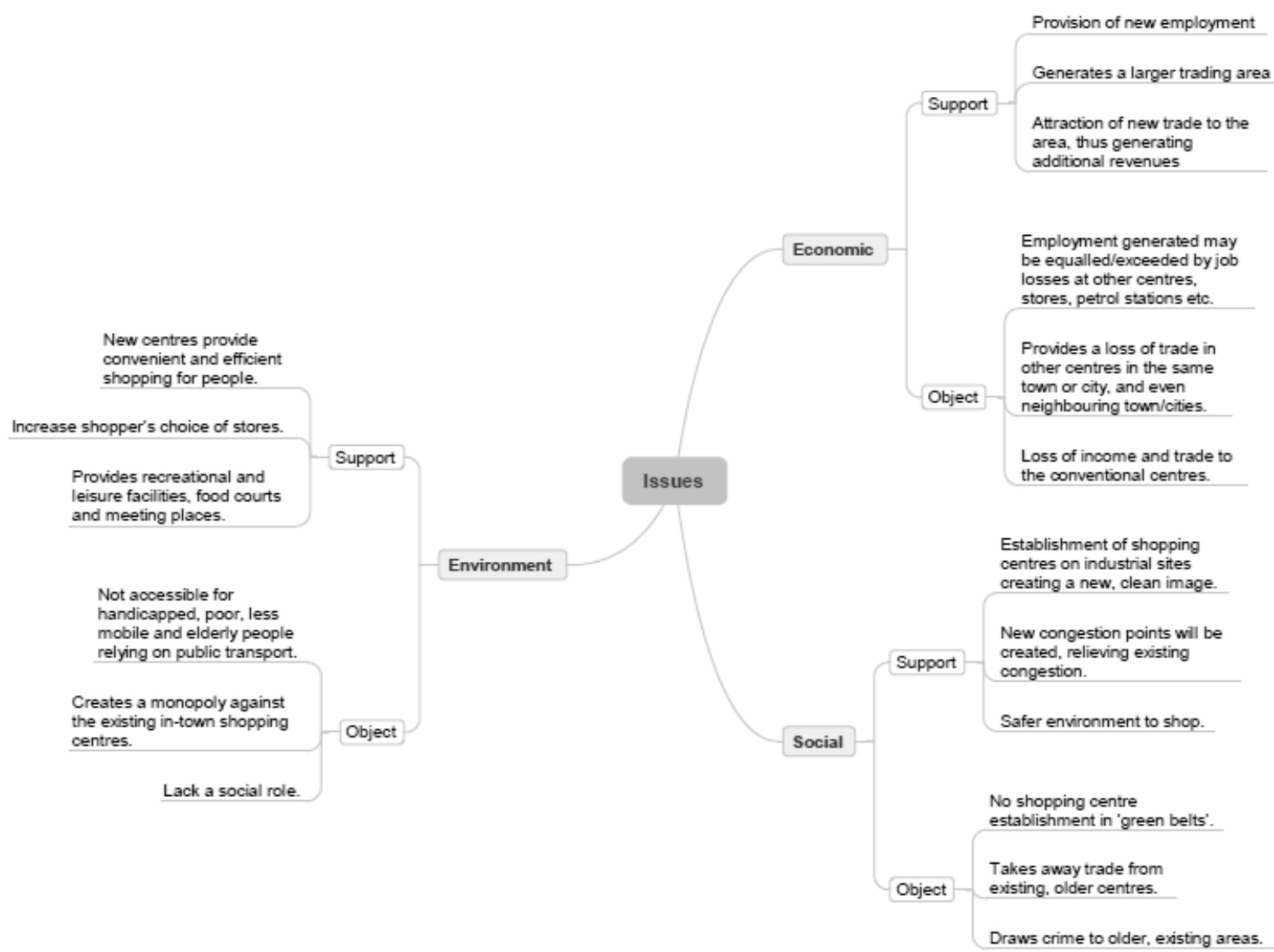

Figure 10: Issues

Source: McGoldrick & Thompson (1992: 19-20)

To prevent the occurrence of deterioration in the CBD and other older existing centres, the planner must avoid the following to be exercised:

a. Infiltration of unnecessary commercial vehicles into residential areas;
b. Congestion in streets used primarily for residential purposes, and noise generated by commercial activities; and
c. Unpleasant appearance of advertising signs on buildings, loading areas and service yards that are exposed to public view (Welch, 1969:8).

5.6 ENVIRONMENTAL MANAGEMENT, LAND USE MANAGEMENT AND ACCESS MANAGEMENT

To ensure that a balance between land use, traffic and environmental qualities is achieved, an ideal situation for each of these components should be determined (Jordaan, 2003: 6-7):

An ideal land use situation:

- Land uses should be, or managed to be, compatible with the residential character;
- Land use typologies should fit within the block pattern, erf shape and orientation;
- Land use typologies should be compatible with the street character;
- Land use conflict should be absent; and
- Land use should compliment the placement of buildings on site.

An ideal traffic situation:

- Land use is low traffic generators, and should be supported by public transport;
- Land use should mainly utilise passing traffic and generate the minimum number of new vehicular trips;
- Land use is an off-peak traffic generator;
- A limited number of access points should be provided from the major mobility roads;
- Maximum safety should be achieved (as a combination of lane width, speed, road geometry, number of lanes and sufficient sight line distance);
- Traffic signal progression should be ensured; and
- Parking should be provided off-street, usually visible for the main arterial in front of the building.

Ideal environmental quality

- Street space is attractive. Elements within it should contribute to the creation of a special place;
- Development should contribute to the image of the street and build on the precinct character;
- Development should ensure liveability for the residential component;
- Development should be pedestrian friendly and have high spatial qualities;
- Adequate public amenities of acceptable standards should be provided for the development;
- Development should be visually acceptable, uncluttered and maintained;
- Development should ensure high legibility in terms of the role the street plays in the urban structure; and
- Buildings should be defined in the street space with most of the parking being provided at the back of the site.

To ensure an acceptable environment, a balanced and integrated approach is needed. There are conflicts between different disciplines.

5.7 MARKET RESEARCH

Before looking for suitable site for the shopping centre, the developer must identify and evaluate the market (Casazza *et al*., 1985: 20).

Market analysis is a continuous process for shopping centres. Research helps the developer to determine the site's potential profitability, before the shopping centre is even built. Data from the market analysis can help the developer as well as the retailers to keep up with changes in the market and the trade area. This data can also help when they are planning to meet the challenges in the changing market **(Roca, 1980: 39).**

The market analysis should include to following:

i. Determination of the trade areas for the shopping centre;
ii. Estimating the purchasing power in several trade areas (primary, secondary and remote trade areas);
iii. Competition measuring; and

iv. Measuring retail sales potential (Casazza *et al.*, 1985: 28).

For a shopping centre to be successful, market research should be conducted during the initial phases of the shopping centre development process to determine whether the shopping centre will be viable, as well as continuously when the shopping centre has already opened. This is done in order for the developer and centre manager to be sure the shopping centre is successful and viable for years to come.

5.6.1 Types of retail research

Market research can be classified into two categories, namely area research and consumer research. A simple explanation of these two terms is that area research counts and describes the people, and in consumer research the people are talked to (Roca, 1980: 3-4).

a. Area research

   This type of research analyses certain market characteristics (such as income, employment, population, retail sales, etc) in a certain trade area. This determines the retail establishment's sales potential. This research identifies the basic facts of the trade area. These facts help the analyst to compute the whole trade area's present and future sales potential, as well as the sales potential of any type of shopping centre at a certain location. This analysis also determines the optimum size of the centre at that specific location (Roca, 1980: 4).

b. Consumer research

   This type of research studies and analyses a selected group of people. This research identifies qualitative facts about of the trade area. Consumer attitudes, shopping preferences, lifestyles and media habits can be clarified with consumer research (Roca, 1980: 4-5).

5.6.2 Methods of market research

Developers have an increasing need to support the proposed facilities of the shopping centre with market analysis that is done thoroughly. This has guided the use of sophisticated methods of market analysis (McCollum, 1980: 10):

5.6.2.1 Economic area analysis

The economic area analysis is basically a means to determine whether a market can support additional retail development. This analysis investigates the trends of employment, population, income and retail. This can be explained in three sub-categories, namely the population analysis, income, and retail sales data (McCollum, 1980: 11).

a. Population analysis

   The population analysis can be divided into two categories, namely employment and population forecasts.

   i. Employment

      This type of trend is extremely significant, as the purchasing power of the market is determined by the industry of the area. Information regarding employment can be obtained from the census of the particular country. The census provides information regarding the labour force, total employed and unemployed, and employment by industrial sectors (McCollum, 1980: 12).

      The importance of the economy by employment sector can be determined by using the above-mentioned sources. To determine the reasons behind rapid growth, whether it will continue, and the impact on the local economy, fast-growing employment areas should be identified and analysed. The employment trends should also be analysed in detail, and if any peculiarities exist, they should be delineated and explained (McCollum, 1980: 12-13).

      It is important for a shopping centre to have a diversified employment base. The ideal is that an economy should not be dependent on any industry or company. This can be done by checking a list of the major employers present in the area (McCollum, 1980: 13).

   ii. Population forecasts

      Population forecasts are a significant variable when the need for additional retail facilities is being assessed, as well as the space required to serve the area and where these additional facilities should be built (McCollum, 1980: 13).

The population analysis includes the examination of past trends and projected changes and population estimates. All of these data can also be obtained from the census for the particular country. Current and historical data are weighed together with figures of building permits, population projections and employment growth from planning agencies, in order to project the population growth (McCollum, 1980: 13-14).

b. Income

To determine the local spending power, the income data for the area is used. Obtaining income levels is a preliminary step in estimating the retail expenditures for a relevant area as well as for the proposed shopping centre's trade area. Income trends can be obtained from a historical census of population data. Income data obtained from the census, compared to the income levels for the local economy, can assess the buying power of the market (McCollum, 1980: 14).

c. Retail sales data

This study portrays the retail categories that have achieved quick sales growth, and how they increased in the market when they are compared to the growth of the population and income (McCollum, 1980: 14).

The most important result of the analysis of the area is that it reveals whether the economy of the area is strong, and if it can support further retail development. Area research also reveals the strength and nature of the employment base, the strongest retail categories, the geographic centres of population, the potential for population growth, and finally, the sales potential projected for this area. This data is used to delineate a trade area for the proposed shopping centre. This data is a vital element in the sales potential assessment for the specific centre (McCollum, 1980: 17).

5.6.2.2 Trade area analysis

A market analysis for the trade area is undertaken for the assessment of the potential of a site for shopping centre development. This can only be done when the economic base study has shown growth potential in the region (McCollum, 1980: 17).

The boundaries for the trade area are determined by the following factors: the nature of the centre, accessibility, location of competing facilities, physical barriers, and the limitation of driving time and driving distance. The trade area is in general divided into two or three zones, to illustrate variations of the impact of the proposed centre (McCollum, 1980: 17).

An analysis of the site and its access is necessary. This is in order to determine the trade area that will provide basic support for the centre. The analysis of the site must consider the location in relation to the surrounding residential and commercial development, geographic factors, and major roads serving the site. The site size should also be considered. This analysis should also include a record of the highways that serve the site, proposed road developments and movement to and from the site. An important aspect of the market analysis is the estimating of the trade area that will be served by the new shopping centre (McCollum, 1980: 17).

The information gained from the original area research study proves that the area can support additional retail development. Population, income and expenditure patterns of the residents of the area will suggest the specific type of shopping centre that must be built. Earlier experience with certain major tenants and the knowledge of their retail expansion plans can suggest the anchor tenant that is best suited for this centre. This information is also sufficient for the analyst to determine the number of department stores the centre will have (McCollum, 1980: 18).

Factors such as the population distribution and concentration, access conditions, physical or artificial barriers and the review of the existing and proposed retail facilities, and also adding the driving time and distance towards the site can all help determine the total trade area of a proposed shopping centre (McCollum, 1980: 18).

As soon as the total trade area is established, it is subdivided into zones by the researcher (McCollum, 1980: 19):

i. Primary zone

   This is the area from which the shopping centre will obtain the greatest share of recurring sales. This zone extends approximately five to eight kilometres from the site, not more than a 10-minute drive.

ii. Secondary zone

   This zone is close to another retail complex or a downtown area. This zone contains the growth spot of the metropolitan area and extends from approximately five to 11 kilometres from the site and more than 15 to 29 minutes' drive to the site.

iii. Tertiary zone

The outer ring of the trade area remains in the centre's range, and extends up to 24 kilometres in major market areas and even as far as 80 kilometres in smaller markets (McCollum, 1980: 19).

Population and income levels of persons living in the trade area are determined as soon as the trade area is established (McCollum, 1980: 19).

Table 12: Vital components to the trade area analysis

Trade area sales potential	Local income and population data is put to use to develop the trade area's sales potential. Incomes for each zone are projected for the following 10 to 15 years.
Competitive analysis	This is a vital part of the trade area analysis. This competitive alignment within a metropolitan area can be portrayed by pinpointing the major competitive facilities on a map and a table that describe the size and nature of rival complexes. The competitive analysis therefore indicates the strongest retailing areas, retailers and shopping areas in a metropolitan area. This data also indicates the amount of sales potential available to the proposed centre and its anchors. The conclusion to this analysis is either that the existing facilities of the trade area are not adequate to serve the market, or that the existing facilities are sufficient for the trade area.
Shopping centre sales potential	The assessment of the proposed centre's retail sales potential is a vital part of the predevelopment analysis. This demonstrates the eventual profitability of the centre and how it will fare in the marketplace. This also helps determine the optimum size of the centre.

Source: McCollum (1980: 21- 25)

5.6.2.3 Share-of-the-market

This approach assumes that the shopping centre will gain a certain percentage of the sales potential of the trade area. This is usually obtained for the department stores to determine the share they will have in the sales potential (McCollum, 1980: 25).

This approach also calculates the sales potential for various satellite tenant groups to determine the size of the competing non-department stores in the trade area. The shares for these tenants are lower than those of the department stores due to their limited trade area penetration (McCollum, 1980: 30).

5.6.2.4 Residual analysis

Another check that can be made to obtain estimates for sales potential is residual analysis. This analysis looks for the sales left over after shares have already been allocated to the existing retail facilities. This represents the unsatisfied potential in the market (McCollum, 1980: 31).

In a trade area where the residual sales are large, there is a likelihood that the expenses of the residents are flowing to facilities outside the trade area. This indicates that a new shopping centre could succeed. When there is no or little residual sales volume, the areas trade is not yet saturated (McCollum, 1980: 32).

5.6.2.5 Recommendations for development

After all of the above-mentioned steps are completed, the analyst can now formulate a development schedule. This is a general recommendation for the tenants of the proposed centre. Firstly, the centre's estimated sales potential is converted to gross floor. This floor area then serves as a basis for the development schedule (McCollum, 1980: 32).

A well-balanced retail complex, with possible expansion opportunities depending on market growth, should be presented from the schedule, to serve the trade area over a long period of time (McCollum, 1980: 32).

This should, however, not be seen as a rigid plan, but as a guide for tenant selection. Variations to this schedule can be lease negotiations, the availability of strong tenants requiring less space, new tenant types, or the needs of other tenants (McCollum, 1980: 33).

5.6.2.6 Consumer research

Consumer research is a basic procedure often used in the predevelopment analysis. Consumer research deals directly with people, and not the data about them. When the centre is in operation, strong emphasis is placed on this type of research. This research provides for the development of a profile of the shopper and their lifestyles and information that is important for the developing of a marketing plan for the shopping centre (McCollum, 1980: 33).

Table 13: Important aspects of consumer research

<table>
<tr><th colspan="2">1. CUSTOMER PROFILE</th></tr>
<tr><td colspan="2">A customer profile with more detail is drawn from a further investigation of census information as well as a survey of the trade area residents.</td></tr>
<tr><td>Census information</td><td>Valuable data that can be obtained from the census are:

a. Age breakdown and median age for the population
b. Income group/level breakdown
c. Employment by industry and occupation breakdown
d. Education amount for school years completed
e. Marital status, number of families
f. Housing data (owned or rented, value, number of apartments, etc.)
Information such as the above-mentioned provides a customer profile of the trade area to the developer. This suggests how the centre should be oriented and what types of stores will generate income.</td></tr>
<tr><td>Customer Survey</td><td>Census data is not updated every year, and therefore demographic data is difficult to update. Therefore, a customer survey reveals changes in the trade area since the census. A general sample of 300 to 500 households is taken and surveys are conducted by means of telephone, door-to-door or in existing malls. This sampling is taken over a small period of time,</td></tr>
</table>

sometimes a week. The customer survey should reveal the:

a. median age and gender of the shopper
b. median size and income of the household
c. level of education
d. marital status
e. favourite retail stores
f. favoured newspaper, radio/TV stations
g. other shopping centres visited.

Consumer surveys also provide additional insight into the lifestyles, shopping habits and media tastes of the customer. The analysis of lifestyle can indicate whether the market is family- or singles oriented. The amount of disposable income for the residents can also reveal whether the potential customer is interested in quality or value. The survey also reveals the major competition that can be encountered. The survey also points to whether the needs of the customers will be met by the proposed mix of tenants in the new shopping centre. Lastly, the survey can also indicate what type of advertising is required to reach the trade area. All of this is vital to the centre's pre-opening, opening, and continued marketing programmes.

2. MARKET RESEARCH AFTER OPENING

After the opening of the shopping centre, market research continues to evaluate whether the actual market share approaches the shares projected in the original market study. The analysis also reveals how well the shopping centre is served by the media and also trade area shifts. At last, the shopping centre can be analysed for leasing/re-leasing potential and expansion possibilities.

Market research after the shopping centre has opened includes a:

a. Reanalysis of the trade area demographics (including population, income and sales potential);
b. Customer survey taken in the shopping centre itself; and
c. Media survey, taken at the same time of the customer survey, or later.

3. CUSTOMER AND MEDIA SURVEYS

The research into the current standing of the centre should include a customer survey as well as a media analysis. The surveys should be as simple as possible and taken to different locations within the shopping centre over three to four days, at different times of day.

The sample size in this example should not be more than 500 people, divided over a number of days. Some of the questions that can be asked in the surveys include:

a. Where the consumer lives does in the city, including nearest intersection;
b. Number of times he/she shopped at the regional centre (weekly, monthly, etc.);
c. Stores shopped at in the centre;
d. In what department/ discount store most purchases are made;
e. Where most of the family clothing purchases are made.
f. Centre likes or dislikes;
g. Desired types of stores in the centre;
h. Customer's gender (female/male);
i. Customer's age;
j. Customer's approximate income;
k. Most listened to radio stations, and amount of time;
l. Most watched television stations, and amount of time;
m. Preference of newspaper;
n. Shoppers read (home-delivered giveaways); and
o. Magazines read.

Depending on the type of survey desired, questions can be expanded or reduced. Other questions can be asked, such as marital status, education, transportation mode, time spent in centre, etc. Information regarding income is often difficult to obtain, as it is an invasion of privacy.

The surveys done by telephone are conducted in a similar fashion, and the advantage is that people are reached who are not currently shopping, or do not even shop there. It is, however, not accurate when drawing a profile of the centre's shoppers. More detail can be included in the question regarding the media survey, such as what radio station was listened to, number of hours listening to the radio per week, favourite television programmes etc.

When the surveys have been conducted, the answers to the questions can be tabulated and analysed to develop a customer profile. This determines how well the centre is doing in the market

4. TRADE AREA/CUSTOMER/PROFILE/MEDIA
The trade area can be more accurately determined by plotting the towns of the surveyed customers on a map. This will reveal the trade area zones. This can be compared to the original trade area drawn before the development took place. Population and income trends, demographics, customer profile etc. can also be compared to those obtained prior to the development. If the survey is properly evaluated, they should reveal actions that need to be taken to make the shopping centre more competitive.

Source: McCollum (1980: 33-38)

5.6.2.7 Expansion potential and impact of competitive changes

If the shopping centre is successful, the centre can look into the potential for expansion. The trade area and metropolitan market should be continuously analysed for competitive changes. The centre can try to maintain its market position if it knows about new developments. Expansion is most likely the only method to ward off the potential competition (McCollum, 1980: 38).

5.6.3 Advantages of market research

The advantages of any type of research for any type of shopping centre are numerous. The following table will indicate the benefits market research has for several bodies:

Table 14: Benefits of market research

Bodies	**Benefits**
Owners	• The degree of opportunity is confirmed. • Zoning application basis is provided. • Architectural and site plan constraints are set. • Basic data for mortgage and tenant solicitation is furnished. • Timetable and opportunities for future expansion are established. • Information essential to the future sale of the property is provided.
Community planning	• Degree of opportunity is determined for the community, in terms of new population retail requirements. • Impact on existing downtown and neighbourhood retail facilities is measured. • Impact on area sales and the loss to the outside area are measured.
Tenants	• The opportunity for new units, square feet and sales potential is measured. • Extent of impact on the company's existing units is indicated. • The competitive situation is assessed.
Mortgage	• Extent of opportunity for the proposed centre is presented. • Financial analysis is supported regarding the property's continued health.

Source: McCollum (1980: 10)

The following items can form the scale to which a shopping centre can be measured for its alleged value, and can also determine the reason it was chosen to shop at (Table 4 in Frasquet *et al.*, 1996: 31):

Table 15: Items used to measure the value of a shopping centre

Easy access	Easily move around
Easy parking	Assortment of retailers
Not crowded	Variety of styles
One-stop shopping	Quality retailers
Time saving	Renowned retailers
Good prices	Attractive leisure offer
Events and exhibitions	Personal security
Easy access for children	Pleasant shopping
Likeable type of consumers	Consumer attention
Attractive design	Attractive sales and promotions

Source: Frasquet *et al.* (1996: 31)

5.8 CONCLUSION

Halpern (1972: 41) distinguishes between two main responsibilities that the planners of shopping centres have. Firstly, the planner has the responsibility to create a shopping centre that is functional in its own right, and secondly, to create the shopping centre in such a manner that it functions as a component of the wider urban structure. The following five factors have not been given much attention:

a. The surrounding townscape's character;
b. The reaction of the shopper towards the proposed environment;
c. The realisation of the achievement of a much wider balance between purely commercial and social elements;
d. The encouragement of traders to take on a more positive role in the shopping centre design process; and
e. The co-operation between the development team, statutory bodies and local authorities (Halpern, 1972: 42).

This chapter mainly looked into several shopping centre development processes in the United Kingdom, United States and also South Africa. Every one of these countries' processes differs. While the process of the UK can be explained by means of a flow-diagram, the process of the US is divided into several stages. Every one of these processes is successful in its own country, because the circumstances of each country are different from the other and special factors and aspects need to be taken into consideration. The planning issues that are found in shopping centre development processes were also investigated and revealed that there needs to be a close relationship between key role-players. The market research revealed that research before and after the opening of the shopping centre is essential in order to ensure that the shopping centre keeps being sustainable and successful.

CHAPTER 6

EMPIRICAL STUDY

6.1 INTRODUCTION

This chapter will investigate whether a new shopping centre in Klerksdorp will be viable and sustainable. The retail studies of the two new proposed shopping centres towards the west and east of Klerksdorp (the Jouberton and Matlosana Malls) will be discussed. This chapter will also deal with the consumer and his/her opinion regarding the retail structure of Klerksdorp and the possible success of a new shopping centre.

6.2 STUDY AREA

The town of Klerksdorp is situated in the North West Province, in the jurisdictional area of Dr Kenneth Kaunda District Municipality, and the City of Matlosana. Klerksdorp is the largest town within a 100km radius (Urban-Econ Development Economists, 2009: 21, Figure 3.1). The towns included in this 100 km radius are not only in the North West Province, but also in the Free State Province. These towns are: Lichtenburg, Coligny, Ventersdorp, Potchefstroom, Carletonville, Parys, Hartbeesfontein, Orkney, Vierfontein, Viljoenskroon, Bothaville, Stilfontein and Wolmaransstad. Klerksdorp is the administrative town for a lot of smaller towns. Klerksdorp and its district are quite unique in certain ways, especially due to the farming and mining activities that are found there. Klerksdorp provides goods and services especially for the people residing in the closer towns and extensions of Klerksdorp, such as Kanana, Alabama, Jouberton, Hartbeesfontein, Orkney, Vaal Reefs and Stilfontein. The retail structure of Klerksdorp therefore provides for a lot of residents and people shopping in Klerksdorp.

According to the Matlosana Mall Retail Study (Urban-Econ Development Economists, 2009: 23), the Dr Kenneth Kaunda District Municipality consists of a population of approximately 652,989 people (193,148 households). The distribution of this population across the four local municipalities is as follow:

Table 16: Population and household profile of the Dr Kenneth Kaunda District Municipality

Municipality	Population	Households
City of Matlosana Local Municipality	395,071	123,311
Tlokwe Local Municipality	125,582	35,913
Ventersdorp Local Municipality	39,899	11,523
Maquassi Hills Local Municipality	92,137	22,401
Dr Kenneth Kaunda District Municipality (TOTAL)	***652,989***	***193,148***

Source: Urban Econ Development Economists (2009: 23)

As can be seen from the above table, it can therefore be concluded that the City of Matlosana Local Municipality represents 59.9% of the population of the Dr Kenneth Kaunda District Municipality and 12% of the population of the North West Province (Urban Econ Development Economists, 2009: 23).

The delineation of a market area is determined by the following aspects: proximity, distance, travelling time, accessibility, mode of transport, infrastructural availability, residential concentration, visibility and exposure, and location. The market area relevant to this study can be divided into the primary market and the secondary market. The towns included in the primary market area are located within a 50km radius of Klerksdorp, and are dependent on the retail facilities of Klerksdorp. These towns are: Klerksdorp, Stilfontein, Orkney and Hartebeesfontein. The secondary market area includes the towns that conduct shopping in Klerksdorp on a less frequent basis, and are within a 100km radius from Klerksdorp. These towns are: Bothaville, Coligny, Delareyville, Leeudoringstad, Lichtenburg, Ottosdal, Potchefstroom, Sannieshof, Ventersdorp, Vierfontein, Viljoenskroon, Witpoort, and Wolmaransstad. The population and number of households for these market areas are as follows (Urban Econ Development Economists, 2009: 35):

Table 17: Population and number of households in the primary and secondary market areas

Area	Population	Number of households
Primary market area	395,071	123,311
Secondary market area	222,453	60,509
Total market area	**617,524**	**183,820**

Source: Urban Econ Development Economists (2009: 35)

The primary market area has a population of 395,071 people, and the secondary market area has a population of 222,453 people. Added together, the population stands at approximately 617,524 people (183,820 households).

The effective demand figure indicates the market demand for certain retail facilities that is generated by the primary and secondary market areas.

Table 18: Effective demand

Retail expenditure category	**Demand (m^2)**
Food and groceries	72,451
Food services	3,476
Clothing and footwear	37,721
Home furnishings	44,172
Health and beauty	1,464
Communication	3,736
Electronic/photography/music	3,538
Books/cards/stationary	4,086
Eyewear	1,017
Jewellery	0,825
Recreation and entertainment	11,051
Speciality	2,567
Convenience services	11,565
Total	**199,716 m^2**

Source: Urban Econ Development Economists (2009: 238-239)

It can therefore be concluded that the demand in the market area is 199,716m^2. Therefore, an additional GLA of 199,716m^2 can be sustained by the existing population and their expenditure power (Urban Econ Development Economists, 2009: 29).

The effective supply in retail GLA (m^2) in Klerksdorp is mainly determined by the following centres (Urban Econ Development Economists, 2009: 47):

Table 19: Effective supply

Centre	Retail GLA (m^2)
MCC Superspar	6,000 m^2
City Mall	23,942 m^2
Pick 'n Pay Hypermarket	18,985 m^2
Checkers Hyper Centre	16, 817 m^2
Flamwood Walk Shopping Centre	10,400 m^2
Game Centre	10,445 m^2
Matlosana Taxi Terminus	10,262 m^2
Entertainment Centre (Previously Mica Centre)	7,660 m^2
4-Ways Mart (Wetherleys Centre)	5,500 m^2
TOTAL	**110,011 m^2**

Source: Urban Econ Development Economists (2009: 47)

The net effective demand for retail GLA can now be determined with the figures for the effective demand and supply as given above (Urban Econ Development Economists, 2009: 48).

Total demand for retail GLA – Total supply of retail GLA = Net Effective Demand for retail GLA

Table 20: Net effective demand

Total demand	199,716 m^2
Total supply	110,011 m^2
Net effective demand	**89,705 m^2**

Source: Urban Econ Development Economists (2009: 48)

This concludes that an additional 89,705 m^2 of GLA can be sustained in Klerksdorp and that there is a large enough of population to sustain this supply.

6.3 Status Quo of the Retail Structure in Klerksdorp

According to the Mall Guide & Urban-Econ Development Economists (2009: 41), the retail structure of Klerksdorp basically consists of the following mentionable centres that have a relevance to the study:

Table 21: Retail centres in Klerksdorp

Centre	Anchor tenants	Location	Number of shops	Retail GLA	Classification
MCC Superspar	1	Central Avenue, Flamwood, Klerksdorp	20	6 000 m^2	Neighbourhood shopping centre / Large convenience centre
City Mall	3	Cnr OR Tambo & Neser Street, CBD, Klerksdorp	79	23 942 m^2	Large community centre
Pick ‘n Pay Hypermarket	4	Cnr Buffelsdoorn Road & Tom Avenue, Flamwood, Klerksdorp	20	18 985 m^2	Large community centre
Checkers Hyper Centre	4	Corner of Margaretha Prinsloo and OR Tambo Avenue, CBD, Klerksdorp	24	16 817 m^2	Small community centre
Flamwood Walk Shopping Centre	6	Corner of N12 Joe Slovo Road and Central Avenue	50	10 400 m^2	Small community centre
Game Centre	2	Margaretha Prinsloo Street, CBD, Klerksdorp	21	10 445 m^2	Small community centre
Matlosana Taxi Terminus	3	Golf Street, CBD, Klerksdorp	46	10 262 m^2	Small community centre
Entertainment Centre (Previously Mica Centre)	4	Corner of Austin and William Street	15	7 660m2	Large convenience centre

4-Ways Mart (Wetherleys Centre)	2	Corner of N12 Joe Slovo Road and Chris Hani Avenue	6	5 500 m^2	Large convenience centre

Source: Urban Econ Development Economists (2009: 42 - 46); Mallguide

See the location of the shopping centres as mentioned above on Map 1 in Appendix C.

Figure 11: MCC Superspar

Figure 12: City Mall

Figure 13: Pick 'n Pay Hpermarket

Figure 14: Checkers Hyper Centre

Figure 15: Flamwood Walk Shopping Centre

Figure 16: Game Centre

Figure 17: Matlosana taxi terminus

Figure 18: Entertainment Centre (Previously Mica Centre)

Figure 19: 4-Ways Centre

6.3.1 Future extensions

Flamwood Walk Shopping Centre: Two extension phases are proposed for the shopping centre on a stand at the back of the centre, namely a northern extension of 10 349 m^2 and a southern extension of 4 100 m^2. This adds to and additional GLA of 14,449 m^2 (Urban-Econ Development Economists, 2009: 48) .

APPLICATION STATUS: PENDING (Raubenheimer, 2010; Van Breda, 2010)

Checkers Hyper Centre: Redevelopment and expansion are planned for a future GLA of 15 000 m^2 (Urban-Econ Development Economists, 2009: 43, 44).

APPLICATION STATUS: APPROVED BY CITY OF MATLOSANA (Van Breda, 2010)

See Map 1 in Appendix C for the location of these two centres.

6.3.2 Future supply

Future supply of possible shopping centres in Klerksdorp:

The Jouberton Retail Centre: This mall will be situated approximately 5km outside Klerksdorp adjacent to the Hartbeesfontein and N12 crossing, on the left hand side of the N12 road to Wolmaransstad. This mall will have a GLA of approximately 30 111 m^2, and will consist of approximately 124 shops (Mallguide).

APPLICATION STATUS: APPROVED BY CITY OF MATLOSANA (Van Breda, 2010)

The Matlosana Mall: This mall will be situated between Stilfontein and Klerksdorp, adjacent to the N12 (on the left hand side towards Klerksdorp). This mall will have a GLA of approximately 60 000 m^2, and will consist of approximately 90 tenants (Abacus Asset Management).

APPLICATION STATUS: APPROVED BY CITY OF MATLOSANA (Van Breda, 2010)

The Village Square Development: This is a 20 000 m^2 development near the existing Pick 'n Pay Hypermarket (Urban-Econ Development Economists, 2009: 47).

APPLICATION STATUS: NOT APPROVED (Raubenheimer, 2010; Van Breda, 2010)

The West Ridge Shopping Centre: This development will be for mixed-use and office space, with a GLA of approximately 15 000 m^2 (Urban-Econ Development Economists, 2009: 48).
APPLICATION STATUS: PENDING (Raubenheimer, 2010; Van Breda, 2010)

6.3.3 Decline of CBD (City Mall)

The Klerksdorp Central Business District Revitalisation Strategy outlines the socio-economic and retailing context and also identifies the impact of the socio-economic forces on the development of the Central Business District (CBD). This document discusses the issues of different land uses, safety and security, traffic accidents, environmental quality perceptions etc. (Maxim Planning Solutions & BIGEN Consortium, 2006: 3).

According to the CBD revitalisation, the Klerksdorp economy has been in a decline for the past decade because of rising unemployment, poverty and growth in the urban informal economy characterising the experience of the city. A negative impact on the CBD of Klerksdorp was the result of macro-economic decline and structural shifts in the economic activity towards informality, and the needs of a growing number of low- and middle-income households. Therefore, many businesses and companies prefer to locate away from the CBD in upmarket suburbs in Flamwood, Wilkoppies and along the N12 highway (Maxim Planning Solutions & BIGEN Consortium, 2006: 5).

According to the statistics in the CBD revitalisation document, only 48% of the respondents to the questionnaire prefer shopping in the CBD, and 42% prefer to shop in the suburban shopping malls/centres. The respondents also indicated the advantages of the CBD and the suburban shopping malls/ centres (Maxim Planning Solutions & BIGEN Consortium, 2006: 28):

Table 22: Advantages of the shopping centres in the CBD and the suburbs

Advantages	
CBD	**Suburban shopping malls/centres**
Convenience	Safer
Centrality	Better parking
Closer to homes	Better service
Close to transport services (taxis)	Cleaner
Cheaper prices	Less noisy

Source: Maxim & BIGEN Consortium (2006: 28)

Therefore, the above-mentioned states that there are a number of people who prefer to do their shopping somewhere else rather than in the CBD.

6.4 SUSTAINABILITY OF A NEW SHOPPING CENTRE (RETAIL STUDY – MATLOSANA MALL & JOUBERTON MALL)

The market population of Klerksdorp is characterised by a market segment that is mature and supported by a young and upcoming market segment. The mature population of Klerksdorp has specific outlooks in terms of retail behaviour and the demand for products and services, while the younger upcoming market segment has other values and brand consciousness. These two market segments drive the demand for local goods and services and reflect an overall stability within its community (Demacon, 2007: 32).

The market area is also characterised by a relatively high employment level, reflecting low dependency ratios. These employment figures indicate the dominance of double income earner households in the primary market area (Demacon, 2007: 34).

The development of new retail centres in Klerksdorp will have several advantages for the local community, as well as the municipality.

- It will address the gap in retail nodes for convenience, daily necessities and retail goods, and thereby address the leakage of purchase power from the market;
- It will contribute to the creation of an attractive and well-balanced retail environment;

- Projects such as mixed-use developments and retail/shopping centres will contribute to the expansion of the local municipality's tax base; and
- Investments will increase the product line and service range within the market of Klerksdorp and improve the overall quality of lives (Demacon, 2007: 84-85).

The Net Effective Demand of **89,705 m^2** indicates that a new shopping centre development can be sustainable and viable. Therefore, the market area has the capacity to sustain the development of a regional shopping centre. The profile of the local consumer market indicates an appropriate consumer market population (age, household income, expenditure capacity and employment) to absorb the potential development. From an economical perspective, the proposed development of a regional shopping centre can be viewed as viable, with the required critical mass to render the overall development feasible (Urban-Econ Development Economists, 2009: 55).

It can be concluded that the retail market has been fairly buoyant, and although the effects of interest rate hikes and increased inflation and global recession have become visible, fair growth is still expected in the following years, once the economy starts to recover (Urban-Econ Development Economists, 2009: 56).

6.5 EMPIRICAL STUDY

The empirical study's main objective was to investigate the need for a regional shopping centre in Klerksdorp, from the consumer's point of view.

6.5.1 Research design and method of study

The empirical study made use of quantitative research. Quantitative research is a process that is systematic and objective. This process uses numerical data from a selected subgroup of a universe (population) to generalise the findings of the universe that is studied (Maree & Pietersen, 2008:145). The population that was used in this study is the shoppers in the Klerksdorp district. This research was conducted during September 2010.

6.5.2 Sampling method

A non-probability convenience sampling method was used to obtain the sample. The City of Matlosana has a population of approximately 395,071 people. This does not, however, include the rest of the adjacent local municipalities with a population of approximately 257,618 people, all of them influencing the retail structure of Klerksdorp. Added together, the Dr Kenneth Kaunda District Municipality has an approximate population of 652,989 people (Urban-Econ Development Economists, 2009: 23).

As described above, the City of Matlosana has a population of approximately 395,071 people and the Dr Kenneth Kaunda District Municipality has a population of approximately 652,989 people (Urban-Econ Development Economists, 2009: 23). Questionnaires were distributed to the scholars at the Klerksdorp High School to be given to their parents. The parents completed the questionnaires, and the scholars returned it to the school. The Klerksdorp High School serves a large variety of residents from other adjacent towns, such as Ventersdorp, Wolmaransstad, Hartbeesfontein, Stilfontein etc. Therefore the sample may represent a variety of people in the population of the Dr. Kenneth Kaunda District Municipality. However, this sample is not a random sample from the population, but a convenience sample. The sample can thus not be seen as representative of the population and generalization to the population should be handled with great caution. 450 questionnaires were distributed to the scholars of Klerksdorp High School, and 309 questionnaires were received back after a week.

6.5.3 Development of the questionnaire

The questionnaire was developed by the School of Town and Regional Planning of the North-West University's Potchefstroom Campus. The questionnaire consisted of two sections, which consisted of categorical questions, open- and close-ended questions, as well as Likert scale-type questions.

Section A: This section captured questions relating to the respondents' socio-demographic profile, such as age, gender and number of people in the household.

Section B: This section dealt with questions regarding the behaviour and needs of the consumer, such as where they shop, how much time they spend shopping etc.

A pilot study was carried out to pre-test the questionnaire on a small group of residents in Klerksdorp consisting of five people. This helped to determine any questions that had the possibility of being misunderstood and therefore helped the researcher to rectify these questions before the questionnaire was finally distributed.

6.5.4 Ethics

It was made clear to the respondents that this questionnaire was for the use of academic purposes only and that it was to be treated with confidentiality at all times. It was also made clear that any information that might be identified would NOT be made public. The respondents were under no obligation to the complete the questionnaire.

6.5.5 Data analysis

Microsoft® Excel® was used for the basic data capturing and SPSS® for statistical analysis. The Statistical Services of the North-West University assisted in the process of analysing the data into relevant information regarding the empirical study.

6.5.6 Statistical analysis

The results from the statistical analysis were retrieved from the Statistical Consultation Services of the North-West University and discussed under two sections, namely the frequency analysis and descriptive statistics (Questions 1 to 15), and factor analysis (Question 12).

Definitions of terms used in this section:

- **Mean:** Mean is a simple statistical measure of the centre of a distribution of scores (Field, 2005: 738).
- **Standard deviation:** According to Field (2005: 745), standard deviation is an estimate of the average variability (spread) of a dataset with the same measurement units as the original data. It is the square root of the variance. Variance and standard deviation relate to the accuracy of the mean of a dataset. If the mean of a dataset represents the data well, then the standard deviation will be small relative to the mean (Field, 2005: 10).
- **Variance:** Variance is an estimate of the average variability of a dataset (Field, 2005: 748).

- **Covariance:** Co-variance measures the average relationship between two variables (Field, 2005: 727).
- **Factor analysis:** Factor analysis is a technique that identifies groups of variables. This analysis is sometimes used for the following cases: (1) understanding the structure of a set of variables, (2) constructing a questionnaire measuring an underlying variable; and (3) reducing a dataset to a more manageable size (Field, 2005: 619).
- **Correlation matrix:** The correlation matrix is basically a table of correlation coefficients between pairs of variables (Field, 2005: 620). This matrix is useful when determining the relation between the variables and a preliminary search for multicollinearity (Field, 2005: 185). This basically shows how strong the relationships between pairs of variables are.
- **KMO measure:** The Kaiser-Meyer-Olkin (KMO) Measure of Sample Adequacy represents the ratio of squared correlation between variables to the squared partial correlation between variables (Field, 2005: 640). This basically tests whether there is enough data available for the factor analysis.
- **Bartlett's test:** Bartlett's Test of Sphericity tests whether the diagonal elements of the variance-covariance matrix are equal and the off-diagonal elements are zero (Field, 2005: 724). This basically tests if there is enough correlation between variables for factor analysis to be appropriate. If the p-value of Bartlett's test is less than 0.05 the correlations are sufficient at a 0.05 significance level.
- **Communality:** Communality is the proportion of a variable's variance that is common variance. If a variable has no unique variance, the communality is 1, whereas a variable shares none of its variance with any other have communality of 0 (Field, 2005: 726). Basically, communality is the proportion of common variance within a variable (Field, 2005: 653).
- **Factor extraction:** In factor extraction, SPSS extracts all factors with a Eigenvalue higher than 1 (i.e. when the default method namely Kaiser's criteria is used to determine the number of factors), and the cumulative % of the Initial Eigenvalues needs to be higher than 50% to be considered an accurate representation of the dataset (Field, 2005: 652-653).
- **Pattern matrix:** A pattern matrix is a matrix in factor analysis containing regression coefficients (correlation) for each variable on each factor in the data (Field, 2005: 740).
- **Cronbach's alpha:** This is a measurement for reliability (Field, 2005: 667). Values around 0.7 and 0.8 are good, indicating good reliability/consistency of the factor (Field, 2005: 676).

- **Mean inter-item correlation:** This is the mean of the inter-item correlations between all pairs of items. The mean inter-item correlation should be between 0.15 and 0.5. This then shows that the different variables correlate well with each other. (Field, 2005: 107).
- **Item-total statistics:** The item-total correlation represents the correlation between an item and the total score of all items in the factor under consideration. If the item-total correlation are above 0.3, then the item correlates well with the scale.
- **The 'Cronbach's Alpha if Item Deleted':** shows the values of the overall alpha if that item was not included in the calculation. These values should be close to the value of the original alpha value, indicating that if any one of the items is deleted, it would not make the test more reliable. If Cronbach's Alpha value increases considerably when the item is deleted, that item should be excluded from the factor to make the factor more reliable (Field, 2005: 672-673).

6.5.6.1 Frequency analysis and descriptive statistics

See Appendix B for the results of each question.

SECTION A: DEMOGRAPHIC PROFILE

Question 1: Gender

The gender profile for the respondents basically consists of 77.7% female and 22.3% male respondents. More women were thus included in the sample.

Question 2: Year born

From the results of the questionnaire, it was clear that 9% of the study population was born in 1970 (40 years of age). As can be seen from the results, a percentage of the respondents worth mentioning was born from 1966 to 1975. This indicates that the respondents mostly doing the shopping are between 35 and 44 years old. This indicates that the majority of the sample are around the age of 35-44 years. The sample consists mostly of people in their middle years..

Question 3: Home language

It is clear from the results that 89.3% of the respondents are Afrikaans speaking, indicating that this sample mainly speak Afrikaans.

Question 4: Marital status

66.7% of the respondents are married. This indicates that these respondents are dependent on someone, or has people dependent on them. 15.5% of the respondents are divorced, and 13.6% are single people. The large number of married people indicates households that are dependent on basic needs.

Question 5: How many people (including yourself) does your household consist of?

Regarding household size, the highest frequency occurred for households with four persons (34.6%). Following on this number, 19.4% of households consist of three people and 21.7% consist of five people. These numbers indicate that the sample consisted of large families that need to be fed and clothed, by means of shopping for groceries or clothing and supplies.

Question 6: What is your current occupation?

61.8% of the respondents have a fixed occupation, indicating that there is a fixed income every month. 16.2% of the respondents are housewives. This indicates that the respondents with the fixed occupation are responsible for the money that is provided every month for shopping.

Question 7: Where do you live?

64.7% of the respondents are residents of the town Klerksdorp itself. Following on that are Stilfontein (12.6%) and Orkney (9.7%). This indicates that the majority of the respondents in the samplelive in Klerksdorp, or in the adjacent towns

Question 8: If your answer to nr. 7 is Klerksdorp, what is the name of the suburb where you reside?

It can be seen from the table that the majority of the respondents live in Neserhof (9.5%), Randlespark (7.5%), Flamwood (7.5%), Ellaton (6.5%) and Wilkoppies (6.5%). This shows (together with the rest of the results), that the respondents are varied across several neighbourhoods in Klerksdorp, which may indicate a good representation of the population.

SECTION B: CONSUMER NEEDS

Question 9: How often do you visit a shopping centre?

30.1% of the respondents indicated that they visit a shopping centre about once a week, 23.3% indicated that they visit a shopping centre once a month, and 22% of the respondents indicated that they visit a shopping centre daily. This indicates that more than 50% of the population most likely visit a shopping centre at least more than once a month. This shows that the respondents regularly visit a shopping centre to fulfil their basic needs.

Question 10: On a scale of 1 to 4, what is the reason for your visit to a shopping centre?

Respondents had to rank how often a particular type of store is the reason for them visiting a shopping centre. They had to choose between the option s "1 - Always", "2 - Regularly", "3 - Sometimes" and "4 - Never". The reasons why people visit a shopping centre have been tabulated as follows:

Table 23: Reasons why people visit a shopping centre

Reason for visiting a shopping centre	***Response with the highest frequency***	***Mean***	***Standard deviation***
10.1 Grocery shopping	Regularly (48.2%)	1.90	.747
10.2 Clothes shopping	Sometimes (69.6%	2.77	.612
10.3 Home ware or decor shopping	Sometimes (63.1%)	3.17	.594
10.4 Restaurants	Sometimes (59.2%)	3.03	.676
10.5 Coffee shops	Never (52.4%)	3.36	.771
10.6 Entertainment facilities	Sometimes (51.5%)	3.17	.740
10.7 Furniture or appliance stores	Sometimes (48.5%)	3.38	.620
10.8 Hardware stores	Sometimes (56%)	3.17	.679
10.9 Beauty or health stores	Never (41.4%)	3.20	.816

10.10 Speciality stores	Sometimes (60.2%)	3.19	.634
10.11 Service stores	Sometimes (46.9%)	2.60	.778
10.12 Pay accounts	Regularly (33%)	2.59	.981
10.13 Browse or meet friends	Sometimes (43.4%)	2.91	.944
10.14 Other reasons	Sales (Clothing / Grocery) Pharmacy		

Source: Own Creation

As can be seen from the above table, the reason why shopping centres are visited *regularly* is for grocery shopping and to pay accounts. The reason why the respondents visit shopping centres *sometimes* is for: clothes shopping, home ware or decor shopping, restaurants, entertainment facilities, furniture or appliance stores, hardware stores, speciality stores, service stores and to browse or to meet friends.

The standard deviation for each of the questions give an indication of the variability of the responses. If the standard deviation is small relative to the mean, the mean can be considered as reliable.

Question 11: Approximately how much time do you spend shopping per week?

52.4% of the respondents indicated that they spend approximately one to two hours shopping a week, with 25.6% of the respondents indicating that they spend less than an hour shopping a week. This indicates that about half of the sample spends more than an hour a week shopping.

Question 12: On a scale of 1 to 4, mark your need for the following stores in a shopping centre:

Respondents had to rank their need of particular type of store in a shopping centre. They had to choose between the option s “1 – Not important”, “2 - Less important”, “3 - Important” and “4 – Very important”. The need for certain stores in a shopping centre has been tabulated as follows:

Table 24: Need for certain types of stores

Store	***Response with the highest frequency***	***Mean***	***Standard deviation***
12.1 Speciality stores	Less important (39.2%)	2.14	.865
12.2 Clothing stores	Important (53.7%)	2.87	.752
12.3 Furniture stores	Less important (43.4%)	2.09	.799
12.4 Décor & interior stores	Less important (38.2%)	2.03	.835
12.5 Hairdresser	Important (48.2%)	2.61	.859
12.6 Beauty stores	Less important (37.9%)	2.25	.870
12.7 Health stores	Less important (34%)	2.39	.946
12.8 Pet shops	Less important (40.8%)	2.11	.870
12.9 Jewellery & accessories stores	Less important (45%)	2.06	.798
12.10 Take away food stores	Important (41.1%)	2.52	.836
12.11 Coffee shops	Less important (34%)	2.15	.939
12.12 Footwear stores	Important (52.1%)	2.60	.743
12.13 Speciality food stores	Important (39.2%)	2.49	.931
12.14 Stationary stores	Important (46.6%)	2.69	.790
12.15 Book stores	Important (38.2%)	2.54	.909
12.16 Card shops	Less important (43.7%)	2.01	.826
12.17 Gifts stores	Less important (42.4%)	2.27	.838

12.18 Camera stores	Less important (46%)	1.97	.793
12.19 Electronic stores	Important (37.5%)	2.30	.863
12.20 PC Stores	Important (36.2%)	2.33	.894
12.21 Cell phone stores	Less important (39.8%)	2.36	.831
12.22 Grocery or supermarket stores	Very important (55.3%)	3.42	.750
12.23 Antique stores	Not important (44%)	1.76	.787
12.24 Art stores	Not important (41.7%)	1.80	.800
12.25 Department stores	Important (41.1%)	2.38	.869
12.26 Luggage & leather stores	Less important (47.6%)	1.86	.738
12.27 Outdoor gear stores	Less important (43.7%)	2.12	.835
12.28 Sport stores	Important (41.4%)	2.40	.917
12.29 Eyewear & optometrists	Important (42.7%)	2.43	.897
12.30 Flower stores	Less important (40.1%)	2.05	.863
12.31 Restaurants	Important (44.7%)	2.62	.885
12.32 Movie stores	Important (39.2%)	2.51	.942
12.33 Music stores	Important (40.8%)	2.57	.882
12.34 Entertainment stores	Less important (40.5%)	2.32	.859
12.35 Hobby stores	Less important (40.8%)	2.26	.860
12.36 Toy stores	Less important (38.8%)	2.08	.828
12.37 Educational stores	Less important	2.54	.924

	(35.6%)		
12.38 Sweets, ice cream & confectionary stores	Less important (41.7%)	2.46	.831
12.39 Banks & financial services	Important (43.4%)	3.04	.850
12.40 Fabric & sewing stores	Less important (47.9%)	2.13	.825
12.41 Liquor stores	Not important (48.9%)	1.73	.851
12.42 Deli & bakery	Important (46.3%)	2.54	.819
12.43 Butchery	Important (49.5%)	2.94	.841
12.44 Medical services	Very important (40.8%)	3.09	.919
12.45 Estate agents	Less important (48.2%)	1.79	.783
12.46 Travel agents	Less important (47.2%)	1.88	.782

Source: Own creation

As can be seen from the above table, the most important stores for the respondents in the shopping centre are clothing stores, hairdressers, take away food stores, footwear stores, speciality food stores, stationary stores, book stores, electronic stores, PC stores, department stores, sport stores, eyewear & optometrists, restaurants, movie stores, music stores, banks and financial services, deli & bakery and a butchery as these stores have the highest mean values.

The standard deviation for each of the questions give an indication of the variability of the responses. If the standard deviation is small relative to the mean, the mean can be considered as reliable.

Question 12 will be analysed further by using factor analysis in the next section.

Question 13: Would you rather shop in the Central Business District (CBD) or suburban shopping centres?

26.2% of the respondents indicated that they prefer shopping in the CBD of Klerksdorp, while 48.2% of the respondents would rather shop in the suburban shopping centres. 25.6% of the respondents were indifferent to where they shopped. In the questionnaire space was provided for the respondent to motivate his/her choice. Reasons for each of these are provided below.

Reasons for shopping in the CBD:

- CBD has more stores
- One trip
- More facilities and services
- Better products
- Near home and work
- More affordable
- CBD offers more
- More convenient
- All shops is in one place
- All there is

Reasons for shopping at suburban shopping centres

- Less crime
- Safer
- Not busy
- Closer to home and work
- Less petrol use
- Quieter
- CBD unsafe
- Less traffic
- More parking
- More accessible
- More convenient
- Not crowded
- Quicker shopping

Reasons for indifference of choice where to shop:

- As long as it is affordable

- Where it is less busy
- Depending on the need
- Where it is most convenient
- Where there is safer parking
- Where crime is less
- Where there is quality and value for money
- Whatever is the closest
- One trip and one stop

Question 14: Evaluate the existing shopping centres in Klerksdorp on a scale of 1 to 4 by means of the following questions:

Respondents had to rank their evaluation of a shopping centre. They had to choose between the option s “1 – Completely”, “2 - To a larger degree”, “3 – To a smaller degree” and “4 – Not at all”.

Table 25: Evaluation of Shopping Centres

Question	***Response with the highest frequency***	***Mean***	***Standard Deviation***
14.1 Do the shopping centres in Klerksdorp cater to all your requirements?	To a larger degree (53.7%)	1.96	.774
14.2 Do the existing shopping centres satisfy the need for parking?	To a larger degree (40.5%)	2.15	.915
14.3 Do you think there is a need for another shopping centre in Klerksdorp?	Completely (31.4%)	2.47	1.205

Source: Own creation

53.7% of the respondents feel that the shopping centres in Klerksdorp cater to their requirements to a larger degree.

40.5% of the respondents indicated that parking needs are satisfied at shopping centres to a larger degree.

31.4% of the respondents feel that there is definitely a need for another shopping centre in Klerksdorp.

The standard deviation for each of the questions give an indication of the variability of the responses. If the standard deviation is small relative to the mean, the mean can be considered as reliable.

Question 15: In your opinion, to what degree will each of the following locations be suitable for a new shopping centre?

Respondents had to rank their evaluation of a shopping centre. They had to choose between the option s "1 – Completely", "2 - To a larger degree", "3 – To a smaller degree" and "4 – Not at all".

Table 26: Suitability of certain locations for shopping centres

Location of new shopping centre	***Opinion on suitable location***	***Mean***	***Standard deviation***
15.1 Between Klerksdorp and Stilfontein (alongside N12)	Completely (48.5%)	1.92	1.048
15.2 Alongside Buffelsdoorn Road on the way to Doringkruin	Not at all (31.4%)	2.72	1.089
15.3 Alongside Dr Yusuf Dadoo Avenue (opposite Anncron Hospital)	In a smaller degree (35.3%)	2.86	1.038
15.4 Alongside Dr Yusuf Dadoo Avenue (Ned.	Not at all (37.9%)	3.02	.941

Hervormde Church)			
15.5 Are there any other locations that will be suitable?	– On Ventersdorp Road – Close to Alabama & Jouberton – Wolmaransstad – Between Pick ’n Pay Hypermarket & Food Zone – Central Neserhof – Between Klerksdorp and Orkney – Between Meiringspark & Wilkeville – Near Flamwood Walk – Near Klerksdorp Golf course – Across or next to Tusk Rio Casino – Next to Shell Ultra City		

Source: Own Creation

48.5% of the respondents feel that the location between Klerksdorp and Stilfontein is suitable for a new shopping centre.

31.4% of the respondents indicated that a site along Buffelsdoorn Road towards Doringkruin is not suitable at all.

35.3% of the respondents feel that the location alongside Dr Yusuf Dadoo Avenue (opposite Anncron Hospital) is suitable to a smaller degree.

37.9% of the respondents indicated that a site alongside Dr Yusuf Dadoo Avenue (Ned. Hervormde Church) is not suitable at all.

The standard deviation for each of the questions give an indication of the variability of the responses. If the standard deviation is small relative to the mean, the mean can be considered as reliable.

6.5.6.2 *Factor analysis*

A factor analysis was done for Question 12 to determine how the types of stores and the need for them clustered together in the sample's responses.. These groups of stores (factors) could then be ranked to determine what groups of stores were needed mostly in Klerksdorp.

The principal axis factoring method of SPSS was applied, using Oblimin rotation. Using Kaiser's criterium, nine factors were extracted which explained 67.995% of the total variance. Recall that if more than 50% of the total variance is explained the factor analysis is considered appropriate. A factor analysis extracting eight factors explained 65.602% of the total variance. In fact, a factor analysis extracting only three factors still explained more than 50% of the variance. Factor analyses based on the extraction of nine, eight, seven, six, five, four and three factors respectively were conducted. The eight factor analysis made theoretically the most sense and will be discussed further.

The factor analysis for Question 12 revealed the following results:

KMO and Bartlett's Test

- The Kaiser-Meyer-Olkin Measure of Sample Adequacy was 0.922, indicating that there was enough data to make this analysis accurate, as the value needs to be > 0.8.
- Bartlett's Test of Sphericity had a p-value of < 0.001. As this value needs to be < 0.05, this test proved that there is enough correlation between the items for factor analysis to be appropriate.

The communalities are higher than 0.3 for all items, indicating that the variance of all items are sufficiently explained by the extracted factors.

Below is the pattern matrix for the eight item factor analysis. Factor loadings of less than 0.15 are suppressed to increase readability.

Table 27: Pattern Matrix

Pattern Matrix[a]

	Factor							
	1	2	3	4	5	6	7	8
Q12.23	.653							
Q12.24	.583				.219			
Q12.46	.412	.158	-.151			.229	.203	
Q12.26	.370			-.166	.210	.322		
Q12.45	.348	.304	-.248			.183		
Q12.22	-.341	.279	.331	-.179				
Q12.36	.332		.157	-.186	-.204	.271	.292	
Q12.30	.322			-.185			.174	-.214
Q12.3	.312			-.202	.300	.232		
Q12.40	.286		.169	-.209	.155			-.262
Q12.9	.241		.185		.172	.179	.157	
Q12.43		.802						
Q12.44		.644						-.314
Q12.10			.600				.160	
Q12.38	.152		.491				.325	
Q12.42		.251	.334			.273	.216	
Q12.41			.302	.273		.274		
Q12.13	.251	.227	.261					
Q12.15				-.720			.189	
Q12.14				-.648				
Q12.17	.263		.386	-.432		.173		
Q12.16	.326			-.416		.163		
Q12.37		.153		-.373				-.351
Q12.12			.284	-.296	.244	.173		
Q12.25		-.280	.202	-.294	.175			-.200
Q12.7		.190	-.158		.666			
Q12.6					.651		.170	
Q12.4	.245				.533			
Q12.5			.206		.433			-.193
Q12.2	-.150		.222		.396		.190	
Q12.19						.745		
Q12.20						.735		-.153

Q12.18				-.178		.668		
Q12.21				-.181		.412	.268	-.187
Q12.28		-.186			.175	.369	.238	-.360
Q12.32							.877	
Q12.33			-.160				.875	
Q12.34							.722	-.159
Q12.31			.292				.584	
Q12.11					.161		.405	
Q12.35	.312					.248	.354	-.239
Q12.1	.216				.191		.325	
Q12.29								-.620
Q12.39		.165	.230	-.304		-.240		-.471
Q12.27		-.248		.170	.219	.424		-.437
Q12.8		.209			.232	.207		-.239

In the light of the above pattern matrix, an analysis of the correlations between the variables (which will be reported later when presenting the reliability analysis) and theoretical knowledge about the grouping of stores, the following factors were identified:

Table 28: Factors

<table>
<tr><td rowspan="9">Factor 1: Home & travel</td><td>12.46 Travel agents</td></tr>
<tr><td>12.23 Antique stores</td></tr>
<tr><td>12.24 Art stores</td></tr>
<tr><td>12.26 Luggage & leather stores</td></tr>
<tr><td>12.45 Estate agents</td></tr>
<tr><td>12.3 Furniture stores</td></tr>
<tr><td>12.40 Fabric & sewing stores</td></tr>
<tr><td>12.4 Décor & interior stores</td></tr>
<tr><td>12.30 Flower store</td></tr>
</table>

<table>
<tr><td>Factor 2a: Items seperately</td><td>12.43 Butchery</td></tr>
<tr><td>Factor 2b: Items seperately</td><td>12.8 Pet shops</td></tr>
</table>

Factor 3: Food & drink	12.10 Take away food stores
	12.38 Sweets, ice cream & confectionary stores
	12.42 Deli & bakery
	12.41 Liquor stores
	12.13 Specialty food stores
	12.22 Grocery or supermarket stores

Factor 4: Books, stationary, gifts, educational	12.15 Book stores
	12.14 Stationary stores
	12.17 Gift stores
	12.16 Card stores
	12.37 Educational stores
	12.25 Department stores

Factor 5: Health & beauty	12.7 Health stores
	12.6 Beauty stores
	12.5 Hairdressers
	12.2 Clothing stores
	12.9 Jewellery & accessories stores
	12.12 Footwear stores

Factor 6: Electronics & outdoor activities	12.19 Electronic stores
	12.20 PC stores
	12.18 Camera stores
	12.21 Cell phone stores
	12.27 Outdoor gear stores
	12.28 Sport stores

Factor 7: Entertainment	12.32 Movie stores
	12.33 Music stores
	12.34 Entertainment stores
	12.31 Restaurants

	12.11 Coffee shops
	12.35 Hobby stores
	12.1 Specialty stores
	12.36 Toy stores

Factor 8: Services	12.29 Eyewear & optometrists
	12.39 Banks & financial services
	12.44 Medical services

Source: Own Creation

A reliability analysis was used to determine the consistency of the results. The reliability analysis for the eight factors given above is as follows:

See table in Appendix B for complete reliability statistics

Factor 1 (Home and travel)

The **Cronbach's alpha** for Factor 1 is 0.883. This indicates that there is a good consistency and reliability of the factor.

Inter-item correlation matrix: The values in this matrix correlate well with each other as the values do not differ that much from each other. The relationship between the variables is good.

Mean inter-item correlation: This value is 0.459, indicating a strong relationship between the variables.

Item-total statistics:

- **'Corrected item-total correlation'** should have values above 0.3. The lowest value for a variable is 0.520, indicating that all of the items correlate well with the overall score.
- **'Cronbach's alpha if Item Deleted'** should have values close to the original alpha, not a lot higher. All of the values are close to the original alpha value, indicating that this factor is reliable.

Factor 2 (Butchery & pet shops)

This factor has two items that have no relationship with each other, as the Cronbach's alpha value was 0.357, indicating little reliability between these two items. These to items are analysed as two separate items in the descriptive statistics of the factors.

Factor 3 (Food & drink)

The **Cronbach's alpha** for Factor 3 is 0.777. This indicates that there is a good consistency and reliability of the factor.

Inter-item correlation matrix: The values in this matrix correlate well with each other, as the values do not differ that much from each other. The relationship between the variables is good.

Mean inter-item correlation: This value is 0.366, indicating a strong relationship between the variables.

Item-total statistics:

- **'Corrected item-total correlation'** should have values above 0.3. The lowest value for a variable is 0.329, indicating that all of the items correlate well with the overall score.
- **'Cronbach's alpha if Item Deleted'** should have values close to the original alpha, not a lot higher. All of the values are close to the original alpha value, indicating that this factor is reliable.

Factor 4 (Books, stationary, gifts, educational)

The **Cronbach's alpha** for Factor 4 is 0.846. This indicates that there is a good consistency and reliability of the factor.

Inter-item correlation matrix: The values in this matrix correlate well with each other, as the values do not differ that much from each other. The relationship between the variables is good.

Mean inter-item correlation: This value is 0.482, indicating a strong relationship between the variables.

Item-total statistics:

- **'Corrected item-total correlation'** should have values above 0.3. The lowest value for a variable is 0.520, indicating that all of the items correlate well with the overall score.
- **'Cronbach's alpha if Item Deleted'** should have values close to the original alpha, not a lot higher. All of the values are close to the original alpha value, indicating that this factor is reliable.

Factor 5 (Health & beauty)

The **Cronbach's alpha** for Factor 5 is 0.824. This indicates that there is a good consistency and reliability of the factor.

Inter-item correlation matrix: The values in this matrix correlate well with each other, as the values do not differ that much from each other. The relationship between the variables is good.

Mean inter-item correlation: This value is 0.441, indicating a strong relationship between the variables.

Item-total statistics:

- **'Corrected item-total correlation'** should have values above 0.3. The lowest value for a variable is 0.545, indicating that all of the items correlate well with the overall score.
- **'Cronbach's alpha if Item Deleted'** should have values close to the original alpha, not a lot higher. All of the values are close to the original alpha value, indicating that this factor is reliable.

Factor 6 (Electronics & outdoor activities):

The **Cronbach's alpha** for Factor 6 is 0.896. This indicates that there is a good consistency and reliability of the factor.

Inter-item correlation matrix: The values in this matrix correlate well with each other, as the values do not differ that much from each other. The relationship between the variables is good.

Mean inter-item correlation: This value is 0.589, indicating a strong relationship between the variables.

Item-total statistics:

- **'Corrected item-total correlation'** should have values above 0.3. The lowest value for a variable is 0.676, indicating that all of the items correlate well with the overall score.
- **'Cronbach's alpha if Item Deleted'** should have values close to the original alpha, not a lot higher. All of the values are close to the original alpha value, indicating that this factor is reliable.

Factor 7 (Entertainment)

The **Cronbach's alpha** for Factor 7 is 0.913. This indicates that there is a good consistency and reliability of the factor.

Inter-item correlation matrix: The values in this matrix correlate well with each other, as the values do not differ that much from each other. The relationship between the variables is good.

Mean inter-item correlation: This value is 0.566, indicating a strong relationship between the variables.

Item-total statistics:

- **'Corrected item-total correlation'** should have values above 0.3. The lowest value for a variable is 0.547, indicating that all of the items correlate well with the overall score.

– **'Cronbach's alpha if Item Deleted'** should have values close to the original alpha, not a lot higher. All of the values are close to the original alpha value, indicating that this factor is reliable.

Factor 8 (Services)

The **Cronbach's** alpha for Factor 8 is 0.694, which is close to 0.7. This indicates that there is a good consistency and reliability of the factor.

Inter-item correlation matrix: The values in this matrix correlate well with each other, as the values do not differ that much from each other. The relationship between the variables is good.

Mean inter-item correlation: This value is 0.432, indicating a strong relationship between the variables.

Item-total statistics:

– **'Corrected item-total correlation'** should have values above 0.3. The lowest value for a variable is 0.473, indicating that all of the items correlate well with the overall score.
– **'Cronbach's alpha if Item Deleted'** should have values close to the original alpha, not a lot higher. All of the values are close to the original alpha value, indicating that this factor is reliable.

In the light of the factor analysis and the reliability analysis, Factors 1 and 3-8 can be considered as valid and reliable. For Factor 2 the two items have to be considered separately. Mean scores for the resulting factors can be calculated to give an indication of what groups of stores are considered to be mostly needed in a shopping centre according to the sample at hand. The following table summarizes the descriptive statistics of the factors.

Table 29: Descriptive statistics for eight factors

Factors	***Mean***	***Standard deviation***
Factor 1: Home & travel	1.9317	.57614
Factor 2a: Butchery	2.9450	.84143
Factor 2b: Pet shops	2.1133	.86983
Factor 3: Food & drink	2.5280	.57620
Factor 4: Books, stationary, gifts, educational	2.4035	.64671
Factor 5: Health & beauty	2.4633	.60593
Factor 6: Electronics & outdoor activities	2.2468	.69367
Factor 7: Entertainment	2.3321	.69533
Factor 8: Services	2.8533	.70048

Source: Own creation

The standard deviation for each of the questions give an indication of the variability of the responses. If the standard deviation is small relative to the mean, the mean can be considered as reliable.

From the above table, the factors can be ordered in terms of importance of need using the mean.

Table 30: Importance of factors

Importance	**Factor**	**Mean**
1	Factor 2a: Butchery	2.9450
2	Factor 8: Services	2.8533
3	Factor 3: Food & drink	2.5280
4	Factor 5: Health & beauty	2.4633
5	Factor 4: Books, stationary, gifts, educational	2.4035
6	Factor 7: Entertainment	2.3321
7	Factor 6: Electronics & outdoor activities	2.2468
8	Factor 2b: Pet shops	2.1133
9	Factor 1: Home & travel	1.9317

Source: Own creation

It can therefore be seen from the above arrangement that a need for a butchery in a shopping centre is the most important to the population. Following this are services; food & drink; health & beauty; books, stationary, gifts, educational; entertainment; electronics & outdoor activities; pet shops and home & travel.

6.5.7 Conclusion from statistics

Basic conclusions that can be made from the descriptive and frequency analyses are:

- More women were included in the sample than men.
- The largest portion of the respondents in the sample is in their middle-years.
- The sample speak mostly Afrikaans.
- The largest portion of the sample is married.
- The sample included mostly households of mostly 3-5 members. The large number of people in a household indicates that the sample consisted mostly of large families that need to be fed and clothed, by means of shopping for groceries or clothing and supplies.
- A large number of the respondents in the sample have a fixed occupation, indicating that they are responsible for the money that is provided every month for shopping.
- Most of the respondents in the sample live in Klerksdorp, Stilfontein and Orkney.

Respondents are varied across several neighbourhoods in Klerksdorp, which may indicate a good representative of the population.

For this sample, the following was found regarding their shopping habits and needs:

- Shopping centres are most visited for grocery shopping and paying accounts.
- As can be seen from the above table, the reason why shopping centres are visited regularly is for grocery shopping and to pay accounts.
- Reasons why shopping centres are sometimes visited are: clothes shopping, home ware or decor shopping, restaurants, entertainment facilities, furniture or appliance stores, hardware stores, speciality stores, service stores and to browse or to meet friends.
- Approximately half of the respondents spend more than an hour a week shopping.
- The most important stores are: clothing stores, hairdressers, take away food stores, footwear stores, speciality food stores, stationary stores, book stores, electronic stores, PC stores, department stores, sport stores, eyewear & optometrists, restaurants, movie stores, music stores, banks and financial services, deli & bakery and a butchery.
- Approximately half of the respondents prefer shopping at suburban shopping centres.

- More than half of the respondents feel that the shopping centres in Klerksdorp cater to their requirements to a larger degree.
- Approximately half of the respondents feel that parking is satisfied at shopping centres to a larger degree.
- Some of the respondents feel that there is definitely a need for another shopping centre in Klerksdorp.
- Approximately half of the respondents feel that the location between Klerksdorp and Stilfontein is suitable for a new shopping centre.

Basic conclusions that can be made from the factor analysis and reliability analysis are:

- Eight factors were extracted. The two items in Factor 2 are considered separately:
  - Factor 1: Home & travel
  - Factor 2a: Butchery
  - Factor 2b: Pet shops
  - Factor 3: Food & drink
  - Factor 4: Books, stationary, gifts, educational
  - Factor 5: Health & beauty
  - Factor 6: Electronics & outdoor activities
  - Factor 7: Entertainment
  - Factor 8: Services
- The **Cronbach's alphas** indicated that there is a good consistency and reliability of each of the factors.
- The **inter-item correlation matrices** indicated that the relationship between the variables in every factor is good.
- The **mean inter-item correlations** indicated a strong relationship between the variables in every factor.
- **Item-total statistics:**
  - The **'corrected item total correlations'** indicated that all of the items in a factor correlate well with the overall score.
  - The **'Cronbach's alpha if Item Deleted'** indicated that every factor is very reliable and contributes positively to the overall reliability.
- The descriptive statistics for the reliability test indicated that there is a reliable distribution of scores for the factors and the model is a good fit.

According to the factor and reliability analysis Factors 1 and 3-8 were valid and reliable and the items in Factor 2 had to be considered separately. Average factor scores could thus be calculated on the resulting factors.

- The need for a butchery in a shopping centre is the highest according to the mean factor scores.

6.6 CONCLUSION

Urban Econ Development Economists (2009: 48, 55) indicated that an additional 89,705 m^2 of GLA can be sustained in Klerksdorp and that there is a large enough population to sustain this supply. Therefore, the market area has the capacity to sustain the development of a regional shopping centre.

From an economical perspective, the proposed development of a regional shopping centre can be viewed as viable, with the required critical mass to render the overall development feasible.

The development of new retail centres in Klerksdorp will have several advantages for the local community, as well as the municipality:

- It will address the gap in retail nodes for convenience, daily necessities and retail goods, and will thereby address the leakage of purchase power from the market.
- It will contribute to the creation of an attractive and well-balanced retail environment.
- Projects such as mixed-use developments and retail/shopping centres will contribute to the expansion of the local municipality's tax base.
- Investments will increase the product line and service range within the market of Klerksdorp and improve the overall quality of lives (Demacon, 2007: 84-85).

Basic conclusions were made in terms of the questionnaire, the descriptive statistics and frequencies, as well as the factor analysis. This will be discussed in the next chapter.

CHAPTER 7

CONCLUSIONS AND SYNTHESIS

7.1 INTRODUCTION

Casazza (1985: 313) states that the shopping centre is a mature land use and real estate form, widely accepted by the public as the best means of retail providing to communities.

This chapter will basically draw a conclusion from the previous chapters and this chapter will shortly reveal the most important information from the theoretical and empirical study. Furthermore, the need and sustainability of a new shopping centre in Klerksdorp will be addressed.

7.2 SYNTHESIS

7.2.1 Theoretical study

<u>Chapter 2</u>

- The rise of automobiles, suburbs and shopping centres is part of a single occurrence. Automobiles came into greater use when cities spread out beyond the conventional transportation lines. The present-day shopping centre was launched in pursuit of the shifting of purchasing power and retailing moving into the suburbs (Casazza *et al.*, 1985: 11).
- According to Casazza *et al.* (1985: 2), the shopping centre is a specialised, commercial land use and building type that previously thrived primarily in suburbia, but today is found throughout the country. When using the term "shopping centre" accurately, a shopping centre refers to: *"A group of architecturally unified commercial establishments built on a site that is planned, developed, owned and managed as an operating unit related in its location, size, and type of shops to the trade area that it serves. The unit provides on-site parking in definite relationship to the types and total size of the stores"* (Casazza *et al*., 1985: 2).
- Early in the shopping centre development process, the selection of a suitable site becomes evident. Commercial viability is one of the factors used to assess the potential

sites. This assessment also includes the consideration of the potential market on a local level as well as on a regional level. This assessment also involves the evaluation of the land use planning and other governmental controls that are likely to affect proposed sites (Dawson, 1983: 57).

- According to Casazza (1985: 31-32), the selection of the right site is crucial and that sites suitable for shopping centres are hard to find. The developer must ensure that the site that is chosen has a combination of good access and location, size, shape, drainage, topography, minimal soil complications, utilities, zoning, surroundings and environmental impact.
- Welch (1969: 6-7) summarised the process involved in the location and siting of shopping centres as follows:
  - (1) The site selection should be positioned in such a way so as to enable a profit for the tenants.
  - (2) The planner must estimate how much money will be spent at the shopping centre and the buying power the shopping centre can attract.
  - (3) Information needs to be gained regarding the estimated total income of the area to evaluate the buying power of the shopping centre.
  - (4) From the estimated total income, the estimates of the group's average normal monthly expenditure must be subtracted to determine the net buying power available within the area.
  - (5) From the above-mentioned, together with the market analysis (comprising of the income and spending power of the group), an analysis of the possible radius of attraction can be made.
  - (6) All of the above make it possible to judge the form the shopping centre should take on, where it should be located, what stores would be most successful, the size of the centre, what other types of facilities can be included etc. With this basis of the nature of the tenant occupancy, it gives one an idea of the size of the expected parking area, even its possible turnover.

<u>Chapter 3</u>

- Shopping centres were initially divided into three main categories – the neighbourhood, community and regional centre – each with a clear and distinct function, tenant mix and trade area. Several subtypes of centres have evolved as specialised market opportunities have been identified. These subtypes can be considered as distinct or basic categories or as subtypes of the three basic categories with the trade area characteristics used as the controlling factors in classification (Casazza *et al*., 1985: 4).

- The neighbourhood centre provides for the sale of convenience goods (such as food, drugs and a variety of other goods) and personal services (those services that meet the daily needs of the surrounding neighbourhood trade area) (Casazza *et al*., 1985: 4; Guy, 1998: 259). This centre serves the local residential population (Guy, 1998: 259).
- Originally, the community centre was developed around a large variety store or a junior department store, in addition to the supermarket as its anchor tenant. The community centre has undergone and is still undergoing the most characteristic change (Casazza *et al*., 1985: 4). Other possible anchor tenants can be the discount or off-price department store, the hardware/building/home improvement store, the combined drug/variety/garden centre, as well as large scale furniture warehouse stores (Casazza *et al*., 1985: 5).
- The regional shopping centre provides shopping goods, furniture, general merchandise, home furnishings and clothing in depth and variety, thus a wider range of goods and services. The main attraction is the full-line department store with a minimum GLA of 10 000 m^2. It is now more common to supply the regional centre with between two to six department stores. The department store size has varied over time from approximately 4 000 to 19 000 m^2 (Casazza *et al*., 1985: 5; Dawson, 1983: 24 & Guy, 1998: 259).
- Regional centres have been divided into the regional centre and the super-regional centre for the purpose of examination. To be qualified as a super-regional centre, it must have three or more department stores, and thus confining a regional centre to have not more than two department stores. The regional and super-regional shopping centre try to reproduce the shopping facilities usually found in the central business districts (CBDs) (Casazza *et al*., 1985: 5).
- Dawson (1983), Guy (1998) and Casazza (1985) identified the following variations in shopping centre types:
    - The convenience centre
    - Strip commercial centre
    - The specialty shopping centre
    - Mixed-use development
    - The renewal centres (shopping centres within the shopping district)
    - The ancillary shopping centre
    - The focused shopping centre
- The classification of shopping centres in South Africa is as follows (SACSC: 16):

- Small convenience centres
- Convenience centres
- Small community centres
- Large community centres
- Regional shopping centres
- Super regional shopping centres
- Other centres (Lifestyle centres, Theme centres, Entertainment centres etc.)

- The following briefly characterises the shopping centre:
  - A shopping centre is a unified architectural treatment for the buildings that provide space for tenants that are selected to be managed as a unit for the benefit of all the tenants.
  - A shopping centre is not an unplanned or miscellaneous grouping of separate or common wall structures.
  - A shopping centre is a unified site that is suited to the type of centre called for by a market. If the trade area and growth factors demand them, the site can permit building or parking expansion.
  - Shopping centres are located at an easily accessible location within the trade area. This location also provides adequate entrances and exits for vehicular and pedestrian traffic.
  - The shopping centre provides sufficient on-site parking, meeting the demands generated by retail commercial uses. Parking should be arranged in such a manner to distribute pedestrian traffic to the highest advantage for shopping and should also provide acceptable walking distances from where cars are parked and where the entrances to the centre are located.
  - Shopping centres provide service facilities for merchandise delivery.
  - Shopping centres enable site improvements such as lighting and signage, and landscaping to create an attractive and safe shopping environment.
  - Shopping centres provide tenant groupings that offer merchandising interaction among stores. These tenant groupings also provide the widest possible range and depth of merchandise that is appropriate for the trade area.
  - Shopping centres provide surroundings that are comfortable and agreeable for shopping, creating a sense of place and a sense of identity (Casazza *et al.*, 1985: 2).

- The site for a shopping centre must meet the following standard requirements in all of the abovementioned cases to be *completely* successful**:**
  (1) The site should be located in the general area that was established by the economic survey as most desirable.
  (2) The site must be owned or controlled by the developer, or in the case of acquisition, it must be feasible.
  (3) The cost of the land must be in relation with the over-all economic considerations.
  (4) The zoning of the site must permit the usage for shopping centre purposes, or likelihood that rezoning can be achieved.
  (5) Sufficient land must be available for the construction of facilities that meet the sales potential.
  (6) The shape of the site must be feasible for advantageous planning.
  (7) The land must be in one piece, free of major waterways, intervening roadways, rights-of-way etc. that would cause development in separate portions.
  (8) The physical characteristics of the land must allow advantageous planning and realistic economic construction.
  (9) The accessibility and surrounding road pattern of the land must allow for full utilisation of the projected centre's business potential.
  (10) There must be the possibility that the shopping centre will be visible from major thoroughfares.
  (11) Surrounding land uses should be free of competitive developments, compatible with the operation, and should offer contributing and enhancing characteristics (Gruen & Smith, 1960: 38).
- The research into development corridors highlighted that several functions exist for corridors, for example: a connection function, an unlocking function, an ordination function, a lightening function and a developing function. Development corridors can be divided into two categories (Geyer, 1986:278), namely a series of cities and towns, relatively and mainly located close to each other on connecting routes between large and energetic centres; and a series of cities and towns adjacent to such large and energetic centres in which resources are available / located.
- Geyer (1986: 194) stated that to be classified as a development corridor, it should satisfy the following requirements:

  a. It should start at one primary centre, and end at another;

b. There should be a mutual dependency between the centres that results in interaction;

c. There should be a communication corridor between the two end centres through which the interaction takes place.

d. The interaction should be of such a nature that it creates potential for further development of the corridor.

e. The corridor should show growth in economical and physical factors.

- Development corridors consist of core and peripheral areas. Core areas highlight several aspects, such as the fact that it is the largest market; it consists of meaningful amounts of agglomeration benefits, and appears as a development centre of different sizes, etc. Peripheral areas usually lack development centres, the economic structure is not diversified, the market is smaller, etc. The instrumental value of these two areas can lead to relief in areas where development is excessively concentrated or it can lead to compaction in areas where development is widely spread, or where it lacks.
- Development corridors classify the following:
  - Activity corridor: This corridor forms the major development corridor where a variety of social and employment opportunities integrate with high-density mixed land use developments.
  - Activity spines: These are major routes on which the road-based public transport mainly runs and most of the activities are focused. Prominent development nodes are also connected by activity spines, and activity spines also support access to most of the mixed land use developments and community activities within the corridor.
  - Activity streets: These roads form the major linkages between the different sections of the urban area, activity corridors and spines. These roads provide important opportunities for the stimulation of the business development and community facilities in neighbourhood nodes and activity streets also attract passing trade. Activity streets can also be defined as urban level routes that form a main distribution network of local traffic within and between different urban areas (Maxim Planning Solutions, 2008: 49-50; Maxim Planning Solutions, 2009: 54-55).
  - Activity / development node: A node (a connection point) is best located to or at intersections of major transport routes (e.g. corridors, spines and activity streets).

When designing development nodes, pedestrian access is one of the most important elements that need to be taken into consideration (Maxim Planning Solutions, 2008: 50; Maxim Planning Solutions, 2009: 59). The following is a classification of the different types of nodes:

- Neighbourhood node: This node serves one or more neighbourhoods. The activities in this node are of a local nature, and provide daily consumables and social services. These nodes are usually located on activity spines and streets.
- District node: This node serves specific sub-regional areas / districts. Specialised services, e.g. offices or industry, are located in this node. This node is larger than a neighbourhood node and can include some of the functions found in the neighbourhood nodes, and is sometimes developed from the expansion of neighbourhood nodes. District nodes are situated near mobility spines and activity corridors, and are supported by activity roads.
- Regional / economic node: This node has regional significance in terms of the attraction of people from areas beyond the city. This is due to the variety of goods, services and specialty products that can be found at the node. This is based on scale and development intensity. A regional / economic node is situated on an activity corridor that is supported by a mobility spine (Maxim Planning Solutions, 2008: 50).

- The development corridor, in terms of shopping centre development, plays an important role for the success of the centre. The development corridor generates volumes of traffic and pedestrians from the activity corridors, spines and streets from several neighbourhoods, and directs it towards nodes (e.g. shopping centre). A corridor can also connect the CBD with secondary centres and create potential for businesses and developments along a corridor that is the popular route for travelling to and from the CBD.
- Development corridors play an important part as a planning instrument. A development corridor can have its characteristics, but can also fall under different categories. This can change the whole aspect of the development corridor, and can make it useful and sustainable at only a certain type of location. Therefore, in relation to shopping centres, a corridor can change its characteristics to be more suitable for the environment of a shopping centre.

- A development corridor, activity street, activity spine and nodes form an integral part when a shopping centre is concerned. A shopping centre can form the main activity in a peripheral area, and can also be a secondary centre. The most important aspect is that it creates a development corridor between the CBD and a secondary centre, and ensures that a relationship exists between a core area and a peripheral area.

Chapter 4

- For a shopping centre, it is important to establish the right balance of retailers. There should be a spread of retailers that offers a wide range of goods and services, making accurate merchandising essential. Accurate merchandising aims to achieve maximum total sales volume by the skilful pre-planning and controlling the size, shape and location of all the tenants. By means of carefully selecting potential tenants, controlling their floor-area requirements and manipulating their individual locations within the centre, the developer can create a shopping centre that generates the utmost of interest for shoppers. The skilful positioning of the major retailers will guarantee the highest throughput of shoppers along the mall. Maximum circulation is achieved throughout the whole centre by selecting and locating the rest of the traders similarly. The layout of the shopping centre can also be designed in such a way so as to encourage 'cross-shopping' and impulse buying (Darlow, 1972: 15).
- Some of the standards that shopping centres can follow to ensure sustainability are the following elements:
  - Parking
  - Traffic
  - Public transport
  - Services
  - Attractions
  - Retailer requirements
  - Layout and dimensions
  - Focal points
  - Heating, ventilation and air-conditioning
  - Lighting
  - Vertical circulation
  - Finishes
  - Maintenance

- Facilities
- Kiosk and vending machines
- Furniture and fittings
- Entrances
- Graphics and signs

(Casazza (1985); Simpson (1972); Wakefield (1972); Darlow (1972); Welch (1969); & Stockil (1972))

- Shoppers do not essentially shop at the nearest place satisfying their requirements for specific goods. A shopper takes into account many aspects of shopping destinations and considers his/her shopping expenditure according to the assessment of the attractiveness of destinations. Therefore, there is a close relationship between the assessment of attractiveness and the number of shops. It can therefore be stated that the most attractive shopping centres attract the successful retailers. Centres that do not perform therefore lack the big name designer stores (Dennis *et al.*, 2002: 196-197).
- Gruen and Smith (1960: 23-25) are of opinion that the basic need of the shopper is for a conveniently accessible and sufficiently stocked shopping area, with abundant and free parking. Good planning will, however, create more attraction for the shoppers when it will meet the inherent and psychological needs of the shopper. This can be done by providing social life and recreation opportunities in a safe pedestrian environment. The shopping centre proves that it can fulfil the needs of the shopper by means of extended shopping hours during the week and weekends and providing exhibits, restaurants, auditoriums, ice skating rinks, amusement centres, etc. to monopolise the shopper's time (Gruen & Smith, 1960: 25).
- The following are personal motives for shopping that were identified from surveys:

(1) Personal knowledge is obtained for new trends and fashions
(2) Self-gratification
(3) Change in the routine of daily life
(4) Role-playing
(5) Activity e.g. walking
(6) Stimulation of sense

(Dawson, 1983: 86-87)

- The following are the social motives made for shopping:

(1) Making social contacts
(2) Social contacts with peer groups

(3) Social status

(4) Social event participation

(Dawson, 1983: 86-87)

- Reimers and Clulow (2004: 208, 211) determined the tenants that are essential in a shopping centre when the size of the mall is limited. The 11 categories are as follows:

  (1) Department and discount department stores;

  (2) Supermarkets;

  (3) Food stores and health (e.g. butchers, bakers, grocers, chemists);

  (4) Food service (cafes, fast food outlets, restaurants);

  (5) Home ware (e.g. furniture, carpet, curtains, electrical goods);

  (6) Hardware, industrial and automotive supplies (e.g. paint, plumbing supplies, gardening);

  (7) Fashion (e.g. women's apparel, shoes, lingerie, jewellery);

  (8) Leisure products (e.g. books, photography, toys, music, giftware, camping, bicycles);

  (9) Professional services (e.g. banks, insurance, accountants, medical services);

  (10) Consumer services (e.g. beauty salons, electrical repairs, locksmith, etc.);

  (11) Community services (e.g. municipal offices, sport centres and welfare services);

- The success of a shopping centre is very important to the ordinary people, such as employees, customers/consumers and retirement fund holders. Planned shopping centres therefore play an important part in the economy as well as employment (Dennis *et al.*, 2002: 4).

Chapter 5

- The following describes the general planning process that is followed in the UK according to Smith (1972: 209):
  - The first step is to hand in an application for planning permission. This application is then considered by the planning authority, and takes several aspects into account. The planning application can then be granted or declined.
  - When the application is granted permission, a detailed application for planning permission should be submitted. When the detailed application is granted permission, the applicant can then continue with the process to approve his building plans. When the detailed application is refused permission, the applicant can lodge an appeal. The Department then holds a public or written inquiry and can over-rule

local authority and give approval, with conditions; can revoke part permission and give complete refusal; or can consider policy as well as planning grounds. Planning permission is either granted (continue with application for building regulation approval) or refused. When planning permission is refused, an appeal is made to the High Court.

  - When the outline application is refused permission, the applicant can lodge an appeal. The Department then holds a public or written inquiry and can over-rule local authority and give approval, with conditions; can revoke part permission and give complete refusal; or can consider policy as well as planning grounds. Planning permission is either granted (continue with application for building regulation approval) or refused. When planning permission is refused, an appeal is made to the High Court.
  - In both cases, when the Planning Authority considers the outline application, an application of extension of time can be requested by the local authority.

- Shopping centre development in the US is a time-consuming and complex process. It usually takes from two years up until twenty years to complete the development process, depending on the size of the shopping centre.
  - The executive bodies present in the development are as follows:
    a) the developer
    b) the designer / architect
    c) the environmental planner
    d) the land use planner
    e) the property consultant(land use), planner
  - In the US, three main aspects are dealt with when developing a shopping centre:
    (1) The planning schedule (includes the exploratory-, preliminary-, final planning-, construction-, and opening phases)
    (2) Site planning
    (3) Planning for traffic

    (Dawson (1983); Gruen & Smith (1960); & Darlow (1983))
- The development of a shopping centre is more complex than envisaged. Several aspects need to be considered even before the shopping centre goes through a planning process.
- Firstly, a suitable site/s need(s) to be found for the proposed shopping centre. Market research needs to be done to determine the viability of a shopping centre, whether it is

the first shopping centre in a town, or a second/third etc. shopping centre in a town. This can be done by means of a retail study, which will give clarification on whether a shopping centre will be suitable. The tenants of a shopping centre actually determine whether the shopping centre will be built/approved/successful. This is because anchor tenants will have to decide if they want space in the shopping centre. If no anchor tenants or not enough tenants want to lease space in a new shopping centre, it is highly likely that the shopping centre will not be successful. Anchor tenants therefore play an enormous role in the shopping centre development process. Therefore, the applicant/developer should decide whether this shopping centre will be viable before lodging an application for rezoning/approval. If a suitable site is found and it is not zoned for business use, it should be rezoned for business use. The application should also fit into the policy of the local municipality, in other words, does the Spatial Development Framework (SDF) make provision for further retail developments, especially in terms of development and activity spines.

- The professional team in such a development can consists of the following:
  - The developer/applicant
  - The town and regional planner
  - The land surveyor
  - The environmental consultant (EAP)
  - The electrical engineer
  - The civil engineer
  - The traffic engineer
  - The floodline engineer
  - The geotechnical engineer
  - The geo-hydrological engineer
  - The heritage specialist
  - The wetland specialist
  - The ecological specialist
  - The architect
- When an application is approved by the planning authority, building plans must be submitted to the authority for approval. When the building plans are approved, the developer is free to continue to develop his shopping centre, including further research,

building of centre, provisioning of services, moving in of the tenants, and finally the opening of the shopping centre.

- The key issues in shopping centre development are:
    - Economic: the impact upon existing centres, possible additions to infrastructure costs are usually an issue.
    - Environmental: this issue includes traffic congestion, visual intrusion and the impact on traditional centres.
    - Social: one of the issues for example is the access problem to new centres by the less mobile shoppers, as well as the poor and elderly (McGoldrick & Thompson, 1992: 2).
- To prevent the occurrence of deterioration in the CBD and other older existing centres, the planner must avoid the following to be exercised:

    a) Infiltration of unnecessary commercial vehicles into residential areas;
    b) Congestion in streets used primarily for residential purposes, and noise generated by commercial activities;
    c) Unpleasant appearance of advertising signs on buildings, loading areas and service yards that are exposed to public view (Welch, 1969:8).
- To ensure that a balance between land use, traffic and environmental qualities is achieved, an ideal situation for each of these components should be determined (Jordaan, 2003: 6-7):
    - An ideal land use situation:
        - Land uses should be, or attempt to be, compatible with the residential character;
        - Land use typologies should fit within the block pattern, erf shape and orientation;
        - Land use typologies should be compatible with the street character;
        - Land use conflict should be absent; and
        - Land use should compliment the placement of buildings on site;
    - An ideal traffic situation:
        - Land use is low traffic generators, and should be supported by public transport;
        - Land use should mainly utilise passing traffic and generate the minimum number of new vehicular trips;
        - Land use is an off-peak traffic generator;
        - A limited number of access points should be provided from the major mobility roads;

    - Maximum safety should be achieved (as a combination of lane width, speed, road geometry, number of lanes and sufficient sight line distance);
    - Traffic signal progression should be ensured; and
    - Parking should be provided off-street, usually visible from the main arterial in front of the building.
  - Ideal environmental quality
    - Street space is attractive. Elements within it should contribute to the creation of a special place;
    - Development should contribute to the image of the street and build on the precinct character;
    - Development should ensure liveability for the residential component;
    - Development should be pedestrian-friendly and should have high spatial qualities;
    - Adequate public amenities of acceptable standards should be provided for the development;
    - Development should be visually acceptable, uncluttered and maintained;
    - Development should ensure high legibility in terms of the role the street plays in the urban structure; and
    - Buildings should be defined in the street space with most of the parking being provided at the back of the site.
- Market analysis is a continuous process for shopping centres. Research helps the developer to determine the site's potential profitability, before the shopping centre is even built. Data from the market analysis can help the developer as well as the retailers to keep up with changes in the market and the trade area. This data can also help when they are planning to meet the challenges in the changing market (Roca, 1980: 39).
- For a shopping centre to be successful, market research should be conducted during the initial phases of the shopping centre development process to determine whether the shopping centre will be viable, as well as continuously when the shopping centre has already opened. This is done in order for the developer and centre manager to be sure the shopping centre is successful and viable for years to come.

7.2.2 Empirical study

Chapter 6

- According to the Mall Guide & Urban-Econ Development Economists (2009: 41), the retail structure of Klerksdorp basically consists of the following mentionable centres that have a relevance to the study:
  - MCC Superspar
  - City Mall
  - Pick 'n Pay Hypermarket
  - Checkers Hyper Centre
  - Flamwood Walk Shopping Centre
  - Game Centre
  - Matlosana Taxi Terminus
  - Entertainment Centre (Previously Mica Centre)
  - 4-Ways Mart (Wetherleys Centre)
- Future extensions of shopping centres in Klerksdorp will be at the Flamwood Walk Shopping Centre (14,449 m^2 GLA) and Checkers Hyper Centre (15 000 m^2 GLA).
- Future supply of possible shopping centres in Klerksdorp is the Jouberton Retail Centre (30 111 m^2 GLA), the Matlosana Mall (60 000 m^2 GLA) and the West Ridge Shopping Centre (15 000 m^2 GLA).
- According to a retail study done for the Matlosana Mall, an additional 89,705 m^2 of GLA can be sustained in Klerksdorp and there is a large enough population to sustain this supply (Urban Econ Development Economists, 2009: 48).
- The empirical study's main objective was to investigate the need for a regional shopping centre in Klerksdorp, from the consumer's point of view.
- **Basic conclusions that can be made from the descriptive and frequency analysis are:**
  - More women were included in the sample than men.
  - The largest portion of the respondents in the sample is in their middle-years.
  - The sample speak mostly Afrikaans.
  - The largest portion of the sample is married.
  - The sample included mostly households of mostly 3-5 members. The large number of people in a household indicates that the sample consisted mostly of large families

that need to be fed and clothed, by means of shopping for groceries or clothing and supplies.

- A large number of the respondents in the sample have a fixed occupation, indicating that they are responsible for the money that is provided every month for shopping.
- Most of the respondents in the sample live in Klerksdorp, Stilfontein and Orkney.

Respondents are varied across several neighbourhoods in Klerksdorp, which may indicate a good representative of the population.

For this sample, the following was found regarding their shopping habits and needs:

- Shopping centres are most visited for grocery shopping and paying accounts.
- As can be seen from the above table, the reason why shopping centres are visited regularly is for grocery shopping and to pay accounts.
- Reasons why shopping centres are sometimes visited are: clothes shopping, home ware or decor shopping, restaurants, entertainment facilities, furniture or appliance stores, hardware stores, speciality stores, service stores and to browse or to meet friends.
- Approximately half of the respondents spend more than an hour a week shopping.
- The most important stores are: clothing stores, hairdressers, take away food stores, footwear stores, speciality food stores, stationary stores, book stores, electronic stores, PC stores, department stores, sport stores, eyewear & optometrists, restaurants, movie stores, music stores, banks and financial services, deli & bakery and a butchery.
- Approximately half of the respondents prefer shopping at suburban shopping centres.
- More than half of the respondents feel that the shopping centres in Klerksdorp cater to their requirements to a larger degree.
- Approximately half of the respondents feel that parking is satisfied at shopping centres to a larger degree.
- Some of the respondents feel that there is definitely a need for another shopping centre in Klerksdorp.

- Approximately half of the respondents feel that the location between Klerksdorp and Stilfontein is suitable for a new shopping centre.Approximately half of the respondents feel that the location between Klerksdorp and Stilfontein is suitable for a new shopping centre. This indicates that the N12-corridor is a good location for a new shopping centre, as it is the most accessible and sustainable location.

- Reasons for shopping in the CBD:
  - CBD has more stores
  - One trip
  - More facilities and services
  - Better products
  - Near home and work
  - More affordable
  - CBD offers more
  - More convenient
  - All shops is in one place
  - All there is
- Reasons for shopping at suburban shopping centres
  - Less crime
  - Safer
  - Not busy
  - Closer to home and work
  - Less petrol use
  - Quieter
  - CBD unsafe
  - Less traffic
  - More parking
  - More accessible
  - More convenient
  - Not crowded
  - Quicker shopping
- Reasons for indifference of choice where to shop:
  - As long as it is affordable
  - Where it is less busy
  - Depending on the need
  - Where it is most convenient
  - Where there is safer parking
  - Where crime is less

    - Where there is quality and value for money
    - Whatever is the closest
    - One trip and one stop
- Are there any other locations that will be suitable for a new shopping centre?
    - On Ventersdorp Road
    - Close to Alabama & Jouberton
    - Wolmaransstad
    - Between Pick ’n Pay Hypermarket & Food Zone
    - Central Neserhof
    - Between Klerksdorp and Orkney
    - Between Meiringspark & Wilkeville
    - Near Flamwood Walk
    - Near Klerksdorp Golf course
    - Across or next to Tusk Rio Casino
    - Next to Shell Ultra City

- **Basic conclusions that can be made from the factor analysis and reliability test are:**
    - Eight factors were extracted. The two items in Factor 2 are considered separately:
        - Factor 1: Home & travel
        - Factor 2a: Butchery
        - Factor 2b: Pet shops
        - Factor 3: Food & drink
        - Factor 4: Books, stationary, gifts, educational
        - Factor 5: Health & beauty
        - Factor 6: Electronics & outdoor activities
        - Factor 7: Entertainment
        - Factor 8: Services
    - The **Cronbach’s alphas** indicated that there is a good consistency and reliability of each of the factors.
    - The **inter-item correlation matrices** indicated that the relationship between the variables in every factor is good.
    - The **mean inter-item correlations** indicated a strong relationship between the variables in every factor.

- **Item-total statistics:**
  - The **‘corrected item total correlations’** indicated that all of the items in a factor correlate well with the overall score.
  - The **‘Cronbach’s alpha if Item Deleted’** indicated that every factor is very reliable and contributes positively to the overall reliability.
- Therefore, the eight factors are reliable and can be used as a measurement for determining the type of shops that there is a need for in a shopping centre in Klerksdorp.
- The descriptive statistics for the reliability test indicated that there is a reliable distribution of scores for the factors and the model is a good fit. This tells us a lot of the needs of the residents in Klerksdorp. In order of highest need, the needs can be classified as follows.

Table 31: Need for certain types of shops

Importance	Factor
1 – Highest need	Factor 2a: Butchery
2	Factor 8: Services
3	Factor 3: Food & drink
4	Factor 5: Health & beauty
5	Factor 4: Books, stationary, gifts, educational
6	Factor 7: Entertainment
7	Factor 6: Electronics & outdoor activities
8	Factor 2b: Pet shops
9	Factor 1: Home & travel

Source: Own Creation

7.3 NEED AND SUSTAINABILITY OF NEW REGIONAL SHOPPING CENTRE IN KLERKSDORP

7.3.1 Need

In this study, the need of the consumers for a new shopping centre was investigated.

Question 14 of the Questionnaire dealt with the evaluation of the shopping centres in Klerksdorp.

Question 14.1 asked whether the shopping centres in Klerksdorp catered to all of their requirements. More than 50% of the respondents felt that the shopping centres in Klerksdorp cater to their requirements. This indicates that approximately half of the respondents are not satisfied with the current shopping centres in Klerksdorp.

Question 14.2 asked whether the shopping centres provide enough parking. Approximately 40% of the respondents felt that parking is available to a larger degree. This again indicates that more than half of the respondents feel that the shopping centres do not cater for enough parking.

Question 14.3 asked whether there is a need for a new shopping centre in Klerksdorp. 30% of the respondents felt that there is absolutely a need for a new shopping centre in Klerksdorp. This indicates that from a consumer point of view, there is definitely a need for a new shopping centre in Klerksdorp.

It can therefore be concluded that from a consumer point of view, a new shopping centre in Klerksdorp is needed and will be supported by the public.

7.3.2 Sustainability

The market population of Klerksdorp is characterised by a market segment that is mature and supported by a young and upcoming market segment. The mature population of Klerksdorp has specific outlooks in terms of retail behaviour and the demand for products and services, while the younger upcoming market segment has other values and brand consciousness. These two market segments drive the demand for local goods and services and reflect an overall stability within its community (Demacon, 2007: 32).

The market area is also characterised by a relatively high employment level, reflecting low dependency ratios. These employment figures indicate the dominance of double income earner households in the primary market area (Demacon, 2007: 34).

The development of new retail centres in Klerksdorp will have several advantages for the local community, as well as the municipality.

- It will address the gap in retail nodes for convenience, daily necessities and retail goods, and thereby addressing the leakage of purchase power from the market.
- It will contribute to the creation of an attractive and well-balanced retail environment.
- Projects such as mixed-use developments and retail/shopping centres will contribute to the expansion of the local municipality's tax base.
- Investments will increase the product line and service range within the market of Klerksdorp and will improve the overall quality of lives (Demacon, 2007: 84-85).

The Net Effective Demand of **89,705 m^2** indicates that a new shopping centre development can be sustainable and viable**.** Therefore, the market area has the capacity to sustain the development of a regional shopping centre. The profile of the local consumer market indicates an appropriate consumer market population (age, household income, expenditure capacity and employment) to absorb the potential development. From an economic perspective, the proposed development of a regional shopping centre can be viewed as viable, with the required critical mass to render the overall development feasible (Urban-Econ Development Economists, 2009: 55).

It can be concluded that the retail market has been fairly buoyant, and although the effects of interest rate hikes and increased inflation and global recession have become visible, fair growth is still expected in the following years, once the economy starts to recover (Urban-Econ Development Economists, 2009: 56).

The above indicates that Klerksdorp has a need for a new shopping centre, as **89,705 m^2 GLA** is available. This shows that if a new shopping centre is built, the other shopping centres will still be sustainable, and it also shows that the new shopping centre will be sustainable and viable.

7.4 THE FUTURE OF SHOPPING CENTRES

Casazza (1985: 303 - 304) is of the opinion that the future of shopping centres will depend on the ability of centres to respond to the demands of the consumer. According to him, the shopping centre has become an integral part in the social structure of most communities.

Casazza (1985: 310) stated that the rapid growth of office development in the core of cities has set the stage for new retail facilities in the downtowns. If succeeded in the core areas, mixed-use development will likely be used more in suburban activity nodes.

Wakefield (1972: 185-186) states that shoppers will become even more aware of the convenience and pleasure of shopping in shopping centres in the future, finding a range, quality and standard of merchandise that are both affordable and value for money. He also states that retailers are in business to satisfy their customers' needs, as their needs are important to the successful planning of shopping centres.

Dawson (1983: 106-107)) states that the shopping centre industry has grown to be a significant contributor to urban growth. Some of the future trends within a shopping centre development, collected from regions / countries with already established shopping centre industries, are:

1. The increasing rate of development of centres in the middle markets.
2. The growing interest in locations within central shopping districts.
3. The general acceptance of a wider range of centre types, i.e. centres designed to meet demands of particular consumer segments.
4. The governments are taking on a more active and positive role in the shopping centre development process.
5. The greater variety of centre types resulting in greater variety in financing arrangements for shopping centre development.
6. The domination in the development industry by a few large companies.
7. The social role of centres taking on a greater significance as centres are beginning to be considered as balanced community centres.

The design of centres will take energy conservation and social functions of centres into account.

7.5 CONCLUSION

This chapter basically concluded that from a consumer point of view, a new shopping centre in Klerksdorp is needed and will be supported by the public; and that Klerksdorp has a need for a new shopping centre, as **89,705 m^2 GLA** is available. This shows that if a new shopping centre is built, the other shopping centres will still be sustainable, and also shows the new shopping centre will be sustainable and viable. The last chapter of this study will end with recommendations for the future shopping centre in Klerksdorp.

CHAPTER 8

RECOMMENDATIONS / PROPOSALS

8.1 INTRODUCTION

This last chapter deals with the recommendations of the study. This chapter will look into the aspects that make a shopping centre successful. The most important section of this chapter will be the recommendations made for Klerksdorp. This section will address the conclusions this study revealed, and will recommend aspects that will make a new shopping centre in Klerksdorp successful.

8.2 RECOMMENDATIONS FOR A SUCCESSFUL SHOPPING CENTRE

Gruen and Smith (1960:110) state that for a shopping centre to be successful, it must be a carefully planned organism. It is therefore evident that if future enlargement is envisaged, it should already be provided in the initial planning effort. Planning for future growth has two situations: (1) planning for expansion, and (2) planning for development in stages.

(1) Planning for expansion: In the most cases, the entire centre is leased and constructed in one operation and all the essential elements for a complete centre are built. An opportunity for expanding individual stores/adding of new stores is created as part of the original plan, but only utilised in the future.

(2) Planning for development in stages: In this case, only a portion of the ultimate plan is carried out. Only some of the major elements of the final plan are executed. Definite intention and tentative time schedules exist for adding more leasing and construction stages.

Casazza *et al.* (1985: 143) indicated that a good working relationship with the township, county and authorities can help turn the developer's dream into a reality. They also mention that if you can anticipate potential competition, it can prevent the realisation of possible competition. It is also advantageous to build retail facilities on a human scale, as wasted space can result in adverse economic condition over the short and long term. The size of the population should be able to have the buying power to shop in these areas. The highway patterns should also be able to handle the amount of traffic that must frequent the centre for support.

A summary of the aspects that need to be considered to make a shopping centre successful follows:

8.2.1 Location

It is recommended that regional shopping centres are closely located, or adjacent to some residential areas and major transport roads. This is because the access to the shopping centres should be convenient and easy to find by the shoppers. Therefore, the developer should ensure that when he is selecting a site, it should have a good combination of the following: (1) good and easy access, (2) optimal location and catchment area, (3) reasonable size, (4) reasonable shape, (5) relative flat and plain topography, (6) minimal environmental impact, and (7) surroundings that are in accordance with a shopping centre.

8.2.2 Site

The site must meet the following standard requirements in all of the above-mentioned cases to be completely successful:

- The site should be located in the general area that was established by the economic survey as most desirable.
- The site must be owned or controlled by the developer, or in the case of acquisition, it must be feasible.
- The cost of the land must be in relation with the over-all economic considerations.
- The zoning of the site must permit the usage for shopping centre purposes, or likelihood that rezoning can be achieved.
- Sufficient land must be available for the construction of facilities that meet the sales potential.
- The shape of the site must be feasible for advantageous planning.
- The land must be in one piece, free of major waterways, intervening roadways, rights-of-way etc. that would cause development in separate portions.
- The physical characteristics of the land must allow for advantageous planning and realistic economic construction.

- The accessibility and surrounding road pattern of the land must allow for full utilisation of the projected centre's business potential.
- There must be the possibility that the shopping centre will be visible from major thoroughfares.
- Surrounding land uses should be free of competitive developments, compatible with the operation, and should offer contributing and enhancing characteristics (Gruen & Smith, 1960: 38).

8.2.3 Corridors

The successfulness of corridors can be drawn from the fact that they should have strong forces of attraction. Situating a shopping centre along a major corridor makes it all the more powerful. The corridor has relationships in the corridor itself, as well as with the rest of the urban area (Marrian, 2001: 12-13).

Therefore, it can be concluded that a corridor connects different parts of the city, and by locating a shopping centre along a major corridor, it will be supported by a large number of people and people travelling along this major transport route.

8.2.4 Standards

A shopping centre will also be successful when the right balance of retailers is established, therefore a wide spread of retailers, offering a wide range of goods and services.
Some of the standards that shopping centres can follow to be successful are:

8.2.4.1 Parking

- Parking should be carefully planned, as this will sometimes determine whether the shopping centre will be successful.
- Separate parking areas should be available for shoppers and employees, as well as different charging systems.
- Parking should be provided on site, off site (when it is not a large site), and underground.

- Most important is that enough parking should be available, and the distances to walk from the parking to the shopping centre should be a reasonable distance.
- Entrances to and exits from the shopping centre should be planned to ensure easy travelling and efficiency (Simpson, 1972: 80-84).

8.2.4.2 Traffic

- The various traffic types should be separated from each other. This will make shopping centres more convenient and attractive to visit.
- Separate entrances for different types of vehicles (delivery vehicles, public transport, shoppers, and employees) will also minimise congestion and improve the security of the shopping centre (Simpson, 1972: 74).

8.2.4.3 Public transport

- The successfulness of a shopping centre also depends on the accessibility of the public transport system. Therefore, there should be closely located bus and taxi services (Simpson, 1972: 75).

8.2.4.4 Services

- Lifts should be provided in a car park when there are more than two floors, as well as emergency staircases.
- Pedestrian paths in car parks should be provided, as they prevent unnecessary accidents.
- Ramped malls easily tire shoppers; therefore a level mall floor is more important and comfortable (Simpson, 1972: 86) & (Wakefield, 1972: 182).

8.2.4.5 Attractions

- One of the biggest attractions of a shopping centre is the major department store, with clothing stores and supermarkets following.
- Other generators in a shopping centre include larger fashion shops, furniture stores, large restaurants, supermarkets, post offices, banks, libraries, markets and personal self-service shops.
- Speciality shops occupying standard units and selling items such as jewellery, shoes, clothing, leather goods, gifts, lingerie, fashion, electrical appliances, stationary, books and records do not have the ability to generate traffic by themselves. They do, however, attract shoppers, and with their lower overheads and high profit margins they are able to pay the rent (Darlow, 1972: 15, 17).

8.2.4.6 Layout and dimensions

- The most successful layouts are usually the simple ones, which are I-, T- and L-shaped layouts. Parallel and other complex layouts have been unsuccessful (Stockil, 1972: 53).

8.2.4.7 Vertical circulation

- Lifts and escalators provide a continuous flow of shoppers and also reduce congestion. They also tend to draw a shoppers eye to a higher level (Stockil, 1972: 56).

8.2.4.8 Facilities

- The social focus of the centre should be sitting-out areas. It should be designed in such a manner that it does not encourage long-term parkers, but is still an important attraction.
- An important feature is a play area for children, with a few mechanical toys and play cubes and play sculptures, all under supervision of an adult. This enables the parents to do their shopping without worrying about their children (Stockil, 1972: 58).

8.2.4.9 Kiosks and vending machines

- Free-standing kiosks in centres attract retailers such as tobacconists, newsagents, florists, souvenirs, crafts etc.
- Vending machines can also provide revenue for the centre, and can be placed along blank walls or unusable corners of the shopping centre. Vending machines can provide cigarettes, cool drinks etc. (Stockil, 1972: 60).

8.2.4.10 Furniture and fittings

- Plastic plants should be avoided in a landscaped area of the centre. Live plants need plenty of attention, but the result is worth the effort.
- Sculptures also create a visual impact in the mall, but care should be taken that the sculpture relates to the scale of the centre itself.
- Open fountains also create atmosphere in a centre, but tend not to be vandal proof and should be maintained constantly.
- An essential feature in a centre is background music, because it can influence the shopper's tastes and mood.
- Shop location boards should be placed at entrances and at central areas, in shopping centres with more than 50 shops, to enable the shopper to locate shops quickly (Stockil, 1972: 60-61).

8.2.4.11 Entrances

- Aluminium-framed glass doors are the most common for entrances for shopping centres. Automatic doors are popular, but can sometimes cause trouble when not working properly (Stockil, 1972: 62).

8.2.4.12 Graphics and signs

- Signs should be simple, large, with bold lettering in as little as possible colours and should be placed against a clear background. A constant style and colour theme must be used throughout the centre to present a unified front (Stockil, 1972: 62).

8.2.5 Consumer behaviour and needs

The consumer has basic needs, such as food, clothing, shelter, etc. and the shopping centre can be seen as a unit that satisfies most of those needs.

Therefore, the opinions, arguments and needs of the consumer are important in the process of developing a new shopping centre. Consumers in the end make the shopping centre successful, and by satisfying the needs of the consumers in a shopping centre, it will ensure that in the end the consumer will see the shopping centre as a place of safety and security and a place he will regularly return to.

Shoppers do not essentially shop at the nearest place satisfying their requirements for specific goods. A shopper takes into account many aspects of shopping destinations and considers his/her shopping expenditure according to the assessment of the attractiveness of destinations. Therefore, there is a close relationship between the assessment of attractiveness and the number of shops. It can therefore be stated that the most attractive shopping centres attract the successful retailers. Centres that do not perform therefore lack the big name designer stores (Dennis *et al.*, 2002: 196-197).

8.2.6 Tenants

The developer should consider the following aspects when locating tenants:

- The suitability of the tenant for the specific location, and the amount of rent the tenant will be able to pay.
- The local preferences for certain tenants
- The complementary and compatibility status among adjoining stores.
- The compatibility of the merchandising practices of tenants with those of adjoining stores.
- The parking needs that are generated by the tenant.
- The convenience of the customer (Casazza *et al.*, 1985: 153).

Reimers and Clulow *(*2004: 208) determined the tenants that are essential in a shopping centre when the size of the mall is limited. The 11 categories are as follows:

- Department and discount department stores;
- Supermarkets;
- Food stores and health stores (e.g. butchers, bakers, grocers, chemists);
- Food service (cafes, fast food outlets, restaurants);
- Home ware (e.g. furniture, carpet, curtains, electrical goods);
- Hardware, industrial and automotive supplies (e.g. paint, plumbing supplies, gardening);
- Fashion (e.g. women's apparel, shoes, lingerie, jewellery);
- Leisure products (e.g. books, photography, toys, music, giftware, camping, bicycles);
- Professional services (e.g. banks, insurance, accountants, medical services);
- Consumer services (e.g. beauty salons, electrical repairs, locksmith, etc.); and
- Community services (e.g. municipal offices, sport centres and welfare services)

8.2.7 Environmental management, land use management and access management

To ensure that a balance between land use, traffic and environmental qualities is achieved, an ideal situation for each of these components should be determined (Jordaan, 2003: 6-7):

An ideal land use situation:

- Land uses should be, or managed to be, compatible with the residential character;
- Land use typologies should fit within the block pattern, erf shape and orientation;
- Land use typologies should be compatible with the street character;
- Land use conflict should be absent; and
- Land use should compliment the placement of buildings on site.

An ideal traffic situation:

- Land use is low traffic generators, and should be supported by public transport;
- Land use should mainly utilise passing traffic and should generate the minimum number of new vehicular trips;
- Land use is an off-peak traffic generator;
- A limited number of access points should be provided from the major mobility roads;
- Maximum safety should be achieved (as a combination of lane width, speed, road geometry, number of lanes and sufficient sight line distance);
- Traffic signal progression should be ensured; and
- Parking should be provided off-street, usually visible from the main arterial in front of the building.

Ideal environmental quality

- Street space is attractive. Elements within it should contribute to the creation of a special place;
- Development should contribute to the image of the street and build on the precinct character;
- Development should ensure liveability for the residential component;
- Development should be pedestrian-friendly and should have high spatial qualities;
- Adequate public amenities of acceptable standards should be provided for the development;
- Development should be visually acceptable, uncluttered and maintained;
- Development should ensure high legibility in terms of the role the street plays in the urban structure; and
- Buildings should be defined in the street space with most of the parking being provided at the back of the site (Jordaan, 2003: 6-7).

8.2.8 Market research

For a shopping centre to be successful, market research should be conducted during the initial phases of the shopping centre development process to determine whether the shopping centre will be viable, as well as continuously when the shopping centre has already opened. This is done in order for the developer and centre manager to be sure the shopping centre is successful and viable for years to come.

Types of market research that can be done for a shopping centre are:

- Economic area analysis
- Trade area analysis
- Share-of-the-market
- Residual analysis
- Recommendations for development
- Consumer research
- Expansion potential and impact of competitive changes

8.3 In terms of unsuccessful Shopping Centres

Gruen and Smith (1960:271) feel that something must be done to revitalise the central business districts. They say that downtown deterioration is blamed on the lack of parking, traffic congestion, antiqued buildings, poor public transportation systems, poor retail promotion and slums around the downtown district. Therefore, the downtown district will keep deteriorating as long as people deliberately avoid the area. They feel it is, however, safe to assume that in the future the importance of environmental planning will receive greater recognition, and there will be attempts to reshape the city cores.

8.4 The need for a new shopping centre in Klerksdorp

The situation in Klerksdorp is quite unique for shopping centres. From the empirical study, the following recommendations can be made:

- The reasons for visiting a shopping centre are mainly for grocery shopping or to pay accounts. This indicates that grocery stores and banks and financial services are important in shopping centres.
- Other reasons for visiting a shopping centre are for: clothes shopping, home ware or decor shopping, restaurants, entertainment facilities, furniture or appliance stores, hardware stores, speciality stores, service stores and to browse or to meet friends.
- According to the consumer, the most important stores for them in a shopping centre are: clothing stores, hairdressers, take away food stores, footwear stores, speciality food stores, stationary stores, book stores, electronic stores, PC stores,

department stores, sport stores, eyewear & optometrists, restaurants, movie stores, music stores, banks and financial services, deli & bakery and a butchery.

- The consumers feel that shopping centres only cater to their requirements to a larger degree. This indicates the need of the consumers for a new shopping centre in Klerksdorp.
- Half of the consumers prefer shopping in the suburban shopping centres, indicating a preference for out-of-town centres.
- Parking should be addressed more intensively, as this is a determinant for a shopper when deciding where to shop.
- Locations where the consumer thinks a shopping centre should be located are as follows:
  - Between Klerksdorp and Stilfontein
  - Along Yusuf Dadoo Avenue
  - Along Buffelsdoorn Road towards Doringkruin
  - On Ventersdorp Road
  - Close to Alabama & Jouberton
  - Wolmaransstad
  - Between Pick 'n Pay Hypermarket & Food Zone
  - Central Neserhof
  - Between Klerksdorp and Orkney
  - Between Meiringspark & Wilkeville
  - Near Flamwood Walk
  - Near Klerksdorp Golf course
  - Across or next to Tusk Rio Casino
  - Next to Shell Ultra City
- The consumers indicated a need for the following groups of stores:
  - Home & travel stores
  - Butchery & pet shops
  - Food & drink stores
  - Books, stationary, gifts & educational stores
  - Health & beauty stores
  - Electronics & outdoor activity stores
  - Entertainment stores
  - Service stores

- The need for the above groups of stores is sorted from highest to lowest:
  1. Butchery stores
  2. Services stores (eyewear & optometrists; banks & financial services; medical services)
  3. Food & drink stores (take away food stores; sweets, ice cream & confectionary stores; deli & bakery; liquor stores; specialty food stores; grocery or supermarket stores)
  4. Health & beauty stores (health stores; beauty stores; hairdressers; clothing stores; jewellery & accessories stores; footwear stores)
  5. Books, stationary, gifts & educational stores (book stores; stationary stores; gift stores; card stores; educational stores; department stores)
  6. Entertainment stores (movie stores; music stores; entertainment stores; restaurants; coffee shops; hobby stores; specialty stores; toy stores)
  7. Electronics & outdoor activity stores (electronic stores; PC stores; camera stores; cell phone stores; outdoor gear stores; sport stores)
  8. Pet shops
  9. Home & travel stores (travel agents; antique stores; art stores; luggage & leather stores; estate agents; furniture stores; fabric & sewing stores; décor & interior stores; flower store)
- The above stated that the consumer feels there is a need for the above stores in Klerksdorp. Providing these stores in a new shopping centre will ensure the successfulness of the shopping centre, and will also satisfy the needs of the consumers.
- The retail study, conducted by Urban-Econ Development Economists, indicated that Klerksdorp has **89,705 m^2 GLA** available for shopping centre development. This shows that if a new shopping centre is built, the other shopping centres will still be sustainable, and also shows that the new shopping centre will be sustainable and viable. If this GLA is not used for shopping centre purposes, there will be a decline in the economy of Klerksdorp, as the consumers will start looking for other places to shop that offer them more in terms of variety of shops, goods, and services, with a better range and quality of products.

8.5 CONCLUSION

The most fundamental conclusion that can be drawn is that there is a need in Klerksdorp for a new shopping centre, and it has been economically proved that it will be sustainable in the market area of Klerksdorp. Therefore, the recommendation is simple: build a new shopping centre in Klerksdorp.

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APPENDIX A: QUESTIONNAIRE

QUESTIONNAIRE / VRAELYS

This questionnaire is for the purpose of a dissertation to be submitted in fulfilment of a master's degree in the School of Town and Regional Planning, North-West University (Potchefstroom Campus). / *Dié vraelys is vir die doel van 'n verhandeling vir 'n meestersgraad by die Skool vir Stads- en Streeksbeplanning by die Noordwes-Universiteit (Potchefstroomkampus).*

This questionnaire is for academic purposes only and will be treated with confidentiality at all times and information that might be identified will NOT be made public. This questionnaire will not take more than **10 minutes** to complete. / *Die vraelys is vir akademiese doeleindes alleenlik en sal as konfidensieel hanteer word ten alle tye, en inligting wat geïdentifiseer kan word sal nie aan die publiek bekend gestel word nie. Die vraelys behoort nie meer as **10 minute** te neem om te voltooi nie.*

This study is undertaken by: / *Dié studie word onderneem deur:* Me. Helouise Visser.

SECTION A / *AFDELING A*: DEMOGRAPHIC PROFILE / *DEMOGRAFIESE PROFIEL*

1. Gender / *Geslag*:

Male / *Manlik*	1
Female / *Vroulik*	2

2. Year born / *Jaar gebore*:

19____

3. Home language / *Huistaal*:

Afrikaans	1
English / *Engels*	2
Nguni (isiZulu, isiXhosa, Siswati, isiNdebele)	3
Sotho (Sepedi, Sesotho, Setswana)	4
Other / *Ander*: (Specify / *Spesifiseer*):	5

4. Marital status / *Huwelikstatus*:

Single / *Enkellopend*	1
Married / *Getroud*	2
Divorced / *Geskei*	3
Widow(er) / *Weduwee (Wewenaar)*	4
Other / *Ander*: (Specify / *Spesifiseer)*:	5

5. How many people (including yourself) does your household consist of? / *Hoeveel mense (insluitend jouself) bly tans in u huishouding?*

[ ] Persons / *Persone*

6. What is your current occupation? / *Wat is u huidige beroep?*

Pensioner / *Pensionaris*	1
Unemployed / *Werkloos*	2
Student	3
Housewife / *Huisvrou*	4
Fixed occupation / Vaste beroep	5
Other / *Ander*: (Specify / *Spesifiseer)*:	6

7. Where do you live? / *Waar woon u?*

Klerksdorp	1
Stilfontein	2
Orkney	3
Hartbeesfontein	4
Wolmaransstad	5
Potchefstroom	6
Other / *Ander*: (Specify / *Spesifiseer)*:	7

8. If your answer to nr. 7 is Klerksdorp, what is the name of the suburb where you reside? / *As u antwoord by no. 7 Klerksdorp is, noem asb die woonbuurt.*

____

SECTION B / *AFDELING B*: CONSUMER NEEDS / *GEBRUIKERSBEHOEFTES*

9. How often do you visit a shopping centre? / *Hoe gereeld besoek u 'n winkelsentrum?*

Less than once a month / *Minder as eenmaal 'n maand*	1
Once a month / *Eenmaal 'n maand*	2
2 to 3 times a month / *2 tot 3 keer 'n maand*	3
Once a week / *Eenmaal 'n week*	4
2 to 3 times a week / *2 tot 3 keer 'n week*	5
Daily / *Daagliks*	6

10. On a scale of 1 to 4, what is the reason for your visit to a shopping centre? / *Op 'n skaal van 1 tot 4,* wat is die *rede vir u besoek aan 'n winkelsentrum?*

		1. Always / *Altyd*	2. Regularly / *Gereeld*	3. Sometimes / *Soms*	4. Never / *Nooit*
10.1	Grocery shopping / *Kruideniersware-inkopies*	1	2	3	4
10.2	Clothes shopping / *Klere-inkopies*	1	2	3	4
10.3	Home ware or decor shopping / *Huisware of dekorinkopies*	1	2	3	4
10.4	Restaurants / *Restourante*	1	2	3	4
10.5	Coffee shops / *Koffiewinkels*	1	2	3	4
10.6	Entertainment facilities / *Vermaakfasiliteite*	1	2	3	4
10.7	Furniture or appliance stores / *Meubels- of*	1	2	3	4

	kombuistoerustingwinkels				
10.8	Hardware stores / *Hardewarewinkels*	1	2	3	4
10.9	Beauty or health stores / *Skoonheids- of Gesondheidswinkels*	1	2	3	4
10.10	Speciality stores / *Spesialiteitswinkels* (example: MTN)	1	2	3	4
10.11	Service stores / *Dienswinkels* (example: Banks / *Banke*)	1	2	3	4
10.12	Pay accounts / *Betaal rekeninge*	1	2	3	4
10.13	Browse or meet friends / *Rondloop of ontmoet vriende*	1	2	3	4
10.14	Other / *Ander*: (Specify / *Spesifiseer)*:				

11. Approximately how much time do you spend shopping per week? / *Hoeveel tyd spandeer u gemiddeld aan inkopies per week?*

Less than 1 hour / *Minder as 1 uur*	1
1 to 2 hours / *1 tot 2 ure*	2
3 to 5 hours / *3 tot 5 ure*	3
More than 5 hours / *Meer as 5 ure*	4

12. On a scale of 1 to 4, mark your need for the following stores in a shopping centre: / *Op 'n skaal van 1 tot 4, dui u behoefte vir die volgende winkels in 'n winkelsentrum aan:*

		1. Not important / *Nie belangrik nie*	2. Less important / *Minder belangrik*	3. Important / *Belangrik*	4. Very important / *Baie belangrik*
12.1	Speciality stores / *Spesialiteitswinkels*	1	2	3	4
12.2	Clothing stores / *Klerewinkels*	1	2	3	4

12.3	Furniture stores / *Meubelwinkels*	1	2	3	4
12.4	Décor & Interior stores / *Dekor- en interieurwinkels*	1	2	3	4
12.5	Hairdresser / *Haarkapper*	1	2	3	4
12.6	Beauty stores / *Skoonheidswinkels*	1	2	3	4
12.7	Health stores / *Gesondheidswinkels*	1	2	3	4
12.8	Pet shops / *Troeteldierwinkels*	1	2	3	4
12.9	Jewellery & accessories stores / *Juweliersware en bykomstighede-winkels*	1	2	3	4
12.10	Take away food stores / *Wegneemete-winkels*	1	2	3	4
12.11	Coffee shops / *Koffiewinkels*	1	2	3	4
12.12	Footwear stores / *Skoenwinkels*	1	2	3	4
12.13	Speciality food stores / *Spesialiteit voedselwinkels*	1	2	3	4
12.14	Stationary stores / *Skryfbehoeftewinkels*	1	2	3	4
12.15	Book stores / *Boekwinkels*	1	2	3	4
12.16	Card shops / *Kaartjiewinkels*	1	2	3	4
12.17	Gifts stores / *Geskenkwinkels*	1	2	3	4
12.18	Camera stores / *Kamerawinkels*	1	2	3	4
12.19	Electronic stores / *Elektroniese ware winkels*	1	2	3	4
12.20	PC stores / *Rekenaarwinkels*	1	2	3	4
12.21	Cell phone stores / *Selfoonwinkels*	1	2	3	4
12.22	Grocery or supermarket stores / *Kruideniersware- of supermarkwinkels*	1	2	3	4
12.23	Antique stores / *Oudhede-winkels*	1	2	3	4
12.24	Art stores / *Kuns winkels*	1	2	3	4
12.25	Department Stores / *Afdelingswinkels*	1	2	3	4
12.26	Luggage & Leather stores / *Bagasie- en leerprodukte-winkels*	1	2	3	4
12.27	Outdoor gear stores / *Buitelewe toerustingwinkels*	1	2	3	4
12.28	Sport stores / *Sportwinkels*	1	2	3	4
12.29	Eyewear & optometrists / *Bril/Sonbril en Bril*	1	2	3	4

	winkels & oogkundiges				
12.30	Flowers stores / *Blommewinkels*	1	2	3	4
12.31	Restaurants / *Restourante*	1	2	3	4
12.32	Movie stores / *Fliekwinkels*	1	2	3	4
12.33	Music stores / *Musiekwinkels*	1	2	3	4
12.34	Entertainment stores / *Vermaaklikheidswinkels*	1	2	3	4
12.35	Hobby stores / *Stokperdjie-winkels*	1	2	3	4
12.36	Toy stores / *Speelgoedwinkels*	1	2	3	4
12.37	Educational stores / *Opvoedkundige winkels*	1	2	3	4
12.38	Sweets, ice cream & confectionary stores / *Lekkergoed-, roomys- & soetgebak-winkels*	1	2	3	4
12.39	Banks & financial services / *Banke en finansiële dienste*	1	2	3	4
12.40	Fabric & sewing stores / *Materiaal- en naaldwerkwinkels*	1	2	3	4
12.41	Liquor stores / *Drankwinkels*	1	2	3	4
12.42	Deli & bakery / *Deli & bakkery*	1	2	3	4
12.43	Butchery / *Slaghuis*	1	2	3	4
12.44	Medical services / *Mediese dienste*	1	2	3	4
12.45	Estate agents / *Eiendomsagente*	1	2	3	4
12.46	Travel agents / *Reisagente*	1	2	3	4

13. Would you rather shop in the Central Business District (CBD) or suburban shopping centres? / *Sal u eerder in die Sentrale Sake Kern (SSK) of in woonbuurt winkelsentrums inkopies doen?*

13.1	CBD / *SSK*	1
	Suburban shopping centres / *Woonbuurt winkelsentrums*	2
	I do not care / *Ek gee nie om nie*	

13.2 Motivate: / *Motiveer*:

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14. Evaluate the existing shopping centres in Klerksdorp on a scale of 1 to 4 by means of the following questions: / *Beoordeel die huidige winkelsentrums in Klerksdorp op 'n skaal van 1 tot 4 aan die hand van die volgende vrae:*

		1. Completely / *Heeltemal*	2. To a larger degree / Tot 'n groter mate	3. In a smaller degree / *Tot 'n mindere mate*	4. Not at all / *Glad nie*
14.1	Do the shopping centres in Klerksdorp cater to all your requirements? / *Voldoen die winkelsentrums in Klerksdorp aan al u behoeftes?*	1	2	3	4
14.2	Do the existing shopping centres satisfy the need for parking? */ Voldoen die bestaande winkelsentrums aan die behoefte vir parkering?*	1	2	3	4
14.3	Do you think there is a need for another shopping centre in Klerksdorp? / *Dink u daar is 'n behoefte aan nog 'n winkelsentrum in Klerksdorp?*	1	2	3	4

15. In your opinion, to what degree will each of the following locations be suitable for a new shopping centre? Where do you think a new shopping centre should be located in Klerksdorp? / *Na u mening, tot watter mate sal elk van die volgende liggings geskik wees vir 'n nuwe winkelsentrum?*

		1. Completely / *Heeltemal*	2. To a larger degree / Tot 'n groter mate	3. In a smaller degree / *Tot 'n mindere mate*	4. Not at all / *Glad nie*
15.1	Between Klerksdorp and Stilfontein (alongside the N12) / *Tussen Klerksdorp en Stilfontein (langs die N12)*	1	2	3	4
15.2	Alongside Buffelsdoorn Road on the way to Doringkruin / *Langs Buffeldoornweg oppad Doringkruin toe*	1	2	3	4
15.3	Alongside Dr Yusuf Dadoo Avenue (opposite Anncron Hospital) / *Langs Dr Yusuf Dadooweg (oorkant Anncron Hospitaal)*	1	2	3	4
15.4	Alongside Dr Yusuf Dadoo Avenue (Ned. Hervormde Church) / *Langs Dr Yusuf Dadooweg (Ned. Hervormde Kerk)*	1	2	3	4

15.5 Are there any other locations that will be suitable? Specify / *Is daar enige ander liggings wat u dink geskik sal wees? Spesifiseer*

____

Thank you for completing this questionnaire /
Dankie dat u die vraelys voltooi het.

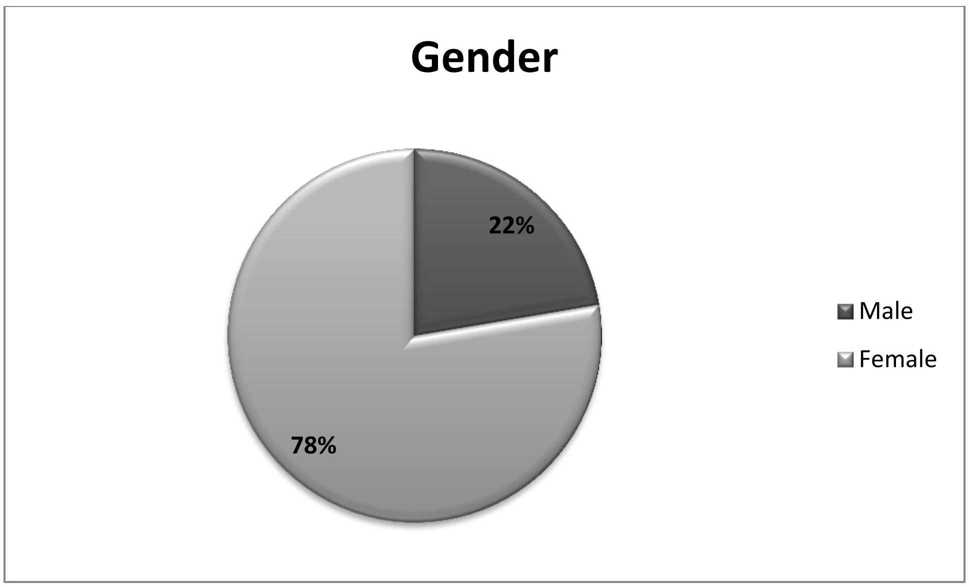
APPENDIX B: RESULTS FROM STATISTICAL ANALYSIS

SECTION A: DEMOGRAPHIC PROFILE

Question 1: Gender

Table: Gender

Gender	Frequency	Percentage
Male	69	22.3
Female	240	77.7
TOTAL	**309**	**100**



Question 2: Year born

Table: Year born

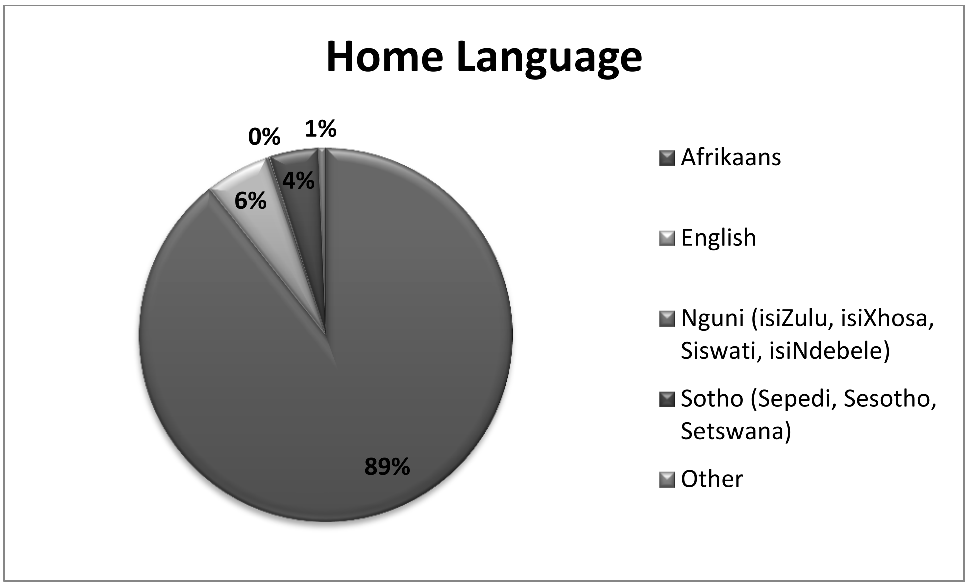
Year born	Frequency	Percentage
1940	1	.3
1941	1	.3
1942	1	.3
1943	1	.3
1945	1	.3
1946	3	1.0
1947	1	.3
1949	2	.6
1950	2	.6
1955	3	1.0
1957	4	1.3
1958	8	2.6
1959	7	2.3
1960	6	1.9
1961	4	1.3
1962	4	1.3
1963	9	2.9
1964	9	2.9
1965	8	2.6
1966	21	6.8
1967	16	5.2
1968	10	3.2
1969	21	6.8
1970	28	9.1
1971	19	6.1
1972	17	5.5
1973	21	6.8
1974	18	5.8
1975	16	5.2
1976	3	1.0
1977	3	1.0
1979	2	.6
1980	1	.3
1981	2	.6
1983	1	.3

1985	2	.6
1986	1	.3
1987	2	.6
1988	2	.6
1989	1	.3
1990	1	.3
1991	1	.3
1992	1	.3
1993	2	.6
1994	3	1.0
1995	17	5.5
1996	2	.6
TOTAL	**309**	**100.0**

Question 3: Home language

Table: Home Language

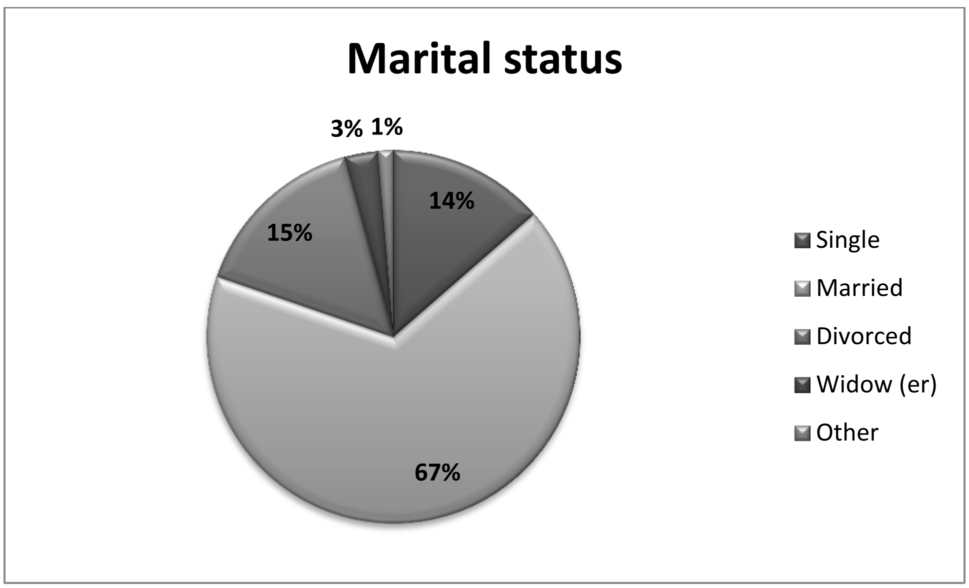
Home language	Frequency	Percentage
Afrikaans	276	89.3
English	17	5.5
Nguni (isiZulu, isiXhosa, Siswati, isiNdebele)	1	.3
Sotho (Sepedi, Sesotho, Setswana)	13	4.2
Other	2	.6
TOTAL	**309**	**100.0**



Question 4: Marital status

Table: Marital status

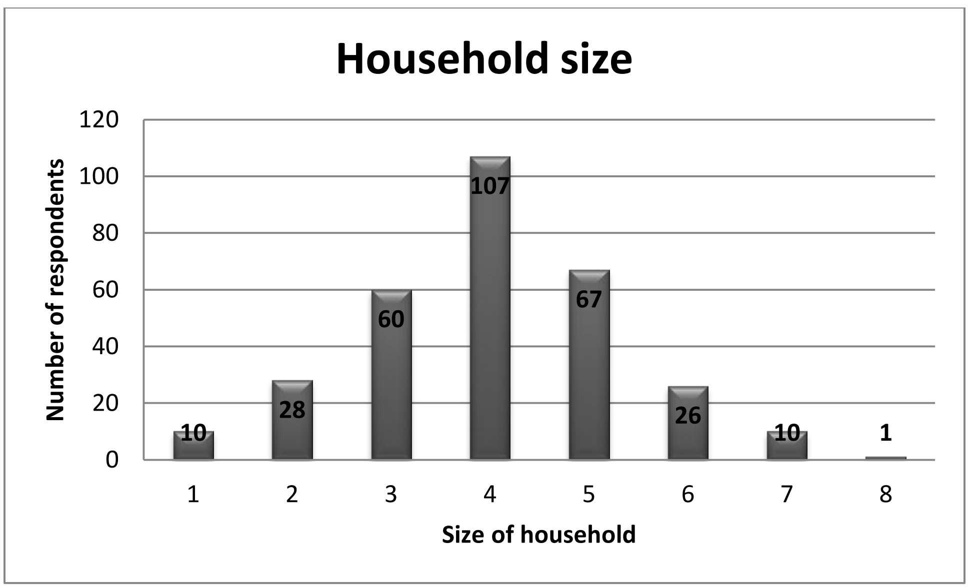
Marital status	Frequency	Percentage
Single	42	13.6
Married	206	66.7
Divorced	48	15.5
Widow (er)	9	2.9
Other	4	1.3
Total	**309**	**100.0**



Question 5: How many people (including yourself) does your household consist of?

Table: Household size

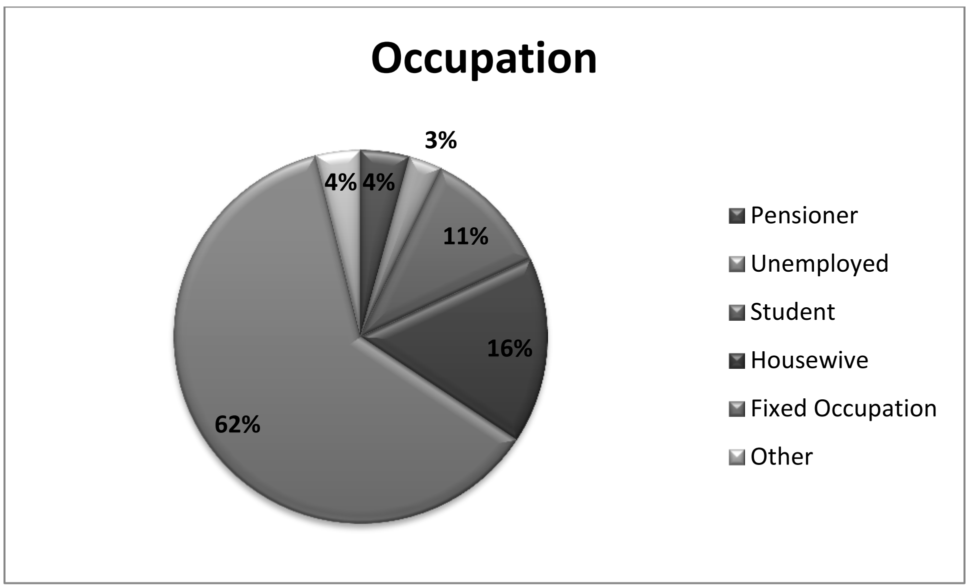
Household	Frequency	Percentage
1	10	3.2
2	28	9.1
3	60	19.4
4	107	34.6
5	67	21.7
6	26	8.4
7	10	3.2
8	1	.3
Total	**309**	**100.0**



Question 6: What is your current occupation?

Table: Occupation

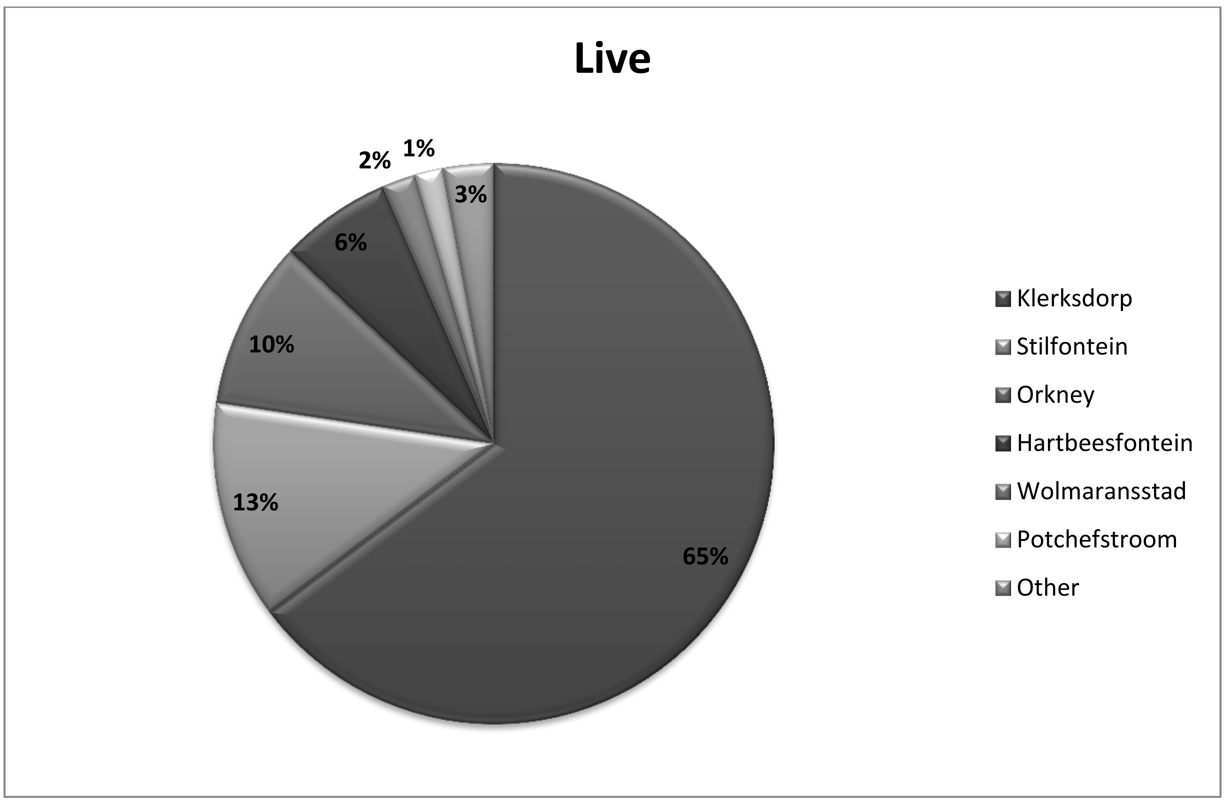
Occupation	Frequency	Percentage
Pensioner	13	4.2
Unemployed	9	2.9
Student	34	11.0
Housewife	50	16.2
Fixed occupation	191	61.8
Other	12	3.9
TOTAL	**309**	**100.0**



Question 7: Where do you live?

Table: Where do you live?

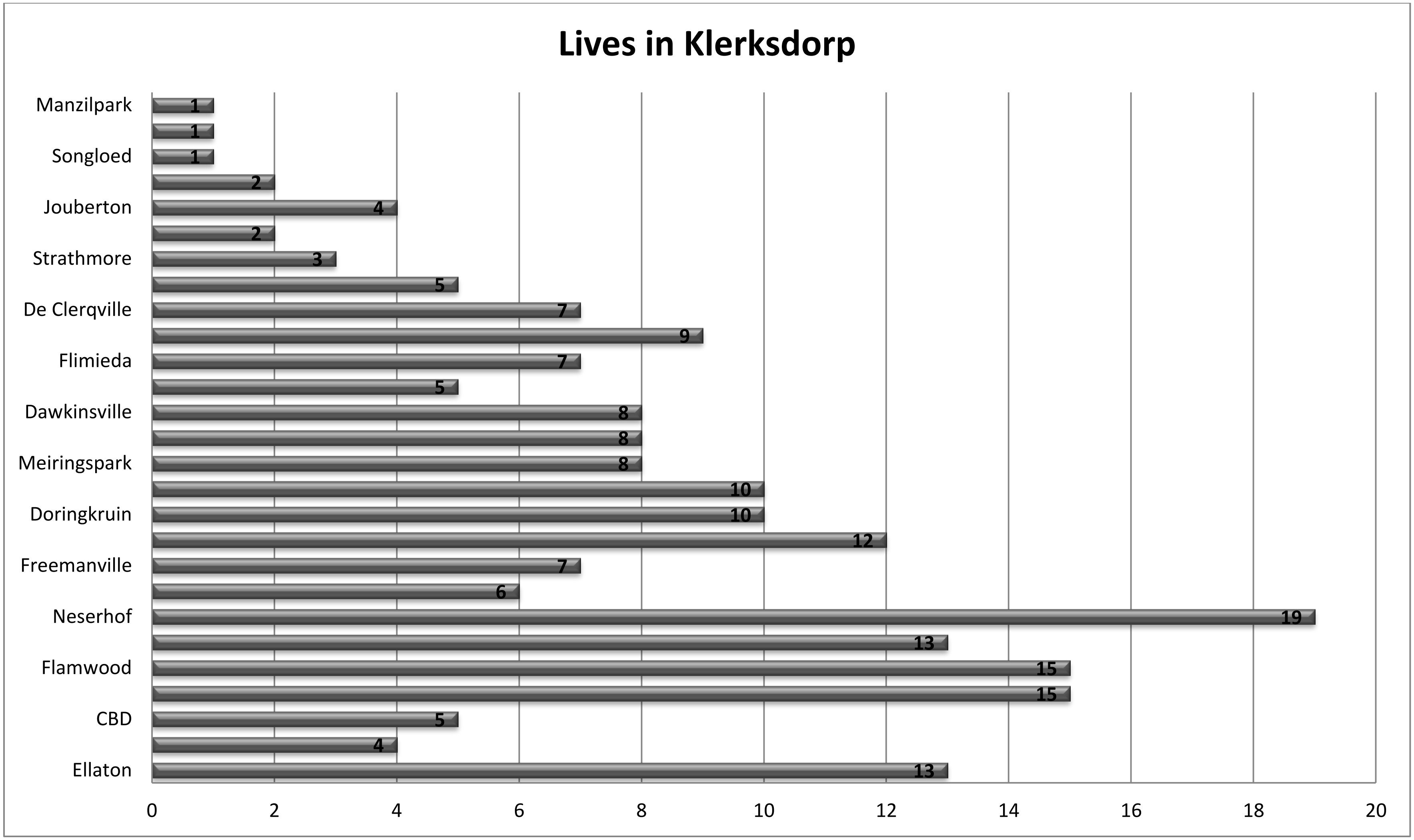
Live	Frequency	Percentage
Klerksdorp	200	64.7
Stilfontein	39	12.6
Orkney	30	9.7
Hartbeesfontein	20	6.5
Wolmaransstad	6	1.9
Potchefstroom	5	1.6
Other	9	2.9
TOTAL	**309**	**100.0**



Question 8: If your answer to nr. 7 is Klerksdorp, what is the name of the suburb where you reside?

Table: Living in Klerksdorp

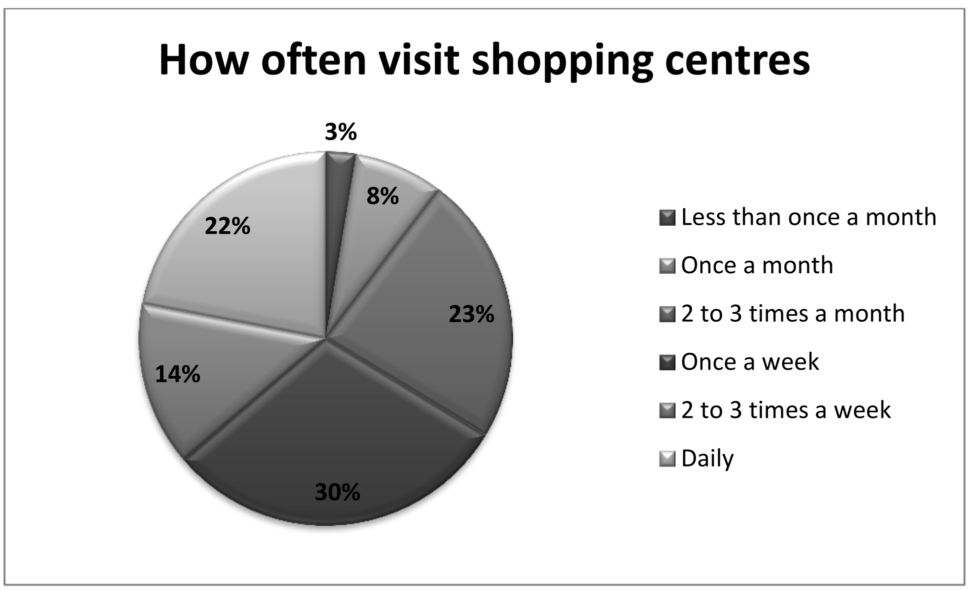
Lives in Klerksdorp	**Frequency**	**Percentage**
Ellaton	13	6.5
Wilkeville	4	2
CBD	5	2.5
Randlespark	15	7.5
Flamwood	15	7.5
Wilkoppies	13	6.5
Neserhof	19	9.5
Elandsheuwel	6	3
Freemanville	7	3.5
La Hoff	12	6
Doringkruin	10	5
Roosheuwel	10	5
Meiringspark	8	4
Surrounding farms	8	4
Dawkinsville	8	4
Irenepark	5	2.5
Flimieda	7	3.5
Oudorp	9	4.5
De Clerqville	7	3.5
Adamayview	5	2.5
Strathmore	3	1.5
Alabama	2	1
Jouberton	4	2
Pienaarsdorp	2	1
Songloed	1	0.5
Kanana	1	0.5
Manzilpark	1	0.5
TOTAL	**200**	**100**


Lives in Klerksdorp
Manzilpark
Songloed
Jouberton
Strathmore
De Clerqville
Flimieda
Dawkinsville
Meiringspark
Doringkruin
Freemanville
Neserhof
Flamwood
CBD
Ellaton
1
1
1
2
4
2
3
5
7
9
7
5
8
8
8
10
10
12
7
6
19
13
15
15
5
4
13
0
2
4
6
8
10
12
14
16
18
20

Question 9:   How often do you visit a shopping centre?

Table: How often do you visit a shopping centre?

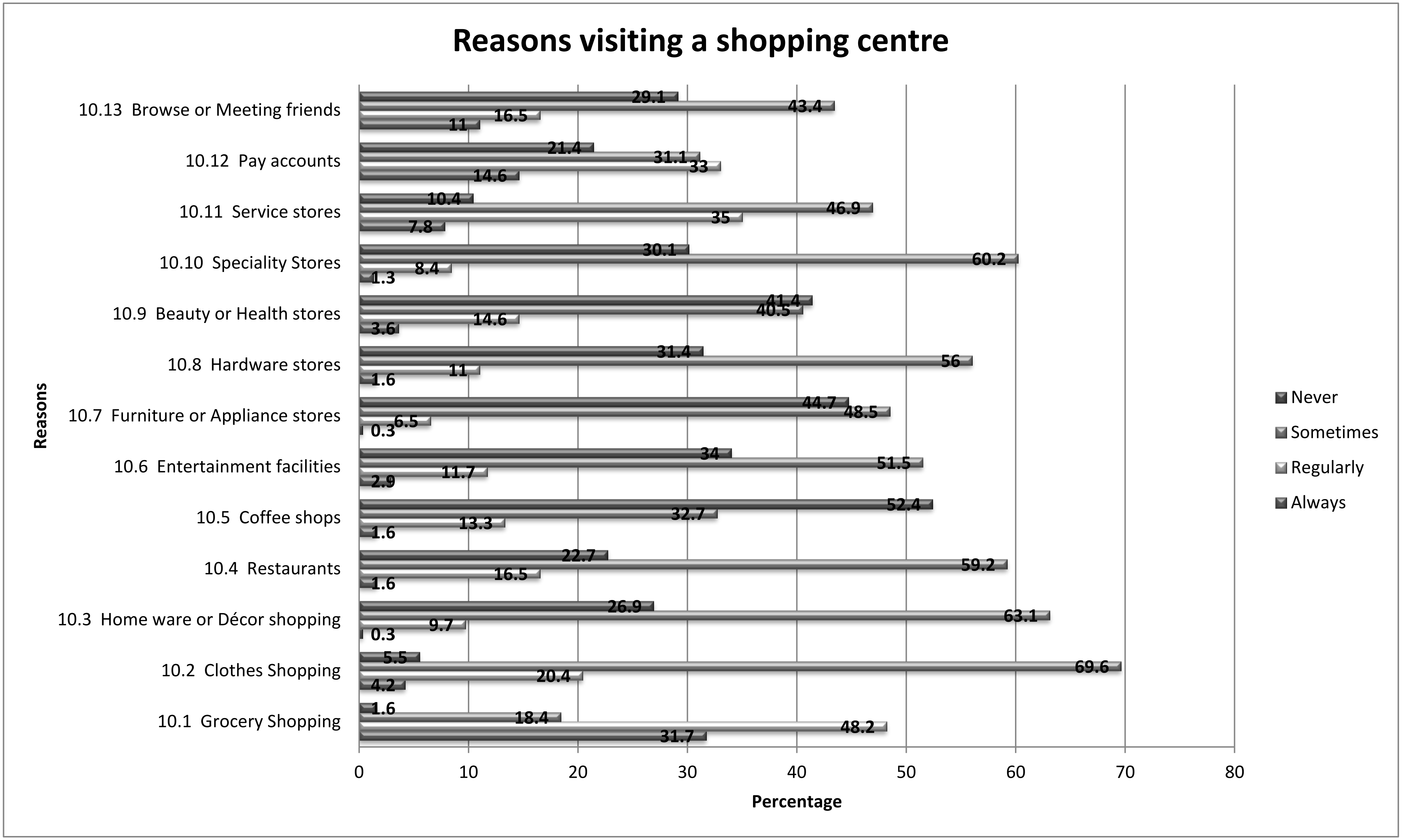
How often visit shopping centres	Frequency	Percentage
Less than once a month	8	2.6
Once a month	24	7.8
2 to 3 times a month	72	23.3
Once a week	93	30.1
2 to 3 times a week	44	14.2
Daily	68	22.0
TOTAL	**309**	**100.0**



Question 10: On a scale of 1 to 4, what is the reason for your visit to a shopping centre?

Table: Reasons visiting a shopping centre

Reason visiting Shopping Centre	Frequency					Percentage					Mean	Standard deviation
	Always	Regularly	Sometimes	Never	TOTAL	Always	Regularly	Sometimes	Never	TOTAL		
10.1 Grocery shopping	98	149	57	5	**309**	31.7	48.2	18.4	1.6	**100**	1.90	.747
10.2 Clothes shopping	13	63	215	17	**308**	4.2	20.4	69.6	5.5	**99.7**	2.77	.612
10.3 Home ware or décor shopping	1	30	195	83	**309**	0.3	9.7	63.1	26.9	**100**	3.17	.594
10.4 Restaurants	5	51	183	70	**309**	1.6	16.5	59.2	22.7	**100**	3.03	.676
10.5 Coffee shops	5	41	101	162	**309**	1.6	13.3	32.7	52.4	**100**	3.36	.771
10.6 Entertainment facilities	9	36	159	105	**309**	2.9	11.7	51.5	34	**100**	3.17	.740
10.7 Furniture or appliance stores	1	20	150	138	**309**	0.3	6.5	48.5	44.7	**100**	3.38	.620
10.8 Hardware stores	5	34	173	97	**309**	1.6	11	56	31.4	**100**	3.17	.679
10.9 Beauty or health stores	11	45	125	128	**309**	3.6	14.6	40.5	41.4	**100**	3.20	.816
10.10 Speciality stores	4	26	186	93	**309**	1.3	8.4	60.2	30.1	**100**	3.19	.634
10.11 Service stores	24	108	145	32	**309**	7.8	35	46.9	10.4	**100**	2.60	.778
10.12 Pay accounts	45	102	96	66	**309**	14.6	33	31.1	21.4	**100**	2.59	.981
10.13 Browse or meet friends	34	51	134	90	**309**	11	16.5	43.4	29.1	**100**	2.91	.944
10.14 Other	Sales, pharmacy											

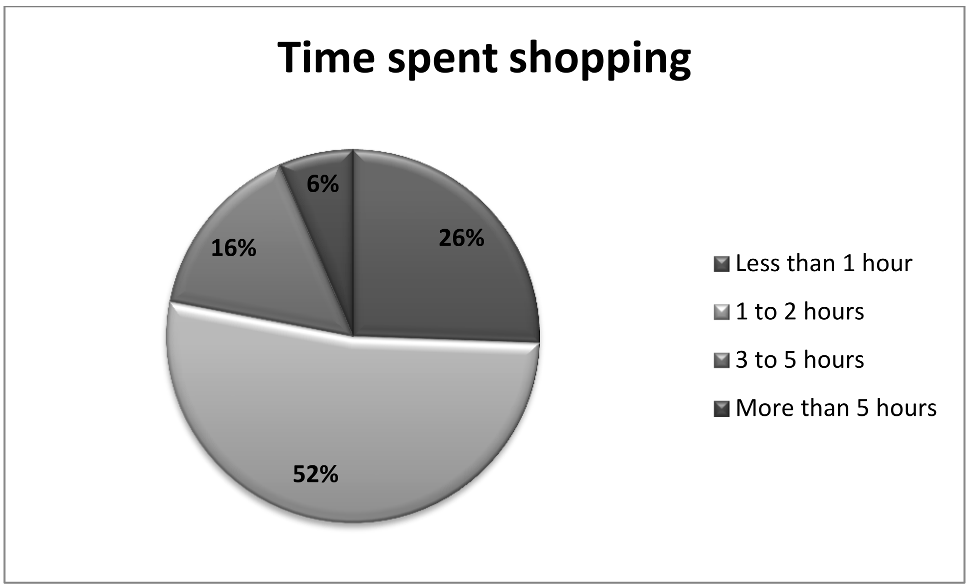


Reasons visiting a shopping centre
10.13 Browse or Meeting friends
10.12 Pay accounts
10.11 Service stores
10.10 Speciality Stores
10.9 Beauty or Health stores
10.8 Hardware stores
10.7 Furniture or Appliance stores
10.6 Entertainment facilities
10.5 Coffee shops
10.4 Restaurants
10.3 Home ware or Décor shopping
10.2 Clothes Shopping
10.1 Grocery Shopping
Reasons
29.1
43.4
16.5
11
21.4
31.1
33
14.6
10.4
46.9
35
7.8
30.1
60.2
8.4
1.3
41.4
40.5
14.6
3.6
31.4
56
11
1.6
44.7
48.5
6.5
0.3
34
51.5
11.7
2.9
52.4
32.7
13.3
1.6
22.7
59.2
16.5
1.6
26.9
63.1
9.7
0.3
5.5
69.6
20.4
4.2
1.6
18.4
48.2
31.7
0
10
20
30
40
50
60
70
80
Percentage
Never
Sometimes
Regularly
Always

Question 11: Approximately how much time do you spend shopping per week?

Table: Time spent shopping

Time spent shopping	Frequency	Percentage
Less than 1 hour	79	25.6
1 to 2 hours	162	52.4
3 to 5 hours	48	15.5
More than 5 hours	20	6.5
TOTAL	**309**	**100.0**

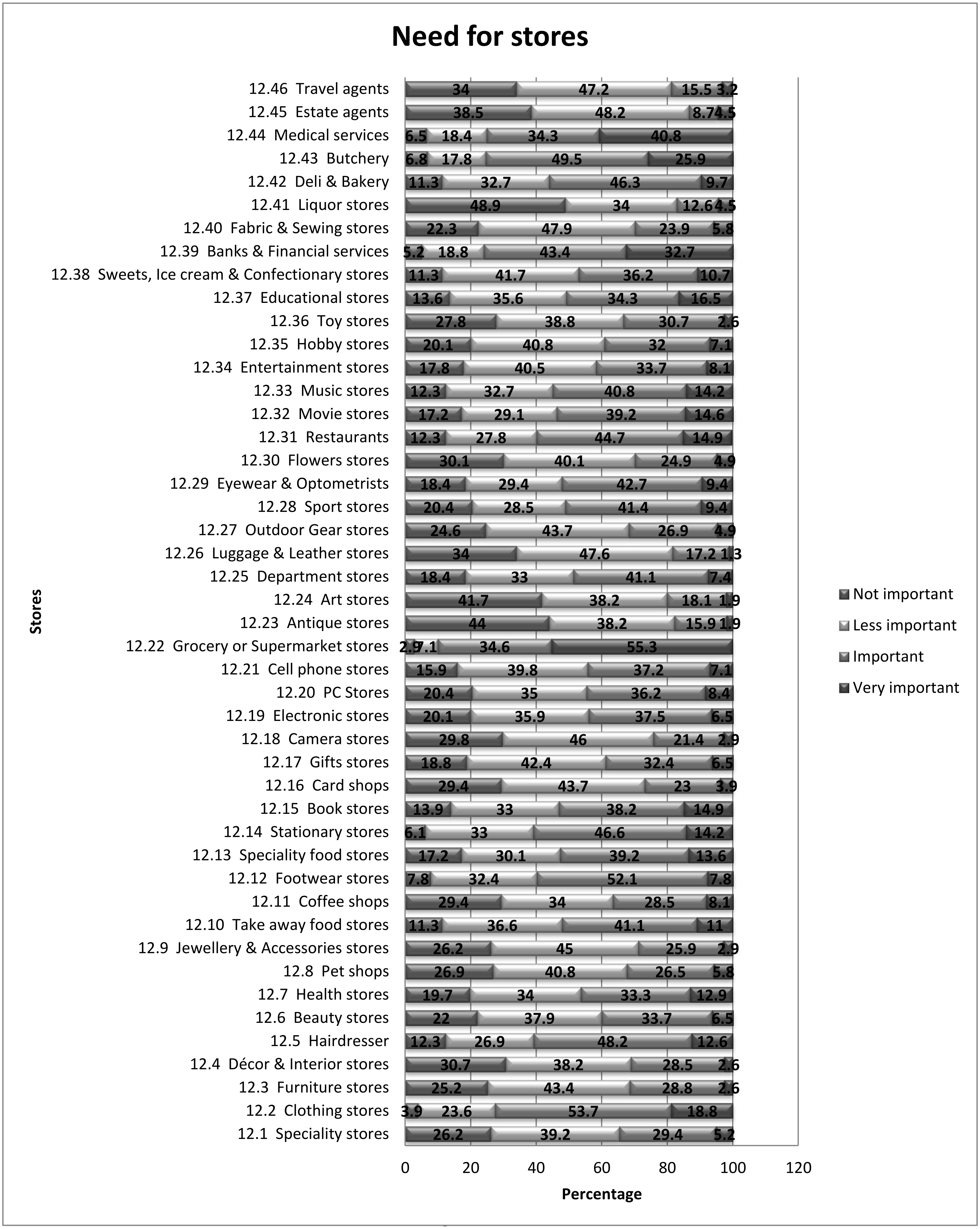


Question 12: On a scale of 1 to 4, mark your need for the following stores in a shopping centre:

Table: Need for stores

Need for stores	Frequency					Percentage					Mean	Standard Deviation
	Not important	Less important	Important	Very important	TOTAL	Not important	Less important	Important	Very important	TOTAL		
12.1 Speciality stores	81	121	91	16	**309**	26.2	39.2	29.4	5.2	**100**	2.14	.865
12.2 Clothing stores	12	73	166	58	**309**	3.9	23.6	53.7	18.8	**100**	2.87	.752
12.3 Furniture stores	78	134	89	8	**309**	25.2	43.4	28.8	2.6	**100**	2.09	.799
12.4 Décor & interior stores	95	118	88	8	**309**	30.7	38.2	28.5	2.6	**100**	2.03	.835
12.5 Hairdresser	38	83	149	39	**309**	12.3	26.9	48.2	12.6	**100**	2.61	.859
12.6 Beauty stores	68	117	104	20	**309**	22	37.9	33.7	6.5	**100**	2.25	.870
12.7 Health stores	61	105	103	40	**309**	19.7	34	33.3	12.9	**100**	2.39	.946
12.8 Pet shops	83	126	82	18	**309**	26.9	40.8	26.5	5.8	**100**	2.11	.870
12.9 Jewellery & accessories stores	81	139	80	9	**309**	26.2	45	25.9	2.9	**100**	2.06	.798
12.10 Take away food stores	35	113	127	34	**309**	11.3	36.6	41.1	11	**100**	2.52	.836
12.11 Coffee shops	91	105	88	25	**309**	29.4	34	28.5	8.1	**100**	2.15	.939
12.12 Footwear stores	24	100	161	24	**309**	7.8	32.4	52.1	7.8	**100**	2.60	.743
12.13 Speciality food stores	53	93	121	42	**309**	17.2	30.1	39.2	13.6	**100**	2.49	.931
12.14 Stationary stores	19	102	144	44	**309**	6.1	33	46.6	14.2	**100**	2.69	.790
12.15 Book stores	43	102	118	46	**309**	13.9	33	38.2	14.9	**100**	2.54	.909
12.16 Card shops	91	135	71	12	**309**	29.4	43.7	23	3.9	**100**	2.01	.826
12.17 Gifts stores	58	131	100	20	**309**	18.8	42.4	32.4	6.5	**100**	2.27	.838
12.18 Camera stores	92	142	66	9	**309**	29.8	46	21.4	2.9	**100**	1.97	.793
12.19 Electronic stores	62	111	116	20	**309**	20.1	35.9	37.5	6.5	**100**	2.30	.863
12.20 PC Stores	63	108	112	26	**309**	20.4	35	36.2	8.4	**100**	2.33	.894
12.21 Cell phone stores	49	123	115	22	**309**	15.9	39.8	37.2	7.1	**100**	2.36	.831
12.22 Grocery or	9	22	107	171	**309**	2.9	7.1	34.6	55.3	**100**	3.42	.750

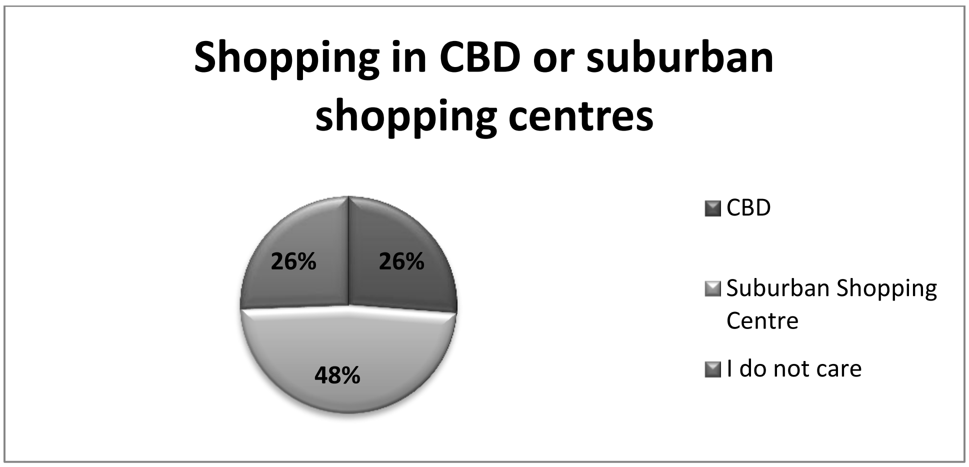
supermarket stores												
12.23 Antique stores	136	118	49	6	**309**	44	38.2	15.9	1.9	**100**	1.76	.787
12.24 Art stores	129	118	56	6	**309**	41.7	38.2	18.1	1.9	**100**	1.80	.800
12.25 Department stores	57	102	127	23	**309**	18.4	33	41.1	7.4	**100**	2.38	.869
12.26 Luggage & leather stores	105	147	53	4	**309**	34	47.6	17.2	1.3	**100**	1.86	.738
12.27 Outdoor gear stores	76	135	83	15	**309**	24.6	43.7	26.9	4.9	**100**	2.12	.835
12.28 Sport stores	63	88	128	29	**308**	20.4	28.5	41.4	9.4	**99.7**	2.40	.917
12.29 Eyewear & optometrists	57	91	132	29	**309**	18.4	29.4	42.7	9.4	**100**	2.43	.897
12.30 Flowers stores	93	124	77	15	**309**	30.1	40.1	24.9	4.9	**100**	2.05	.863
12.31 Restaurants	38	86	138	46	**308**	12.3	27.8	44.7	14.9	**99.7**	2.62	.885
12.32 Movie stores	53	90	121	45	**309**	17.2	29.1	39.2	14.6	**100**	2.51	.942
12.33 Music stores	38	101	126	44	**309**	12.3	32.7	40.8	14.2	**100**	2.57	.882
12.34 Entertainment stores	55	125	104	25	**309**	17.8	40.5	33.7	8.1	**100**	2.32	.859
12.35 Hobby stores	62	126	99	22	**309**	20.1	40.8	32	7.1	**100**	2.26	.860
12.36 Toy stores	86	120	95	8	**309**	27.8	38.8	30.7	2.6	**100**	2.08	.828
12.37 Educational stores	42	110	106	51	**309**	13.6	35.6	34.3	16.5	**100**	2.54	.924
12.38 Sweets, ice cream & confectionary stores	35	129	112	33	**309**	11.3	41.7	36.2	10.7	**100**	2.46	.831
12.39 Banks & financial services	16	58	134	101	**309**	5.2	18.8	43.4	32.7	**100**	3.04	.850
12.40 Fabric & sewing stores	69	148	74	18	**309**	22.3	47.9	23.9	5.8	**100**	2.13	.825
12.41 Liquor stores	151	105	39	14	**309**	48.9	34	12.6	4.5	**100**	1.73	.851
12.42 Deli & bakery	35	101	143	30	**309**	11.3	32.7	46.3	9.7	**100**	2.54	.819
12.43 Butchery	21	55	153	80	**309**	6.8	17.8	49.5	25.9	**100**	2.94	.841
12.44 Medical services	20	57	106	126	**309**	6.5	18.4	34.3	40.8	**100**	3.09	.919
12.45 Estate agents	119	149	27	14	**309**	38.5	48.2	8.7	4.5	**100**	1.79	.783
12.46 Travel agents	105	146	48	10	**309**	34	47.2	15.5	3.2	**100**	1.88	.782


Need for stores
12.46 Travel agents
34
47.2
15.5
3.2
12.45 Estate agents
38.5
48.2
8.7
4.5
12.44 Medical services
6.5
18.4
34.3
40.8
12.43 Butchery
6.8
17.8
49.5
25.9
12.42 Deli & Bakery
11.3
32.7
46.3
9.7
12.41 Liquor stores
48.9
34
12.6
4.5
12.40 Fabric & Sewing stores
22.3
47.9
23.9
5.8
12.39 Banks & Financial services
5.2
18.8
43.4
32.7
12.38 Sweets, Ice cream & Confectionary stores
11.3
41.7
36.2
10.7
12.37 Educational stores
13.6
35.6
34.3
16.5
12.36 Toy stores
27.8
38.8
30.7
2.6
12.35 Hobby stores
20.1
40.8
32
7.1
12.34 Entertainment stores
17.8
40.5
33.7
8.1
12.33 Music stores
12.3
32.7
40.8
14.2
12.32 Movie stores
17.2
29.1
39.2
14.6
12.31 Restaurants
12.3
27.8
44.7
14.9
12.30 Flowers stores
30.1
40.1
24.9
4.9
12.29 Eyewear & Optometrists
18.4
29.4
42.7
9.4
12.28 Sport stores
20.4
28.5
41.4
9.4
12.27 Outdoor Gear stores
24.6
43.7
26.9
4.9
12.26 Luggage & Leather stores
34
47.6
17.2
1.3
12.25 Department stores
18.4
33
41.1
7.4
12.24 Art stores
41.7
38.2
18.1
1.9
12.23 Antique stores
44
38.2
15.9
1.9
12.22 Grocery or Supermarket stores
2.9
7.1
34.6
55.3
12.21 Cell phone stores
15.9
39.8
37.2
7.1
12.20 PC Stores
20.4
35
36.2
8.4
12.19 Electronic stores
20.1
35.9
37.5
6.5
12.18 Camera stores
29.8
46
21.4
2.9
12.17 Gifts stores
18.8
42.4
32.4
6.5
12.16 Card shops
29.4
43.7
23
3.9
12.15 Book stores
13.9
33
38.2
14.9
12.14 Stationary stores
6.1
33
46.6
14.2
12.13 Speciality food stores
17.2
30.1
39.2
13.6
12.12 Footwear stores
7.8
32.4
52.1
7.8
12.11 Coffee shops
29.4
34
28.5
8.1
12.10 Take away food stores
11.3
36.6
41.1
11
12.9 Jewellery & Accessories stores
26.2
45
25.9
2.9
12.8 Pet shops
26.9
40.8
26.5
5.8
12.7 Health stores
19.7
34
33.3
12.9
12.6 Beauty stores
22
37.9
33.7
6.5
12.5 Hairdresser
12.3
26.9
48.2
12.6
12.4 Décor & Interior stores
30.7
38.2
28.5
2.6
12.3 Furniture stores
25.2
43.4
28.8
2.6
12.2 Clothing stores
3.9
23.6
53.7
18.8
12.1 Speciality stores
26.2
39.2
29.4
5.2
Stores
0
20
40
60
80
100
120
Percentage
Not important
Less important
Important
Very important

Question 13: Would you rather shop in the Central Business District (CBD) or suburban shopping centres?

Table: Shop in CBD / suburban shopping centre

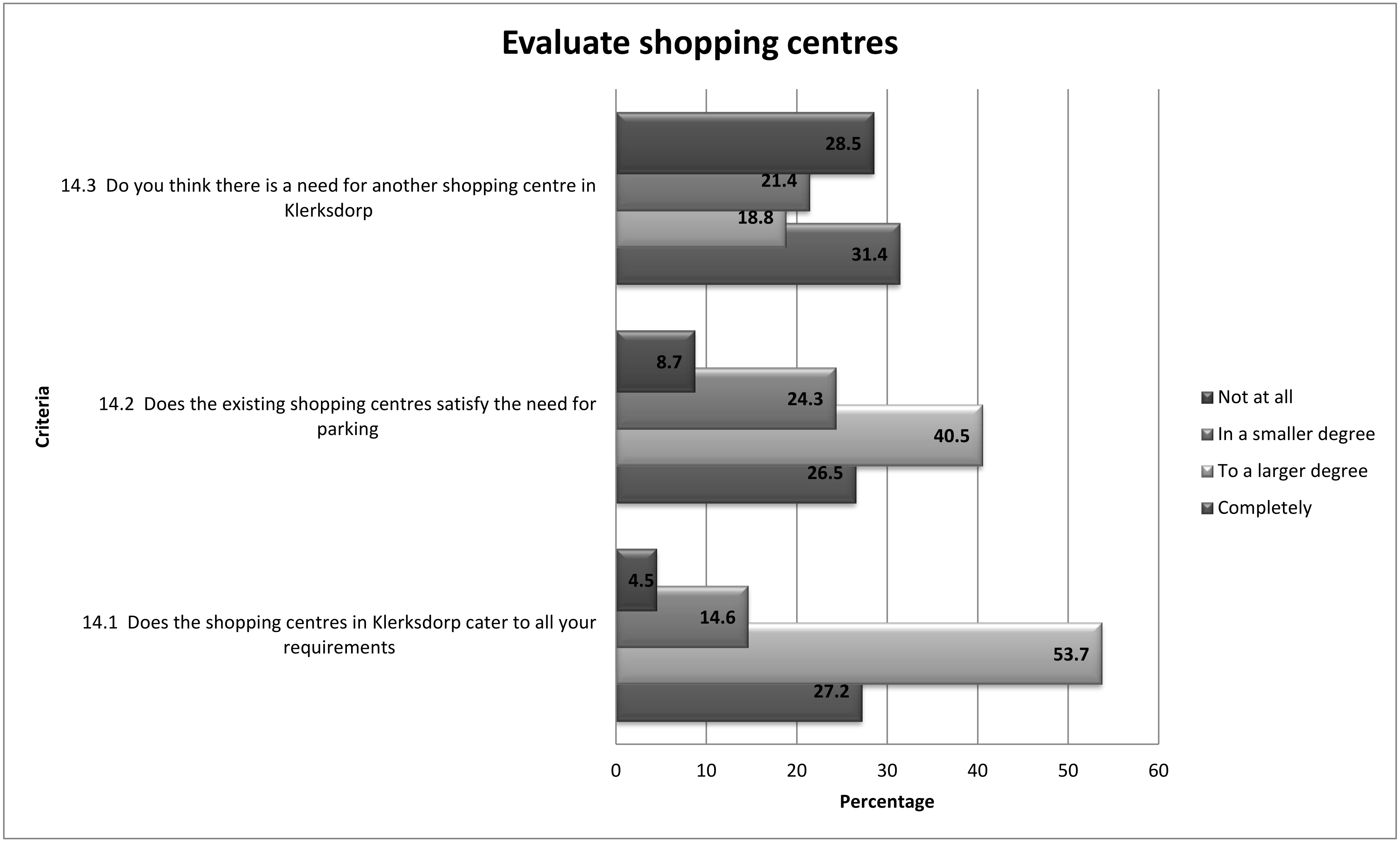
Shopping in CBD or suburban shopping centres	Frequency	Percentage
CBD	81	26.2
Suburban shopping centre	149	48.2
I do not care	79	25.6
TOTAL	**309**	**100.0**



Question 14: Evaluate the existing shopping centres in Klerksdorp on a scale of 1 to 4 by means of the following questions:

Table: Evaluation of existing shopping centres in Klerksdorp

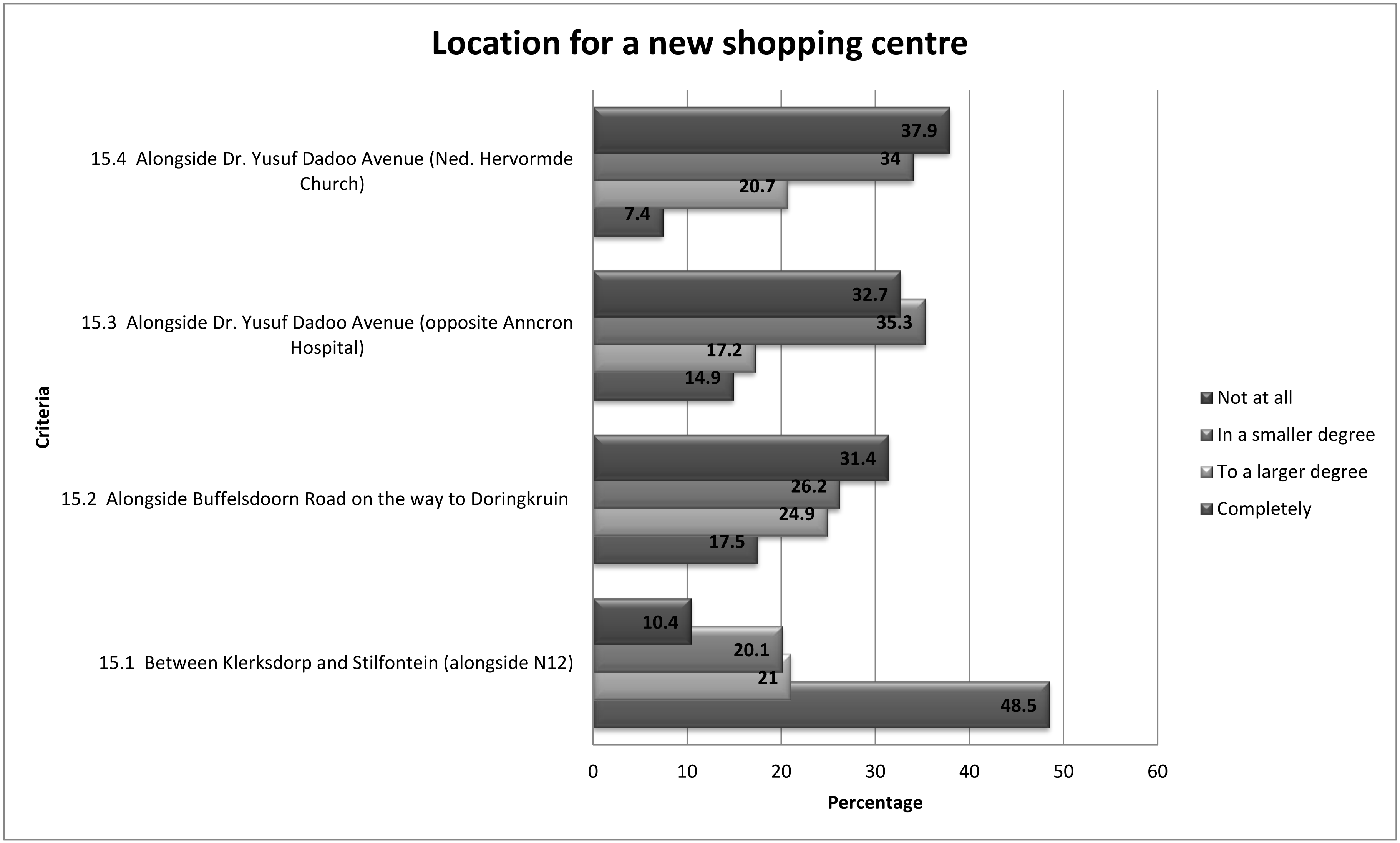
Evaluate SC Klerksdorp	Frequency					Percentage					Mean	Standard deviation
	Completely	To a larger degree	In a smaller degree	Not at all	TOTAL	Completely	To a larger degree	In a smaller degree	Not at all	TOTAL		
14.1 Do the shopping centres in Klerksdorp cater to all your requirements?	84	166	45	14	**309**	27.2	53.7	14.6	4.5	**100**	1.96	.774
14.2 Do the existing shopping centres satisfy the need for parking?	82	125	75	27	**309**	26.5	40.5	24.3	8.7	**100**	2.15	.915
14.3 Do you think there is a need for another shopping centre in Klerksdorp?	97	58	66	88	**309**	31.4	18.8	21.4	28.5	**100**	2.47	1.205


Evaluate shopping centres
Criteria
14.3 Do you think there is a need for another shopping centre in Klerksdorp
14.2 Does the existing shopping centres satisfy the need for parking
14.1 Does the shopping centres in Klerksdorp cater to all your requirements
28.5
21.4
18.8
31.4
8.7
24.3
40.5
26.5
4.5
14.6
53.7
27.2
0
10
20
30
40
50
60
Percentage
Not at all
In a smaller degree
To a larger degree
Completely

Question 15: In your opinion, to what degree will each of the following locations be suitable for a new shopping centre?

Table: Locations for a new shopping centre

Location for new Shopping Centre	Frequency					Percentage					Mean	Standard deviation
	Completely	To a larger degree	In a smaller degree	Not at all	TOTAL	Completely	To a larger degree	In a smaller degree	Not at all	TOTAL		
15.1 Between Klerksdorp and Stilfontein (alongside N12)	150	65	62	32	**309**	48.5	21	20.1	10.4	**100**	1.92	1.048
15.2 Alongside Buffelsdoorn Road on the way to Doringkruin	54	77	81	97	**309**	17.5	24.9	26.2	31.4	**100**	2.72	1.089
15.3 Alongside Dr Yusuf Dadoo Avenue (opposite Anncron Hospital)	46	53	109	101	**309**	14.9	17.2	35.3	32.7	**100**	2.86	1.038
15.4 Alongside Dr Yusuf Dadoo Avenue (Ned. Hervormde Church)	23	64	105	117	**309**	7.4	20.7	34	37.9	**100**	3.02	.941


Location for a new shopping centre
Criteria
15.4 Alongside Dr. Yusuf Dadoo Avenue (Ned. Hervormde Church)
37.9
34
20.7
7.4
15.3 Alongside Dr. Yusuf Dadoo Avenue (opposite Anncron Hospital)
32.7
35.3
17.2
14.9
15.2 Alongside Buffelsdoorn Road on the way to Doringkruin
31.4
26.2
24.9
17.5
15.1 Between Klerksdorp and Stilfontein (alongside N12)
10.4
20.1
21
48.5
0
10
20
30
40
50
60
Percentage
Not at all
In a smaller degree
To a larger degree
Completely

Factor analysis results:

Factor Analysis (8)

Correlation Matrix[a]

a. Determinant = 4.64E-016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.922
Bartlett's Test of Sphericity	Approx. Chi-Square	10232.759
	df	1035
	Sig.	.000

Communalities

	Initial	Extraction
Q12.1	.523	.380
Q12.2	.605	.474
Q12.3	.675	.533
Q12.4	.676	.583
Q12.5	.558	.426
Q12.6	.671	.634
Q12.7	.712	.624
Q12.8	.534	.387
Q12.9	.717	.585
Q12.10	.636	.603
Q12.11	.674	.549
Q12.12	.630	.532
Q12.13	.557	.407
Q12.14	.620	.582
Q12.15	.670	.698
Q12.16	.735	.595
Q12.17	.748	.658

Q12.18	.758	.691
Q12.19	.767	.751
Q12.20	.777	.740
Q12.21	.666	.560
Q12.22	.586	.425
Q12.23	.676	.558
Q12.24	.693	.621
Q12.25	.592	.484
Q12.26	.740	.615
Q12.27	.708	.677
Q12.28	.703	.637
Q12.29	.606	.561
Q12.30	.649	.498
Q12.31	.741	.699
Q12.32	.810	.833
Q12.33	.758	.776
Q12.34	.742	.718
Q12.35	.720	.661
Q12.36	.731	.653
Q12.37	.668	.576
Q12.38	.688	.582
Q12.39	.634	.598
Q12.40	.635	.510
Q12.41	.547	.377
Q12.42	.662	.584
Q12.43	.654	.636
Q12.44	.696	.651
Q12.45	.646	.457
Q12.46	.762	.645

Extraction Method: Principal Axis Factoring.

Total variance explained

Factor	Initial Eigenvalues			Extraction sums of squared loadings	Rotation sums of squared loadings[a]		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	18.062	39.266	39.266	17.668	38.409	38.409	7.914
2	2.954	6.422	45.689	2.549	5.541	43.951	2.735
3	2.185	4.751	50.439	1.760	3.826	47.777	5.539
4	1.773	3.854	54.293	1.351	2.937	50.714	7.500
5	1.565	3.401	57.695	1.172	2.547	53.261	8.829
6	1.296	2.818	60.513	.937	2.037	55.298	10.408
7	1.233	2.680	63.193	.853	1.855	57.153	11.007
8	1.108	2.408	65.602	.730	1.588	58.741	6.283
9	1.101	2.393	67.995				
10	1.000	2.173	70.168				
11	.856	1.861	72.029				
12	.833	1.811	73.840				
13	.761	1.655	75.495				
14	.742	1.614	77.109				
15	.727	1.581	78.690				
16	.686	1.492	80.182				
17	.659	1.433	81.615				
18	.609	1.323	82.938				
19	.578	1.256	84.194				
20	.516	1.122	85.316				
21	.501	1.088	86.405				
22	.495	1.075	87.480				
23	.445	.967	88.446				
24	.434	.944	89.391				
25	.397	.863	90.253				
26	.378	.821	91.075				
27	.364	.792	91.866				
28	.341	.742	92.608				
29	.316	.687	93.296				
30	.295	.641	93.937				

31	.261	.567	94.504				
32	.242	.527	95.030				
33	.235	.511	95.541				
34	.228	.495	96.036				
35	.214	.466	96.502				
36	.209	.455	96.957				
37	.199	.432	97.389				
38	.166	.362	97.750				
39	.156	.339	98.089				
40	.146	.317	98.407				
41	.136	.296	98.703				
42	.135	.293	98.996				
43	.126	.274	99.269				
44	.122	.264	99.534				
45	.108	.236	99.769				
46	.106	.231	100.000				

Extraction method: Principal axis factoring

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Factor							
	1	2	3	4	5	6	7	8
Q12.23	.653							
Q12.24	.583				.219			
Q12.46	.412	.158	-.151			.229	.203	
Q12.26	.370			-.166	.210	.322		
Q12.45	.348	.304	-.248			.183		
Q12.22	-.341	.279	.331	-.179				
Q12.36	.332		.157	-.186	-.204	.271	.292	
Q12.30	.322			-.185			.174	-.214
Q12.3	.312			-.202	.300	.232		
Q12.40	.286		.169	-.209	.155			-.262
Q12.9	.241		.185		.172	.179	.157	
Q12.43		.802						

Q12.44		.644						-.314
Q12.10			.600				.160	
Q12.38	.152		.491				.325	
Q12.42		.251	.334			.273	.216	
Q12.41			.302	.273		.274		
Q12.13	.251	.227	.261					
Q12.15				-.720			.189	
Q12.14				-.648				
Q12.17	.263		.386	-.432		.173		
Q12.16	.326			-.416		.163		
Q12.37		.153		-.373				-.351
Q12.12			.284	-.296	.244	.173		
Q12.25		-.280	.202	-.294	.175			-.200
Q12.7		.190	-.158		.666			
Q12.6					.651		.170	
Q12.4	.245				.533			
Q12.5			.206		.433			-.193
Q12.2	-.150		.222		.396		.190	
Q12.19						.745		
Q12.20						.735		-.153
Q12.18				-.178		.668		
Q12.21				-.181		.412	.268	-.187
Q12.28		-.186			.175	.369	.238	-.360
Q12.32							.877	
Q12.33			-.160				.875	
Q12.34							.722	-.159
Q12.31			.292				.584	
Q12.11					.161		.405	
Q12.35	.312					.248	.354	-.239
Q12.1	.216				.191		.325	
Q12.29								-.620

Q12.39		.165	.230	-.304		-.240		-.471
Q12.27		-.248		.170	.219	.424		-.437
Q12.8		.209			.232	.207		-.239

Extraction method: Principal axis factoring

Rotation method: Oblimin with Kaiser normalization

a. Rotation converged in 30 iterations.

Reliability test results:

Reliability (Factor 1)

Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.883	.884	9

Inter-item correlation matrix

	Q12.46	Q12.23	Q12.24	Q12.26	Q12.45	Q12.3	Q12.40	Q12.4	Q12.30
Q12.46	1.000	.511	.564	.550	.659	.489	.498	.463	.484
Q12.23	.511	1.000	.677	.522	.403	.462	.400	.426	.356
Q12.24	.564	.677	1.000	.601	.370	.525	.414	.495	.479
Q12.26	.550	.522	.601	1.000	.404	.588	.351	.434	.515
Q12.45	.659	.403	.370	.404	1.000	.408	.334	.208	.302
Q12.3	.489	.462	.525	.588	.408	1.000	.470	.600	.409
Q12.40	.498	.400	.414	.351	.334	.470	1.000	.362	.393
Q12.4	.463	.426	.495	.434	.208	.600	.362	1.000	.386
Q12.30	.484	.356	.479	.515	.302	.409	.393	.386	1.000

Summary item statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Inter-item correlations	.459	.208	.677	.469	3.255	.010	9

Item-total statistics

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Q12.46	15.50	20.985	.738	.638	.861
Q12.23	15.63	21.540	.647	.511	.869
Q12.24	15.58	20.978	.719	.594	.862
Q12.26	15.53	21.614	.689	.531	.866
Q12.45	15.59	22.418	.520	.485	.879
Q12.3	15.30	21.197	.687	.553	.865
Q12.40	15.25	21.962	.549	.345	.877
Q12.4	15.36	21.704	.577	.457	.875
Q12.30	15.34	21.602	.566	.366	.876

Reliability (Factor 3)

Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.777	.776	6

Inter-item correlation matrix

	Q12.10	Q12.38	Q12.42	Q12.41	Q12.13	Q12.22
Q12.10	1.000	.523	.479	.413	.393	.348
Q12.38	.523	1.000	.530	.334	.439	.267
Q12.42	.479	.530	1.000	.469	.474	.268
Q12.41	.413	.334	.469	1.000	.222	.171
Q12.13	.393	.439	.474	.222	1.000	.165
Q12.22	.348	.267	.268	.171	.165	1.000

Summary item statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Inter-item correlations	.366	.165	.530	.365	3.212	.015	6

Item-total statistics

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Q12.10	12.65	8.235	.629	.406	.716
Q12.38	12.71	8.325	.612	.402	.721
Q12.42	12.62	8.196	.658	.451	.709
Q12.41	13.44	8.942	.449	.269	.762
Q12.13	12.68	8.486	.479	.290	.757
Q12.22	11.74	9.840	.329	.139	.786

Reliability (Factor 4)

Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.846	.848	6

Inter-item correlation matrix

	Q12.15	Q12.14	Q12.17	Q12.16	Q12.37	Q12.25
Q12.15	1.000	.646	.527	.535	.534	.437
Q12.14	.646	1.000	.503	.519	.488	.374
Q12.17	.527	.503	1.000	.704	.377	.438
Q12.16	.535	.519	.704	1.000	.353	.446
Q12.37	.534	.488	.377	.353	1.000	.343
Q12.25	.437	.374	.438	.446	.343	1.000

Summary item statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Inter-item correlations	.482	.343	.704	.361	2.054	.010	6

Item-total statistics

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Q12.15	11.88	10.106	.713	.539	.803
Q12.14	11.73	10.937	.669	.487	.814
Q12.17	12.16	10.690	.669	.543	.813
Q12.16	12.41	10.742	.671	.554	.812
Q12.37	11.88	10.921	.537	.332	.839
Q12.25	12.05	11.271	.520	.278	.841

Reliability (Factor 5)

Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.824	.826	6

Inter-item correlation matrix

	Q12.7	Q12.6	Q12.5	Q12.2	Q12.9	Q12.12
Q12.7	1.000	.646	.377	.330	.418	.323
Q12.6	.646	1.000	.480	.445	.546	.359
Q12.5	.377	.480	1.000	.437	.339	.421
Q12.2	.330	.445	.437	1.000	.488	.484
Q12.9	.418	.546	.339	.488	1.000	.524
Q12.12	.323	.359	.421	.484	.524	1.000

Summary item statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Inter-item correlations	.441	.323	.646	.324	2.002	.008	6

Item-total statistics

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Q12.7	12.39	9.088	.567	.432	.803
Q12.6	12.53	8.873	.692	.556	.773
Q12.5	12.17	9.582	.545	.332	.805
Q12.2	11.91	9.910	.579	.370	.798
Q12.9	12.72	9.518	.622	.448	.789
Q12.12	12.18	10.045	.556	.381	.803

Reliability (Factor 6)

Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.896	.896	6

Inter-item correlation matrix

	Q12.19	Q12.20	Q12.18	Q12.21	Q12.27	Q12.28
Q12.19	1.000	.761	.695	.563	.520	.567
Q12.20	.761	1.000	.690	.636	.524	.563
Q12.18	.695	.690	1.000	.605	.545	.466
Q12.21	.563	.636	.605	1.000	.499	.510
Q12.27	.520	.524	.545	.499	1.000	.697
Q12.28	.567	.563	.466	.510	.697	1.000

Summary item statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Inter-item correlations	.589	.466	.761	.295	1.632	.007	6

Item-total statistics

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Q12.19	11.17	12.032	.766	.654	.870
Q12.20	11.15	11.754	.784	.670	.867
Q12.18	11.50	12.596	.734	.600	.875
Q12.21	11.12	12.647	.680	.484	.883
Q12.27	11.36	12.654	.676	.550	.884
Q12.28	11.07	12.180	.679	.566	.884

Reliability (Factor 7)

Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.913	.912	8

Inter-item correlation matrix

	Q12.32	Q12.33	Q12.34	Q12.31	Q12.11	Q12.35	Q12.1	Q12.36
Q12.32	1.000	.771	.737	.700	.611	.574	.470	.553
Q12.33	.771	1.000	.728	.666	.557	.547	.429	.528
Q12.34	.737	.728	1.000	.647	.549	.666	.472	.571
Q12.31	.700	.666	.647	1.000	.593	.578	.423	.504
Q12.11	.611	.557	.549	.593	1.000	.496	.468	.511
Q12.35	.574	.547	.666	.578	.496	1.000	.439	.637
Q12.1	.470	.429	.472	.423	.468	.439	1.000	.412
Q12.36	.553	.528	.571	.504	.511	.637	.412	1.000

Summary item statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Inter-item correlations	.566	.412	.771	.359	1.870	.010	8

Item-total statistics

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Q12.32	16.14	22.835	.809	.708	.893
Q12.33	16.07	23.594	.770	.666	.896
Q12.34	16.32	23.574	.799	.677	.894
Q12.31	16.02	23.759	.747	.586	.898
Q12.11	16.49	23.866	.679	.478	.905
Q12.35	16.38	24.257	.707	.563	.902
Q12.1	16.51	25.462	.547	.310	.915
Q12.36	16.56	24.814	.664	.485	.905

Reliability (Factor 8)

Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.694	.695	3

Inter-item correlation matrix

	Q12.29	Q12.39	Q12.44
Q12.29	1.000	.482	.419
Q12.39	.482	1.000	.395
Q12.44	.419	.395	1.000

Summary item statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Inter-item correlations	.432	.395	.482	.088	1.222	.002	3

Item-total statistics

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Q12.29	6.13	2.184	.538	.295	.565
Q12.39	5.52	2.341	.520	.277	.591
Q12.44	5.47	2.263	.473	.224	.650

Descriptive statistics from the reliability test

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. deviation
F1	309	1.00	3.44	1.9317	.57614
Q12.43_apart	309	1.00	4.00	2.9450	.84143
Q12.8_apart	309	1.00	4.00	2.1133	.86983
F3	309	1.00	4.00	2.5280	.57620
F4	309	1.00	3.83	2.4035	.64671
F5	309	1.00	3.83	2.4633	.60593
F6	309	1.00	3.83	2.2468	.69367
F7	309	1.00	3.75	2.3321	.69533
F8	309	1.00	4.00	2.8533	.70048
Valid N (list wise)	309				

APPENDIX C: MAP 1

LEGEND

	Pick & Pay Hypermarket
	Entertainment Centre
	MCC Superspar
	Flamwood Walk Shopping Centre
	4-Ways Centre
	Matlosana Taxi Terminus
	City Mall
	Checker Hyper Centre
	Game Centre
	Proposed Future Development

Map ??:
Shopping Centres in Klerksdorp

Drawn by: Helouise Visser

Date: 09/11/2010

Source: Google Earth: Copyright Acknowledged