

# Considering green place-making as tool to enhance city branding approaches

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## PREFACE

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## ABSTRACT

This study considered green place-making as a tool to enhance city branding. Contemporary cities experience challenges to address the needs of the growing population, whilst managing scarce resources. Contemporary cities often lack identity as the focus has shifted to providing for quantity, rather than quality. Green place-making might pose a solution in this regard, by emphasising the provision of green spaces in the urban landscape, whilst focussing on the various social, environmental and economic benefits related to green spaces, that a city can tap into in attempt to enhance its identity.

This research considered the notion of green place-making as a tool to enhance the identity of cities, referring to the concept of city branding. To fully comprehend the interdependency between city branding and green place-making, theory-based sampling was employed as part of a qualitative inquiry into city branding literature in order to identify possible linkages with green place-making objectives, which was then further refined as part of the empirical research, in the form of re-coded objectives (referred to as functions).

The empirical research employed the self-assessment method of Boud and Falchikov (1989:529) to reflect on purposefully selected international case studies (Jardin de la Maison, Namur; Place du Cardinal Mercier, Wavre; Place Maugretour, La Louviere) in order to refine the re-coded objectives (functions), and identify possibilities of translating such objectives to a local South African context.

The research developed a framework to guide South African city branding strategies from a spatial planning perspective, employing green place-making tools and initiatives. This research aligned the objectives of city branding and green place-making, contributing to the academic discourse on the interface between social and spatial dimensions. It contributes to the Planning Profession by drawing on trans-disciplinary approaches to co-create spatial solutions for the local context.

**Key terms:** *City branding, green place-making, city identity, qualitative research, self-assessment, framework, spatial planning, re-coded objectives.*

## OPSOMMING

Hierdie studie het groen plek-skepping beskou as 'n hulpmiddel om stedelike handelsmerkgewing te bevorder. In moderne tye ervaar stede wêreldwyd uitdagings om die vereistes van 'n groeiende populasie asook die bestuur van skaars hulpbronne aan te spreek wat alles uiteindelik lei tot die gebrek aan identiteit. 'n Moontlike oplossing vir hierdie uitdagings is om groen plek-skepping in te sluit in 'n stedelike omgewing om sodoende genoegsame toegang te verleen aan skaars hulpbronne en dienste. Groen plek-skepping wat gefokus is op die voorsiening van groen spasies in 'n stedelike omgewing kan lei tot verskeie sosiale, omgewings- en ekonomiese voordele, wat 'n stad in staat stel om sy identiteit te vestig en te versterk.

Hierdie navorsing maak gebruik van groen plek-skepping as 'n konsep om die identiteit van stede te beklemtoon. Hierdie konsep staan ook bekend as stedelike handelsmerkgewing. Om die verwantskap tussen stedelike handelsmerkgewing en groen plek-skepping ten volle te begryp was beskrywende navorsing toegepas om sodoende 'n stedelike handelsmerkgewing- en groen plek-skepping raamwerk te skep. Sodanig was teorie-gebaseerde navorsing gedoen as deel van 'n kwalitatiewe ondersoek oor stedelike handelsmerkgewingsliteratuur om sodoende die moontlike verwantskap daarvan met groen plek-skeppingsdoelwitte te bepaal. Verdere verfyning van laasgenoemde is gedoen as deel van die empiriese navorsing en weergegee in die vorm van doelwit herkodering (ook bekend as funksies).

Die empiriese navorsing het die self-evalueringsmetode van Boud en Falchikov (1989:529) gebruik om doelgerig te reflekteer op geselekteerde internasionale gevallestudies (Jardin de la Maison, Namur; Place du Cardinal Mercier, Wavre; Place Maugretour, La Louviere) om die hergekodeerde doelwitte te verfyn en om identiteit moontlikhede toe te pas in 'n Suid-Afrikaanse stedelike konteks.

Die uiteindelige doel van die navorsing was dus om 'n raamwerk saam te stel vir stedelike handelsmerkgewing in Suid-Afrika vanuit 'n ruimtelike perspektief, gefokus op groen plek-skeppingsinisiatiewe. Hierdie navorsing is innoverend aangesien dit doelwitte van stedelike handelsmerkgewing en groen plek-skepping in verwantskap met mekaar bring en ook 'n raamwerk voorstel wat gebasseer is op die bevindinge van die navorsing om toekomstige ruimtelike beplanning in Suid-Afrika te lei. Dit dra ook by tot die beplanningsprofessie deur 'n kruisdissiplinêre benadering te volg vir die ondersoek van ruimtelike oplossings in 'n plaaslike konteks.

**Sleuteltermes:** *Stedelike handelsmerkgewing, groen plek-skepping, stedelike identiteit, kwalitatiewe navorsing, self-evaluering, raamwerk, ruimtelike beplanning, her-gekodeerde doelwitte.*

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# CHAPTER 1 CONTEXTUALISING THE RESEARCH

## 1.1 Contextualisation of the research

This study considered green place-making as a tool to enhance city branding. Contemporary cities experience challenges in addressing the needs of the growing population and managing scarce resources, often leading to a lack of identity (Boussaa, 2017:1; Taipale, 2012: xi). The notion of green place-making might pose solutions in this regard, through providing adequate access to scarce resources and services within an urbanised landscape (World Health Organisation, 2017:2; Cilliers & Cilliers, 2016:5). Thus, this study will determine how green place-making can be used as a tool to enhance city branding. This chapter will aim to provide the research objectives and contextualisation of the research.

## 1.2 Problem statement

City branding revolves around the character of the city or place and according to Project for Public Spaces (2014) it's the public spaces in the city that define its character. However, current reality suggests that the quantity and quality of public urban green spaces are decreasing as a direct result of increasing urbanization (Gulsrud, 2015:9) and population growth. Contemporary cities face major challenges in terms of creating a city identity whilst adhering to the green agenda, further constrained by the constant decrease in city budgets and increase in urban density (Konijnendijk, 2010:1). Green place-making might offer a solution for prioritizing public green spaces within cities, if such could be linked to innovative strategies relating to marketing and city branding (CUGE, 2011). The aim of city branding (as for place-making) is to build local identities in order to appreciate the broader city and achieve better positioning of city branding within urban management and policies (Rivas, 2013:1). This research argues that if such place-making initiatives could be centred around public green space planning, a vice versa benefit could be created, where public green spaces are prioritised as part of broader city planning approaches, and will enhance city branding objectives, due to the added value provided by the green spaces reflected in terms economic, social and environmental spin-offs.

According to Bothma (2015:2) the current available academic literature with regards to city branding in the South African context is limited, mainly focused on the development of cities and increasing tourism destinations. This research considered the role of green place-making within broader city branding approaches, in an attempt to build a case for the planning of public green spaces and to motivate such in terms of the social, economic and environmental benefits that relates to city branding approaches. The ultimate aim of this research was to develop a framework to guide South African city branding strategies from a spatial planning perspective, focussing on green place-making initiatives.

### **1.3 Primary research questions**

The primary research question is to consider if green place-making can enhance city branding objectives as perceived from a spatial planning perspective.

Sub-questions included:

- What is the interdependency between green place-making and city branding?
- How can green place-making enhance city branding objectives from a literature and practical perspective?
- How can green place-making be incorporated as part of broader city branding approaches in South Africa?
- Can spatial planning approaches enhance the interface between place-making and city branding objectives, whilst addressing the green agenda?

### **1.4 Aims and objectives**

The objective of this study was to consider green place-making as a tool to enhance broader city branding approaches, from a spatial planning perspective.

Secondary aims included:

- To consider the concept of city branding and its importance in improving current social, economic and environmental aspects within a city.
- To consider the alignment between objectives of green place-making and city branding in terms of environmental, social and economic aspects.
- To conduct a comparative analysis between objectives of green place-making and city branding indexes to identify the overlaps and gaps (areas of intervention).
- To consider international best practices relating to green place-making and its contribution towards the objectives of successful city branding.
- To translate international best practices to a local South African context.
- To create a framework to guide South African city branding strategies from a spatial planning perspective, focussing on green place-making initiatives.

### **1.5 Method of investigation**

This research defined and considered aspects relating to city branding and green place-making. The notion of city branding was explored in terms of the values, ideas, vision, promise, historical perspective and sense of purpose of the community to ultimately contribute towards the character of a place and create a sense of ownership (Project for Public Spaces, 2014). The notion of place-making was explored in terms of the economic, environmental and social (experiences obtained in a place) considerations (The place brand observer, 2017). To fully comprehend the interdependency between city branding and place-making, descriptive research was considered related to market features, in an attempt to create an inclusive city-branding and place-making framework. As such, theory-based sampling was employed as part of qualitative inquiry into city branding in order to identify possible linkages with green place-making objectives, which was

further explored as part of the empirical research, in the form of re-coded objectives (referred to as functions).

The empirical research considered purposefully selected international case studies in order to refine on the re-coded objectives identified as the interdependency between city branding and green place-making, and possibilities of translating such international best practices to a local South African context. The empirical investigation was based on the method of self-assessment, to evaluate theory in practice and make judgements on the outcomes of the research that was conducted (Boud & Falchikov, 1989:529). A theory-based approach was applied in the literature review that led to certain objectives being identified that could be associated with the notion of city branding and green place-making. The international best practices could be analysed successfully through these identified objectives. The method of self-assessment included two core elements namely, identified standards (evaluation criteria) and an explanation of the ranking provided (the judgments with regards to the research based on these standards or criteria) (Boud & Falchikov, 1989:529). Self-assessment has been found to be an important aspect in case study analyses to inform on motivation, efficiency and engagement (Pastore, 2017:259).

Based on the theoretical and empirical investigation and refined (re-coded) objectives the research drew conclusions pertaining to green place-making as tool for enhanced city branding and proposed a framework to inform local spatial planning approaches to realise such.

## **1.6 Limitations of the study**

The concept of city branding, as well as the concept of green place-making is no new phenomenon, but the realisation that place-making could pose value in terms of city branding has recently been recognised by scholars across the globe. There are however, very limited case studies pertaining to the success of such alignment between city branding and green place-making, and therefore this research draws on international case studies to inform the local context. Another limitation of the study was that the research considered a wide variety of objectives and focused on three or more overlaps between objectives as point of departure to establish the interface between the two concepts, thus further studies can focus on more closely related objectives and overlaps. The aim of this research was not to discuss the disparities between international and local contexts, but rather to translate international best practices to fit a unique local context. As no similar studies were conducted before, this research serves as point of departure for including green place-making approaches to enhance city branding, but at the same time, call for more similar research to substantiate the findings presented in this dissertation.

## **1.7 Definitions**

The following definitions form a critical part of this research and is defined to provide a contextual point of departure:

**Brand:** The concept of brands is all-present and can be associated to almost every aspect in life specifically focused on social, cultural, economic, sporting and even aspects related to religion (Maurya, 2012:122). A brand is unique in the minds of each of its stakeholders due to individual experiences, perspective, culture and position (Avis, 2009:3). A brand

can also be referred to as a sign, design, term, name or even a mixture of the mentioned aspects with the main purpose of identifying services and goods between various suppliers or competition (Du Toit and Erdis, 2013:17).

- Branding:** The concept of branding was referred to as a process to distinguish a product from those of its competitors by ensuring that the product has an identity and that it is unique and recognisable.
- City:** A city can be defined as an interconnected collection of primary groups in purposeful associations such as a family or a neighbourhood. It is generally characterised by permanent structures in a fixed location, storage, permanent facilities for manufacturing, and most importantly the social distribution of labour that serves for both the economic life as well as for cultural processes (Mumford, 1937:93).
- City branding:** The city branding concept refers to the differentiation between various cities to achieve specific social, political and economic objectives. The definition of city branding is as simple as applying the branding of products to places although cities are more personal and unique to a community (Kavaratzis & Ashworth, 2005:506).
- Green infrastructure:** A strategically planned approach to establish a network of natural and semi-natural areas together with other environmental features to ultimately protect and restore a wide range of ecosystem services to reinforce the safety of the community and quality of life (European Commission, 2013).
- Green place-making:** The establishment of high-quality green spaces achieved through the implementation of various functions to enhance the local identity and lead to more sustainable cities.
- Place:** Place can be defined as a common experience that fulfils people's needs such as security and enclosure and where people will choose to spend time in (Agnew, 2011:2; Tuan, 1977:3; Hunziker *et al.*, 2007:48).
- Place-making:** The establishment of high-quality spaces (waterfronts, plazas, parks) that attracts the attention of people and are places that communities can enjoy (Dempsey & Burton, 2011:1).
- Qualitative research:** Qualitative research is based on exploratory research and is a type of social science research including non-numerical data to ultimately interpret and develop ideas or hypotheses for potential quantitative research.



**Resilience:** Resilience is the ability of any (urban) system to maintain constancy through all disturbances whilst remaining sustainable (UNHabitat, 2018:1).

**Spatial planning:** Known as a public sector function it is able to influence the future spatial distribution of activities to ensure sustainable development and strengthen the integration between various disciplines, including: land, fisheries and forests; regional; urban; economic; transport; and environment (European Union, 2015:2).

**Sustainable communities:** Communities that address and meet the various needs of existing and future residents (Da Costa, et al., 2012).

**Sustainable development:** Development that addresses and meets the needs of the existing as well future generations (United Nations General Assembly, 1987, p. 43).

## 1.8 Abbreviations

**CoGTA** Cooperative Governance and Traditional Affairs  
**EU:** European Union  
**QOL:** Quality of Life

## 1.9 Structure of the dissertation

The structure of the remainder of the dissertation is set out in Table 1-1.

**Table 1-1: Structure of dissertation**

Section	Chapter	Content
<b>Section A: Introduction</b>	Chapter 1: Contextualising the research	This chapter serves as the introduction and contextualising of the research with the focus on the problem statement, primary research questions, aims and objectives of the study, the method of investigation together with the limitations associated with the research.
<b>Section B: Literature investigation</b>	Chapter 2: Understanding the concept of city branding	This chapter provides a contextualisation of the concept of cities, as well as a literature review of concepts relating to city branding, including the definition of a city, the difference between a brand and branding, the concept of city branding as well as the relation between city, branding and planning.
	Chapter 3: Considering the notion of green place-making	This chapter will mainly deal with the notion of green place-making. This chapter includes the discussion of the importance of green aspects in cities and city planning, the definition of place-making and the green place-making concept.

Section	Chapter	Content
	Chapter 4: Interface between city branding and green place-making	This chapter will consider city branding and green place-making objectives to successfully analyse the interface between them. Theory-based sampling referring to the notions of city-branding and green place-making, also in relation to direct economic benefits, as well as indirect benefits of social and environmental considerations, were used as point of departure to consider the possible interface.
<b>Section C: Empirical investigation</b>	Chapter 5: Analysis of recorded objectives in international best practices	This chapter formed part of the empirical study and included three purposefully selected case studies that were selected based on their ability to achieve successful city branding through green place-making approaches. These case studies were considered as international best practices to further refine the framework for city-branding through green place-making.
<b>Section D: Concluding remarks and recommendations</b>	Chapter 6: Conclusions	This chapter will serve as a conclusion for the research by drawing on the literature study as well as results obtained in the empirical analyses. The chapter will consider each secondary aim and objective that was mentioned as part of this study in order to ultimately address the main objective, "to consider the role of green place-making within broader city branding approaches".
	Chapter 7: Recommendations	This chapter will mention planning recommendations and recommendations for future research relating to city-branding and green place-making approaches. Ultimately this chapter will recommend a framework for the enhancement of city branding through green place-making within a South African context.

Source: Author's own construction, 2019

# **CHAPTER 2 CITY BRANDING FROM A SPATIAL PLANNING PERSPECTIVE**

## **2.1 Introduction**

This chapter was based on the first objective of the study to reflect on the concept of city branding and its role and importance in terms of broader spatial planning approaches, referring to social, economic and environmental aspects within a city.

## **2.2 Contextualising cities and the notion of city branding**

The following section provides the contextualisation of the concept of cities, as well as a literature review on the notion of a place, concepts relating to city branding such as the difference between a brand and branding, the concept of city branding, and the relation between city, branding and planning.

### **2.2.1 Contextualising cities**

The definition and demarcation of a city is strongly context-based, where each country employs a unique methodology based on a diverse range of criteria. The criteria may include common aspects associated with a city such as population size and density or may even include some historical and functional aspects related to the city (Dijkstra & Poelman, 2012:3). More recent definitions of the cities in the European countries have been based on population size and density with less focus on the functions and historical aspects the city offers (Dijkstra & Poelman, 2012:4). According to Mumford (1937:93) a city is an interconnected collection of primary groups in purposeful associations such as a family or a neighbourhood. Through certain economic organisations, similar to a corporate character these various groups support themselves.

Further aspects that define a city are the permanent structures within a proportionately limited area. Physical characteristics associated with a city is the fixed location, the permanent and durable structures, storage, permanent facilities for manufacturing, and most importantly the social means of the social distribution of labour that serves for both the economic life as well as for cultural processes (Mumford, 1937:93).

A city can be defined as a complex geographic web, an institutional practice, an economic organization together with various social activities and aesthetic influence. According to the authors Gallion and Eisner (1983:5) the word 'city' refers to the assembly of people in a geographic area who are able to support themselves with economic activities available in the city. A city can also revolve around education, exchange, government and industry activities and is able to attract people from rural areas. In some cities economic growth remains the main aim of a government. The focus on the environment is often at stake due to the constant focus on economic development and jobs opportunities (Caves, 2005:39).

Furthermore, as defined by Lynch (1960:1) a city is a construction in space that is of a vast scale and grasped over the course of time. Lynch focused on the definition of a city based on people's perceptions. This is based on the fact that people formed associations and meaning with some

part of the city. This definition of a city is also highlighted by Kotkin's (2013:2) description that a city is about the people, and that a city needs to be defined by its uniqueness and distinctiveness. It is also important to note that a city is highly focused on social aspects, and various functions in the city, including industries, communication, markets and traffic have certain social needs. The social needs of a city are stimulated through the inter-relationship between libraries, theatres, schools and community centres in order to successfully define the urban neighbourhood and creating the outlines of an integrated city (Mumford, 1937:93).

It can thus be concluded that a city can either be defined on a globalised scale by a generalised definition based on size and density of its population or a city can be defined by its community. Thus, taking into consideration, people's perceptions, personal associations and experiences that are important on a local scale in order to establish the unique character of the city.

According to Project for Public Spaces (2014) cities are faced with various challenges such as the decline in resources, lack of job opportunities, economic instability, complex political issues and unexpected shifts in demographics. These challenges also have an effect on neighbourhoods and the sense of community. Unfortunately, there is not a perfect solution for these types of challenges but rather certain aspects that can mitigate such challenges, namely public places. Through the implementation of public places in the form of community markets, neighbourhood parks and public squares, which might improve and transform the relationship amongst the community (Project for Public Spaces, 2014).

It is only in recent years that the several levels of authorities started to realise the important role that the 'implementation of place' can play in economic development within a city. The role of public places is of critical importance to establish quality of life in order to attract entrepreneurship, talent and local businesses. In order for a city to be able to successfully compete in a global marketplace it needs to be able to attract these role-players (Welch & Anderson, 2017:4). Thus, public places play a vital role for communities in terms of social and economic aspects (Joseph Rowntree Foundation, 2005:1). People need a place to expose their identity and culture and be aware of the versatility and differences within the community, conforming to the theories of "sense of community" (Joseph Rowntree Foundation, 2005:2). Public spaces are vital in an urban context in this sense, as it provides space for sustainable community development (Joseph Rowntree Foundation, 2005:1). A sustainable community is a community that addresses and meets the various needs of existing and future residents (Da Costa, et al., 2012). Cilliers and Cilliers (2016:8) also states that role-players need to start realising the undeniable value that good quality places can offer cities in terms of attracting, maintenance and efficient use of resources. From the statement of Project for Public Spaces (2014) it is evident that cities are the collection of various smaller places, and that the economies of scale are important when planning and designing cities. Therefore, the concept of place will be described accordingly, as a smaller facet within the urban fabric.

### **2.2.2 The notion of a place**

The authors Tuan (1977:3) and Hunziker *et al.* (2007:48) explained the terms space and place as common experiences and also what the two modes required to comprehend the landscape experience. Space is what people live in; it is either restricted or spacious. A place fulfils people's needs such as security and enclosure whilst space refers to people's freedom. According to

Agnew (2011:1) place can also be referred to as a portion of space where people will choose to spend time in. Place is something unique and there is not one other like it (Agnew, 2011:2). Space and place have different weights that depend on a community's psychosocial cultural background and biological inheritance. The place mode requires people's idea of the landscape based firstly on the social integration that includes norms, meanings, symbols and values and secondly on self-awareness based on achievements and experiences (Hunziker *et al.*, 2007:49). Furthermore, places can be seen as a hub where feelings and biological needs like water, food and rest are involved (Tuan, 1977:4). A place can be defined as an object that defines a space and therefore it is given a geometric personality (Tuan, 1977:17). Space on the other hand is a complicated set of ideas (Tuan, 1977:34). According to Hunziker *et al.* (2007:49) a space (space mode) also requires people's perception of an area, based on their biological needs and the use of the landscape.

Place should thus offer a physical, cultural, social or spiritual quality to its people. A place not only exists but it happens which in turn gives it an opportunity to develop a story or history (Casey, 1997:27). The various meanings of space and place can be used to discover the trends within the field, and its important impact on physical, environmental, social and economic processes (Agnew, 2011:2). Here a question may arise of why is public spaces considered vitally important in modern cities. According to Daniel (2016:5) places in a city helps to achieve a sense of community, social capital and culture. Public places also help to create a more enjoyable experience in higher density neighbourhoods as can be found in cities. Public places are vital in cities to establish resilient, safe, inclusive and sustainable cities. The Project for Public Places (2009) refers to the importance of providing a variety of smaller places within the urban fabric, referred to as the 'power of 10' where activities within places contribute to building greater spaces and ultimately greater cities. Places (and place-making) in this sense is therefore intriguingly linked to the image of cities, or known as the branding of cities.

## **2.3 Considering the branding of cities**

This section reflected on the definition of branding (referring to the image) and concept of branding to ultimately understand the reference to city branding (and the image of the city) and its role and value from a spatial planning perspective.

### **2.3.1 The definition of a brand and relation to city planning**

Maurya (2012:122) stated that brands are all-present and can be associated to almost every aspect in life specifically focused on social, cultural, economic, sporting and even aspects related to religion. Due to the fact that brands are omnipresent they have received increased criticism. Individuals living in post-modern societies have a tendency to name their consumption, therefore a brand should be analysed through different perspectives, including: microeconomics, macroeconomics, anthropology, semiotics, sociology, history, philosophy, etc. (Maurya, 2012:122).

Though the brand concept has been debated in recent years as an increasingly important topic in the marketing discipline one should note that it has been around since early civilisation. Names and marks were used by the old civilisation of the Greek and in Mesopotamia to indicate and identify their offerings such as ointments, pots, metals and wines (Mauraya, 2012:122). Brand as

a word was derived from the Old Norse word “brand” meaning “to burn” which refers to the heated iron used to place an identifying mark on the livestock for owners to identify them.

In order to successfully define the brand concept, one should form a common understanding and interpretation of the concept such as: What is a brand? How to measure the strength of a brand? And how does one evaluate the value of a brand. Maurya (2012:122) mentioned that a great portion of research relating to brand is based on the better understanding of preference, switching between brands, and the loyalty towards brands as well as brand extensions. Likewise, Avis (2009:3) stated that a brand is unique in the minds of each of its stakeholders. Thus, a brand is based on individual experiences, perspective, culture and position. The brand is a sum of activity relating to all aspects in an organisation and is presumed differently in the mind of each stakeholder. Thus, a brand is a moving target determined by the culture of an individual (Avis, 2009:3).

The American Marketing Association submitted one of the first formally structured definitions of a brand in 1960 (AMA, 1960:8) stating that a brand is “a name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers”. A definition for brand supplied recently by Du Toit and Erdis (2013:17), referred to a brand as a sign, design, term, name or even a mixture of the mentioned aspects with the main purpose of identifying services and goods between various suppliers or competition.

A brand can also be referred to as a symbolic concept mainly to add meaning or value to something, thus brands are indicators to establish certain associations between objects and culture (Eshuis & Edwards, 2013:3). Therefore, a brand can be a product like perfume or beer, a place like New York or Amsterdam, or even a person from a politician to a rock star (Eshuis & Edwards, 2013:15).

A proper brand will fulfil in the perceived and real needs of the customer and deliver and achieve a sustainable competitive advantage (Winfield-Pfefferkorn, 2005:19). City branding is merely applying the principles of product branding to cities or places and focusing more on just logos and names due to the many facets associated with cities (Kavaratzis, 2008:53). The characteristics that help to establish a strong city brand will be discussed in more detail in Section 2.4.

### **2.3.2 The concept of branding from a spatial perspective**

The concept of branding is referred to as a process to distinguish a product from those of its competitors by ensuring that the product has an identity and that it is unique and recognisable (Bothma, 2015:4). This is followed by the establishment of a successful association between the product and the brand and to ensure that the brand is relevant and unique from its competitors. According to Prilenska (2012:12), brands add a certain value to products that leads to achieving a consumer and construction identity. By achieving this identity there will be a link between the consumer and the community of brand users and this will ensure that a competitive advantage is achieved for the product or brand in terms of qualities superior to those of its competitors (Prilenska, 2012:12). Branding places emphasis on the physiological and emotional component and not necessarily on debate and reason. Thus, the focus is not placed on systematic processing and argument but rather on assessment based on experiences (Eshuis & Klijn, 2012:29).

The branding strategy has become quite influential in city branding, referring specifically to geographical locations including regions, cities, nations and communities (Eshuis & Klijn, 2012:24) which will be discussed in more detail in the following section.

### **2.3.3 The city branding concept**

The definition for city branding is usually oversimplified by business marketing schools and lacks the comprehension of the city as a collective entity or space. This is evident in a statement made by Philip Kotler, marketing scholar, that city branding only entails four distinctive strategies in order for a place to be improved. The four strategies are set to establish a competitive advantage and include the following (Coimbra *et al.*, 2012:9):

- Design – place as character;
- Infrastructure – place as a fixed environment;
- Basic services – place as a service provider; and
- Attractions – places offering recreation and entertainment facilities.

Although there are many common characteristics between marketing, branding, corporations and cities such as the inclusion of multiple stakeholders, high complexity level, social responsibility, inclusion of multiple identities as well as long term development. One would find it difficult to regard a city as a corporation due to the multitude of aspects that are associated with a city, from social aspects, community, housing basic services to production, finances, economy etc. (Coimbra *et al.*, 2012:9). Branding in the private sector is also more focused on business strategies whereas city branding is based on the development policies for cities (Hanna & Rowley, 2007:62).

Due to the rise in technology and changes from a local to a globalised environment, cities had to become increasingly more competitive to retrieve more residents together with improved lifestyles, increase in tourist attractions and cultural experience in order to establish a strong brand (Winfield-Pfefferkorn, 2005:11; Riza *et al.*, 2011:293). Society now has various options for working in one place and living in another due to the increasing utilisation of internet, wireless connections, home offices and laptops (Prilenska, 2012:12). This presents a major challenge for city branding, with people being able to work from any place in the world whilst living somewhere else as well as the increasing use of foreign manufacturing with no need to make use of the city's already established industries. Another challenge that cities are currently experiencing is the fact that it is becoming more competitive amongst cities to attract inward investments, tourists and new residents. Thus, the city needs to be improved continuously and develop strategies in order to support, advertise and sell itself within the global market.

According to Riza *et al.* (2011:294) and Winfield-Pfefferkorn (2005:2) cities can mitigate this challenge by branding themselves as a good place for living that offers diversity in industry, retail, technology and various other attractions. Mitigation can also be achieved if cities follow three main approaches to promote themselves. These approaches include restoration and promotion of heritage, cultural mega events, and also the construction of iconic buildings. Of all of these approaches the construction of iconic buildings has been implemented in most cities in order to create an identifiable image for its residents and tourists. The competition between cities is highly interconnected especially when the Quality of Life (QOL) concept is considered. The Quality of

Life (QOL) concept refers to the feeling of fulfilment, satisfaction and well-being of the residents and the tourists as well as to the strong interconnection between Quality of Life (QOL) and the image of a place. The construction of iconic buildings contributes towards achieving an identifiable image that can have a direct influence of the Quality of Life (QOL) for tourists and residents (Riza *et al.*, 2011:294; Prilenska, 2012:12). Winfield-Pfefferkorn (2005:2) also mentioned other characteristics that a city with a strong brand possesses and requires in order to establish a successful city brand that includes characteristics such as history, attractions, tourism, visitors, residents and projected city brand.

Important functions of a city such as good quality housing, affordability, employment opportunities, transport facilities, green open spaces and quality education will attract skilled workers that will ultimately lead to economic growth (Winfield-Pfefferkorn, 2005:10; Prilenska, 2012:13). Most of the mentioned functions are spatially related and has a spatial impact. A city that has access to all these aspects will be known as a satellite city that offers a quality of life with its green spaces, forest or seaside (Prilenska, 2012:13). It will however be difficult to include city branding in a city that already has a negative brand image. Due to a brand being in concurrence with the perception that people have with the place, it is hard to change the public opinion of the city. According to Winfield-Pfefferkorn (2005:12) cities are all competing with one another in order to increase their ability to attract and maintain an educated workforce, and as a result the weaker branded cities are left behind.

In this sense, cities have always been brands, evident as people often refer to cities in terms of a specific quality or attribute (Jarvisalo, 2012:16). Examples of these are for instance:

- New York that portrays energy (city that never sleeps);
- Milan with style (style capital); and
- Paris with romance (city of love).

These are the brands that cities have based on the destiny and history. The image of a city will determine how a community, tourists and visitors react and experience a city. The image of a city is the sum of impressions, ideas and beliefs that people have of a city (Kotler *et al.*, 1999:160). The image of a city will individualise a city, giving it its own identity. According to Jarvisalo (2012:16) many cities with negative images are based on historical events and have little to do with planning. The image of a city will be at its best if the image is based on its natural development. Thus, the image of the city should reflect what the city is (Jarvisalo, 2012:16).

Coimbra *et al.* (2012:6) took an integrated approach to city branding in their study for CityLogo – Innovative place brand management. Integrated city branding requires the focus to be on the inclusion of quality research institutions within cities, high-level performance of local business clusters as well as the need for a skilled local marketplace in order for the city to function as a place of business. According to Coimbra *et al.* (2012:11), the local team that are responsible for the monitoring and designing of the city branding should not be responsible for the level and quality of performance that are related to the abovementioned aspects. For city branding should be communicated at strategic and operational levels or be included in urban planning procedures. Thus, referring to high-level communication between certain city departments and associated local stakeholders. The task of integrated city planning should be distributed amongst institutional stakeholders, civil society, and citizenship as well as public and private stakeholders. As



mentioned by Coimbra *et al.*, (2012:11) poor performances by city departments cannot be replaced by a sustainable city branding process.

According to Rivas (2013:1) as soon as the involved practitioners comprehend the city as a place of collective consumption, they would understand the position of city branding within urban management and policies. It was stated that city branding is not fundamentally connected to the attractiveness of a city but also its identification. Here an opportunity arises to re-examine urban identities as a consistent juncture between internal factors and external framework determinants (Rivas, 2013:1). Successful city branding is crucial for the survival and growth of a city in order to be able to attract inward investment as well as tourists and also reinforce the identity of the population operating within the city (Prilenska, 2012:12).

A city can also accomplish and increase its narratives as a contemporary city when the focus is based on a combination of realities, referring to local backgrounds, utopias, city image, all referring to urban projects together with the desires of people. The field of integrated city branding is only being approached when a city narrative is refined by communication codes and alternative drivers like uniqueness, fascination, reputation or through a conscious policy of city delineation (Rivas, 2013:2).

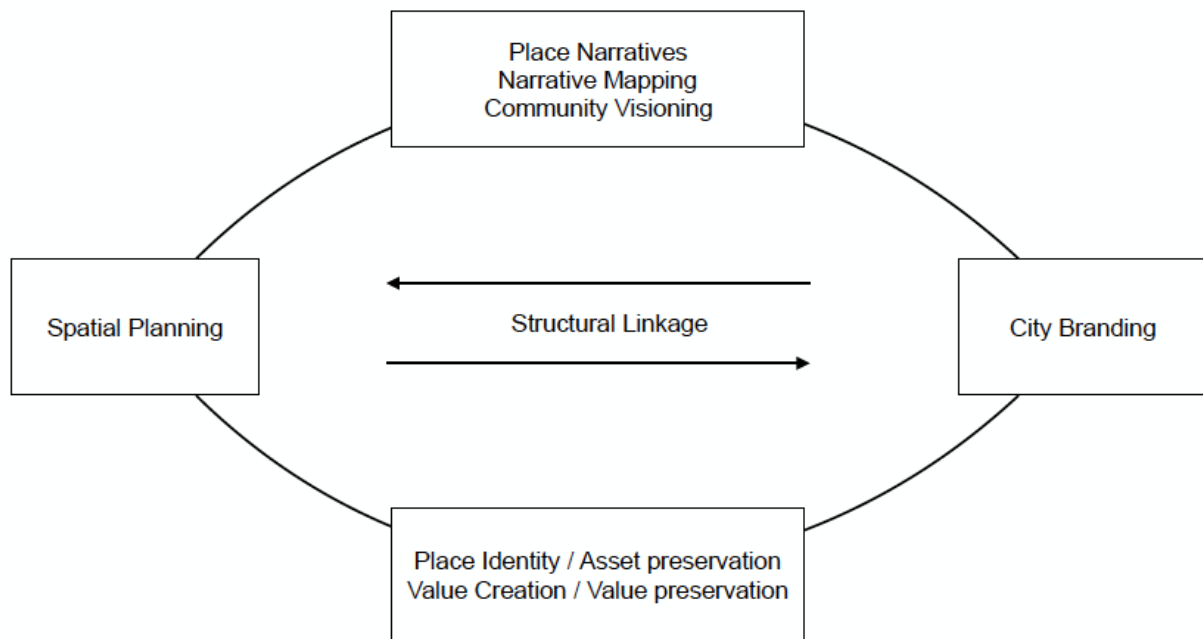
Once the concept of city branding is understood, it is important to understand how city branding and city planning is related, more importantly where city branding fits in the broader city planning context. The following sub-section will discuss the relationship between city branding and spatial planning.

#### **2.3.4 The interface between city branding and spatial planning**

City branding is a means of differentiation between various cities to achieve specific social, political and economic objectives (Kavaratzis & Ashworth, 2005:506). According to Kavaratzis & Ashworth (2005:508) the definition of city branding is as simple as applying the branding of products to places. Cities, however, are more personal and unique to a community and is based on the perceptions of people and images of various activities that were designed to establish the shape of the city and its future.

As mentioned by Eshuis & Edwards (2013:1) city branding is used as a strategy for urban governance in order to manage perceptions about places. These perceptions include opportunities available in a city and its identity as well as in the economy and spatial development.

Figure 2-1 illustrates the relationship between spatial planning and city branding. It is based on the principle that in the absence of spatial planning, city branding will be limited. Thus, spatial planning strategies that are based on place narratives and place identity will enforce the objectives of city branding.



**Figure 2-1: Theoretical cycle between spatial planning and city branding**  
**Source: Da Silva Oliveira, 2016:14**

According to Da Silva Oliveira (2016:14) the linkage between spatial planning and city branding is important to ensure that city branding remains unique to a place. For this to be achieved the spatial planning strategies needs to be legitimised together with public participation. Public participation together with other relevant stakeholders has an impact on city branding and spatial plans for place development (Da Silva Oliveira, 2016:14). Such city branding approaches require the long-term involvement of the corporation as well as high level of skills and resources (Maurya, 2012:122).

After the concept of a city and branding was discussed in detail, further focus will have to be put on the relation between the city, branding and planning. How does one address and manage these three aspects successfully in an increasing global economy (Gulsrud, 2015:15). Cities are facing competition between various cities on a local and international level.

In a recent study done by Ramli & Salleh (2018:191) it was mentioned that city planning is regarded as a crucial and integral part of the sustainability of cities. This is especially related to the complexities related to spatial planning and how it requires the intervention of a city planning system ruled by objectivity and positivism. Although city planning only started to have an influence in the 1990s it seems that conservative planning is starting to phase out. According to this study the toughest challenge cities face currently is spatial (regional and city) administration and planning. As for city branding the goal of city planning is also to ensure the sustainability of cities and its developments as well as the establishment of the image of the city (Ramli & Salleh, 2018:191).

According to Lindblom *et al.* (2012:7) cities need to be unique with an established identity to survive in an increased competitive environment of trade, investment and tourism. Branding together with upgrading of cities was included in important policies in Europe and America since the 1980s (Ramli & Salleh, 2018:192). Mentioned in the study done by Ramli and Salleh (2018:192) city branding achieves the unity in the variety of issues related to city management and public participation in city planning. According to Allmendinger and Haughton (2012:624) city planning is a process of making policies and requires multiple stakeholders to produce strategies that require logic and skill.

The incorporation of place-making into city planning was encouraged by the fact that spatial planning started to move in the direction of establishing cultural and financial aspects to increase the image of a place (Albrechts, 2013:4). A city brand plays an important role in building psychological connections with the place and is thus regarded as an important instrument in city planning. City branding is a concept that is able to combine the brand of the city with components of the city (Ramli & Salleh, 2018:192).

According to Ramli and Salleh (2018:192) stakeholders need to be enabled to connect to a place in order to become important agents of a place, for they are the primary authority responsible for the incorporation of city branding in city planning. In the drafting process of a city branding strategy in city planning one should consider the importance of versatility and flexibility of a city.

The ideal situation for any place is for people to come to the realization of what a place is and what the long-term plans for a place is (Ramli & Salleh, 2018:192). The authors, Ashworth and Kavaratzis (2010:238) made use of a formula for effective city branding based on the use of creative ideas of place activities. In order to successfully implement the 'formula' is was based further on two questions. The first question refers to why a city must change and the answer to this question is because of challenges based on financial, social and identity aspects. These challenges can be addressed through city branding to attract specialists and lead to quality development. The second question refers to how the why can be achieved and the answer is based on the attraction of potential specialists, investors and labourers. Finally, by incorporating city branding as a tool in city planning stakeholders will be encouraged to change their set views on economics and politics and focus on what the needs of the place are.

## **2.4 Planning approaches to enhance city branding**

As mentioned in the previous sections the branding of commercial products and branding strategies relating to cities are associated with each other. However, a city is far more complex with many facets that need to be taken into account. There are a few characteristics cities can apply in order to be regarded as a strong brand. The characteristics to achieve a strong city brand include (Winfield-Pfefferkorn, 2005:19):

- Functionality
- Added value
- Integration

These three aspects will be discussed in more detail in the sub-sections to follow.

### **2.4.1 Functionality**

For a brand to be defined as a strong brand it must be functional, thus offering an exclusive product or experience to the consumer or possess a prevalent, unique feature (Cozmiuc, 2011:430). Aspects that increase the chance for the product to be exclusive are its functional qualities. These qualities will lead to consumers preferring this brand to another. Like brands, cities also need to be functional, referring specifically to its noticeable benefits. A city must offer various services such as housing, public transportation, employment, industry and recreational activities in order to be considered functional (Cozmiuc, 2011:430; Winfield-Pfefferkorn, 2005:19).

### **2.4.2 Added value**

According to Winfield-Pfefferkorn (2005:21) a product is not always defined as a brand. A genuine brand is functional and adds value in a non-functional manner. Thus, a strong brand will ensure that the consumer perceives the product as adding value or personal benefit and will want to be associated with the product (Cozmiuc, 2011:431; Winfield-Pfefferkorn, 2005:21). The values are added from the consumer's experience with the brand, and this in turn will determine the kind of people that are interested in the product, the effectiveness of the brand and also the appearance of the brand. These qualities will ultimately lead to brand loyalty, which is regarded as an emotional aspect that has an impact on the sub-conscious. People will ultimately make time for a brand if they are loyal to it and it adds values in their lives (Winfield-Pfefferkorn, 2005:21).

### **2.4.3 Integration**

The final aspect relates to the importance of integration in a city. According to Winfield-Pfefferkorn (2005:27) a city needs to offer diversity in order for people to get excited about where they live. These cities will typically thrive in the art, culture, science and technology and offer alternative lifestyles that are outside of the norm (Cozmiuc, 2011:431; Winfield-Pfefferkorn, 2005:21).

## **2.5 Conclusion**

In the consideration of the notion of cities and in terms of its public spaces it was clear that cities are based on two important aspects, firstly social activities (functions) and secondly the community (users). As mentioned by Da Silva Oliveira (2016:14) there needs to be a linkage between city branding and spatial planning to ensure that the place is unique, referring to both activities and users. In this sense, cities should be planned to have a competitive advantage; to ensure the sustainability of cities; and to ensure that there is an increase in inward investment for the city.

When creating a city brand from a spatial planning perspective, the focus should be on:

- Functionality - thus offering an exclusive product or experience to the consumer or possess a prevalent, unique feature and various services such as housing, public transportation, employment, industry and recreational activities;
- Added value - a strong brand will ensure that the consumer perceives the product as adding value or personal benefit and will want to be associated with the product;
- Integration - a city needs to offer diversity in order for people to get excited of where they live.

Table 2-1 is finally presented as a collection of the important objectives associated with city branding from a theoretical point of departure, drawing on the research of several authors namely:

- Prilenska (2012): City branding as a tool for urban regeneration: towards a theoretical framework;
- Ashworth and Kavaratzis (2010): Towards effective place brand management: branding European cities and regions;
- Konijnendijk, 2012: Green cities, competitive cities – promoting the role of green space in city branding;
- Coimbra *et al.* (2012): City logo: innovative place brand management;
- Winfield-Pfefferkorn (2005): Exploring city branding and the importance of brand image.

From this theoretical point of departure, the following aspects were identified as core objectives to guide city branding, from a spatial planning perspective:

- Social aspects;
- Economic aspects;
- Consumer / community aspects;
- Place identity / image aspects;
- Cultural aspects; and
- Visual aspects.

Table 2-1 to Table 2-6 discusses city branding in terms of these identified objectives, drawing on the research of the various authors included in the theoretical investigation.

**Table 2-1: City branding objectives based on research done by several authors – social aspects**

<b>Social aspects</b>	
<b>Prilenska, 2012</b>	<ul style="list-style-type: none"> <li>• Prilenska (2012:12) mentioned that cities are closely resembled to corporate brands for they are complicated systems that need to take multiple identities into consideration, together with different stakeholders and have social responsibilities.</li> <li>• Cities also consist of various components that are based on spatial and communication aspects. Based on a theory set out by Ashworth and Kavaratzis and mentioned by Prilenska (2012:14) there are 3 types of communication referred to primary, secondary and tertiary communication. For the purpose of social aspects, the main type of communications is primary. Primary communication can be divided into spatial and non-spatial classifications. The spatial classification is focused on the improvement of the quality of the city, such as large-scale redevelopment and projects regarding infrastructure. Non-spatial classification is based on the improvement of the social environment, organization of events and provision of services.</li> <li>• Stakeholders also need to be focusing on regeneration projects that will lead to an increase in the value of land, thus taking residents and local businesses into consideration. By including these projects there will be less social-spatial segregation and social tensions (Prilenska, 2012:15).</li> <li>• Concepts of city branding are often criticized for being cliché, but there is no doubt of the positive effects it has on cities and all the negative aspects that can be avoided by the implementation of proper city policies (Prilenska, 2012:15).</li> </ul>
<b>Ashworth and Kavaratzis, 2010</b>	<ul style="list-style-type: none"> <li>• Place or city branding is beneficial not only to establish a competitive advantage and inward investment but also to ensure community development and avoid social unrest and exclusion (Ashworth &amp; Kavaratzis, 2010:7).</li> <li>• According to Ashworth and Kavaratzis (2010:17) there are two categories associated with brand image. The first category relates to tangible and functional features of a product (or in this case the city). The second category relates to the emotional and social features that meet the needs of the consumers.</li> <li>• A city can be successfully promoted and sold once it is known as a place that provides efficient economic and social functionality (Ashworth &amp; Kavaratzis, 2010:18).</li> <li>• Branding should be understood as a useful tool and a wide-ranging strategic choice for the growth of economic, social and cultural aspects and also to attract the and motivate internal and external customers (Ashworth &amp; Kavaratzis, 2010:238).</li> </ul>
<b>Konijnendijk, 2012</b>	<ul style="list-style-type: none"> <li>• Konijnendijk (2012) didn't go into much depth regarding the social aspects of city branding but has however stated three important roles a city needs to offer (Konijnendijk, 2012:3). Firstly, the city needs to be sacred and serve as a religious centre in order for citizens to relate to city. Secondly the city needs to offer quality of life and a safe environment. And finally, the city needs to be a centre for culture and social aspects.</li> </ul>
<b>Coimbra et al., 2012</b>	<ul style="list-style-type: none"> <li>• In recent developments relating to all types of branding including place, cultural, urban generation branding, there is an increased social demand for features relating to communication and establishment of a place image (Coimbra et al.,</li> </ul>

**Social aspects**

	<p>2012:8).</p> <ul style="list-style-type: none"> <li>• Social innovation was achieved with regards to branding in terms of leadership in the form of active participation and management from stakeholders that in turn will lead to public and private agreement (Coimbra <i>et al.</i>, 2012:28).</li> <li>• Together with branding comes the demand for proper tourism systems. City branding will be dependent on various urban projects that take the following aspects into account; creativity, culture, social inclusion, economic development and urban regeneration (Coimbra <i>et al.</i>, 2012:46).</li> </ul>
<b>Winfield-Pfefferkorn, 2005</b>	<ul style="list-style-type: none"> <li>• A lot of times big popular cities have a certain social stature that is associated with the city, its locals and tourists. Take for example the Parisians who historically have the elite reputation amongst tourists. This aspect however was achieved through the visitors who were associated with the elite and were involved in social circles that got together at the opera, shops, and famous gardens in Paris (Winfield-Pfefferkorn, 2005:46).</li> <li>• However, this is not as easy for less stable urban environments that are not necessarily historically based but are still trying to achieve an urban environment with less social consequences and better policy efforts from authorities (Winfield-Pfefferkorn, 2005:72).</li> </ul>

**Source: Author’s own construction of findings, 2019**

Table 2-2 discusses the importance of economic aspects as a city branding objective based on the research of various authors.

**Table 2-2: City branding objectives based on research done by several authors – economic aspects**

<b>Economic aspects</b>	
<b>Prilenska, 2012</b>	<ul style="list-style-type: none"> <li>• In today’s economic environment, often referred to as the transition period from an industrial orientated economy to a knowledge economy. In the knowledge economy factors such as labour and proximity to markets is not considered important (Prilenska, 2012:12).</li> <li>• As a result of the transition period and the economy being knowledge based, industrial cities need to reduce their reliance on manufacturing and start focusing on other sources of income such as leisure consumption or high-tech industries. Industrial cities tend to struggle with establishing economic diversification (Prilenska, 2012:12).</li> <li>• The shift to the knowledge economy led to labour markets and firms being more fluid and flexible (Prilenska, 2012:12).</li> <li>• In the present-day cities are faced with challenges in terms of inward investment, new residents and tourists. This is caused by the increasing mobility of human and financial resources and also industry and workers wanting to relocate to places that provide more desirable living and business opportunities (Prilenska, 2012:12).</li> <li>• City branding aims to promote economic development and upgrade the well-being of residents. The aspect that drives economic development is gaining human capital in terms of education, skills and productivity. Thus, there is a strong</li> </ul>

**Economic aspects**

	<p>interaction between qualified workers and economic growth (Prilenska, 2012:13).</p> <ul style="list-style-type: none"> <li>• The abovementioned aspect of gaining human capital is also closely related to the so-called creative class that leads to an increase in the economic activity. In order to attract the creative class, there needs to be a creative centre, thus a high concentration of creative economic activities (Prilenska, 2012:13).</li> <li>• Prilenska also mentioned that a city does not only need to be creative but also need to provide experience. The branding of a “creative city” will lead to an urban environment that is pleasant and has a competitive advantage whilst the “experience city” will provide the attraction factor (Prilenska, 2012:14).</li> <li>• To conclude, the new branded image will attract new investors, tourists and residents that in turn will lead to an increase in financial resources and economic development (Prilenska, 2012:15).</li> </ul>
<b>Ashworth and Kavaratzis, 2010</b>	<ul style="list-style-type: none"> <li>• Although the rapid rise in place branding over the past decade might make one think that it is a fairly new phenomenon, it actually is not. In the pursuit of economic, political and social objectives cities have always tried to be unique and evolve from each other (Ashworth &amp; Kavaratzis, 2010:1)</li> </ul>
<b>Konijnendijk, 2012</b>	<ul style="list-style-type: none"> <li>• Place branding gives cities the opportunities to compete for several economic aspects such as innovation, creativity and talent, giving cities the chance to be more visible in a global world (Konijnendijk, 2012:3)</li> <li>• By attracting these three important economic factors the image and identity of the city will be strengthened and renewed (Konijnendijk, 2012:3).</li> </ul>
<b>Coimbra et al., 2012</b>	<ul style="list-style-type: none"> <li>• According to Coimbra <i>et al.</i> (2012:2) an increasing number of cities in Europe are incorporating branding and re-branding processes to re-position the city in order to improve its economic landscape.</li> <li>• Coimbra also quoted several authors about the undeniable impact of place branding on the development of various aspects including, economic, social, cultural and political (Coimbra <i>et al.</i>, 2012:8).</li> <li>• The branding of a city needs to be reconsidered frequently to ensure that the branding is up to date with the changing social, economic and political global landscape that includes economic, tourism and business-related aspects. All policies and strategic city communication are gained at achieving global visibility (Coimbra <i>et al.</i>, 2012:19).</li> <li>• Several strong economies are aimed at gaining a skilled workforce. It is important for these economies to interact with local people and residents, and other important target groups by means of digital techniques to achieve effective results relating to city branding (Coimbra <i>et al.</i>, 2012:39).</li> <li>• As mentioned by Coimbra <i>et al.</i> (2012:40) place branding is aimed at enhancing cities and regions to enhance their uniqueness and identities in terms of the economy. This can be achieved by technical competences and the wide communication of these regions.</li> <li>• Another aspect that is also promoting the city as business place and identifying the real target is the increase of a creative economy. Thus, it is important to attract a talented and creative class of entrepreneurs to steer the economy in order to</li> </ul>



<b>Economic aspects</b>	
	manage the city as a functional business place that offer a unique urban experience (Coimbra <i>et al.</i> , 2012:40).
<b>Winfield-Pfefferkorn, 2005</b>	<ul style="list-style-type: none"> <li>• According to Winfield-Pfefferkorn (2005:2) a strong brand needs to possess – history, attractions, demographics, tourism, economics, visitors, residents and a projected city brand.</li> <li>• Suggested solutions will need to be made in the case of a weaker city not possessing some of these aspects.</li> <li>• Usually in weaker cities there is the problem of a non-distinctive brand, economic issues or even historical problems that lead to brands being unidentifiable (Winfield-Pfefferkorn, 2005:3).</li> <li>• Once authorities of a city realise that the traditional and initial industries that the economy was built on is no longer sustainable, there will need to be looked at alternative economic opportunities to be regarded as sustainable in the future (Winfield-Pfefferkorn, 2005:77).</li> <li>• Through research done on economic trends, it was found that there are various forces that have an impact on economic development. Thus, the city authorities will need to compile a strategic framework to increase the competitiveness of the city especially for investment, wealth, job opportunities and the new defined class – the Creative Class (Winfield-Pfefferkorn, 2005:115).</li> <li>• This class refers to people that work in architecture, education, arts, music, engineering, science and entertainment because of its economic function in terms of new and innovative ideas regarding creative content (Winfield-Pfefferkorn, 2005:115).</li> <li>• An aspect that had a big impact on the economy, people, schools, business and the way people live, is the transition from an industrial orientated society to a service orientated society. This meant that main cities are starting to deteriorate due to it thriving in the industrial era. Cities are still struggling to establish a city brand and rebuild itself since the industrial era (Winfield-Pfefferkorn, 2005:116).</li> </ul>

**Source: Author's own construction of findings, 2019**

Table 2-3 discusses the importance of the community or consumer as a city branding objective based on the research of various authors.

**Table 2-3: City branding objectives based on research done by several authors – consumer/ community**

<b>Consumer / community</b>	
<b>Prilenska, 2012</b>	<ul style="list-style-type: none"> <li>• A city brand adds a certain value to the establishment of consumer identity and considers the linkage between the community and the brand users (Prilenska, 2012:12).</li> <li>• City branding will also lead to the attraction of tourists, new residents and investors that will ultimately lead to an improved local identity. Furthermore, these aspects will lead to better financial resources that will improve the spatial quality of the city (Prilenska, 2012:14).</li> </ul>

**Consumer / community**

	<ul style="list-style-type: none"> <li>• The final aspect relating to the consumer is that city branding projects will lead to benefits for local residents in terms of the improvement of public spaces and new and improved housing stock (Prilenska, 2012:15).</li> </ul>
<p><b>Ashworth and Kavaratzis, 2010</b></p>	<ul style="list-style-type: none"> <li>• This document specifically focused a lot on the sense of belonging and the importance of empowering the community (Ashworth &amp; Kavaratzis, 2010:11). Any city branding projects need to have goals set out to build the community and find ways to incorporate these goals.</li> <li>• As mentioned in this book authorities need to attempt to understand ethnic minorities and take the cultural differences into consideration. In order to do this successfully authorities have to make use of various communication channels in order to build trust amongst the local community in an attempt to improve their quality of life. An overall mistake made by authorities is the miscommunication between city planners and the needs of the local community, thus leading to lack of trust and unwanted top-down interventions (Ashworth &amp; Kavaratzis, 2010:11).</li> <li>• It is important in terms of city branding to realize the significant role the local community can play in establishing successful management (Ashworth &amp; Kavaratzis, 2010:46). The only problem is that authorities are not always willing to put in the effort to incorporate the community building tool, and this in turn will lead to certain discrepancies between plans and policies and how the local community reacts to these (Ashworth &amp; Kavaratzis, 2010:237).</li> </ul>
<p><b>Konijnendijk, 2012</b></p>	<ul style="list-style-type: none"> <li>• As mentioned by Konijnendijk (2012:1) marketing has allowed companies, organisations and even cities to stay updated with changes in society. Branding is a tool that is used to integrate different functions of an organisation or company to its consumers.</li> <li>• Marketing is also an important aspect that relates societal aspects, thus bridging the gap between production and consumption. The focus of marketing has also shifted over the years with an increased importance of the consumer, quality, and the incorporation of views from various stakeholders (Konijnendijk, 2012:1).</li> <li>• According to Konijnendijk (2012:1) one of the most influential concepts in marketing is – branding. Branding is a concept that relates to various images such as visual, rational, emotional and cultural that a person identifies with a specific company, service or product.</li> </ul>
<p><b>Coimbra et al., 2012</b></p>	<ul style="list-style-type: none"> <li>• City branding in most cases are lacking in community involvement, for the problem is that local governments that base branding on brand consultants are more prone to break down (Coimbra <i>et al.</i>, 2012:5).</li> <li>• The involvement of the community will lead to the sustainability of the brand development and get local buy-in of the city (Coimbra <i>et al.</i>, 2012:78).</li> <li>• Thus, city branding needs to be based on several key principles such as integrated urban development, multi-level governance and community-led development, in order to be sustainable (Coimbra <i>et al.</i>, 2012:152).</li> <li>• City branding is being used in various cities to position and re-position its attractiveness specifically targeted at attracting investors and visitors.</li> </ul>

**Consumer / community**

	<ul style="list-style-type: none"> <li>• Integrated city branding demands the local community to be considered as a target market. For locals are the main force that shapes the city brand and are responsible to establish the identity of the brand (Coimbra <i>et al.</i>, 2012:13).</li> <li>• Another important aspect to keep in mind is the fact that tourists also want to be regarded as locals and thus experience the city as locals; this will require a change in approach by tourism and city branding (Coimbra <i>et al.</i>, 2012:40).</li> <li>• It is thus of great importance to consider the local community as an important target especially if the city aims to achieve good channels of communication, increased visibility and local productivity. The city is regarded as a collaborative and visual based blog that is based on the various ways in which people experience and showcase the sense of the city they live in (Coimbra <i>et al.</i>, 2012:41).</li> </ul>
<p><b>Winfield-Pfefferkorn, 2005</b></p>	<ul style="list-style-type: none"> <li>• In some cases, brands have even become more important than the products and services being sold, for a successful brand needs to fulfil the needs of the customer / consumer. A brand needs to have a personality in order to be able to attract new customers. The main purpose of branding is to accomplish a consumer perception that will lead to the brand having a sustainable competitive advantage (Winfield-Pfefferkorn, 2005:19).</li> <li>• The personality of a brand will start with the customer, for the marketer will listen closely to the needs of the customer and what the behaviour of the customer is while purchasing. Brand personality is not just focused on products but also on city brands. The difference is that a city has much more facets, which makes it more difficult to define the personality of the city and more often than not the process can become confusing (Winfield-Pfefferkorn, 2005:19).</li> <li>• Successful brands provide functional benefits as well as non-functional benefits. It needs to achieve added value in the thoughts of the customer. This means that the customer needs to have a personal benefit or added value from being associated with the brand. The added value will normally have non-functional benefits, this will involve people's experience with the brand, the kind of people that will use the brand, and it's effectiveness. A successful brand will have the qualities in order to establish brand loyalty. Thus, a successful brand will offer added value and functionality that is established emotionally and subconsciously. Added value will lead to loyalty, that in turn will lead to the success of the brand (Winfield-Pfefferkorn, 2005:22).</li> </ul>

**Source: Author's own construction of findings, 2019**

Table 2-4 discusses the importance of place identity or image as a city branding objective based on the research of various authors.

**Table 2-4: City branding objectives based on research done by several authors – place identity/ image**

<b>Place identity / image</b>	
<b>Prilenska, 2012</b>	<ul style="list-style-type: none"> <li>• According to Prilenska (2012:12) when various products that have the same attributes are compared, and one has an established brand identity it is likely to have a competitive advantage.</li> <li>• Although the image of the city plays an important role for the city to gain the attraction of investors, individuals and firms, it is still not enough just to focus on the image of a city. It is important for city officials to brand the city locally and internationally, for city branding is a very important tool for the building of the image (Prilenska, 2012:12).</li> <li>• One should keep in mind that it is impossible for a city to reconstruct its image if there is no improvement of the quality of the place (Prilenska, 2012:12).</li> <li>• A branding campaign can be regarded as successful only due to the consistency and reality of the city image. A city can still be able to attract tourists but can lack in the attractiveness for potential residents especially due to degrading suburbs. Thus, the image of the city should be based on reality and city branding should be based on tangible interventions (Prilenska, 2012:14).</li> <li>• The final important aspect that needs to be taken into consideration is the experience of the product (city), through this there needs to be an established identity in order to increase in the value. Certain factors that will lead to success of the city includes inter alia: events; activities (sports, artistic activities, hiking, biking and shopping); services (art galleries, theatres, restaurants); places (squares, parks, woods, museums, malls and beaches) (Prilenska, 2012:14).</li> </ul>
<b>Ashworth and Kavaratzis, 2010</b>	<ul style="list-style-type: none"> <li>• This document stated a short definition for the term Place Identity and Image. According to Ashworth and Kavaratzis (2010:44) this term refers to a set of unique associations that is established and maintained through management.</li> <li>• Place branding can achieve a competitive advantage that will not only assist in increasing inward investment and tourism, but also the development of the community through reinforcement of the local identity and identity of citizens to ultimately avoid social unrest (Ashworth &amp; Kavaratzis, 2010:7).</li> <li>• Place branding deals with fundamental challenges such as ethnic identification and cultural uniqueness in order to build the identity of a place. The identity of a place takes the feelings of the community into consideration and local pride (Ashworth &amp; Kavaratzis, 2010:10).</li> <li>• Place branding also leads to the differentiation of cities from their competitors and helps to create unique identities (Ashworth &amp; Kavaratzis, 2010:10).</li> <li>• The image of a brand can be seen as a tool that makes use of certain symbolic, functional and experiential associations to assist in the communication to target markets and establish a desirable and unique place identity (Ashworth &amp; Kavaratzis, 2010:44).</li> <li>• According to Ashworth and Kavaratzis (2010:44), the objective of city branding is to create a shift in the minds of consumers regarding the image of the place as well as increase the uniqueness of the place with regards to other places</li> </ul>

<b>Place identity / image</b>	
	<p>competing for the same market space.</p> <ul style="list-style-type: none"> <li>• The image of a place was formed long before it was even thought of marketing it, for a collection of connotations was already formed through media, arts and history (Ashworth &amp; Kavaratzis, 2010:44).</li> </ul>
<b>Konijnendijk, 2012</b>	<ul style="list-style-type: none"> <li>• As mentioned in the aspects relating to the economy by attracting innovation, creativity, tourists and talent a city will be enabled to enhance its identity and image (Konijnendijk, 2012:3).</li> <li>• Another important aspect to enhance the identity of a city and people's ability to identify to the city is the strengthening of the historical role of cities as a religious centre (Konijnendijk, 2012:3).</li> <li>• Konijnendijk (2012:6) also stressed the importance of place making in order to establish a place with meaning and identity.</li> <li>• Place branding can also be referred to as destination branding according to Konijnendijk (2012:2). This term refers to selling various goods and services and the image of a place.</li> </ul>
<b>Coimbra <i>et al.</i>, 2012</b>	<ul style="list-style-type: none"> <li>• Coimbra <i>et al.</i> (2012:12) mentioned a model based on Govers and Go's theory (2009). The model is based on the establishment of a place image and the roles of hosts (supply) and the visitors (demand) to be able to show the various gaps that occur in city branding. Two of the gaps fall within the responsibility of the hosts and is referred to as the strategy gap and the performance gap. The strategy gap in the city branding refers to the place identity, which is mainly based on cultural and historical aspects and the assets of the place, that is not coherent. This will in turn leads to a satisfaction gap from the visitors' or demand side.</li> <li>• The model is based further on the inconsistency between the real assets and place identity and the anticipated experiences and images by visitors. All of these aspects are also influenced by each tourist's own identity and these interactions can be successfully dealt with through place branding and proper communication (Coimbra <i>et al.</i>, 2012:12).</li> <li>• This author also mentioned a model used by Mihalis Kavaratzis that deals with the different dimensions of communication within a city and that the image of the city is not only the point of departure but also the result of various processes and actions. City communication within the model takes three dimensions of communication into consideration, including inter alia: the action taken by city authorities; word of mouth; the perceptions of the local community; media and communication from competing cities (Coimbra <i>et al.</i>, 2012:14).</li> </ul>
<b>Winfield-Pfefferkorn, 2005</b>	<ul style="list-style-type: none"> <li>• A successful city brand will have a well-defined identity and a proposed city brand that is constantly presented. They have strong characteristics in order to avoid any form of interpretation. The city brand is very specific as well as the its added value and type of attractions it supplies (Winfield-Pfefferkorn, 2005:135).</li> </ul>

**Source: Author's own construction of findings, 2019**

Table 2-5 discusses the importance of culture as a city branding objective based on the research of various authors.

**Table 2-5: City branding objectives based on research done by several authors – culture**

<b>Culture</b>	
<b>Prilenska, 2012</b>	<ul style="list-style-type: none"> <li>• There are various aspects that play an important role for local residents, not only does these aspects include affordable housing, services, better quality of life and city spaces but also cultural opportunities (Prilenska, 2012:13).</li> </ul>
<b>Ashworth and Kavartzis, 2010</b>	<ul style="list-style-type: none"> <li>• According to Ashworth and Kavartzis (2010:41) culture refers to a mutual internal feeling that is based on beliefs, values and assumptions about a system.</li> <li>• A new trend in branding that emerged is Cultural/ Entertainment Branding that also has an effect on the economic, social and environmental aspects of a city (Ashworth &amp; Kavartzis, 2010:5).</li> <li>• Cultural branding was developed due to the increased importance of the cultural, recreation and entertainment industry in the modern economy as well as the importance of industries based on the image of the city (Ashworth &amp; Kavartzis, 2010:5).</li> </ul>
<b>Konijnendijk, 2012</b>	<ul style="list-style-type: none"> <li>• Besides the branding of certain products, companies are also keen on establishing a company culture. This refers to companies wanting their employees to feel part of the culture of the organization and be familiar with the identity and goals set out by the organization. Similarly, city branding is also based on motivating community to be part of the process of establishing the culture and identity of a city (Konijnendijk, 2012:2).</li> </ul>
<b>Coimbra <i>et al.</i>, 2012</b>	<ul style="list-style-type: none"> <li>• In order for city brands to be sustainable it is important to achieve connection between culture and tourism as well as knowledge and business (Coimbra <i>et al.</i>, 2012:15).</li> <li>• City branding is not only focused on the attractiveness of a place but also on the identity of the place. Discovering the identity of a place will provide the opportunity to reconsider the current urban identities and to make it more coherent to local features that typically includes historical and cultural aspects (Coimbra <i>et al.</i>, 2012:17).</li> </ul>
<b>Winfield-Pfefferkorn, 2005</b>	<ul style="list-style-type: none"> <li>• Cities such as San Francisco, Paris and New York are some of the cities that have the most successful brands, these cities have marketed their history, culture, lifestyle, diversity, quality of place and also have a strong partnership between government and city municipalities to strengthen its infrastructure, thus their approach is proactive (Winfield-Pfefferkorn, 2005:3).</li> <li>• The abovementioned was identified as the ultimate challenges regarding city branding. Some cities have the challenge with having more to offer tourists than residents, for they are not affordable to middle class residents but may be rich in history, attractions and culture (Winfield-Pfefferkorn, 2005:14).</li> <li>• Thus, cities need to find new ways to advance their identities and qualities in order to attract the creative community, entertainment, culture, values and workforce (Winfield-Pfefferkorn, 2005:14).</li> </ul>

**Source: Author's own construction of findings, 2019**

Table 2-6 discusses the importance of visual aspects as a city branding objective based on the research of various authors.

**Table 2-6: City branding objectives based on research done by several authors – visual aspects**

<b>Visual aspects</b>	
<b>Prilenska, 2012</b>	<ul style="list-style-type: none"> <li>• In city branding it is important to improve not only spatial components but also nonspatial aspects. Spatial aspects are especially of great importance for it helps to provide visual images to be used for city branding (Prilenska, 2012:14).</li> </ul>
<b>Ashworth and Kavaratzis, 2010</b>	<ul style="list-style-type: none"> <li>• The visual aspects that were mentioned by Ashworth and Kavaratzis (2010:45) with regards to the personality and presence of a place. The personality of a place refers to the pace, presence and purpose together with the visual impact of the built environment of a place. The presence on the other hand refers to the iconic symbols of a place and visual presence of the street environment (Ashworth &amp; Kavaratzis, 2010:46)</li> <li>• Also important in the branding of a place is to achieve a favourable image of a place. This can be achieved in three ways; firstly, through a promotional campaign, secondly the placement of landmarks, and finally the integration of existing landmarks with planned events (Ashworth &amp; Kavaratzis, 2010:237).</li> </ul>
<b>Konijnendijk, 2012</b>	No reference to visual aspects
<b>Coimbra et al., 2012</b>	<ul style="list-style-type: none"> <li>• Coimbra <i>et al.</i> (2012:22) quoted John Sculley, the former CEO of Apple, that societies are concentrated on visual aspects, should there be an agreement on this that means that the brand strategy should aim to provide the right visual messages. This can be achieved by providing certain elements that are concurrent with cities and places.</li> <li>• The visual elements that will work together to achieve a visual image of a place or city includes the following (Coimbra, 2012:23):             <ul style="list-style-type: none"> <li>○ Movement – elements should be based on specific stories whether cultural or historical;</li> <li>○ People – community plays a vital role in the success of city branding;</li> <li>○ Architecture – this will refer to the built environment;</li> <li>○ City landscapes – refers to the anapaestic elements of the cityscape;</li> <li>○ Icons, signs and symbols – the inclusion of old and new icons, signs and symbols that can be found the city. More often than not authorities and private agents fail to make use of the iconic possibilities that a city has to offer. It is important to note that city officials should try to avoid false images of the city for it will lead to a false impression formed by locals and tourists.</li> </ul> </li> <li>• For the visual representation of a city it will be useful for the city to make use of the local creative class. People that show an interest in graphic design, video, cinema, architects, visual artists, etc., have a different way of looking and representing their environment. The use of the creative class will be beneficial to the sustainability of the city brand (Coimbra, 2012:24).</li> </ul>
<b>Winfield-Pfefferkorn, 2005</b>	No reference to visual aspects

**Source: Author's own construction of findings, 2019**

Accordingly, Chapter 3 was focused specifically on the notion of green place-making by contextualising the concept of place-making and green place-making and how it can contribute to the successful branding of a place or city, in response to the all the objectives mentioned in the tables above, in reference of the branding of a city.



## **CHAPTER 3 CONSIDERING THE NOTION OF GREEN PLACE-MAKING**

### **3.1 Introduction**

This chapter reflected on the notion of green place-making, thus the importance of green aspects in cities and city planning, the definition of place-making and the green place-making concept. The first part of this chapter dealt with the conceptualisation of the concept of place-making, the transformation of space into place, the historical and cultural aspects relating to place, experience and perception of the community in relation to place, social interaction and the notion of place, public places as the driver of city character, the key principles associated with place-making as well as the place-making diagram. Secondly, the definition of green place-making was discussed together with factors relating to green place-making and the value of green place-making from a city branding perspective. Finally, this chapter concluded with the benefits associated with green place-making in terms of broader city-branding approaches.

### **3.2 Conceptualising the concept of place-making**

Place-making can be defined as the establishment of high-quality spaces (waterfronts, plazas, parks) that attracts the attention of people and are places that communities can enjoy (Dempsey & Burton, 2011:1). Place-making can also be defined as a skill that identifies and assembles local resources, management and funding. Place-making should be a bottom-up approach to engage in public participation to empower a community (Project for Public Spaces, Inc. 2012:4). Empowerment of a community refers to achievement of personal power. Empowerment gives the community the opportunity to give their own opinions in order for a positive change to occur in the lives of community members (Strydom & Puren, 2013:4). Place-making, according to the New Solutions Group LLC (2013:3) refers to the process of the initiation of new and existing public spaces in order for a community to be emotionally involved in the place. Place-making also refers to different activities taking place in a public space through design, community engagement, community empowerment, legibility, marketing and art as well as through the needs of the community (New Solutions Group, LLC, 2013:3).

According to Silberberg (2013: iii) place-making in present times refers to the community as the most important role player. The consistent actions and public participation lead to successful place making and the ability to empower the community. A public place belongs to anyone who is serious about establishing place-making and sense of place in a place, and also anyone who understands the important impact these terms have on the social, emotional, physical and ecological health of the community (Project for Public Places, 2007). According to Project for Public Places (2007) the term place-making is not only used by organisations to improve the community, but also by developers and planners who aim to use the term as a “brand” to establish quality and authenticity in a place.

Furthermore, the definition of place-making was broadly stated as the conversion from how people understand a place to places there is a need for (Rivera, 1999:21). There were at least five main factors that need to be taken into account when defining place-making. These five factors include firstly to the transformation of space into place, secondly the historical and cultural aspects relating to place, thirdly the experience and perception of the community in a place and

the importance of the planner taken cognizance of these experiences. The fourth and fifth aspects are in close relation to each other and include the social interaction of people and the establishment of a public place as the driver of city character. Each of these factors will be explained in detail in the following sub-sections.

### **3.2.1 The transformation of space into place**

The author Tuan (1977:3) explained the terms space and place as common experiences. Space is what people live in, it is either restricted or can look spacious. A place fulfils people's needs such as security and enclosure whilst space refers to people's freedom. Tuan (1977:3) explained the concept of place and space as people being attached to one (space) but has a need towards the other (place).

People as well as animals need place to define them. Animals also have a need for security in their territory and a need for a place and for space. Boundaries are set to defend themselves against intruders (Tuan, 1977:13).

The authors Hunziker *et al.* (2007:48) have identified two modes namely space and place, for a better understanding of the landscape experience. These two modes have different weights that depend on a community's psychosocial cultural background and biological inheritance. The place mode requires people's idea of the landscape based firstly on the social integration that includes norms, meanings, symbols and values and secondly on self-awareness based on achievements and experiences (Hunziker *et al.*, 2007:49). Furthermore, places can be seen as a hub where feelings and biological needs like water, food and rest are involved (Tuan, 1977:4). A place can be defined as an object that defines a space and therefore it is given a geometric personality (Tuan, 1977:17).

Space on the other hand is a complicated set of ideas (Tuan, 1977:34). According to Hunziker *et al.* (2007:49) a space (space mode) also requires people's perception of an area, based on their biological needs and the use of the landscape.

Now that there is an understanding of each of the terms of place and space, one must wonder what the relation between the two is. A spatial being appears right or left, above or below, near or far. The spatial being has the ability of relating itself to a zero point with regards to all orientations (Casey, 1997:48). From this concept one can assume that space can be anywhere. Place should rather offer a physical, cultural, social or spiritual quality to its people than being a specific thing. A place not only exists but it happens which in turn gives it an opportunity to develop a story or history (Casey, 1997:27).

### **3.2.2 The historical and cultural aspects relating to place**

The second aspect that needs to be taken into account for place-making is the historical and cultural aspects of place. Communities of different backgrounds and cultures will divide their world differently thus different values and measures will be important to them (Tuan, 1977:34). A place does not need to be relocated because of the importance of people's cultural and historical backgrounds (Casey, 1997:33). To culturally enrich a place and for it to be implemented and sustainable, one must respond to it correctly and take great care of it (Casey, 1997:34). History

and time can be seen as elementary factors of culture. These factors have a great impact on places and thus cannot be separated from place-making (Casey, 1997:44).

### **3.2.3 Experience and perception of the community in relation to place**

The third aspect regarding place-making is the perception of the community. Place-making has a challenge to encourage the importance of places as well as improving the quality of the lives of the community (Rivera, 1999:12). Rivera (1999:12) mentioned that place-making must be seen as art and also have the ability to build and uplift the community.

Town planners are given the ability to understand the emotional attachment of communities to a specific place or built heritage through public participation. Jordaan and Puren (2012:39) state that communities will participate and have a stronger place identity if place attachment is achieved.

### **3.2.4 Social interaction and the notion of place**

Home and work can be seen as a first and second place in any person's life, these are also the places people spend the most of their time (Muriby, 2007:15). A third place is thus needed in order for a person to get away from the first two places. The third place refers to public places and includes the informal, regular, optional, anticipated assemblies for people besides the first two places. Because the third place is not a focus in current cities the need of people for human interaction is left unfulfilled (Muriby, 2007:19).

Furthermore, sense of place and place-making will contribute not only to interactions dependant on identity resources and knowledge resources but will also contribute to social interaction (Hunziker *et al.*, 2007:53).

Public spaces form a foundation for communication and social interaction nonetheless of the people's gender, age, class or ethnic origin (Bessard, 2003:31). It was further stated by Layne (2009:5) that public places could be a valuable attribution for social interactions between people leading to successful social cohesion within a community.

### **3.2.5 Public places as the driver of city character**

City branding revolves around the character of the city or place and according to Project for Public Spaces (2014) it's the public spaces in the city that define its character. Likewise, place-making can lead to defining the character of places. Schofield and Szymanski (2011) stated that place-making aims to create places by incorporating associated cultural values. These cultural values form part of the community, thus leading to the place achieving its unique character.

Place-making aims to enhance a public place by creating a delightful and beautiful place, improve civic pride, assist a community with safety and health, improve economic development, encourage sustainability of the environment and finally improve "sense of place" (Silberberg *et al.*, 2013:2).

The final statement regarding the improvement of public places is that place-making has recently fulfilled the needs of the community. Place-making gave an opportunity to the community not to be recipients only but also participants in the development of public places (Silberberg *et al.*, 2013:9).

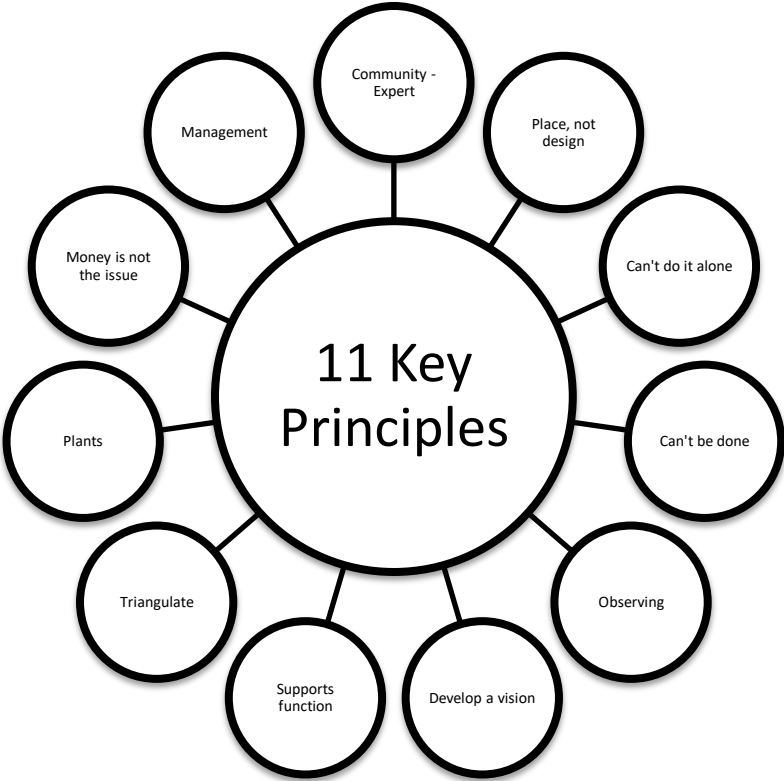
### 3.3 Key principles of place-making

According to Project for Public Places (2007) place-making is a shared process by community and authorities to create a desired public realm in order to ensure that the shared value is maximized. Place-making is not only focused on implementing urban design elements but also focused on achieving creative use patterns such as cultural, social and physical identities to ensure the sustainability of the place. This section will include the required principles and attributes to be considered in the redesign of a public place.

The Project for Public Places identified 11 principles that are required to convert public spaces into public places that are community based. These principles also serve as a guideline for communities to (Project for Public Places, 2007):

- Establish a cohesive vision based on diverse opinions;
- Translate the abovementioned vision into a plan of uses; and
- Ensure that plan is implemented in a sustainable manner.

The 11 key principles include the following:



**Figure 3-1: The 11 key principles for place-making**  
**Source: Project for Public Places, 2008:7**

Table 3-1 discusses each of the key principles associated with place-making as set out in Figure 3-1.

**Table 3-1: Key principles for place-making**

Key principle	Explanation
1. <b>The community should be regarded as the expert</b>	This principle refers to the fact that the people that live in the space have the most valuable insights to the space and its functions. The community will also be able to identify the issues and identify valuable considerations to improve the space, their ideas talents are essential aspects to consider to establish a successful community place.
2. <b>The focus should be on the place and not the design</b>	Although design is considered an important component for establishing a place, there are however several other more important aspects to be considered such as economic opportunities, access and active uses.
3. <b>It can't be done alone</b>	In order to establish a good public space a team of people is required to provide political and financial support, innovative ideas and provide ideas for new activities. With this team of people working together, the redesign of the project will also have a larger impact with coordinated schedules and proper programming for these projects.
4. <b>People in the community that say no</b>	If something new needs to be implemented in a community, one will always get an official believing that it is impossible, this usually means that things weren't done that way before. For a new idea to be implemented one will need people in the community that have the same vision and offers support in the matter.
5. <b>The importance of observing</b>	People have the need to adapt to a place in such a way to suit their needs. By just observing a place one will be able to tell how the space is used.
6. <b>Develop a vision</b>	The vision for the space needs to be developed that will address the uses, activities, meaning and character in the community. The people that would be best in developing a vision for the space are the people working and living near the space.
7. <b>Supports function</b>	The active uses for the space should be identified before the space is built to ensure that there is no money being wasted on unnecessary landscaping and monuments, one will also ensure that the potential of an underutilised space is eliminated.
8. <b>Triangulate</b>	This principle refers to the placement of elements next to each other in a space in order to foster activity. The placement of elements needs to ultimately make the space more convenient for the user.
9. <b>The importance of incorporating plants</b>	The incorporation of short-term actions such as incorporating plants can be a way of testing ideas and will offer the opportunity for flexibility, and the evaluation of results to ensure the sustainable planning and redesign of a space.
10. <b>Money is not the issue</b>	Sometimes the reason for not addressing place-making is due to the lack of money. Although funding for space improvements are limited one needs to be reminded of the value of the public space. These spaces can be enhanced and activated by the location, visibility and level of activity of the space as well as the willingness to work as a team with local partners.

Key principle	Explanation
11. The importance of management	The sustainability of the space is highly dependent on the adequate management of the space. This is due to the fact that the use of public spaces changes daily, weekly and according to the season. With the certainty of change in mind, proper management is required to respond effectively to these changes.

Source: Project for Public Places, 2008

The abovementioned principles are important to consider for the transformation from a space into a place, this together with the evaluation diagram (will be discussed in sub-section 3.3.1) is crucial for establishing successful place-making. It is also important to realize that the mutual understanding of place and how it fosters successful social networks and is beneficial to various stakeholders is as important as the input of the community in the place-making process.

### 3.3.1 The place diagram of what a great place entail

The place diagram (Figure 3-2) provides of an opportunity for communities to evaluate places and also to identify what is still required in a space to be considered successful. The key attributes of a space are represented in the inner ring of the diagram, the middle ring represents the intangible qualities of a space, whereas the outer ring represents the measurable data (Project for Public Places, 2007).

## WHAT MAKES A GREAT PLACE?

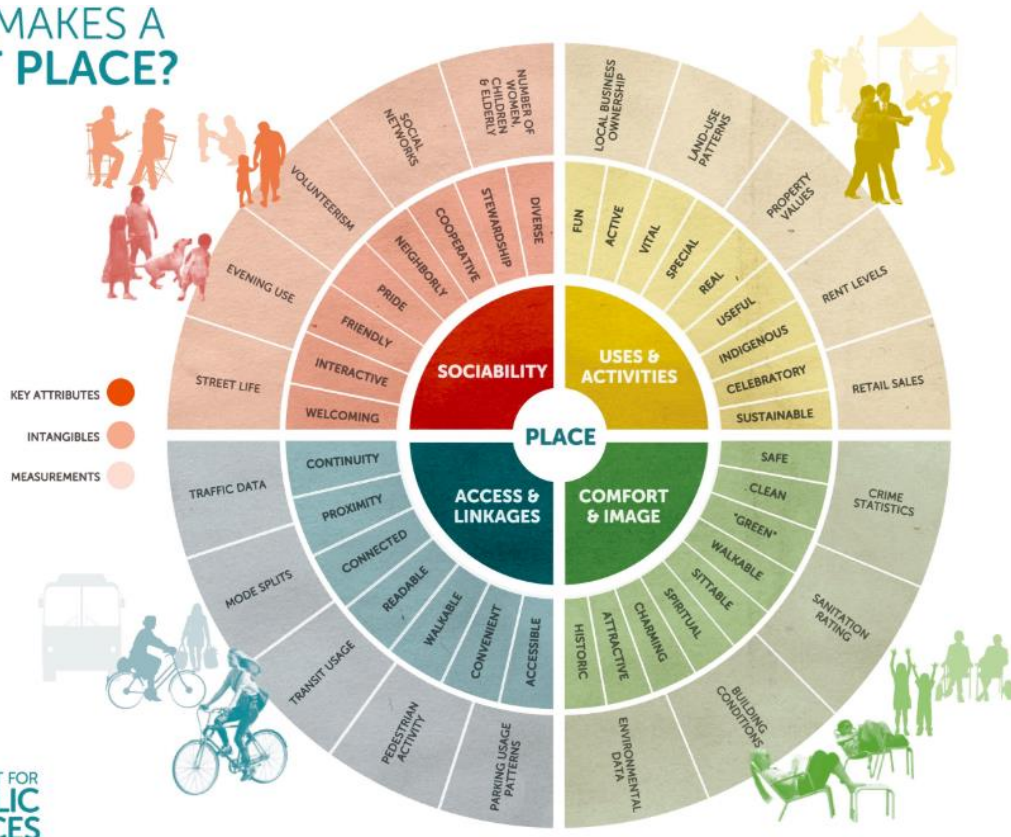


Figure 3-2: The Place Diagram

Source: Project for Public Places, 2008

The inner ring refers to key attributes that are important to consider in a place:

- That people are involved in activities – this attribute is responsible for the attraction of people to a place and the reason people will return, it also contributes to the uniqueness of a place ultimately leading to community pride (Project for Public Places, 2008:17);
- That the place offers comfort and has a good image – this attribute has a direct impact on the usage of the place. Aspects that are important to consider in terms of this attribute is the cleanliness and safety people experience in a place, the adjacent buildings that add to the character of a place as well as the options of comfortable seating options (Project for Public Places, 2008:17);
- The place is accessible with ample linkages to surrounding uses - the accessibility of a place has an impact on the connectivity of the place with regards to its surroundings. The success of a place is determined by its visibility and the accessibility to and around the place. Aspects that can lead to an increase in accessibility are shops, visibility, and parking or public transit options (Project for Public Places, 2008:17); and
- The place is sociable - this undeniably important attribute refers to the ability of a place to serve as a meeting point for friends and convenient interaction between strangers. A place that is able to offer sociability will create a greater sense of belonging for a community (Project for Public Places, 2008:17).

### **3.4 Place-making and the green agenda**

Cities have become a central nexus in the relationship between people and nature (Elmqvist, 2014). Competing within a growing global economy to craft profiles that are environmentally sustainable while competing for resources such as creativity, innovation and talent (Cilliers & Cilliers, 2016:6). The green agenda is becoming increasingly important within contemporary cities, mostly relating to climate change considerations, sustainable development objectives, and energy efficiency as point of departure (Konijnendijk, 2010:1). Sustainable development refers to development that addresses and meets the needs of the existing as well future generations (United Nations General Assembly, 1987, p. 43). The interrelated role of the environment as catalyst is to realise that the objectives of sustainability (Anderson & Elmqvist, 2012:1) is becoming more prominent. There is now an expanded scientific understanding that green spaces are substantially beneficial to urban communities and cities (Llausas & Roe, 2012; Thomas & Littlewood, 2010; Wright, 2011) and that ecological principles are crucial for sustainable cities (Cilliers & Cilliers, 2015).

Although the implementation of green aspects contributes to the sustainability and resilience of a city (Cilliers & Cilliers, 2015:1) the question remains how it can benefit the character of the city. The resilience of a city refers to the ability of any urban system to maintain constancy through all disturbances whilst remaining sustainable (UNHabitat, 2018:1). A city should aim to brand itself as offering high quality of life, being an attractive and developed city whilst also offering green aspects leading to its sustainability (Paschou, 2013:26).

The establishment of sustainability can be regarded as the primary challenge for the urban environment and therefore research has increasingly started to focus on the relationship between urban and green infrastructure planning. For it was found that by the inclusion of green spaces (and related green infrastructure) in spatial planning approaches, the resilience and sustainability

of cities has increased (Cilliers & Cilliers, 2016:6). Green infrastructure refers to strategically planned approaches to establish a network of natural and semi-natural areas together with other environmental features to ultimately protect and restore a wide range of ecosystem services to reinforce the safety of the community and quality of life (European Commission, 2013). Such green spaces can either be natural and semi-natural or developed and undeveloped (sport fields and urban squares) and should be equally distributed throughout the city. According to Clark (2006:2) a green space is not always green and includes open spaces that are also muddy, frozen or wintry white. But non-the less it is ever-present in even the biggest cities. For centuries it is not just urban parks, green belts and garden suburbs that have attracted attention but also areas with a green space as a secondary use such as school grounds, fields, hospital grounds, cemeteries and churchyards.

Further definitions of green spaces refer to it as adjacent vegetated areas that also includes artificially designed city parks, botanical gardens, isolated street trees, private gardens, stands with natural vegetation, and school grounds and fields. All of these green areas are not only mainly natural areas but also gives the sense of maintained facilities (Cilliers & Cilliers, 2016:9). According to Jennings *et al.* (2016:2) green spaces is considered as an important contributor to wellness and health. For green spaces presents direct and indirect benefits to the overall well-being of people also referred to as ecosystem services.

Nature or more specifically green aspects are important to cities for reasons from health, sustainability and improved quality of life (Säynäjoki, *et al.*, 2014:6623). But due to rapid urbanisation, green aspects are constantly being threatened within the urban context (European Commission, 2010:15). However, through proper management and focused spatial planning, urbanisation can actually be considered positive for the environment (European Commission, 2010:15).

Although there is a wide variety of green spaces it has its challenges when dealing with accessibility, urban diversity and social injustice within a city. In planning it is often considered in combination form and to further incorporate only a few of the options, especially public parks. More often than not research is reluctant to include the importance of public spaces as a zoning type or property type of its own and is often only included as an afterthought (Barchetta, 2016:2).

As mentioned by Cilliers and Cilliers (2016:9) and supported by Dodman, *et al.* (2013:46) the inclusion of environmental aspects can assist in mitigating city planning challenges relating to:

- Provisional services – medicine, water and food;
- Supporting services – diversity in species, habitat and genetics;
- Cultural services – recreation, aesthetics, social, spiritual, mental and sense of place; and
- Regulating services – air quality, purification of water, pollution, control over biological aspects, etc.

The green agenda can play an important role in terms of city branding (Konijnendijk, 2010:5), especially since research of Konijnendijk (2010:5) together with Gulsrud (2015:17) and Cilliers and Cilliers (2016:14) proved that residents, businesses and tourists highly value high quality green spaces and that there are environmental, social and economic benefits associated to green spaces.



### 3.5 Introducing the notion of green place-making

This section will discuss the link between city-branding, place-making and the green agenda to ultimately understand the notion of green place-making. The role of cities as ambassadors for sustainability are becoming increasingly important, due to growing populations, increasing consumption rates and subsequent environmental degradation (Beatly, 2000:3).

Jennings *et al.* (2016:4) mentioned that environmental aesthetics leads to one's attachment to a place. Quality urban green spaces create a sense of community and also increase neighbourhood satisfaction (World Health Organisation, 2017:2). According to Cilliers *et al.* (2015:353) green-planning approaches as well as place-making approaches are based on an environment that is lively, sustainable and competitive. This means that the public realm is all-inclusive and available to a wider range of users. The main objective of place-making in green planning is to form a unique place that offers multiple uses and establishes opportunities to live in the space (Cilliers *et al.*, 2015:354). Proactive approaches are required in green place-making to achieve a space that is functional, lively and takes the needs of people as well as the surrounding buildings into consideration (Cilliers *et al.*, 2015:354)

As mentioned by Annerstedt *et al.* (2012:3) local urban green spaces are widely documented and thus becoming increasingly more important in order to contribute to human health as well as establishing the local identity. This statement was further supported by Molin (2014:20) that green spaces help to contribute to the life quality of urban citizens. By connecting urban citizens with local urban green spaces, one would be able to establish emotional and psychological bonds, thus place-making within the urban environment (Gulsrud, 2015:62; Cheng *et al.*, 2003:92).

#### 3.5.1 Important factors supporting green place-making

This sub-section reflects on the important factors applicable to the concept of place-making and relate these factors to green planning. Relating back to the key principles (Figure 3-1) and place diagram (Figure 3-2) the key attributes that are important to consider in a place are:

- That people are involved in activities;
- That the place offers comfort and has a good image;
- The place is accessible with ample linkages to surrounding uses; and
- The place is sociable.

The green concept is mentioned specifically at the key attribute that refers to a place that needs to offer comfort and has a good image. Together with aspects such as safe, clean, walkable, spiritual, charming, attractive and historic. The green aspect will have an impact on the access and linkages, sociability and uses and activities. The two key attributes, Comfort and Image as well as Access and Linkages, have the intangible quality of being walkable in common. The impact of green aspect on uses and activities, leading to activities being more nature orientated such as recreational uses, picnics and playgrounds, it also leads to a space being vital and more sustainable. The impact the green aspect will have on the sociability is that the space will be more (Project for Public Places, 2008:16):

- Diverse - in terms of social orientated activities;
- Stewardship – the community will gain the sense of taking care of the green elements in the public place;
- Cooperative – the incorporation of green elements in a space will lead to a harmonious approach not just between the community and the green place but also amongst various stakeholders;
- Neighbourly, friendly and welcoming – overall, green places will lead to a friendlier and more welcoming atmosphere
- Pride – green elements will boost the community’s sense of pride within the public place;
- Interactive – the incorporation of green elements will provide opportunities for more interactive activities within the space such as a water fountain, trees (treehouses), picnics, botanic gardens, etc.

However, the green concept should also be taken into consideration together with the abovementioned factors to fully comprehend and implement the green place-making concept. Based on the research of various authors (Barchetta, 2016:2; World Health Organisation, 2017:2; Cilliers & Cilliers 2016:9) a green space should achieve the following objectives:

- Ecological – more sustainable public places can be achieved through the incorporation of green aspects;
- Social – as mentioned as part of the key attributes green aspects will enhance the sociability of the space;
- Economic – a good example of economic benefits gained through green place-making can be seen in an article posted by the Project for Public Spaces (2009) about the redesign of a public park in Houston. After the successful implementation of the redesign the place was quickly surrounded by a new high-rise building, a restaurant, and the refurbishment of an old hotel all leading to several economic benefits for the city of Houston; and
- Health and psychological factors – according to Wolf (2017) green spaces provide important public health solutions, not only does it serve as a form of stress relief to people who use the space, better functioning of mental health and an increase in mindfulness and creativity.

### **3.6 The value of green place-making from a city branding perspective**

As mentioned by Cilliers and Cilliers (2016:16) cities cannot be sustainable unless there is a close relationship between nature and human as well as the awareness of cities dependence on ecosystems and the importance of green assets. Thus, authorities need to start realizing the importance of green place-making in cities together with its benefits for city planning and management.

According to Cilliers and Cilliers (2016:15) if the monetary value of green place-making should be evaluated the increase in economic aspects become apparent. It can only have an economic value should there be a demand for the service in the city. The monetary value of the implementation of green spaces is also more complicated and not always quantifiable in economic terms (More *et al.*, 1988:141; Luttik, 2000; Gómez-Baggethun & Pérez, 2011:613).

According to Gulsrud (2015:26) cities should aim to expand existing factors such as entrepreneurial innovation, quality of life, and landscape to improve the image of the city and strengthen the city brand. Cities can achieve a strengthened city brand by focusing on green place-making that will not only lead to sustainable development, competitive advantage and quality of life but also take on a human and emotional element rather than just a branding approach. City branding through green place-making will lead to new opportunities in terms of green management, thus enabling city planners to achieve green policy goals and engage with the local community to elevate sustainability and urban green spaces (Gulsrud, 2015:26).

It was also confirmed that through the implementation of green place-making there was an increase in investment as well as profitable benefits for municipalities such as the cost of stormwater management, pollution and maintenance (Cilliers & Cilliers, 2016:16). According to Elmqvist (2014) cities will not be able to establish sustainability or resilience before the importance of ecosystems have been recognised, especially since there is such a strong relation between natural and human systems.

The potential benefits and functions of an urban green space will determine its design (Stiles, 2006:13). There is a wide range of benefits associated with green place-making that can be classified as direct or indirect, on a household or neighbourhood level and more specifically relate to environmental, social and economic conditions (Cilliers & Cilliers, 2016:16). These benefits were set out in Table 3-2 and Table 3-3 refers to the direct (financial) and indirect (social and environmental) economic benefits of green place-making within a community on a household and neighbourhood level.

**Table 3-2: Direct (financial) and indirect (social and environmental) economic benefits on household level**

Economic benefits	Household-level
Direct (financial) economic benefits	<ul style="list-style-type: none"> <li>• <b>Higher property prices internationally / Raised property prices locally / Higher neighbourhood values locally</b> - According to Cilliers research has shown that the residential properties that are in closer proximity are of higher economic value that shows the positive impact green aspects have on the value of property (Cilliers, 2015:82).</li> <li>• <b>Lower maintenance costs</b> - As mentioned by NYC (2007) the implementation of green place-making has cost-saving benefits for municipalities especially costs relating to maintenance, pollution and the management of stormwater.</li> <li>• <b>Positive impact on production</b> - Green spaces have a positive impact on production especially those linked to ecosystem services such as food production or medical resources (Cilliers, 2015:82)</li> <li>• <b>Increase in economic well-being</b> - The implementation of green aspects leads to economic well-being due to the fact that it leads to various aspects that contribute to an increase in economic growth. These aspects include (Cilliers, 2015:82): People are willing to pay more for property that are in closer proximity to green spaces; increase in retail sales; better tourism attraction; increase in inward investment; and increase in employment opportunities.</li> </ul>
Indirect (social) economic benefits	<ul style="list-style-type: none"> <li>• <b>Enhance community cohesion/ Facilitation of social contact and communication</b> - Adequate community engagement is provided as well as better opportunities for social cohesion (Cilliers, 2015:83).</li> <li>• <b>Better quality living space</b> - Green place-making leads to better sustainability, and the benefits and services provided by green place-making will provide a better quality of life for the community (Cilliers &amp; Cilliers, 2016:20).</li> <li>• <b>Aesthetic enjoyment</b> - Green spaces lead to the provision of various services of which one of the most important include cultural services that provide opportunities relating to recreation, tourism, experiences, aesthetic appreciation, and sense of place (Cilliers, 2015:82).</li> <li>• <b>Recreation opportunities</b> - Green spaces provide the opportunity for quality recreational activities that will lead to welfare and health benefits (Cilliers, 2015:83).</li> <li>• <b>Leisure possibilities</b> - The green space offers the opportunity for leisure activities and may include spaces like recreational spaces, outdoor, child-friendly, parks, gardens, urban farms or holiday camps (Cilliers &amp; Cilliers, 2016:12).</li> <li>• <b>Health benefits/ Contribute to well-being/ Stress relief</b> - According to Jennings <i>et al.</i> (2016:2) green spaces is considered as an important contributor to wellness and health. For green spaces presents direct and indirect benefits to the overall well-being of people also referred to as ecosystem services.</li> <li>• <b>Positive perception</b> - Green spaces do not just communicate to all senses (epitome of a successful brand) but also bring forth positive associations relating to sustainability and stability within a city (Gulsrud, 2015:17).</li> <li>• <b>Psychological restoration</b> - A quality green space will provide several functions to the community, including inter alia (Cilliers, 2015:80): ecological; economic; social; health; amenity; and psychological.</li> <li>• <b>Positive social impact on children</b> - Together with the importance of providing basic services, infrastructure and facilities it is</li> </ul>

Economic benefits	Household-level
	also important to provide quality open green spaces. Research has shown that quality urban green spaces are crucial for the development and learning of children in the developing stages of life (Cilliers, 2015:81).
Indirect (environmental) economic benefits	<p>The benefits of green spaces on a household level that relate to the environment include the following:</p> <ul style="list-style-type: none"> <li>• Access to clean air;</li> <li>• Noise reduction;</li> <li>• Enhance natural settings for play (child-friendly spaces);</li> <li>• Increase in the unique natural value;</li> <li>• Purification of air and water;</li> <li>• More quiet environments;</li> <li>• Increase in rainwater retention.</li> </ul>

**Source: Cilliers & Cilliers, 2016**

Table 3-3 refers to the direct (financial) and indirect (social and environmental) economic benefits on a neighbourhood level.

**Table 3-3: Direct (financial) and indirect (social and environmental) economic benefits on neighbourhood level**

Economic benefits	Neighbourhood-level
Direct (financial) economic benefits	<ul style="list-style-type: none"> <li>• <b>Enhanced competitiveness of places</b> - A neighbourhood is given a competitive advantage due to the fact that green spaces lead to a place having a favourable image, enhanced tourism attraction, increase inward investment and employment opportunities (Cilliers, 2015:82).</li> <li>• <b>Lower stormwater costs</b> - As mentioned by NYC (2007) the implementation of green place-making has cost-saving benefits for municipalities especially costs relating to maintenance, pollution and the management of stormwater.</li> <li>• <b>Lower emissions / Environmental benefits</b> - Green spaces offer regulating services relating to air quality and climate (Cilliers, 2015:82).</li> <li>• <b>Better marketability of areas</b> - Green spaces lead to an increase in the attractiveness of the area, which is of great benefit for authorities and government (Cilliers &amp; Cilliers, 2016: 39).</li> <li>• <b>Increased tourism</b> - Green spaces lead to the provision of various services of which one of the most important include cultural services that provide opportunities relating to recreation, tourism, experiences and sense of place (Cilliers, 2015:82).</li> <li>• <b>Lower cost of artificial wetlands</b> - Water purification and provision will no longer be dependent on grey infrastructure or artificial wetlands but the new quality green spaces can serve as a natural wetland (Cillier &amp; Cilliers, 2016: 20).</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Favourable image of the place</b> - The image of the city plays an important role for the city to gain the attraction of investors, individuals and firms (Prilenska, 2012:12).</li> <li>• <b>Boost to retail sales</b> - The implementation of green aspects leads to economic well-being due to the fact that it leads to various aspects that contribute to an increase in economic growth. These aspects include (Cilliers, 2015:82): People are willing to pay more for property that are in closer proximity to green spaces; increase in retail sales; better tourism attraction; increase in inward investment; increase in employment opportunities.</li> <li>• <b>Improving the legibility of the city or neighbourhood</b> - The downfall of a public space is if it starts contributing to the insecurity of an area, especially if it becomes illegible, neglected and degraded. Thus, it is important to provide a quality green open space that strengthens social development and decreases social issues. Successful urban green spaces that are properly maintained will lead to a feeling of safety and increase the value and success of the space (Cilliers, 2015:81).</li> <li>• <b>Multidimensional, scientific and policy value</b> - Green spaces have various values from multidimensional and scientific to policy. The multidimensional value relates to the green space needing to be multifunctional and take several aspects into consideration that referred to social, environmental and economical aspect. The scientific value relates to the fact that it is considerably advantageous to both rural and urban communities. Finally, the policy value refers the necessity of policy makers to realize the importance of incorporating a green agenda and the environmental, social and economic benefits it has on the urban and rural area (Cilliers, 2015:80).</li> </ul>
<p>Indirect (social) economic benefits</p>	<ul style="list-style-type: none"> <li>• <b>Enhance urban renewal</b> - The incorporation of quality green spaces will lead to better urban sustainability and resilience (Cilliers &amp; Cilliers, 2016:26).</li> <li>• <b>More social capital</b> - It is important to provide a quality green open space that strengthens social development and decreases social issues (Cilliers, 2015:81). Green spaces also lead to adequate community engagement and better opportunities for social cohesion (Cilliers, 2015:83).</li> <li>• <b>Aesthetic values and visual amenities/ Cultural values and cultural amenities</b> - Green spaces lead to the provision of various services of which one of the most important include cultural services that provide opportunities relating to recreation, tourism, experiences, aesthetic appreciation, and sense of place (Cilliers, 2015:82).</li> <li>• <b>Identity of space</b> - As soon as a place has an established brand identity it will have a competitive advantage (Prilenska, 2012:12).</li> <li>• <b>Better neighbourhood relationships</b> - Adequate community engagement is provided as well as better opportunities for social cohesion (Cilliers, 2015:83).</li> <li>• <b>Enhance urban liveability</b> - Green spaces will ensure that the urban liveability is more sustainable (Gulsrud, 2015:14).</li> <li>• <b>Crucial to children's social and cognitive development</b> - A quality green space especially a child-friendly space will have several benefits relating to child-development (Cilliers, 2015:83).</li> <li>• <b>Establishes a sense of place</b> - Green spaces lead to the provision of various services of which one of the most important include cultural services that provide opportunities relating to recreation, tourism, experiences and sense of place (Cilliers, 2015:82).</li> </ul>

Indirect (environmental) economic benefits	<p><b>Improved ecological functions and ecosystem services</b></p> <p>Green spaces are directly linked to ecosystem services that in turn provide the following services (Cilliers, 2015:82):</p> <ul style="list-style-type: none"><li>• Provisioning services – medicinal resources, food production;</li><li>• Regulating services – regulation of air quality and climate, treatment of waste water, prevention of erosion, soil fertility;</li><li>• Supporting services – maintenance, natural habitats.</li></ul>
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**Source: Cilliers & Cilliers, 2016**

### 3.7 Conclusion

Chapter 3 reflected on place-making and the green agenda within cities, arguing that green place-making could be an important tool to enhance broader sustainability within cities, and as a result could also conform to broader city-branding approaches.

In Chapter 2 (Section 2.2.2) the definition of place was provided and it stated that place is personal to people and something unique. It was also stated that place should offer physical, cultural, social and spiritual qualities to its people. The other important aspect that was referred to in Chapter 2 regarding the importance of public places in a city context is that through these places a sense of community can be achieved and that it leads to resilient and sustainable cities, this falls in line with Chapter 3 and the importance of including green place-making that also leads to more sustainable cities.

It was found that green place-making is a contested concept in spatial planning. More often than not green aspects are constantly competing against urban land uses such as housing, essential services, maintenance and infrastructure. The growing population also leads to growing consumption and eventually to further environmental degradation.

A more emotional and humane approach will be achieved in city branding through combining the city branding and place-making concepts especially since place-making is focused more on social aspects. But an even stronger emotional and humane approach will be accomplished with the inclusion of green aspects to address the urban challenges mentioned such as quantity over quality and lack of basic services. To successfully implement the green place-making and city branding concepts one needs to consider the objectives of each of these concepts (to be discussed in Chapter 4).

Cilliers *et al.* (2016:353) mentioned that the main objective with the interconnection of green planning and place-making approaches is to plan and implement public spaces that are versatile and unique whilst offering various uses. The ultimate objective is to achieve successful green place-making through the implementation of objectives, visions and policies (Cilliers & Cilliers, 2016:26). Table 3-4 will discuss these objectives as referenced from various sources and mention the importance of each of these objectives within an urban context. The objectives that were identified through the research done in Chapter 3 includes the following:

- Activities;
- Accessibility;
- Landscape;
- Economic function;
- Inviting;
- Multi-functional;
- Aesthetics;
- Social function;
- Urban experience;
- Competition;
- Liveliness;



- Sustainability;
- Green initiatives.

Through the identification of these objectives it was clear that there were a few overlaps in the objectives identified for green place-making and city branding (Chapter 2). The overlapping objectives are:

- Economic function;
- Inviting;
- Multi-functional;
- Aesthetics;
- Social;
- Competition;
- Consumer/ Community;
- Place identity / Image;
- Liveliness; and
- Green initiatives.

The overlaps between the objectives of green place-making and city branding will be discussed in detail in Chapter 4. Table 3-4 will explain each of the green place-making objectives in relation to the views of various authors in more detail.

**Table 3-4: Green place-making objectives from a theoretical point of departure**

	<b>Cilliers &amp; Cilliers, 2016</b>	<b>Cilliers <i>et al.</i>, 2016</b>	<b>Gulsrud, 2015</b>	<b>Harrison <i>et al.</i>, 2014</b>
Discussion of author's view	<ul style="list-style-type: none"> <li>• Cilliers and Cilliers (2016) identified several typologies that can be regarded as objectives to successfully achieve sustainable green place-making.</li> </ul>	<ul style="list-style-type: none"> <li>• The objectives mentioned by Cilliers <i>et al.</i> (2016:353) will require the inclusion of the public realm in order to service a wider variety of user groups.</li> <li>• The linkage between place-making and green planning has the same objective as transforming spaces into places in terms of functionality and value (Cilliers <i>et al.</i>, 2016:351).</li> </ul>	<ul style="list-style-type: none"> <li>• Gulsrud (2015) mentioned three broad objectives each focusing on smaller details within the green place-making approach.</li> </ul>	<ul style="list-style-type: none"> <li>• Harrison <i>et al.</i> (2014:15) focused on sustainability and the importance of achieving the balance between various to social, economic and environmental objectives.</li> <li>• These objectives will lead to a better quality of life for its citizens, increased durability and sustainability (Harrison <i>et al.</i>, 2014:44).</li> </ul>
Overlapping objectives	<ul style="list-style-type: none"> <li>• Activities</li> <li>• Economic function</li> <li>• Multi-functional</li> <li>• Social function</li> <li>• Urban experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Lively;</li> <li>• Sustainable; and</li> <li>• Green initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Urban Green Infrastructure;</li> <li>• Economic growth; and</li> <li>• Sustainable development</li> </ul>	<ul style="list-style-type: none"> <li>• Social;</li> <li>• Economic; and</li> <li>• Environment</li> </ul>
Additional objectives	<ul style="list-style-type: none"> <li>• Accessibility;</li> <li>• Landscape;</li> <li>• Inviting;</li> <li>• Aesthetics; and</li> <li>• Urban experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive</li> </ul>		

**Source: Author's own construction of findings, 2019**

Chapter 4 will deal with the objectives of each concept as well as the relation between the objectives of each concept.

# CHAPTER 4 INTERFACE BETWEEN CITY BRANDING AND GREEN PLACE-MAKING

## 4.1 Introduction

This chapter considered city branding and green place-making objectives to reflect on the interface, and possible linkages between the two concepts. Theory-based sampling were employed as part of a qualitative inquiry in to the two concepts (city-branding and green place-making) to identify the overlaps and synergies between these concepts, as captured accordingly.

## 4.2 Theory-based sampling in terms of city-branding objectives

Research of the following authors were considered to inform the theory-based sampling pertaining to the qualitative inquiry in the concept of city branding:

- Prilenska (2012): City branding as a tool for urban regeneration: towards a theoretical framework;
- Ashworth and Kavaratzis (2010): Towards effective place brand management: branding European cities and regions;
- Konijnendijk, 2012: Green cities, competitive cities – promoting the role of green space in city branding;
- Coimbra *et al.* (2012): City logo: innovative place brand management;
- Winfield-Pfefferkorn (2005): Exploring city branding and the importance of brand image.

The theory-based sampling identified specific objectives (as presented in Chapter 2) to enhance city branding in a city. The objectives included:

- Functionality;
- Added value; and
- Integration

Though these aspects it was possible to identify crucial objectives for city-branding:

- Social aspects;
- Economic aspects;
- Consumer / community;
- Place identity / image;
- Culture; and
- Visual aspects.

Table 2-1 includes the selected objectives that were identified through qualitative inquiry in the literature study (Chapter 2 and Table 2-1) pertaining to objectives to achieve successful city branding.

**Table 4-1: City branding objectives based on research done by several authors**

City branding objective	Discussion	Concluding remarks
<p><b>Social aspects</b></p>	<p>According to Prilenska (2012), social aspects are important to include for reasons relating to communication to improve the spatial classification and quality of the city. The inclusion of social aspects will ultimately lead to an <b>increase in the value of land</b>, thus taking residents and local businesses into consideration. The second author Ashworth and Kavartzis (2010) took a reversed approach to the importance of social aspects by stating that city branding is required to ensure <b>community development</b> and <b>avoid social unrest</b> and also stated that social aspects are required to meet the <b>needs of the end consumer</b>. The author Konijnendijk (2012) didn't go into much depth regarding the social aspects of city branding but has however stated three important roles a city needs to offer that is somewhat related to social aspects. The roles mentioned include the fact that the city needs to be sacred and serve as a <b>religious centre</b>, the city needs to offer <b>quality of life and a safe environment</b>, and the city needs to be a <b>centre for culture and social aspects</b>. The fourth author Coimbra (2012) mentioned the importance of <b>active participation</b> and <b>management from stakeholders</b> that relate to social aspects. The final author Winfield-Pfefferkorn's (2005) view on social aspects is much related to the view of Coimbra (2012), the author mentioned the need for <b>policy efforts</b> from authorities to include important social aspects in the <b>compilation of new policies</b>.</p>	<p>From the research done by several authors it was clear that social aspects play an important role in the branding of city especially since it leads to community development and needs to be included in the compilation of new policies. Thus, city brand can be strengthened through the inclusion of social aspects due to the fact that people will know that the city values the community and tourists.</p>
<p><b>Economic aspects</b></p>	<p>Authors such as Prilenska (2012), Coimbra (2012) and Winfield-Pfefferkorn mentioned the importance of economic aspects especially with the challenges modern cities face in terms of the increase in <b>mobility of human and financial resources</b> and the <b>need for inward investment</b>. The city also needs to ensure that it has a <b>competitive advantage</b> and <b>attracts a creative class</b> to lead to a concentration of <b>creative economic activities</b>. However, the authors Ashworth and Kavartzis (2010) didn't focus much on the importance of including economic aspects but did mention that cities have always aimed to</p>	<p>It is clear that economic aspects walk hand in hand with city branding especially since cities are considered an important economic hub. But in terms of city branding it is important to consider more creative economic activities in order to make the city more unique and to successfully establish its identity.</p>

City branding objective	Discussion	Concluding remarks
	<p>achieve economic, political and social objectives to establish a competitive advantage. The author, Konijnendijk (2012) mentioned that city branding gives a city the opportunity to <b>compete for several economic aspects</b> such as <b>innovation, creativity and talent</b> in order to ultimately strengthen its position as a competitive city and establish its <b>unique image and identity</b>.</p>	
<p><b>Consumer/ Community</b></p>	<p>All the above-mentioned authors mentioned the importance of involving or including the <b>community in city branding processes</b>. This will ensure that the community <b>feels empowered</b> and that <b>policies and authorities meet all needs</b>. The most important aspect to include when focussing on the community is a <b>good channel of communication</b> between <b>authorities and the community</b>. Ultimately as mentioned by Winfield-Pfefferkorn (2005) the inclusion of the community in city branding processes will lead to the city brand having a <b>sustainable competitive advantage</b>.</p>	<p>As for social aspects the inclusion of the community in the city branding concept will not only make the community feel more valued, but will also ensure a satisfied end consumer and sustainability of the brand.</p>
<p><b>Place identity/ image</b></p>	<p>Each of the authors realised the importance of establishing a place identity and image in a city. As soon as a place has an <b>established brand identity</b> it will automatically have a <b>competitive advantage</b>. Prilenska (2012) mentioned that the image of the city plays an important role for the city to gain the <b>attraction of investors, individuals and firms</b> but that it is still not enough just to focus on the image of a city. It is also important for city officials to brand the city <b>locally and internationally</b>. Ultimately the <b>goal of city branding</b> is to <b>attract tourists, inward investment and reinforce the local identity of the city</b>. Coimbra (2012) mentioned that there are three notions that are important to consider when addressing place identity. The first notion is brand image that is regarded as a <b>cultural and external aspect</b> and is also controlled by the transaction between the <b>consumer and the brand</b>. The second notion is referred to as the <b>equity</b> of the brand. This notion is extremely valuable to the brand and needs to be managed and protected over the long term. The final notion is the <b>purpose</b> of the brand, which refers to bringing various</p>	<p>The identity and image of the brand is what makes the brand unique and one of its kind, it's the aspect that will ultimately give the city a competitive advantage that leads to the increase in investment.</p>

City branding objective	Discussion	Concluding remarks
	groups of people together in order to form a <b>unified vision</b> with regards to brand management.	
<b>Culture</b>	This aspect overall wasn't mentioned as much as other aspects by the various authors. According to Ashworth and Kavaratzis (2010) culture refers to a <b>mutual internal feeling</b> that is based on <b>beliefs, values and assumptions about a system</b> . These authors also referred to the new trend in branding that emerged is Cultural/Entertainment Branding that also has an effect on the economic, social and environmental aspects of a city.	The value of the inclusion in city branding is misunderstood or underestimated, although the cultural aspect can be integrated in the consumer/community objective or even the social aspect objective, it still plays an integral role in city branding in terms of attractiveness and uniqueness.
<b>Visual aspects</b>	Only Prilenska (2012), Ashworth and Kavaratzis (2010) and Coimbra (2012) mentioned visual aspects but it seems like it wasn't regarded as an important objective for city branding. Coimbra (2012) gave the most detailed explanation of the importance of visual aspects by identifying visual elements that work together to achieve a <b>visual image</b> of a place or city.	It is likely that in the modern age visual aspects will become increasingly more important for city branding especially since visual media through technological advantages is the only way people can connect with a place.

Source: Author's own construction of findings, 2019

### 4.3 Green place-making objectives

The concept of green place-making was also considered from the qualitative inquiry and theory-based sampling approach. Research of the following authors were considered to inform the theory-based sampling pertaining to the qualitative inquiry in the concept of green place-making:

- Cilliers & Cilliers (2016): Planning for green infrastructure: Options for South African Cities;
- Cilliers *et al.* (2016): Transforming spaces into lively public open places: Case studies of practical interventions;
- Gulsrud (2015): The role of green space in city branding;
- Harrison *et al.* (2014): Urban Resilience Thinking for Municipalities

The objectives that were identified through the research done in Chapter 3 includes the following:

- Activities;
- Accessibility;
- Landscape;
- Economic function;
- Inviting;
- Multi-functional;
- Aesthetics;
- Social function;
- Urban experience;
- Competition;
- Liveliness;
- Sustainability;
- Green initiatives.

Table 4-2 includes the various objectives that could be identified through the literature study (Chapter 3 and Table 3-4) that need to be included in order to achieve successful city branding.

**Table 4-2: Green place-making objectives based on research done by several authors**

Green place-making objective	Discussion	Concluding remarks
<b>Activities</b>	Cities can become more resilient through the integration of activities such as green open spaces (that includes social, economic and natural) and physical capital into city planning in order to make urban areas more sustainable and flexible to change (Cilliers & Cilliers, 2016:19).	This objective was also included as one of the key attributes in the place diagram (Figure 3-2). Through the inclusion of this objective more people will be attracted to the place.
<b>Accessibility</b>	Green spaces are referred to as natural developed or undeveloped areas that can easily be accessed by the public and must supply a certain quality to communities (Cilliers & Cilliers, 2016:9). Green spaces must also provide accessible pathways and several uses (Cilliers & Cilliers, 2016:45).	The accessibility objective was also included as one of the key attributes in the place diagram (Figure 3-2). This objective will ensure that the place is connected with its surroundings.
<b>Landscape</b>	As mentioned by Cilliers & Cilliers (2016:6) the greatest challenge cities face today is regarding sustainability especially since the approach for essential landscapes are currently unsustainable. The objectives in terms of landscapes should be focused establishing green assets in order to sustain society and improve resilience (Cilliers & Cilliers, 2016:10). Finally, the urban landscape should offer interrelated relationship between the built and natural systems (Cilliers & Cilliers, 2016:20).	The landscape objective is much related to the comfort and image (Figure 3-2) of a place that not only includes the cleanliness and safety in a place but also the inclusion of green aspects in a public open space.
<b>Economic function</b>	The most important objective to consider in terms of the economic function is for authorities and decision-makers to understand the potential economic benefit that green place-making and a variety of services can offer to the urban environment (Cilliers & Cilliers, 2016:38). Furthermore, green place-making can only offer economic or financial value if a specific service is supplied that in demand (Cilliers & Cilliers, 2016:14).	The importance of the economic function can be related back to the direct and indirect economic benefit (Table 3-2 to Table 3-3) on a household and neighbourhood level, for not only does the inclusion of economic aspects have a financial advantage for the city but also a social and environmental advantage.
<b>Inviting</b>	According to Cilliers and Cilliers (2016:38) an integrated planning approach should be implemented in city planning. It was found that cities that integrate green place-making and environmental approach in spatial planning are more liveable and most importantly more inviting to investors (Cilliers & Cilliers, 2016:38).	The inviting objective will ensure that the green open space is attractive, which in turn will lead to the surroundings of the open space to attract various uses and investors.



<b>Multi-functional</b>	The green place-making approach is reinforced by its multi-functional nature, support of ecosystem services and the landscape scale approach (Cilliers & Cilliers, 2016:10). It is of critical importance to understand the fact that the multi-functional characteristics of ecosystems can lead to more resilient cities (Cilliers & Cilliers, 2016:15). Various benefits can be achieved through the implementation of multi-functional services and the integration of grey space and green place-making to achieve various social, environmental and economic aspects (Cilliers & Cilliers, 2016:42).	For a green public open space to be multi-functional it needs to offer various functions in terms of green uses and activities whether the space serves as a meeting area, picnic area, festivals, markets or recreational activities. The more functions the space can offer the better attraction it will have.
<b>Aesthetics</b>	Aesthetics is only one of the many benefits that can be achieved through green thinking it also leads to added value regarding aspects related to the economy, social and environment (Cilliers & Cilliers, 2016:43).	Aesthetics play an important role especially in the modern age where visual media through technological advantages is the only way people can connect with a place.
<b>Social function</b>	It is important that the social function is included in green place-making especially since it can create awareness of green aspects amongst the community (Cilliers & Cilliers, 2016:31).	The social function is also referred to in the place diagram (Figure 3-2) as a key attribute not only will the space serve as a meeting point for friends and convenient interaction between strangers but will also create a greater sense of belonging for the community.
<b>Urban experience</b>	According to Cilliers and Cilliers (2016:5) it is difficult to integrate spatial planning and green place-making especially in city environments where the main objective is usually to supply in the demand for housing and services. The objective is thus to prioritise the implementation of green place-making to achieve the ultimate urban experience.	The urban experience refers creative approaches that will have a positive impact on how people (community and tourists) will perceive not only public spaces but the city as an entity. The inclusion of green place-making not only achieves the ultimate urban experience (uniqueness, green identity, image, creativity) but will also lead to an overall more resilient city.

Source: Author's own construction of findings, 2019

Cilliers *et al.* (2016:350) mentioned several other objectives relating to competition, liveliness, sustainability and green initiatives. These objectives are important to include due to society becoming increasingly more dynamic with regards to economic (profit), social (people) and sustainability (planet) issues. Furthermore, society is a direct reflection on the needs and preferences of the urban environment. The objectives mentioned by Gulsrud (2015) also merged with that of Cilliers *et al.* (2016) especially with objectives relating to sustainability and urban green place-making. As a final note, all the research (Table 3-4) that were based on the objectives relating to green place-making was focused on the three core objectives relating to social, economic and environmental benefits.

#### **4.4 The interface between city branding and green place-making**

In Table 4-3 the interdependency between objectives of green place-making (Table 3-4) and city branding (Table 2-1 to Table 2-6) were structured. It was found that all of the objectives are in some way or another interconnected and dependent on each other. For the purpose of this study the objectives that have three or more similarities have been selected as part of the theory-based sampling and qualitative enquiry into objectives relating to both city branding and green place-making.

**Table 4-3: The interdependency between city branding and green place-making as derived from the theory-based sampling**

		City Branding Objectives						Motivation for interdependence	Overlaps
		Social aspects	Economic Aspects	Consumer/ Community	Place identity / Image	Culture	Visual aspects		
<b>Green Place-making Objectives</b>	<b>Activities</b>	X	X	X	X	X	X	Cities can become more resilient through the integration of activities such as green open spaces (that includes social, economic and natural) and physical capital into city planning in order to make urban areas more sustainable and flexible to change (Cilliers & Cilliers, 2016:19).	Economic function; Social function; Consumer/ community function; Place identity / Image function; Aesthetic function
	<b>Accessibility</b>			X		X		Green spaces are referred to as natural developed or undeveloped areas that can easily be accessed by the public and must supply a certain quality to communities (Cilliers & Cilliers, 2016:9). Green spaces must also provide accessible pathways and several uses (Cilliers & Cilliers, 2016:45).	Consumer/ community
	<b>Landscape</b>			X				The objectives in terms of landscapes should be focused establishing green assets in order to sustain society and improve resilience (Cilliers & Cilliers, 2016:10).	Consumer/ community
	<b>Economic function</b>	X	X		X			Authors such as Prilenska (2012), Coimbra (2012) and Winfield-Pfefferkorn mentioned the importance of economic aspects especially with the challenges modern cities face in terms of the increase in mobility of human and financial resources and the need for inward investment. The city also needs to ensure that it has a competitive advantage and attracts a creative class to lead to a concentration of creative economic activities. Ashworth and Kavaratzis (2010) mentioned that cities have always aimed to achieve economic, political and social objectives to establish a competitive	Economic function; Social function; Place identity / Image function

								advantage. The author, Konijnendijk (2012) mentioned that city branding gives a city the opportunity to compete for several economic aspects such as innovation, creativity and talent in order to ultimately strengthen its position as a competitive city and establish its unique image and identity.	
<b>Inviting</b>	X	X	X	X	X	X	X	It was found that cities with a green place-making and environmental approach in spatial planning is more liveable and most importantly more inviting to investors (Cilliers & Cilliers, 2016:38).	Economic function; Social function; Consumer/ community function; Place identity / Image function; Aesthetic function
<b>Multi-functional</b>	X	X	X	X				Various benefits can be achieved through the implementation of multi-functional services and the integration of grey spaces and green place-making to achieve various social, environmental and economic aspects (Cilliers & Cilliers, 2016:42).	Economic function; Social function; Consumer/ community function; Place identity / Image function
<b>Aesthetics</b>	X	X					X	Aesthetics is only one of the many benefits that can be achieved through green thinking it also leads to added value regarding aspects related to the economy, social and environment (Cilliers & Cilliers, 2016:43).	Economic function; Social function; Aesthetic function
<b>Social function</b>	X	X	X	X	X	X		According to Prilenska (2012) the inclusion of social aspects will ultimately lead to an increase in the value of land, thus taking residents and local businesses into consideration. Ashworth and Kavaratzis (2010) stated that city branding is required to ensure community development and avoid social unrest and that social aspects are required to meet the needs of the end consumer. One of the roles Konijnendijk (2012) have stated that a city needs to offer is that it needs to be a	Economic function, Social function; Consumer/ community function; Place identity / Image function

							centre for culture and social aspects. Coimbra (2012) mentioned the importance of active participation and management from stakeholders that relate to social aspects. The objective for the social function in the city is to have a few social approaches to achieve the awareness of the importance of green place-making (Cilliers & Cilliers, 2016:31).	
<b>Urban experience</b>				X		X	According to Cilliers and Cilliers (2016:5) it is difficult to integrate spatial planning and green place-making especially in city environments where the main objective is usually to supply in the demand for housing and services. The objective is thus to prioritise the implementation of green place-making to achieve the ultimate urban experience.	Place identity / Image function; Aesthetic function
<b>Competition</b>		X	X	X			Since cities of today have to compete in a global marketplace, cities need to be competitive in order to compete for an increase in investment (Cilliers, 2016:350).	Economic function; Consumer/ community function; Place identity / Image function
<b>Lively</b>	X	X	X	X	X	X	Cities need to be lively and offer various and integrated functions to attract different investors, tourists and users in order to ensure a increase in quality of life for the local community (Cilliers, 2016:350).	Economic function; Social function; Consumer/ community function; Place identity / Image function; Aesthetic function
<b>Sustainability</b>	X	X					This objective aims to achieve the environmental and social benefits associated with sustainable urban growth (Gulsrud, 2015:9).	Economic function; Social function
<b>Green Initiatives</b>	X	X	X				Green city brands have a beneficial impact on UGI governance by enhancing green urban aspects and lead to health, quality of life and economic growth (Gulsrud, 2015:57).	Economic function; Social function; Consumer/ community function

Source: Author's own construction of findings, 2019

From Table 4-3 functions were identified that have been selected as part of the theory-based sampling and qualitative enquiry into objectives relating to both city branding and green place-making. The functions that were identified included:

- Economic function – This function is important especially with the challenges modern cities face in terms of the increase in mobility of human and financial resources and the need for inward investment. The green place-making approach will ensure better attraction of a creative class to lead to a concentration of creative economic activities whereas city branding gives a city the opportunity to compete for several economic aspects such as innovation, creativity and talent;
- Inviting function - Cities that focus on incorporating green infrastructure, urban furniture and a combination of activities are overall more inviting to investors;
- Multi-functional function - Various benefits and opportunities such as addressing diverse community needs and place diversity can be achieved through the implementation of a wide range of facilities and services in a space;
- Aesthetic function - Leads to added value in terms of social, environmental and economic aspects;
- Social function – Will ensure that the space serves as a meeting point, place of socialisation and resting (Cilliers & Timmermans, 2016:840);
- Competitive function - Modern cities need to compete in a global marketplace and need to be competitive to increase investment leading to a stronger city brand;
- Consumer/ Community function- Makes the community feel empowered, ensures that policies are able to meet all needs, and sustainable competitive advantage;
- Place identity / Image function - Increase in the attraction of investors and tourists; and reinforce the local identity of the city;
- Lively function- Cities need to offer integrated functions to attract investors, tourists and users to ultimately ensure an increase in the quality of life of the community; and
- Green initiative function - Green initiatives will lead to health, quality of life and add a unique character to every space.

The sustainability objective as well as the activity objective is all-inclusive objectives, although the explanation didn't include the various city branding objectives in Table 2-1, one can assume that these objectives encloses several if not all the above mentioned objectives and is definitely important to include when analysing successful case studies of city branding based on green place-making.

#### **4.5 Conclusion**

Chapter 4 considered the objectives for city branding and green place-making as well as the interdependency between the concepts. Ultimately these objectives and the interdependency between the concepts will be used to analyse and assess various case studies that aimed to achieve city branding through the implementation of green place-making.

The final table (Table 4-3) that was set out in this chapter focused on the interdependency between the city branding and green place-making objectives. The independent objectives were selected when three or more overlaps between objectives were evident. These objectives were

then refined in the empirical investigation (case study analysis) that formed part of this Empirical Study (Section 4.4). Table 4.4 captures the re-coded objectives that was employed in the empirical investigation in the following chapter

**Table 4-4: Important qualities to consider for the successful implementation each re-coded objective**

Re-coded objectives	Important qualities
Economic function	<ul style="list-style-type: none"> <li>• Incorporating more than just the function of an open green space, but also realise the opportunity to incorporate other functions such as markets, concerts and a children’s area;</li> <li>• The open space should aim to lead to the successful marketability of the surrounding area and the inclusion of opportunities to lead to several economic benefits;</li> <li>• The space should focus on attracting a higher footfall; and</li> <li>• A sense of uniqueness is created.</li> </ul>
Inviting function	<p>This function is determined by what the space offers in terms of:</p> <ul style="list-style-type: none"> <li>• Something to do – does the space offer an experience or a diversity of activities (Happ, 2017);</li> <li>• Does the space have good interaction with its surroundings (attractive, interesting, aesthetically pleasing);</li> <li>• Accessible to all modes of transport, especially cyclists and pedestrians;</li> <li>• People are comfortable in the place in terms of seating, aesthetically pleasing, safe, protection from natural elements (rain, sun, snow and wind);</li> <li>• Is colour included in the design – paint, art or greenery; and</li> <li>• Sociable – meeting place, gatherings, portrays the uniqueness of the community.</li> </ul>
Multi-functional function	<ul style="list-style-type: none"> <li>• The space offers diversity in terms of activities and things to do; and</li> <li>• It gives people the opportunity to experience something new.</li> </ul>
Aesthetic function	<ul style="list-style-type: none"> <li>• The successful interaction between the space and its surroundings (Malsch, 2017);</li> <li>• Variety in colours, detail, functions, shape and height (Happ, 2017);</li> <li>• Well maintained and clean (Happ, 2017); and</li> <li>• Placement of furniture and greenery – variety of options in shade and in the sun.</li> </ul>
Social function	<ul style="list-style-type: none"> <li>• Space serves as a meeting point, place of socialisation, interaction and resting;</li> <li>• The place sparks the interest of the community;</li> <li>• Placement of furniture, offers privacy together with the opportunity to watch people; and</li> <li>• The place provides a safe and clean atmosphere (Project for Public Places, 2018).</li> </ul>
Competitive function	<ul style="list-style-type: none"> <li>• The Power of Ten, as defined by the Project for Public Places (2009) refers to the importance of providing a variety of activities but more importantly- flexibility;</li> <li>• The space offers a unique experience; and</li> </ul>

Re-coded objectives	Important qualities
Consumer / Community function	<ul style="list-style-type: none"> <li>• The space offers diversity.</li> <li>• The space makes the community feel empowered by providing for their needs;</li> <li>• Proper public participation; and</li> <li>• The space offers diversity in terms of activities, amenities and services for young and old.</li> </ul>
Place identity / Image function	<ul style="list-style-type: none"> <li>• Does the place offer a good first impression;</li> <li>• The place provides a safe and clean atmosphere;</li> <li>• The space offers comfort – urban furniture and proper walkways; and</li> <li>• The place is charming and attractive (Project for Public Places, 2018).</li> </ul>
Lively function	<ul style="list-style-type: none"> <li>• The space offers an experience or a diversity of activities (Happ, 2017);</li> <li>• The space should focus on attracting a higher footfall to lead to liveliness; and</li> <li>• The space will need to be accessible to all residents as well as tourists.</li> </ul>
Green initiative function	<ul style="list-style-type: none"> <li>• Green-planning initiatives will lead to the transformation of a public space in to a purposeful public place (De Jong &amp; Cilliers, 2013:7); and</li> <li>• This function refers to the implementation of green elements, from trees, green graffiti, green roofs, urban furniture, etc. (De Jong &amp; Cilliers, 2013:7).</li> </ul>

**Source: Author's own construction of findings, 2019**

Each of these re-coded objectives were considered in Chapter 5, the empirical investigation, to determine how these objectives can be applied to practice and if there are any objectives that need reconsideration to ultimately determine how green place-making can be used as a tool to enhance city branding.



# CHAPTER 5 REFINEMENT OF RE-CODED OBJECTIVES THROUGH INTERNATIONAL BEST PRACTICES

## 5.1 Introduction

This chapter formed part of the empirical study and included three purposefully selected case studies that were selected based on their ability to achieve successful city branding through green place-making approaches. The case studies formed part of the LICI (Lively Cities) Lively Cities EU-Interreg project (Cilliers *et al.*, 2016) and was considered in this research as international best practices because these cases had the ability to address most of the theoretical aspects mentioned in previous chapters and can thus be used to further refine and expand the re-coded objectives to be included in the framework for city-branding through green place-making objectives.

## 5.2 The case study selection

Three case studies were purposefully selected as best practices that considered green place-making objectives and the enhancement of city branding principles. The selected cases include the public spaces of the Jardin de la Maison in Namur, Place du Cardinal Mercier in Wavre and Place Maugretour in La Louviere. All of these spaces were included in the LICI Lively Cities EU-Interreg project that aimed to reclaim public spaces for public use during the period of 2012-2014. These spaces were selected based on the international recognition it received not only for green place-making but also its contribution to city branding approaches.



**Figure 5-1: The three case studies based in Belgium**  
**Source: Cilliers and Timmermans, 2016**

From the LICI report on tools and methods for place-making and planning, several methods and tools for planning and place-making processes were used (Cilliers *et al.*, 2012:2). These tools and methods were then implemented in several case studies to determine how successful these tools and methods are in practice (Cilliers *et al.*, 2012:2).

As mentioned by Cilliers and Timmermans (2016:838) the open spaces mentioned in this thesis were identified for the purpose of redesign. The study done by Cilliers and Timmermans (2016)

that was based on these projects evaluated the space and usage thereof preceding the redesign, the analysis of the space as well as the space and usage thereof after the redesign. These case studies as in the mentioned study and research done by Cilliers and Timmermans (2016) was also used in this thesis due to the fact that each case study was apparent of best practice and reflected not only in theoretical characteristics but also the re-coded objectives that were identified in Chapter 4 of this study.

### **5.2.1 Considering best practices in terms of re-coded green place-making functions that enhanced city branding objectives**

The interdependence between the city branding and green place-making objectives contained in these best practices were analysed on the basis of the re-coded objectives (Chapter 4) and supported by the green and place-making objectives as mentioned by Cilliers and Timmermans (2016:837).

The research method of self-assessment as explained by Boud and Falchikov (1989:529) was used for the purpose of determining the interdependence between re-coded objectives of green place-making and city branding and how applicable this interdependence is in practice. This method refers to when a researcher makes judgements about the outcomes of the research that was done. There are two main elements that are associated with the method of self-assessment, firstly the researcher will identify standards that are applicable to the research and secondly the researcher will make judgments with regards to the research based on these standards or criteria (Boud & Falchikov, 1989:529).

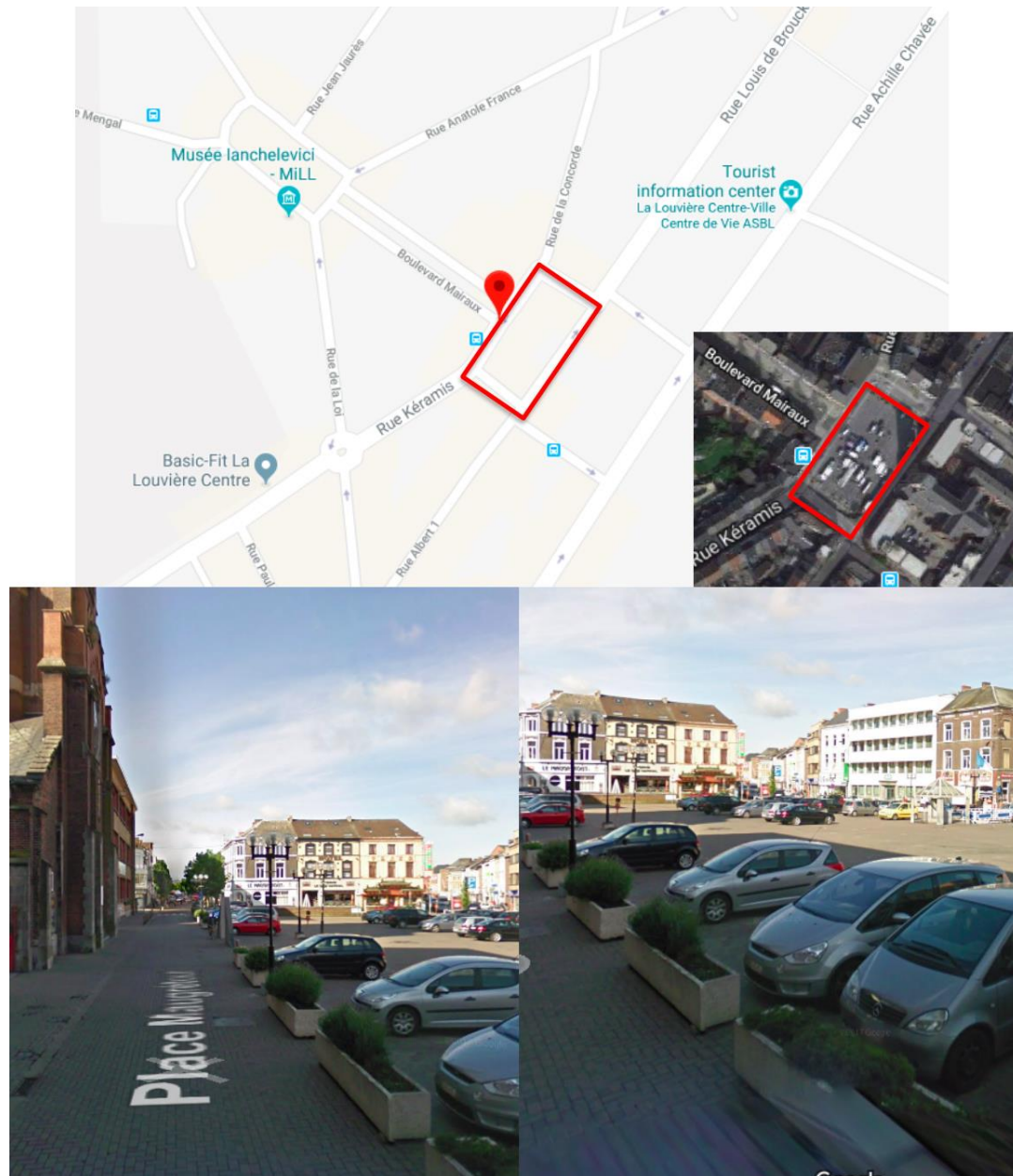
The method of self-assessment was firstly implemented by analysing important qualities on the basis of the re-coded objectives to determine the best practices in terms of green place-making that was implemented and how it ultimately led to establishing city branding. The important qualities that played a role in terms of each objective are set out in Table 4-4.

Through the analysis of the re-coded objectives and the characteristics of a strong city brand it was possible within each case study to determine the interdependence between green place-making and city branding as well as how green place-making can lead to the establishment of a strong city brand.

The green place-making aspects that will lead to a successful place and ultimately to a successful brand is set out in Figure 3-2 as set out by the Project for Public Spaces (2008). The following sections will discuss each case study with the identified re-coded as well as the establishment of city branding through the redesign of each space.

### 5.3 Case Study 1: Place Maugretout in La Louviere

The first case study was based on the Place Maugrétout in La Louviere (Belgium). Figure 5-2 serves as a form of contextualization to the location of the public space in La Louviere as well as figures to give an idea of what the use of the space was before the redesign. As can be seen in Figure 5-2, the public space, Place Maugrétout, is ideally located in the city centre of La Louviere, and is surrounded by commercial nodes.



**Figure 5-2: Location and use of space before the redesign**  
**Source: Google Maps, 2019**

As seen in Figure 5-2 the main usage of the space before redesign was used as a parking area for the surrounding commercial uses. As mentioned by Cilliers and Timmermans (2016:843) although the space was mostly underutilized, it did often serve as a square, used for different activities such as open-air concerts, urban shows and annual flower markets.

Since this space formed part of the LICI Lively Cities project an analysis was conducted to determine the potential of the space and how core stakeholders perceive the space including the Culture Centre team, the City Council, Tourist office as well as shop owners, residents etc. According to Cilliers and Timmermans (2016:844) the analysis showed that the space had immense potential to be converted from an open space that was overlooked and neglected to a functional, meaningful and quality open space.



**Figure 5-3: Place Maugrétout in La Louvière after redesign**  
**Source: Schiavetto, 2018**

### 5.3.1 SWOT analysis

This sub-section considered the SWOT analysis that was compiled by the LICI team as part of Interreg European Funded project LICI research team together with AMCV (Belgium), La Louvière Centre-Ville Centre de Vie (Belgium), Ville de Tournai (Belgium), Aberdeen City Council (United Kingdom), Brighton & Hove City Council (United Kingdom), Ville de Lille (France) and Gemeente Eindhoven (Netherlands) to analyse the space before the redesign and also to provide ideas of action to improve the space.

According to the Place Maugrétout in La Louvière SWOT analysis the strengths that the space had before the redesign was broadly based on the location of the space, its facades and that the market that was held at the location was quite popular. The weaknesses that were mentioned were related to design elements such as the lack of identity, no activity options, empty space and that all of this leads to the fact that residents weren't attracted to the space. The threats referred to the project that was implemented to keep the existing parking space.

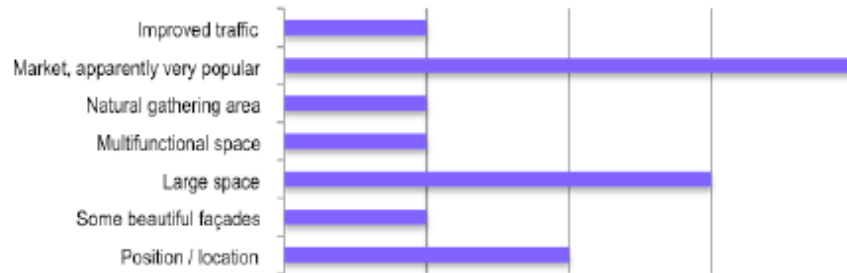
The potential of the space could be improved by the several ideas of action that were set out by the LICI team. The first idea was to include place branding in order to provide the place with an identity. The second idea was to include more activities to improve the multi-functionality of the space. The space only required small changes to start making a difference (Power of Ten) and for stakeholders to realise the importance of the market within the space.

Site visit : La Louvière – Place Maugrétout  
 Date : 23rd June 2011

**TRANSNATIONAL SWOT ANALYSIS**

LICI, SV Tournai, Belgium, JUNE 2011

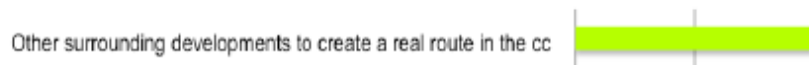
**STRENGTHS**



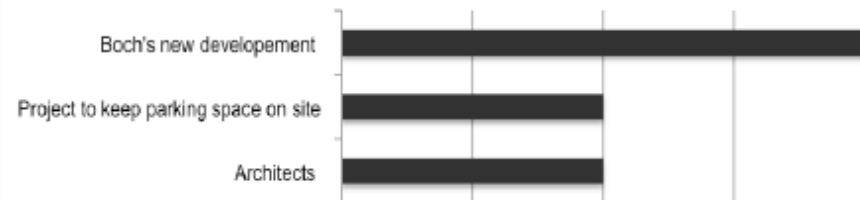
**WEAKNESSES**



**OPPORTUNITIES**



**THREATS**



**Ideas of actions:**  
 Place branding to give the place an ID  
 Flexible amenities & programming  
 Small interventions: power of ten  
 Use the market as an alternative to other development

### **5.3.2 Considering the re-coded objectives in relation to best practices within the case study**

This section served as the analysis and identification of best practices in the redesign of Place Maugrétout in La Louviere. Figure 5-1 showed the analysis of the redesign of the space based on the re-coded objectives relating to city branding and green place-making in relation to the main challenges identified before the redesign and the best practices and gaps identified after the redesign.

**Table 5-1: Analysis of the redesign of Place Maugrétout in La Louviere**

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
<b>Aesthetic function</b>	<ul style="list-style-type: none"> <li>• No interaction between the space and its surroundings;</li> <li>• Unable to attract non residents;</li> <li>• Lack of colours, detail, functions, shape and height; and</li> <li>• Lack of urban furniture and greenery.</li> </ul>	<ul style="list-style-type: none"> <li>• As seen in Figure 5-3 and according to Cilliers and Timmermans (2016:845) the open space is visually attractive;</li> <li>• The space offers landscape, cultural and historical value taking the surrounding church and cultural buildings into consideration- thus interaction between space and its surroundings;</li> <li>• The space embraces the visual attributes of the various seasons as well as the usage and needs of the space;</li> <li>• There is an interaction between the place and the beautiful facades of the surrounding buildings; and</li> <li>• The space offers a variety of colours and functions.</li> </ul>	<ul style="list-style-type: none"> <li>• Requires more furniture, greenery or art that achieves the element of height.</li> </ul>
<b>Competitive function</b>	<ul style="list-style-type: none"> <li>• Unable to attract non residents;</li> <li>• No activities provided on the site; and</li> <li>• Empty and grey open space.</li> </ul>	<ul style="list-style-type: none"> <li>• Through the redesign of this space an increase in investment and attraction from tourists and users were achieved, this supports the element of competition the space can offer regarding other public spaces on an urban or regional level (Cilliers &amp; Timmermans, 2016:845);</li> <li>• The space offers a range of activities and is flexible to be transformed into a space for events; and</li> <li>• The redesign considered the local identity and needs of surrounding uses and residents.</li> </ul>	<ul style="list-style-type: none"> <li>• Due to the space being enclosed by its surroundings the place feels somewhat secluded from the rest of the town.</li> </ul>

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
<b>Consumer/ Community function</b>	<ul style="list-style-type: none"> <li>The space lacks local identity;</li> <li>The space lacks diversity in terms of activities, amenities and services for young and old.</li> </ul>	<ul style="list-style-type: none"> <li>The space does take the consumer and community into consideration, as mentioned the LICl Lively Cities project did an analysis to determine how residents and other core stakeholders perceived the place; and</li> <li>As mentioned by Cilliers and Timmermans (2016:844) the open space, post redesign, is available for usage by various users, thus focusing on a wide range of consumers.</li> </ul>	
<b>Economic function</b>	<ul style="list-style-type: none"> <li>Other than the markets that were held in the space every once in a while there were no other attraction or activities to and in the space.</li> </ul>	<ul style="list-style-type: none"> <li>Through the redesign of this space an increase in investment and attraction from tourists and users were achieved;</li> <li>The new space also led to the implementation of a variety of functions and higher footfall such as outdoor markets and festivals (Cilliers &amp; Timmermans, 2016:845);</li> <li>The redesign of the space led to successful marketability of the surrounding commercial uses; and</li> <li>By the incorporation of events the place was able to achieve a sense of uniqueness.</li> </ul>	
<b>Green initiative function</b>	<ul style="list-style-type: none"> <li>Lack of identity – no green elements;</li> <li>Empty space with no use other than a parking space.</li> </ul>	<ul style="list-style-type: none"> <li>Green initiatives are incorporated in the space based on the analysis and the participation, the transformation of the space is based on seasonal planning activities and approaches as well as atmospheric changes that will be</li> </ul>	<ul style="list-style-type: none"> <li>There is still a need for additional green elements such as trees to add even further to the identity, uniqueness and comfort of the space.</li> </ul>



Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
		<p>incorporated during each season (sand in summer, grass for spring, autumn will have a Halloween atmosphere and in winter a Christmas theme will be incorporated) (Cilliers &amp; Timmermans, 2016:845).</p>	
<p><b>Inviting function</b></p>	<ul style="list-style-type: none"> <li>• The space didn't offer a unique experience or a diversity of activities;</li> <li>• The space was an empty parking lot and thus lacked interaction with its surroundings (attractive, interesting, aesthetically pleasing);</li> <li>• The space wasn't aesthetically pleasing with its lack of colour and greenery; and</li> <li>• The space wasn't sociable and lacked identity.</li> </ul>	<ul style="list-style-type: none"> <li>• The space can be regarded as inviting and also offers a "sense of place" due to the surrounding buildings forming an enclosure (Cilliers &amp; Timmermans, 2016:843);</li> <li>• The place is also in harmony with the surrounding buildings. The surrounding architecture forms a visually appealing backdrop to the place and gives a sense of safety;</li> <li>• Furthermore, the redesign led to the incorporation of structural design and the supply of the required landscaping elements and urban furniture;</li> <li>• The open space is also accommodating to a wide range of users (children, elderly, tourists and businesses) as well as functions (recreation, commercial, socializing and parking) (Cilliers &amp; Timmermans, 2016:845).</li> </ul>	<ul style="list-style-type: none"> <li>• The space could have offered an increased sense of comfort by incorporating elements of shade to protect from overexposure to sun, wind or rain.</li> </ul>
<p><b>Lively function</b></p>	<ul style="list-style-type: none"> <li>• The space didn't offer a unique experience or a diversity of activities; and</li> <li>• Other than the markets that were hosted in the space there was no other attraction</li> </ul>	<ul style="list-style-type: none"> <li>• As a result of the space attracting various users and the reduction of insecurity, it can be regarded as lively;</li> <li>• The versatility of uses the space offers such as play, parking, business and</li> </ul>	

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
	<p>to achieve an increase in footfall or the overall liveliness of the space;</p>	<p>recreation also led to the inclusion of the lively element; and</p> <ul style="list-style-type: none"> <li>• Through the redesign of the space there is more social interaction through means of various activities and opportunities (Cilliers &amp; Timmermans, 2016:845).</li> </ul>	
<p><b>Place identity / Image function</b></p>	<ul style="list-style-type: none"> <li>• The space lacked the element of comfort – urban furniture and proper walkways; and</li> <li>• The place wasn't visually appealing or identifiable to the local community.</li> </ul>	<ul style="list-style-type: none"> <li>• The space is enhanced in terms of functionality and identity in order to contribute to the social activities and quality of life of the community (Cilliers &amp; Timmermans, 2016:845);</li> <li>• The place offered a good first impression (aesthetically pleasing, relaxed atmosphere, safe and clean); and</li> <li>• The place offers comfort in the form of urban furniture and proper walkways.</li> </ul>	<ul style="list-style-type: none"> <li>• The space could have offered an increased sense of comfort by incorporating elements of shade to protect from overexposure to sun, wind or rain.</li> </ul>
<p><b>Multi-functional function</b></p>	<ul style="list-style-type: none"> <li>• The space lacked the diversity of activities and the opportunity for people to experience something new.</li> </ul>	<ul style="list-style-type: none"> <li>• According to Cilliers and Timmermans (2016:843) the space offered the capacity to be multi-functionally mainly due to its size, points of interest and parking proximity (Cilliers &amp; Timmermans, 2016:843);</li> <li>• The redesign led to the implementation of a variety of functions and higher footfall such as outdoor markets and festivals (Cilliers &amp; Timmermans, 2016:845);</li> <li>• The space offers a range of activities and is flexible to be transformed into a space for events; and</li> <li>• The place was also regarded as multi-functional in terms of providing amenities</li> </ul>	

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
<p><b>Social function</b></p>	<ul style="list-style-type: none"> <li>• The space lacked the diversity of activities;</li> <li>• The space lacked identity;</li> <li>• The space was empty with no urban furniture to create a sense of comfort and to serve as a meeting place;</li> <li>• There were no elements that would attract people to the place.</li> </ul>	<p>for young and old.</p> <ul style="list-style-type: none"> <li>• As mentioned with other elements in this table, the space was transformed in a functional space to be used for various activities and functions;</li> <li>• The space led to the strengthening of identity due to social interaction between local residents (Cilliers &amp; Timmermans, 2016:845);</li> <li>• After the redesign the space serves as a meeting point, place of socialisation, interaction and resting;</li> <li>• The place had the ability to spark the interest of the community;</li> <li>• Placement of furniture, offers privacy together with the opportunity to watch people; and</li> <li>• The place provided a safe and clean atmosphere.</li> </ul>	

Source: Author's own construction of findings, 2019

Cilliers and Timmermans (2016:845) stated the various elements of design that had the greatest influence in this case study:

- Diversity of activities – seasonal activities in order to provide several activities to various users in every season that in turn leads to a sense of place;
- Multi-functionality – the space offers various attractions, inter alia:
  - resting;
  - socializing;
  - recreation; and
  - parking
- Social character – social interaction is enhanced by supplying opportunities for various social activities such as central location, meeting point, proximity to urban nodes.

These aspects did not only have a great influence on the design of the public space but also on the branding and place-making of the space. All of the abovementioned design elements were also aspects mentioned as part of the place diagram (Figure 3-2) as key attributes and as city branding objectives mentioned in Chapter 2 (Table 2-1 to Table 2-6). The diversity of activities and multi-functionality of the space will attract additional and recurring consumers. The social character of the space will ensure that the space serves as meeting place and creates a sense of belonging.

### **5.3.3 Reflection on green place-making to enhance city branding after redesign**

This sub-section served as a reflection of Place Maugrétout, La Louviere, after the redesign of the space was implemented, based on the enhancement of city branding through the implementation the re-coded objectives. After the redesign the space had several advantages in terms of green place-making and city branding, including inter alia:

- The space offered seasonal activities in order to provide several activities to various users in every season that in turn leads to a sense of place;
- The new space offered outdoor markets and festivals that led to the implementation of a variety of functions and higher footfall;
- The redesign of the space led to the successful marketability of the surrounding commercial uses;
- The space offered a wide range of activities for various age groups;
- The place was aesthetically pleasing due to the successful interaction between the place and the beautiful facades of the surrounding buildings together with the implementation of a variety of colours and functions;
- The space led to the strengthening of identity due to social interaction between local residents; and
- Through the redesign of this space an increase in investment and attraction from tourists and users were achieved that supported the element of competition and leads to successful city branding.

The space can further be branded by including the following opportunities:

- Although the space already offered festivals and markets, the space can become more renowned with a weekly market or an annual event to enhance the sense of uniqueness;
- The space will be utilised more frequently during the day should the space offer more comfort in terms of shade (umbrellas and trees); and
- The space will be considered more a green open place with the incorporation of additional greenery.

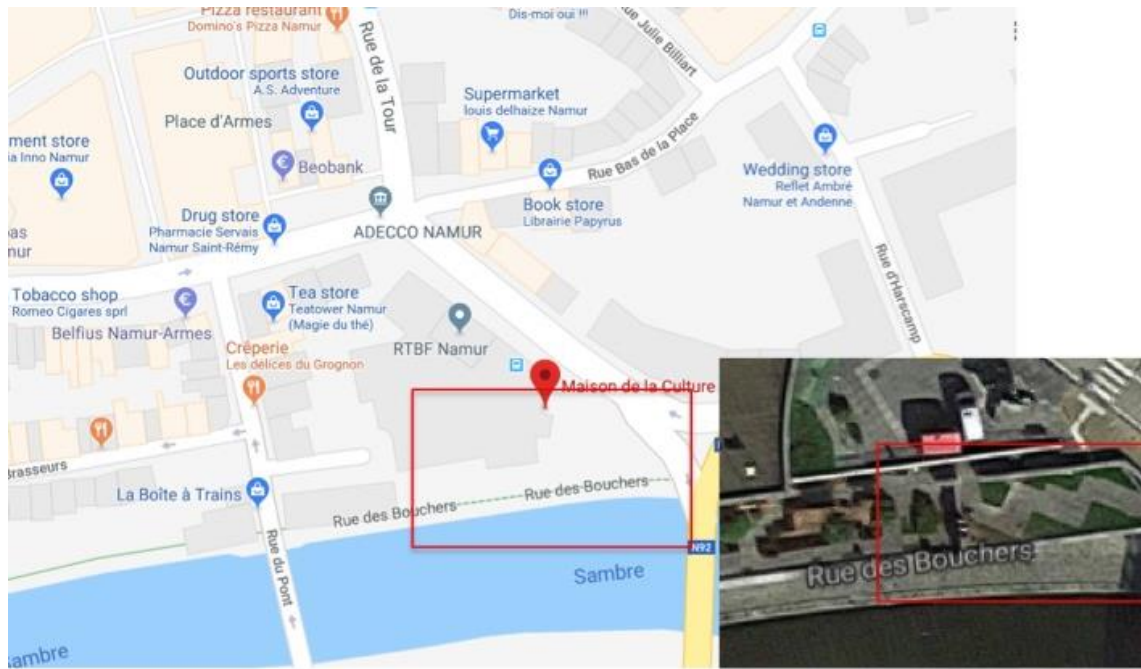
General critique that can be highlighted after the redesign of the space in terms of green place-making and city branding were the following:

- The sense of comfort in the space could have been enhanced through incorporating elements of shade to protect from overexposure to sun, wind or rain;
- There is still a need for additional green elements such as trees to add even further to the identity, uniqueness and comfort of the space and lead to successful green place-making; and
- Due to the space being enclosed by its surroundings the place feels somewhat secluded from the rest of the town.

The abovementioned reflection consisted of aspects that came forth during the analysis of Place Maugrétout, La Louviere, which was set out in Table 5-1 that identified the green place-making, city branding and re-coded objectives within the case study.

#### **5.4 Case Study 2: Jardin de la Maison in Namur (Belgium)**

The second case study was based on the Jardin de la Maison in Namur (Belgium). Figure 5-4 serves as a form of contextualisation to the location of the public space in Namur as well as figures to give an idea of what the use of the space was before the redesign. As can be seen in Figure 5-4 the public space, Jardin de la Maison is located alongside the river that flows through the centre of Namur.



**Figure 5-4: Location and use of space before the redesign**  
**Source: Google Maps, 2019; Cilliers and Timmermans, 2016**

Initially Jardin de la Maison was not visible to the community due to the absence of proper signage, maintenance and safety. It was usually used to the minimum, it was neglected and in need of transformation. The proposed redesign was focused on making the space more qualitative and user-friendly in terms of quality of life (social) and public open space (green) (Cilliers & Timmermans, 2016:839).

#### **5.4.1 SWOT analysis**

This sub-section will discuss the SWOT analysis that was done by the LICI team as part of the LICI (Lively Cities) EU-Interreg project to analyse the space before the redesign and also to discuss the ideas of action that was proposed.

According to Jardin de la Maison in Namur SWOT analysis the strengths that the space had before the redesign was broadly based on the location of the space next to the

river and close proximity to the shopping area, its high potential as a green open space and the protected garden. The opportunities for the space included the planned renovation of the city centre and the Maison de la Culture together with the potential of the surrounding environment.

The weaknesses that were associated with the space before the redesign included the lack of activities and signage, the poor condition of the plants that also led to an unsafe and untidy environment.

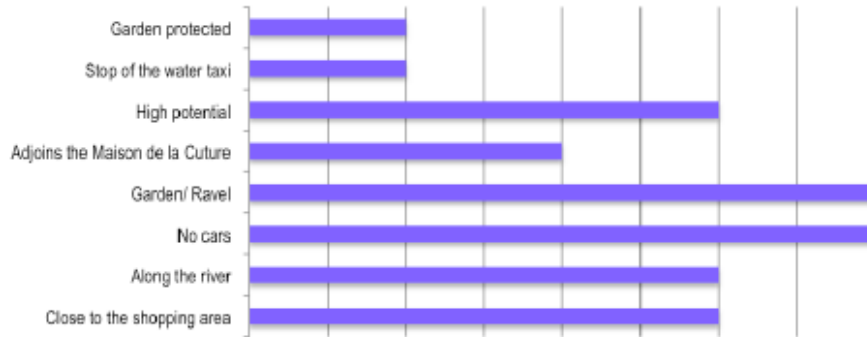
The threats that were documented in the SWOT analysis were firstly the high number of stakeholders that had different interests and this was combined with the restriction of size of the space. The space also had a bad reputation amongst the community for being unsafe and poorly managed. Finally the fact that a law protected the garden restricted the LICI team to propose an intervention for the poorly maintained garden.

Site visit : Namur Square Ferdinand Courtois

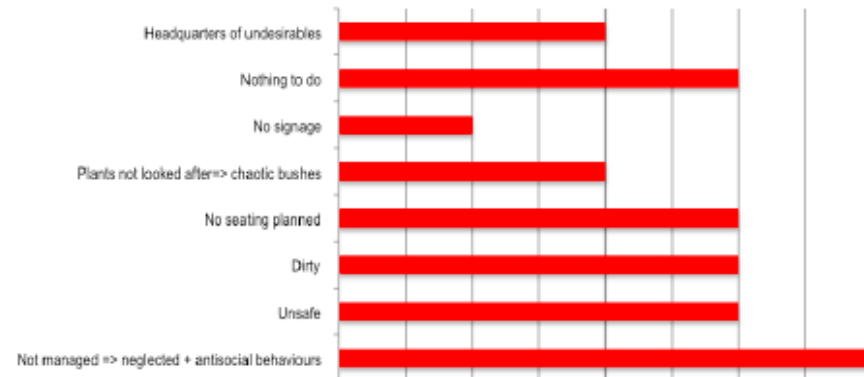
### SWOT ANALYSIS

LICI, Spring-summer 2011

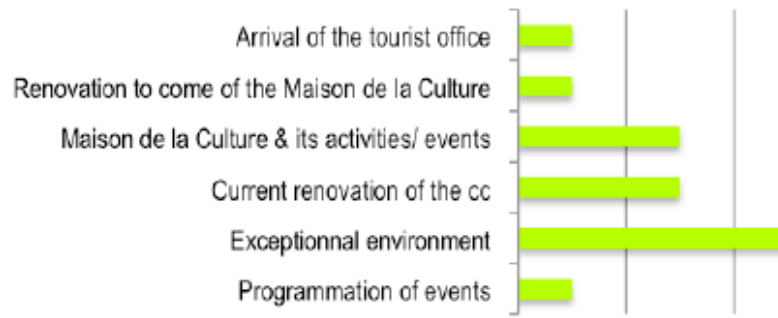
#### STRENGTHS



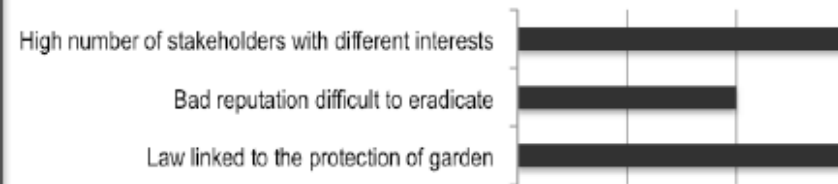
#### WEAKNESSES



#### OPPORTUNITIES



#### THREATS



**Ideas of actions :**

Cut the bushes, seasonal programming : summer pic-nics, meeting point for the walks or bike stop, winter exhibitions and heated terrace,etc. Wifi, tables & chairs, place management : cleaning & securing the space.



#### **5.4.2 Considering the re-coded objectives in relation to best practices within the case study**

This section served as the analysis and identification of best practices in the redesign of Jardin de la Maison in Namur. Table 5-2 showed the analysis of the redesign of the space based on several objectives relating to city branding and green place-making in relation to the main challenges identified before the redesign and the best practices and gaps identified after the redesign.

**Table 5-2: Analysis of the redesign of Jardin de la Maison, Namur**

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
<b>Aesthetic function</b>	<ul style="list-style-type: none"> <li>• There were no provision of activities or amenities in the space;</li> <li>• Plants weren't looked after;</li> <li>• No options for seating; and</li> <li>• The space wasn't maintained in terms of safety and cleanliness.</li> </ul>	<ul style="list-style-type: none"> <li>• With the implementation of various planning interventions such as activities (inviting and attractions), aesthetic aspects (view of the river, urban furniture), and landscape elements (urban garden) the objective of aesthetics could be achieved;</li> <li>• The introduction of colours and public furniture led to sense of place and the attraction of various users (Cilliers &amp; Timmermans, 2016:839);</li> <li>• The seasonal design of the space was done to satisfy the various needs of users, there is an improved view of the river, and sufficient urban furniture (Cilliers &amp; Timmermans, 2016:840);</li> <li>• An increase in comfort is also provided with the implementation of urban furniture in the form of umbrellas and various seating options; and</li> <li>• The place is well maintained and clean.</li> </ul>	
<b>Competitive function</b>	<ul style="list-style-type: none"> <li>• Lack of signage; and</li> <li>• There was a lack of activities provided in the space.</li> </ul>	<ul style="list-style-type: none"> <li>• Through the analysis it was determined that the space had various strengths with regards to its location and proximity to shopping and commercial nodes, thus providing the space with the potential of high usage (Cilliers &amp; Timmermans, 2016:839);</li> <li>• After the redesign the place was used for recreational and socialising purposes especially during lunch hours for the surrounding businesses; and</li> </ul>	<ul style="list-style-type: none"> <li>• The space was possibly restricted to provide bigger events due its size; and</li> <li>• Although the place won't be able to host larger events it still has the potential to host a diversity of other activities such as:             <ul style="list-style-type: none"> <li>○ Picnics in the summer;</li> <li>○ Winter exhibitions; and</li> <li>○ Meeting point for walks and bicycle rides.</li> </ul> </li> </ul>

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
		<ul style="list-style-type: none"> <li>The space offers a unique experience due to its location next to the river.</li> </ul>	
<b>Consumer/ Community function</b>	<ul style="list-style-type: none"> <li>There was a lack of activities provided in the space;</li> <li>Place was not maintained, unsafe and unmaintained; and</li> <li>No options for seating.</li> </ul>	<ul style="list-style-type: none"> <li>The needs and views of the community (workers, owners, visitors, tourists and residents) and users of surrounding nodes (House of Culture, representatives of the Ravel 'Green way' and Walloon Region, town management) of the space were considered as part of the LICI Lively Cities project; and</li> <li>The redesign of the space included several opportunities for the community to be part of the natural environment and enjoy the fresh air and calm atmosphere (Cilliers &amp; Timmermans, 2016:839).</li> </ul>	<ul style="list-style-type: none"> <li>The space still lacked in the provision of providing a diversity of other activities such as: <ul style="list-style-type: none"> <li>Picnics in the summer;</li> <li>Winter exhibitions; and</li> <li>Meeting point for walks and bicycle rides.</li> </ul> </li> <li>Through the implementation of a diversity of activities, amenities and services the place will be able to attract a larger target market and not just the surrounding businesses.</li> </ul>
<b>Economic function</b>	<ul style="list-style-type: none"> <li>There was a lack of activities provided in the space;</li> <li>No integration with the surrounding elements and uses; and</li> <li>The space wasn't maintained in terms of safety and cleanliness.</li> </ul>	<ul style="list-style-type: none"> <li>The redesign of the space led to an increase in the economic function of the space, the lively public open space established inward attraction, tourism and investment opportunities for the surrounding businesses (Cilliers &amp; Timmermans, 2016:840);</li> <li>After the redesign the place was used for recreational and socialising purposes especially during lunch hours for the surrounding businesses; and</li> <li>A sense of uniqueness is created due to the location of the place next to the river.</li> </ul>	<ul style="list-style-type: none"> <li>The space still lacked in the provision of providing a diversity of other activities such as: <ul style="list-style-type: none"> <li>Picnics in the summer;</li> <li>Winter exhibitions; and</li> <li>Meeting point for walks and bicycle rides.</li> </ul> </li> </ul>
<b>Green initiative function</b>	<ul style="list-style-type: none"> <li>Plants weren't looked after;</li> <li>No options for seating; and</li> <li>The space wasn't maintained in terms of safety and cleanliness;</li> </ul>	<ul style="list-style-type: none"> <li>The public space focuses on several green initiatives such as the implementation of green public open space and landscape elements such as</li> </ul>	

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
		<p>the urban garden and the view of the river;</p> <ul style="list-style-type: none"> <li>• Through the redesign the value of the area is enhanced not only in social terms but also in environmental terms (Cilliers &amp; Timmermans, 2016:839); and</li> <li>• As mentioned by Cilliers and Timmermans (2016:840) the focus of the redesign was to implement natural elements such as the grass that was planted on the natural vegetated area and stepping-stones to ensure that the space is user friendly.</li> </ul>	
<p><b>Inviting function</b></p>	<ul style="list-style-type: none"> <li>• There was a lack of activities provided in the space;</li> <li>• The space didn't have any interaction with its surroundings;</li> <li>• There was no sense of comfort in the space with the lack of urban furniture; and</li> <li>• The space was not properly maintained and thus not aesthetically pleasing.</li> </ul>	<ul style="list-style-type: none"> <li>• The space can be regarded as inviting due to the various activities and attractions that is offered in the space (Cilliers &amp; Timmermans, 2016:839);</li> <li>• The space is not only attractive but also offers facilities to be visited for short or long periods of time (Cilliers &amp; Timmermans, 2016:840);</li> <li>• Although the space doesn't offer a wide range of activities it still offers a unique experience;</li> <li>• The space is somewhat secluded from the surrounding buildings but it is made up for by the open view and interaction with the river;</li> <li>• The space is accessible to pedestrians and bicycle riders but not cars, adding to the sense of safety and calmness one can expect in the place;</li> </ul>	<ul style="list-style-type: none"> <li>• The space still lacked in the provision of providing a diversity of other activities such as: <ul style="list-style-type: none"> <li>○ Picnics in the summer;</li> <li>○ Winter exhibitions; and</li> <li>○ Meeting point for walks and bicycle rides</li> </ul> </li> </ul>

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
		<ul style="list-style-type: none"> <li>• There is a variety of seating options offered in the place leading to the aspect of comfort;</li> <li>• Colour was included in the design through green aspects and urban furniture; and</li> <li>• The place serves as a meeting place, gatherings, portrays the uniqueness of the community.</li> </ul>	
<b>Lively function</b>	<ul style="list-style-type: none"> <li>• There was a lack of activities provided in the space; and</li> <li>• The space was unsafe and unmaintained.</li> </ul>	<ul style="list-style-type: none"> <li>• The lively element is introduced by the redesign especially in summer months when the space offers recreational and socializing activities. It is also used during lunch hours by employees of the surrounding businesses (Cilliers &amp; Timmermans, 2016:839); and</li> <li>• The space can also be regarded as lively due to its visibility and connectivity that links to the surrounding urban nodes, cultural buildings and pedestrian walkways (Cilliers &amp; Timmermans, 2016:840).</li> </ul>	<ul style="list-style-type: none"> <li>• The space still lacked in the provision of providing a diversity of other activities such as: <ul style="list-style-type: none"> <li>○ Picnics in the summer;</li> <li>○ Winter exhibitions; and</li> <li>○ Meeting point for walks and bicycle rides</li> </ul> </li> </ul>
<b>Place identity / Image function</b>	<ul style="list-style-type: none"> <li>• Lack of identity – before the redesign nothing in the space was unique;</li> <li>• The space didn't offer a good first impression;</li> <li>• Lacked a safe and clean atmosphere;</li> <li>• There was a lack of comfort – with no urban furniture; and</li> <li>• The place is charming and attractive for it was dirty and not properly maintained.</li> </ul>	<ul style="list-style-type: none"> <li>• The redesign of the space helped to establish its identity and sense of place in terms of the calm atmosphere, enclosed garden, and the view of the river attracting employees, residents, day-visitors and tourists (Cilliers &amp; Timmermans, 2016:839); and</li> <li>• The redesigned place offered a sense of comfort through the implementation of a variety of seating options and umbrellas</li> </ul>	

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
<b>Multi-functional function</b>	<ul style="list-style-type: none"> <li>• There was a lack of activities provided in the space; and</li> <li>• Lacked the opportunity to offer a unique experience to the community and visitors.</li> </ul>	<p>to serve as protection from rain, wind and sun.</p> <ul style="list-style-type: none"> <li>• As stated by Cilliers and Timmermans (2016:840) through the redesign of the space a better utilization of the space was achieved in terms of multi-functional potential as well as the location and proximity to surrounding uses (Cilliers &amp; Timmermans, 2016:839); and</li> <li>• After the redesign the space can be used for relaxation, socialization and accommodate different users (Cilliers &amp; Timmermans, 2016:840).</li> </ul>	<ul style="list-style-type: none"> <li>• The space was possibly restricted to provide bigger events due its size;</li> <li>• Although the place won't be able to host larger events it still has the potential to host a diversity of other activities such as: <ul style="list-style-type: none"> <li>○ Picnics in the summer;</li> <li>○ Winter exhibitions; and</li> <li>○ Meeting point for walks and bicycle rides.</li> </ul> </li> <li>• Through the implementation of a diversity of activities, amenities and services the place will be able to attract a larger target market and not just the surrounding businesses.</li> </ul>
<b>Social function</b>	<ul style="list-style-type: none"> <li>• The space was unsafe and dirty before the redesign and didn't provide the opportunities for interaction and socialisation in the space;</li> <li>• The place wasn't true to the community; and</li> <li>• Lack of urban furniture.</li> </ul>	<ul style="list-style-type: none"> <li>• The space offers the opportunity for social activities, including (Cilliers &amp; Timmermans, 2016:839): <ul style="list-style-type: none"> <li>○ Space to be used during lunch hours;</li> <li>○ Used overall for socializing activities;</li> <li>○ Meeting point; and</li> <li>○ Place for relaxation.</li> </ul> </li> <li>• Placement of furniture, offers privacy together with the opportunity to watch people and a view of the river; and</li> <li>• The place provides a safe and clean atmosphere.</li> </ul>	<ul style="list-style-type: none"> <li>• Through the implementation of a wider diversity of activities, amenities and services the place will be able to attract a larger target market and contribute even further to the social function of the space.</li> </ul>

Source: Author's own construction of findings, 2019

Cilliers and Timmermans (2016:840) stated the various elements of design that had the greatest influence in this case study:

- Inviting space – various users visit the place for both short and long periods of time for several reasons, including:
  - Socialization;
  - Meeting point; and
  - Attractive space.
- Landscape elements – such as the grass and stepping stones to ensure that people feel engaged in the space.
- Aesthetics – implementation of urban furniture, view of the river, green interventions and various colours included in the redesign.

These aspects did not only have a great influence on the design of the public space but also on the branding and place-making of the space. All of the abovementioned design elements were also aspects mentioned as part of the place diagram (Figure 3-2) as key attributes and city branding and green place-making objectives mentioned in Chapter 2 and Chapter 3 (Table 2-6 and Table 3-4). The inviting function of the space will attract additional and recurring consumers. The landscape elements and aesthetics in the space will ensure the identity of the place.

#### **5.4.3 Reflection on green place-making to enhance city branding after redesign**

This sub-section served as a reflection of Jardin de la Maison, Namur, after the redesign of the space was implemented, based on the enhancement of city branding through the implementation the re-coded objectives. After the redesign the space had several advantages in terms of green place-making and city branding, including inter alia:

- After the redesign the space can be regarded as aesthetically pleasing especially with the implementation of various planning interventions such as activities (inviting and attractions), aesthetic aspects (view of the river, urban furniture), and landscape elements (urban garden);
- The various needs of different users was fulfilled through the improved view of the river and sufficient urban furniture;
- The place is well maintained and clean;
- The space is centrally located and in close proximity to shopping and commercial nodes;
- After the redesign the place was used for recreational and socialising purposes especially during lunch hours for the surrounding businesses;
- Although the space doesn't offer a wide range of activities it still offers a unique experience; and
- The space is accessible to pedestrians and bicycle riders but not cars, adding to the sense of safety and calmness one can expect in the place.

The space can further be marketed by including the following opportunities:

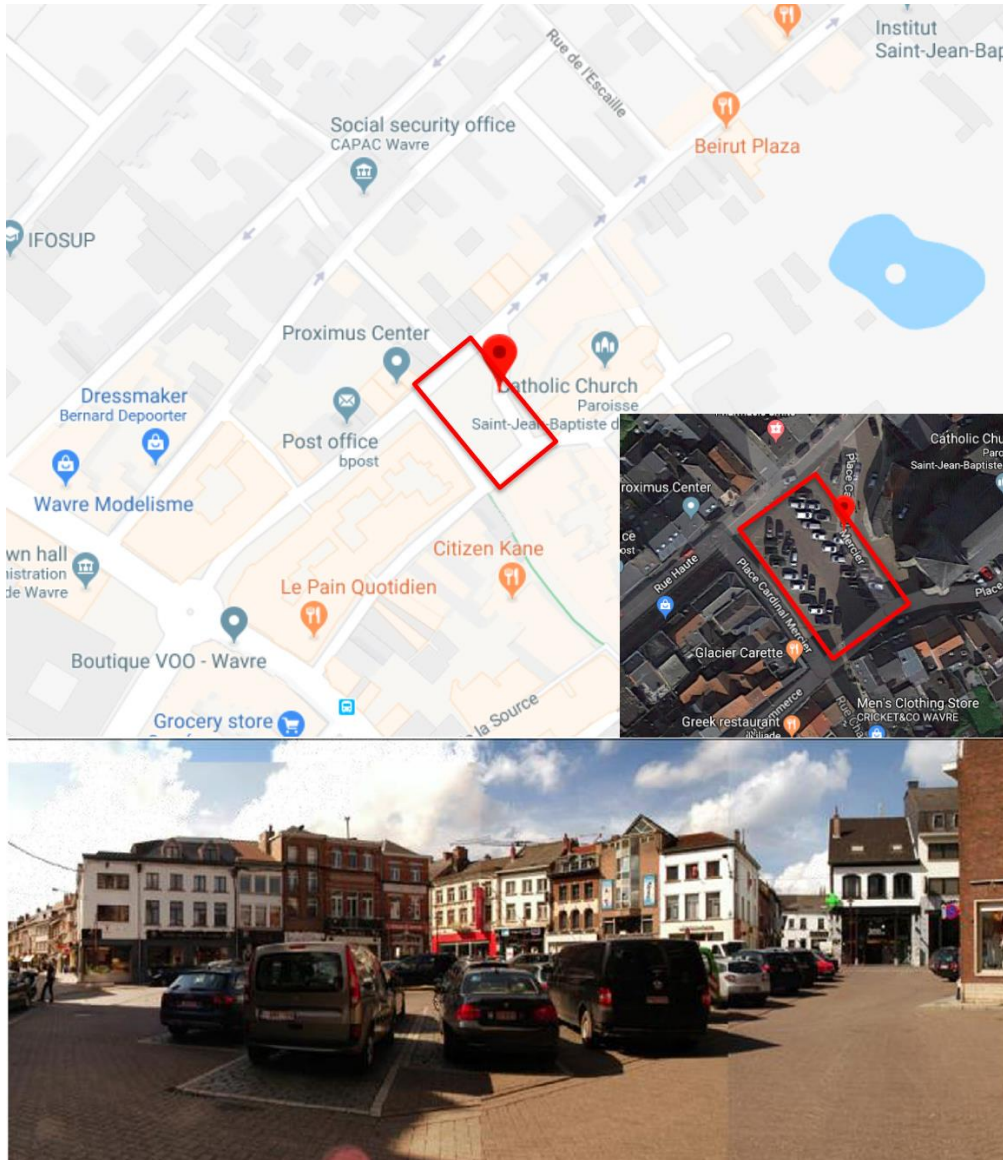
- The space offers the opportunity for social activities, including (Cilliers & Timmermans, 2016:839):
  - Space to be used during lunch hours;
  - Used overall for socializing activities;
  - Meeting point; and
  - Place for relaxation.
- Through the implementation of a diversity of activities, amenities and services the place will be able to attract a larger target market and not just the surrounding businesses.

The only downfall for the space in terms of green place-making and city branding is that the space was possibly restricted to provide bigger events due its size. The abovementioned reflection consisted of aspects that came forth during the analysis of Jardin de la Maison, Namur, which was set out in Table 5-2 that identified the green place-making, city branding and re-coded objectives within the case study.

### **5.5 Case Study 3: Place du Cardinal Mercier in Wavre (Belgium)**

The third case study was based on Place du Cardinal Mercier in Wavre (Belgium). Figure 5-5 serves as a form of contextualization to the location of the public space in Wavre as well as figures to give an idea of what the use of the space was before the redesign.





**Figure 5-5: Location and use of space before the redesign**  
**Source: Google Maps, 2019**

As can be seen in Figure 5-5 the public space, Place du Cardinal Mercier, is located in Wavre city centre in close proximity to cultural, entertainment and commercial spaces. The main function of the space was to be used as parking and often for public markets (Cilliers & Timmermans, 2016:841). The redesign of the space was initially only intended to be a temporary, quality space and urban garden named 'Jardin Urbain' (Cilliers & Timmermans, 2016:842). Figure 5-6 illustrates Place du Cardinal Mercier after the redesign.



**Figure 5-6: Place du Cardinal Mercier in Wavre after redesign**  
**Source: Cilliers and Timmermans, 2016**

### **5.5.1 SWOT analysis**

According to Place du Cardinal Mercier in Wavre SWOT analysis the strengths that the space had before the redesign was locational advantages, the space was centred in a successful retail space, central location, accessible to pedestrians and in close proximity to main commercial routes. Further strengths included that the space was adjacent the church, the space forms part of the weekly market and the redesign of the space was supported by the community. The opportunities for the space included the renovation of the church and the lack of competition for a successful open place in Wavre.

The weaknesses related to the space included the strong resistance of several retailers and the high usage of the car park. The threats that were documented included the lack of support by stakeholders. Finally the SWOT analysis also included ideas of action to ensure the successful redesign of the space. These ideas included the effort to gain the support of stakeholders and the semi-permanent implementation of the garden and to start providing several amenities and services in the space.

Site visit : Wavre - Place du Cardinal Mercier

**SWOT ANALYSIS**

LICI, Spring-summer 2011



**Ideas of Actions :**

**Strong support of involved stakeholders**

**Actions :**

A garden has been tested in July, the permanent transmutation of the car park into an ongoing meeting point for the communities, with amenities, services and animations answering their needs and expectations.

### **5.5.2 Considering the re-coded objectives in relation to best practices within the case study**

This section served as the analysis and identification of best practices in the redesign of Place du Cardinal Mercier in Wavre. Table 5-3 showed the analysis of the redesign of the space based on several objectives relating to city branding and green place-making in relation to the main challenges identified before the redesign and the best practices and gaps identified after the redesign.

**Table 5-3: Analysis of the redesign of Place du Cardinal Mercier in Wavre**

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
<b>Aesthetic function</b>	<ul style="list-style-type: none"> <li>Lacked aesthetic potential - open grey area with the core function of a parking space</li> <li>Little to no interaction with the surrounding buildings;</li> <li>No variety in colours and functions; and</li> <li>Lack of urban greenery and furniture.</li> </ul>	<ul style="list-style-type: none"> <li>The space can be regarded as aesthetically appealing due to the redesign of the space that was based on the process of transforming the space from a hard space into a soft and green open space that's covered with grass.</li> <li>The space was also made visually more appealing through the implementation of public furniture, a play area for children and filled with various colours.</li> <li>As mentioned by Cilliers and Timmermans (2016:842) the space can be regarded as visually attractive through its cultural-historic value and the fact that it is linked with the old historic buildings together with the lively open space.</li> </ul>	
<b>Competitive function</b>	<ul style="list-style-type: none"> <li>The space lacked diversity in terms of activities, the main use of the space was a parking space with an occasional market; and</li> <li>The space didn't offer a unique experience.</li> </ul>	<ul style="list-style-type: none"> <li>The central location of the space is regarded as an attribution to the competitiveness of the space (Cilliers &amp; Timmermans, 2016:841);</li> <li>The space offers a variety of activities and the opportunity to host various events; and</li> <li>The space offers a unique experience especially with the surrounding unique architecture.</li> </ul>	<ul style="list-style-type: none"> <li>The place had the potential to host more markets and events to lead to an increase in footfall and achieve the Power of Ten.</li> </ul>
<b>Consumer/ Community function</b>	<ul style="list-style-type: none"> <li>Although the community supported the new and improved function of the space, retailers were more resistant for they felt the parking provision improved the retail function (Cilliers &amp; Timmermans,</li> </ul>	<ul style="list-style-type: none"> <li>The needs and views of the community (workers, owners, visitors, tourists and residents) and users of surrounding nodes as well as the Town Centre Management of the space were</li> </ul>	

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
	<p>2016:841); and</p> <ul style="list-style-type: none"> <li>The space lacked diversity in terms of activity; the main use of the space was a parking space with an occasional market.</li> </ul>	<p>considered as part of the LICl Lively Cities project; and</p> <ul style="list-style-type: none"> <li>The redesign of the space not only led to visitors from the entire region being attracted but also an increased value in the quality of the space (Cilliers &amp; Timmermans, 2016:841).</li> </ul>	
<b>Economic function</b>	<ul style="list-style-type: none"> <li>Before the redesign the space didn't offer a diverse range of activities;</li> <li>There was minimal integration with the surrounding uses; and</li> <li>Lack of uniqueness and character.</li> </ul>	<ul style="list-style-type: none"> <li>The economic aspects, social interaction, and landscape elements in the area was enhanced by the transformation of the open space into an urban garden (functional open space);</li> <li>The urban garden was recognized on an urban and regional level, attracting various visitors and residents; and</li> <li>Despite the concern of shop-owners that the retail value of the space will decline due to fewer parking spaces, it actually increased due to more footfalls to the area that had a positive impact on the marketability and sales of the surrounding shops (Cilliers &amp; Timmermans, 2016:842).</li> </ul>	
<b>Green initiative function</b>	<ul style="list-style-type: none"> <li>The parking space was a space used on a daily basis; and</li> <li>Lack of green elements in the space.</li> </ul>	<ul style="list-style-type: none"> <li>The objective of green place-making was achieved through the transformation of a space from a grey open space (parking) to a green space (urban garden) covered with grass (Cilliers &amp; Timmermans, 2016:842).</li> <li>Green elements and urban furniture was implemented in the space such as pot plants and various seating options.</li> </ul>	<ul style="list-style-type: none"> <li>The space was still temporary and one would want to see the permanent implementation of green elements in the form of trees and plants.</li> </ul>

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
<b>Inviting function</b>	<ul style="list-style-type: none"> <li>• Before the redesign the space didn't offer a diverse range of activities;</li> <li>• The space wasn't successfully integrated with the surrounding uses; and</li> <li>• Lack of uniqueness and character.</li> </ul>	<ul style="list-style-type: none"> <li>• According to Cilliers and Timmermans (2016:841) the core benefit of the open space is its central location as well as its adequate linkages to surrounding transportation modes and pedestrian areas. These aspects together with the transformation of the space into an urban garden makes the space more inviting (Cilliers &amp; Timmermans, 2016:842); and</li> <li>• Proper integration with the surrounding architecture took place through the redesign of the space.</li> </ul>	
<b>Lively function</b>	<ul style="list-style-type: none"> <li>• Before the redesign the space didn't offer a diverse range of activities; and</li> <li>• Nothing attracted footfall to the space except for the fact that it was a parking space to access the surrounding businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• The space included the lively objective through the implementation of various activities; recreational opportunities and children play areas (Cilliers &amp; Timmermans, 2016:842); and</li> <li>• The space can further be regarded as lively through its central location in an urban node and its ability to attract the entire community (Cilliers &amp; Timmermans, 2016:842).</li> </ul>	
<b>Place identity / Image function</b>	<ul style="list-style-type: none"> <li>• The space lacked the sense of comfort with no urban furniture and proper walkways; and</li> <li>• The space wasn't visually attractive and lacked a unique character.</li> </ul>	<ul style="list-style-type: none"> <li>• The identity of the space was achieved through the transformation of the parking area into a green open space that offers urban furniture, various pictures, colours and children's play area (Cilliers &amp; Timmermans, 2016:842).</li> </ul>	
<b>Multi-functional function</b>	<ul style="list-style-type: none"> <li>• Before the redesign the space didn't offer a diverse range of activities;</li> </ul>	<ul style="list-style-type: none"> <li>• The transformation of the space included the multi-functional objective through the implementation of different activities that includes socialization,</li> </ul>	<ul style="list-style-type: none"> <li>• The place has the potential to host more markets and events to lead to an increase in footfall and achieve the Power of Ten.</li> </ul>

Re-coded objectives	Before redesign	After redesign	Opportunities to enhance open space
	<ul style="list-style-type: none"> <li>It wasn't able to give people the opportunity to experience something new.</li> </ul>	<p>relaxation, child-friendly, and recreational areas (Cilliers &amp; Timmermans, 2016:842).</p> <ul style="list-style-type: none"> <li>The usage of the space can also be regarded as versatile providing a place and activities for both young and old (Cilliers &amp; Timmermans, 2016:842).</li> </ul>	
<b>Social function</b>	<ul style="list-style-type: none"> <li>Before the redesign the space wasn't regarded as a meeting place, place of socialisation, interaction and resting;</li> <li>The space was unable to attract the community; and</li> <li>Lack of greenery and urban furniture.</li> </ul>	<ul style="list-style-type: none"> <li>As for the objective of the social function of the space, several residents found the change to be positive and suggested that the temporary changes be implemented permanently.</li> <li>It was found that the function and nature of the space is more qualitative and ensures more social cohesion.</li> <li>Through the transformation of the space the new and improved urban garden could supply a place for socialization, recreation, resting, play, meeting and interaction (Cilliers &amp; Timmermans, 2016:842).</li> </ul>	

Source: Author's own construction of findings, 2019



Cilliers and Timmermans (2016:843) stated the various elements of design that had the greatest influence in this case study:

- Landscape elements – taking ecological objectives into consideration within the city centre with the transformation of the space from a grey open space (parking) to a green open space being used as an urban garden;
- Aesthetics – the implementation of various facilities, activities, functions, urban furniture whilst focusing on the cultural-historic value by linking the space with the surrounding historical buildings;
- Social elements – that was achieved through the transformation of the space into a place of socialization, meeting, play, recreation and rest.

The transformation of the space can be regarded as successful based on the positive feedback by community members to keep the space as an urban garden (Cilliers & Timmermans, 2016:843).

These aspects did not only have a great influence on the design of the public space but also on the branding and place-making of the space. All of the abovementioned design elements were also aspects mentioned as part of the place diagram (Figure 3-2) as key attributes and city branding and green place-making objectives mentioned in Chapter 2 and Chapter 3 (Table 2-1 and Table 3-4). The landscape elements and aesthetics in the space will ensure the identity and uniqueness of the place. The social elements will ensure a sense of belonging for the community and tourists.

### **5.5.3 Reflection on green place-making to enhance city branding after redesign**

This sub-section served as a reflection of Place du Cardinal Mercier, Wavre, after the redesign of the space was implemented, based on the enhancement of city branding through the implementation the re-coded objectives. After the redesign the space had several advantages in terms of green place-making and city branding, including inter alia:

- Through the redesign of the space it was made visually attractive especially due to its cultural-historic value and the fact that it is linked with the old historic buildings together with the lively open space;
- As mentioned in the LICI team's SWOT analysis the central location of the space is regarded as an attribution to the competitiveness of the space;
- The space also benefits from its adequate linkages to surrounding transportation modes and pedestrian areas;
- The space offers a variety of activities and the opportunity to host various events;
- The redesign of the space led to an increase in the retail value of the surrounding commercial uses due to more a higher footfall to the area;
- Green place-making could be successfully achieved through the transformation of a space from a grey open space (parking) to a green space (urban garden) covered with grass; and

- After the redesign space included various activities, recreational opportunities and children play areas.

The space can further be marketed by including the following opportunities:

- Although the space already offers a weekly market, the space can be come become more renowned with an annual event or festivals to enhance the sense of uniqueness;
- The space will be considered more a green open place with the incorporation of additional greenery; and
- The space has the opportunity to be incorporated permanently.

General critique that can be highlighted after the redesign of the space in terms of green place-making and city branding were the following:

- The place has the potential to host more markets and events to lead to an increase in footfall and achieve the Power of Ten; and
- The space was still temporary and one would want to see the permanent implementation of green elements in the form of trees and plants.

The abovementioned reflection consisted of aspects that came forth during the analysis of Place du Cardinal Mercier, Wavre, which was set out in Table 5-3 that identified the green place-making, city branding and re-coded objectives within the case study.

## **5.6 Reflection on all three case studies in terms of the contribution of re-coded objectives to enhance city branding initiatives**

In Table 5-4 the implementation of the various objectives in each of the case studies was assessed to determine which objectives were successfully (best practices) implemented as well as gaps that were identified in each case study.

**Table 5-4: Reflection of case studies and contribution of re-coded objectives to enhance city branding initiatives**

Re-coded objective				Best practices	Gaps
<b>Economic function</b>	<b>Functions</b>	<b>increase investment</b>	<b>in Sense of uniqueness</b>	<ul style="list-style-type: none"> <li>In the case of La Louviere and Wavre the space was used for more than just the function of an open green space, the opportunity to incorporate other functions such as markets, concerts and children area had a positive economic impact on these areas.</li> <li>As mentioned by Cilliers &amp; Timmermans (2016:846) all three case studies contributed to the branding of the surrounding area and the inclusion of opportunities led to several economic benefits.</li> </ul>	<ul style="list-style-type: none"> <li>Limitations in terms of space and lack of various functions.</li> </ul>
	La Louviere Wavre	La Louviere Wavre Namur	La Louviere Wavre Namur		
	<ul style="list-style-type: none"> <li>Opportunities to incorporate other functions such as markets, concerts and a children's area;</li> <li>Increase in investment and attraction from tourists and users resulting in a higher footfall;</li> <li>Through the incorporation of events or strategic location.</li> </ul>				
<b>Multi-functional function</b>	<b>Diversity of activities</b>		<b>Unique experience</b>	<p>La Louviere can be regarded as the most successful open space in this regard, but all three case studies were able to achieve the following aspects (Cilliers &amp; Timmermans, 2016:846):</p> <ul style="list-style-type: none"> <li>More than one function;</li> <li>Long and short term usage; and</li> <li>Filled the needs of the community.</li> </ul>	<ul style="list-style-type: none"> <li>Should focus on offering a wider range of activities to be regarded successful in the multi-functional function.</li> </ul>
	La Louviere Wavre		La Louviere Wavre Namur		
	<ul style="list-style-type: none"> <li>Diversity of activities achieved by offering other functions such as markets, concerts and a children's area;</li> <li>Unique experience achieved through the incorporation of events and strategic location.</li> </ul>				
<b>Place identity / Image function</b>	<b>Good first impression</b>	<b>Safe and clean atmosphere</b>	<b>Comfort</b>	<p>All three case studies could successfully achieve the place identity and image function. The following aspects that were incorporated led to successful image and place identity:</p> <ul style="list-style-type: none"> <li>Social activities focused on the community;</li> <li>Direct surroundings were taken into consideration for the redesign;</li> <li>Calm atmosphere;</li> <li>Enclosed environment (sense of safety).</li> </ul>	<ul style="list-style-type: none"> <li>A gap that was identified in each of these spaces was the need for something that makes the space unique in relation to other spaces.</li> <li>Certain elements are required to include the unique culture of each of these spaces in each city or town.</li> </ul>
	La Louviere Wavre Namur	La Louviere Wavre Namur	La Louviere Wavre Namur		
	<ul style="list-style-type: none"> <li>Good first impression - Through redesign these spaces were made more attractive;</li> <li>Safe and clean atmosphere – due to better management and maintenance after the redesign.</li> <li>Comfort - incorporation of urban furniture and proper walkways.</li> </ul>				

<b>Aesthetic function</b>	<b>Successful interaction</b>	<b>Aesthetically pleasing</b>	<b>Safe and clean atmosphere</b>		<p>All three case studies included the following aspects to be rated successful for the Aesthetic objective (Cilliers &amp; Timmermans, 2016:846):</p> <ul style="list-style-type: none"> <li>• Various colours included in the design;</li> <li>• All the spaces can be regarded as visually attractive;</li> <li>• Natural elements were kept and included in the design.</li> </ul>	<ul style="list-style-type: none"> <li>• Although the spaces were all successful in achieving the aesthetics objective it might feel like these spaces lack a natural form of shading or the element of height;</li> <li>• This can be achieved to the implementation and planting of trees.</li> </ul>
	La Louviere Wavre Namur	La Louviere Wavre Namur	La Louviere Wavre Namur			
	<ul style="list-style-type: none"> <li>• Successful interaction between spaces and their surroundings led to higher footfall and branding of surrounding and the aesthetic connection with the historic buildings and river;</li> <li>• Aesthetically pleasing - variety in colours, detail, functions, shape and height was achieved through means of urban furniture and green elements;</li> <li>• Safe and clean atmosphere - due to better management and maintenance after the redesign.</li> </ul>					
<b>Social function</b>	<b>Meeting point</b>	<b>Attraction</b>	<b>Urban furniture</b>	<b>Safe and clean atmosphere</b>	<p>All three cases could achieve the following aspects relating to social function (Cilliers &amp; Timmermans, 2016:846):</p> <ul style="list-style-type: none"> <li>• Space for recreation;</li> <li>• Space for socialization;</li> <li>• A place to serve as a meeting point; and</li> <li>• Social hub to be used by communities.</li> </ul>	No gaps could be identified in terms of the social function
	La Louviere Wavre Namur	La Louviere Wavre Namur	La Louviere Wavre Namur	La Louviere Wavre Namur		
	<ul style="list-style-type: none"> <li>• Paces served as a meeting point, place of socialisation, interaction and resting;</li> <li>• Attracted community and tourists by offering a variety of functions and unique experience;</li> <li>• Placement of the urban furniture - offered privacy and the opportunity to watch people; and</li> <li>• Safe and clean atmosphere - due to better management and maintenance after the redesign.</li> </ul>					
<b>Inviting function</b>	<b>Diversity of activities</b>	<b>Interaction with surroundings</b>	<b>Comfort</b>	<b>Sociable places</b>	<ul style="list-style-type: none"> <li>• In the case of La Louviere and Wavre the inviting objective was successfully achieved;</li> <li>• Both La Louviere and Wavre offer various other activities considering the size of these two spaces;</li> <li>• All three cases have successfully incorporated the main aspects relating to</li> </ul>	<ul style="list-style-type: none"> <li>• Certain spaces are more attractive to the people working in the surrounding buildings than other residents, and should focus on attracting other members as well;</li> <li>• Limited in terms of a wide variety of activities.</li> </ul>
	La Louviere Wavre	La Louviere Wavre Namur	La Louviere Wavre Namur	La Louviere Wavre Namur		
	<ul style="list-style-type: none"> <li>• Diversity of activities achieved through other functions such as markets, concerts and a children's area;</li> </ul>					

	<ul style="list-style-type: none"> <li>• Successful interaction between spaces and their surroundings led to higher footfall and branding of surrounding commercial uses;</li> <li>• Comfort achieved in terms of seating, aesthetically pleasing, safe, protection from natural elements (rain, sun, snow and wind);</li> <li>• Sociable places - serve as a meeting place and portray the uniqueness of the community.</li> </ul>			the inviting aspects, including (Cilliers & Timmermans, 2016:846): Attractive design was achieved; every space had an assigned function; and the opportunity was created for environmental, economic and social possibilities.	
<b>Consumer/ Community function</b>	<b>Diversity of activities</b>	<b>Public participation</b>		<ul style="list-style-type: none"> <li>• In all three case studies the LICl projects have taken the views of various stakeholders, especially those of the residents, into consideration.</li> </ul>	<ul style="list-style-type: none"> <li>• It would be suggested for future spaces to include stakeholder meetings or workshops to also include the community in the design process of each space.</li> </ul>
	La Louviere Wavre	La Louviere Wavre Namur			
<b>Green initiative function</b>	<ul style="list-style-type: none"> <li>• Diversity of activities, amenities and services for young and old.</li> <li>• Public participation – made communities feel empowered with their involvement in the planning and redesign of the spaces and provided for their needs;</li> </ul>			<ul style="list-style-type: none"> <li>• Green initiatives and green place-making was successfully incorporated in all three case studies that will in turn lead to the sustainability and urban resilience of the area.</li> </ul>	<ul style="list-style-type: none"> <li>• Only gap for the green initiative function is as mentioned in the aesthetic function to include a natural form of shading through the planting of trees</li> </ul>
	<b>Seasonal planning activities</b>	<b>Safe and clean atmosphere</b>	<b>Urban garden</b>		
	La Louviere	La Louviere Wavre Namur	La Louviere Wavre Namur		
	<ul style="list-style-type: none"> <li>• Green initiative is incorporated with transformation of the space being based on seasonal planning activities;</li> <li>• Safe and clean atmosphere - due to better management and maintenance after the redesign;</li> <li>• Transformation of a space from a grey open space (parking) to a green space (urban garden) covered with grass together with green elements such as pot plants, trees and plants.</li> </ul>				
<b>Competitive function</b>	<b>Competition</b>	<b>Range of activities</b>	<b>Unique experience</b>	<ul style="list-style-type: none"> <li>• It was mentioned that two of the case studies, Namur and Wavre, was given a competitive advantage through its central location.</li> </ul>	<ul style="list-style-type: none"> <li>• Some spaces feel somewhat secluded from the rest of the town or city.</li> </ul>
	La Louviere Wavre Namur	La Louviere Wavre	Namur		

	<ul style="list-style-type: none"> <li>• Competition - increase in investment and attraction from tourists and users;</li> <li>• Range of activities –opportunity to be transformed into a spaces for events; and</li> </ul> <p>Unique experience – strategic location next to the river.</p>	<ul style="list-style-type: none"> <li>• Overall all three case studies were able to attract more investment and tourism to the space after the design.</li> </ul>								
<b>Lively function</b>	<table border="1"> <tr> <td><b>Lively</b></td> <td><b>Versatility of uses</b></td> <td><b>Increase in social interaction</b></td> </tr> <tr> <td>La Louviere Wavre Namur</td> <td>La Louviere Wavre</td> <td>La Louviere Wavre</td> </tr> </table>	<b>Lively</b>	<b>Versatility of uses</b>	<b>Increase in social interaction</b>	La Louviere Wavre Namur	La Louviere Wavre	La Louviere Wavre	<ul style="list-style-type: none"> <li>• Lively - attract various users due to variety in activities leading to the reduction of insecurity and connectivity with surrounding urban nodes, cultural buildings and pedestrian walkways;</li> <li>• Versatility of uses such as play, parking, business and recreation;</li> <li>• Increase in social interaction - various activities and opportunities;</li> </ul>	<ul style="list-style-type: none"> <li>• Although all three cases can definitely be regarded as lively, both La Louviere and Wavre offer activities throughout the day that make these spaces more popular for a wider range of consumers.</li> </ul>	<ul style="list-style-type: none"> <li>• Certain spaces are only busy during lunch hours due to the surrounding businesses;</li> <li>• Certain spaces need to offer a wider variety of activities to be considered livelier.</li> </ul>
	<b>Lively</b>	<b>Versatility of uses</b>	<b>Increase in social interaction</b>							
	La Louviere Wavre Namur	La Louviere Wavre	La Louviere Wavre							

Source: Author's own construction of findings, 2019

## **5.7 Conclusion**

Chapter 5 formed part of the empirical investigation and was based on analysing three case studies on the re-coded objectives of city branding and green place-making can lead to successful city branding approaches.

It was found in Table 5-4 that served as the reflection of Chapter 5 that all three case studies could successfully implement all of the re-coded objectives, city branding characteristics and green place-making attributes. Some objectives were more successfully implemented than others and there were several gaps identified but overall these case studies can be regarded as successful case studies to determine how green place-making could help to enhance city branding objectives. Ultimately these cases can be related back to a South African context, due to South Africa also having abandoned green open spaces that has the potential to be transformed into places where communities gather and spend time in. These cases can also serve as an example for South Africa in the use and importance of community participation.

## **CHAPTER 6 CONCLUSIONS**

### **6.1 Introduction**

This chapter concluded the research by drawing on the literature study contained in **Chapter 2** to **Chapter 4** as well as results obtained in **Chapter 5**. The chapter considered each secondary aim and objective that was mentioned as part of this study (**Chapter 1**) in order to ultimately address the main objective, “to consider the role of green place-making within broader city branding approaches”. In **Chapter 7**, the recommendations chapter, further proposals and recommendations will be discussed for achieving each objective.

### **6.2 Conclusions of the research**

This section presents the conclusions of the research in terms of green place-making as tool to enhance broader city branding approaches, linked to the objectives set out in Chapter 1.

#### **6.2.1 Conclusion 1: City branding conforms to the social, economic and environmental objectives of broader spatial planning**

Through Chapter 2 concepts such as the city, brands, branding and place was contextualised and it was evident that brands are all-present and relates to almost every aspect in life, focused specifically on social, cultural, economic, sporting and religion. These are also the pillars required in a successful city. From the research it became evident that the objectives of city branding and urban planning (in this sense referring specifically to green place-making) have various overlaps and could be the interface to align the economic sciences (predominantly driving city branding) and the natural sciences (predominantly driving green place-making). The social aspects within these two disciplines are, however, a core part of the success of city branding through green place-making tools, as current social aspects was much related to the personal experiences and community cohesion that was enhanced through the city branding concept. It was mentioned in sub-section 2.3.1 that a brand is based on the personal experiences, perspective and culture of the consumer; a brand is thus not based on logic or reason but rather on emotional and physiological aspects. Thus, social aspects were emphasised as core consideration and vital part for successful city branding, that should be considered in the supporting policy frameworks that support the implementation thereof. The social aspect can be included and improved through means of public participation (sub-section 2.3.4) as this will ensure that the community’s needs and vision is met, that the community feels valued and that the community brand is unique.

As economic aspects underline the concept of city branding, referring to concepts such as competition, industries, and improvements in technology, place-making approaches should be reconsidered to not only focus on social or environmental aspects, but also emphasise the economic value derived from these approaches (sub-section 2.2.1). The benefits (direct and indirect) related to green place-making could pose a valuable contribution in this regard, as the inclusion of green public places in the city brand will ensure the attraction of entrepreneurship, talent and local businesses that will not only assist in improving economic aspects but also enable cities to compete in a global marketplace.



Environmental aspects was addressed in terms of sustainability especially due to the constant focus on economic development and jobs opportunities (sub-section 2.2.1). The challenges of constant economic development and the impact it has on the environment can be improved through the implementation of good quality places as an integral part of city branding in order for cities to be able to attract, maintain and ensure the efficient use of resources.

From the abovementioned it is clear that city branding addresses various social, economic and environmental objectives and also aims to achieve sustainability. This has changed the common perception that city branding is only based on physical or economic aspects to successfully brand the city. As mentioned by Kavatzis (2008:60) city branding has widespread values relating to social responsibility, environment, innovation and sustainability. These objectives together with sustainability can be achieved successfully should city branding be incorporated in spatial planning practices. For spatial planning can be used as an instrument for sustainable development (Gorzym-Wilkowski, 2017:75).

### **6.2.2 Conclusion 2: Green place-making could pose a valuable solution for broader spatial planning objectives to align nature and city (nexus between environment and humans)**

The second chapter of the literature study (Chapter 3), dealt with the notion of green place-making. This chapter served as a motivation for the importance of implementing green aspects in the city. The importance of green place-making was firstly realised with the fact that cities are increasingly competing within a growing global economy to become more environmentally sustainable as well as competing for the attraction of resources that include innovation, talent and creativity.

Through the research it was somewhat difficult to find a generalised definition for the concept of green place-making. Often “green” in planning terms, relate to energy efficiency or even broader sustainability objectives of the city, with less emphasis on creating a quality living and working environment to ensure the attraction of investments, activities and people. In bringing the economic sciences (city branding), natural sciences (urban planning) and arts (design) together, a definition for green place-making could be formulated, and employed in future planning initiatives. Such understanding of green place-making should include reference to the local identity of a place or a city, which is a crucial aspect in achieving successful city branding. The definition of green place-making can be formulated as the establishment of high-quality green spaces achieved through the implementation of various functions to enhance the local identity and lead to more sustainable cities.

Another challenge is the implementation of green place-making in practice (section 3.7) because green place-making often competes with other land uses such as housing, essential services, maintenance and infrastructure. Upon defining the concept of green place-making and contextualising it within the Planning discipline, it will provide stature to the concept and motivation to include such approach as part of mainstream Urban Planning, linked to objectives of health, sustainability and improved quality of life.

Green place-making should thus be defined from a spatial planning perspective to enhance implementation and improved resilience and sustainability of cities. It is necessary that a core custodian be identified to drive green place-making initiatives, and local municipalities would be probably best suited in this regard as most place-making initiatives are on a neighbourhood or city scale, under jurisdiction of local governments. Further requirements from the Planning Profession will also include comprehensive research to formulate a detailed definition together with detailed requirements for the green place-making concept.

### **6.2.3 Conclusion 3: The interface between green place-making and city branding approaches lies in the overlapping environmental, social and economic benefits**

The objectives associated with city branding as mentioned in the literature study (Chapter 2) include, but are not limited to:

- A brand that fulfil the perceived and real needs of the customer;
- A brand that deliver a sustainable competitive advantage;
- A brand that differentiated cities in terms of social, political and economic objectives;
- A brand that is not focused on size but rather on reputation, attractiveness and visibility and most importantly the concept of identity;
- A brand that attracts inward investment as well as tourists; and
- A brand that reinforces the identity of the population operating within the city.

The objectives associated with green place-making was mentioned in the literature study (Chapter 3, Table 3-4). The ultimate objective is to achieve successful green place-making through the implementation of objectives, visions and policies (Cilliers & Cilliers, 2016:26).

The reflection on the concepts of city branding and green place-making identified an overlap between these concepts, relating to the social, economic and environmental benefits. While city branding is focussed on realising financial potential of a city, thus seeking ways to enhance direct and indirect benefits provided by cities, green place-making offers various of these benefits and would thus be a possible solution to enhance city branding approaches from a spatial planning perspective. Table 6-1 captures the interface between city branding and green place-making in terms of the social, environmental and economic benefit overlaps.

**Table 6-1: Social, economic and environmental benefits associated with city branding and green place-making objectives**

Benefits	City branding	Green place-making	Corresponding benefits
Social	<ul style="list-style-type: none"> <li>• Improve social classification;</li> <li>• Leads to an increase in the value of land;</li> <li>• Avoid social unrest; and</li> <li>• Meet the needs of the end consumer.</li> </ul>	<p>Set out in detail in Table 3-2 and Table 3-3 here are only a few of the mentioned social benefits associated with green place-making:</p> <ul style="list-style-type: none"> <li>• Enhance community cohesion/facilitation of social contact and communication;</li> <li>• Better quality living space;</li> <li>• Aesthetic values and visual amenities/cultural values and cultural amenities;</li> <li>• More social capital;</li> <li>• Recreation opportunities; and</li> <li>• Identity of space, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve social coordination;</li> <li>• Improved monetary and social value; and</li> <li>• Better quality living space, aesthetic values and recreation opportunities will all meet the needs of the end consumer.</li> </ul>
Economic	<ul style="list-style-type: none"> <li>• To address the challenges modern cities face relating to mobility, financial resources and inward investment;</li> <li>• To achieve a competitive advantage by attracting the creative class that leads to creative economic activities; and</li> <li>• Increase in required aspects such as innovation, creativity and talent.</li> </ul>	<p>Set out in detail in Table 3-2 and Table 3-3 here are only a few of the mentioned economic benefits associated with green place-making:</p> <ul style="list-style-type: none"> <li>• Higher neighbourhood values locally;</li> <li>• Enhanced competitiveness of places;</li> <li>• Lower maintenance costs;</li> <li>• Positive impact on production;</li> <li>• Increase in economic well-being;</li> <li>• Increased tourism spend; and</li> <li>• Lower cost of artificial wetlands, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Higher neighbourhood values will lead to an increase in financial resources and inward investment; and</li> <li>• Enhanced competitiveness and economic development.</li> </ul>
Environmental	<p>The importance of including public open spaces within an urban context:</p> <ul style="list-style-type: none"> <li>• Better attraction; and</li> </ul>	<p>Set out in detail in Table 3-2 and Table 3-3 here are only a few of the mentioned environmental benefits associated with green place-making:</p> <ul style="list-style-type: none"> <li>• Access to clean air;</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in attraction with improved environments; and</li> <li>• Lower maintenance costs with effective use of natural resources.</li> </ul>

Benefits	City branding	Green place-making	Corresponding benefits
	<ul style="list-style-type: none"> <li>Improved maintenance and use of resources.</li> </ul>	<ul style="list-style-type: none"> <li>Noise reduction;</li> <li>Enhance natural settings for play (child-friendly spaces);</li> <li>Increase in the unique natural value;</li> <li>Purification of air and water;</li> <li>More quiet environments;</li> <li>Increase in rainwater retention; and</li> <li>Improved ecological functions and ecosystem services.</li> </ul>	

Source: Author's own construction of findings, 2019

The research emphasised that in order for cities to achieve social, economic and environmental benefits, relating to broader objectives of sustainable development, cities would need to place more emphasis on implementing green place-making as an integral part of the planning process.

**6.2.4 Conclusion 4: The interface between green place-making and city branding approaches could be strengthened through specific functions**

The city branding and green place-making approaches that were identified through the literature review and how it was addressed in practice is set out in Table 6-2.

**Table 6-2: City branding and green place-making approaches in practice**

<b>City branding approaches</b>	<b>Green place-making approaches (Table 3-4)</b>	<b>Case 1: Place Maugretour in La Louviere.</b>	<b>Case 2: Jardin de la Maison in Namur</b>	<b>Case 3: Place du Cardinal Mercier in Wavre</b>
Design (sub-section 2.3.3)	Landscape	<ul style="list-style-type: none"> <li>• Redesign from open grey space led to functional, open space through placement of walkways, greenery and furniture.</li> </ul>	<ul style="list-style-type: none"> <li>• Redesign from neglected space to a safe, well maintained, clean space.</li> </ul>	<ul style="list-style-type: none"> <li>• Redesign from open grey space led to functional, open space through placement of walkways, greenery and furniture.</li> </ul>
Infrastructure (sub-section 2.3.3)	Urban experience	<ul style="list-style-type: none"> <li>• From vehicle orientated transport and facilities to pedestrian orientated space; and</li> <li>• Led to safer and calmer urban experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Bushes and trees that obstructed the view of the river were removed and urban furniture was supplied to achieve a positive urban experience.</li> </ul>	<ul style="list-style-type: none"> <li>• From vehicle orientated transport and facilities to pedestrian orientated space; and</li> <li>• Led to safer and calmer urban experience.</li> </ul>
Basic services (sub-section 2.3.3)	Sustainable	<ul style="list-style-type: none"> <li>• Place provides in basic services providing safe, clean and green environment; and</li> <li>• Made sustainable through seasonal green approaches and planning activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Place serves in basic services providing safe, clean and green environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Place serves in basic services providing safe, clean and green environment; and</li> <li>• Made sustainable through implementation of green elements.</li> </ul>
Attractions (sub-section 2.3.3)	Attractions	<ul style="list-style-type: none"> <li>• The space offered several attractions such as markets and festivals; and</li> <li>• Unique experience with integration of space with surrounding uses.</li> </ul>	<ul style="list-style-type: none"> <li>• The main attraction to the space was its strategic location next to the river.</li> </ul>	<ul style="list-style-type: none"> <li>• The space offered several attractions such as children's area, relaxation and recreational activities; and</li> <li>• Unique experience with integration of space and surrounding uses.</li> </ul>
Functionality (sub-section 2.4.1)	Multi-functional	<ul style="list-style-type: none"> <li>• The space offered several functions such as children's area, place of relaxation, markets and festivals.</li> </ul>	<ul style="list-style-type: none"> <li>• Although the space is restricted due to its size it still offers functions in terms of relaxation and socialization.</li> </ul>	<ul style="list-style-type: none"> <li>• The space offered several functions such as children's area, relaxation and recreational activities.</li> </ul>

<b>City branding approaches</b>	<b>Green place-making approaches (Table 3-4)</b>	<b>Case 1: Place Maugretour in La Louviere.</b>	<b>Case 2: Jardin de la Maison in Namur</b>	<b>Case 3: Place du Cardinal Mercier in Wavre</b>
Added value (sub-section 2.4.2)	Lively	<ul style="list-style-type: none"> <li>Achieved through offering several activities, functions and opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>The space offers recreational and socializing activities during summer months; and</li> <li>Added value achieved through strategic location.</li> </ul>	<ul style="list-style-type: none"> <li>Achieved through offering several activities, functions and opportunities.</li> </ul>
Integration (sub-section 2.4.3)	Accessibility	<ul style="list-style-type: none"> <li>Integration with surrounding uses through accessible pedestrian walkways and aesthetically pleasing design.</li> </ul>	<ul style="list-style-type: none"> <li>Integration with surrounding businesses through accessibility, aesthetically pleasing design and strategic location.</li> </ul>	<ul style="list-style-type: none"> <li>Integration with surrounding uses through accessible pedestrian walkways and aesthetically pleasing design.</li> </ul>
Social aspects (Table 2-1)	Social function	<ul style="list-style-type: none"> <li>After the redesign the space served as a meeting point, place of socialisation, interaction and resting through the implementation of greenery and urban furniture within the design.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for social activities;</li> <li>Placement of furniture; and</li> <li>The place provides a safe and clean atmosphere.</li> </ul>	<ul style="list-style-type: none"> <li>Urban garden could supply a place for socialization, recreation, resting, play, meeting and interaction.</li> </ul>
Economic aspects (Table 2-2)	Economic function	<ul style="list-style-type: none"> <li>Achieved through the variety of functions, aesthetic design and unique features.</li> </ul>	<ul style="list-style-type: none"> <li>Used for recreational and socialising purposes; and</li> <li>Sense of uniqueness due to strategic location.</li> </ul>	<ul style="list-style-type: none"> <li>The economic aspects, social interaction was enhanced by the transformation of the open grey space into a functional urban garden.</li> </ul>
Consumer/ Community (Table 2-3)	Inviting	<ul style="list-style-type: none"> <li>Surrounding buildings forms an enclosure leading to safe and calm atmosphere;</li> <li>Variety of functions and uses;</li> <li>Implementation of green aspects and urban furniture; and</li> </ul>	<ul style="list-style-type: none"> <li>Public participation ensured that the needs of the community were met;</li> <li>Sense of uniqueness due to strategic location; and</li> <li>Through removing the bushes an open view and interaction with the river was achieved.</li> </ul>	<ul style="list-style-type: none"> <li>Space was made inviting through central location, linkages to surrounding transportation modes and pedestrian areas;</li> <li>Surrounding buildings forms an enclosure leading to safe and calm atmosphere; and</li> </ul>

City branding approaches	Green place-making approaches (Table 3-4)	Case 1: Place Maugretour in La Louviere.	Case 2: Jardin de la Maison in Namur	Case 3: Place du Cardinal Mercier in Wavre
		<ul style="list-style-type: none"> <li>Public participation ensured that the needs of the community were met.</li> </ul>		<ul style="list-style-type: none"> <li>Public participation ensured that the needs of the community were met.</li> </ul>
Place identity/ Image (Table 2-4)	Green initiatives	<ul style="list-style-type: none"> <li>Aesthetically pleasing, relaxed atmosphere, safe and clean;</li> <li>Offers comfort in the form of urban furniture and proper walkways; and</li> <li>Seasonal planning activities.</li> </ul>	<ul style="list-style-type: none"> <li>Sense of place and calm atmosphere was achieved through the enclosed garden and the view of the river;</li> <li>Sense of comfort achieved through the variety of seating options and umbrellas; and</li> <li>Maintenance of the grass led to calm atmosphere.</li> </ul>	<ul style="list-style-type: none"> <li>The identity was achieved through offering urban furniture, various pictures, colours and children's play area; and</li> <li>Green initiatives were achieved through grass and pot plants serving as an urban garden.</li> </ul>
Culture (Table 2-5)	Competitive	<ul style="list-style-type: none"> <li>Unique culture of the city was taken into account for the design through public participation; and</li> <li>The space offered several functions such as children's area, relaxation, markets and festivals.</li> </ul>	<ul style="list-style-type: none"> <li>Unique culture due to its location and proximity to shopping and commercial nodes; and</li> <li>The space offered several recreational and socialising functions.</li> </ul>	<ul style="list-style-type: none"> <li>Unique culture due to its location and proximity to urban nodes; and</li> <li>The space offers a variety of activities.</li> </ul>
Visual aspects (Table 2-6)	Aesthetics	<ul style="list-style-type: none"> <li>Historical and cultural value;</li> <li>Interaction between the place and the facades of the surrounding buildings; and</li> <li>The space offers a variety of colours and functions.</li> </ul>	<ul style="list-style-type: none"> <li>Aesthetically pleasing due to view of the river, various colours through urban furniture and urban garden; and</li> <li>The place is well maintained and clean.</li> </ul>	<ul style="list-style-type: none"> <li>Green open space covered with grass;</li> <li>Implementation of public furniture, a play area for children and filled with various colours; and</li> <li>Design of space linked with the old historic buildings.</li> </ul>

Source: Author's own construction of findings, 2019



The interdependency between the city branding and green place-making approaches were set out and motivated in Table 4-3 and referred to re-coded objectives as the interface between city branding and green place-making, including the following functions:

1. Economic function;
2. Inviting function;
3. Multi-functional function;
4. Aesthetic function;
5. Social function;
6. Competitive function;
7. Consumer/ community function;
8. Place identity/ image function;
9. Lively function; and
10. Green initiative function.

Motivated overlaps refer to overlaps between the two aspects but that was motivated in Table 4.3 with the help of research by various authors. The sustainability objective is an all-inclusive objective and encloses several if not all of the abovementioned objectives and is definitely important to include when analysing successful case studies of city branding based on green place-making.

Each of these objectives were refined in the case studies that was researched to ensure successful city branding through green place-making.

## 6.2.5 Conclusion 5: International best practices can be translated to guide green place-making and its contribution towards the objectives of successful city branding within the local South African context

The interdependency between city branding objectives and green place-making objectives was applied to the second part of the empirical study (**Chapter 5**) that included the assessment of three case studies based on the redesign of open spaces that formed part of the LICl Lively Cities EU-Interreg Project. The three open spaces, all located in Belgium, included:

- Jardin de la Maison in Namur;
- Place du Cardinal Mercier in Wavre; and
- Place Maugretour in La Louviere.

It was evident that most of the city branding and green place-making objectives that were identified as best practices in these international cases can be successfully and practically implemented in the local South African context, when it is interpreted from a context-based approach.

A context-based approach in this regard implies the political legacy of the past or better known as the post-apartheid context (Cilliers & Cilliers, 2016:6; Woelk, 2017:10) which still pose challenges for the Planning Profession in South Africa, especially relating to the struggles with translating sustainable thinking to a local government level (Cilliers & Cilliers, 2016:6).

However, green place-making approaches could pose a solution to address broader objectives of sustainability and city branding, as the local context provide sufficient conditions herefore. For example, South Africa is considered as the world's third most biologically diverse country (Cilliers & Cilliers, 2016:21) emphasising the potential for green place-making. It's the rich biodiversity and high cultural diversity of South Africa that could be considered as the strenghts in search of green place-making approaches to support city branding, but would need to address the current constraints in terms of socio-economic differences, racial inequalities and wide spread poverty. Table 6-3 mentions the re-coded objectives and how it can be applied to the South African context.

**Table 6-3: Re-coded objectives applied to the South African context**

Re-coded objectives	South African context
Economic function	In the South African context this implies equality, provision of basic needs and ensuring that green space benefits relates to all socio-economic gradients.
Inviting function	In the South African context this implies inclusive planning, acknowledging different cultural and ethnical considerations in the design and planning process.
Multi-functional function	Embrace different cultural and socio-economic needs and intensive planning on providing spaces with more than one function for optimal land use management.
Aesthetic function	This relates to the incorporation of strategic planning policies and maintenance plans to regulate correspondence between open spaces and surroundings to ensure proper integration and maintenance.

<b>Re-coded objectives</b>	<b>South African context</b>
Social function	In the South African context this function refers to the social inclusion of different cultural and ethnical groups through proper public participation and providing safe and clean green spaces.
Competitive function	In order for South African cities to be more competitive economic growth needs to happen by attracting new investors to both urban and rural areas and harnessing the country's unique features to make green spaces more functional, flexible and unique.
Consumer/ community function	This function in the South African context will be achieved through formal and informal public participation to ensure that the communities requirements and basic needs are cared for.
Place identity/ image function	This function for South Africa implies the protection and enhancement of its unique cultural and ethnical strengths through proper inclusive planning approaches.
Lively function	In the South African context this implies inclusive and strategic planning to make all spaces accessible to tourists and residents whilst providing a variety of functions.
Green initiative function	This function in the South African context will be achieved through the implementation of the green agenda and green-planning initiatives.

**Source: Author's own construction of findings, 2019**

### **6.3 Research conclusion: Green place-making can enhance broader city branding approaches**

The main objective served as the conclusion of all secondary conclusions to ensure that the study could determine green place-making as a tool within broader city branding approaches. This objective will be discussed on the basis of achieving all the re-coded objectives relating to both green place-making and city branding and how it can enhance city branding.

Table 6-4 focused on the re-coded and green place-making objectives and how it can enhance city branding.

**Table 6-4: The enhancement of city branding through green place-making and re-coded objectives**

Re-coded objectives	The enhancement of city branding
Economic function	<ul style="list-style-type: none"> <li>• Since cities are considered important economic hubs the economic function is also considered to enhance city branding.</li> <li>• This function will enhance city branding with the implementation of more creative economic activities in order to make the city more unique and to successfully establish its identity.</li> <li>• This was also seen in the case of La Louviere and Wavre, these spaces were used for more than just the function of an open green space and made use of the opportunity to incorporate other functions such as markets, concerts and children areas, this had a positive economic impact on these spaces and surrounding uses (Cilliers &amp; Timmermans, 2016:846).</li> </ul>
Inviting function	<ul style="list-style-type: none"> <li>• It was found that cities that integrate green place-making and environmental approach in spatial planning are more liveable and most importantly more inviting to investors (Cilliers &amp; Cilliers, 2016:38).</li> <li>• The attraction of investors will lead to an increase in financial resources and economic growth that will in turn enhance city branding.</li> <li>• The inviting function was also achieved in the international case studies through the assigned function of each space together with the attractiveness and diversity of activities.</li> </ul>
Multi-functional function	<ul style="list-style-type: none"> <li>• The multi-functional function relates to the enhancement of city-branding because it will lead to urban areas being more sustainable and flexible to change (long and short term usage) (Cilliers &amp; Cilliers, 2016:19).</li> <li>• The multi-functional function will ensure that more people get attracted to the place and what it has to offer, thus resulting in higher attraction of investment opportunities.</li> <li>• This was also seen in the case of La Louviere and Wavre, these spaces were regarded as multi-functional and made use of the opportunity to incorporate other functions such as markets, concerts and children, this had a positive economic impact on these spaces and surrounding uses (Cilliers &amp; Timmermans, 2016:846).</li> </ul>
Aesthetic function	<ul style="list-style-type: none"> <li>• The aesthetic function is important to consider in city branding due to the fact that visual media through technological advantages is the only way people can connect with a place.</li> <li>• The international cases were also highly focused on the aesthetic function to attract users and make the space environmentally sustainable through the inclusion of green aspects.</li> <li>• The higher usage of the space will lead to an increase in financial advantages, not just for the space but also the surrounding uses and ultimately the city and its brand.</li> </ul>
Social function	<ul style="list-style-type: none"> <li>• The social function will enhance city branding especially since it focuses on community development and their needs to be included in the compilation of new policies.</li> <li>• The city brand can be strengthened further through the inclusion of the social function due to the fact that people will know that the city values the community and tourists.</li> </ul>
Competitive function	<ul style="list-style-type: none"> <li>• The competitive function and it's advantages for city branding focuses on the attraction of investors and tourists, thus</li> </ul>

Re-coded objectives	The enhancement of city branding
	<p>leading to better financial resources and economic growth.</p> <ul style="list-style-type: none"> <li>• The competitive function is achieved through any aspect granting the space a competitive advantage.</li> </ul>
Consumer/ community function	<ul style="list-style-type: none"> <li>• This aspect and what it can offer in terms of the enhancement of city branding is closely related to the social function thus leading to community development and community orientated policies.</li> <li>• Ultimately this function will lead to a satisfied end consumer and sustainability of the city brand.</li> <li>• In the international cases the project team made use of the public participation to make communities feel empowered with their involvement in the planning and redesign of the spaces leading to better quality of life in and around the space.</li> </ul>
Place identity/ image function	<ul style="list-style-type: none"> <li>• The identity and image of a place will lead to the city brand being unique and one of its kind.</li> <li>• This function will ultimately give the city a competitive advantage that leads to the increase in investment.</li> </ul>
Lively function	<ul style="list-style-type: none"> <li>• The lively function will enhance the city brand by attracting various users due to it's variety in activities.</li> <li>• The attraction of more users will also ensure a safer space and enhances connectivity with surrounding urban nodes, cultural buildings and pedestrian walkways.</li> <li>• Ultimately, the increase in the attraction of users will lead to better investment opportunities for the city brand.</li> </ul>
Green initiative function	<ul style="list-style-type: none"> <li>• The green initiative function and it's advantages for the city brand is based on how people (community and tourists) will perceive not only public spaces but the city as an entity.</li> <li>• The inclusion of green place-making will lead to the uniqueness, green identity, image, creativity of the city, ultimately achieving an overall more resilient city and sustainable city brand.</li> </ul>

**Source: Author's own construction of findings, 2019**

This dissertation was based on research that argued that if place-making initiatives could be centred around public green space planning, benefits could be achieved where public green spaces are prioritised as part of broader city planning approaches, due to the added value it delivers in terms of city branding and related economic, social and environmental spin-offs. With successful marketing and branding initiatives, various economical aspects will be further strengthened leading to long-term benefits relating to an increase in investment, sustainable growth and thus a vice versa benefit where green place-making and city branding mutually enforce one another.

#### **6.4 Conclusion**

The aim of this chapter was to provide conclusions drawn from **Chapter 2** to **Chapter 4** and the results obtained in **Chapter 5**. The chapter was structured to consider each secondary aim and objective that was mentioned as part of this study (**Chapter 1**) in order to ultimately address the main objective - To consider the role of green place-making within broader city branding approaches. In the following chapter (**Chapter 7**), the recommendations for achieving each objective as well as recommendations to achieve these objectives within a South African context, will be captured.

## CHAPTER 7 RECOMMENDATIONS

### 7.1 Introduction

This chapter captured the planning recommendations and recommendations for future research relating to city-branding and green place-making approaches. Recommendations were structured in line with the secondary objectives that were mentioned in **Chapter 6**. Ultimately this chapter was concluded by recommending a framework for city branding and green place-making within a South African context. It contributed to guide South African city branding strategies from a green place-making and spatial planning perspective.

### 7.2 Recommendations derived from the research

This section presents recommendations based on the literature investigation and empirical research to ultimately inform the framework for city branding achieved through green place-making within a South African context.

#### 7.2.1 Recommendation 1: City branding should be included in mainstream spatial planning to improve the identity within a city

This sub-section dealt with the recommendations based on achieving city branding to lead to the successful establishment of social, economic and environmental aspects within a city.

Authorities will need to know the association between city branding and spatial planning in order to be able to successfully incorporate the city brand in relevant spatial planning policies. This will enable the city to form a unique story and history (sub-section 2.3.4). It will also give authorities better control over the identity, opportunities, and economic and spatial development of a place.

The first recommendation was related to the management of the image of the city and managerial commitment towards the brand (Castillo-Villar, 2018:36; Järvisalo, 2012:91). According to Castillo-Villar (2018:37) it is of great importance to start researching the image of the city (city brand), how to achieve it as well as how it can be maintained (section 2.3). Managerial commitment can be achieved through establishing effective internal communication between important stakeholders and attempt to engage these stakeholders to participate in the management processes of the brand (Järvisalo, 2012:91).

The second recommendation was based on the ability of the city to achieve a competitive advantage through proper communication and management of the image of the city (Castillo-Villar, 2018:37) (section 2.3). As mentioned by Järvisalo (2012:91) a successful city brand can be achieved through proper marketing knowledge and skills. Relevant stakeholders will have to find out what aspects relating to the city makes it unique and start communicating these aspects to the public. Management will need to have the ability to strategize properly and have the ability as well as the capacity to continuously reinvent the brand and keep it alive in the public eye.

The final recommendation was related to the attraction of not only visitors and tourists but also more importantly to engage and strengthen the idea of the local residents have of their

surroundings (Castillo-Villar, 2018:36). Järvisalo (2012:91) mentioned the importance of achieving the support of the public. The brand needs to be based on reality to be accepted by the local residents, the more engaged local residents are in the development of the branded space the more likely it is to achieve a positive atmosphere in the city which leads to the successful marketing of the city (sub-section 2.3.4).

Table 7-1 mentions various recommendations on improving current social, economic and environmental aspects to be included spatial planning to ultimately achieve successful city branding.



**Table 7-1: Recommendations on improving the city identity linked to social, economic and environmental aspects**

Social aspects	Economic aspects	Environmental aspects
<ul style="list-style-type: none"> <li>• As mentioned by Coimbra (2012:28) social innovation will be achieved with regards to branding in terms of leadership in the form of active participation and management from stakeholders that in turn will lead to public and private agreement.</li> <li>• The author Winfield-Pfefferkorn's (2005:72) mentioned the need for policy efforts from authorities to include important social aspects in the compilation of new policies.</li> <li>• Bothma (2015:30) also mentioned various author's referral to the importance of focusing on consumer culture that is based on societal beliefs and defines what is socially satisfying.</li> <li>• Prilenska (2012:15) mentioned that stakeholders also need to start focusing on regeneration projects that will lead to an increase in the value of land, thus taking residents and local businesses into consideration this will lead to less social-spatial segregation and social tensions.</li> <li>• The set views of city planning stakeholders will be changed by incorporating and considering place-making and city branding as an important tool in city planning. This will enable these stakeholders to not only focus on the politics and economics associated with city development but also the importance of incorporating the needs and views of the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive advantage requires the implementation of four important aspects namely; proper infrastructure, design a place with character; provision of basic services, and achieving a place that serves as an attraction (Coimbra et al, 2012:8). This can be achieved by urban regeneration projects in order to achieve an increase in attractiveness of the city that in turn leads to better economic growth (Cilliers &amp; Cilliers, 2016:24).</li> <li>• Tourism attraction – According to the Department of Environmental Affairs and Tourism (1996:24) by implementing the following principles a city can establish itself as a tourism attraction:             <ul style="list-style-type: none"> <li>○ Tourism should be managed by the private sector;</li> <li>○ Government should implement a proper tourism framework;</li> <li>○ Achieve effective public participation;</li> <li>○ Tourism development can be achieved through the implementation of sustainable environmental practices; and</li> <li>○ Tourism development requires the cooperation of several key stakeholders.</li> </ul> </li> <li>• Attraction of creative class – the creative class will be attracted to creative centres. The establishment of creative centres is done through the implementation of the following aspects (Prilenska, 2012:13):</li> </ul>	<p>Cilliers &amp; Cilliers (2016:44) highlighted several important aspects to be included in order to achieve the required environmental aspects:</p> <ul style="list-style-type: none"> <li>• Integrative planning approaches – integration of built and natural environments; intergovernmental cooperation; green building principles.</li> <li>• Sustainability thinking – adaptive planning design approaches; multiple services included in planned spaces.</li> <li>• Regulations in support of green place-making – include in policies, protect and proper management of green space.</li> <li>• Better connectivity within green spaces – proper walkways and implementation of proper open space furniture.</li> <li>• Public participation – empower communities to know the worth of green urban spaces and green place-making.</li> <li>• Urban green space forms integral part of public open spaces in the South African context and promotes health and well-being to all members of the urban society.</li> <li>• Urban green spaces should be easily accessible to all members of population and be equally distributed amongst the various areas of the city.</li> </ul>

Social aspects	Economic aspects	Environmental aspects
	<ul style="list-style-type: none"> <li>○ Quality affordable housing;</li> <li>○ Public services and facilities;</li> <li>○ Shorter travel times;</li> <li>○ Opportunities relating to quality lifestyle and culture; and</li> <li>○ Quality green open spaces.</li> </ul> <ul style="list-style-type: none"> <li>• The South African government needs to realize the importance of evaluating and determining the economic benefits that green initiatives will have in store for the South African cities and thus raise awareness of the found value.</li> <li>• On a household level, green initiatives should be implemented (urban gardens, green walls and green roofs) and green initiatives should be implemented on a street level by planting trees and sidewalk gardens to ultimately form part of the street design (Cilliers &amp; Cilliers, 2016:39).</li> </ul>	

Source: Author's own construction of findings, 2019

### **7.2.2 Recommendation 2: The notion of green place-making should be strengthened within broader spatial planning approaches to further enhance city branding.**

For a city to be able to achieve a long-term planning approach that takes environmental, economic and social aspects into consideration, urban planning policies and authorities will need to start taking green-planning approaches into consideration. It was recommended by Cilliers *et al.* (2015:364) that integrative planning processes (green-planning and place-making) must form an essential part of spatial planning in order for the city to accomplish sustainable development objectives. According to Cilliers and Timmermans (2016:848) it is required of authorities to allow planners, although it might be a time-consuming process, to thoroughly assess the whole urban environment and all its strengths for attracting skills and creativity and then to plan the possible elements and functions to be included in these green public spaces.

There is also a need for the implementation of spatial planning especially with the management of the planned change for the space. It is recommended that with the lack of proper public open spaces there should be a specific focus on successfully incorporating economic, social and environmental aspects within these spaces (Cilliers & Timmermans, 2016:848).

The final recommendation was related to the inclusion of public participation in the assessment of green public spaces. This highlighted the need for the human dimension and the importance of successfully fulfilling the needs of the public. This will ensure more sustainable urban planning approaches that in turn will lead to flexible projects and long-term thinking (Cilliers *et al.*, 2015:363).

**Table 7-2: The enhancement of city branding through green place-making objectives according to theory and how it can be achieved within South African context**

Re-coded objectives	How to achieve according theory	How to strengthen in practice
<b>Economic function</b>	<p>Economic function can be enhanced through ensuring that (Cilliers &amp; Timmermans, 2017:847):</p> <ul style="list-style-type: none"> <li>• A sense of uniqueness is created;</li> <li>• Inward attraction is strengthened through a lively public open space; and</li> <li>• Increase in tourism and investment can be achieved through various functions, unique experience, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on aspects that make the South African city unique.</li> <li>• Create a tourism plan based on identified aspects that make the South African city unique.</li> <li>• Ensure that spaces offer a variety of activities and functions.</li> </ul>
<b>Inviting function</b>	<p>A public open space can also be made more inviting through (Cilliers &amp; Timmermans, 2017:847):</p> <ul style="list-style-type: none"> <li>• An attractive design; and</li> <li>• The space having more than one function.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage integrated planning.</li> <li>• Integrate green place-making approaches and important environmental aspects in spatial planning.</li> </ul>
<b>Multi-functional function</b>	<p>Space can be made multi-functional through (Cilliers &amp; Timmermans, 2017:847):</p> <ul style="list-style-type: none"> <li>• Short-term and long-term usage;</li> <li>• Plan for as many functions as possible; and</li> <li>• Focus on the needs of the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that spaces offer a variety of activities and functions.</li> <li>• Integration of green activities and physical capital in city planning.</li> </ul>
<b>Aesthetic function</b>	<p>The aesthetic function can be achieved through (Coimbra <i>et al.</i>, 2012:23):</p> <ul style="list-style-type: none"> <li>• Successful interaction between spaces and their surroundings and the aesthetic connection with the historic buildings and river;</li> <li>• Implementation of a variety of colours, detail, functions, shape and height that can be achieved through means of urban furniture and green elements;</li> <li>• Safe and clean atmosphere through the implementation of proper management plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate green spaces with surrounding uses and activities.</li> <li>• Implement important design elements in the planning and design of green spaces.</li> <li>• Encourage a proper management plan.</li> </ul>
<b>Social function</b>	<ul style="list-style-type: none"> <li>• Successful policies on city-branding require proper leadership and a strong shared vision (Coimbra <i>et al.</i>, 2012:23);</li> <li>• Aim for the commitment of active stakeholder (public and private) management and participation in order to achieve the co-design of local policies and agreements;</li> </ul>	<ul style="list-style-type: none"> <li>• Inform and train stakeholders on the importance and benefits of green place-making.</li> <li>• Encourage public participation on the design and planning of open space.</li> </ul>

Re-coded objectives	How to achieve according theory	How to strengthen in practice
	<ul style="list-style-type: none"> <li>• Social innovation is also achieved through the implementation of mutual management in the political environment;</li> <li>• The involvement and participation of locals (Coimbra <i>et al.</i>, 2012:41).</li> </ul>	
<b>Competitive function</b>	<ul style="list-style-type: none"> <li>• Competitive advantage will require the implementation of four important aspects namely; proper infrastructure, design a place with character; provision of basic services, and achieving a place that serves as an attraction (Coimbra et al, 2012:8).</li> <li>• A city also needs to ensure that it includes characteristics such as history, attractions, tourism, visitors, residents and projected city brand (Winfield-Pfefferkorn, 2005:2).</li> </ul>	<ul style="list-style-type: none"> <li>• Plan and implement urban regeneration projects.</li> <li>• Implement a proper management plan based on green place-making approaches.</li> <li>• Leverage unique aspects and characteristics of the South African city.</li> </ul>
<b>Consumer / Community function</b>	<ul style="list-style-type: none"> <li>• The consumer and community objective can be achieved in city branding and green place-making through the implementation of proper public participation.</li> <li>• The core of the city is strengthened by being involved with the community and connecting with the people by offering community development.</li> </ul>	<ul style="list-style-type: none"> <li>• Follow a community based approach to determine the needs of the community.</li> <li>• Encourage public participation on the design, planning and maintenance of the open space.</li> </ul>
<b>Place identity / Image function</b>	<ul style="list-style-type: none"> <li>• The city's image can be effectively communicated through the positive perceptions the local residents and tourists have of the city (Castillo-Villar, 2018:36).</li> <li>• Safe and clean atmosphere achieved through proper management and maintenance after the redesign.</li> </ul>	<ul style="list-style-type: none"> <li>• Implement a management and maintenance plan to sustain green open spaces.</li> <li>• Encourage public participation on the design, planning and maintenance of the open space.</li> </ul>
<b>Lively function</b>	<ul style="list-style-type: none"> <li>• Cities need to offer integrated functions to attract investors, tourists and users to ultimately ensure an increase in the quality of life of the community (Cilliers, 2016:350).</li> <li>• The space needs to offer an experience or a diversity of activities (Happ, 2017);</li> <li>• The space will need to be accessible to all residents as well as tourists.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that spaces offer a variety of activities and functions.</li> <li>• Provide accessible pathways to the open space.</li> </ul>
<b>Green initiative function</b>	<p>A green identity can be achieved through initiatives such as (Cilliers <i>et al.</i>, 2016:353): city plants and trees; green roofs; and vertical plants.</p>	<ul style="list-style-type: none"> <li>• Encourage the planting of trees and provision of urban gardens.</li> <li>• Implement a management and maintenance plan to sustain green open spaces or green elements.</li> </ul>



Source: Author's own construction of findings, 2019

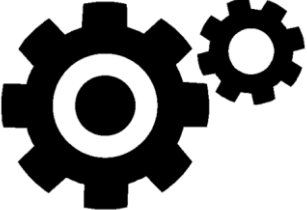



### 7.2.3 Recommendation 3: South Africa needs to develop a framework to guide green place-making in order to strengthen city branding objectives





This subsection set out a framework for South Africa based on the enhancement of city branding through green place-making. South Africa’s sustainability is threatened by the increasing population numbers and uncontrolled expansion of settlements (Cilliers & Cilliers, 2016:21). The integration of spatial planning and green place-making is particularly difficult in the South African context where the land use planning needs is constantly threatened by the demand for housing, essential services, maintenance and infrastructure. Thus, green land uses are challenged by urban environment, limited budget, and more often than not, not considered as a priority in South Africa (Cilliers & Cilliers, 2016:5).

The re-coded objectives (Table 4-4) associated with city branding and green place-making and how it can be achieved was set out in Table 7-3.

**Table 7-3: The enhancement of city branding through green place-making objectives and how it can be achieved within South African context**

Re-coded objectives		Context-based interpretation
	<b>Economic function</b>	<ul style="list-style-type: none"> <li>• Stakeholders should identify the current state and effectiveness of green place-making in terms of city branding and plan the next phase of including green place making in urban infrastructure.</li> <li>• Plan to rehabilitate old parklands, mines and quarries into eco-tourism areas.</li> <li>• Make sure that key notions are interpreted and understood in the same frame of reference by all stakeholders.</li> </ul>
	<b>Inviting function</b>	<ul style="list-style-type: none"> <li>• Implement integrative planning approaches.</li> <li>• Focus on the unification of built and natural environments.</li> <li>• Encourage the cooperation between various spheres of government.</li> <li>• Focus on multi-disciplinary planning cooperation.</li> <li>• Make sure that key notions are interpreted and understood in the same frame of reference by all stakeholders.</li> <li>• Motivate interconnected systems within the urban environment.</li> <li>• Ensure that green spaces provide combined functions.</li> <li>• Encourage the integration of functions and stacking of green place-making functions.</li> </ul>

Re-coded objectives		Context-based interpretation
	<p><b>Multi-functional function</b></p>	<ul style="list-style-type: none"> <li>• Ensure that green spaces provide combined functions.</li> <li>• Encourage the integration of functions and stacking of green place-making functions.</li> </ul>
	<p><b>Aesthetic function</b></p>	<ul style="list-style-type: none"> <li>• Provide elements such as shade structures and trees to achieve optimal levels of convenience and comfort.</li> <li>• Implement design elements that aesthetically enhance the character of the community.</li> <li>• Encourage partnerships between communities and authorities to include a variety of stakeholders in the implementation of green place-making projects.</li> <li>• Green spaces that are culturally significant should be protected and upgraded to improve green place-making functions.</li> <li>• Use various forms of interaction (media, workshops, internet and forums) to guide and train communities in implementing and maintaining green place-making initiatives.</li> <li>• Implement community food gardens.</li> </ul>
	<p><b>Social function</b></p>	<ul style="list-style-type: none"> <li>• Concentrate on pedestrian character and scale by implementing green elements at human scale (shade structures, vertical elements, trees and plants).</li> <li>• Encourage the integration of green spaces with adjacent land uses.</li> <li>• Ensure adequate open space for the implementation of child-friendly areas.</li> </ul>
	<p><b>Competitive function</b></p>	<ul style="list-style-type: none"> <li>• Identify current competitive advantages of the space and focus on the enhancement thereof.</li> <li>• Green spaces that are culturally significant should be protected and upgraded to improve green place-making functions.</li> <li>• Focus on the unification of built and natural environments.</li> <li>• Plan to rehabilitate old parklands, mines and quarries into eco-tourism areas.</li> </ul>

Re-coded objectives		Context-based interpretation
	<b>Consumer / Community function</b>	<ul style="list-style-type: none"> <li>• Focus on mentoring the community about the benefits green spaces can offer.</li> <li>• Implement community participation in green planning.</li> <li>• Use various forms of interaction (media, workshops, internet and forums) to involve communities in the design and planning of green spaces.</li> <li>• Form partnerships with businesses and residents to raise awareness about the benefits of improving the streetscape.</li> <li>• Implement a stewardship programme with communities that showed interest in maintaining and implementing green areas.</li> </ul>
	<b>Place identity / Image function</b>	<ul style="list-style-type: none"> <li>• Implement community participation in green planning.</li> <li>• Green spaces that are culturally significant should be protected and upgraded to improve green place-making functions.</li> <li>• Identify current aspects that make the space unique and focus on improving and strengthening these aspects.</li> </ul>
	<b>Lively function</b>	<ul style="list-style-type: none"> <li>• Enhance integrative planning approaches focused on green place-making on all spatial scales.</li> <li>• Focus on the unification of built and natural environments.</li> <li>• Ensure that green spaces provide combined functions.</li> <li>• Encourage the integration of functions and stacking of green place-making functions</li> <li>• Supply accessible pathways to green spaces and review the possibility of pedestrian-only streets where applicable.</li> </ul>
	<b>Green initiative function</b>	<ul style="list-style-type: none"> <li>• Plant trees along sidewalks and in open spaces.</li> <li>• Transform grey spaces into green spaces by providing seating options and urban gardens.</li> <li>• Conventional railings can be replaced with raised gardens or pot plants.</li> <li>• Implement green walls and green roofs within cities.</li> </ul>

Source: Author's own construction of findings, 2019



#### **7.2.4 Final recommendation: Finding a way forward for further research**

This study was one of the first studies that attempted to integrate the economic and spatial dimension, city branding and green place-making, to determine how green place-making can be used as a tool to enhance city branding. It is recommended that further studies be done to improve the assumptions made as well as be tested further within the local South African context. The aim of this study was achieved through determining that the interface between city branding and green place-making is possible.

#### **7.3 Conclusion**

This chapter provided the recommendations based on the overview of the study. The aim of this chapter was to provide recommendations based on each secondary aim and objective that was mentioned as part of this study (Chapter 1) in order to ultimately achieve the main objective - To consider the role of green place-making within broader city branding approaches. It was found that the main objective could be successfully achieved through considering each objective set out in section 1.4 and to make the focus on social, economic and environmental aspects part of everyday city planning approaches.

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