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Implications of urban branding to local economic development in the inner city of Johannesburg

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IMPLICATIONS OF URBAN BRANDING TO LOCAL ECONOMIC DEVELOPMENT IN THE INNER CITY OF JOHANNESBURG.

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A research report submitted to the Faculty of Engineering and the Built Environment, of the University of the Witwatersrand, Johannesburg, in partial fulfillment of the requirements for the degree of Master of Science in Development Planning.

Johannesburg 2008

DECLARATION

I declare that this research report is my own original, unaided work. This research report has not been submitted previously for any degree or examination in any other university. It is being submitted for the degree of Master of Science in Development Planning at the Faculty of Engineering and the Built Environment, of the University of the Witwatersrand, Johannesburg.

_____

(Signature of candidate)

Patrick Vukile Mlangeni

_____ day of _____ (year) _____

ABSTRACT

The significance of Local economic development (LED) in South Africa has grown since the historical democratic elections of 1994. At the same time the practice of urban branding has become widely notable since the 1990's. This research report specifically focuses on the implications of branding to local economic development in the inner city of Johannesburg, using Main Street and the Newtown Cultural Precinct as case studies. A review of numerous theories for both LED and branding has been undertaking to provide a theoretical background to their development. The research report adopts an evolutionary/historical and comparative approach in examining the evolution of LED and branding so as to comprehend and appreciate their origins and developments in South Africa and abroad. The theoretical reviews of both LED and branding show that they have been influencing each other over time. The case studies also revealed a number of challenges such as: marginalisation, lack of co-ordination, rights and exclusion. This research report recommends the use of cultural planning in order to bridge the chasm between branding and LED in the city of Johannesburg. Through the cultural planning framework, the study employs planning theories such as Advocacy Planning, Equity Planning, Collaborative Planning, and Strategic Planning in order to address these challenges and to enhance representation in development processes, efficient allocation of resources, responsibilities, and integrated development. While these challenges requires a multi-pronged and integrated approach, it is notable that more research and awareness education need to be done to government, private businesses as well as the public. This will become even more important as the development of creative cities become crucial. This study, in a small way, opens up possibilities for further research on the branding of spaces and cultural planning, more especially for the economically-depressed areas and places that are not well-endowed in terms of cultural resources that can be used to create their brands and generate growth.

‘Mshengu Shabalala donga lamavuso,’ this one is for you Ma-Shabalala! To Khathide, Ndlela Ka-Sompisi and Guda, Chingoshe, I can’t imagine what I would have been without your self-less and unfailing friendship.

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GLOSSARY:

ANC – African National Congress

BBP – Better Buildings Programme

BID – Business Improvement District

CBD – Central Business District

CEO – Chief Executive Officer

CID – City Improvement District

CIQ – Cultural Industry Quarter

CJP – Central Johannesburg Partnership

CSR – Corporate social responsibility

CSU – Central Strategy Unit

DPW – Department of Public Works

DPLG – Department of Provincial and Local Government

DTI – Department of Trade and Industry

EDU – Economic Development Unit

EPWP – Expanded Public Works Programme

GEAR – Growth, Employment and Redistribution

GTA – Gauteng Tourism Authority

IDP – Integrated Development Plan

IMC – International Marketing Council

JDA – Johannesburg Development Agency

JHB – Johannesburg

JHC – Johannesburg Housing Company

JICBC – Johannesburg Inner City Business Coalition

JPC – Johannesburg Property Company

LED – Local Economic Development

NAC – National Arts Council

NID – Newtown Improvement Districts

NPM – New Public Management

RDP – Reconstruction and Development Programme

SANCO – South African National Civic Organisation

SDI – Spatial Development Initiatives

SMME – Small, medium and micro enterprise

UDZ – Urban Development Zones

URP – Urban Renewal Programmes