

ASPECTS OF PLANNING IN RELATION
TO CLAREMONT SHOPPING CENTRE

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CHAPTER 1INTRODUCTION1.1 The City as a system and the role of planning

The urban environment can be regarded as a system which comprises a vast number of components and activities which inter-link to form a symbiotic whole. In dealing with this intricate system, Mc Laughlin maintains that those parts of the system with which a planner is concerned are "persistant human activities and especially those that tend to occur and recur at specific locations or within particular zones or areas".¹

The activity with which this thesis is concerned is that of retailing; the area of focus being the shopping centre. This environment is one which displays a complex set of spatial and human relationships involving amongst others location, size, rent structure, shopping mix, movement, fashion, socio-economic status, expenditure patterns and consumer behaviour.

It can be demonstrated that if certain of these factors are left to respond to what is generally known as the "market mechanism", the resultant environment usually exhibits certain undesirable features such as congestion, pollution and commercial blight. The planner seeks, amongst other aims to create an environment which is optimal and balanced and which provides for human needs such as convenience and safety. The following example illustrates the kind of role which a planner can play with regard to the optimization of location.

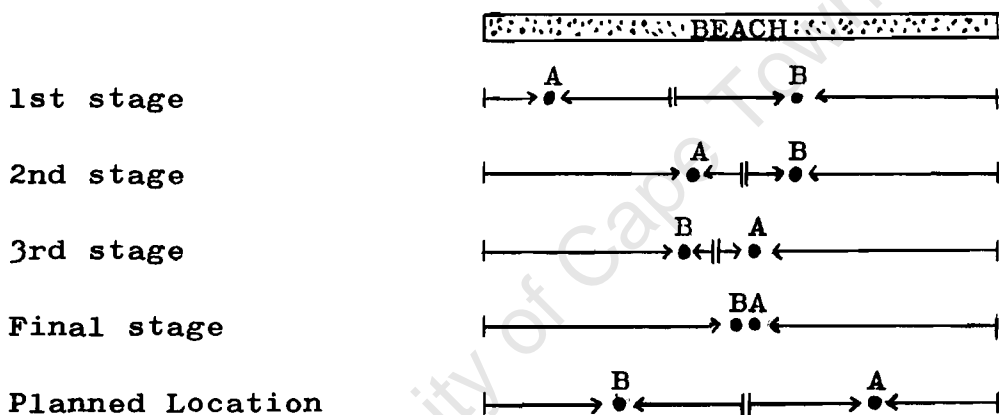
1. J.B. Mc Laughlin: Urban and Regional Planning: A Systems Approach, 1969, page 77.

William Alonso, in dealing with competition along a line uses the case of two ice cream vendors on a beach. The principles of behaviour involved are:

- (a) Customers will patronise the closest of the two vendors.
- (b) Customers will not pass one vendor to go to the other.

Using these ~~two~~ principles he shows, by various stages, how a stable position is reached when both vendors are located in the centre of the beach.

The stages are illustrated below:



He points out that "if the two vendors were located at quarter points, as in the 'planned location', the average distance walked would be reduced by half while both vendors would still enjoy the same benefits. To obtain the benefits of this solution it is only necessary to assure each vendor that the other will not start moving in on him."²

This shows very clearly the advantage to the consumer of taking his needs into consideration, it also illustrates the importance of some form of 'control'. It is the

2. J. Friedman and W. Alonso (editors):
Regional Development and Planning: A Reader, 1964
 page 82

students view that planning has a vital role to play in the retailing system and it is hoped that this thesis will be of value in this field.

1.2 Objectives of the Thesis

Briefly the aims of the thesis are as follows:

- (a) An assessment of the current rapid growth of Claremont's retail space.
- (b) A discussion of Claremont's physical structure and suggested improvements to this structure.
- (c) A description of Claremont's retail 'micro-structure'.

Each of these objectives will now be explained in more detail.

- (a) It is generally accepted that a relationship exists between the provision of shopping space and the number of persons in the trading area. The relationship assumes a balance between demand and supply and can be expressed, for example, as a ratio of 1 sq. metre of suburban retail space per person. It is evident that growth in retail space should be proportional to a corresponding growth in population and retail spending power. In the case of Claremont this relationship would appear to be somewhat unbalanced.

Claremont's present gross retail floor area is approximately 54 000 sq. metres and by the end of 1973 the Cavendish Square Shopping Centre will add 36 600 sq. metres. Kenilworth Centre only 2km away will add a further 29 000 sq. metres. These two major developments, together with certain other projects, will more than double the existing shop-

*Questionable
concept —
the SC work
on this basis*

ping space of Claremont and its environs.

It is the purpose then, if this section of the thesis to investigate and comment on this apparently excessive growth.

- Claremont area?*
- (b) In the second part of the thesis it is intended to deal with the present structure of Claremont. Like so many unplanned shopping centres which have evolved by the gradual accretion of retail outlets, the end product is deficient in many respects. Traffic congestion, inadequate parking and certain other nuisances debase the quality of the shopping environment. Some of these problems might have been avoided if more appropriate planning techniques had been employed by the controlling authority and it is intended to make certain suggestions in this regard.
- impacts*
- (c) Since Claremont is apparently entering a critical stage in its metamorphosis the third objective is to describe and record in detail the existing micro-structure of retail outlets. Such a study will be of considerable value in assessing the effect of Cavendish Square and the Werdmuller Centre on Claremont's retail structure.
- commercial impact*

Each of these three objectives will be dealt with in Chapters 3, 4 and 5 respectively and Chapter 2 will be devoted to placing Claremont in its metropolitan and suburban context.

CHAPTER 2METROPOLITAN AND SUBURBAN CONTEXT2.1 Preamble

Claremont shopping centre can only be adequately understood and analysed by seeing it as part of a wider retail system. The overview will be in three sections:

- (a) A brief discussion of "central place theory".
- (b) This theory will then be used to show the relationship of Claremont to the C.B.D. and to other major centres in the Metropolitan area.
- (c) An examination of Claremont in its context of lower order centres in the southern suburbs.

2.2 Central Place Theory

Central place theory was originally postulated by Walter Christaller. His marketing model was used to describe the size and location of towns in Southern Germany, and subsequently, the concept was applied to an intra-urban situation and was used to explain the spatial arrangement of retail activity. The model is based on certain inter-related principles of retailing and consumer behaviour. These principles are:

- (a) Various retailing shops have differing thresholds. For a shop to operate economically there must be a certain minimum level of demand. As an example, a given population may support 10 general dealers but only 3 hardware stores.
- (b) Consumers spend differing proportions of their income on various types of commodity. A family may spend R70.00 a month on food but only R10 a month on furnitures.
- (c) The needs of a household mean that some purchases

are made more frequently than others. An example of this is the family buying a fridge once in 10 - 20 years but purchasing bread daily.

- (d) Related to c above is a convenience factor which is linked with time - distance. A housewife may be prepared to spend 15 minutes driving time in visiting a shopping centre to buy a new dress, but would find it inconvenient to journey for a similar time for 'repeat item' purchases. However, the increasing practice of bulk buying at supermarkets is probably changing this pattern.

On the assumption that these principles broadly account for the behaviour of suppliers and consumers it is apparent that an hierarchical arrangement of shopping centres would meet their respective needs most satisfactorily. Thorpe and Nader point out that "a basic part of central place theory is that the ideal system of central places is the one which leads to the minimum aggregate consumer travel".¹ In such a system, low threshold - high frequency functions would be found in low order centres, and high threshold - low frequency functions in high order centres. Given an idealised situation each centre would serve an hexagonal shaped trade area. The size of the trade area would vary according to the order of the centre, the higher order centres having the larger trade areas.

Central Place
delegated by
handers shopping
systems
see Berry

¹ D. Thorpe and G.A. Nader, "Customer Movement and Shopping Centre Structure: A study of a Central Place System in Northern Durham, Regional Studies, 1967, page 184.

Brian Berry², in his study of American cities concludes that outside the Central Business District the structure comprises four basic components:

- a. A hierarchy of business centres.
- b. Highway orientated commercial ribbons.
- c. Urban arterial commercial developments.
- d. Specialised functional areas.

He further suggests that the hierarchy of business centres has at least four levels:

- a. Isolated convenience stores and streetcorner developments.
- b. Neighbourhood business centres.
- c. Community business centres.
- d. Regional shopping centres.

A number of indices can be used to identify and classify these centres the most commonly used being:

- a. Size of the centre (shopping floor space).
- b. Range of facilities offered (trade mix).
- c. Quality evaluation of services provided.
- d. The size of the trading area and population.

Keith Beavon³, in a short appendix on the problems of delimiting extra - C.B.D. functional areas suggests that the South African equivalent to the isolated convenience centre is the isolated "cafe". The counterpart of the neighbourhood centre would be a centre such as Dean Street, Newlands, and he compares the ^{community} centre with a typical suburban centre. The regional centre, he contends is not easily identified and suggests the "better" suburban centre as being the closest counterpart.

² B.J.L. Berry: Commercial Structure & Commercial Blight, 1963.

³ K.S.O. Beavon: Land Use Patterns in Port Elizabeth, 1970.

To avoid confusion this order centre will be called a district centre.

For the purpose of placing Claremont in the context of the Metropolitan Area (01 Economic Region) and the southern suburbs, the hierarchy to be used is:

- a. Metropolitan C.B.D.
- b. District Centre.
- c. Suburban Centre.
- d. Neighbourhood Centre.
- e. Convenience Centre and isolated shops.

Although the purpose of discussing central place theory has been to provide a meaningful framework in which to place Claremont, it should be pointed out that the theory provides a useful model for the planning of shopping centres. It provides a deeper understanding of the retail system and, as a result of this, aids in the formulation of policy in the planning process. The concept has also been used in the design of new towns and very large townships.

2.3 The Central Business District

The C.B.D. of Metropolitan Cape Town is by far the greatest concentration of retail activity in the region. Davies⁴ provides actual floor area measurements for the C.B.D. and frame based on 1957 data and 1972 figures are based on a survey carried out by the Department of Geography, U.C.T. and analysed by thesis students⁵ of the

⁴ H.W. Davies: Land Use in Central Cape Town, 1965.

⁵ Messrs. G. Johnston, B. Richardson and P. Smoor

2.4 Claremont as a District Centre in the Metro. area

The method used to identify centres of this order was divided into two steps:

Step 1: The Cape Provincial Administration Shopping Survey was used to single out those centres with more than 150 shops. It should be pointed out that this data has certain drawbacks; firstly the "centres" used as a base for the collection of information were in some cases very large districts, and secondly the data was only a numerical measure and therefore a poor indication of the actual size or quality of the centre.

Step 2: As a result of these shortcomings consideration was given to other factors. Smailes⁶, in his study of the Greater London Area suggests that the presence of such "draw-cards" as Woolworths, have special significance and that the presence of Marks and Spencer indicates a "step up in the equipment of a shopping centre". This concept was used in assessing the quality and status of the centres selected in Step 1. The presence of certain variety and chain stores were used in the elimination process. A point was awarded for the presence of each of the stores listed from A - F of the table. A summary of the process is shown in Table 3. Those centres which scored a total of 3 or less points were eliminated as district centres.

⁶ A.E. Smailes and G. Hartley: "Shopping Centres in the Greater London area, The Institute of British Geographers, Transactions and Papers 1961, Page 205

A percentage of comparative type shops is also a useful index of the nature of a centre.

DISTRICT CENTRE IDENTIFICATION PROCESS

TABLE 3

Name of centre	No. of shops (1965)	Percentage comparative type shops	Presence of branch in centre (1972)						Total Score
			A	B	C	D	E	F	
Sea Point	246	28%	1	1	1	-	1	-	4
District 6	383	26%	-	-	-	-	-	-	0
Woodstock, Victoria Rd.	184	52%	-	1	-	-	1	1	3
Salt River, Albert Road	251	42%	1	-	-	1	1	1	4
Claremont	217	47%	1	1	1	1	1	1	6
Wynberg	255	53%	1	1	-	1	1	1	5
Goodwood	165	42%	1	1	-	1	1	1	5
Parow	229	54%	1	1	1	1	1	1	6
Bellville	268	49%	1	1	1	1	1	1	6
Athlone	272	24%	-	-	-	-	-	-	0

A. O.K. Bazaars

B. Woolworths

C. Clicks Stores (Pty) Ltd.

D. Edgars Stores Limited

E. Truworths Limited

F. Lewis Stores Limited

Using the methodology outlined above, seven centres were identified as district centres. The spatial relationship between these centres is shown on Map 1. A comparison of floor area figures shows Claremont to be the largest of the seven centres.

2.5 Claremont in relation to the Southern Suburbs

This study will be limited to that portion of the Southern Suburbs between Settlers Way and Muizenberg and

excludes:

1. The ribbon of shops along Lansdowne Road (east of its intersection with Rosmead Avenue).
2. Shopping centres in the Coloured Group Areas.
3. Groups of less than 10 shops which can be regarded as convenience centres and isolated corner shops.
4. The Constantia Local Area.

Based on data collected over the period 1969 - 1970, the centres were ranked by gross floor area size. The rank order is shown in Table 4 below.

RANK ORDER OF SHOPPING CENTRES IN SOUTHERN SUBURBS
TABLE 4

Name of Centre	Gross Floor Area		No. of Shops
	Sq. Ft.	Sq. M.	
Mowbray, Main Road	105177	9771	76
Plumstead, Main Road	92450	8588	56
Rondebosch, Main Road	84940	7891	60
Lansdowne Road, Claremont	70692	6567	62
Victoria Road, Southfield	64358	5979	45
Muizenberg, Main Road	52781	4903	62

Diep River, Main Road	40036	3719	29
Little Mowbray, Durban Rd.	34561	3210	30
Kenilworth, Main Road	28465	2644	31
Newlands, Dean Street	27260	2533	38
Heathfield, Main Road	23849	2216	25
Belvedere Road, Claremont	20446	1899	18

There would appear to be a natural break or step between those centres with more than 45 shops and a floor area

of more than 50 000 sq. ft. (4 645 sq. m), and those which fall below 40 000 sq. ft. (3 716 sq. m). Homer Hoyt⁷, in his classification of centres in the United States defines a "large neighbourhood centre" as being between 50 000 sq. ft. and 100 000 sq. ft; and a "small suburban centre" as a centre ranging up to 50 000 sq. ft. This classification coincides with the natural break in the size of southern suburb centres and for the purpose of this study centres with a floor area of more than 50 000 sq. ft. (4 645 sq. m) will be defined as suburban centres and below 50 000 sq. ft. as neighbourhood centres.

The location of these centres is shown on Map 2 . Many of these centres are closely associated with Main Road and other major roads such as Lansdowne Road and Victoria Road which connect with Main Road. The various nucleations and ribbons appear to form a "leap-frog" pattern along the length of Main Road.

The centres differ in size and function and in this way inter-relate to form an overall system of retailing. The various centres can be regarded both as complementary and competing elements of the whole. Table 5 compares the retail mix of a number of centres and illustrates the decrease of high order shops as the size of centre diminishes.

An indication of the importance of other retail centres was obtained from answers to the question "At what other centres do you shop? (in order of importance)". Analysis was limited to the first centre mentioned - see Table 6 below. It is of interest to note the

⁷ H. Hoyt: "Classification and Significant Characteristics of Shopping Centres" in Reading in Urban Geography, 1959.

RETAIL STORE MIX OF CERTAIN CENTRES TABLE 5

Retail store type	Number of retail stores					
	Centre A	Centre B	Centre C	Centre D	Centre E	Centre F
CONVENIENCE						
Bottle store	4	2	2	-	2	1
Butchery	6	3	3	1	2	1
Cafe/General Dealer	10	4	4	1	3	3
Chemist	7	4	3	1	2	2
Take aways	5	1	1	1	-	-
Confectioner/Bakery	5	1	1	1	1	1
Dairy	1	-	-	1	-	1
Delicatessen	3	-	-	-	1	-
Fishery	3	-	3	-	1	-
Florist	2	1	1	1	2	-
Health Foods	2	1	-	-	-	-
Restaurant	5	3	1	2	-	-
Stationery	5	3	2	1	2	1
Supermarket	1	2	2	1	1	1
COMPARISON						
Art/Gifts	6	1	1	2	-	-
Clothing/Draper	54	9	8	4	3	1
Dressmaker/Tailor	3	-	-	3	-	-
Furniture	20	-	1	2	1	-
Hardware	4	1	1	1	-	1
Jeweller	5	-	-	-	-	-
Hats	2	-	-	-	-	-
Music	3	-	-	-	-	-
Pets	4	-	-	-	-	1
Shoes	12	3	1	-	-	-
Sports/Toys	3	-	2	1	-	-
SERVICE						
Banks/Bld. Soc.	16	6	8	6	2	-
Travel Agency						
Dry cleaner	9	3	4	3	3	2
Electrical/radio	3	5	2	-	1	-
Hairdresser/	17	5	4	3	3	2
Health Studio						
Photographer	2	0	-	1	-	-
Shoe repairs	2	1	1	-	1	-
Other	8	1	-	-	-	-
Departmental	2	-	-	-	-	-
Variety	5	-	-	-	-	-
TOTAL NO OF SHOPS	239	60	56	38	31	18

A - Claremont

B - Rondebosch

C - Plumstead

D - Newlands

E - Kenilworth

F - Belvedere Road

difference in the response to this question depending on whether the shopper was interviewed on Thursday or Saturday. The increased importance of the C.B.D. to Saturday shoppers is probably because they work in the central area. In contrast, weekday shoppers are not as 'tied down' by place and are more able to shop at other suburban centres.

OTHER CENTRES USED BY CLAREMONT SHOPPERS TABLE 6

Name of Centre	Thursday Shoppers	Saturday Shoppers
C.B.D.	26	48
Rondebosch	26	16
Wynberg	24	9
Lansdowne Road	9	12
Kenilworth	4	4
Plumstead	4	3
Sea Point	4	0
Other Centres	3	8
	100%	100%

CLAREMONT'S RETAIL SPACE DEMANDS

3.1 Preamble

The previous chapter provided an understanding of the size and location of Claremont relative to other district centres in the metropolitan area. It also clarified Claremont's role in the retail structure of the southern suburbs. The purpose of this chapter is to establish, by means of certain market research and related techniques, whether the present growth of Claremont's retail space is justifiable in terms of increased spending power attributable to Claremont.

The first section deals with the theory of trade areas and models. This is followed by a description of the pedestrian survey which was undertaken. Based on data gained from this survey the trade area of Claremont is then delimited and the relative attraction of Claremont for each suburb within the trade area is estimated.

The procedure used to establish the relative attraction was as follows:

- (a) The population and number of families residing in each suburb of the trade area was estimated.
- (b) The annual family income of these families was used to calculate the gross family income in each area.
- (c) The proportion of the above income spent on retail goods was estimated so as to provide an estimate of retail spending power.
- (d) The percentage of this expenditure spent in the C.B.D. was used to estimate the purchasing power available to suburban shopping centres.
- (e) An allocation factor was used to estimate the likely proportion of the 'suburban share' which Claremont

would attract.

- (f) A minimum turnover per sq. metre of gross floor area was applied to convert spending power available to Claremont, into retail floor area.

On the basis of the above procedure and calculations the student will be in a position to accept or reject the hypothesis that Claremont's increased floor area is not supported by an adequate increase in spending power.

3.2 Theory of Trade Areas and Models

Empirical evidence has shown that the drawing power of a shopping centre decreases as the distance between the particular centre and its potential customers increases, and the distance to alternative centres decreases. A trade area can be defined as the geographical limit of a centre's significant trade, i.e. a point is reached at which the drawing power of the centre becomes insignificant. However, to avoid any misunderstanding in the use of this term, it should be emphasised that "there is absolutely nothing which happens on one side of the line that does not happen on the other side" and "the trading area is not a permanent geographical fact but is created entirely by the response and behaviour of individuals".¹⁾

The declining attraction of a centre can be indicated by dividing the trade area into three zones:

- (a) Primary zone
- (b) Secondary zone
- (c) Tertiary zone

[The primary zone is usually regarded as contributing some 60% of the centre's trade, the secondary zone about 25% and the tertiary zone the balance.]

1) R.L. Nelson: The Selection of Retail Locations, 1958
p. 183

A number of models have been developed to enable planners and market researchers to delineate trade areas. Reilly's gravity model is based on two factors - floor space of the shopping centre and travel time. Using these two parameters, a "break-point" between the trade areas of two competing centres can be established. However, this model has proved inadequate in accounting for the intricacies of consumer behaviour.

Experience has shown that a trade area is not an area from which a shopping centre attracts customers uniformly but that the proportion of customers attracted will vary from zone to zone. The trading area for store types will also vary; e.g. a clothing store will probably attract customers from a much wider field than a convenience store.

A more sophisticated stochastic model has been prepared by Huff. His model is based on the theory that the probability of a customer choosing to visit a centre is based on the "utility" of the centre. He suggests that two variables exert such an influence on consumer choice that on the basis of these two variables, consumer behaviour can be predicted.

These variables are:

- (a) "The number of items of the kind a consumer desires that are carried by various shopping centres".
(This variable is related to the expectation of the shopping trip being successful, which in turn is related to the size of the centre).
- (b) "The travel time that is involved in getting from a consumer's travel base to alternative shopping centres".²

2. D.L. Huff, "A Probabilistic Analysis of Shopping Centre Trade areas", Land Economics, Vol 31, No. 1 Feb. 1963.

areas defined by Coetzee³ (1967) and the Cavendish Square Developers (1971) are shown on Map 4.

3.3 Pavement shopping survey

The success of a survey of this nature, in which field workers interview as many shoppers as possible passing their survey points, depends to a large degree on the correct predetermined location of survey points. In order to select these positions the movement patterns of shoppers were observed on a number of occasions.

Observations showed that lower income persons, who rely on public transport, tend to feed into Claremont from the railway station and bus terminus, while car orientated shoppers used the car parks behind O.K. Bazaars and Woolworths. Movement within the centre responded to the attraction of certain large departmental and variety stores. Ackermans for instance, at the southern end of Claremont's prime shopping area, tended to attract mainly Coloured customers, while Woolworths and Henshilwoods attracted higher income shoppers.

As it was important to interview as wide a cross-section of shoppers as possible it was decided, on the basis of the above observations, to operate six survey points as shown on Map 3. Two interviewers were located at points B and E since pedestrian flows were highest at these points, and one interviewer at each of the other points. The survey was conducted on a Saturday morning (4 hours duration) and a Thursday afternoon (3 hours), because it was felt that weekday shoppers differ in certain respects from Saturday morning shoppers.

3. J.G. Coetzee, "Retail Investments Analysis: Delimitation of the Trade Areas of the Wynberg and Claremont Retail Centres, Journal for Geography, Vol. 3, No. 1, Sept. 1967.

The 15th and 17th June, 1972, were both warm calm days and there is no apparent reason why the survey should not reflect typical mid-month shopping patterns. A total of 286 persons were interviewed, 110 on Thursday and 176 on Saturday. It was estimated that this represents a 2,4% sample of the total number of regular Claremont shoppers.

The breakdown of shoppers interviewed according to race is shown below.

SHOPPERS INTERVIEWED BY RACE TABLE 7

	No. of Interviews	%
White	164	57%
Coloured	92	32%
Bantu <i>Black</i>	30	11%
TOTAL:	286	100%

3.4 The Questionnaire

A copy of the questionnaire can be seen in Appendix A Questions 1 and 2 were designed to provide information on the definition of Claremont's trade area. The results proved adequate in fulfilling this function.

It was hoped that questions 3 and 4 would provide sufficient data with which to estimate the relative drawing power of Claremont within the trade area, but the answers were not sufficiently reliable. The average time taken for each interview was 10 minutes. In this time it was not possible to obtain very accurate answers to the questions referring to expenditure on such items

as alcoholic beverages (usually purchased by husbands), sports equipment, and furnishings (a common reply to this was: "We bought all we needed years ago".)

The responses to the questions about food and clothing proved to be more reliable. However, the answers to the question on the percentage of their expenditure in Claremont seemed to be very high. If these very high percentages were used to estimate the expenditure which can be allocated to Claremont, the total expenditure would be excessive. It was also evident that their figures could not be used to describe the spending pattern of all families in a particular area. The sample was biased, since only shoppers in Claremont were interviewed, i.e. those interviewed may for some reason prefer shopping in Claremont and statistics relating to such shoppers could not be applied to other families in the same area.

As an example of the very high figures given, the average percentage spent on food and clothing in Claremont, by residents (all races) of a number of suburbs is given in the table below:

AVERAGE PERCENTAGE SPENT IN CLAREMONT ON FOOD & CLOTHING
TABLE 8

Name of Suburb	Average percentage spent in Claremont	
	Food	Clothing
Claremont	77	76
Newlands	63	66
Kenilworth	74	64
Wynberg	40	50
Crawford	58	75
Mannenber	90	58
Nyanga	90	90

Although these figures were not used to estimate the allocation of expenditure to Claremont, they do illustrate Claremont's tremendous attraction, both to its surrounding suburbs and the outlying Coloured and Bantu suburbs.

Claremont's pull on these latter suburbs can be attributed to the lack of facilities in these areas and the regular bus service which links them with Claremont. As in the case of questions 3 and 4, shoppers experienced difficulty in answering question 5 satisfactorily.

A good response was received to questions 6 and 7 which dealt with the relative importance of other shopping centres and family income.

3.5 Claremont's Trade Area

On Map 5, which indicates the home address of shoppers interviewed and their mode of transport, the highest concentration of dots was found within 1 km. of Claremont. For the purpose of measuring distance from Claremont, the intersection of Main Road and Warwick Street was regarded as the centre point. Both departmental stores abut this intersection and it is the approximate geographical centre.

Some 90% of the dots within a kilometre radius represented shoppers who walked to Claremont. The average walking distance was approximately 800 metres and very few shoppers walked more than 1000 metres.

The area from which most car orientated shoppers were attracted was delimited by first of all numbering all the points of origin from the centre outwards. It was then assumed that 80% of these points of origin represented Claremont's significant trade and on this basis a line

was drawn around the 80% closest to Claremont. Most of these points were within a 5 km radius of Claremont, and beyond this distance the number of shoppers coming by car became increasingly scattered, although some come from as far away as Muizenberg and Fish Hoek.

It was more difficult to delimit the hinterland from which shoppers using public transport came. Many Coloured and Bantu shoppers actually travel further by bus than White shoppers using cars. An inspection of the pattern of dots showed a fairly well defined clustering along Lansdowne Road. A tongue to the north and south of Claremont indicated shoppers using the Southern Suburbs bus route and the train. A line was drawn around these more important clusters.

A combined primary and secondary trade area was delimited by overlaying the abovementioned tributary areas. It was found that this boundary corresponded closely with the 14 suburbs shown on Map 5. Shoppers originated from 34 suburbs, but for the purpose of this exercise the 20 suburbs falling outside the secondary trade area will be regarded as the tertiary trade area.

As pointed out earlier in this chapter, the proportion of customers attracted to Claremont from within the secondary trade area will vary from zone to zone. Suburban boundaries have been used as the basis for analysing these differences.

In order to accelerate the process of estimating the retail sales potential of Claremont, the analysis which follows was based on suburban boundaries. (See Table 9). Each suburb was used as a unit of analysis. This method

ALLOCATION OF SPENDING POWER TO CLAREMONT

TABLE 9

1 Suburb	2 No. of Families		3 Average Family Income Annual		4 Total Family Income		5 Discretionary Spending Power		6 Suburban Share		7 Suburban Share White and Coloured	8 All-ocation factor	9 Available to Claremont
	White	C/B	White	C/B	White	Col/B	White	Col/B	White	Col/B			
Claremont	4771	1475	4795	1624	23 876 945	2 395 945	10 752 164	1 437 240	6 601 731	1 221 654	9 828 385	95%	9 332 216
Newlands	1972	-	6582	-	12 716 825	-	5 976 714	-	4 781 375	-	4 781 375	87%	4 159 796
Kenilworth	2760	-	4832	-	12 369 920	-	5 813 862	-	4 651 090	-	4 651 090	41%	1 906 947
Lansdowne	1776	2559	3099	3044	6 214 224	6 702 796	2 920 685	5 221 678	2 336 548	4 438 426	6 774 974	33%	2 235 741
Rondebosch	4557	-	5888	-	26 831 616	-	12 610 860	-	10 088 688	-	10 088 688	30%	3 026 606
Crawford	654	650	4050	2642	2 770 200	1 717 300	1 301 994	1 030 380	1 041 595	875 823	1 917 418	30%	575 225
Guguletu/ Nyanga	-	6507	-	674	-	9 027 976	-	3 918 186	-	3 330 458	3 330 458	24%	799 309
Hanover Park	-	1207	-	1299	-	1 367 693	-	940 736	-	799 626	799 626	24%	191 910
Manenberg	-	3620	-	1332	-	4 342 320	-	2 605 392	-	2 214 583	2 214 583	22%	487 208
Rosebank	1153	-	3797	-	4 610 647	-	2 167 098	-	1 733 678	-	1 733 678	21%	364 072
Nowbray	1560	-	3632	-	5 977 920	-	2 609 622	-	2 247 697	-	2 247 397	20%	449 540
Athlone	-	3357	-	2099	-	7 046 343	-	4 227 806	-	3 593 635	3 593 635	18%	646 854
Wynberg	2269	1899	5749	4249	13 044 461	8 065 651	6 130 906	4 841 311	4 904 725	4 115 114	9 019 839	15%	1 352 976
Plumstead	3413	-	4666	-	15 925 058	-	7 484 777	-	5 987 822	-	5 987 822	14%	836 295

All figures except those in Columns 2 and 8 are in rand.

TOTAL: R26 366 695

C = Coloured

B = Bantu

necessarily ignores socio-economic differences which exist within a suburb. However, in order to simplify the procedure each suburb was assumed to be homogeneous except in respect of its racial composition.

SHOPPERS MODE OF TRANSPORT

TABLE 10

Mode	Day	White			Coloured			Bantu		
		Thurs	Sat	Thurs & Sat	Thurs	Sat	Thurs & Sat	Thurs.	Sat	Thurs & Sat
Car		50	60	56%	19%	28%	25%	-	6%	3%
Bus		16	7	10%	44%	64%	56%	100%	88%	94%
Walk		23	31	28%	25%	5%	12%	-	-	-
Train		11	2%	6%	12%	3%	7%	-	6%	3%
		100%	100%	100%	100%	100%	100%	100%	100%	100%

3.6 Population of Trade Area

By updating the 1970 Population Census figures, it was estimated that a total of 46 639 families live within the trade area. The racial composition of these families was as follows:

White	24 675
Coloured	6 897 ←
Bantu Black	15 067 ←

A comparison between the 1960 and 1970 Census figures for the area showed that the White growth rate over this period was 1,4% per annum and the Coloured growth rate was 2,5%. On the basis of these growth rates the 1972 population was estimated. An average family size of 3,5, 6,0, & 6,0, was used for Whites, Coloured and Bantu respectively.

The distribution of these families according to suburb is shown in Column 2 of Table 9. Where the number of Coloureds living in a particular suburb was very small they were excluded, and similarly Whites in Coloured areas were also excluded.

In terms of the Group Areas Act, certain areas are reserved exclusively for either Whites or Coloureds. As a result of proclamations under this Act a large number of Coloured families who lived in Newlands, Claremont and Kenilworth have been moved out to the Cape Flats. The Coloured Group Areas and Bantu areas are shown on Map 6.

White population growth in the trade area is likely to follow a similar pattern to that shown from 1960 - 1970. Most of the White area is fully developed and increases in population will chiefly result from the development of flats and certain in-fill in the single dwelling zones. Within close proximity of Claremont shopping centre large areas are zoned for General Residential purposes. (see Map 7) An example of this is Marlborough Park, a high rise flat development to the south of Stanhope Road which will contain 280 flat units.

As far as the Coloured areas are concerned the growth rate can be expected to level out, since most of Cape Town City Council's Housing Schemes are now virtually complete and these areas are approaching their holding capacity.

3.7 Socio-economic characteristics of the population

The question, into which of the following groups does your annual family income fall, was designed to discover the socio-economic characteristics of the population. The

response to this question was surprisingly good (93% of those interviewed were prepared to answer this question). In spite of this, the average income figures for particular suburbs can only be regarded as indicative of the likely average, since sub-sample sizes were too small to be of statistical value.

The average White family income for the whole sample was found to be R5 372/annum. This figure is probably a little low, since shoppers interviewed were mainly women who are unlikely to know what income is earned from such sources as property and shares. On the other hand, in higher income groups, a greater percentage is spent on such items as recreation, holidays, property, education and insurance and a smaller percentage is spent on retail goods. It was therefore decided not to adjust the figures.

The average income for Coloured families was R2 017/annum, (R168/month), while that for Bantu families was R854/annum, (R71/month). The Coloured income figure shows a substantial increase when compared with the 1964 Bureau of Market Research figure of R97/month.⁴

The average family income for each of the 14 suburbs is shown in Column 3 of Table 9. The total family income for each suburb was then calculated by multiplying the number of families by the average annual family income (See column 4).

4. Bureau of Market Research, Income and Expenditure Patterns of Coloured Households, Cape Peninsula, Research Report No. 9, 1965.

3.8 Discretionary spending power and suburban share

Discretionary spending power is a term used to refer to expenditure on retail goods as opposed to expenditure on housing, transport, water, electricity and other similar items. It is therefore necessary to estimate what percentage of the total income can be regarded as discretionary spending power.

According to the Bureau of Statistics survey of family expenditure⁵, White families in Cape Town earning under R2 000/annum spend as much as 59% of their income on retail items, while families in the R6 000 - R7 999 income bracket spend only 44%. The average for all White incomes was 47% and this percentage has been applied to calculate the discretionary spending power figures shown in Column 5.

Coloured families, according to the Bureau of Market Research survey, spend 68% of their income on retail items. This percentage has certainly dropped with the rise in income levels and so a percentage of 60% was used for Coloureds. A percentage of 65% was applied in the case of Bantu families.

The next step in the process was to estimate what percentage of this discretionary spending power could safely be regarded as being spent in the suburbs as opposed to the C.B.D. Unfortunately, reliable statistics on the relative importance of the C.B.D. could not be brought to hand. The student was therefore forced to rely on

5. Bureau of Statistics: Survey of Family Expenditure November, 1966. Average Expenditure and Income according to Income Group, Report No. 11-06-01, 1967 p. 30.

what could be gleaned from market research reports and discussions with certain persons experienced in this field. On this basis it was assumed that the C.B.D. would attract 20% of White retail expenditure and 15% in the case of Coloureds and Bantu, the balance would then be available to the suburbs (See Column 6; Column 7 was obtained by combining the White, Coloured and Bantu figures).

3.9 Allocation of spending power to Claremont

Having calculated the spending power available to suburban shopping centres the next step was to assess what percentage of this expenditure was likely to be attracted to Claremont as opposed to other shopping centres. This attraction would depend upon a number of factors including the distance to Claremont relative to the distance to alternative centres and the relative size of Claremont to mention only a few. The shoppers interviewed in the survey had already taken into account such factors and had decided to shop in Claremont. The distribution of their home addresses therefore enables an estimate to be made of Claremont's attraction. The fact that 74 shoppers came from Claremont, 13 from Kenilworth and 10 from Manenberg is significant. As the number of regular shoppers from a particular suburb increases, so the probability of interviewing a greater number of them increases accordingly. The number of shoppers interviewed from suburbs within the secondary trade area are shown in Column 1 of Table 10. This forms the base from which an allocation factor was derived.

The significance which can be attached to a customer being interviewed, must clearly be related to the total number of families in the suburb. For example 10

DERIVATION OF ALLOCATION FACTORS

TABLE 11

Suburb	1	2	3	4
	No. of shoppers interviewed	No. of families	$\frac{1}{2} \times 100$	Allocation factor
Claremont	74	6246	1,18	95%
Newlands	22	1932	1,07	87%
Kenilworth	13	2560	0,51	41%
Lansdowne	19	4635	0,41	33%
Rondebosch	17	4557	0,37	30%
Crawford	5	684	0,37	30%
Guguletu/Nyanga	20	6897	0,29	24%
Hanover Park	6	1207	0,29	24%
Manenberg	10	3620	0,27	22%
Rosebank	3	1153	0,26	21%
Mowbray	4	1560	0,25	20%
Athlone	8	3357	0,22	18%
Wynberg	8	4168	0,19	15%
Plumstead	6	3413	0,17	14%

The total annual expenditure in Claremont from the combined primary and secondary trade areas was calculated as R26 366 695. However, since this figure excludes expenditure from the tertiary trade area and it is frequently estimated that as a result of passing trade the sales of a shopping centre can be increased by some 15%, the above expenditure can be safely assumed to represent 80% of the total spending power available in Claremont. On this basis the total spending power can be increased to just under R33 000 000/annum.

3.10 Claremont's Gross Floor Area

Although the minimum turnover required to ensure the viability of 1 sq. metre of gross floor space varies according to the type of shop, for the purpose of estimating the gross floor area supportable in Claremont an average figure for all shops was used. Using as a guide various reports which use this method of estimating gross floor area, a figure of R484/sq.m/annum was applied.

A simple division of this figure into the spending power available in Claremont, showed that a gross floor area of 68 096 sq. m could be sustained.

Taking into consideration population increases, higher income levels and increases in the cost of living it was optimistically estimated that spending power available in Claremont would expand by 6%/annum and that the minimum turnover per sq. metres would increase at 2%/annum. Table 12 shows the anticipated growth up to 1980, using the above growth rates.

PROJECTED GROSS FLOOR AREA 1972 - 1980 TABLE 12

Year	Spending power	Turnover/ Sq. metre	Floor area Sq. metres	Floor Area (Nearest 1000)
1972	32 958 369	484	68 096	68 000
1973	34 935 871	494	70 720	71 000
1974	37 032 023	504	73 476	73 000
1975	39 253 945	514	76 370	76 000
1980	52 530 632	567	92 647	93 000

3.11 Description of Cavendish Square and Kenilworth Centre

Before a comparison of the projected and the actual floor

areas of Claremont is made the two major developments of Cavendish Square and Kenilworth Centre will be described.

[Cavendish Square, ^{as an example} is situated on a 2,4 hectare site between Warwick Street and Vineyard Road and when completed will have a total floor area of 36 600m². Of this area 29 600 sq. metres will be occupied by two department stores - Stuttafords and ^{→ 21'40'?} Greatermans. Between these two stores and fronting onto upper and lower pedestrian malls, 7000 sq. metres will be provided for 80 speciality shops. On site parking will cater for 1 200 vehicles.]

Unlike Cavendish Square, which is an extension of an established shopping centre, Kenilworth Centre is a completely new venture. The triangular site of 8,1 hectare is located to the north of Kenilworth Race Course. The first stage will have a floor area of 29 000 sq. metres. The key tenants will be a department store and a supermarket (Pick 'n Pay) and a further 90 shops will front onto a system of shopping malls. In contrast with Cavendish Square no charge will be made for the use of 1 500 parking bays. The second stage has been postponed as a result of the delay in the construction of Kromboom Parkway until 1975. Depending upon demand, the second stage will be commenced so as to coincide with the opening of the parkway in 1980 or 1981.

Both shopping complexes will provide a new dimension to Cape Town retailing. Their operation will be under the guidance of a manager, and ^a merchant associations of all tenants will also be formed. The fully air conditioned

centres will create a pleasant shopping environment in all weather conditions. Service corridors and special delivery facilities will ensure a free flow of shoppers along the attractively designed malls.

The thoughtful design and attractive modern construction of these centres will certainly attract customer spending. Such centres, however, do not create additional spending power and although this thesis is not concerned with predicting the success or failure of these centres, it is concerned with the relationship between spending power available and the total supply of shopping space.

3.12 Comments on Claremont's growth

According to the mid-1972 survey of shops, Claremont's floor area was 53 684 sq. metres. (This figure excludes service stations). The estimated floor areas supportable in terms of spending power available in Claremont was calculated as being 68 000 sq. metres. These figures indicate that Claremont's retail space is actually underdeveloped and that in terms of the spending power available to Claremont an additional floor area of 14 315 sq. metres could be provided.

It would appear from the above figures that in the past few years Claremont's trade area has expanded and that the levels of expenditure have also risen, but that Claremont has not grown proportionally in response.

By 1974, however, the floor area will have expanded considerably as shown in the table 13 on page 35.

CLAREMONT'S GROSS FLOOR AREA IN 1974 TABLE 13

Name of Project	Floor Area in Sq. Metres
Existing shops	53 684
Cavendish Square	36 600
Werdmuller Centre	7 432
Stanhope Centre	1 207
Russels	929
Other developments	2 000
TOTAL:	101 852

Assuming that none of the existing retail stores are demolished, the total floor area of 101 852 sq. metres will far exceed the 1974 estimate of 73 000 sq. metres.

This over provision is even more serious when it is realised that until such time as the Kromboom Parkway is completed, Kenilworth Centre will also rely, for part of its trade, on the same tributary area as Claremont.

By 1974 a position will be reached when too many shops will be competing for a limited consumer market and it is likely that certain marginal shops in Claremont and its environs will not be able to survive the competition. This will possibly result in what is termed commercial blight.

Discussions with the letting managers of Cavendish Square at Kenilworth Centre seemed to indicate that they realised that the potential spending power of their trade areas was not sufficient, in the short term, to ensure

the economic viability of both centres.

A prominent Claremont businessman, with whom the student discussed the problem of over-provision, expressed the view that difficulty would be experienced in letting all 80 speciality shops in Cavendish Square, if the present rentals were not reduced.

As a rough check on the validity of the method used to estimate the spending power available to Claremont a comparison was made between these estimates and the total retail sales in the O1 Economic Region.

According to figures released by the Department of Statistics, retail sales for 1971 were R384,3 million⁶. The growth rate between 1970 and 1971 was calculated as being approximately 9%, and this growth rate was applied to the 1971 figure to give a total sales value of R418,9m for 1972. If 30% of these sales are accounted for by the C.B.D. (this high percentage was used since the C.B.D. serves a wider hinterland than the O1 Economic Region), then the sales in Suburban areas would be R293,2m. Claremont's sales for 1972 were estimated at R33 000 000 which represents approximately 11% of all suburban sales. This would seem to be a reasonable percentage and the student is confident that the method used provided a sufficiently reliable estimate.

On the basis of the findings of the investigation and the verbal support of certain experts in this field, the

6. Department of Statistics; Statistical New Release, February, 1972.

hypothesis that Claremont's increased floor area is not supported by an adequate increase in spending power can be accepted.

3.13 Planning in relation to this growth

Although some planners would hold the view that the growth of Claremont should be left to the market mechanism the student believes that it is the function of planning to ensure that development is co-ordinated and in the best interests of the community.

This function of control and co-ordination seems to have failed in the case of Claremont. This failure is probably the result of the inadequacy of zoning as a means of guiding an activity such as retailing.

In 1952, the second section of Cape Town's Town Planning Scheme became operative in the study area and in terms of this scheme approximately 16 hectares were zoned for business and commercial purposes along the length of Main Road, Claremont. Such a zoning, however, provides no time scale for the development of business rights. The scheme only controls the location and ultimate size of the centre; but this size may be reached in 5 or 50 years.

In the mid-1960's the initial rezoning of a portion of the present Kenilworth Centre site was granted. The motivation for such a rezoning was that the site was well located in relation to the proposed Kromboom Parkway and that the centre would also "relieve the pressure on Claremont". A condition of the rezoning should have been that construction could only commence at a

date agreed upon by the City Council. In this way it would have been possible to co-ordinate the opening of the centre with the completion of the parkway.

A more appropriate means of planning would be a process approach which makes planning permission a prerequisite of development. In this way phasing and co-ordination is possible. An important feature of the process approach to planning is that it necessitates a continual feed-back of information. On the basis of such data the goals and objectives can be reviewed. In this way planning becomes a continual process which is considerably more suitable than the zoning method.

It would be unfair to single out only the inadequacy of the planning method in this discussion. The Cavendish Square and Kenilworth Centre developers both undertook market analysis in order to estimate the viability of their developments. After studying these reports, the student formed the opinion that their estimates of the potential spending power likely to accrue to their shopping centres, were somewhat exaggerated.

A similar situation is recorded by Applebaum in his case study of a shopping centre in California. A panel appraised the market research carried out by the developers and arrived at certain conclusions which are also relevant to present development in Claremont.

These were:

- (a) "The decision by Del Monte Properties to arrange to build a shopping centre on the site in question was unduly influenced by the fact that it

owned the land".

- (b) "The research was not adequate to permit correct decisions to be made concerning the use of the Del Monte site for a shopping centre. Some of the research erred in that it assumed that the boundaries of the trade area were much further from the site than should have been assumed".⁷

The developers will argue that the centres will be attractive enough to capture sufficient trade. However, it must be remembered that the spending power is limited and the probable result of these ventures will be that trade is drawn away from existing shopping facilities and as a consequence these facilities will no longer be supported by sufficient trade and as a result will no longer be able to operate.

Even if these new complexes succeed in capturing a certain proportion of trade which is at present flowing to other shops, the estimates of their potential sales volume are excessively high. Unfortunately, the reports are confidential but in the student's view their figures are unrealistic, especially when compared with the total sales of the region of approximately R419m in 1972.

The complex interaction between the developer, the trader the customer and the planning authority is well illustrated by Cole:

7. W. Applebaum, Shopping Centre Strategy; A Case Study of the Planning Location and Development of the Del Monte Centre, Monterey, California, 1970. p. 168

"The amount of space they (the traders) are willing to rent at the price obtainable by a developer will in the end determine the actual scale of shopping brought into being, so that the potential demand from the public will only be realised in practice if it is profitable to construct that amount of space - and this in turn depends albeit partly on whether traders take the same view of future turnover as both developer and customer".⁸

From the above comments it is evident that planning should not only co-ordinate and phase the development of the retail component, but if progress in this field is to be achieved, there should be co-operation and mutual trust between urban planners and developers.

8. H.C. Cole, "Shopping Assessments at Haydock and Elsewhere: A Review" Urban Studies, Vol. 3, No. 2, June, 1966.

PHYSICAL STRUCTURE OF CLAREMONT

4.1 Preamble

Having shown how Claremont relates to the region and the southern suburbs in Chapter 2, and having investigated whether its growth is adequately sustained by the spending power available in Chapter 3, it is now intended to focus attention on the physical structure of Claremont shopping centre itself.

Claremont's growth from a small suburban centre to an important district centre will be described and an explanation of this growth will be given. Although the centre has expanded tremendously in the past 20 years, the infrastructure of the centre has remained virtually unchanged. The narrow roads which were once able to carry the small traffic flows are now chocked with cars and delivery trucks, and parking facilities are totally inadequate to cope with the demand. Although the retailing component has expanded, the roads and parking facilities have not kept abreast with them.

Resulting from this imbalance between the growth of retail space and the development of the infrastructure, the centre has become congested, and chaotic during peak shopping periods.

The zoning of the Town Planning Scheme will be discussed, since the imbalance of retail growth and infrastructure should be viewed against the background of what is permitted by the Scheme.

It is intended to describe the deficiencies of the existing structure with regard to roads, and parking and then to comment on the City Council's 'solutions' to

TYPE OF SHOP	NUMBER OF SHOPS						
	1904	1911	1921	1936	1951	1960	1965
1. CONVENIENCE GOODS							
a. Food Shops "A"	13	12	12	25	26	29	26
b. Food Shops "B"	42	35	43	45	37	39	36
c. Bottle Stores	4	3	4	4	5	5	5
d. Chemists	3	3	3	4	6	7	11
e. Service Shops	11	15	15	26	25	32	29
TOTAL:	73	68	77	104	99	112	107
2. SELECTION GOODS							
a. Clothing and Footwear	26	29	30	37	48	63	60
b. Household Durables	5	6	8	9	16	18	23
c. Shopping Supplements	3	5	2	3	6	8	8
d. Jewellers	2	2	2	4	5	8	5
e. Variety Shops	3		1	6	2	4	3
DEPARTMENTAL STORES PROPER	1	1	2	2	2	2	2
TOTAL:	40	43	45	61	79	103	101
3. SPECIALITY GOODS	1	2			2	7	9
GRAND TOTAL:	114	113	122	165	180	222	217

1. Cape Provincial Administration.
 Greater Cape Town Region, Planning Report No. 7
 Survey of shops; Part 2, 1972

- (c) The size of the centre and the wide variety of shops and goods makes Claremont attractive to shoppers.
- (d) The centre is well located in relation to the high income areas to the west of the railway line e.g. Upper Claremont and Newlands.
- (e) An important bus service connects the Cape Flats residential areas with Claremont. Claremont is also on the railway line and it is a point of modal-interchange. Many persons as a result of this are able to combine commuting with a shopping trip.

Claremont's present prosperity may be attributed to these factors and they indicate why its location is more advantageous than that of Wynberg (the other District Centre of the Southern Suburbs) which has not developed at the same rate as Claremont.

4.3 The Town Planning Scheme

Claremont falls within the second section of the Municipality of Cape Town's Town Planning Scheme. This section was finally adopted in 1952 and with the exception of certain road and parking improvements, the land use zoning has remained unchanged for the past 20 years.

A total of 16 hectares were zoned for General Business and General Commercial Purposes (See Map 8) both use zones permit, amongst other uses, the construction of shops. The Business zone (B1) abutting Main Road between Camp Ground Road and Stanhope Road has a high bulk factor of 3,7 and the Commercial zone has the same

bulk factor.² The Business Zones to the north and south of the abovementioned section has a lower bulk factor of 1,2. Table 15 below gives the total permissible floor area (bulk) of Claremont.

ZONED AREA AND PERMISSIBLE FLOOR AREA TABLE 15

Subzone	Area Sq. metres	Bulk Factor	Permissible Floor Area Sq. metres
B1	8 893	1,2	1 062
B3	65 262	3,7	241 469
C2	86 314	3,7	319 362
TOTAL:	160 469	-	571 503

Although the total potential floor area is unlikely to be reached, since some sites will not be developed to their full potential and some sites will be used for commercial activities such as parking and offices, the potential for retail development is still very large. The present retail floor area of 53 000m² represents only 9,3% of the full potential. This gives some idea of how large the commercial centre could become.

However, inspite of this huge potential permitted in terms of the scheme, it would appear that little consideration was given to the effect of such a large centre on the generation of traffic and related to this the need for parking. The following sections will briefly cover these aspects.

2. Cape Town Municipality: Town Planning Scheme: Revised Final Statement.

4.4 The Road System

It is not intended to discuss the traffic problem in great detail, since this aspect was the central theme of an earlier thesis by Wood.³

As pointed out earlier in this section one of the reasons for Claremont's attraction is its accessibility. During peak shopping periods, however, the road system is unable to cope with the volume of traffic. The result is a serious reduction of traffic flow, much to the inconvenience and annoyance of drivers. The problem is not only caused by traffic generated by shoppers, but according to Wood, 43% of the vehicles using Main Road pass through the centre without stopping.

In order to divert some of this through-traffic, the City Council adopted a bypass scheme in 1968 (See Map 9) The bypass will carry two lanes of traffic in both directions and should be effective in reducing the volume of traffic using Main Road. A peripheral distribution-collection road is also proposed to the west of the centre, which will help in reducing the present congestion of roads in this area. It is also intended to widen certain minor roads. The improvement of Stanhope bridge over the railway line tops the priority list and work on this is due to commence in 1975, followed by the bypass in 1976.

Most of these improvements to the road system can be endorsed, the only reservation being that they should

3. S.P. Wood, "An Investigation of the Traffic as Affecting the Retail Structure of Claremont Business Centre", unpublished thesis, Department of Urban and Regional Planning, University of Cape Town. 1968

have been planned and built already.

4.5 Off-street parking

The traffic congestion in the centre is further aggravated by the lack of adequate parking facilities. At present a total of 1 012 parking bays are available, comprising the following types:

Public off-street parking	327
Kerbside parking	325
Private off-street parking	360
	<hr/>
	1 012
	<hr/>

This number will be more than doubled by the addition of 1 200 bays in Cavendish Square and a further 657 public off-street parking bays are proposed by the City Council. However, the date at which the latter will be constructed could not be ascertained and as shown on Map 10 some of them are remote from the prime shopping area. Assuming that 50% of these will be in use by 1974, the total number of parking bays in the centre will be as follows:

Public off-street parking	655
Kerbside parking	325
Private off-street parking	1 560
	<hr/>
	2 540
	<hr/>

As stated earlier the total gross floor area of the centre will be 101 852m² in 1974.

If a standard of 4 bays per 100m² of Floor Area (a conservative ratio suggested by Wood) is applied to this floor area, the total number of bays required will be 4 072. On this basis the shortfall will be approximately

1 500. According to an informed source the United Building Society intend to redevelop the Claremont Club on Stanhope Road as a parking garage with shops on the ground floor. However, it is unlikely that more than 500 bays could be provided and this will still leave a shortfall of 1 000 bays.

\ [At present, ^{in Claremont} as a result of the shortage of parking facilities, car drivers are forced to spend time searching the streets and parking areas in order to find an open parking bay, which further adds to the congestion.

Many shoppers are forced to park their cars in the surrounding residential streets which is undesirable and a nuisance to home owners.

In order to improve the situation it is suggested that the City Council considers using more efficiently the existing public parking areas, by constructing ^{public} parking garages.] This raises the problem of whether the provision and finance of parking should be the responsibility of the developer or the local authority. Under the Council's Town Planning Scheme no provision exists requiring the retail developer (except supermarkets) to provide on-site parking. Only recently has a standard of 1 bay to 10m² been applied in the case of supermarkets.

The implications of this are serious when it is realised that a large development such as Cavendish Square was not obliged to provide a single on-site parking bay. Although the retail developer is unlikely to limit his own potential trade by not providing parking, this possibility still exists. In the event of this happen-

ing, the City Council would eventually be responsible for providing the necessary parking at the public's expense.

This situation is clearly not in the interests of the community, and it is suggested that the necessary steps be taken to ensure that retail developers provide on-site parking in proportion to the parking requirements they generate. If this is not possible because of the size, shape or location of the site, then a payment in lieu of this should be made. The Council would then be able to finance the provision of parking from these contributions.

If such a system had been in operation over the past 20 years Claremont would probably not have a parking problem.

✓ 4.6 Pedestrian Movement

A study of pedestrian flows in Main Road and certain side streets was undertaken and Table 16 on page 50 gives the volumes at the positions shown on Map 3. The survey was conducted on Saturday, 16th September, 1972.

A number of interesting features were observed. The percentage of Whites and Non-Whites varied considerably within the centre. The highest percentage of Non-Whites, 89% was counted at a point on Station Road. This flow represented mainly shoppers who arrived in Claremont by bus and train.

PEDESTRIAN VOLUMES (5 minute counts) TABLE 16

Position	Total No. of Pedestrians	Percentage	
		White	Non-White
1	132	43%	57%
2	234	70%	30%
3	85	88%	12%
4	198	64%	36%
5	44	52%	48%
6	59	30%	70%
7	142	32%	68%
8	249	35%	65%
9	132	11%	89%
10	101	56%	44%

In general, the counts showed that Coloured and Bantu shoppers, having entered the Main Road from the east, remain on the east side for their entire shopping trip. This pattern would seem to indicate that Main Road to a certain extent acts as a barrier and also that in general the type of shops patronised by the lower income groups tend to be found on the east side. This pattern was also noted in the pavement survey.

The highest volumes were recorded at points 2 and 8 which can be regarded as the hub of activity. Away from these points pedestrian volumes drop and only 80 shoppers were counted at point 3, 60 metres up Warwick Street.

To the north of Stegman Road the pedestrian flows declined to 44 and 59 persons. Most shoppers are not prepared to

walk as far north as this and as a result the whole tempo drops. It is generally recognised that shoppers are unwilling to walk for longer than 3 minutes, which at 4km/hour, represents a distance of 200 metres. Using the junction of Warwick Street and Main Road as the centre point and a radius of 200 metres, the locus of this point intersects Main Road at Stegman Road and Stanhope Road (See Map 11).

North of Stegman Road the shops become run down and are characterised by old-fashioned verandas and collonades. As far as retail structures are concerned, most of this area can be regarded as soft. The hard areas (developments constructed over the past 2 years and shops under construction) are also shown on Map 11.

Pedestrian flows are closely related to shop rentals and land values. Unfortunately time did not allow a study of rentals, but ground floor rentals in the prime shopping area are about R7-50 per sq. metre.

The price paid for a number of properties over the past 8 years is shown on Map 12. It is evident that the highest values are closely linked with the peak pedestrian volumes. It is also interesting to note the relatively low price paid for the Stuttaford's site. However, most of this site was assembled in 1966/67 prior to the economic boom in South Africa.

4.7 A Pedestrian System

Once the bypass is in operation and the peripheral collector -distributor road to the west of the centre has been constructed, a strong case can be made for the closure of a section of Main Road and certain side

streets, and the creation of a traffic-free area in the heart of Claremont.

Most planners recognise the advantages of pedestrian-vehicle segregation. The creation of pedestrianised streets is however frequently opposed by traders, who believe that their trade will suffer if vehicles are no longer able to circulate through the shopping area. They ignore the fact that it is not the drivers of the passengers in the cars who are able to make purchases but the passing pedestrians. Gray points out "There is overwhelming evidence that where conditions are right turnover increases in pedestrianised streets - in some cases to a substantial extent".⁴

Pedestrian shopping streets are not favoured by those whose attitudes are 'traffic orientated' and those who attach little value to environmental factors. Wood puts across the importance of environmental criteria very well when he says, "Instead of planning for crude capacity, i.e. the largest number of vehicles which could physically be passed along a street we substitute an environmental capacity which defines the volume and type of traffic permissible in that street, whilst maintaining an acceptable standard of environment. The pedestrian must be a vital factor in this equation and in some instances will predominate to such an extent that there will be a case for the total exclusion of normal vehicular traffic."⁵

4. J.G. Gray, Pedestrianised Shopping Streets in Europe 1966, p.49

5. A.A. Wood, Norwich: The Creation of a Foot Street, 1969, p.2

Accepting that a pedestrian system is desirable in Claremont, a number of problems in the implementation of such a scheme must be mentioned.

Although the bypass has been approved for four years and the western peripheral road for even longer, the City Council has not abandoned plans for the widening of Main Road.

It is a Proclaimed Main Road and in terms of this any redevelopment is set back 40 ft. (13 metres) from the centre line, and in this way an 80 ft. (26 metre) road reserve is achieved. The existing width is 60 ft. (18 metres). A 26 metre road cutting through the middle of a shopping centre and effectively splitting it in two is clearly most undesirable.

A number of newly constructed stores have already been set back and where this has occurred on both sides of the road, 80 ft. (26 metres) separate shop fronts. Frequently these newer shops provide no covered veranda to the pavement and this further accentuates the width of the street.

[The optimum distance between shop frontages in a shopping mall is approximately 13 metres. Cavendish Square's shopping malls are designed to be 10 metres wide. The inference is that the distance between shop frontages in a closed Main Road will be too great and that as a result the intimacy necessary in a shopping precinct will be lost. This problem will require sensitive treatment and could probably be solved by the wise use of appropriate street furniture, partly covered open air cafes and trees.

Another problem is that of servicing. When rear access is impossible, the most satisfactory solution is to allow delivery vehicles to enter the pedestrian zone during off-peak shopping periods (e.g. before 10 a.m. and after 5p.m.). This however means that the street, which should be suitably paved and not left as a conventional traffic street, must also allow for the free passage of trucks.

None of the abovementioned problems are insurmountable, and provided the necessary pre-planning is carried out, Claremont's main traffic road and certain side streets could be transformed into a modern, attractive pedestrian precinct. The creation of such a precinct would tremendously improve the shopping environment and would assure the centre of a prosperous future.]

RETAIL MICRO-STRUCTURE OF CLAREMONT5.1 Preamble

In the previous chapter the physical structure of Claremont was described and certain comments and suggestions were made concerning this structure, but as yet the actual shops in the centre have not been dealt with. As indicated in the introduction to the thesis this aspect will only be dealt with superficially.

The first section will cover various theories of location and this will be followed by a brief description of the location of certain store types in Claremont. The number and sizes of the centre's retail outlets will be described. An appendix of every shop trading in May/June, 1972, has been included. It is hoped that this will provide a complete record of Claremont's size and retail structure at that time and will therefore be useful for any future study of Claremont. The classification of 44 categories of retail outlets was purposefully narrow in order to facilitate comparative studies at a later date.

The student found that in earlier studies of Claremont's size, the selected categories were so broad that it was impossible to make use of the data. If such information had been available, say for 1960 and 1950, it would have been possible to plot this growth and show how the present increase related to the past pattern of development.

A complete breakdown of shopping types by size is also a useful guide in ascertaining the most suitable retail mix in a planned shopping centre.

5.2 Number and size of shops

As stated earlier the total gross floor area of Claremont is 60 882 m² or 53 684 m² if petrol service stations are excluded. For the purpose of the following discussion petrol stations will be excluded. Only gross floor areas will be used and this term is defined as the total covered floor area in use by retail establishments i.e. it includes space used for storage, cloakrooms and offices. The term should not be confused with nett retail floorspace which can be defined as that area to which the public has access. Table 17(A-F) on pages 57, 58, 59 and 60 give the number and floor area of various store types.

Although there are only seven multiple stores they occupy 41% of the centre's floor area. A total of 29 women's clothing stores and boutiques offer a wide selection of goods. Twenty furniture stores with a total floor area of 7 496m² represent 14% of the floor area.

Together multiple goods stores and comparative goods stores account for 74% of Claremont's retail floor area - a reflection of its important role as a high order centre.

5.3 Location of Stores

Just as Central Place Theory can be used to explain the location of shopping centres, so in a similar way a number of theories have been postulated concerning the spatial pattern of shops within a shopping centre.

(a) Rent Theory:

The rent paying ability of a shop results in the creation of an orderly pattern. Those shops,

(A) CONVENIENCE GOODS

Type of Establishment	Number	Gross Floor Area	
		Sq. Ft.	Sq. M.
Bottle store	4	13856	1287
Butchery	6	6691	622
Cafe	7	8658	804
Chemist	7	10914	1014
Chicken Grill/take aways	5	3264	303
Confectioner	5	5471	508
Dairy	1	384	36
Delicatessen/coffee shop	3	2048	190
Fishery	3	2027	188
Florist	2	1059	98
General dealer	3	2721	254
Health foods	2	1550	144
Restaurant/steak house	5	7164	666
Stationer/books	5	5881	546
Supermarket	1	6956	646
	59	78644	7306

(B) COMPARATIVE GOODSTABLE 17
(CONTINUED)

Type of Establishment	Number	Gross Floor Area	
		Sq. Ft.	Sq. M.
Art shop/picture framers	3	1709	158
Clothing: Womens	29	36529	3394
Mens	11	17655	1640
General	8	18400	1709
Dressmaker	2	1250	116
Draper	6	4168	387
Furniture/antiques/ Furnishings	20	80690	7496
Gift shop	3	2661	247
Hardware/paint	4	5613	522
Jeweller	5	2826	263
Hats	2	747	69
Music	3	3200	297
Pets	4	1692	157
Shoes	12	11482	1067
Sports/hobbies/toys	3	2776	258
Tailor	1	502	47
	116	191900	17828

(C) SERVICETABLE 17
(CONTINUED)

Type of Establishment	Number	Gross Floor Area	
		Sq. Ft.	Sq. M.
Bank/finance house	7	23930	2223
Building Society/ Savings Bank/Estate Agent/Travel Agent	9	14057	1306
Dry cleaner/laundrette	9	10040	933
Electrical/radio repairs	3	1380	128
Hairdresser (womens)	13	10066	935
Hairdresser (mens)	3	1320	123
Health Studio	1	810	75
Photographer	2	856	79
Optometrist	2	1130	105
Shoe repairs	2	738	69
	51	64327	5976

(D) MISCELLANEOUS

Type of Establishment	Number	Gross Floor Area	
		Sq. Ft.	Sq. M.
Petrol & Service Station Car sales, panel beaters	10	77478	7198
Auto spares/lawn mower service	2	3378	314
Exchange shop	1	790	73
Foam rubber shop	1	432	40
Hire service	2	2686	250
	16	84764	7875

(E) MULTIPLE GOODSTABLE 17
(CONTINUED)

Type of Establishment	Number	Gross Floor Area	
		Sq. Ft.	Sq. M.
Departmental	2	94500	8779
Variety	3	93400	8677
Self service variety store	2	47800	4441
	7	235700	21897

(F) SUMMARY

Group of Establishments	Number	Gross Floor Area		%
		Sq. Ft.	Sq. M.	
A Convenience Goods	59	78644	7306	12%
B Comp. off. stores	116	191900	17828	29%
C Service	51	64327	5976	10%
D Miscellaneous	16	84764	7875	13%
E Multiple Goods	7	235700	21897	36%
TOTAL	249	655445	60882	100%

which, by virtue of their attraction and turnover, are able to make the most efficient use of space, are able to pay the highest rents and will occupy the prime sites. Since these stores, of which department and variety stores are good examples, tend to generate heavy pedestrian flows; the tendency is for other shops to cluster near to them so are to enjoy the advantage of being exposed to 'passing-trade'.

In a planned centre, a key tenant such as a super-market may pay a relatively low rent because of the potential trade it generates for shops in its vicinity.

(b) Theory of cumulative attraction:

This theory states: "A given number of stores dealing in the same merchandise will do more business if they are located adjacent or in proximity to each other than if they are widely scattered".¹

The kind of shops which benefit from a cluster position are clothing and shoe stores. Shopping for shoes is usually a deliberate activity and customers will want to compare various sizes, shapes, shades and prices and for this reason prefer to shop in a centre in which a number of shoe shops can be visited.

(c) Rule of retail compatibility:

This rule is closely linked with the abovementioned theory and states that two businesses are compatible

1. R.L. Nelson, op. cit., p. 58

if, by virtue of being adjacent or in close proximity to one another, they are able to do more business than if they were separated. This feature is also related to a complementary aspect, as Getis states, "... each type of business seeks a different set of relationships with other businesses depending upon the 'bundle of goods' offered and the buying habits associated with them. In this way some retail businesses are complementary to each other whilst others are non-complementary."²

Maps 13A - D show the distribution of retail stores. Only ground floor shops have been indicated so as to prevent the maps from becoming too confused.

Clothing stores tend to cluster in the area between Warwick Street and Stanhope Road and this is an excellent example of the advantages of agglomeration mentioned earlier. Associated with this cluster are complementary stores such as shoe shops and jewellers. The key magnets in this area are clearly the departmental stores and variety stores.

A number of convenience stores are located in this area as well, particularly on the east side of Main Road, these cater largely for Coloured and Bantu shoppers.

There would appear to be two groupings of furniture stores; one near Stanhope and Station Roads and the other in the vicinity of Roscommon and Draper Streets.

2. A. Getis and J.M. Getis, "Retail Store Spatial Affinities", Urban Studies, 1967.

A comparative study of shops operating in 1960 with those operating in mid-1972 was undertaken. The study showed that only 61 traders were still operating under the same trade name and in the same locations as they were in 1960. For instance O.K. Bazaars in 1960 was on the west side of Main Road and Woolworths on the east. The study indicated considerable movement within the centre and a fairly large turnover of tenants. Even in the past six months changes have been observed, some shops relocating within Claremont and others moving out of the centre or ceasing to operate.

The picture then is of a centre undergoing continual change and it will be interesting to observe the influence of Cavendish Square and the Werdmuller Centre on the centres retail structure.

SUMMARY

This section will serve to draw together the important aspects covered by the thesis.

Claremont shopping centre as an important district centre in the Metropolitan area and by virtue of its size, location and function in the Southern Suburbs has attracted large scale retail development. Its present floor area of 53 000m² will increase to more than 100 000m² by 1974.

The central purpose of the thesis was to investigate whether this increased floor area is justified in terms of increased spending power available to the centre. Various theories of consumer behaviour and shopping models were then discussed to provide a background to the study.

From data provided by a pavement survey and information from other sources an analysis was undertaken of Claremont's trade area and the total spending power available to Claremont was calculated.

This was estimated as R37 000 000 in 1974 providing sufficient trade to support a floor area of 73 000m². On this basis the hypothesis that Claremont's increased floor area is not supported by an adequate increase in spending power was accepted.

The over-provision of shopping space in Claremont is likely to be even more marked when the Kenilworth Centre (29 000m²) only 2 km away opens at the end of 1973.

The effect of this over-supply on existing retail establishments was discussed and the present zoning technique

was shown to be inadequate in effectively guiding and co-ordinating the development of retail activity. An alternative "process-approach" to planning was suggested and the importance of co-operation between local authority and retail developer was emphasised.

The infra-structure of the shopping centre itself was then described and certain suggestions were made. Although the proposed road improvements will considerably ease the existing congestion in the centre, it was found that parking provision would still be inadequate to cope with future demands. The construction of parking garages was suggested.

Although limited attention has been given to the movement of pedestrians, it was suggested that the closure of Main Road to traffic and the creation of a pedestrian system, would greatly improve the shopping environment. Some of the difficulties of implementing such a scheme were outlined.

In the last chapter a complete analysis of the retail micro-structure was made, i.e. type and size of retail establishments. A number of theories of retail location were used to describe the distribution of certain store types.

APPENDIX A

UNIVERSITY OF CAPE TOWN : DEPARTMENT OF URBAN AND REGIONAL PLANNING
CLAREMONT SHOPPING SURVEY

Date:
Position:
Interviewer:

1. How did you come to do your shopping?

Car		Bus		Walk		Other	
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2. What is your home address?

.....
.....
.....

3. Estimate how much your family spend on average per month on the scheduled categories of goods.

4. Approximately what percentage of your expenditure on each category do you spend in Claremont?

5. How frequently do you shop in Claremont for each category?

6. At what other centres do you shop (In order of importance?

1)..... 2)..... 3).....

7. Into which of the following groups does your annual family income fall?

- 0 - 999
- 1000 - 1999
- 2000 - 2999
- 3000 - 3999
- 4000 - 4999
- 5000 - 5999
- 6000 - 6999
- 7000 - 7999
- 8000 - 8999
- 9000 - 9999
- 10000+

W. C. B.

APPENDIX B

SCHEDULE OF RETAIL ESTABLISHMENTS, MAY, 1972

NAME OF ESTABLISHMENT	ADDRESS	GROSS FLOOR AREA SQ. FT.
<u>BOTTLE STORE</u>		
E.K. Green and Co.	143 Main Road	2,120
Collisons Bottle Store	Main Rd and Newry Street	1,558
Star Wine and Brandy	Station Road	7,388
Van Ryn Bottle Store	54 Main Road	2,790
<u>BUTCHERY</u>		
Kunne & Thomas Meat Market & Claremont Kosher Butchery	19 Main Road	2,332
Pick-up Butchery	191 Main Road	765
Claremont Meat Market	Station Road	640
Gordons Butchery	30 Main Road	666
E. Dawood	Niekerks Lane	288
Braams	176 Main Road	2,000
<u>CAFE</u>		
Royal Fuite Store	Main Rd/Ralph St.	969
Imperial Cafe	Station Road	1,610
Terminus Cafe	Station Road	1,550
Grafton Cafe	232 Main Road	980
Protea Cafe	18 Main Road	1,369
Elphis Cafe	58 Main Road	700
Scala Cafe	198 Main Road	1,480
<u>CHEMIST</u>		
Vineyard Pharmacy	147 Main Road	1,100
Berry's Pharmacy	183 Main Road	900
Nu-Pharmacy	Main Rd. and Station Road	4,551
New Scala Chemist	Medical Centre, Main Road	1,700
Southern Suburb Medical Depot	Stanhope Road	623
Grove Ave. Pharmacy	Grove Walk	1,152
<u>CHICKEN GRILL/TAKE AWAYS</u>		
Cabana Take Away Food	49 Ralph Street	674
Lottis Take Away Food	Station Road	530
The Chicken King	47 Main Road	1,050
Chicken Grill	55 Main Road	398
Manuels Chicken Inn	Station Road	612

CONFECTIONER

Olympian	113 Main Road	1,600
K.C. Caterers	Station Road	931
Sugar and Spice	Station Road	270
Zurich Swiss Confectionery	80 Main Road	2,278
Silverleaf	Warwick Street	392

DAIRY

Van Riebeeck Dairies	Warwick Street	384
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DELICATESSEN/COFFEE SHOP

Sammy's Importers	Warwick Street Avlew Place, Pearce Road	1,000 300
Grove Delicatessen	Grove Avenue	748

FISHERY

Hunter's Fisheries	179 Main Road	896
Station Road Fisheries	Station Road	425
Fischips	Station Road	706

FLORIST

The Flower Cellar	7 Ralph Street	520
The Fir Tree	Stanhope Road	539

GENERAL DEALER

A. Hassans	173 Main Road	420
Sondays Supply Store	44 Main Road	2,041
F. Segall	Warwick Road	260

HEALTH FOODS

Healthy Life Shop	Grove Avenue	1,100
Natural Remedies Centre & Health Food Shop	Avlew Place, Grove Avenue.	450

RESTAURANT/STEAK HOUSE

Spanish Gardens	Tex's Continental Arcade	715
Casa Mia	Behind Barclays Bank, Main Road.	1,800
Geneva Restaurant	243 Main Road	936
Lerici Restaurant	Vineyard Road	1,413
Six Gun Steak House	Cowling Centre	2,300

STATIONERY/BOOKS

Central News Agency	149 Main Road	3,960
Gerod	13 Ralph Street	422
Cafda Books	Warwick Street	400
Feltra Booksellers	68 Main Road	429
Paperbacks	102 Main Road	670

SUPERMARKET

Standard Provisions	59 Main Road	6,956
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COMPARATIVE GOODSART SHOP/PICTURE FRAMERS

De Brug Gallery	19 Main Road	630
William Derry	Stanhope Road	450
Nuance (House of Created Art)	24 Main Road	629

CLOTHING (WOMENS)

Jane Scup Boutique	Camp Ground Road	702
Eves Place (Wig Hire)	45 Main Road	330
Kudu's	57 Main Road	1,900
Marsa Fashion Store	67 Main Road	529
Maxims	137 Main Road	672
Lorraine	139 Main Road	901
Go-Go Girl	Ralph St/Main Rd.	434
Juliette for Fashions	187 Main Road	600
Popular Styles	Station Road	1,657
Alida Fashions	Station Road	390
Jersey Centre	Station Road	427
Hepworths	Station Rd/Main Rd.	2,044
Lady Anne	201 Main Road	732
Pam	Stanhope Road	900
The Parlour	28 Main Road	740
Luries Fashion House	38 Main Road	1,591
Maxims	62 Main Road	650
Dubows	1st Floor, Main Rd/ Station Road	2,500
Lee Taylor	Camp Ground Road	840
Nita K	Main Rd/Grove Ave.	4,400
Courtley Boutique	Pearce Street	744
La Boutique Yvelle	Warwick Street	509
Truworths	Main Rd/Grove Ave.	4,175
Foshini	Main Road	2,710
Go-Go Girl	174 Main Road	2,340
Modelia	208 Main Road	352
Dodo Boutique	94 Main Road	1,216
Slimrite (Wig Hiring Boutique & Beauty Salon)	105 Main Road	648
Cashworths Fashions	181 Main Road	896

CLOTHING (MENS)

Wolmans	Station Road	900
H.B. Stores	Station Road	656
Colleys	Station Road	1,860
Bonds	Stanhope Road	1,200
Berts Family Outfitters	60 Main Road	744
H.B. Stores	82 Main Road	412
Mans World	88 Main Road	2,787

Markhams	Avlew Place, Main Road	3,744
Bernard Hill	108 Main Road	1,265
Bernard Hill Boys Boutique	Cowling Centre	631
Hepworths	Main Road	3,456

GENERAL CLOTHING

Sales House	35 Main Road	1,815
Swanees	101 Main Road	4,130
Edgars	109 Main Road	3,120
Jet Stores	12 Ralph Street	1,518
Silas of Claremont	71 Main Road	3,588
Talyna (Pty) Limited	92 Main Road	1,440
Universal Stores	100 Main Road	1,734
Sachar Bros.	155 Main Road	1,055

DRESSMAKER

Elize Boutique	1st Floor, Clicks Bld. 120 Main Rd.	540
Fashion Mend	1st Floor, Rosco Bld. 105 Main Rd.	710

DRAPER

Fabrics Galore	Station Road	494
Alpha Drapery	22 Main Road	629
Maria Material	66 Main Road	709
The Four Posters	Cowling Centre, Main Road	480
Fashion Fabrics	32 Main Road	740
The Spinning Wheel (wool)	Station Road	1,116

FURNITURE/ANTIQUES/FURNISHINGS

Walsh	49 Main Road	6,620
Olympia Furnishers	Dreyer Street	725
Fairdeal Furnishers	53 Main Road	6,684
Phil Morkel	Main/Stegman Road	9,000
Victory Home Furnishers	Main/Roscommon Road	8,900
Plaut's Parlour	9 Ralph Street	1,024
Central Furnisher Stores	Tex's Arcade	468
Smiths Furniture	Station Road	1,610
Barons	211 Main Road	4,134
Lewis Furniture (ex Alwarvo)	Stanhope Road	12,998
Claremont Furniture Mart	46 Main Road	6,504
Albert Furnishers	74 Main Road	3,882
Van Ryn Furnishers	78 Main Road	2,278
Lewis Stores	96 Main Road	5,975
Russel and Co.	Vineyard Road	4,950
Moutons	212 Main Road	476
Kayes Antiques	217 Main Road	782
Bedouin Bazaar	239 Main Road	1,600
The Cottage Shop	Toffie Lane	1,380
Waltens	Avlew Place	700

GIFTS

Dolce Vita	Vineyard Road	1,500
The Gift Inn	10 Ralph Street	697
Gifts to help the aged	64 Main Road	464

HARDWARE/PAINT

General Hardware	109 Main Road	2,684
Bennet and Baker	6 Ralph Street	719
Vadas	219 Main Road	510
Dytone Paint Box	Vineyard Road	1,700

JEWELLER

The Jewel Box	107 Main Road	260
P. Traub	189 Main Road	360
M. Kretzner	Main Road	429
American Swiss	Main Road	945
Trigg	Main Road	832

HATS

Nova Hats	39 Ralph Street	200
Daphne's	Grove Avenue	547

MUSIC

Melody Inn	Station Road	1,381
Bothners	Cowling Arcade	1,000
Record Centre	Rosco Building, 105 Main Road	819

PETS

Aubrey's	33 Main Road	660
Pets Unlimited	45 Main Road	473
Claremont Pets Meat	Stanhope Road	334
Doggies Beauty Parlour	Rosco Building, 105 Main Road	225

SHOES

Sol Saxe	115 Main Road	893
Atkins	141 Main Road	1,300
Go-Go Shoe Boutique	171 Main Road	427
The Shoemakers Shop	Ralph Street	300
Shoerama	51 Ralph Street	468
Edworks	185 Main Road	969
Shoe Shop (ex Estate Agents)	189 Main Road	360
Claremont Sample Shoe Centre	Station Road	425
Alwo's	Station Road	430
Alwo's	Station Road	730
Fabian's Booty Boutique	104 Main Road	2,180
Cuthberts	118 Main Road	3,000

SPORTS/HOBBIES/TOYS

Treasure Island	99 Main Road	1,500
Lollipops Toys Boutique	64 Main Road	464
Jack Lemkus Sports	106 Main Road	812

TAILOR

Sedicks Tailors	86 Main Road	502
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SERVICEBANKS FINANCE HOUSES

Barclays Bank	Main/Stanhope Road	5,920
First National City Bank	74 Main Road	909
Western Bank Limited	Warwick Street	1,560
Standard Bank	Main Road	5,514
Barclays Bank	Vineyard Road	805
Repfin	Medical Centre, Main Road	1,100
Standard Bank	180 Main Road	8,122

BUILDING SOCIETY, SAVINGS BANK, ESTATE AGENTS

Crawford and Company	19 Ralph Street	990
Allied Building Society	154 Main Road	1,050
R. Cornblum (N.B.S.)	Warwick Street	976
Prospur Properties	202 Main Road	590
Syfrets Property Brokers	Medical Centre	1,100
S.A. Permanent	135 Main Road	3,979
United Building Society	Main/Stanhope Road	1,840
Cape of Good Hope	Cowling Centre	3,232
Stability Estates	137 Main Road	300

DRY CLEANER/LAUNDRETTE

Hillson Laundrette	Camp Ground Road	830
Personal Cleaners	69 Main Road	4,351
Lawson and Kirk	43 Ralph Street	154
Self Service Laundry	Stanhope Road	710
Zip Cleaners (plus heel bar)	76 Main Road	1,702
Ralph Street Cleaners	Ralph Street	270
Nannucci Bros	Grove Avenue	565
Clarepark	Medical Centre <	1,113
Nannucci Bros	210 Main Road	345

ELECTRICAL, RADIO REPAIRS

Livewire Electrical	9 Ralph Street	714
R. McKenzie	Grove Building	288
Progress Radio	42 Main Road	378

HAIRDRESSER (WOMENS)

Walter Coiffure	Camp Ground Road	930
Maison Cheveux	15 Ralph Street	531
Anitas Hair Boutique	Tex's Arcade	558
Sheree	Stanhope Road	524
Studio Otto Hair Fashions	Stanhope Road	1,000
The Continental Touch	237 Main Road	936
Contessa Hair Fashions	26 Main Road	800
Salon Paris	1st Floor Main/ Station Roads	450
Marcell Coiffure	Vineyard Road	1,200
Tiffanys	Avlew Place, Pearce Road	905
Rudolf Continental Hair- dresser	Grove Avenue	1,256
Salon Pearl	Above Clicks	432
Dorothea Raby	204 Main Road	544

HAIRDRESSER (MENS)

Station Gents Hairdresser	Stanhope Road	620
J.C. de Goede	Station Road	300
Morris	Above Clicks	400

HEALTH STUDIO

Miami Health Studio	Medical Centre	810
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PHOTOGRAPHER

Photo Van Berkel	Tex Arcade	350
E. Lang	63 Main Road	506

OPTOMETRIST

Claremont Optical Centre	209 Main Road	430
John R. Jones	4 Ralph Street	700

SHOE REPAIRS

Smart Shoe Repairs	Roscommon Road	468
Claremont Shoe Repair	Ralph Street	270

MISCELLANEOUSPETROL AND SERVICE STATION

Port Service Centre I	7 Main Road	10,455
Protea Motors	27 Main Road	6,150
Port Service Centre II	Dreyer Street	6,800
Stanhope Motors	196 Main Road	1,672
Brian Porter Motors	233 Main Road	2,626
Vineyard Service Station	Main/Protea Road	3,626
Herschel Service Station	Main/Bowwood Road	2,997

Kulu Garage	214 Main Road	20,760
Fred Walker Motors	Draper Street	5,892
Smith and Coetzee	Protea Road	16,500

AUTO SPARES, LAWN MOWER SERVICE

M. Cynkin and Sons	29 Main Road	2,310
Auto Engineering	39 Main Road	1,068

EXCHANGE SHOP

Trade Inn	Next to O.K. Car Park	790
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FOAM RUBBER SHOP

Foam Rubber Sales	Stanhope Road	432
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HIRE SERVICE

The Hire Shop	Medical Centre	1,586
Home Movies	Medical Centre	1,100

MULTIPLE GOODSDEPARTMENTAL

John Orr's	142 Main Road	36,500
Henshilwoods	Main Road/Warwick St.	58,000

VARIETY

O.K. Bazaars	122-133 Main Road	46,000
Woolworths	148 Main Road	26,400
Ackermans	192 Main Road	21,000

SELF SERVICE VARIETY

Clicks	122 Main Road	10,000
Grand Bazaars	79 - 83 Main Road	37,800

APPENDIX C

ESTIMATION OF SAMPLE SIZE

Prior to undertaking the pavement survey use was made of statistical tables in order to estimate the sample size. Although the universe could not be estimated tables¹ showed that for a large universe of $\pm 10\ 000$ the sample size did not vary considerably even if the universe was $\pm 20\ 000$. From this information it was decided that a sample size of 250 - 300 would be sufficient.

Reliability of Sample of 286

The following formula was used at a 95% confidence level:

$$\sigma\% = 1,96 \sqrt{\frac{pq}{n} \left(\frac{N-n}{N-1} \right)}$$

Where:

- σ = reliability
- p = percentage of attribute in universe
(50% gives the largest sample and was therefore used)
- q = 1 - P
- N = size of universe
- n = size of sample

Substituting:

$$\begin{aligned} &= 1,96 \sqrt{\frac{50 \times 50}{286} \frac{12000 - 286}{12000 - 1}} \\ &= 1,96 \sqrt{\frac{2500}{286} \frac{11714}{11999}} \\ &= 1,96 \sqrt{8,74 \times 0,98} \\ &= 1,96 \sqrt{8,57} \\ &= 1,96 \times 2,93 \end{aligned}$$

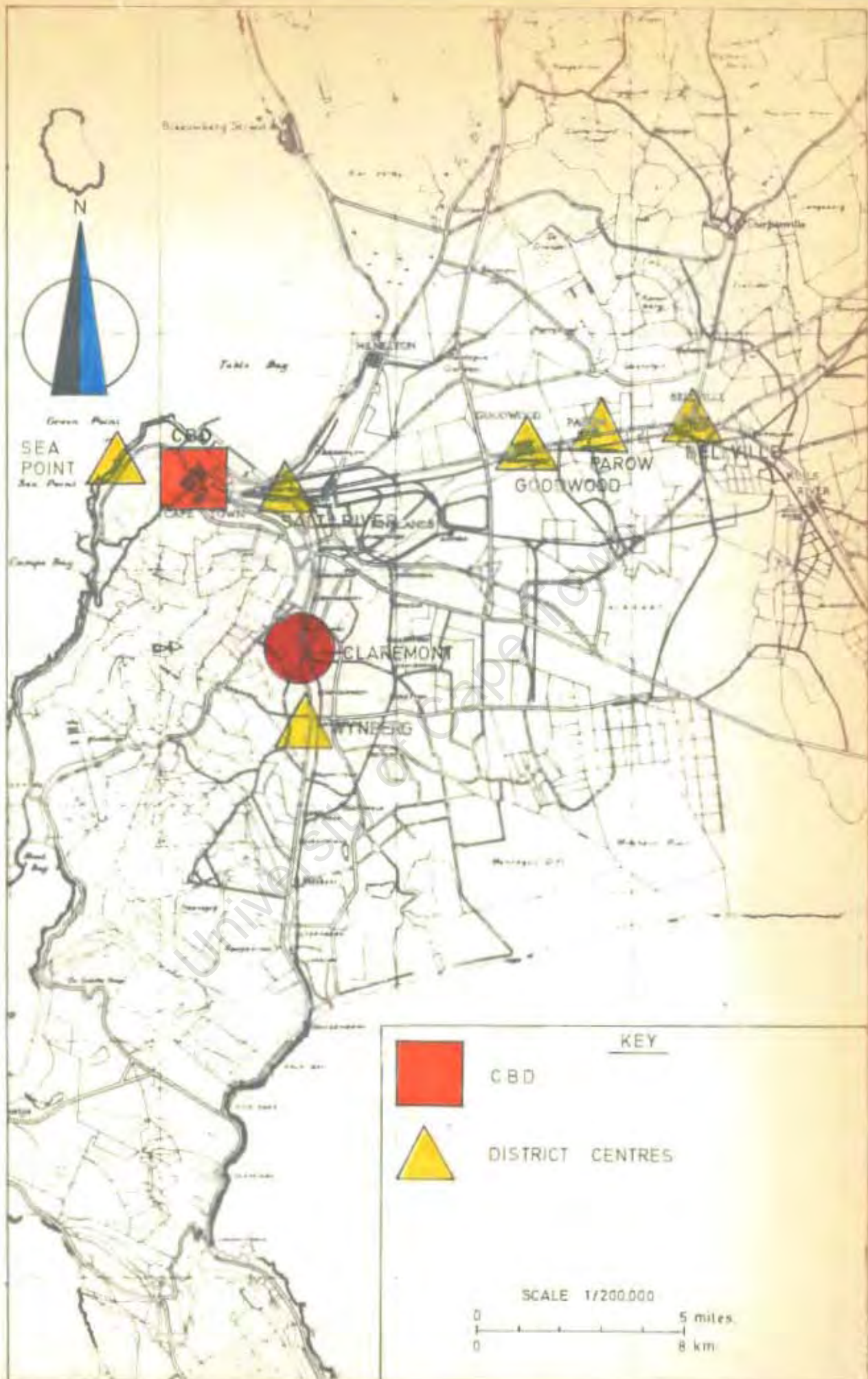
1. H. Arkin and R.R. Colton, Tables for Statisticians, 1968.

$$\sigma = 5,74$$

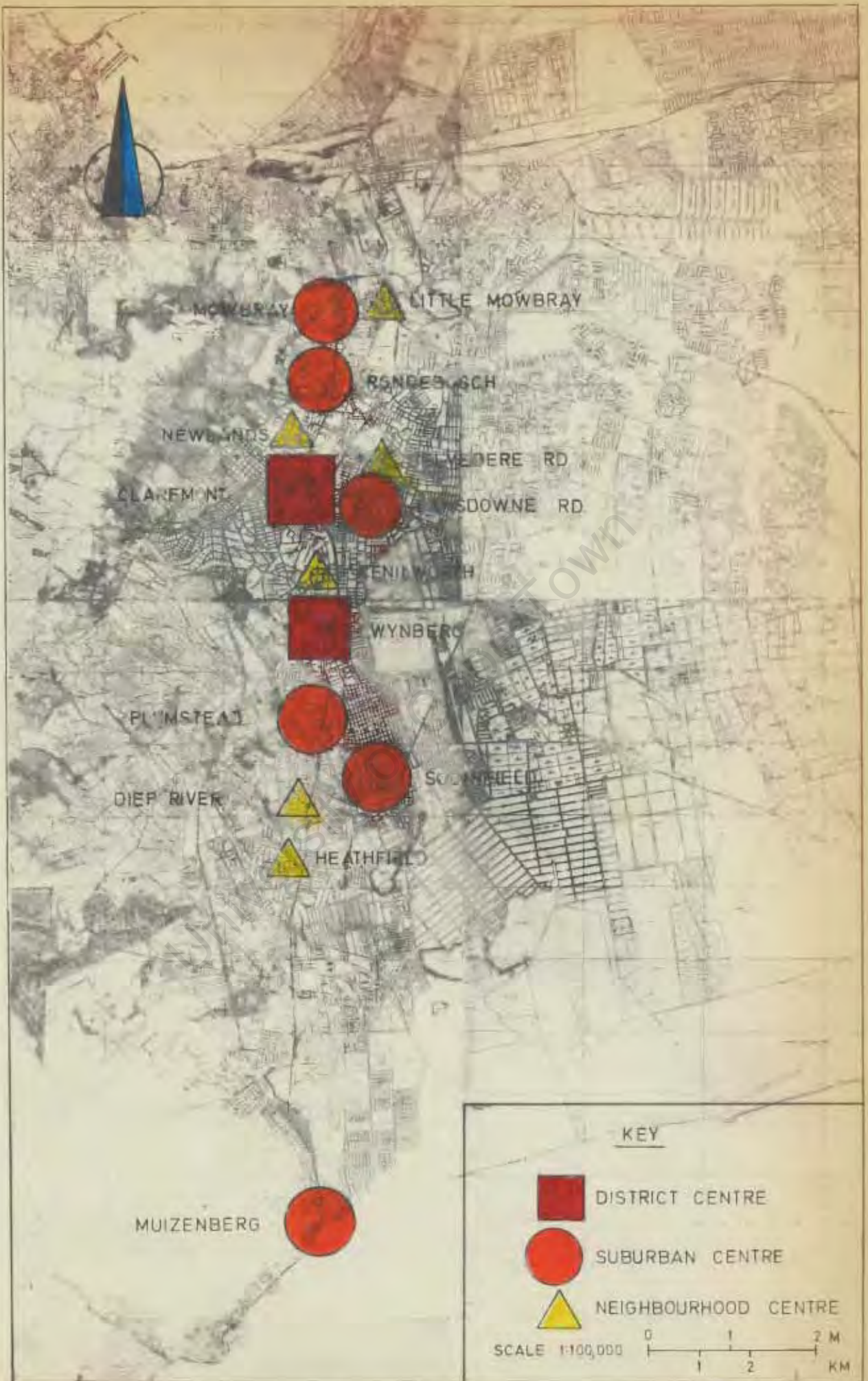
∴ Reliability is 5,74%

i.e. If say 50% of the sample used cars to travel to Claremont then at a 95% confidence level one could say that between 44,26% at 55,74% of the universe came by car.

University of Cape Town



METROPOLITAN CONTEXT:
 CBD AND DISTRICT CENTRES IN RELATION TO CLAREMONT.
 MAP: 1.



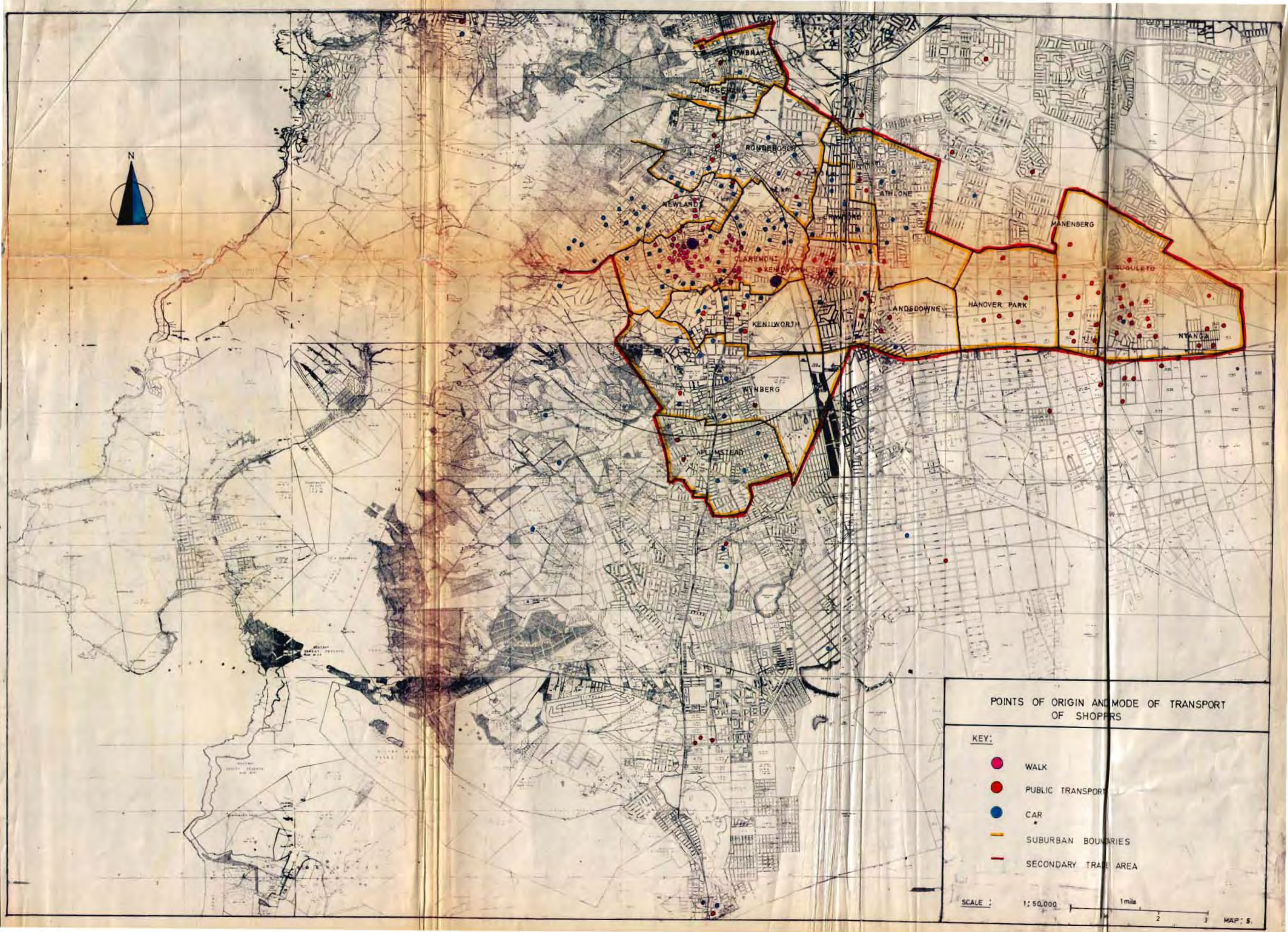
HIERARCHY OF SHOPPING CENTRES
IN THE SOUTHERN SUBURBS.



LOCATION OF SURVEY POINTS AND MAJOR DEVELOPMENTS



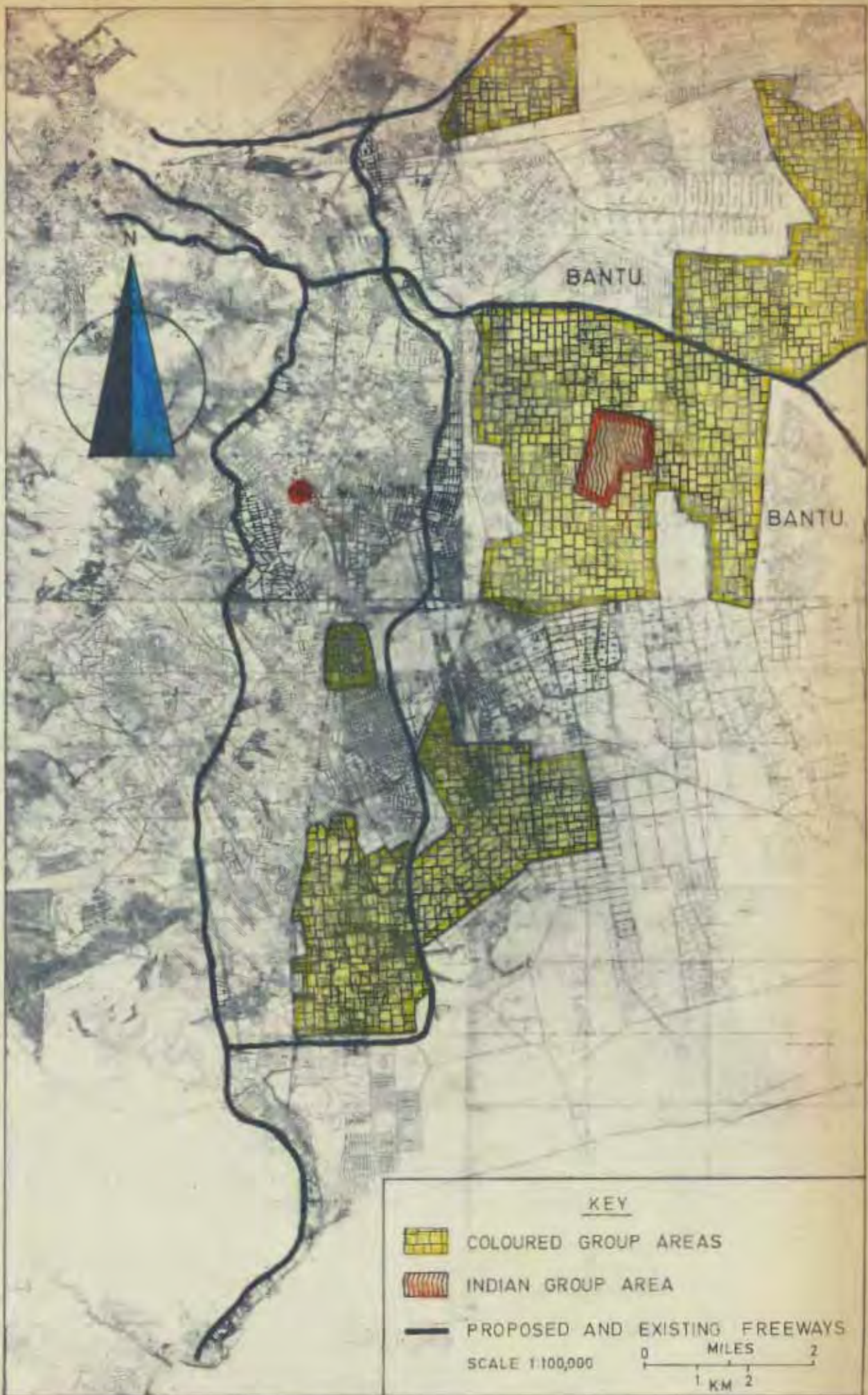
DELINEATION OF TRADE AREAS BY CAVENDISH SQUARE DEVELOPERS AND COETZEE



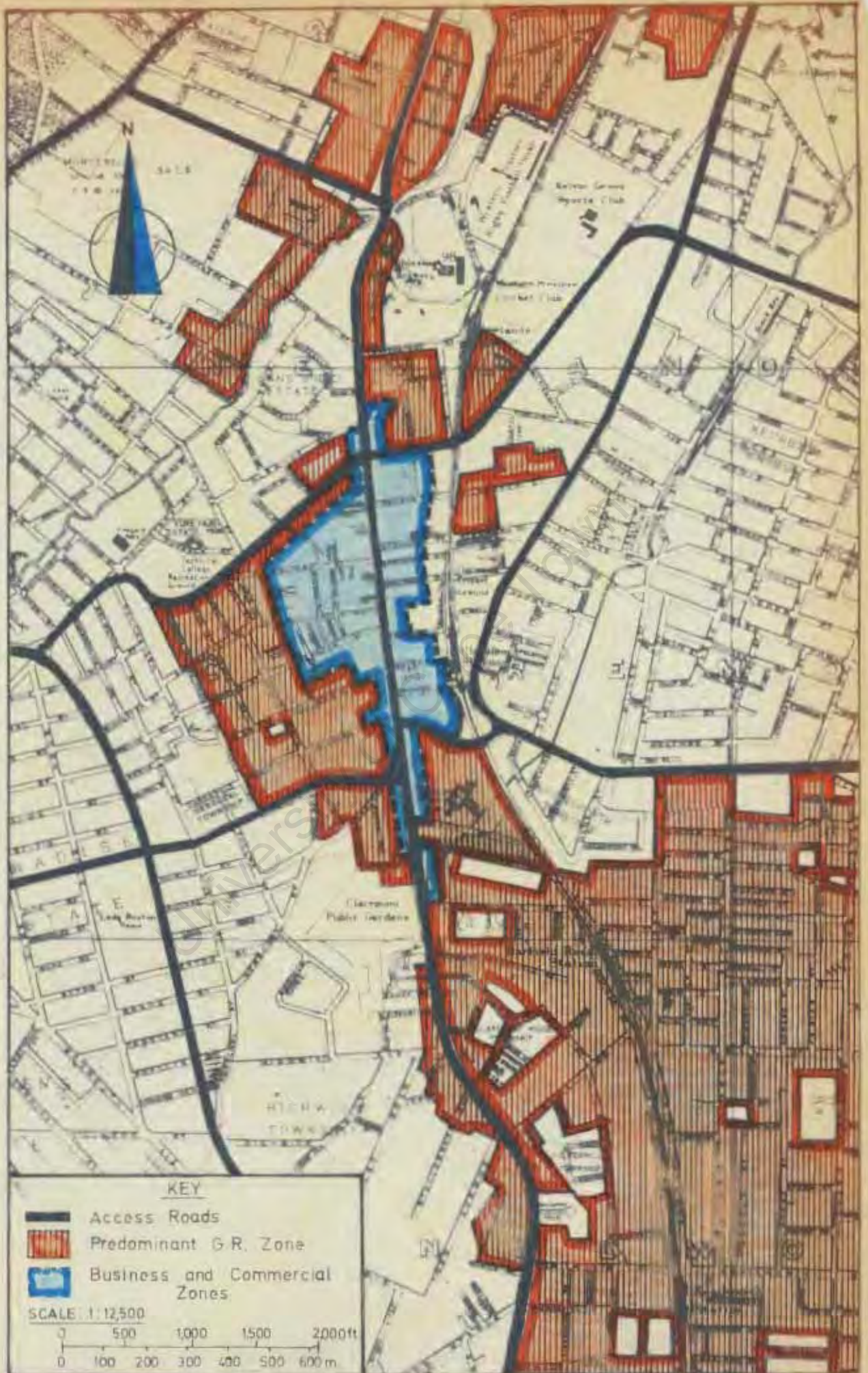
POINTS OF ORIGIN AND MODE OF TRANSPORT OF SHOPPERS

- KEY:
- WALK
 - PUBLIC TRANSPORT
 - CAR
 - SUBURBAN BOUNDARIES
 - SECONDARY TRADE AREA

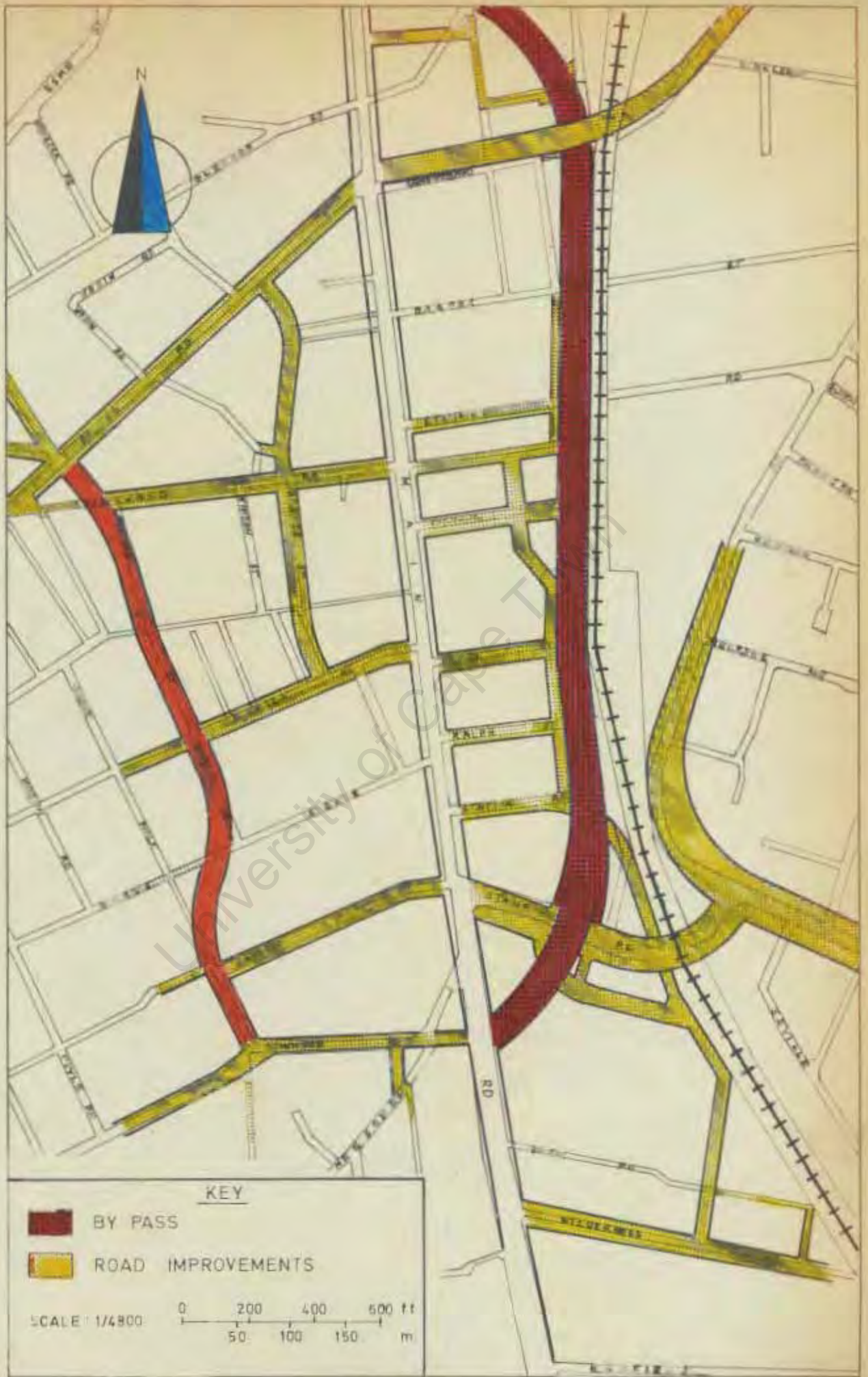
SCALE : 1:50,000 1 mile 2 3 MAP: 5



PLAN SHOWING FREEWAYS AND NON-WHITE GROUP AREAS
IN RELATION TO CLAREMONT.



GENERAL RESIDENTIAL ZONES AND MAIN ACCESS ROADS IN VICINITY OF CLAREMONT.



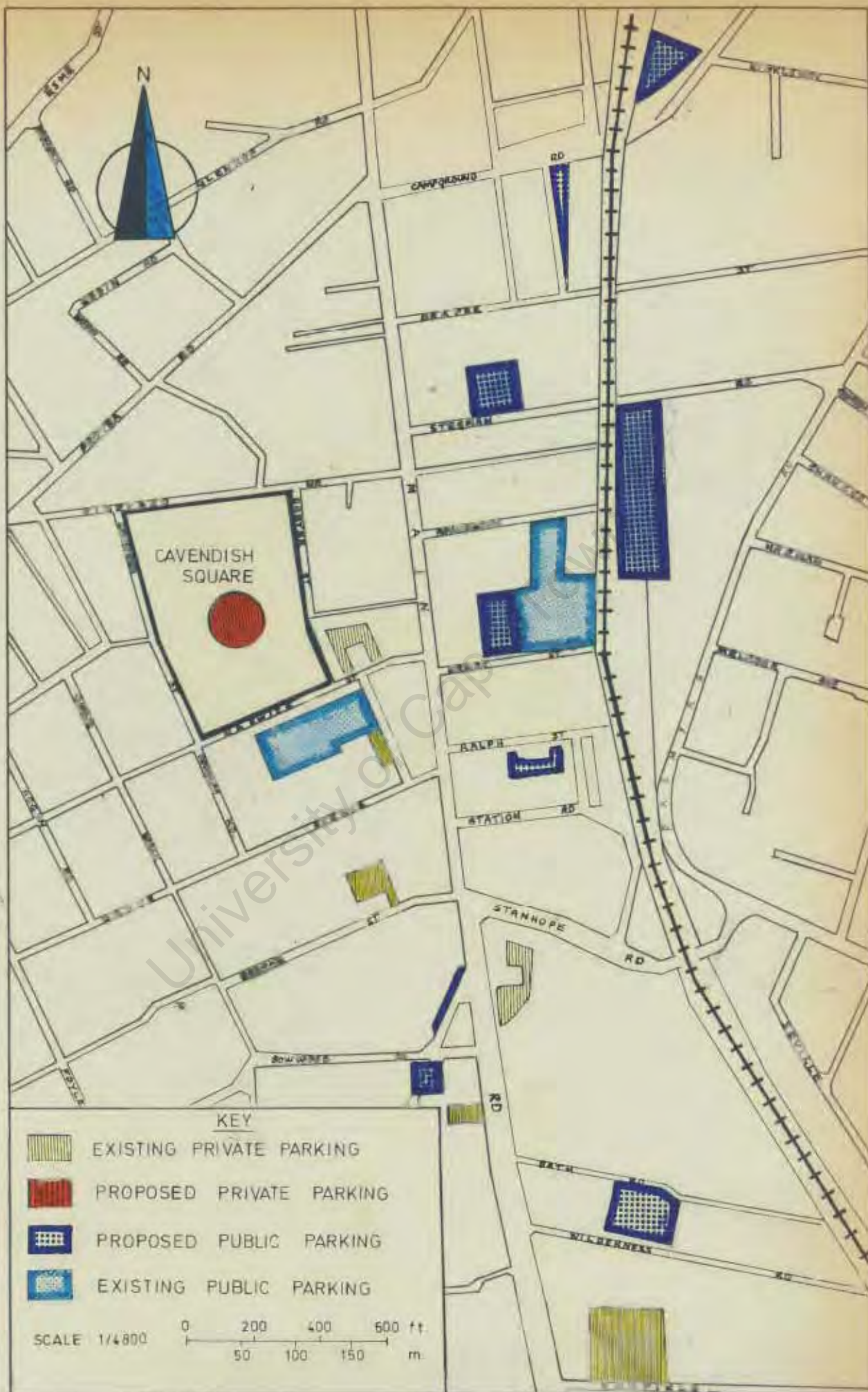
KEY

- BY PASS
- ROAD IMPROVEMENTS





SCALE 1/4800

0 200 400 500 ft
0 50 100 150 m

PROPOSED ROAD IMPROVEMENTS
IN THE TOWN PLANNING SCHEME



KEY

-  EXISTING PRIVATE PARKING
-  PROPOSED PRIVATE PARKING
-  PROPOSED PUBLIC PARKING
-  EXISTING PUBLIC PARKING

SCALE 1/4800

0 200 400 600 ft.
50 100 150 m.

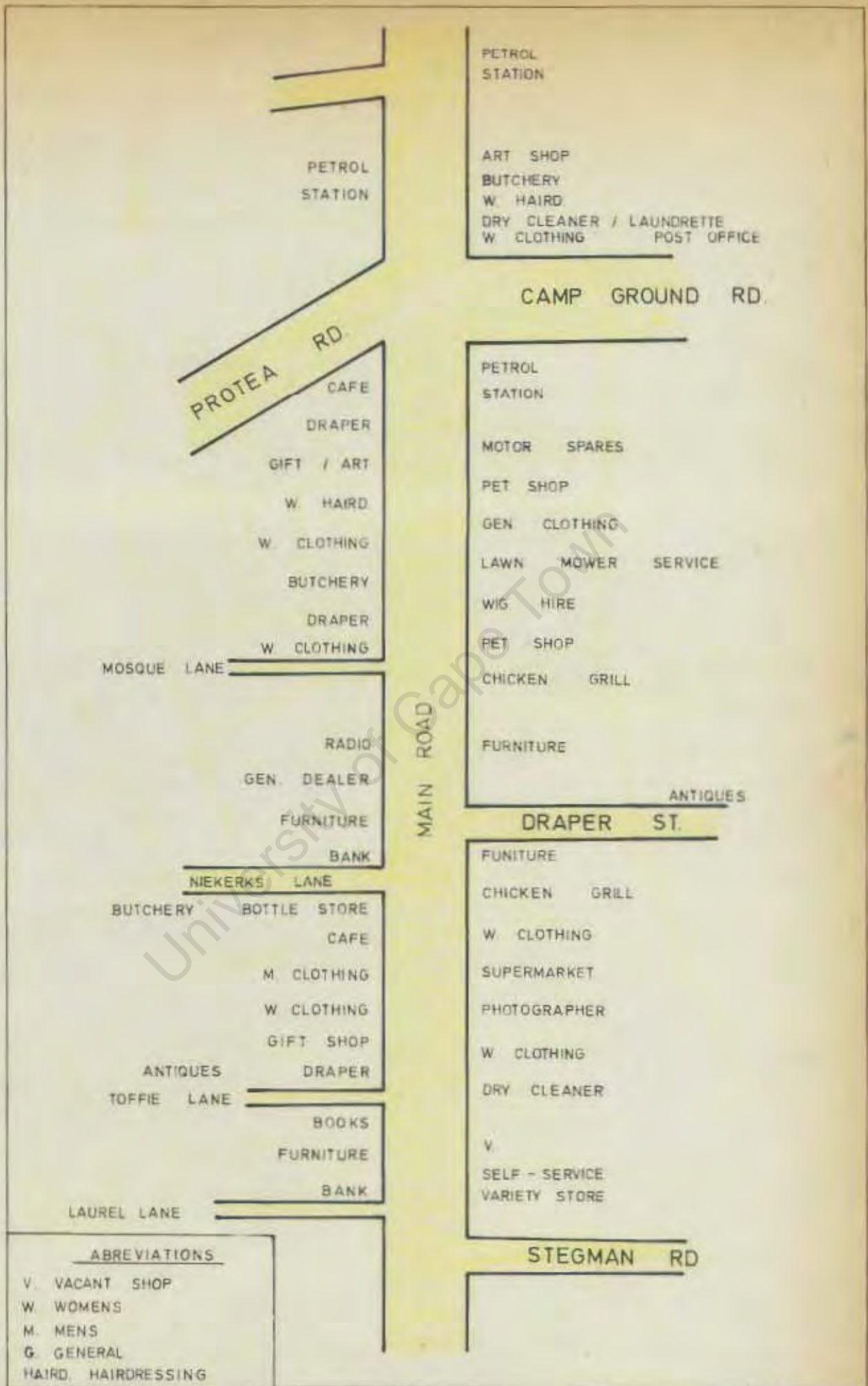
PROPOSED AND EXISTING
OFF-STREET PARKING FACILITIES.



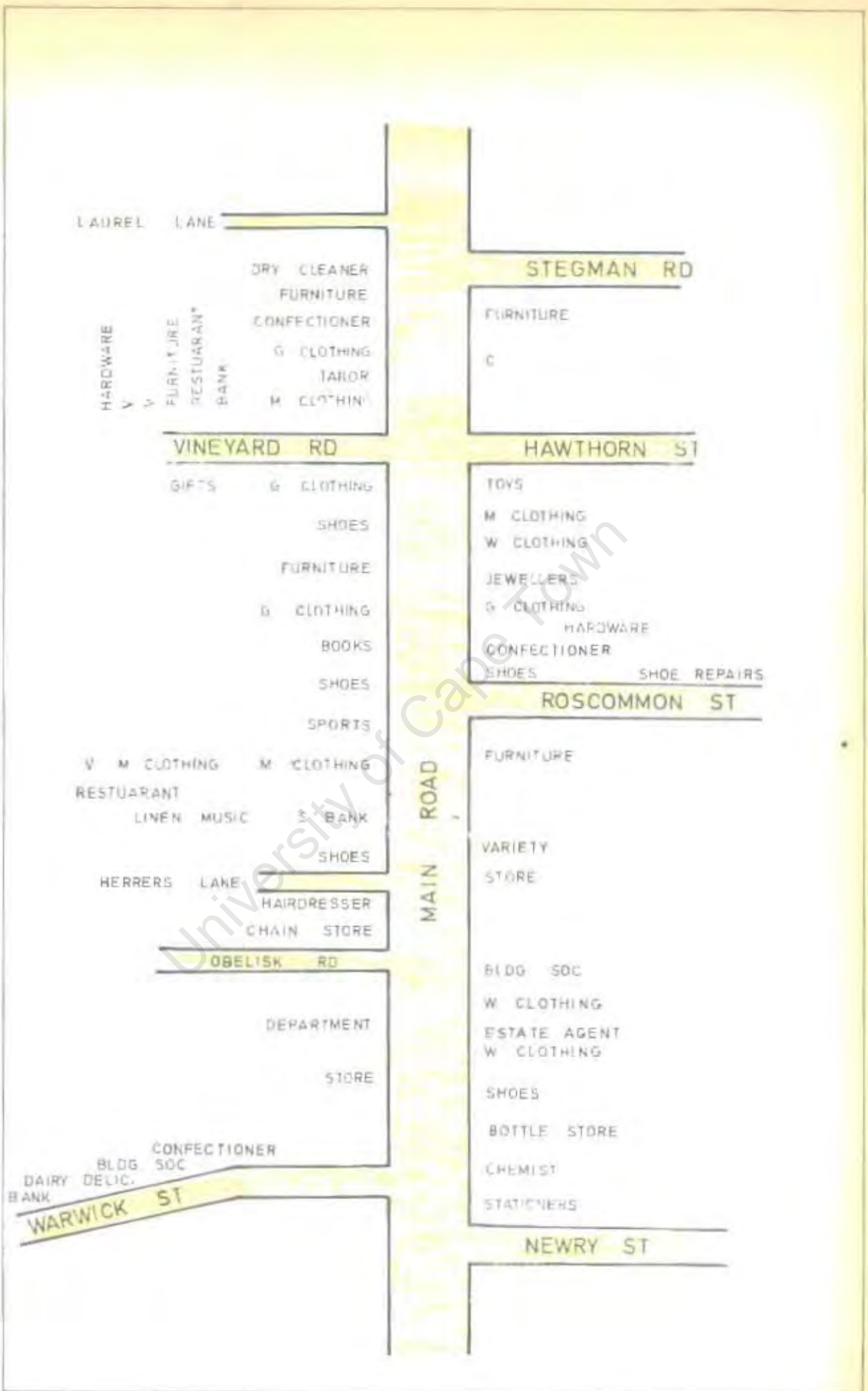
LOCATION OF HARD AND SOFT AREAS.



PURCHASE PRICE PAID FOR CERTAIN PROPERTIES (1965 - 71)
 (Rands / Sq. metres)



DISTRIBUTION OF RETAIL STORE TYPES



LAUREL LANE

HARDWARE
V
FURNITURE
RESTURANT
BANK

DRY CLEANER
FURNITURE
CONFECTIONER
G CLOTHING
TAILOR
M CLOTHIN

STEGMAN RD

FURNITURE
C

VINEYARD RD

HAWTHORN ST

GIFTS G CLOTHING
SHOES
FURNITURE
G CLOTHING
BOOKS
SHOES
SPORTS

TOYS
M CLOTHING
W CLOTHING
JEWELLERS
G CLOTHING
HARDWARE
CONFECTIONER
SHOES SHOE REPAIRS

ROSCOMMON ST

V M CLOTHING M CLOTHING
RESTURANT
LINEN MUSIC S BANK
SHOES

FURNITURE
VARIETY
STORE

HERRERS LANE

HAIRDRESSER
CHAIN STORE

MAIN ROAD

OBELISK RD

BLDG SOC
W CLOTHING
ESTATE AGENT
W CLOTHING
SHOES
BOTTLE STORE
CHEMIST
STATIONERS

DEPARTMENT
STORE

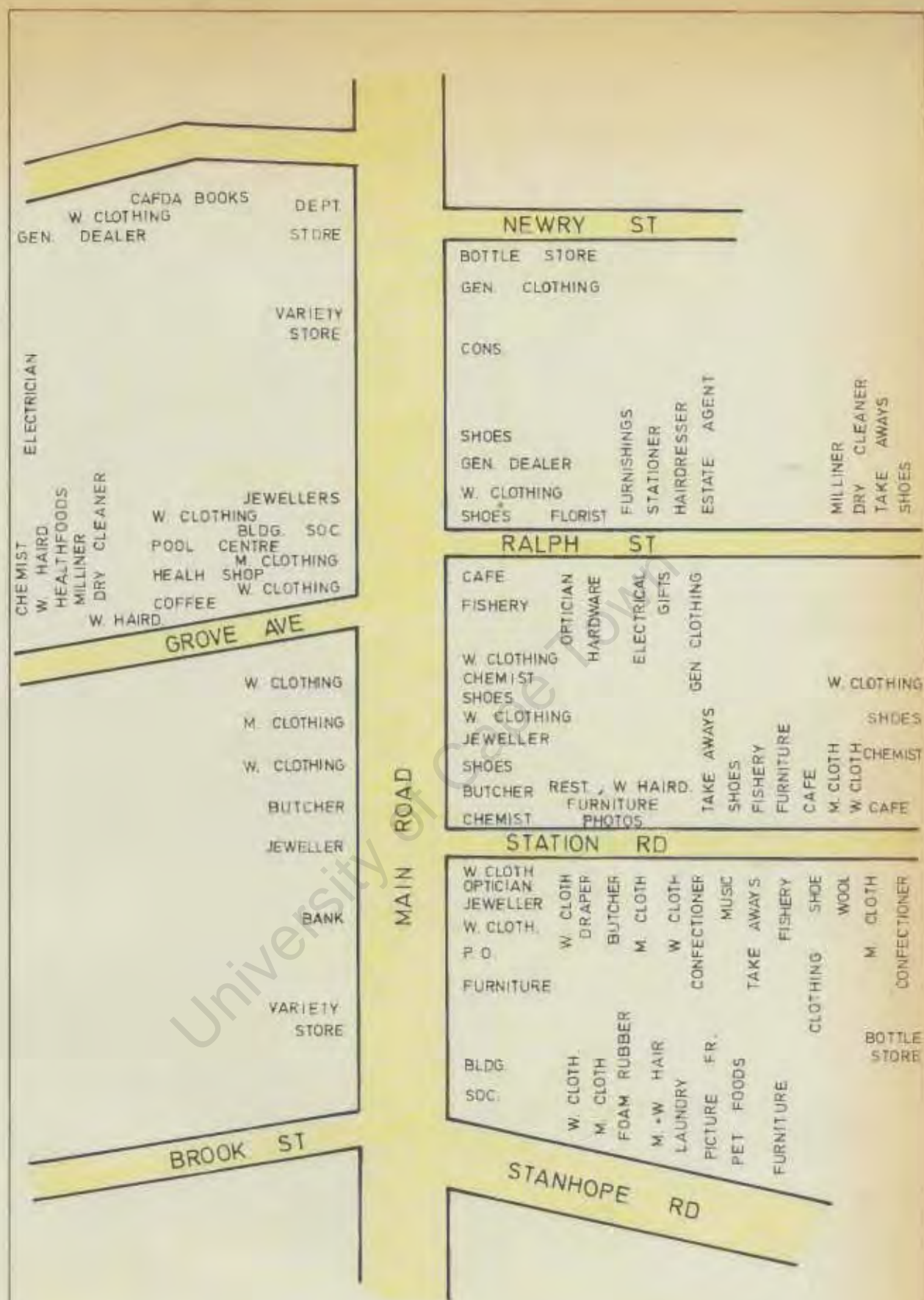
DAIRY DELIC.
BANK

CONFECTIONER
BLDG SOC

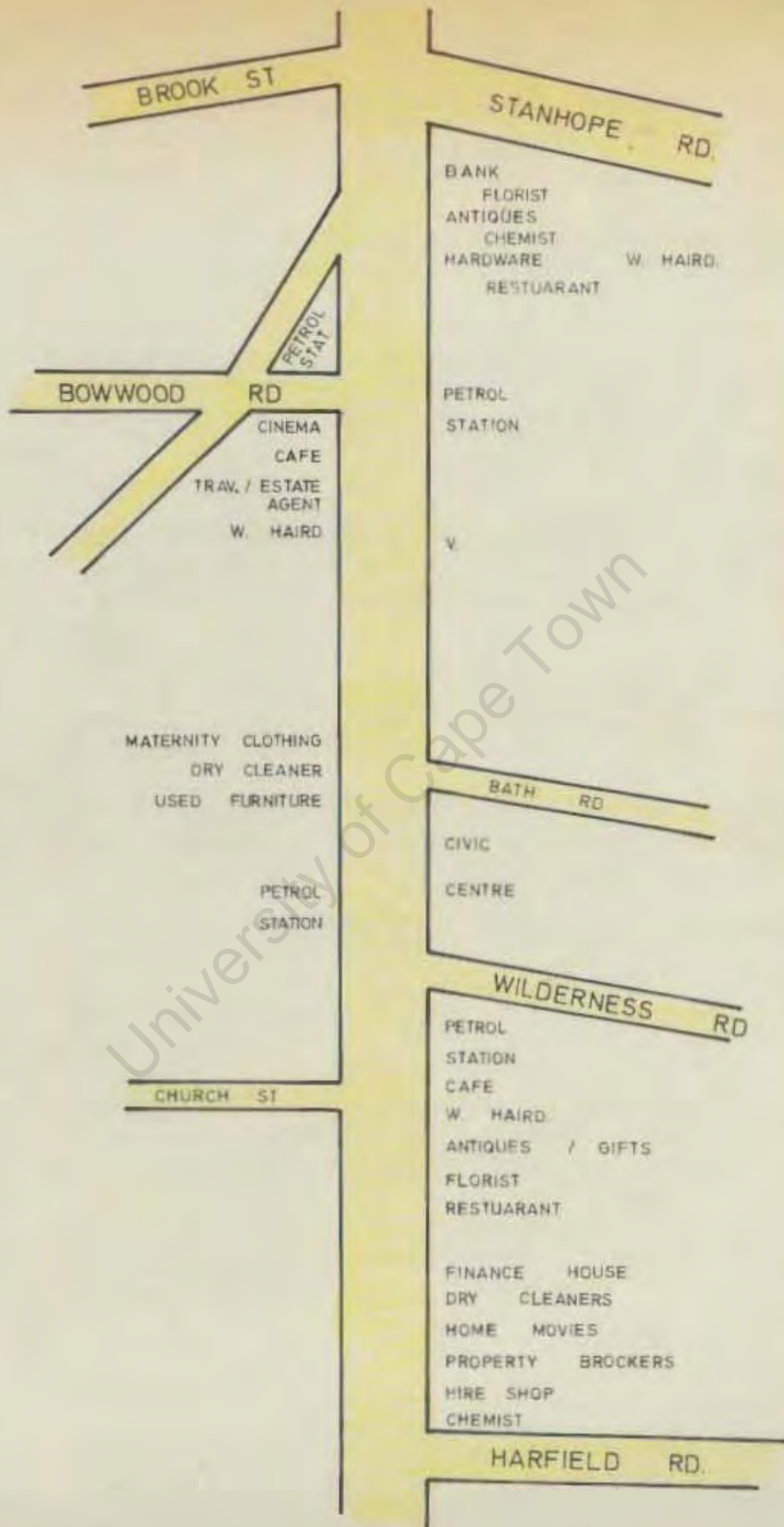
WARWICK ST

NEWRY ST

DISTRIBUTION OF RETAIL STORE TYPES



DISTRIBUTION OF RETAIL STORE TYPES



DISTRIBUTION OF RETAIL STORE TYPES

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APPENDIX C

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