

Mall re-imagined: Reconsidering a Cape Town Shopping Centre.

Design Research Project APG5058S

Submitted in partial fulfilment of the requirements for the degree
Master of Architecture (Professional)

by

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October 2012

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Thesis: No matter the purpose of the essay, you must have a thesis and build your paper so to explicate that thesis.

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Introduction: At least one paragraph which introduces the essay topic. It includes the thesis statement, usually as the last sentence in the first paragraph.

Body: Develop the themes and points that explicate your thesis in the body of the essay.

Conclusion: A final paragraph(s) that re-states your thesis and contextualizes or summarizes the body of the essay. Never add a new topic or point of explication in your conclusion.

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Writing style: Your essay must be clear, concise, and flow smoothly. Academic essays require a certain degree of formality, but do not complicate the writing style or word choice unnecessarily. Utilize punctuation correctly! Check your grammar (pay particular attention that subject and verbs, pronouns and antecedent nouns agree)! Read your essay out loud to yourself to check for flow and clarity! **Proof-read and spell check!**

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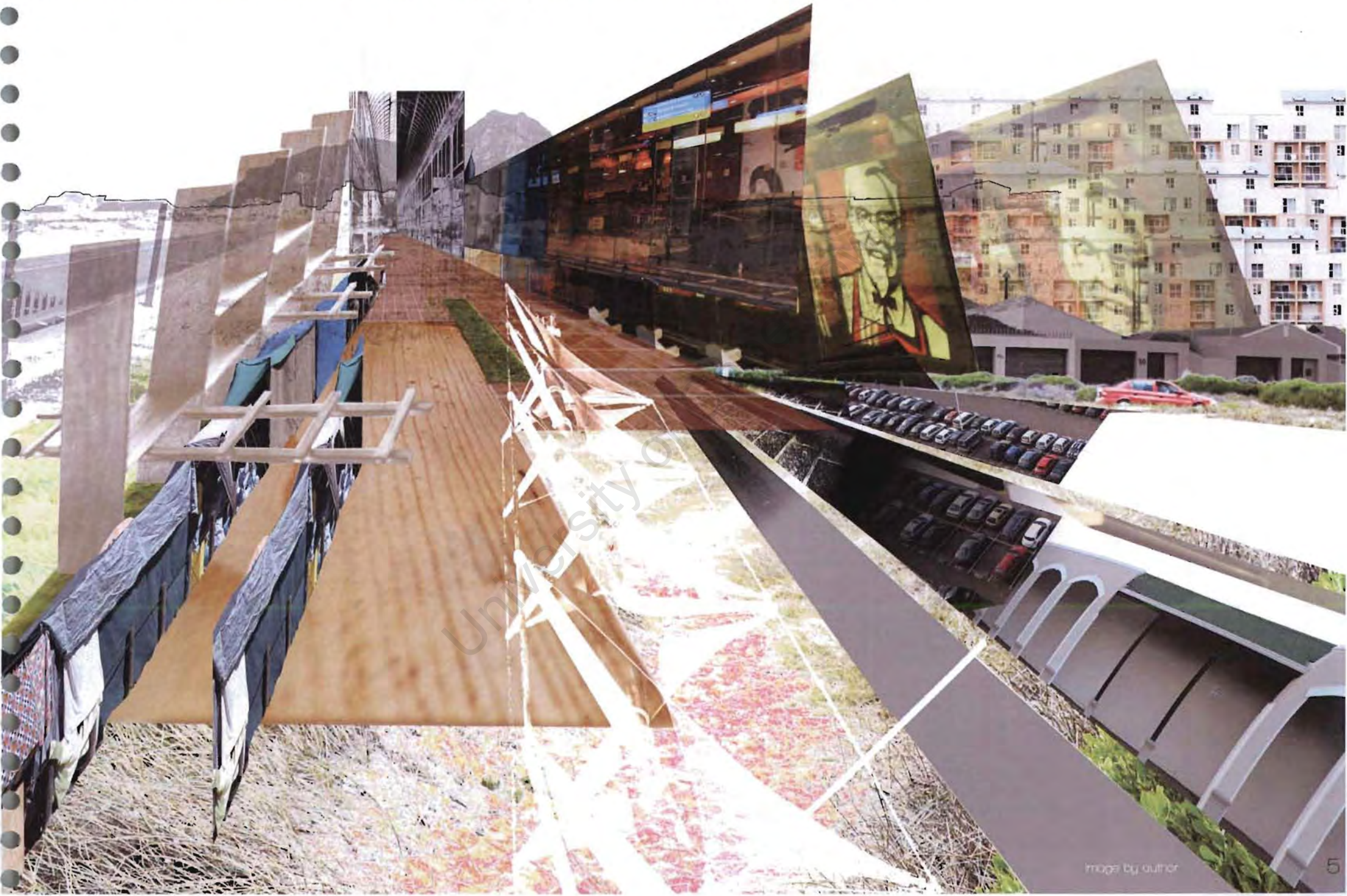
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Contents

1. Theoretical Ideas

1.1.	Introduction – Challenging the Shopping Centre	8
1.2.	The Structure of the Shopping Centre	9
1.3.	The Shopping Experience	10
1.4.	A Brief History on the Shopping Centre	11
1.5.	New ways of Challenging the Mall	12
1.6.	The Cathedrals of Today	13
1.7.	The New Democratic space of South Africa	14
1.8.	Some Innovative Cape Town Shopping Centres	15

2. Design Investigation: Shopping for a new building type

2.1.	The Outward-facing Mall	17
2.2.	Public Transport	17
2.3.	Informal Markets	18
2.4.	Environmental Sustainability	18
2.5.	Mixed-use: Inclusion of Residential	19
2.6.	Conclusion	19

3. Design Process

3.1.	Initial Mappings	21
3.2.	Site Studies	23
3.3.	Ideas of Ordering	28
3.4.	Plan Development	29
3.5.	Concept Development	30
3.6.	Development of Programme	32
3.7.	Sectional Development	34
3.8.	Model Building	36
3.9.	Axonometric Development	38
3.10.	Elevation Development	39
3.11.	Entrance and Access	40
3.12.	The Residential component	41
3.13.	Conclusion	43

4. Appendix

4.1.	Glossary of terms	44
4.2.	Bibliography	45
4.2.	Image References	46





1. Theoretical Ideas

1.1. Introduction – Challenging the Shopping Centre

There is a common assumption that shopping malls are “bad” buildings. But this thesis aims to contest this assumption and offer a new way to approach shopping centre design.

The shopping mall is not bad in the sense that it functions highly efficiently and serves the retail requirements of both shopper and tenant. The way in which the shopping mall is bad is the thinking behind their design often as a result of developer control, being one of the most commercially driven building types. This can often result in buildings that have a negative impact on their surroundings. Shopping malls tend to isolate their surroundings by creating inward-facing arcades. This is observed as the only profitable way to deal with shop fronts in shopping malls which results in the creation of large blank facades on the exterior. They do not integrate the more informal-like activities that are common practise in South Africa such as market spaces. Public transport is seldom considered as an option for the struggling shopper who does not own a car.



Image 1: Cavendish Square

1.2. The Structure of the Shopping Centre

The unfortunate truth is that the very nature of the shopping mall prevents it from becoming anything greater than what it is. But I believe that this underlying structure can and should be challenged. And by challenging this underlying structure, we can start to change the accepted norms of the formulaic thinking that tends to control shopping mall design. I would like to explore this underlying structure and design a mall that does more than what the average mall does. I would like to create a building that has a positive effect on its surroundings and challenge the assumptions that make them bad buildings. In order to do this, one must take what is positive about shopping centres and enhance those good qualities that malls do have in order for them to have a positive impact on their surroundings. Ultimately the aim of this thesis is to create a new mall that integrates with its surroundings and gives something back positively to the suburb in which it is situated.

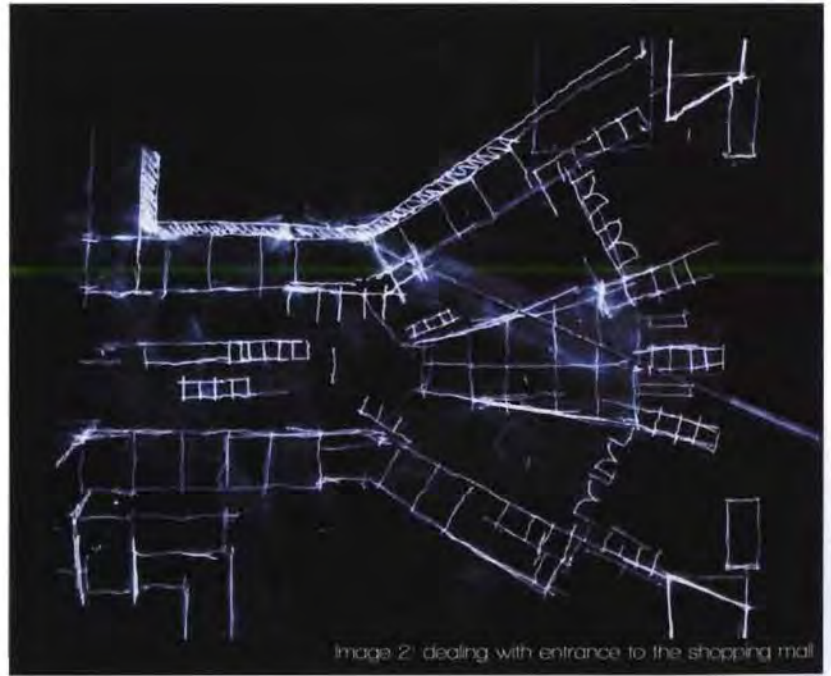


Image 2: dealing with entrance to the shopping mall

1.4. A Brief History on the Shopping Centre

What started off as a new and exciting idea by Mall architect, Victor Gruen in Fort Worth Texas, resulted in the building of the Southdale Centre in 1956. It was the first indoor shopping centre ever built using new ideas in shopping centre design such as atrium spaces, anchor tenants, mechanical heating and cooling and an endless amount of parking. These ideas of mall building spread rapidly during the post WWII 1960's economic boom. In 1950 there were 100 shopping centres in America, in 1960 there were 3700 shopping centres.¹

The idea of the indoor, completely enclosed shopping mall was copied and pasted all over America and rapidly to

¹ Le Gates, R. 1996



Image 5: Golden Acre was one of the first shopping centres in Cape town. It was built during the Early 1960's.



Image 6: The post world war II exodus to the suburbs in North America is what prompted the need for these new shopping malls to arise.

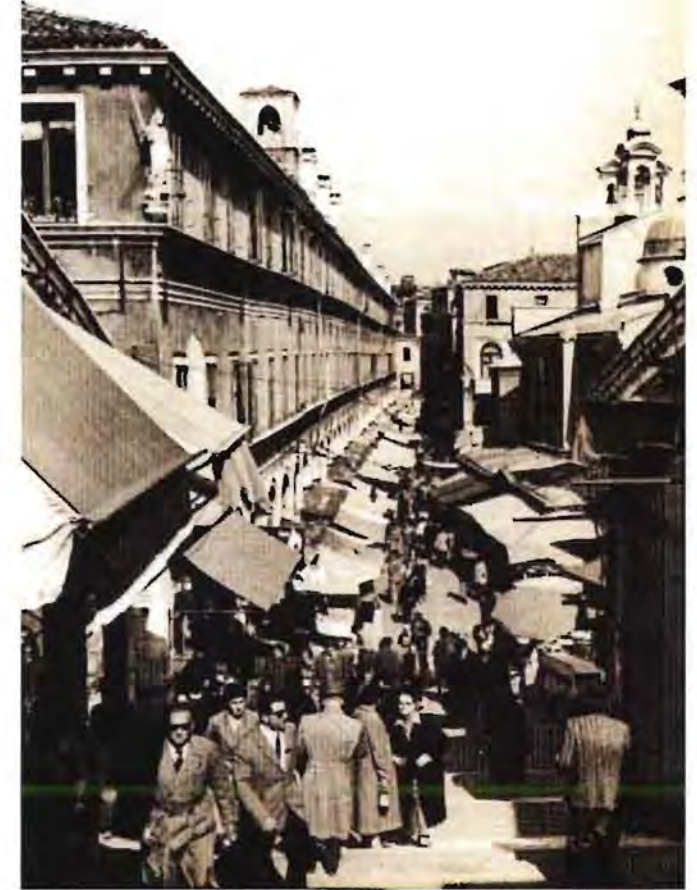


Image 7: The active shopping and living streets occur in most old town centres all over Italy. These precincts have shops on the ground floor with residential and other activities above. This creates active shopping streets. This yearning for the integrated yet easily changeable shopping street life is what architects yearn to achieve in their shopping centre buildings, but most often are limited by developer driven needs of high profit margins and time constraints.

all parts of the world. South Africa was part of this boom which has resulted in cities that are defined by the shopping mall experience.

1.5. New ways of Challenging the Mall

I believe that building types like malls create "public" spaces that are exciting and dynamic, even if they do tend to occur indoors within air conditioned arcades that are closed to the outside. Architects scorn the mall but there is no denying that they do work well and from an architectural point of view I believe they can work a lot better. Rem Koolhaas describes shopping as "the last remaining form of public activity." He describes how it is taking over not only in the form of shopping malls, but also many other building types. These include museums, airports and art galleries.² These other building types are designed with strong ideas of shopping in order to conceptualise and shape them. This is becoming more apparent as the globalized world is becoming more and more governed by the ups and downs of economic forces.

² Koolhaas, R., 2000



Image 8A



Image 8B: The Galleria Vittorio Emanuele in Milan was the first large scale enclosed arcade to be built. It was completed in during the 1877 and is still a popular public space for everyone living in Milan.



Image 9A: The water park of Mall of America this is the world's 11th largest shopping centre. It receives over 40 million visitors a year.¹

¹ Sandra Larriva and Gabe Weiser! (April 25, 2007), "Most Visited Tourist Attractions" Forbes Traveler

1.6. The Cathedrals of today

The shopping centre today represents, the contemporary "cathedral". Malls are built all over our cities as large monuments to honour our shopping obsession. For many people shopping is their only source of recreational enjoyment and thus developers of shopping malls take great care in considering the convenience that the shopping centre provides to the shopper. This is part of the problem that results in mall buildings impacting negatively on their urban surroundings and creating bad spaces. It results in mall buildings where large blank façades exist that fail to activate the urban spaces around them. This is a result of the double arcade in order for the shopper to be bombarded with shopfront on both sides, allowing for maximum visual stimulation. This is what results in large blank facades on the outside of the building that disconnect it from its surroundings. This is especially sad when considering that in South Africa the climate is well suited for buildings to have a stronger link to the exterior.

But the driving obsession with newness and "more" is something that should be seen as a good thing architecturally. People are always searching for new experiences, new ways of doing things. We sit at the edge of an era where the world is changing so fast that people become bored of the present very quickly. This boredom can create a gap for architects to innovate. Not only are shoppers interested in new and exciting commodities to buy, they are also searching for new retail



Image 9B: As online shopping is starting to take over, the digital realm will never replace the experience of being in a physical space and being able to feel and touch the object you would like to buy.



Image 9C: The interior of Blue Route Shopping Centre.



Image 10: Rem Koolhaas attempted to re-invent the retail experience in the design of Prada's Flagship store in New York



Image 11: The large blank facade of the recently completed Blue Route mall has a negative impact on its surroundings



Image 12



Image 13

experiences. This thesis seeks to test new ideas for what a Cape Town Shopping mall can be.

1.7. The Democratic Mall for South Africa

There is a quote by Andy Warhol about Coca Cola that states that the great thing about Coke is that whether the bum on the street is drinking coke or the president is drinking it, they all know that they are essentially drinking the same drink.¹ It is America that started this tradition through consumerism, where the richest consumers essentially buy the same things as the poorest consumers. I believe that using this coca cola theory, one can make sense of what a true democracy should be. When the idea of the shopping mall was applied and copy-pasted in South Africa this sense of democracy was lost as a result of the one dimensional planning principles involved in the design of the mall.

It isn't an easy principle to convey spatially and although attempts have been made to cater towards a more outward building type for the shopping centre there have been very few that do it effectively. This project will attempt to spatialize this idea by ca-

1 Warhol, A., 1975



Image 14: The area for small trader linked to Cavendish Square



Image 15: The market area above Cape Town Central station.



Image 16: The market area at Sunrise Beach, Muizenberg

tering towards the small trader, opening it to the formal shopping arcade. In this way the shopper who usually buys their goods in the formal supermarket will be exposed to the small trader in a more extreme kind of way – spatially confrontational.



The V & A Waterfront: Connection to harbour is a unique attraction that the Waterfront Shopping Mall provides to shoppers.

1.8. Cape Town's Innovative Shopping malls

Attempts at innovating the traditional shopping mall occur all over Cape Town. Here are some of the most innovative and different aspects that can be observed.



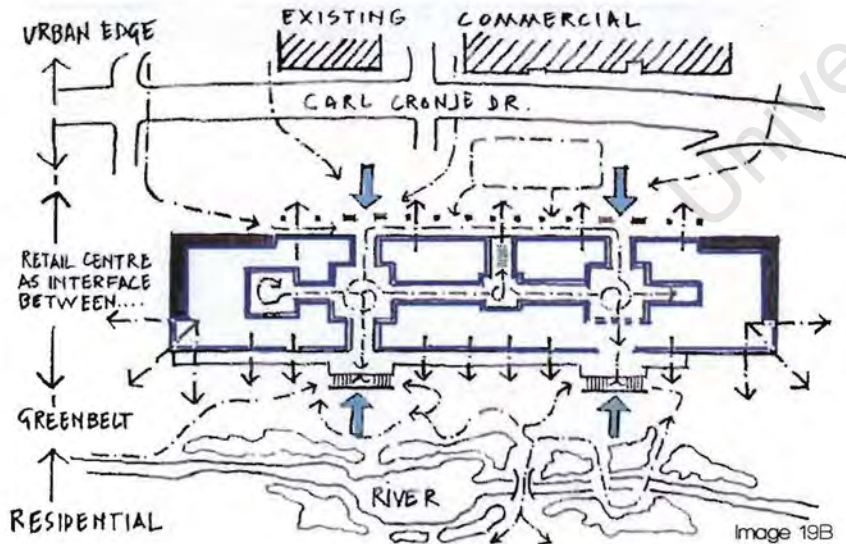
In the Food Court of Canal Walk a dynamic space is created through the bright lights and signage of a variety of restaurants, surrounding a central eating area where a feeling of public space is created.



Attempts to create a mall that is outside were explored in the design of Willowbridge lifestyle centre. This centre is much less financially viable than a typical enclosed mall because during the rainy season half the shops get very little footfall as the rain hits the arcade horizontally rendering it unattractive for passing shoppers to enter into the "Gruen Transfer". (See Glossary for definition).



Housing exists at the "back-end" of Vangate mall and was part of the same development. Attempts of combining the shopping experience with the living experience were completely ignored.



As one can see, there is already a need for malls to be reconfigured in new ways and opportunities for architects to innovate in what is sometimes seen as the worst building type for an architect to investigate.

And as the "mall"-ing process continues to proliferate itself into new manifestations new configurations for the typical shopping centre are being questioned. Architects are trying to figure out new ways in which the shopping mall can be investigated as people are moving further and further out to the suburbs and new sites constantly exist where new ideas can be explored.

2. Design Investigation: Shopping for a new building type

2.1. A more outward-facing building type

Most shopping centres are inward-facing buildings however, the very nature of the arcade is to have shop fronts on both sides. Thus, the active space where shoppers walk is enclosed and hidden from the outside of the building. This is what causes the shopping centres to have a negative impact on their surroundings. The inward nature of the shopping centre is often what makes shopping centres feel more like private and less permeable buildings. The best way to counter this is to create an outward facing building. A factor that is often ignored in the design of Cape Town shopping centres is the fantastic climate that we have for most of the year and the beautiful natural views of mountains and seas that are often in close proximity to malls often are completely ignored. A re-thinking of the arcade is what will be used to make the mall a more outward facing building type.



Image 21: Metrose Arch is designed to be a shopping centre that is more connected to the outside. This arcade is both inside and outside, blurring the boundaries and creating a more environmentally friendly place to shop in.

2.2. Public transport

The inclusion of public transport is usually not properly considered in the design of shopping centres. The common school of thought is that sufficient parking needs to be provided at a rate of 6 parking bays per 100 m² of retail space. This leads to more than double the built area of the shopping centre allocated for parking area and does not contribute positively to the surroundings of the shopping centre. Thus a strong emphasis on public transport will be placed on the design of this mall and the placement of parking will be considered where it will be least detrimental to its surroundings.

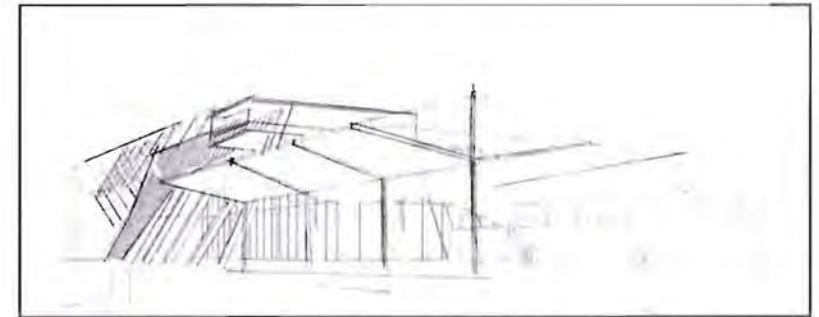


Image 22: Perspective by Author: Depicting the idea of an integrated public transport hub as part of the shopping mall

2.3. Informal markets

The inclusion of the informal marketplace into shopping malls is mostly neglected in shopping malls in South Africa. The informal marketplace is something that forms an important aspect of what shopping is about for many Capetonians – rich and poor – and thus a better link between the formal and informal sector can be explored in shopping mall design.

According to Watson and Dewar, informal markets can have a very positive effect both on their surroundings and the economy. The effects on the economy include efficient and labour intensive types of businesses, making use of local resources, and helping to fill the employment gap.¹

¹ Dewar, D., and Watson, V., 1981

As informal markets are often outside buildings, naturally a threshold can be created that will serve both the market stalls and the formal shops in the store. This will help the shopping mall to become more outward as explained on the previous page. This will result in creating a building that is not only aesthetically interesting but also contributing to the urban setting and the surrounding community in a very positive way.

2.4. Environmental sustainability

There are currently no green rating standards for shopping malls as there are for other building types such as offices. Tenants of malls are becoming more aware of the environmental issues of the day and are starting realize the advan-

tages of marketing themselves as environmentally aware. Most malls are not designed with environmental sustainability in mind, but it could add to their attraction as marketing a shopping centre that is more environmentally friendly.



Image 23: The informal market adjacent to the chosen site played a major role in choosing that site. It allows for the opportunity for the market to extend into the shopping mall.

2.5. Mixed use – inclusion of residential

The shopping centre is often seen as a highly mono-functional building with retail usually being the only activity that occurs on the site. Although authorities are usually against the inclusion of housing into the mall building, I think it is important to consider residential activity as part of the mall program. Often a missed opportunity exists in shopping mall design and this thesis will examine how the residential component will be included as an integrated part of the shopping mall. The residential component also serves to give the centre more of an opportunity for financial success as it creates a strong base of shoppers who live within walking distance of the shopping mall.

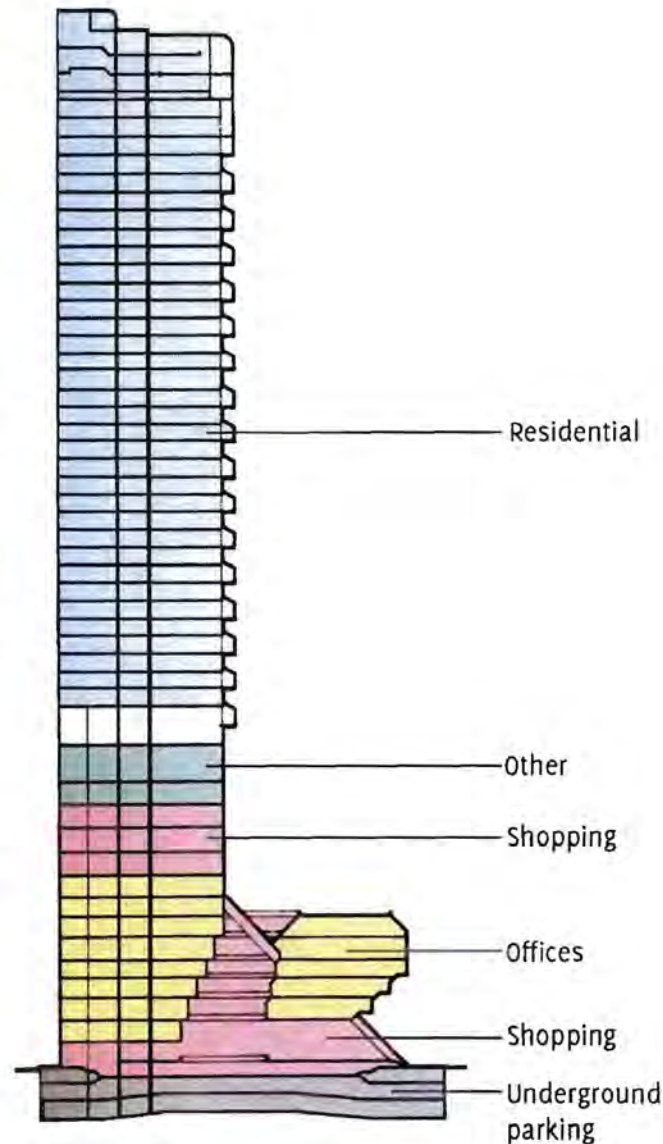


Image 24: The Houston Galleria. This building is the first attempt by the city of Houston to introduce a mixed used building into the city centre after observing the destruction of the commercial fabric and the city centre becoming run down. New regulations demanded introduction of shopping malls on the ground floor and large atriums.

2.6. Conclusion

Ultimately, the idea behind using these factors is that it will result in the shopping centre becoming more attractive to shoppers rather than traditional malls inward-facing shopping centre. This will result in more people using the shopping centre that is architecturally more innovative and thus result in more profit as the average shopper will prefer to using a shopping centre that starts to re-conceptualize what a shopping experience is all about.

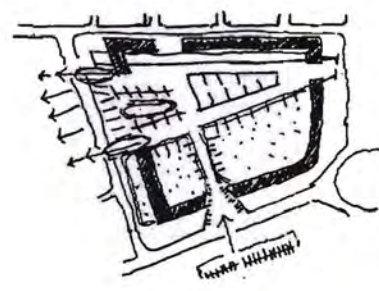
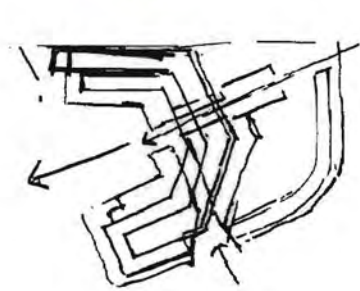
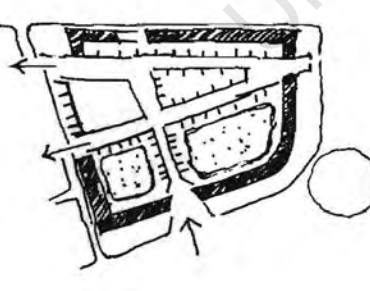
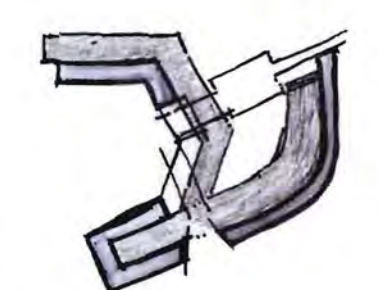
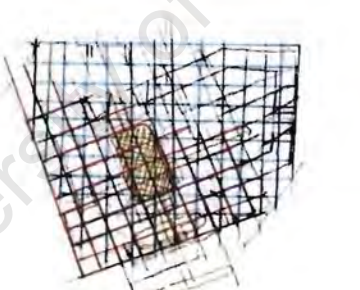
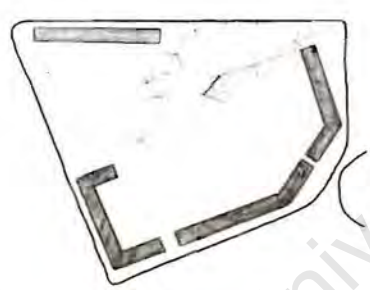
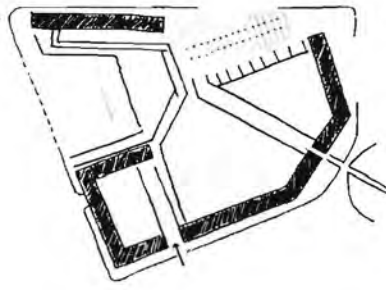
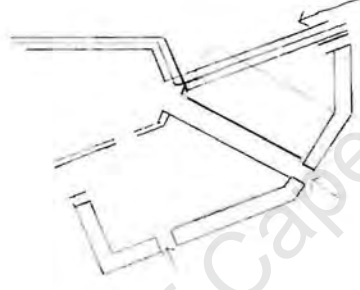
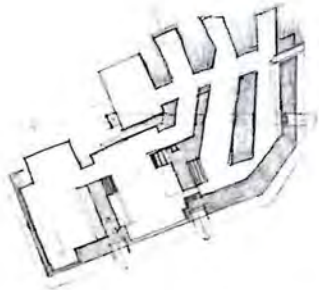
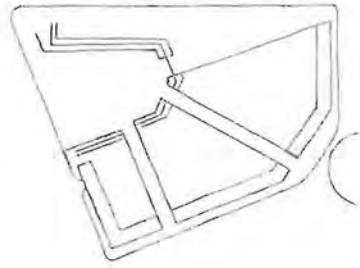
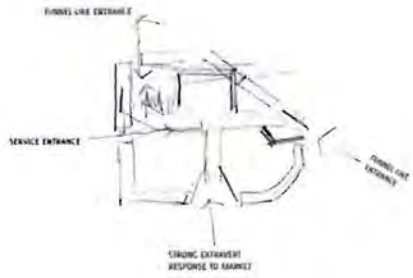


Image 25: Concept Sketches and models

3. Design Process

3.1. Initial Mappings

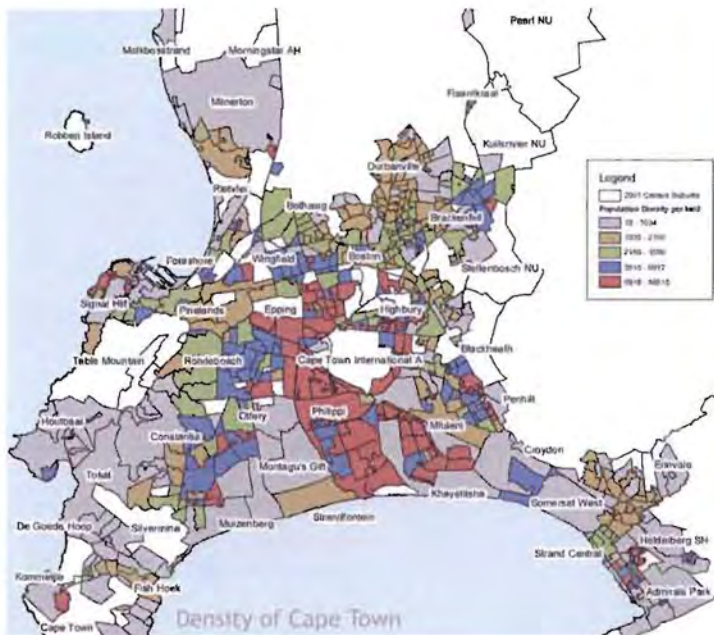


Image 26: Density Mapping of Cape Town

Initial mappings were done to determine where existing retail centres in Cape Town are. A site in the outlying suburb of Muizenberg was chosen. A mapping of the catchment area was done to determine whether a regional shopping centre would be feasible. According to the population within the 8km radius, a regional shopping centre is feasible.



Image 27: Retail Mapping of Cape Town

The above mapping shows the retail centres in red. The size of the red dot is directly proportional to the amount of shopping centres clustered together in that specific district. One can observe how the Southern suburbs are lacking in Shopping Centres in relation to the Northern Suburbs.

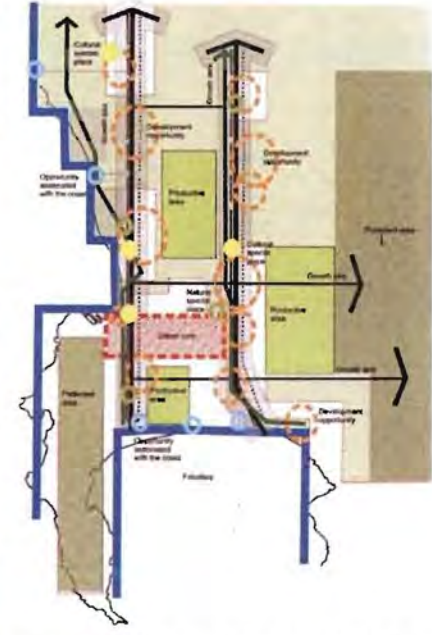


Image 28: 20 year concept plan for Cape Town

The above image shows the planning principles for the future of Cape town. It indicates that there is a need to develop the false Bay coastline as key nodes are established.



KEY

- TAXI ROUTES
- - - BUS ROUTES
- TRAIN STATION
- TRAIN LINE
- MAJOR ROADS
- RESIDENTIAL ZONING
- COMMERCIAL/RETAIL ZONING
- INDUSTRIAL ZONING
- SHOPPING CENTRE
- 1 LONGBEACH REGIONAL SHOPPING CENTRE
- 2 BLUE ROUTE REGIONAL SHOPPING CENTRE
- 3 PROPOSAL - NEW REGIONAL SHOPPING CENTRE

CATCHMENT AREA FOR BLUE ROUTE MALL

CATCHMENT AREA FOR NEW REGIONAL SHOPPING CENTRE PROPOSED

*FUTURE POPULATION = CURRENT POPULATION X (GROWTH RATE PER YEAR)^{NO. OF YEARS}
 therefore with a growth rate of 1.61%
 FUTURE POPULATION (as of 2012) = 211 1906 X (1.0161)
 = 252 506

Image 29A

Shopping Centre Catchment Area Mapping



1 : 60 000



Image 29B:
Shopping Centre Classification (for South Africa)

Type of centre	Size of Centre (m ²)	Trade Area	Access requirements	No. of households	Population of Catchment Area	Radius (km)	Travel time (min.)	Main Tenants
Filling Station	< 250	Filling Station only	Together with filling Station	-	-	-	-	None
Spaza	< 50	Houses in suburbs	Suburban Streets	-	-	-	-	Groceries/café produce
Small Free-standing Centre	500 - 1 000	Part of suburbs	Suburban Streets	< 2000	< 7000	1	< 2	Café/Superette, few convenience stores
Local convenience Stores/centre	1 000 - 5 000	One suburb or parts of suburb	Minor collector Road	700 - 3 600	2 500 - 12 520	1,5	3	Supermarket few convenience stores
Neighbourhood Center	5 000 - 12 000	Suburb	Main Road	2 400 - 5 700	8 300 - 20 000	2	4	Supermarket convenience, some small specialized stores
Community Centre	12 000 - 25 000	Group of suburbs	Main Road	8 500 - 17 800	30 000 - 62 500	3	6	Large Supermarket Convenience, small national clothing stores, restaurants and Take-aways
Small Regional Centre	25 000 - 50 000	Specific sub-region in city	Main Road	17 800 - 35 700	62 500 - 125 000	5	10	Large Supermarkets, 1 or 2 large clothing national, boutiques, restaurants, entertainment services
Regional Centre	50 000 - 100 000	Large region in city/whole	Main Road and perhaps a national road	28 600 - 57 150	100 000 - 200 000	8	16	Large Supermarket/hyper 2 or more large clothing boutiques Entertainment, restaurants, services & convenience
Super Regional Centre	100 000 or more	Large region in city and surrounding areas	Main and National Routes	57 150 - 114 300	200 000 - 400 000	10 +	20	At regional but more emphasis on entertainment and variety

Adapted from Foreman et al. (2001:87)



Image 30: View of site from mountain

The site is at the end of the M5 where it meets the coastal road at sunrise circle. A connection to the beach is very important in order for the new mall to have a new outward expression in relation to its surroundings.

The new shopping centre can serve the growing tourist market for the Muizenberg Area and beyond. It can also show new ways of developing the coastline that haven't properly been explored, especially in mall design in Cape Town. It has potential to be a very unique building.



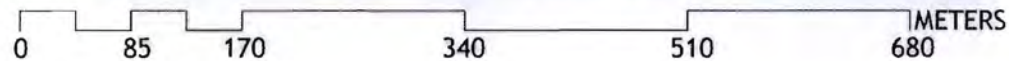
Image 31: Open Spaces and water

There is a lot of open space around the site, making the building become a landmark building from whatever approach one decides to access the shopping centre. Certain amenities exist such as parking and basic beach facilities.

The site is 40,000 square meters which is ideal for a regional shopping centre. According to the Shopping centre classification table, the regional shopping centre needs to be a minimum of 25,000 square meters.

There is an existing low-rise office building on the site which will be demolished to make way for the new shopping centre.

Movement mappings over site, show that the site is already used extensively by pedestrians, this is further proof that the mall should rather be catered towards the pedestrian as opposed to the motor car.





SANDVLEI

CHOSEN SITE

PRINCE GEORGES DRIVE (MS)

PRINCE GEORGES DRIVE (MS)

ROYAL ROAD

PARKING

PARKING

SUNRISE BEACH

Image 32 Movement mapping of site



The site presents many challenges and opportunities for a new building to make connections towards. The very different aspects that need a response towards and can be observed in the images below.



Image 35: Gated Community/Old age home



Image 36: Sunrise Beach



Image 37: Muizenberg Market



Image 38: Low density suburban houses

Image 34: Urban Connections

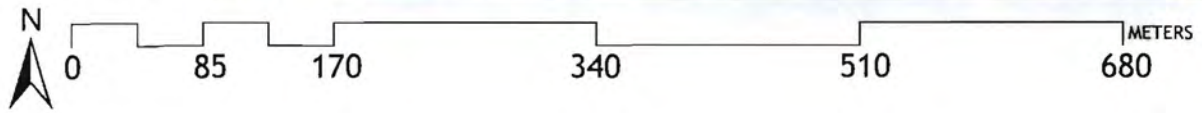
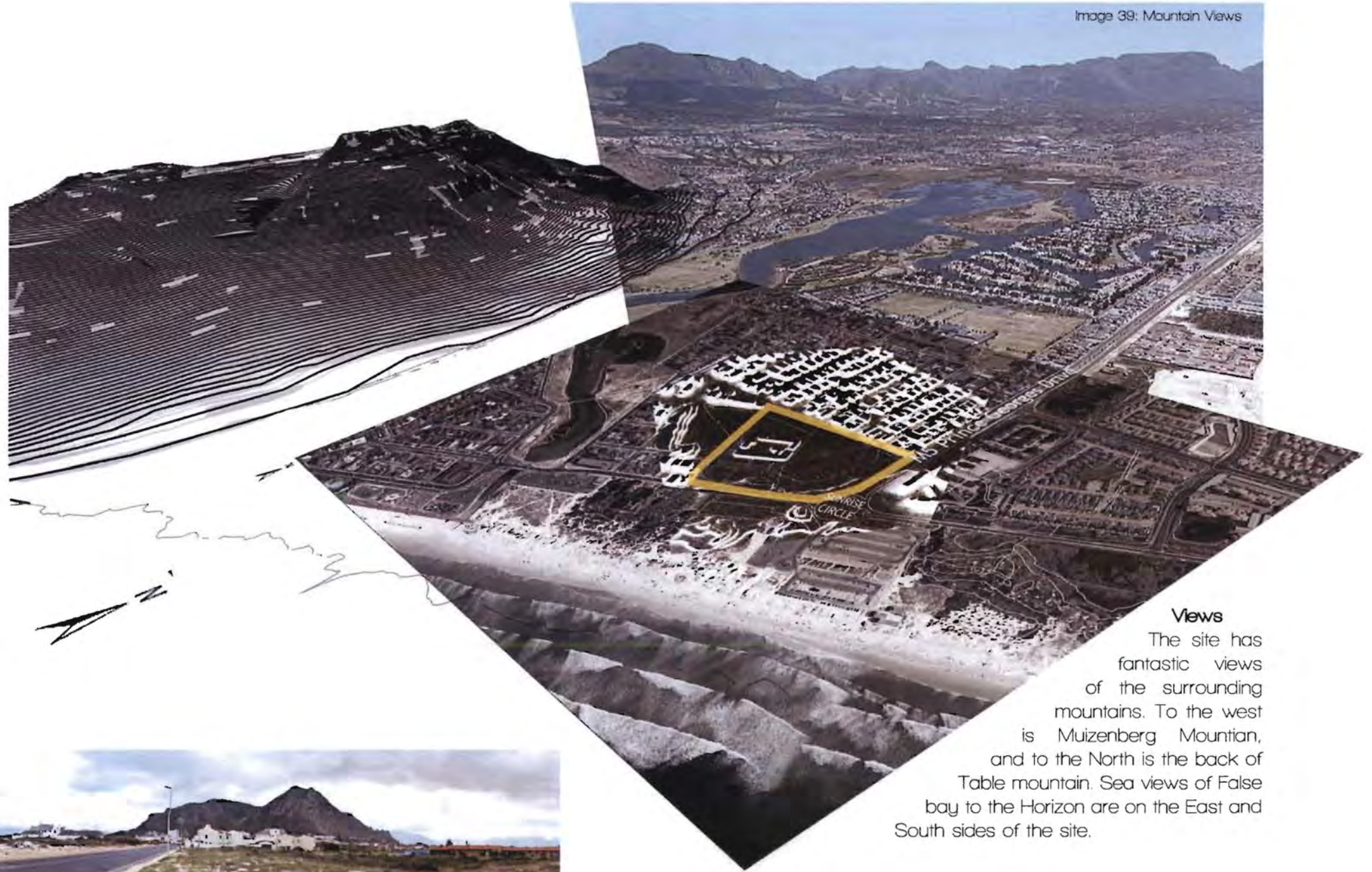


Image 39: Mountain Views



Views

The site has fantastic views of the surrounding mountains. To the west is Muizenberg Mountain, and to the North is the back of Table mountain. Sea views of False bay to the Horizon are on the East and South sides of the site.



Image 40: Royal Road, looking towards the Muizenberg mountain



3.3. Ideas of ordering

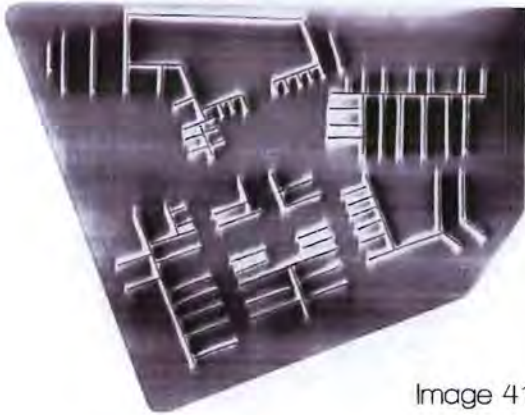


Image 41



Image 42

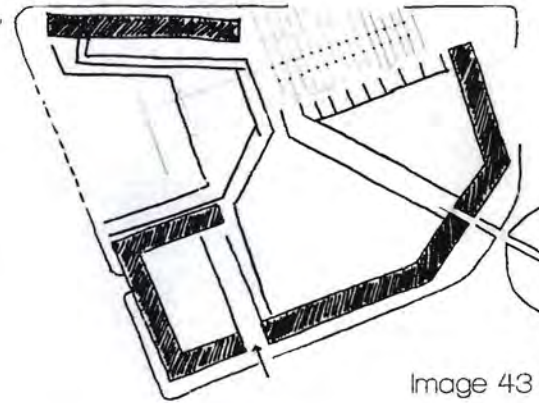


Image 43

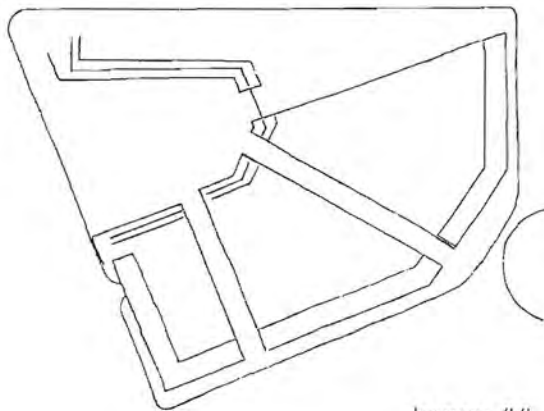


Image 44

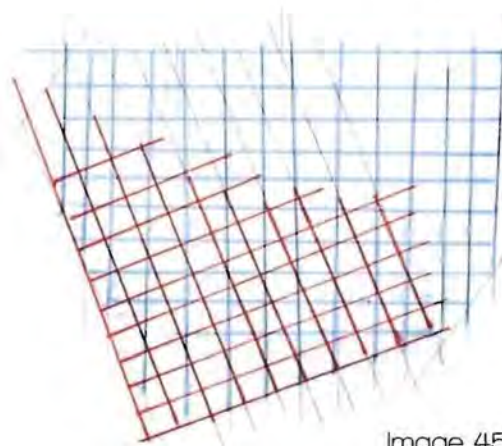
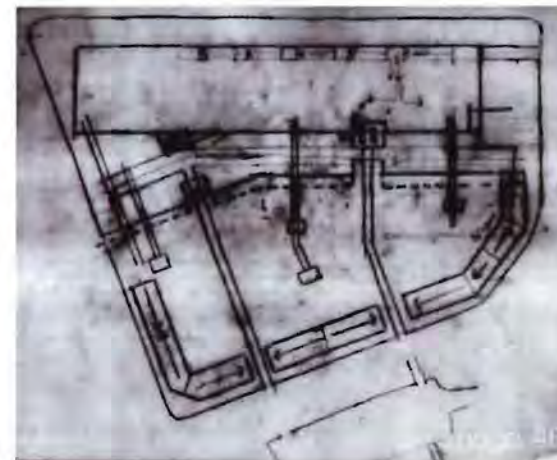


Image 45



In the initial phases of this project, ideas were tested to make use of the amount of square meters needed for a regional shopping centre. As the site was starting to be taken over by large mall interiors, a very worrying factor was noted. The mall was becoming a common typical isolated building - the opposite of what I wanted this project to achieve. Images 41 - 44 show these failings. Extreme intervention was needed.

Image 46 shows the new ideas as they progressed to something more innovative. The same amount of square meters could be achieved by stacking the mall into a 3 story strip running from 1 side of the



3.4. Plan Development

site to the other. One can see how this idea was developed in the following image. It also resulted in the strong idea of a courtyard space being created.

This long arcade strip was then kinked 3 times. This was done so that the mall does not feel like one very long and daunting arcade that shoppers will be discouraged to traverse. It will encourage shoppers to go up and down as they are always anticipating something as the tunnel turns. The experience of this space is a lot more enjoyable than the typical double arcade because one can have a beautiful view of the sea and of the market and housing development - All being linked visually in a very strong way.

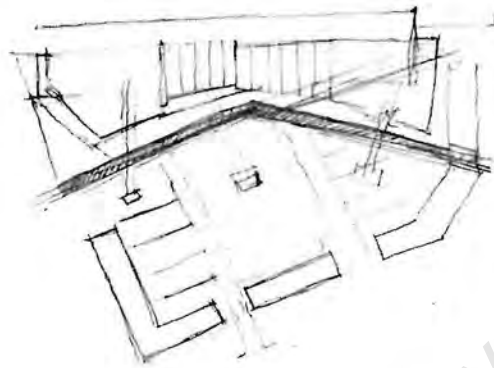


Image 47

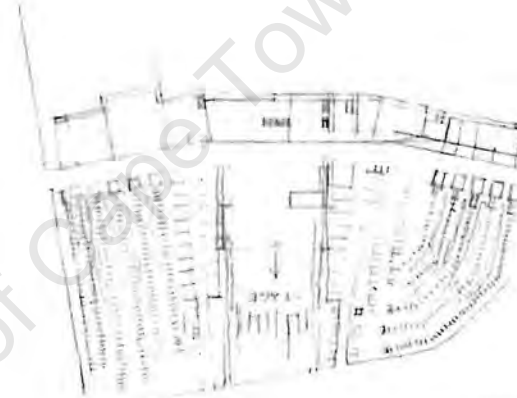


Image 48



Image 49

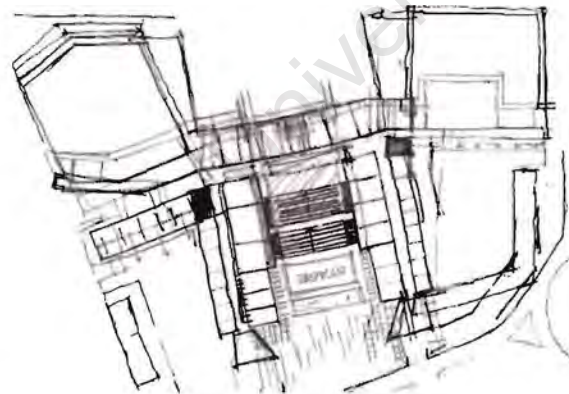


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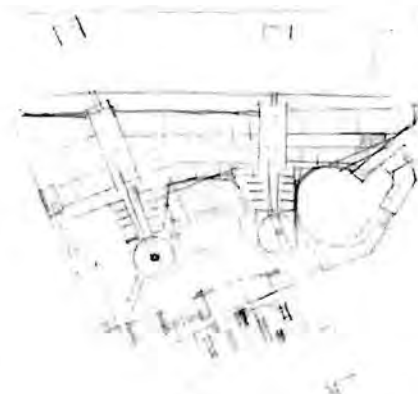


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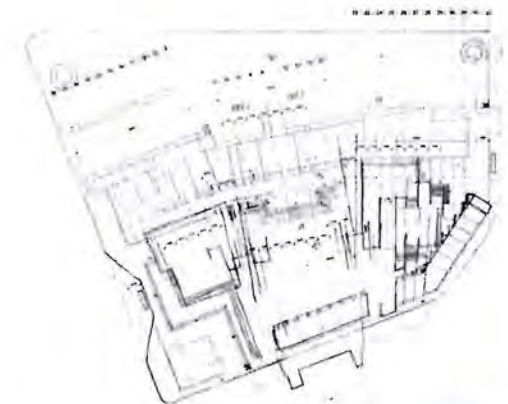


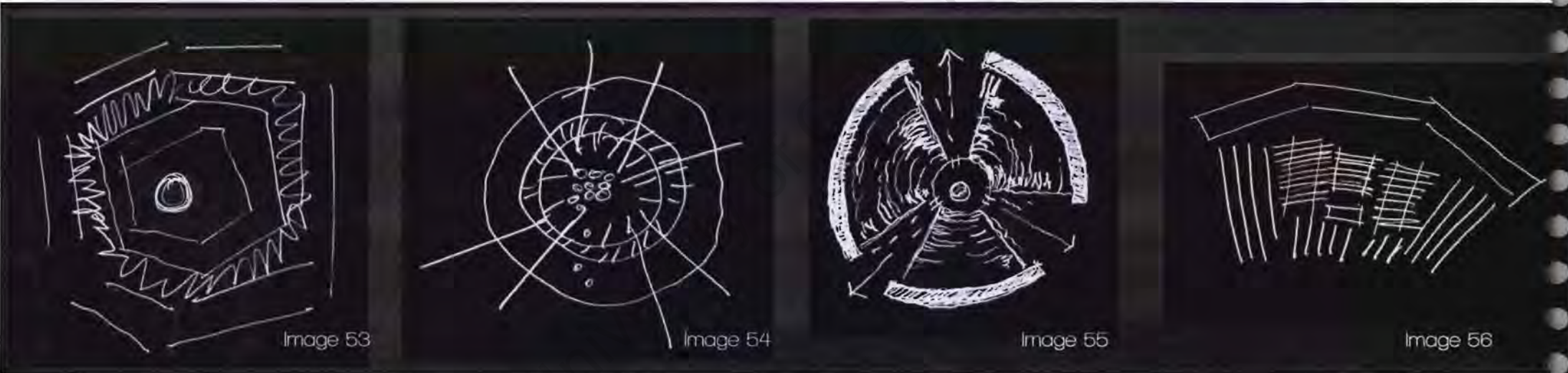
Image 52



Image 41: rough concept sketch showing housing protecting the mall

3.5. Concept Development

Images 53-57: ideas of concept to programme to activation of "public" space



Initial concept sketches show the primal idea of breaking open the shopping mall and letting its activity be exposed to the outside.

The first three concept sketches show basic ways in which this can be done. As the idea of what this building would be, were starting to develop, the idea of one long continuous terrace was beginning to seem like a highly feasible option. The initial idea behind it was that it would expose the inside of the shopping arcade to the passing vehicular traffic and thus a new form of 'footfall' would be gained by the shop fronts being exposed to passing traffic. It would be an arcade that allows for activi-

ties to be exposed and allows for urban interaction to occur. By this I mean an interaction between the inside and the outside. The idea of a market that feeds off this facade was starting to become apparent.

As the idea developed further, ideas of pulling out the formal shopping area occurred, so as to make entrances to the main mall, closer to the beach. Initial model studies (see page 33), sought for a mall that is protected by residential units that enjoy both sea and mountain views.

The ideas was that the 3 important structuring factors: the mall, the market and the residential, allow for a great metaphor to occur. The residential forms

Images 58-62: Questioning densification in the suburbs



Image 58



Image 59



Image 60



Image 61



Image 62



Image 57

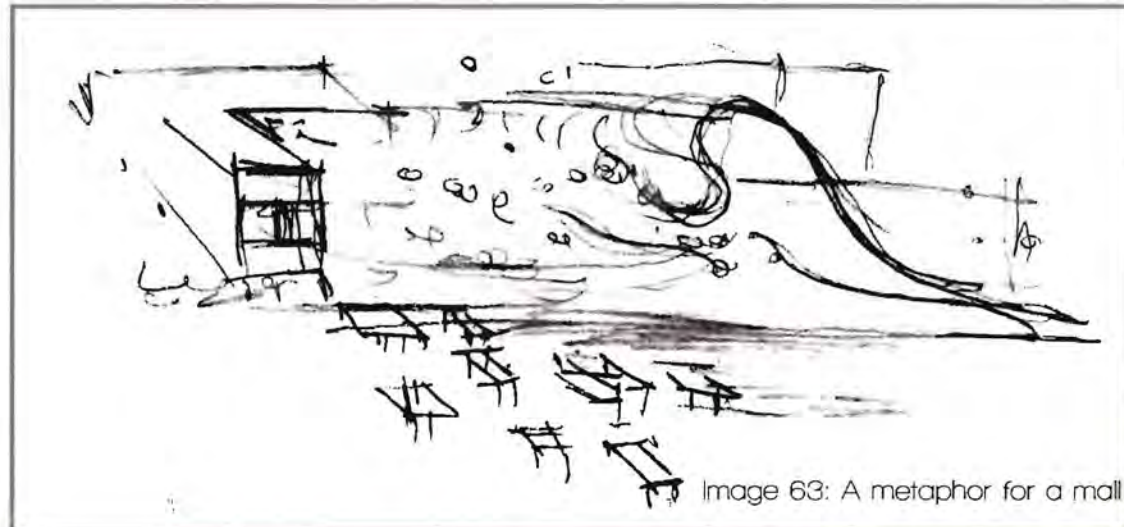


Image 63: A metaphor for a mall

the container of the building, protecting it from the harsh south easterly - like a protecting wall. The formal mall is like a wave that "crashed against the wall, while the market acts as a rhythmic entities that is used at different times of the day and week, and thus can be interpreted as the ebb and flow of the tides. Refer to image 52.

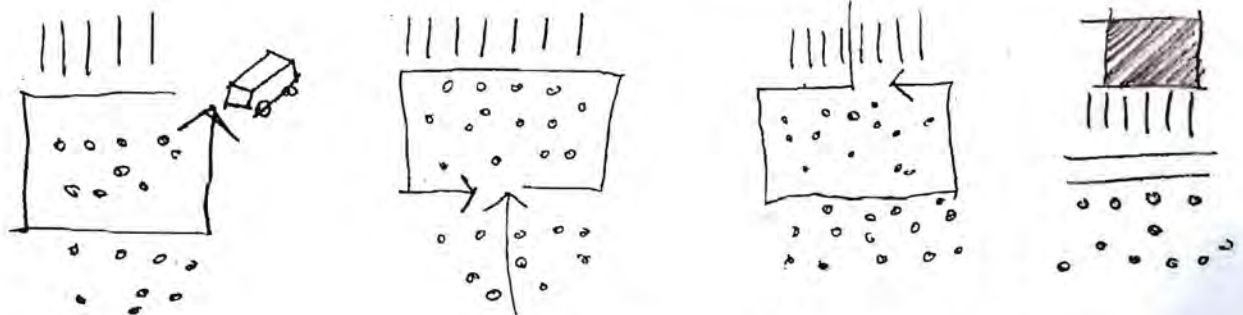


Image 64: Ideas of integrating different types of shopping



3.6. Development of Programme

As the design process began, many different methods were tried and tested using model building, computer graphics, technical and rough sketches. As different ideas were tested and sketched a similar medium was used as shown in the following images.

Right from the start, the building was thought to be an outward building - especially the arcade space. The strong idea of the arcade stretching from east to west over the site is what stayed throughout the different models with the housing around the edges.

In image 54, a large central courtyard space was created. It was however, not as easy for the mall to penetrate this market space effectively. Parking was tested by putting a large multi-storey garage to the back of the site on the North Facade.

Gaps were made between the housing to link it to the existing market and help create a new circular route, integrated with the market. The idea of letting the



Image 65

South Easter into the courtyard was a compromise that had to be made. It was better to open the mall into the beach in some way and use the housing units to protect most of the courtyard space. Ideas of separation of the courtyard were starting to occur.

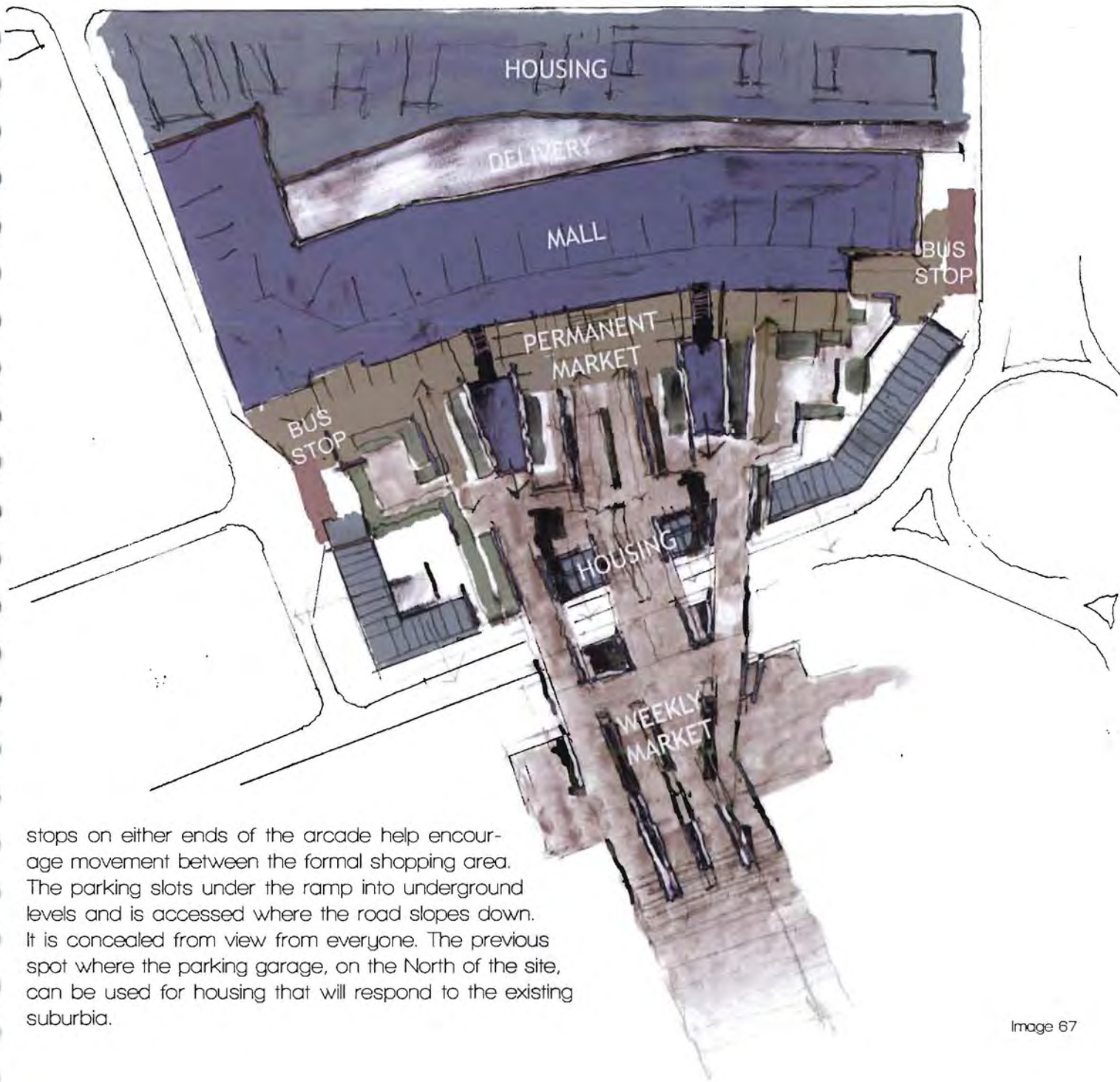
In image 55 ideas were modified although the overall planning was modified. Ideas of bringing the retail outward in long arms were tested. The housing was broken up further to have more entrance gaps. The idea of the hotel on top of the parking lost was tested as a way of creating a component that dealt with the tourist aspect of the site.



Image 66

The courtyard space, however still was lacking something - it was too open and too predictable to create an exciting area for trade to occur and people to come together.

What really moved the project forward was a new envisioning. This can be observed in image 56. It was to propose that a massive ramp feeds the existing weekly market and slots itself into the mall. It cuts through housing creating massive entrances and at parts it levels out and steps down to create recreational areas with water features, grassy area and amphitheatre-like seating on the sides. A strong axis to the beach is created, encouraging a link to the beach. Bus/taxi



stops on either ends of the arcade help encourage movement between the formal shopping area. The parking slots under the ramp into underground levels and is accessed where the road slopes down. It is concealed from view from everyone. The previous spot where the parking garage, on the North of the site, can be used for housing that will respond to the existing suburbia.

Image 67



Image 68



3.7. Sectional Development



Image 69

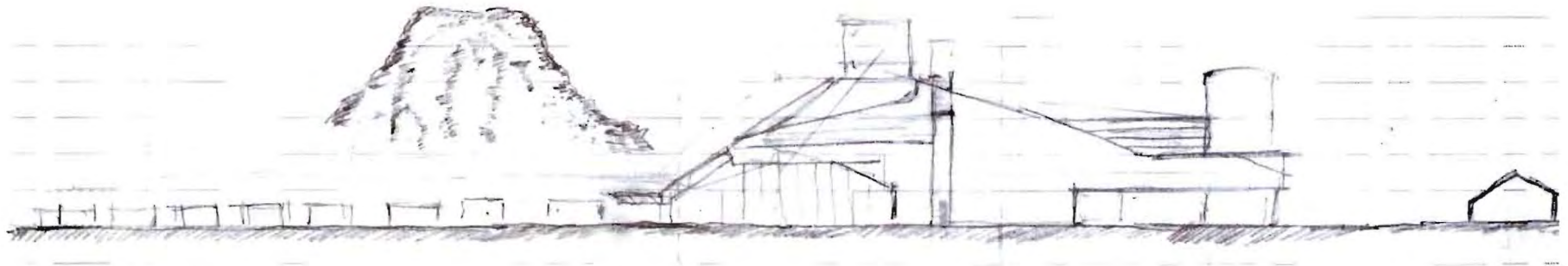


Image 70

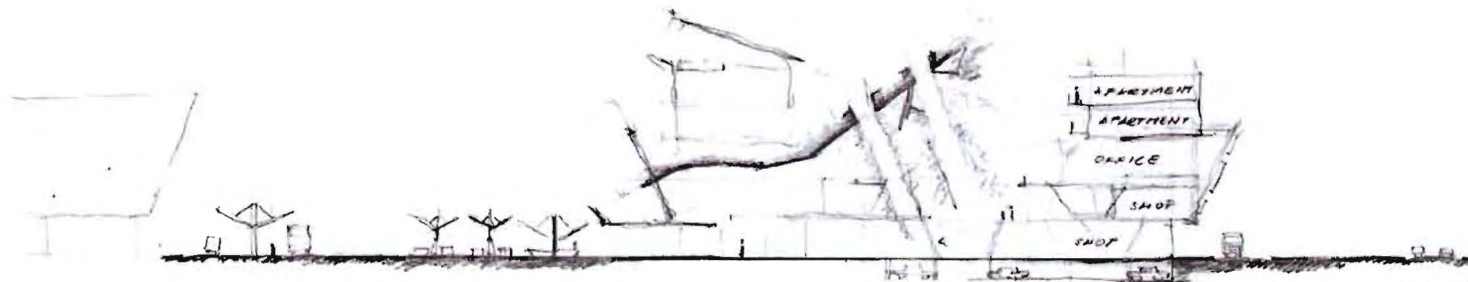
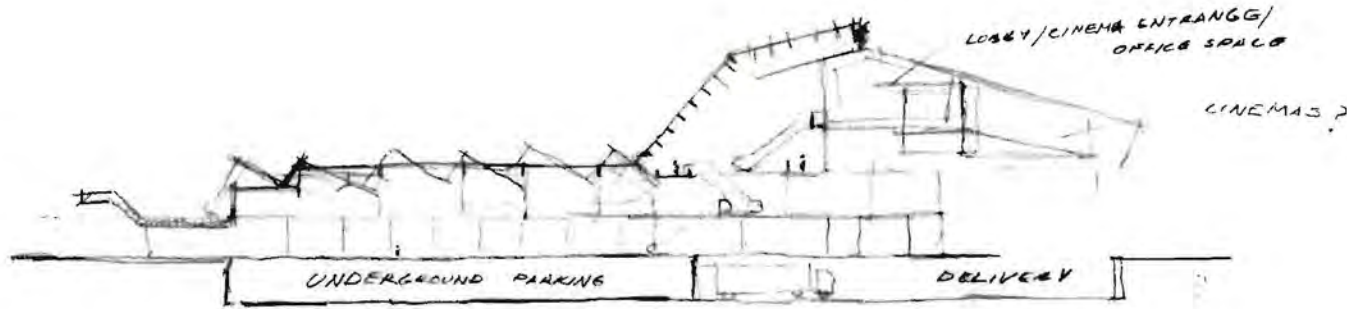


Image 71



Image 72



SECTION THROUGH ENTRANCE ARM

Image 73

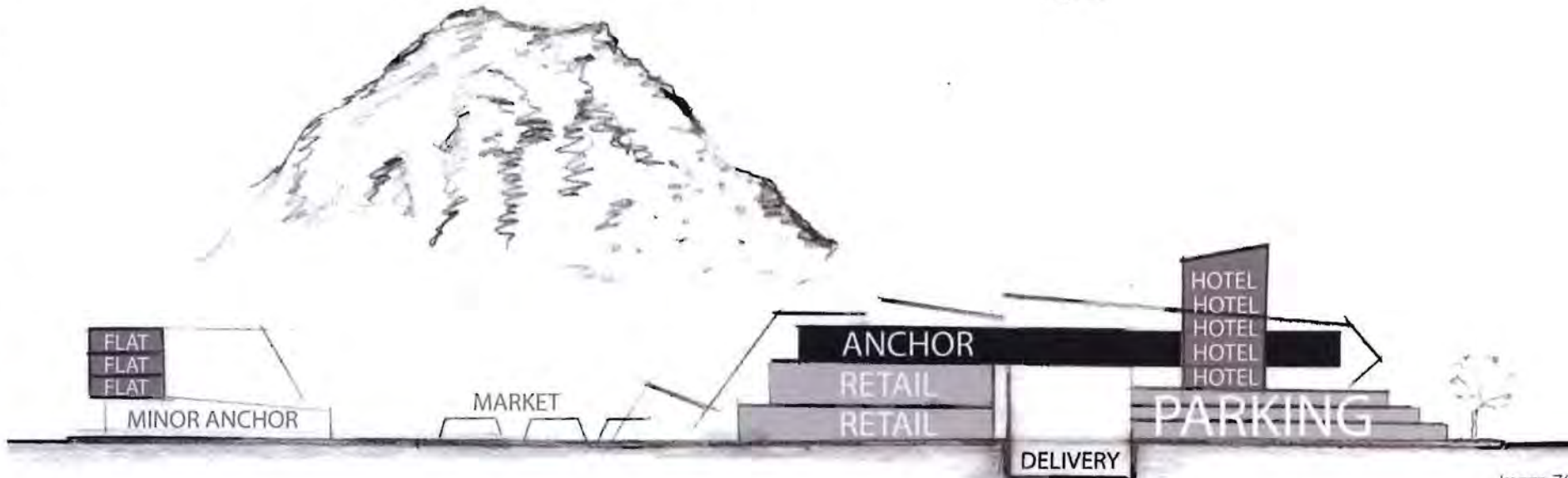
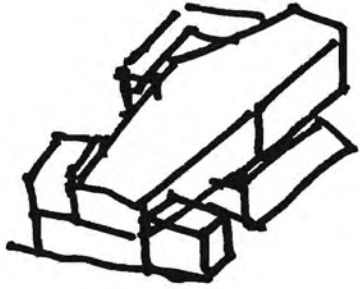


Image 74

One can observe in the sections how the idea of the arcade was tested with many different options as well as in the plan. The mountain formed an important part of the thinking behind it as it is a beautiful view that should be included as part of the courtyard space.

The ideas was developed to place the anchor tenants on top of the building so that people will be drawn to the upper floors. It also allows for these upper floors to acquire north light and fantastic views to the mountain.

Servicing the building was dealt with by placing a ramp at the back that goes underground. Large service lifts go to the different level while the anchor tenants will use their own private service lifts.



3.8. Model Building

Model building was used throughout the design process for different purposes. In image 75 one can observe the context built at 1 in 2000. Image 78 shows all the initial models that were built as quick conceptual ideas as a way to begin to “feel” out the site. Image 77 is the en-logic model that had some interesting key ideas that were carried out throughout the design process such as the housing protecting the site from the South Easterly wind.

Images 78 - 81 show different models that started facade explorations of the main arcade strip among other ideas that were being explored. It was about an attempt of how to open up the mall to its surroundings for maximum visual stimulation.





Image 77

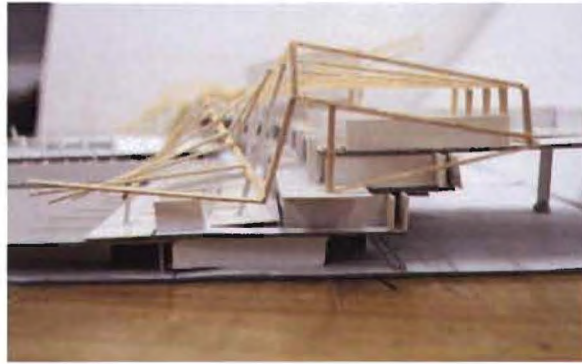


Image 78

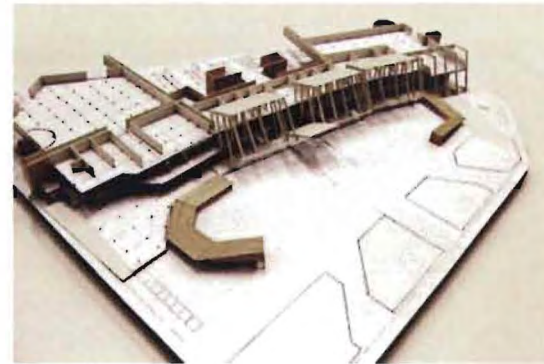


Image 79



Image 80



Image 81

3.9. Axonometric Development

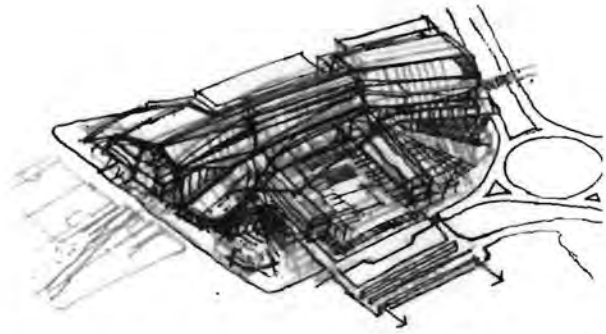
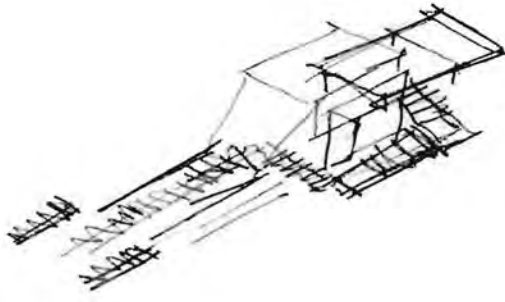


Image 82



Image 83

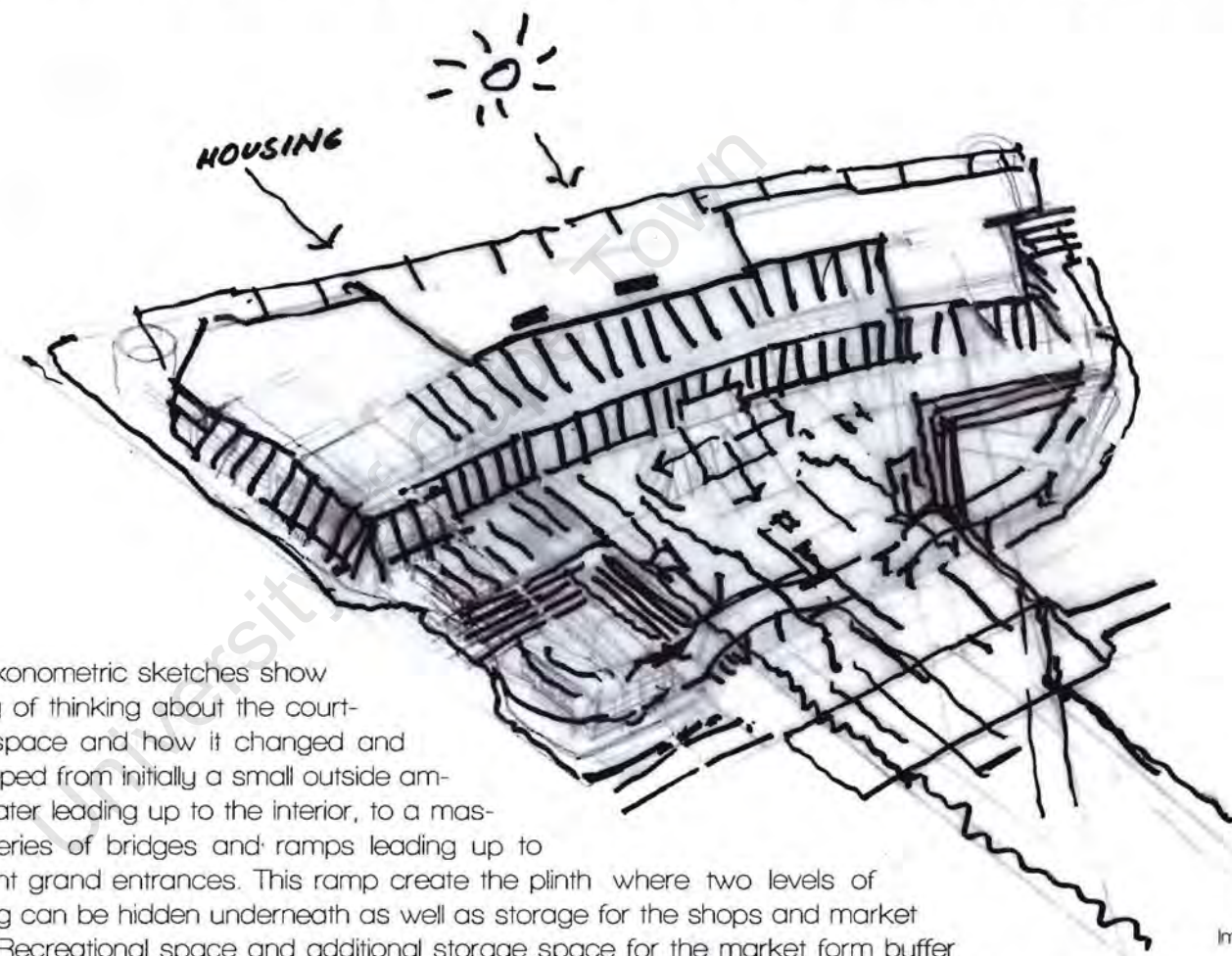


Image 84

The axonometric sketches show a way of thinking about the courtyard space and how it changed and developed from initially a small outside amphitheater leading up to the interior, to a massive series of bridges and ramps leading up to different grand entrances. This ramp create the plinth where two levels of parking can be hidden underneath as well as storage for the shops and market stalls. Recreational space and additional storage space for the market form buffer zones between the residential units and the market areas. This mall is about including the recreational space into the shopping experience as a way of getting shoppers to shop for longer hours by enhancing the experience of the mall. It also allows for the fantastic climatic conditions to be enjoyed and prevents people from spending long hours indoors.



3.10. Elevation Development

Elevational studies were done to seek new ways of dealing with the facade.

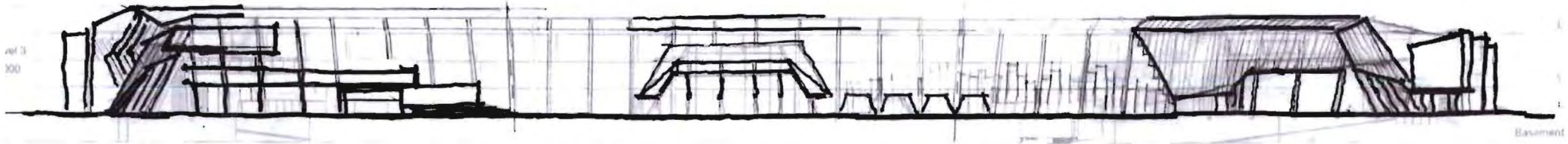


Image 85

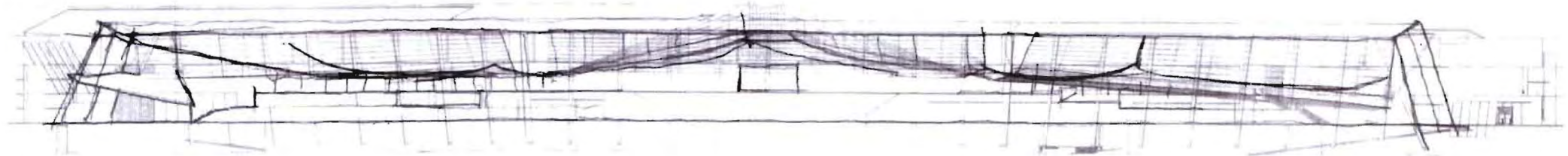


Image 86

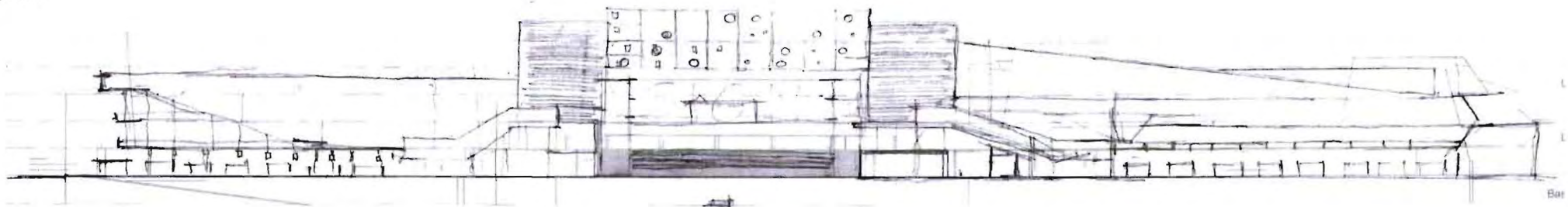


Image 87

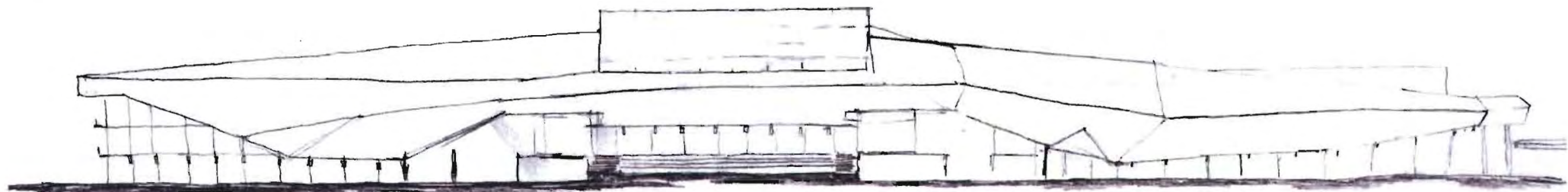


Image 88

3.11. Entrance and Access



Image 89

Throughout the design process I always regarded the design of entrances and access to the shopping mall as highly important. Entrances and threshold spaces between the inside and the outside are very important for connecting the mall to its surroundings. It was through the observation of different shopping centres that it was concluded that the most exciting spaces in malls are where they open up to the



Image 90

outside and thus this building design makes use of that in an extreme way.

This will be done in many different ways such as connecting the interior arcade to the market stalls and creating social spaces using social stairs. The entrances are also positioned at points that will cause friction for example, such as at bus stops combined with

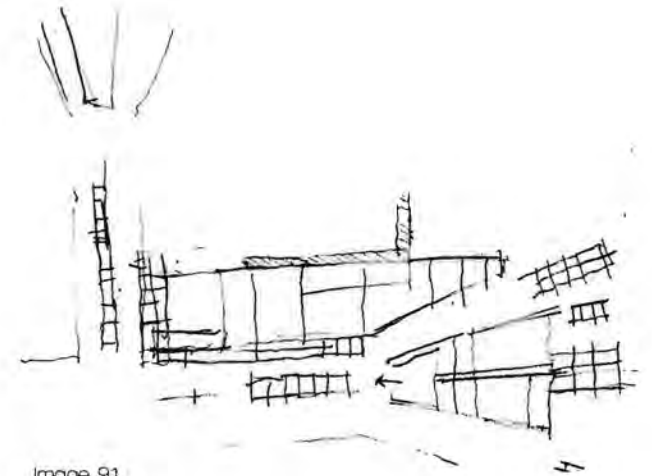


Image 91

market leading into mall. In this way entrances and access will design on urban scale as well as at the human, more intimate scale. The reasoning behind studying the entrances in such extreme ways is because this building is all about making different connections between building and landscape on many different levels.

3.12. Residential component

upcoming perspectives to give a glimpse of what the mall is beginning to look like



Image 92



Image 93

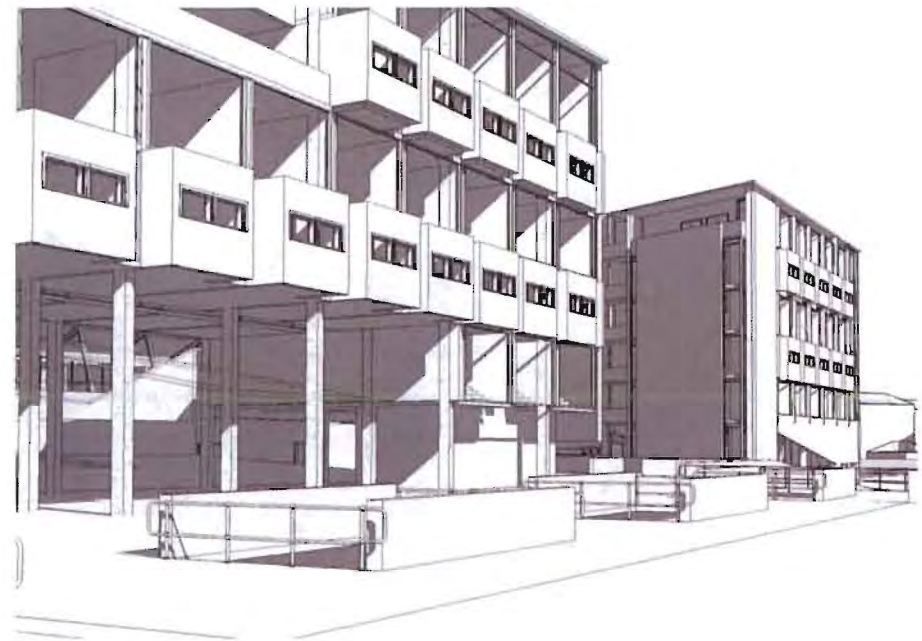


Image 94

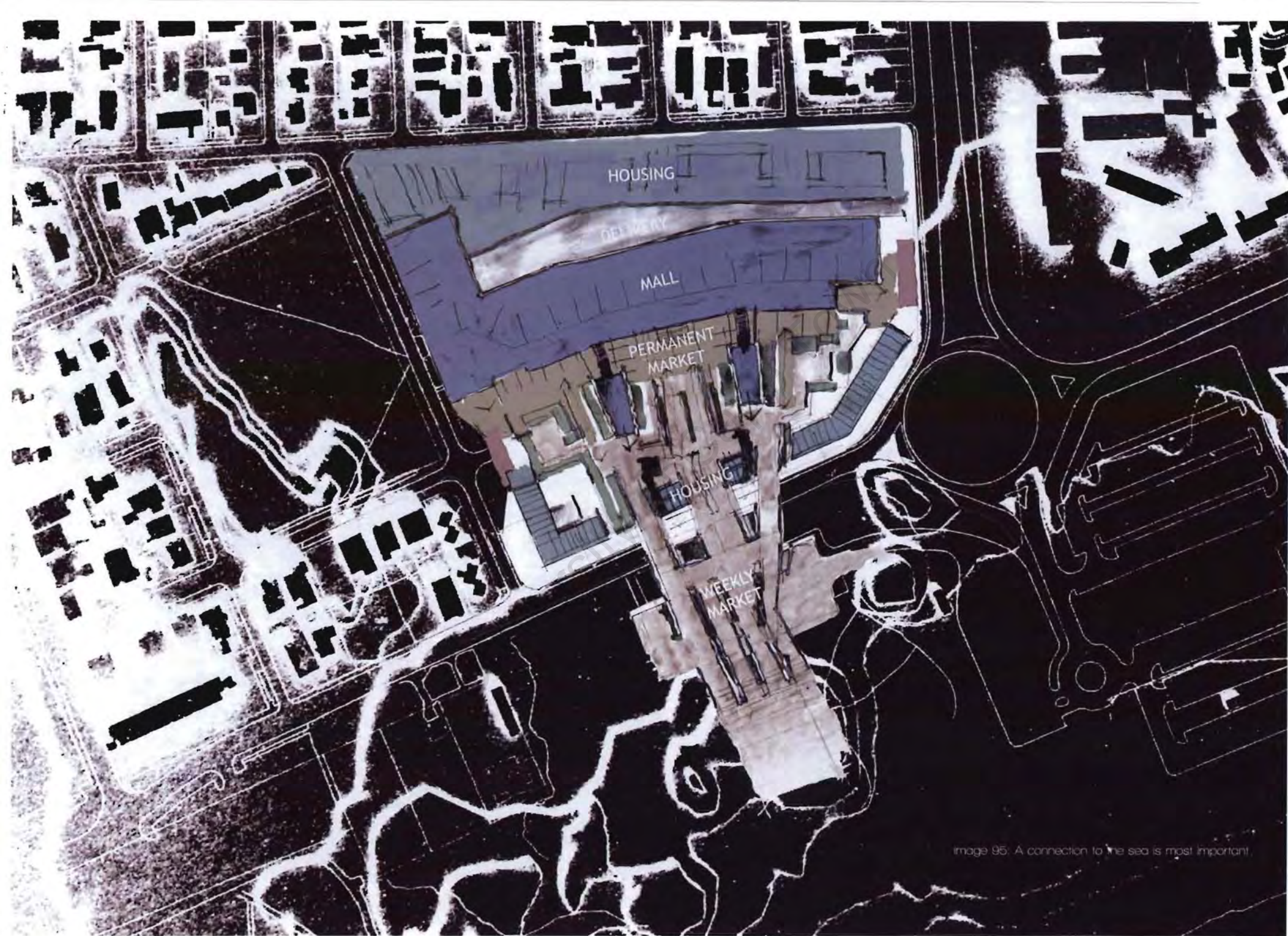


image 95. A connection to the sea is most important.



3.13. Conclusion

One can sit back and say: Why do you have to change a building type that is works? People are happy with malls so why do you want to make them different?

I don't think that excuses of functionality and profitability are necessarily relevant in this case. If that was the only argument for the shopping centre, then we would never see the attempts at innovation shown in the above shopping centres of Cape Town. It was attempts at innovation that resulted in the spread of malls all over the world. Therefore in order to progress one needs to make new attempts at innovating the design of new mall buildings. It is only through an intense research by architects and researchers that new ways of innovating can start so that the end result will manifest itself into a physical built form. This will set the bar higher for future malls not only in Cape town but start to redefine what a shopping centre can do all over the world. Ultimately this will result in the shopping experience being more enjoyable for the shopper!

4.1. Glossary of terms

Anchor Tenant/Store	In retail, an anchor store, draw tenant, anchor tenant, or key tenant is one of the larger stores in a shopping mall, usually a department store or a major retail chain.
Regional Shopping Centre	A regional mall is, per the International Council of Shopping Centers, a shopping mall which is designed to service a larger area (15 miles) than a conventional shopping mall. As such, it is typically larger with 37,000 m ² to 74,000 m ² gross leasable area with at least two anchor stores and offers a wider selection of stores. Given their wider service area, these malls tend to have higher-end stores that need a larger area in order for their services to be profitable but may have discount department stores. Regional malls are also found as tourist attractions in vacation areas. ¹
Shopping Centre/Mall	Planned shopping complex under one central management, leasing units to individual retailers, with a degree of control by management who are responsible overall for the centre. ²
Footfall	A term used by developers to describe the concentration of shoppers who pass a certain area. The amount of footfall is one of the most important things that shopping centres rely on to survive financially.
Line Shops	The smaller shops that line the shopping arcade of the shopping centre. They rely heavily on the shopping mall model in order to survive. They need the anchor tenant to provide enough footfall for their financial viability.
Gruen Transfer	The Gruen transfer is the moment when a "destination buyer," with a specific purchase in mind, is transformed into an impulse shopper. This usually happens 20 minutes after entering a mall. The shift can be observed when the movement of the shopper changes from a determined stride to an erratic, meandering gait ³

1 International Council of Shopping Centers Shopping Center Definitions for the U.S. Information accurate as of 2004. Retrieved Feb 20, 2007.

2 Beddington, N., 1982

3 Crawford, M., 1992

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- Interview with Robert Silke (Head designer of Louis Karol Architects) on 12/03/2012.

Websites are fully described in the footnotes.

4.3. Image References

- Image 1: Photograph by Author
Image 2: Image by Author
Image 3: <http://news.traveltips.co.uk/wp-content/uploads/New-York-Time-Square.jpg> visited on 03/10/2012 at 15:10.
Image 4: Gruen, V., Shopping Towns USA, Reinhold Publishing Corporation, New York (1960)
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Image 6: Gruen, V., Shopping Towns USA, Reinhold Publishing Corporation, New York (1960)
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Image 8A: Koolhaas, R. and The Harvard Project on the City, Chapter 10 Shopping from Mutations, ACTAR publishing, Barcelona (2009)
Image 8B: http://archlandblog.com/wp-content/uploads/2011/08/DSC_0026.jpg visited on 20/05/2012 at 16:57
Image 8A: <http://www.waterpark.jpg> UH-dq'9j58Ehttp://archlandblog.com/wp-content/uploads/2011/08/DSC_0026.jpg visited on 20/05/2012 at 16:58
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Image 8C: <http://blog.gneti.co.za/2012/04/retail-space-blue-roule-mall/> visited on 20/05/2012 at 17:00
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Image 18: Photo by Author
Image 18A: Architecture South Africa May/June 2008
Image 18B: Architecture South Africa May/June 2008
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Image 21: Architect and Builder, Marc/April 2009
Image 22: Image by Author
Image 23: Image by Author
Image 24: A+T Research Group, This is Hybrid, A+T Architecture Publishers, Victoria Gasteiz: 2011
Image 25: Concept Sketches by Author
Image 26: Produced by Strategic Development Information and GIS, March 2006. Data extracted from 2001 Census, SSA
Image 27: Image produced by author using GIS
Image 28: Pieterse, E., Counter Currents, Jakaranda Media, Cape Town (2010)
Image 28A: Image produced by author using GIS
Image 28B: Foreman, C., Skinner, G., & Obelo, C., Typology and Terminology: Shopping Centre Management in South Africa, South African Council of Shopping Centres, Pretoria (2003)
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