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

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

Johannesburg 2008
DECLARATION

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

__________________________________
(Signature of candidate)

Patrick Vukile Mlangeni

_______ day of _____________ (year) _______
ABSTRACT
The significance of Local economic development (LED) in South Africa has grown since the historical democratic elections of 1994. At the same time the practice of urban branding has become widely notable since the 1990’s. This research report specifically focuses on the implications of branding to local economic development in the inner city of Johannesburg, using Main Street and the Newtown Cultural Precinct as case studies. A review of numerous theories for both LED and branding has been undertaking to provide a theoretical background to their development. The research report adopts an evolutionary/historical and comparative approach in examining the evolution of LED and branding so as to comprehend and appreciate their origins and developments in South Africa and abroad. The theoretical reviews of both LED and branding show that they have been influencing each other over time. The case studies also revealed a number of challenges such as: marginalisation, lack of co-ordination, rights and exclusion. This research report recommends the use of cultural planning in order to bridge the chasm between branding and LED in the city of Johannesburg. Through the cultural planning framework, the study employs planning theories such as Advocacy Planning, Equity Planning, Collaborative Planning, and Strategic Planning in order to address these challenges and to enhance representation in development processes, efficient allocation of resources, responsibilities, and integrated development. While these challenges requires a multi-pronged and integrated approach, it is notable that more research and awareness education need to be done to government, private businesses as well as the public. This will become even more important as the development of creative cities become crucial. This study, in a small way, opens up possibilities for further research on the branding of spaces and cultural planning, more especially for the economically-depressed areas and places that are not well-endowed in terms of cultural resources that can be used to create their brands and generate growth.
‘Mshengu Shabalala donga lamavuso,’ this one is for you Ma-Shabalala! To Khathide, Ndlela Ka-Sompisi and Guda, Chingoshe, I can’t imagine what I would have been without your self-less and unfailing friendship.
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GLOSSARY:
ANC – African National Congress
BBP – Better Buildings Programme
BID – Business Improvement District
CBD – Central Business District
CEO – Chief Executive Officer
CID – City Improvement District
CIQ – Cultural Industry Quarter
CJP – Central Johannesburg Partnership
CSR – Corporate social responsibility
CSU – Central Strategy Unit
DPW – Department of Public Works
DPLG – Department of Provincial and Local Government
DTI – Department of Trade and Industry
EDU – Economic Development Unit
EPWP – Expanded Public Works Programme
GEAR – Growth, Employment and Redistribution
GTA – Gauteng Tourism Authority
IDP – Integrated Development Plan
IMC – International Marketing Council
JDA – Johannesburg Development Agency
JHB – Johannesburg
JHC – Johannesburg Housing Company
JICBC – Johannesburg Inner City Business Coalition
JPC – Johannesburg Property Company
LED – Local Economic Development
NAC – National Arts Council
NID – Newtown Improvement Districts
NPM – New Public Management
RDP – Reconstruction and Development Programme
SANCO – South African National Civic Organisation
SDI – Spatial Development Initiatives
SMME – Small, medium and micro enterprise
UDZ – Urban Development Zones
URP – Urban Renewal Programmes