



**Western Cape  
Government**

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Department of Infrastructure

**Notes of Project Information Sharing  
Session/Day  
Dated 21 May 2025**

Prepared by DOI 353onMain Project Office and Zutari Team

**Date of Report: 13 June 2025**

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## ANNEXURES

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## Acronyms/Terminology

<b>BID</b>	Background Information Document
<b>CCT</b>	City of Cape Town
<b>CMP</b>	Conservation Management Plan
<b>CRR</b>	Comments and Response Register
<b>DD</b>	Due diligence
<b>DEA&amp;DP</b>	Department of Environment and Development Planning: Western Cape
<b>DMS</b>	Development Management Scheme
<b>DOI</b>	Western Cape Government via its Department of Infrastructure
<b>DSDF</b>	District Spatial Development Framework
<b>EIA</b>	Environmental Impact Assessment
<b>FAQ</b>	Frequently Asked Questions
<b>FES</b>	Focused Engagement Session
<b>HIA</b>	Heritage Impact Assessment
<b>HWC</b>	Heritage Western Cape
<b>I&amp;AP</b>	Interested and Affected Party
<b>IFC</b>	International Finance Corporation
<b>LUMS</b>	Land Use Management Scheme
<b>MPBL</b>	Municipal Planning By-Law
<b>MPT</b>	Municipal Planning Tribunal
<b>NDA</b>	New Development Area
<b>NID</b>	Notice of Intent to Develop
<b>NTS</b>	Non-Technical Summary
<b>NEMA</b>	National Environmental Management Act 107 of 1998
<b>NHRA</b>	National Heritage Resources Act 25 of 1999
<b>PAIA</b>	Promotion of Access to Information Act, 2000
<b>PPP</b>	Public Participation Process
<b>ROD</b>	Record of Decision
<b>SCA</b>	Supreme Court of Appeal
<b>SLO</b>	Social Licence to Operate
<b>SDP</b>	Site Development Plan
<b>SEP</b>	Stakeholder Engagement/Due Diligence Plan
<b>SER</b>	Stakeholder Engagement/Due Diligence Report
<b>VIA</b>	Visual Impact Assessment

# 1. Background

## 1.1 Brief overview of the event.

During March 2024, Interested and Affected Parties were invited to register on the project database for purposes of information sharing and engagement such as this Public Information Day. A joint media statement/press release was issued on 30 January 2025 by Ministers Tertius Simmers and Jaco Londt announcing that the Western Cape Department of Social Development (DSD) is considering using a portion of the site (the portion formerly used as a school) for the delivery of a range of social services; and that the DOI is investigating possible future uses of the remainder of the site, including the investigation into the viability of affordable housing.

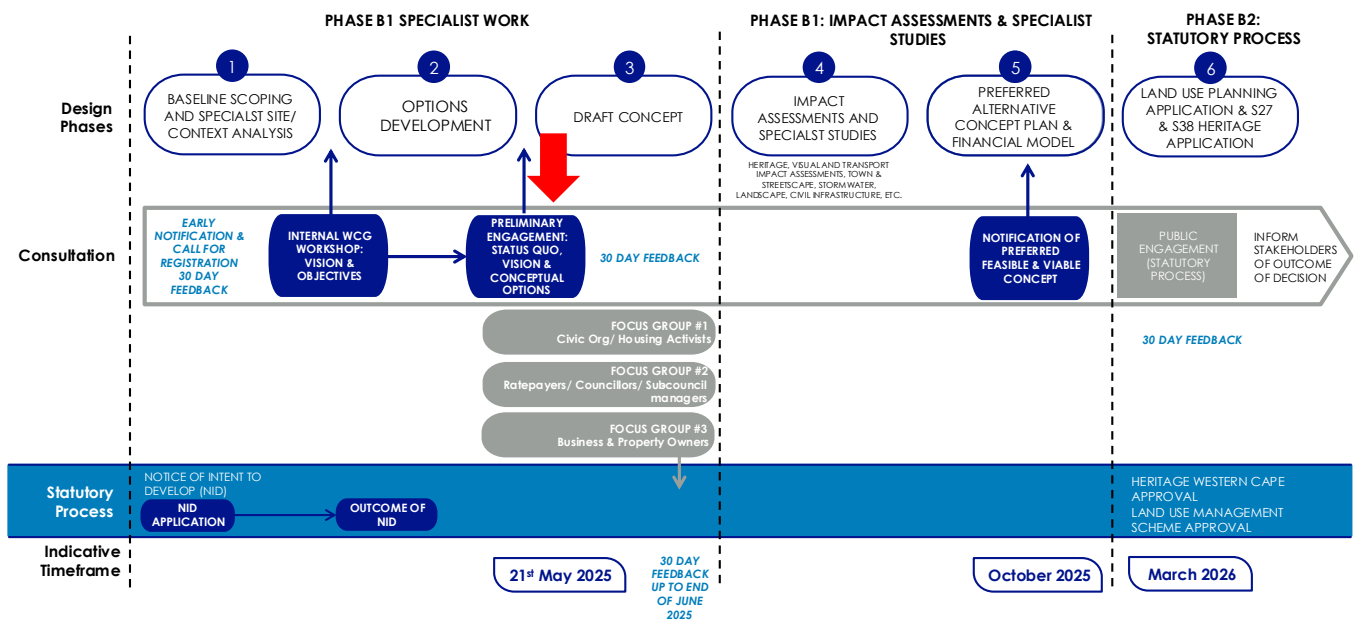
A Project Information Sharing Event was held at the Life Conference Centre, 30 Main Road, Sea Point on 21 May 2025. The purpose of the session as communicated at the session:

- ❖ During **March 2024**, Interested and Affected Parties were **invited to register on the project database** for purposes of information sharing and engagement such as this Public Information Day.
- ❖ A **joint media statement/press release** was issued on **30 January 2025** by Ministers Tertius Simmers and Jaco Londt announcing that the Western Cape Department of Social Development (DSD) is considering using a **portion of the site** (the portion formerly used as a school) for the **delivery of a range of social services**. DOI is investigating possible future uses of the **remainder of the site**, including the **investigation into the viability of affordable housing**.
- ❖ The **professional team** have commenced with **several studies** to determine the most beneficial and practical way to unlock the exciting possibilities that this site holds.
- ❖ The purpose of the session is to **share the results of the investigations** conducted thus far (status quo) and to illustrate the **vision of the proposed development** and what the **current development options** are that are being considered. It was necessary for this work to be conducted before engaging with the I&APs, hence the time lapse between this session and the registration process.
- ❖ Information shared with the public includes a **Background Information Document (BID)** summarising contextual analysis, baseline information, constraints & opportunities.
- ❖ Following this public information day, there is a **30-day feedback period** to **gather inputs from stakeholders** regarding the development proposals. This is to facilitate a **meaningful collaborative engagement process**.

## 1.2 Stakeholder Engagement Approach

The Project Information Sharing Event was the first preliminary, non-statutory stakeholder engagement where the results of investigations conducted thus far were shared; and the vision and conceptual development options for the site presented. Stakeholders will have further opportunities to engage and provide inputs into the process as illustrated in the diagram below:

### Stakeholder Approach



## 1.3 Summary of attendance (number and types of stakeholders).

A total of 72 people RSVP'd and 22 RSVP'd on behalf of others were 22 thereby bringing the total RSVP'd to 94, though not all attended. Sixty-three (63) people attended the Project Information Sharing Event, 14 of which had not previously registered as I&APs.

## 2 Summary of Comments Received

The following key themes were captured in the Information Session as comments for the Department and Professional Team to consider:

ID	Theme category:	Summary points/questions:	Response:
1	Social Facility / Government services – DSD portion	<p>What is meant with 'social facility' and 'government services' portion?</p> <p>What kind of social facility will be in the old school building?</p> <p>Claims were raised that surrounding developments have assumed that a school would be reactivated on this site to address the need, as a WCG mandate and service delivery. – linked to all the previous processes (disposal to a school + EOI)</p>	The Department of Social Development will determine the type of facility that would best address the social needs and aligns with its mandate.
2	School / special zoning / land use	The 'special zoning' and donation use restriction matter was raised and questioned.	<p>The detailed land legal report undertaken did not find anything to this extent. No 'fatal' restrictive development conditions were found. Historic conditions linked to the pre-consolidation will be removed by application.</p> <p>This reference is linked to the historic use of the site as a school and assumes that the zoning is for a school. The fact that it is a Protected Heritage Site (PHS) seems to support this misperception, which is not the case. The protection is there to protect the heritage resources – tangible and intangible and studies will be done as per RNID to assess the impact on and respect the heritage resources.</p>

ID	Theme category:	Summary points/questions:	Response:
3	Traffic / Parking / access:	<p>Recurring theme is concern with the densification proposed and the increased pressure on the capacity of the roads and parking experienced within the area.</p>	<p>The project is at initial / concept stage. Detailed studies to commence once a preferred feasible and viable option has emerged.</p> <p>From the inputs the concepts will be refined, then a preferred option will be chosen and taken into detailed assessment processes, including a traffic impact assessment and engagement with the City's development departments.</p> <p>Although the site falls within a PT2 Zone (zero parking requirements) and is located close to public transport; on-site parking will be considered and assessed.</p>
4	Social vs. affordable housing	<p>Clarification on the definitions used to inform the concepts and numbers.</p> <ul style="list-style-type: none"> <li>• Clear communication on income bands targeted for the social and affordable housing elements – grant-funded/-assisted.</li> <li>• Manage expectations</li> </ul> <p>General support from housing, civic and social justice activist groups for the proposed affordable housing element (incl. social housing).</p> <ul style="list-style-type: none"> <li>• Team to reconsider and increase the number of social housing units.</li> </ul> <p>NU/RtC indicated that a SHI will only be interested to take on a development with minimum of 200 units.</p>	<p>It was explained that social housing in South Africa refers to state subsidized rental housing targeted at low to medium income groups earning between R1850 and R22 000.</p> <p>Affordable housing refers to housing with prices or values below the overall open market value and which targets below-average incomes (Households typically earning between R3500 and R22000 per month).</p> <p>CCT MSDF 2023 – definition for affordable housing</p> <p>Further clarification:</p> <p>Social Housing – includes rental housing, subsidized housing/flats</p> <p>- Income range: In Cape Town, social housing typically targets households earning between R1,850</p>

ID	Theme category:	Summary points/questions:	Response:
			<p>and R22,000 per month. This is the general income bracket for social housing in South Africa, as regulated by the Social Housing Regulatory Authority (SHRA).</p> <p>GAP and Affordable housing – includes subsidized supported housing like First Home Finance (FHF) / FLISP</p> <p>- Income range: The South African government supports affordable housing through programs like First Home Finance (FHF) and the Finance Linked Individual Subsidy Programme (FLISP), which provide subsidies to help individuals in the "gap market" (those earning between R3,501 and R22,000 per month) purchase or build their first homes. These programs aim to bridge the affordability gap for those who earn too little to qualify for a mortgage but too much for a government-subsidized RDP house.</p>
5	Constitutional Court process and the timing of this process	<ul style="list-style-type: none"> <li>• Concern over the feeling of overall contradictory communication.</li> <li>• Clarity on the ongoing ConCourt proceeding and the potential implication a judgement can have on this process.</li> <li>• The claims that the legal file/submission from WCG at the ConCourt proceeding that nothing will happen till an outcome but then the Joint Release etc.</li> <li>• Be assured that the I&amp;APs time are not wasted with engaging on this process and the judgement might impact on this.</li> </ul>	<p>These were all noted.</p> <p>The portal to raise such matters is known to the stakeholders and they have been reminded that this process is separate and related communication platforms to be used.</p> <p>The DOI is committed to the future development and engagement on the proposed plans as announced 30 January 2025.</p>
6	Name change / Project name	Questions on the reasoning for the name change were raised. It is felt that the reference to 'Tafelberg' is well and widely known.	<p>The reasons for the concerns of the name change raised at the meeting were noted.</p> <p>Refer to presentation for details.</p>



ID	Theme category:	Summary points/questions:	Response:
			<p>It was again stated that the 353 on Main refers to the physical address of the site and assists with having a single name that everyone can refer to and locate.</p> <p>Via the heritage process we can propose a name change for the future to commemorate the history (to be decided by the developer/communities).</p>
7	General:	<p>Funding of development</p> <ul style="list-style-type: none"> <li>How is it anticipated that this development will be funded? <ol style="list-style-type: none"> <li>City</li> <li>Private</li> <li>WCG</li> </ol> </li> </ul>	<p>Affordable housing will be funded through existing state housing subsidies; however cross subsidization by the open market components will be necessary.</p> <p>The development will be private sector funded through procurement of a developer.</p>
		<p>Decision making on the use of the site</p> <p>i. How was it decided?</p> <p>ii. Who made the decision, especially the social facility rather than a school.</p> <p>iii. How was the decision of use made without consulting – this I felt was a 'elite few' directed question, not a general one. How does this use impact them, they want to see a school – keep status quo.</p> <p>iv. What is DOI trying to gain with this approach / development plans announced? Why not keep the site and reactivate the school/education facility?</p>	<p>i. ii. And iii. The decision was taken through a government consultation process informed by the Government Immovable Asset Management Act (GIAMA). This consultation process resulted in the allocation of the former school to Department of Social Development (DSD); and the remaining portion to Department of Infrastructure (DOI) for the proposed mixed use and mixed income development.</p> <p>iv. The Department wants to fulfil its mandate of affordable housing and releasing the latent value of the property towards achieving socio economic objectives.</p>

ID	Theme category:	Summary points/questions:	Response:
		<p>v. Who is profiting from this development approach?</p> <p>vi. Why were the surrounding residents not consulted for inputs on the future use of the site before development plans were decided on?</p>	<p>v. The broader community of Cape Town and the Western Cape.</p> <p>vi. The DOI as custodian of the property is directed by GIAMA and the Western Cape Land Administration Act (WCLAA) on the use of properties under its custodianship. This process is meant to provide an opportunity to all I&amp;APs to make input on the objectives of the WCG regarding this property.</p>
		A concern was raised linked to the lack of response to letters submitted by Ndifuna Ukwazi to the project address during the call for I&APs to register; which remains unanswered.	It was noted that the reference correspondence have been routed to the relevant management structure for consideration.
		<p>Heritage significance</p> <p>i. School use // school building</p> <p>ii. Use of the site = living heritage – should remain as school</p> <p>e. General gratitude and positive sense from NU/RtC for inclusion early in stakeholder process.</p>	Various detailed supporting specialists' studies have been requested by HWC to support the HIA, including a socio-historic study which is underway.
		Limited unhappiness about the timeline for engagement – commenting period	<p>This was noted.</p> <p>This engagement is the start of the preliminary engagement process as mapped out in the presentation.</p> <p>Focused Stakeholder Engagement sessions will be arranged with key groupings from the database during the 30Day period running till end June 2025.</p>

ID	Theme category:	Summary points/questions:	Response:
			This process is not part of the legislated public participation and further opportunities to engage, and comment will follow as the process progresses.
		Clarity on timelines – implementation/construction commencement and conclusion dates	The current professional team is appointed to conduct all the required investigations and studies to develop a viable and feasible development concept and to secure the development rights. It could still take up to the end of 2026 to complete this process. Only after all the approvals are in place can the DOI start with a procurement process to appoint contractors / developers to start with construction.

## 4 Next steps

Focused Stakeholder Engagement Sessions will be held during the month of June 2025 with civic organisations; ratepayers associations; ward councillor/s, sub-council manager/s; cultural leaders; interest groups and business and property owners in the immediate vicinity of the site to further gather inputs and inform the development concepts.

Public and stakeholders can submit comments/inputs on the initial development concepts presented during the 30-day comment period (up to end June 2025).

The professional team will finalise the conceptual design, taking into consideration the inputs from and engagements with stakeholders, feasibility testing and impact assessments. All inputs will be considered during the finalisation of the development concept. The preferred feasible and viable concept design will be shared with the registered stakeholder database, as well as made available on the project web page. The target date for final development concept is October 2025.

The public will have a further opportunity to provide inputs into the proposed development through the statutory engagement processes (submissions targeted for March 2026) which will have a further 30-day comment period.

Should you have any queries or concerns, you are welcome to send these to [353onMain@zutari.com](mailto:353onMain@zutari.com) or [353onMain@westerncape.gov.za](mailto:353onMain@westerncape.gov.za).

All records of engagements will be published on the webpage, as soon as available after the sessions.

## 5 Conclusion

The Project Information Sharing Event was a success, marked by active participation, constructive dialogue, and meaningful engagement from a diverse range of stakeholders. The feedback received was both insightful and valuable, highlighting community aspirations and affirming key aspects of the project. The event not only served as a platform to share critical information but also fostered transparency, built trust, and strengthened relationships between the project team and the public.

The DOI and the Project Team remain committed to integrating stakeholder inputs where feasible and will continue to engage openly as the project progresses. The level of interest and the quality of feedback affirm the importance of inclusive and participatory planning processes, and we thank all attendees for their contributions to shaping a more informed and responsive project outcome.

For more information, updates, and notices visit the Project Website:

<https://www.westerncape.gov.za/infrastructure/353-main-sea-point>

## 6 ANNEXURES

The following documents are attached as Appendices

- Invitation to the Project Information Sharing Day
- Agenda
- Presentation
- Background Information Documents

### APPENDIX A – Copy of PID invitation email

#### DOI 353onMain Project

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**From:** DOI 353onMain Project  
**Sent:** Friday, May 9, 2025 10:43 AM  
**To:** DOI 353onMain Project  
**Subject:** DOI 353 on Main Project – Invitation to the public Project Information Sharing Day

Dear Valued Stakeholder,

As part of our commitment to meaningful public participation and engagement, we are pleased to invite you to attend an information session on the site enablement of the Consolidated Erf 1424 – RE (including unregistered Erf 1675), 353 Main Road, Sea Point East ("Tafelberg Site").

Kindly visit the dedicated webpage for detailed information on when and how to participate in this event.

<https://www.westerncape.gov.za/infrastructure/353-main-sea-point>

Kind Regards / Vriendelike Groete  
353 on Main Project Office

Department of Infrastructure  
Chief Directorate: Economic Hub  
Western Cape Government  
Email: [353onMain@westerncape.gov.za](mailto:353onMain@westerncape.gov.za)  
Webpage: <https://www.westerncape.gov.za/infrastructure/353-main-sea-point>



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# APPENDIX B Agenda



Western Cape  
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Department of Infrastructure  
Chief Directorate: Economic Hub  
[353onMain@westerncape.gov.za](mailto:353onMain@westerncape.gov.za)

## AGENDA

**MEETING** : 353 ON MAIN – PROJECT INFORMATION SHARING DAY  
**TIME SLOT** : 16:00pm – 19:00pm (4pm – 7pm)  
**PLACE** : Life Conference Centre, 30 Main Road, Sea Point  
**DATE** : 21 May 2025

ITEM No	DESCRIPTION	TIMESLOT	RESPONSIBLE
1.	Arrival & setup	16:00 – 16:15	Facilitator
	Signing of attendance register		All
2.	Opening, introduction, purpose	16:15	Department of Infrastructure
3.	Presentation / information sharing	16:30 – 17:15	Professional Team
4.	Questions & answers	17:15 – 18:30	All
5.	Closing remarks	18:30	Facilitator
6.	Close	19:00	

**APPENDIX C Presentation – refer to webpage**

**Appendix D – Background Information Documents  
(BID) – refer to webpage**