



**Western Cape
Government**

Department of Infrastructure

Notes of Post-preliminary Stakeholder Engagement Feedback Session – 31 July 2025

353 on Main (Tafelberg) Project
(Consolidated Erf1 424-RE, Sea Point)

DOI 353onMain Project Office and Zutari Team

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Acronyms/Terminology

BID	Background Information Document
CCT	City of Cape Town
CCT EHRM	Environmental and Heritage Resources Management department within the City of Cape Town
CMP	Conservation Management Plan
CRR	Comments and Response Register
DD	Due diligence
DEA&DP	Department of Environment and Development Planning: Western Cape
DMS	Development Management Scheme
DOI	Western Cape Government Department of Infrastructure
DSD	Western Cape Government Department of Social Development
DSDF	District Spatial Development Framework
EIA	Environmental Impact Assessment
FAQ	Frequently Asked Questions
FES	Focused Engagement Session
FHF	First Home Finance
FLISP	Finance Linked Individual Subsidy Programme (replaced by FHF)
HIA	Heritage Impact Assessment
HWC	Heritage Western Cape
I&AP	Interested and Affected Party
IACOM	Impact Assessment Committee
IFC	International Finance Corporation
LUMS	Land Use Management Scheme
MPBL	Municipal Planning By-Law
MPT	Municipal Planning Tribunal
NDA	New Development Area
NID	Notice of Intent to Develop
NTS	Non-Technical Summary
NEMA	National Environmental Management Act 107 of 1998
NHRA	National Heritage Resources Act 25 of 1999
PAIA	Promotion of Access to Information Act, 2000
PHS	Provincial Heritage Site
PPP	Public Participation Process
RNID	Response to the Notice of Intent to Develop
ROD	Record of Decision

SCA	Supreme Court of Appeal
SH	Social Housing
SHI	Social Housing Institute
SHRA	Social Housing Regulatory Authority
SLO	Social Licence to Operate
SDP	Site Development Plan
SEP	Stakeholder Engagement/Due Diligence Plan
SER	Stakeholder Engagement/Due Diligence Report
VIA	Visual Impact Assessment

1. Background

1.1 Brief overview

A Project Information Sharing Event (PID) 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.
- ❖ The DOI is investigating possible future uses of the **remainder of the site**, including the **investigation into the viability of affordable housing** following the **joint media statement/press release** 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**.
- ❖ The **professional team** has 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 was 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, a **30-day feedback period** to **gather inputs from stakeholders** regarding the development proposals was afforded the I&APs. This was to facilitate a **meaningful collaborative engagement process**.

Following the PID, various Focused Stakeholder Engagement Sessions (FSEs) were held with groupings identified from the registered stakeholder database. The focused engagements were undertaken in line with best practice mechanisms for public engagement and were aimed at grouping registered stakeholders into smaller groups of similar interests and sectors. By seeking inputs from a variety of stakeholders and organizations within a focused session setting DOI and professional team could unlock perspectives that are specific to that grouping. These sessions allow for similar interests to be shared within that platform; but did not prevent individuals within the specific groupings from sending their inputs individually via the dedicated project webpage or e-mail.

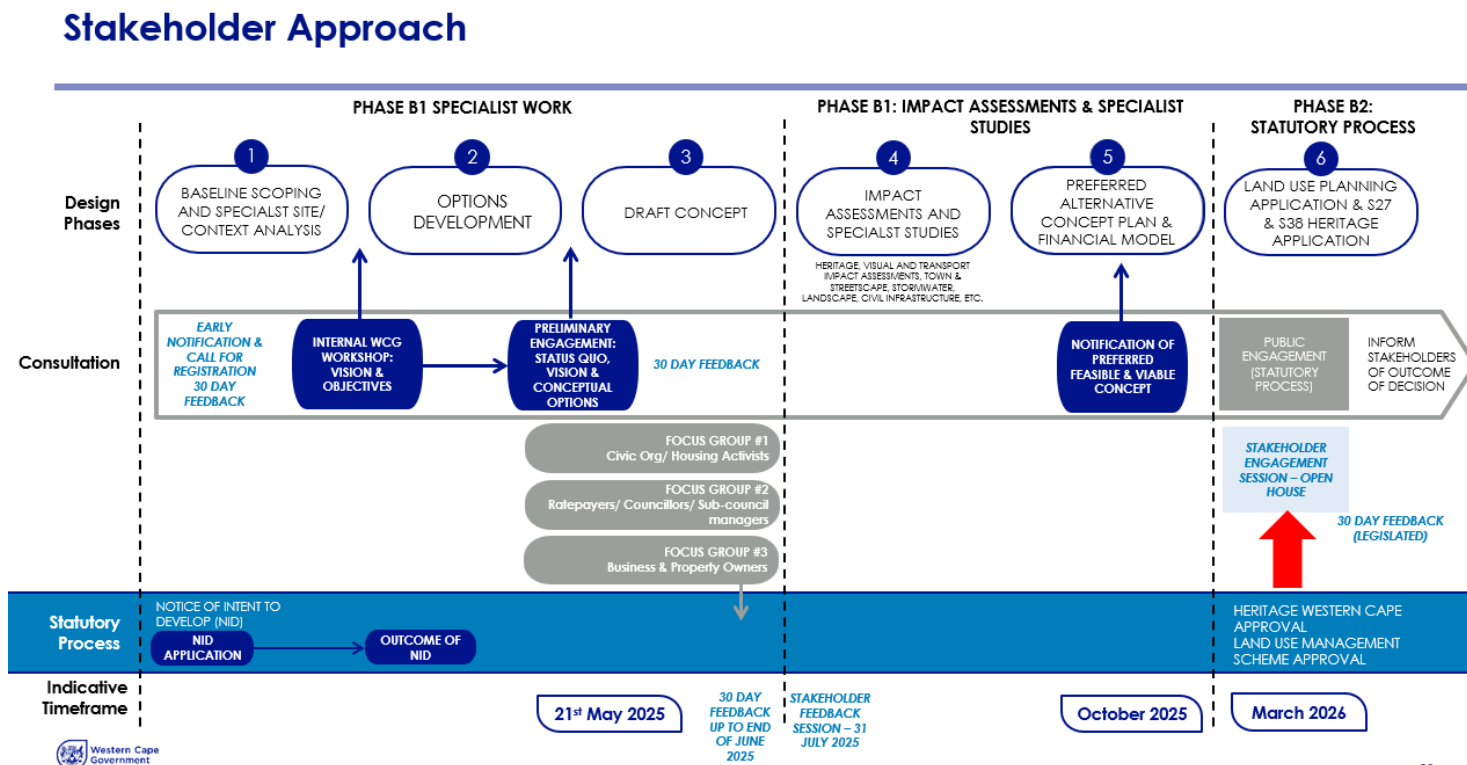
The Focused Stakeholder Engagements were held at the Life Conference Centre, 30 Main Road, Sea Point on the 11th, 17th and 18th of June 2025 as follows:

1. Group #1 – Surrounding residents and business owners – 11 June 2025 (this was a hybrid session)
2. Group #2 – Civic Organizations / Housing Activist Groups / Social Justice - 17 June 2025 – representatives of other FSEs also attended this session
3. Group #3 – Surrounding Businesses, Ratepayers' Associations and Property Owners – 18 June 2025 – representatives of other FSEs also attended this session

In addition to the above, the DOI Project Office and Professional Team met with representatives from Ward 54 and Sub-Council 16 as a 4th Focused Stakeholder Engagement Session on 25 June 2025 via an online platform.

1.2 Stakeholder Engagement Approach

The stakeholder approach communicated to the I&APs and currently being implemented is illustrated in the diagram below:



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

The table below provides the number of various stakeholder engagements that have been held, the number of attendees and dates they were held.:

Stakeholder Engagement Event	Date	Attendees
Project Information Sharing Day	21 May 2025	63
Focused Stakeholder Engagement - Group 1 - Business and interested parties	11 June 2025	32
Focused Stakeholder Engagement - Group 2 - Housing activists and civic organizations (the session merged to an extent due to the interests and requests from attendees within the other FSE groups)	17 June 2025	30
Focused Stakeholder Engagement - Group 3 – Ratepayers associations and surrounding property owners (focus was on ratepayers' associations, the sessions merged to an extent due to the interests and requests from attendees within the other FSE groups)	18 June 2025	14
Focused Stakeholder Engagement - Group 4 – Sub-council 16	25 June 2025	5
Public Information Feedback Day	31 July 2025	31

2. Summary of questions and comments:

Below is a summary of the key themes and responses that were discussed during the Public Participation feedback meeting held on the 31st of July 2025 at the Sea Point Civic Centre. This event concluded the preliminary the project's stakeholder engagement process aimed at fostering meaningful and collaborative engagements at the early development concept stage of the project.

ID	Theme category:	Summary points/questions:	Response:
1	Creating thinking/designs	a) When will the Stakeholders see more creative thinking and design vs. the current matchbox designs?	- The mandate of this team is to secure development rights, including heritage approvals, to enable future development. The concept scenarios/diagrams presented to date have been to get an understanding of what development and bulk are possible on the site, activate engagement and enable stakeholders to share ideas, thoughts, input, and concerns that will assist the DOI Project Office and Professional Team to shape the proposed future development and prepare the relevant submissions. - The detailed design of buildings will form part of the Implementation Stage and will be for the future developer to manage. As part of this enablement process, the team will prepare development and urban design guidelines to be approved to guide future detailed plans that the developer will refer to when constructing the actual development.
2	Clarity on the position being presented with the refined scenarios	a.) Is it to be believed that this is supported by interested and affected parties (I&APs) or	The refined scenarios being presented at the Feedback Event was to respond to the request to provide feedback on how the input and

		b.) A government position to be adopted by I&APs c.) Has HWC provided input into the 'preferred' scenario 3 and its impact – has BELCOM commented on this proposal?	comments from the stakeholders have been addressed and taken into consideration in the revision of the plan and the changes made/addressed and those excluded. • The concept scenarios are not final. From the Feedback Event, the team will proceed into the various impact assessments, specialist studies and financial testing to guide the DOI to decide on the feasible and viable development proposal to proceed with into application stage. • The HIA will be advertised for public comment and the final HIA submitted for the various HWC committees to decide. • The preferred viable and feasible development proposal being taken into statutory application stage will likely not appease all stakeholders, but a lot of engagement and work have gone into reaching this stage. Stakeholders will be able to comment within the statutory applications processes (HIA and LUM).
3	Clarification on the DSD portion and if shared access to the forecourt garden can be considered	a) If not penetrable and beneficial to the community, then what was the use for interactions and comments being shared. b) Why then engage if it is not considered/considerable?	• Due to the intended nature of the future use of the DSD portion, the initial response received was that the future service be fenced off from the rest of the proposed development portions for safety and operational reasons. • The DOI Project Office has taken note of this comment and concern and will engage with DSD on the possibility of future shared access to the forecourt garden portion.
4	Design options – social housing integration	a) Have the proposed scenarios considered the integration of the social housing element?	• In terms of the SHRA policy requirements, the SHI must own the land and buildings to access grants to build, manage, and operate the SH units.

5	Feasibility vs. unit yields	a.) Has a spot zoning of a more intense zoning category approach been considered for the mixed-use building on Main Road to increase the height, open market units, and improve the feasibility? b.) What about less AH and SH and increased OM to increase the affordability of the SH?	• There has been a concession from SHRA to allow for a notarial deed linked to shared parking over multiple portions of land in another development, but the integration with other typologies has not been successful during conversations.
6	Development affordability and feasibility	a.) Is it the intention for DOI to make a profit, or how will affordability and social housing commitment be materialised?	• The financial feasibility work underway will test the preferred scenario/s and guide the decisions to be made on the yields, height, basement parking allowances, and what decisions will be required to make the development feasible and attractive to a developer to support WCG/DOI in its implementation. • The scenarios under consideration include 'what if SHRA has no funding?' – how do we fund the Social Housing component of the development and make it attractive to the market, how do we attract alternative investments. • The DOI Project Office is committed to successful implementation of this proposed development.
7	Clarity on proposed building / bulk footprint placement	a) Why is there a sense that it will be easier to argue for the tallest buildings to be along Main Road only, what about towards the back portion behind 'The Glen Boutique Hotel'?	• The proposals are in-line with the City Policies and precedent along Main Road. • The setbacks of buildings around the Ellerslie school building are being guided by best practice and the informants to interface, integrate, and respond to this heritage asset and the surrounding urban fabric appropriately. • The current building height proposals will have the least impact on the Ellerslie school building and surrounding context yet still maximising the social housing units and addressing cross-subsidization.

8	What is the team preparing for / trying to achieve with the proposed concepts	a) A design/land use project or a financial project as the emphasis seems to lean towards the financial feasibility?	The feasibility workstream has been running in parallel with the concept scenario development.
9	Process to reach a preferred scenario / option?	a) How will the Team move from the sub-options presented to the preferred option to test? b) How and when will this happen?	The heritage (HIA), land use (LUM) and financial feasibility workstreams with further refine the concept scenarios into a development plan.
10	Basement parking feasibility?	a) Basement Parking is usually not feasible, how does the inclusion into proposals impact on the feasibility?	- The mandate of this Team is to secure a basket of rights and that will be used to procure a developer. - The future disposal mechanism, yet to be considered, will be conditionally linked to the development rights and DOI aspirations for the site. - The impact assessments, specialist studies, and financial feasibility workstreams underway will assist the DOI Project Office and Professional Team to identify the preferred viable and feasible option to proceed with in terms of statutory applications. - The proposed basement parking is being considered in terms of impact and feasibility.
11	Information sharing	a) Will the presentation be made available on the webpage?	Yes, the presentation was published on the webpage 01 August 2025.
12	Clarification on a written comment shared and not responded to in presentation made	a) Comment made in terms of extending Herbert Road to link with the Glen has not been responded to from the information presented – any feedback on that? b) Or at least that it will be considered.	- The comment will have to be tested in terms of the traffic impact assessment by the traffic engineers. - From initial consideration, this has proven to be challenging given the level changes at that point – that portion of land is elevated from the rest of the site.

			• This proposal may result in the loss of developable space due to setbacks and space needed for a road. • This presents various constraints but will be raised with the transport engineers on the team for consideration.
13	Clarity on the subdivision and cross-subsidization	a) The potential subdivision of the DOI development portions into x3 development portions – how will cross-subsidization work and impact the feasibility?	• The future disposal mechanism, yet to be considered, will be conditionally linked to the development rights and DOI aspirations for the site, including the construction of x% of SH units, and then the remainder land for open market/commercial may be transferred to the developer. • Examples where this has been implemented and is being included into development agreements include Conradie Park, LeeuLoop, and Founders Garden Projects. • The developing agent can be a SHI if they have the financial backing or a developer partnering with an SHI.
14	Clarity on future disposal mechanism consideration	a) Feedback on the comment to retain ownership and consider a 99-year lease as a disposal mechanism – has this been considered?	• Ito SHRA and SHI prescripts, SHI must own the property and building – how would a long-term lease be possible due to this policy prescript? It is still worth investigating, not just for the SHI but the property and development as a whole.
15	Clarity on the proposed segregation of the DSD portion	a) In terms of the DSD portion – There is a concern that this will be fenced off and not accessible to the public?	• The site is currently fenced off and even if it was activated as a school, it would still be fenced off for safety reasons; as schools are. • The DOI Project Office has taken note of this comment and concern and will engage with DSD on the possibility to have shared access to the forecourt garden portion based on case

			studies/other examples that related developments shared facilities are possible.
16	Clarity on the intention with the mature trees on site vs. concept scenarios presented	a) Regarding the established trees on-site -will these be retained?	• A detailed tree survey and baseline assessment (with the classification of various tree types) has been concluded to guide the development proposals – this can be accessed on the webpage. • The wild fig tree lanes within the DSD portion will be retained and the concept scenarios presented reflect the mature trees intended to be retained and incorporated within the future development as guided by the related study mentioned above.
17	Future stakeholder engagement opportunities	a) Will there be stakeholder engagements during the impact assessment stage?	• The concept scenarios will be tested in terms of impacts, feasibility, and supporting specialist studies. • The development plan will then be shared with stakeholders in October 2025 via email notice and the webpage to note. • The draft HIA and LUM application submissions will be made, and stakeholders will be alerted of the legislated commenting periods. This is the opportunity for the stakeholders to interact with the impact assessments. The Team plans an open house for the legislated public participation process; an invitation will be shared with stakeholders when the time comes. Refer to the Stakeholder Engagement Plan presented at the session and included in the presentation posted on the webpage.
18	Clarity on the future use of the DSD portion	a) In terms of the future use planned for the DSD facility – which has been communicated in Parliament as a 'residence/residential care	• The DSD sighted security for the fencing off of the property. Integration issues and open access to the forecourt will be raised with DSD; but the

		facility for older persons', why would this be gated off and not integrate the uses and allow access to the forecourt garden?	note above on precedent regarding public access to this site is to be notes..
19	General thoughts / feedback	a) Appreciation expressed for the process followed and feedback, which shows real consideration and commitment from the DOI PO and Team to address input. b) Understanding of social housing funding challenges and that the OM will aid to cross cross-subsidizing the SH – the refinements show improvements in the right direction, which is appreciated, and engagements should continue. c) Future use of DSD portion: DSD will remain the user of the allocated portion and the intended use of this portion has since (May/June) been mentioned during a Parliamentary Question session as <i>"the Department of Social Development intends to use a portion for residential care services for people with disabilities and older persons."</i> – old age home. This is under consideration, and DSD will activate its own consultation processes in this regard. d) A suggestion to share with HWC in terms of awareness that the heritage on this site is not just tangible but also the intangible in terms of the struggles for affordable/social housing – not to be forgotten.	• All Noted. • A detailed Socio-historic Study has been requested by HWC and is underway, and will support the HIA process.

3. Next steps

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 the preferred viable and feasible 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 minimum 30-day comment period.

Should you have any queries or concerns, you are welcome to send these to 353onMain@westerncape.gov.za.

All records of engagements during the concluded Preliminary Stakeholder Engagement process have been published on the webpage.

4. Conclusion

The Preliminary Stakeholder Engagements were generally positive and 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>