



Western Cape
Government
FOR YOU



Department of Infrastructure

353 on Main (Tafelberg) Project Stakeholder Feedback Session

31 July 2025

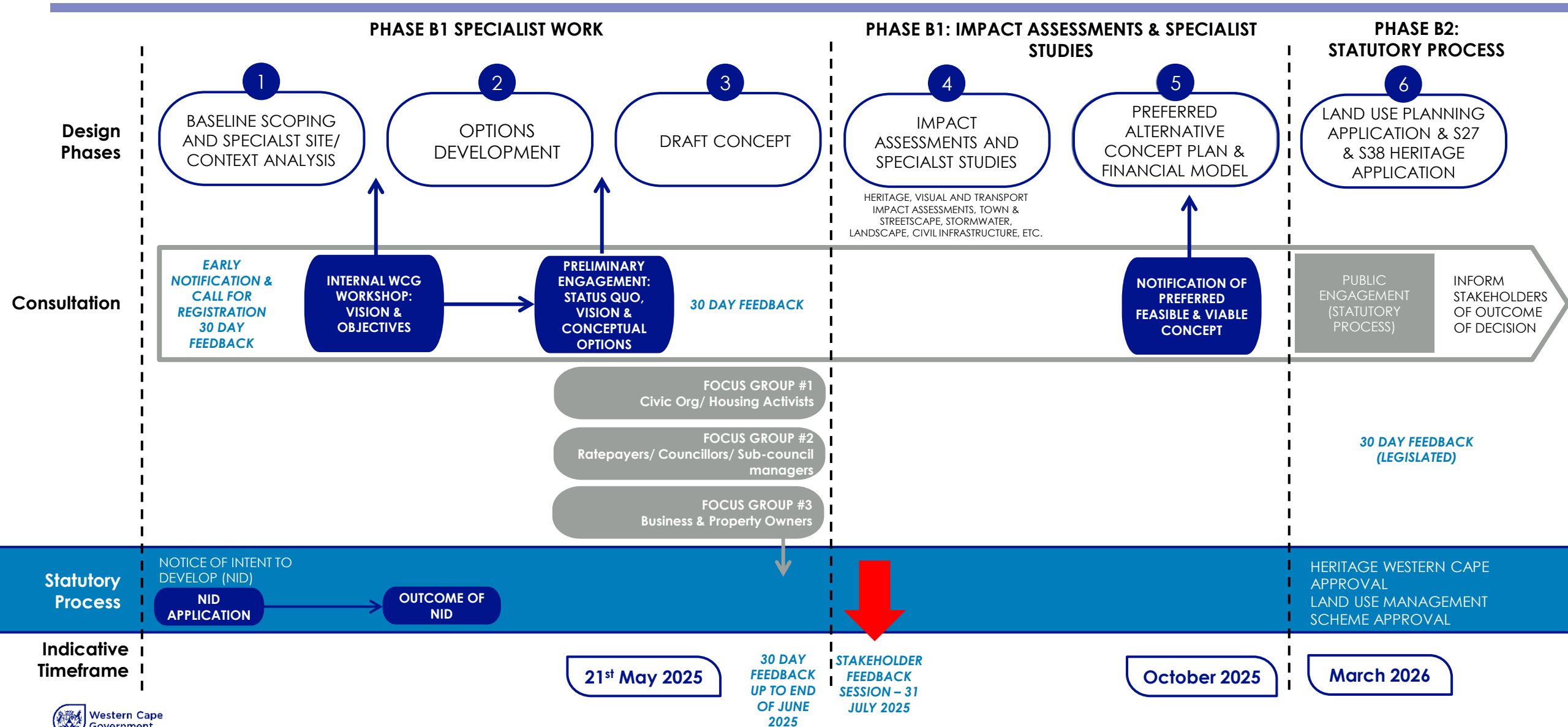
Agenda

- Summary of Preliminary Stakeholder Engagements
- Themes and comments received during the preliminary stakeholder engagements
- Refined Concept Scenarios
 - Refinements
 - Exclusions
- Next Steps and Timelines
- Questions & Answers



Summary of Preliminary Stakeholder Engagements

Stakeholder Approach



Preliminary Stakeholder Engagement Summary

- Project Information Sharing Event held on 21 May 2025
 - Notes of Session published on Project Webpage
- Focused Stakeholder Engagements:
 - Group 1 - Business and interested parties – 11 June 2025
 - Group 2 - Housing activists and civic organisations – 17 June 2025
 - Group 3 – Ratepayers associations and surrounding property owners – 18 June 2025
 - Group 4 – Members from Ward 54 & Sub-council 16 – 25 June 2025
 - Sessions' Summary Report published on Project Webpage
- Feedback period up to end June 2025
 - Comments and Response Summary Report published on Project Webpage
- **Project Information Feedback Session – 31 July 2025**

Summary of Themes and Input received – preliminary stakeholder engagements

Summary themes from engagements:

- School vs. social facility ('Government Services' portion)
- School use wrt special zoning and land use
- Not enough social housing units
- Traffic / Parking / Access challenges
- Definitions of social vs. affordable housing
- Managing expectations – housing typologies and qualifying criteria
- Previous disposal process - Constitutional Court process vs. current process
- Name change / Project name
- Heritage significance
- Funding of the development
- Demolition of Wynard Mansions building
- Open space / park
- Unit sizes and related challenges
- 'Government Services' Portion future use
 - Performance space / active community space
 - Support to Gender Based Violence survivors
 - Dance/film studio
 - Education related services
 - Knowledge / interactive facility

Main points from Preliminary Stakeholder Engagements that inform the layout

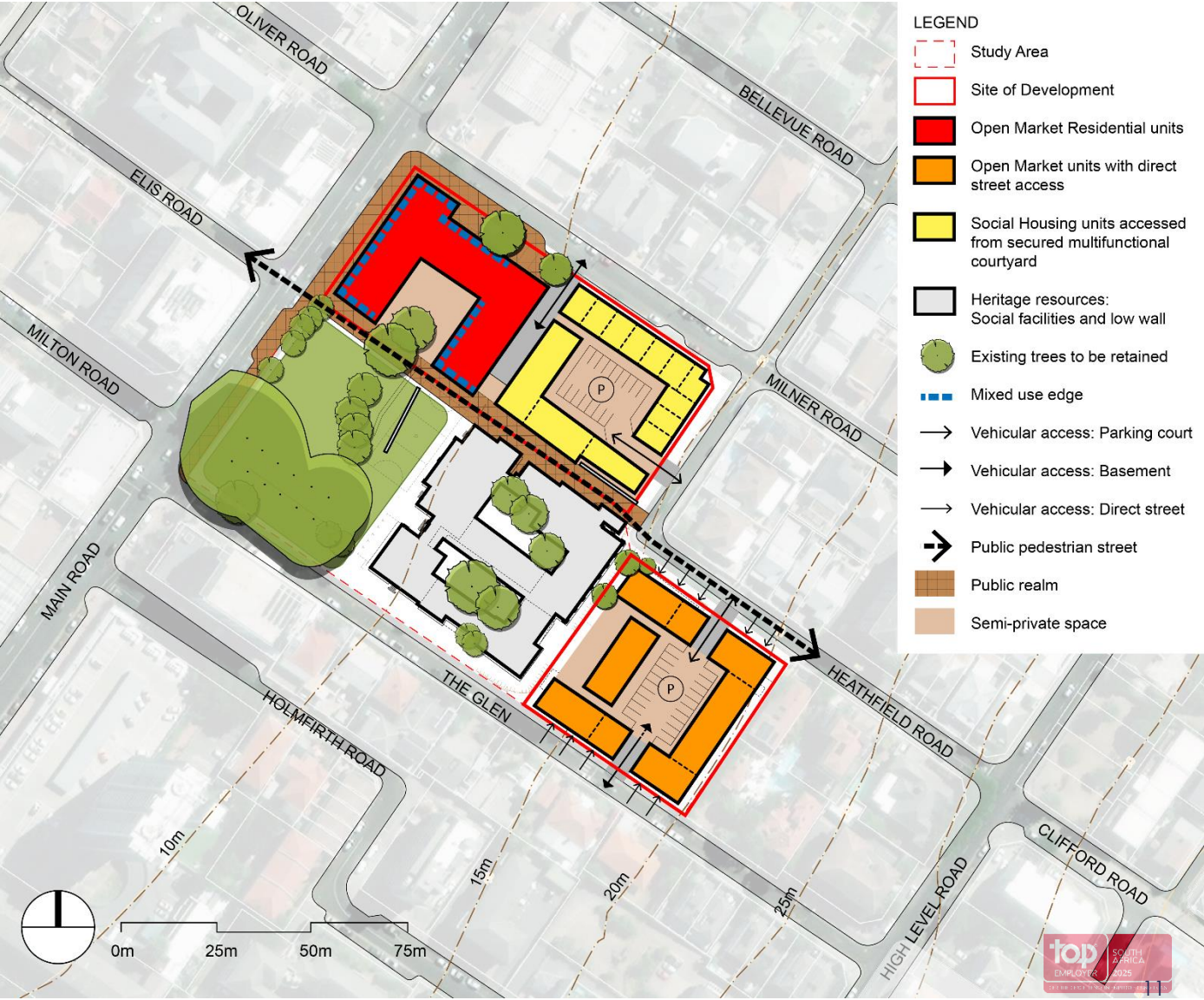
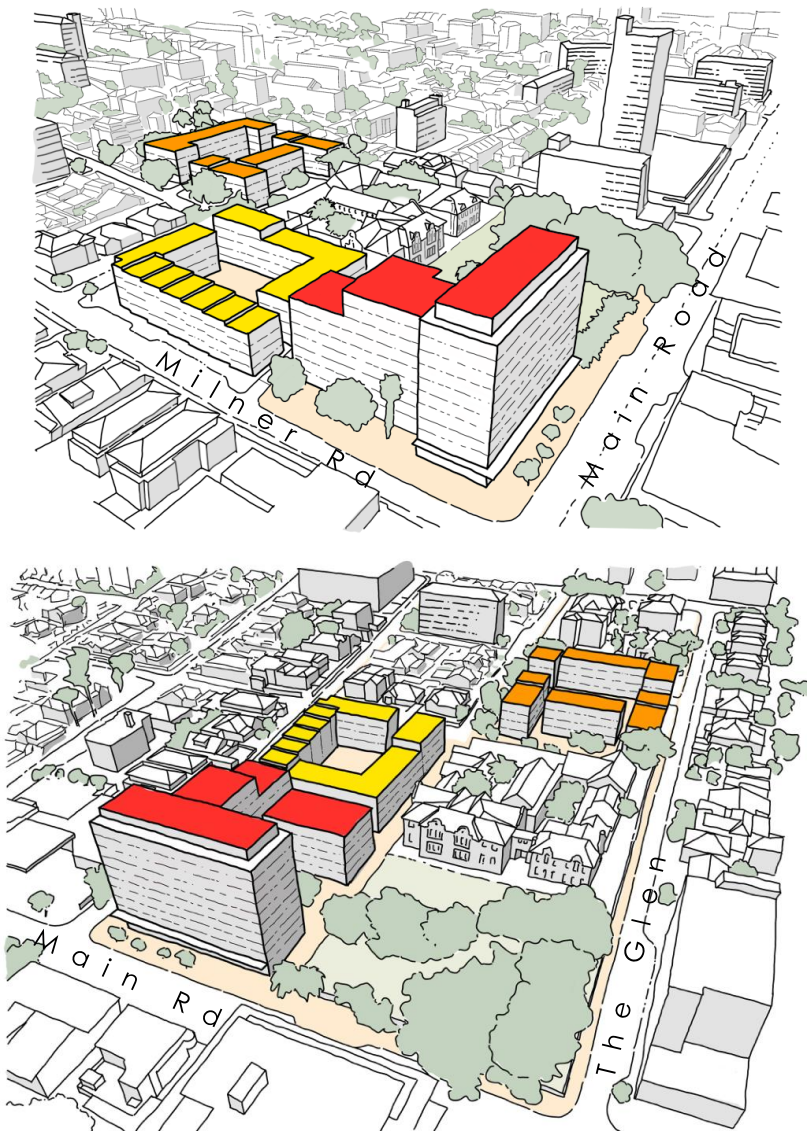
- **Increase Social Housing unit yields** - Reduce the high-end open market units and increase the social housing units. In Option 3, a possibility is to refine the high end open market development block and convert the 4 storey component to social housing.
- **Parking bay allocations** - The financial modelling will test different scenarios based on feasibility and market demands. Additional parking, if required, will have to be accommodated as basements and should not impact the building forms. The TIA will further guide the required number of bays and the impact of the additional traffic generated and its impact on the road network.
- **Providing more green / open space** - The proposed above ground parking courts have been re-designed as functional recreational open spaces that are for people and their recreational needs. All parking moved underground to increase areas that can be used for recreation / open spaces.
- **School facility** - The current concepts are aiming to positively respond to a social facility, whether it is a school or other type of facility.
- **Unit sizes and types** - Assumptions were made for unit sizes and ratios. This will have to be informed by the market and finalised in the detailed design. Sub-options based on other criteria, can be made.
- **Placement of open market units on Herbert and Milner** - that could be considered, however the high end open market units are placed on Main Road as this is where the greatest height (and bulk) can be motivated for.
- **Maximum height of buildings** to still be tested – visual impact assessment (impact of maximum height can be offset against impact of providing more affordable housing units).

Refined Concept Scenarios

Exclusions

Exclusion	Reason for Exclusion
Total portion of the site earmarked for development is not developed as solely for social housing.	Due to funding shortage, open market housing units to be incorporated to cross subsidise social housing.
Social housing to remain on a separate land parcel (not integrated within a mixed use / open market building).	Social Housing regulations require social housing to be on a stand alone erf/entity.
Name of project "353 on Main" retained	The name of '353 on Main' is used because it is the official physical address 353 Main Road, Sea Point. 'Tafelberg' may be put in brackets after 353 on Main for correspondence.
Using parts of the old school building for social housing	The school building has been allocated to the Department of Social Development who is intending to use the building for a social facility.
Open market might be better placed at the back end of the property, back parking area	The open market units are placed on Main Road as this is where the greatest height (and bulk) can be motivated for.

Design Concept 3 (As presented during the Preliminary Stakeholder Engagements)



Assumptions for Unit Yields – Adjustments to open market & affordable housing (new)

Unit sizes and ratios for Open Market and Affordable Housing:

• Micro/ Studio Units – 20m ² /unit	15%	Percentage of micro/studio units decreased and number of one and two bedroom units increased
• 1 Bedroom Units – 30m ² /unit	35%	
• 2 Bedroom Units – 60m ² /unit	35%	
• 3 Bedroom Units – 80m ² /unit	15%	

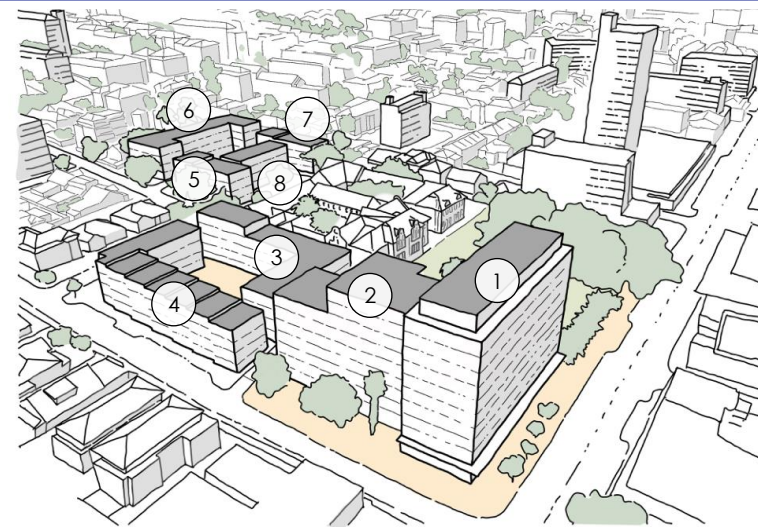
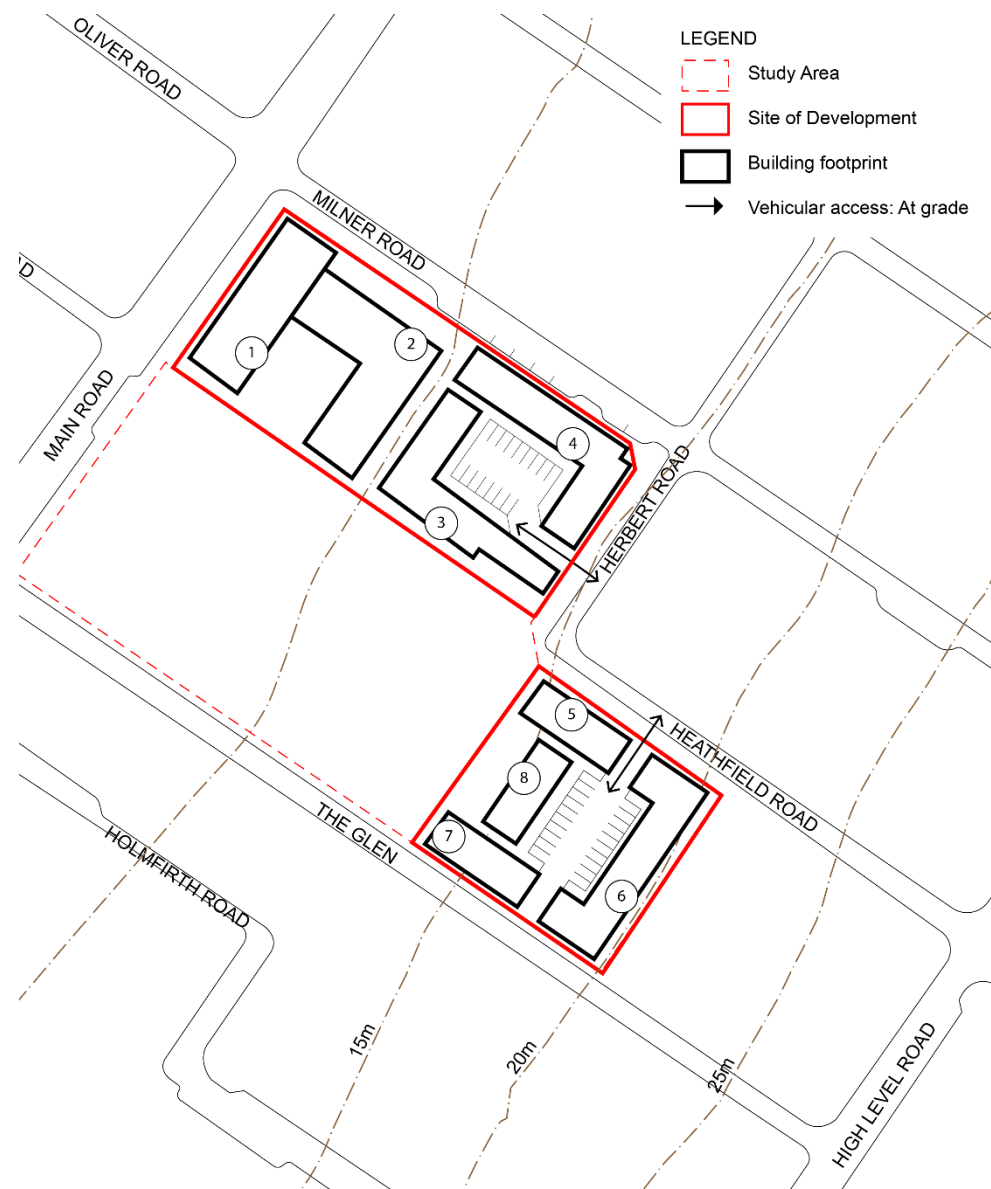
Unit sizes and ratios for social housing (based on SHRA standards):

• Bachelor/ Studio Units – 20m ² /unit	5%	Ratios remained the same – according to SHRA requirements
• 1 Bedroom Units – 30m ² /unit	45%	
• 2 Bedroom Units – 45m ² /unit	45%	
• 3 Bedroom Units – 60m ² /unit	5%	

Assume 80% efficiency ratio

Height between 3 to 5 and 11 (along Main Road) storeys

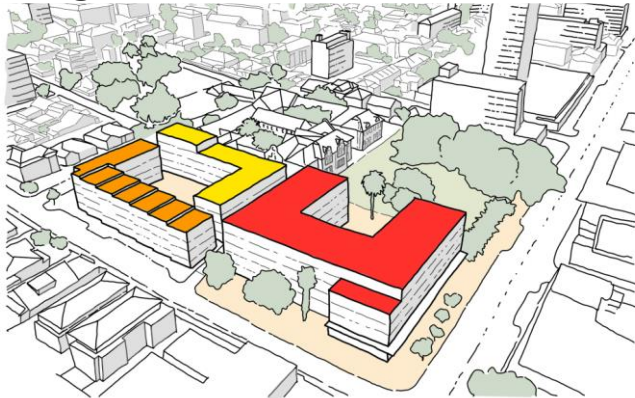
Design Concepts: Maximum Development Areas (new)



Building footprint	Number of floors	Nett building Area (sqm)
1	11	5 150
2	4-9	3 505
3	4	2 240
4	4	2 120
5	4	840
6	4	2 080
7	4	880
8	4	800
Total Residential GLA		17 615
Retail GLA (Footprint 1 only)		1 200

Initial Concept Development Scenarios (3) – RECAP

Design Option 1

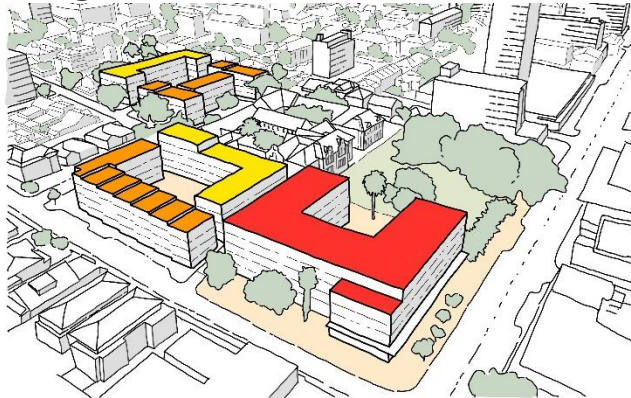


Retail GLA 1200m²
Res. GLA 9,160

Housing type:

	Open Market	Affordable	Social Housing
Studio Unit	84	37	5
1 Bedroom	56	24	34
2 Bedroom	20	10	22
3 Bedroom	3		2
Market total:	163	71	63
% split		78,8%	21,2%
Total units:		297	
Parking:		142 bays	

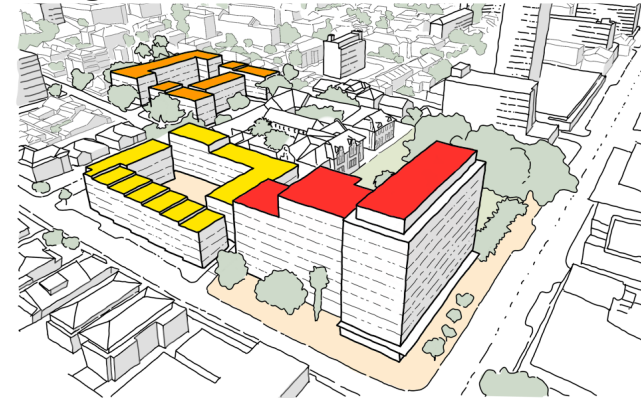
Design Option 2



1200m²
13,760m²

	Open Market	Affordable	Social Housing
Studio Unit	84	67	10
1 Bedroom	56	45	65
2 Bedroom	20	19	43
3 Bedroom	3		3
Market total:	163	131	121
% split		70,8%	29,2%
Total units:		415	
Parking:		222 bays	

Design Option 3

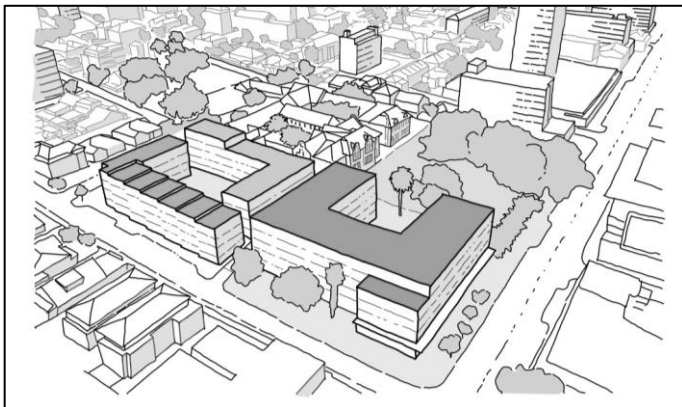


1200m²
17,615m²

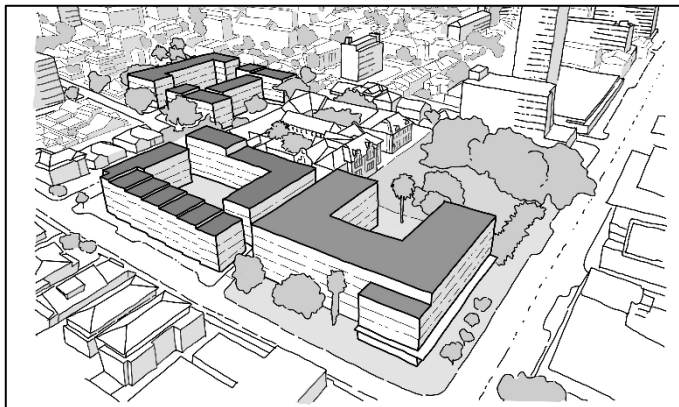
	Open Market	Affordable	Social Housing
Studio Unit	151	80	11
1 Bedroom	101	53	65
2 Bedroom	36	23	43
3 Bedroom	5		3
Market total:	293	156	122
% split		78,6%	21,4%
Total units:		571	
Parking:		222 bays	

Design Concept – Preferred Option (Option 3 Refined – new)

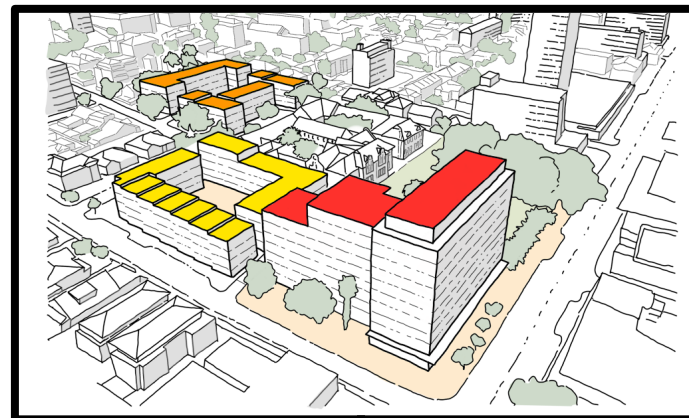
Option 1



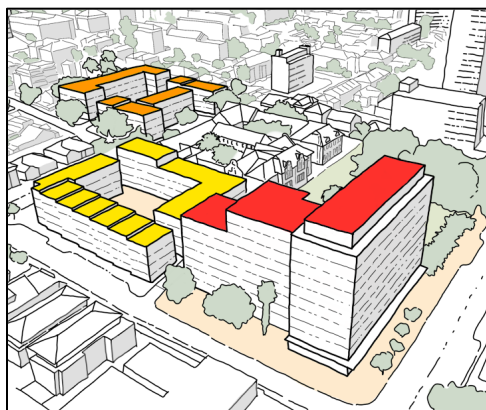
Option 2



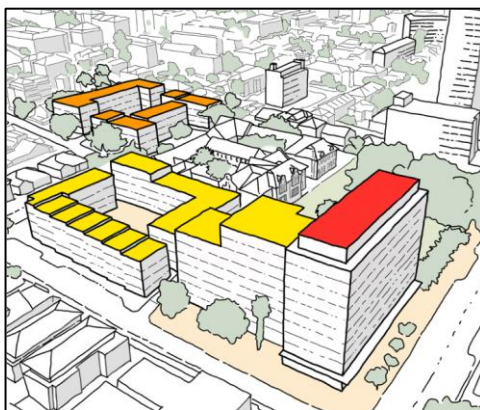
Option 3 – Preferred



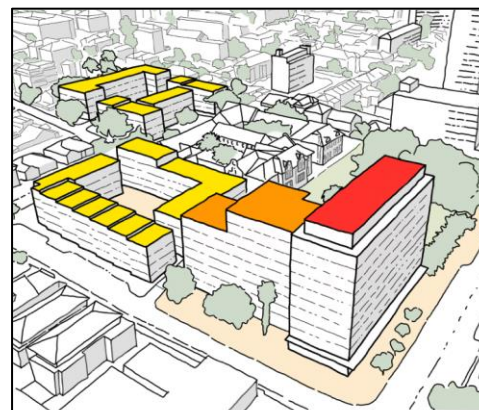
Option 3A



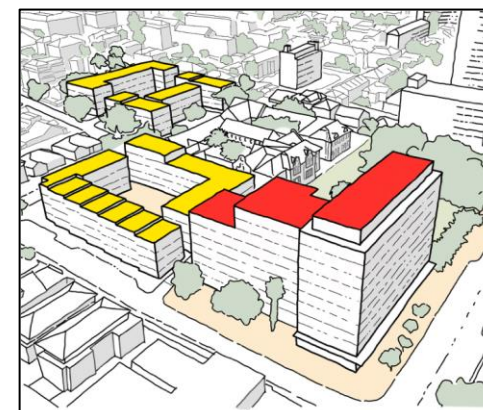
Option 3B



Option 3C



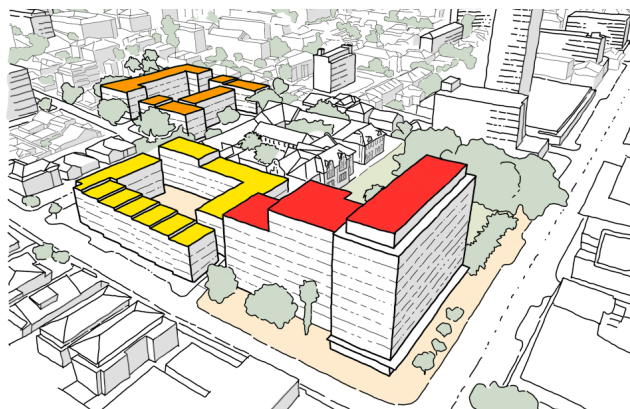
Option 3D



Revised Development Scenarios (Option 3 Refined - new)

Design Option 3A

(original option 3 with different unit sizes)



Retail GLA

1200m²

Res. GLA

17,615m²

Housing type:

Type GLA m2

Studio Unit

1 Bedroom

2 Bedroom

3 Bedroom

Market total:

% split

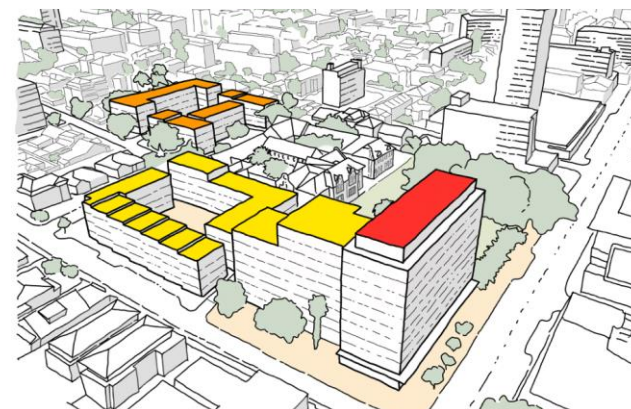
Total units:

Open Market	Affordable	Social Housing
8655	4600	4360
65	34	11
101	53	65
50	26	43
16	8	3
232	121	122
49,1%	26,1%	24,8%

481

Design Option 3B

(additional social housing – less open market)



1200m²

17,615m²

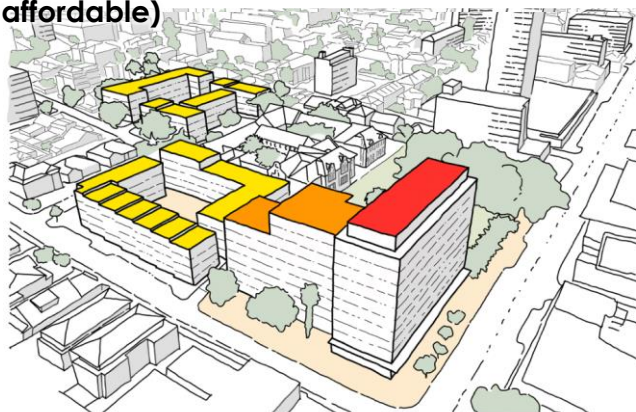
Open Market	Affordable	Social Housing
5150	4600	7865
38	34	19
60	53	118
30	26	78
9	8	6
137	121	221
29,2%	26,1%	44,7%

479

Revised Development Scenarios (Option 3 Refined - new)

Design Option 3C

(more social housing – less open market & affordable)



Retail GLA

1200m²

Res. GLA

17,615m²

Housing type:

Type GLA m2

Studio Unit

1 Bedroom

2 Bedroom

3 Bedroom

Market total:

% split

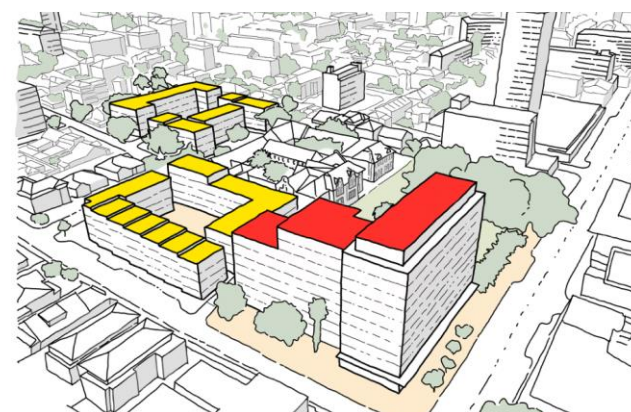
Total units:

Open Market	Affordable	Social Housing
5150	3505	8960
38	26	22
60	40	134
30	20	89
9	6	7
137	92	252
29,2%	19,9%	50,9%

481

Design Option 3D

(additional social housing – less open market)



1200m²

17,615m²

Housing type:

Type GLA m2

Studio Unit

1 Bedroom

2 Bedroom

3 Bedroom

Market total:

% split

Total units:

Open Market	Social Housing
8655	8960
64	22
100	134
50	89
15	7
229	252
49,1%	50,9%

481

Parking Considerations (new):

PT2 Zone – no parking mandated

Proposed Basement Parking Configuration Option 3 (A, B, C, D):

Land Use	Parking ratio	Parking proposed
• 481 total units (Open Market / Affordable / Social Housing)	0,5 bays per unit	241
• Department of Social Development site	10 bays	10
Total parking proposed		251

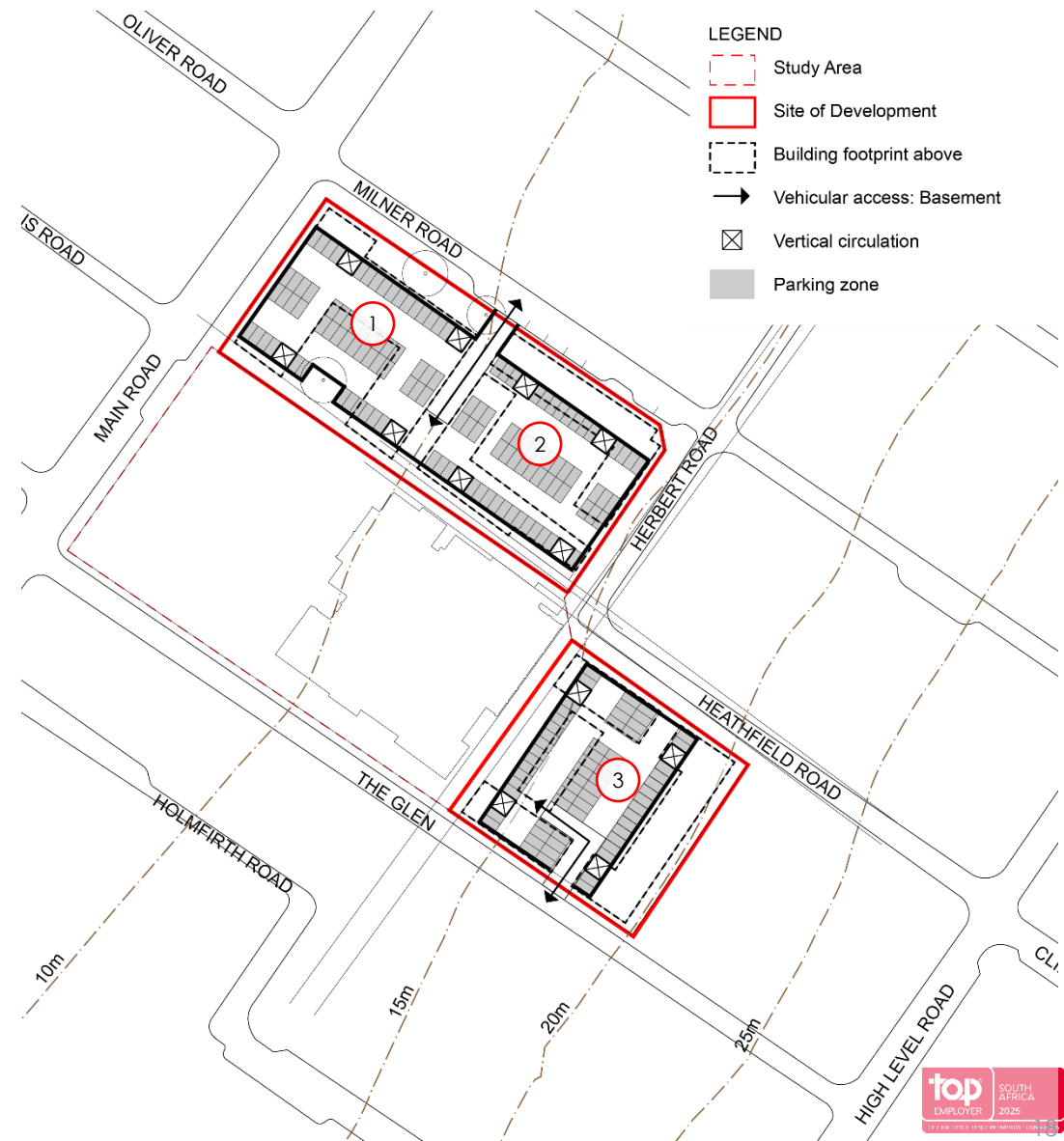
Estimated number of parking bays per basement level per development parcel:

- 1 60 bays
- 2 60 bays
- 3 60 bays

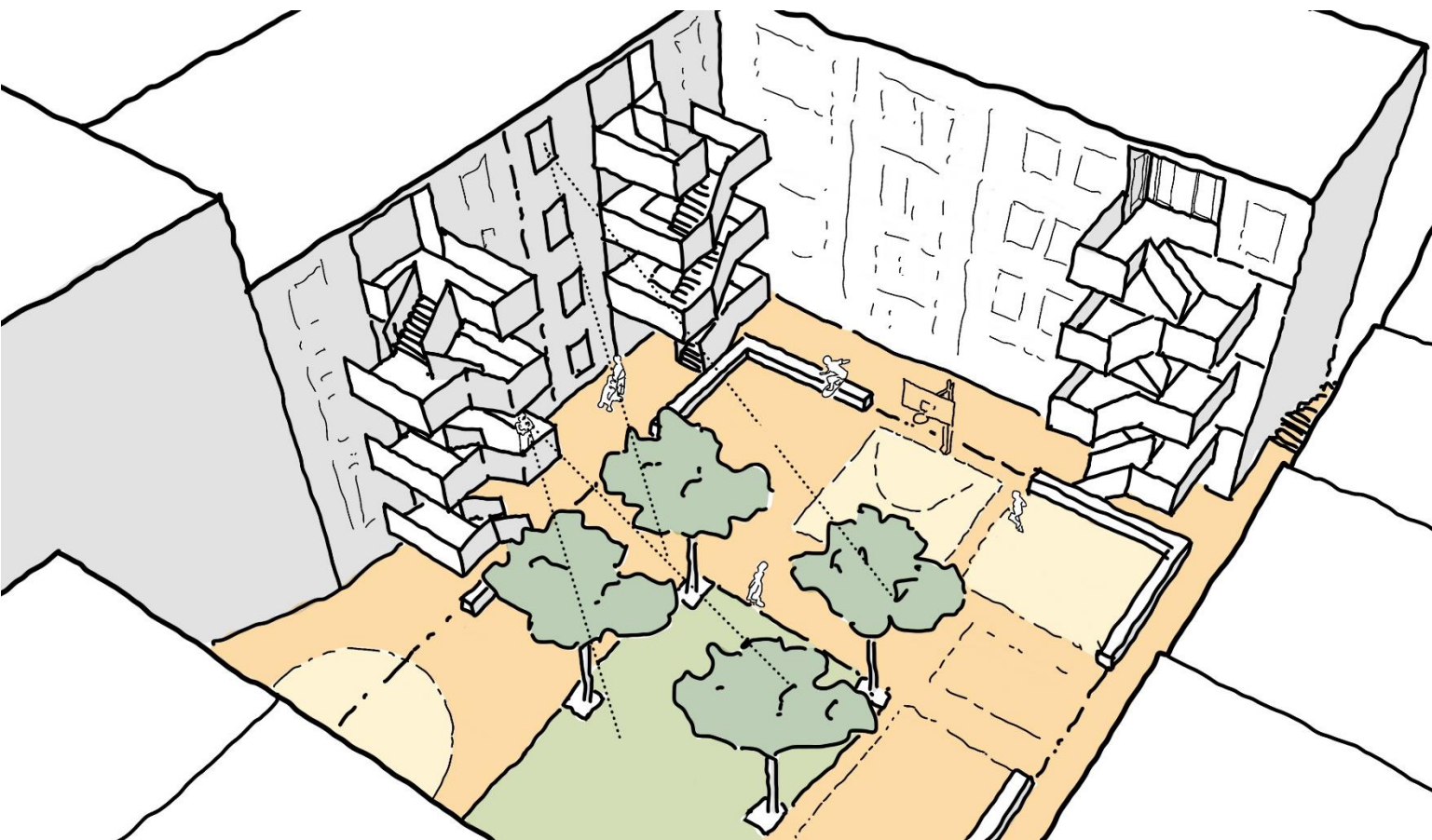
Proposed configuration on development parcels:

1 and 2	} = 300 Potential parking bays
3	

2 basement levels
1 basement level



Design Concepts: Multifunctional courtyards

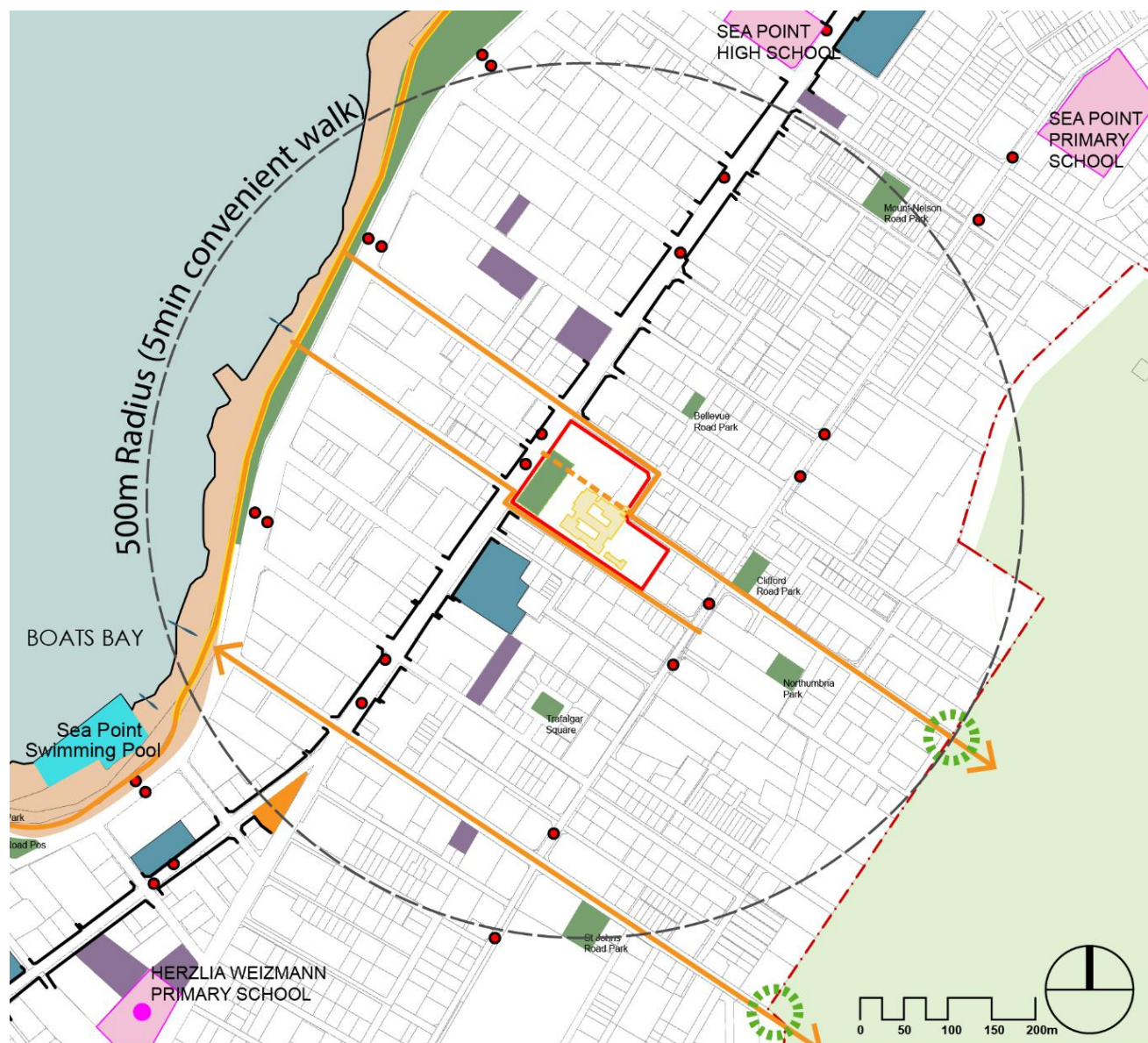


- Multifunctional landscaped courtyards
- Semi-private social and recreational space
- Tree planting to provide greenery and shade
- Seating walls
- Passive surveillance trough overlooking features



Active courtyard - Conradie Park
(<https://www.ownhaven.co.za/conradie-park/>)

Public amenities in area



Public amenities within convenient walking distance (5min) of site:

- Sea Point promenade
- Atlantic ocean (beach)
- Access to Lion's Head (Table Mountain Reserve)
- Numerous pocket parks
- Places of Worship
- Retail Centre
- MyCiti Bus stops

LEGEND: PUBLIC AMENITIES

- Social Facility (TBC)
- Primary/Secondary School
- ECD / Play School
- Retail Centre
- Place of Worship
- Public Swimming Pool
- Public Amenity
- Soft Open Space

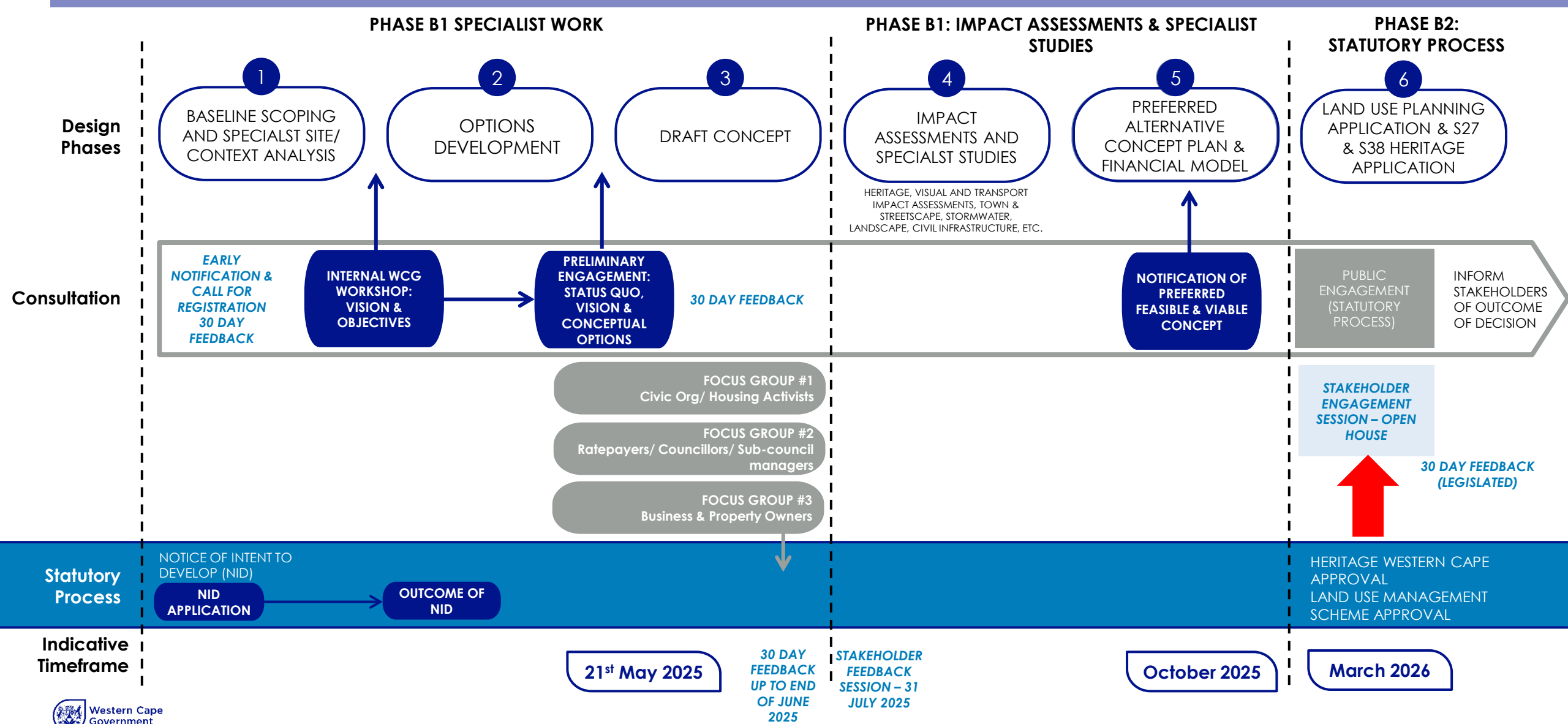
- Sea Point Promenade
- Lion's Head T.M. Reserve
- Atlantic Sea
- Primary Pedestrian Route: Connection to Sea & Beach
- Gateway To Mountain
- Existing Bicycle Lane
- MyCiti Bus Stop

Next Steps and Timelines

Next Stakeholder Engagement Activities

- The professional team will finalise the conceptual design, taking into consideration the inputs received during preliminary engagements, feasibility testing, and impact assessments.
- The further impact assessments and specialist studies still to be undertaken which could further impact on the development concept (traffic/transport, bulk infrastructure, stormwater management plan, landscape plan, visual impact assessment, heritage impact assessment etc.).
- The target date for the release of the preferred viable and feasible development concept is **October 2025** – this will be shared with Stakeholders.
- Further Stakeholder engagements will take place during the statutory processes (Land Use Planning Application & Heritage Impact Assessment Process). Submission targeted for **March 2026**.
- All stakeholders will be notified when submissions of the statutory applications have been made and open for public comments.
- An open house event is planned within the statutory application processes – land use and heritage impact assessment – stakeholders will be notified.

Stakeholder Approach



Discussion



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

For more information, updates, and notices visit the Project Website:
<https://www.westerncape.gov.za/infrastructure/353-main-sea-point>