



Western Cape
Government

FOR YOU



Department of Infrastructure

353 on Main (Tafelberg)

Land Use Planning Application – Case no. 1500164351

Open House Event

22 September 2026

House Rules For Open House Event

- **Respect all Voices:** Everyone's input is valuable. Please allow others to speak without interruption.
- **One speaker at a time:** Please raise your hand or use the designated signal if you would like to speak.
- **Stay on topic:** Let's keep comments and questions relevant to the session's focus and topic.
- **No personal attacks:** Critique ideas, not individuals. Let's maintain a respectful and safe space for dialogue.
- **Time awareness:** To give everyone a chance to contribute, please keep your comments brief and to the point.
- **Active listening:** Listen fully when others are speaking—avoid side conversations and distractions.
- **Use respectful language:** No foul or discriminatory language will be tolerated.
- **Participation is voluntary:** No one is forced to speak—but we encourage open and honest contributions.
- **Questions after the presentation:** Please hold all questions until the end of the presentation. There will be dedicated time for Q&A.
- **Confidentiality (if applicable):** Respect participants' privacy. Do not share personal stories or names outside the session unless permission is given.
- **Facilitator's role:** The facilitator may step in to manage time, keep the discussion constructive, or redirect off-topic conversations.

Agenda

- Why are we here today?
- What is this project about?
- Themes of Interest
- Project Process
- What is being proposed for 353 on Main?
- Land Use Application – What is being applied for?
- How can you contribute?
- Questions and discussion



Access presentation and documents:



Why are we here today?

Why are we here today?

- To **share information** about the project and the land use application process.
- To provide an opportunity for you to **better understand** the project, including what is being proposed and the **land use application process**.
- To **answer your questions** and clarify any aspects of the project or land use application process that may be unclear.
- To enable you to **submit informed comments** to the City as part of the formal statutory process.

Important to note:

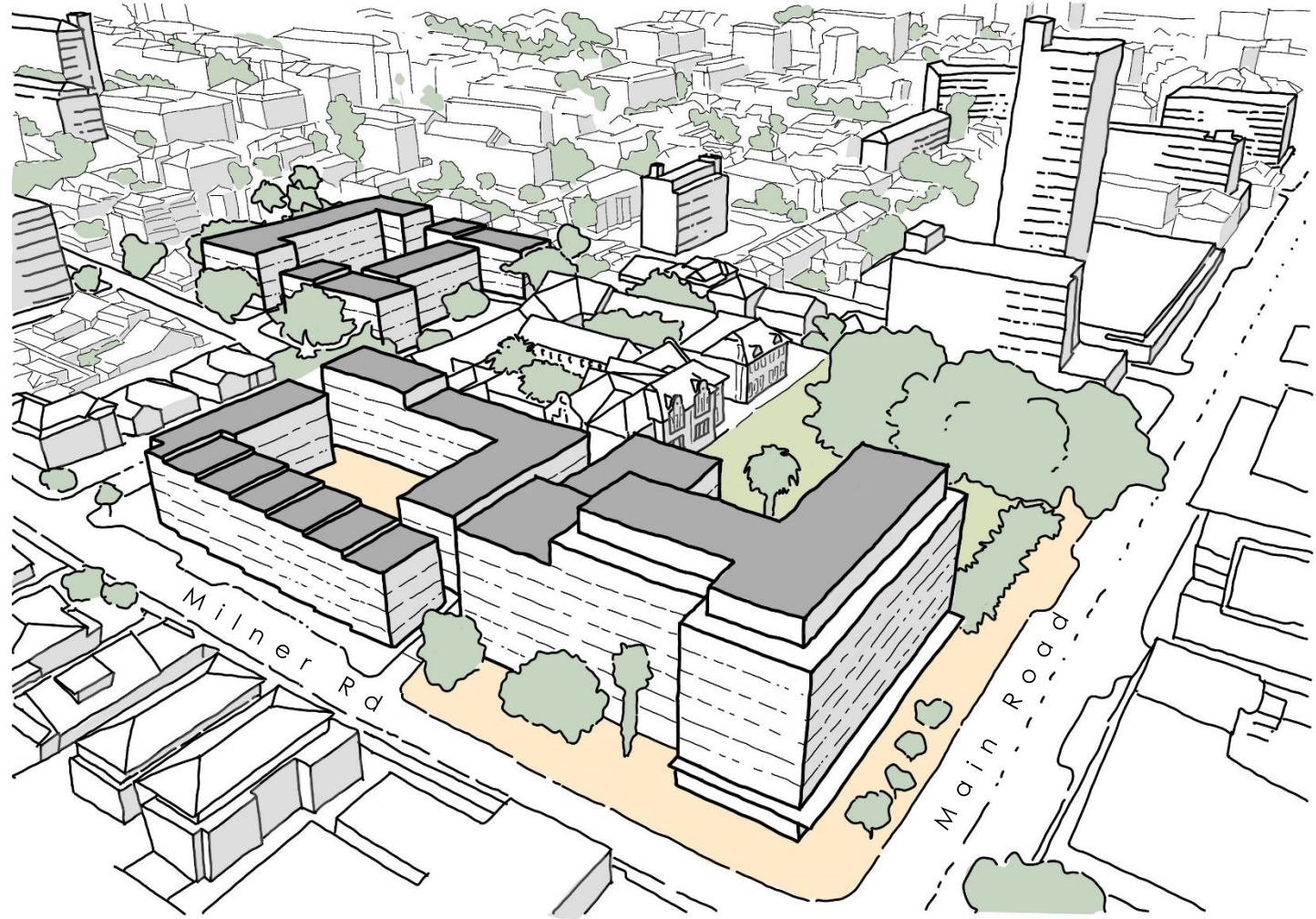
- This is an informal information-sharing session.
- It does not form part of the statutory stakeholder engagement process; but it will be included in the record.
- The purpose of today is not to replace the formal public participation process, but to provide information and answer questions so that you can participate meaningfully in that process.

What is this project about?

What is this project about?

- The Western Cape Government Department of Infrastructure (DOI) appointed a professional service provider team to plan and execute **site enablement** on 353 Main Road, Sea Point East (the site).
- Prepare the site for development with the appropriate zoning, site extent and basket development rights.
- Focus is on enabling a mixed-use development with a range of housing options including a social housing component.

The project aims to transform the site into a **vibrant, integrated, mixed-use precinct within the urban inner core.**



Where is the 353 on Main proposed development?

- The site is located on Main Road, Sea Point between Milner, Herbert, Heathfield, and The Glen Roads.



- Areas of the site identified for development – excludes the Former Tafelberg School and gardens (allocated to DSD)



Site Location

The site is well located:

- Close to variety of amenities and open spaces including the swimming pool, promenade, Lion's Head and two schools.
- Within 500m of Adelphi Centre, Checkers Centre and The Point Centre.
- On Main Road activity route with its supporting amenities and commercial opportunities
- Highly accessible with both MyCiTi and taxi routes and stops adjacent to the site.
- Public Transport 2 Zones (PT2) which results in reduced parking requirements
- Heritage Protection Overlay Zone and is identified as provincial heritage site which triggers an additional heritage process (already concluded).

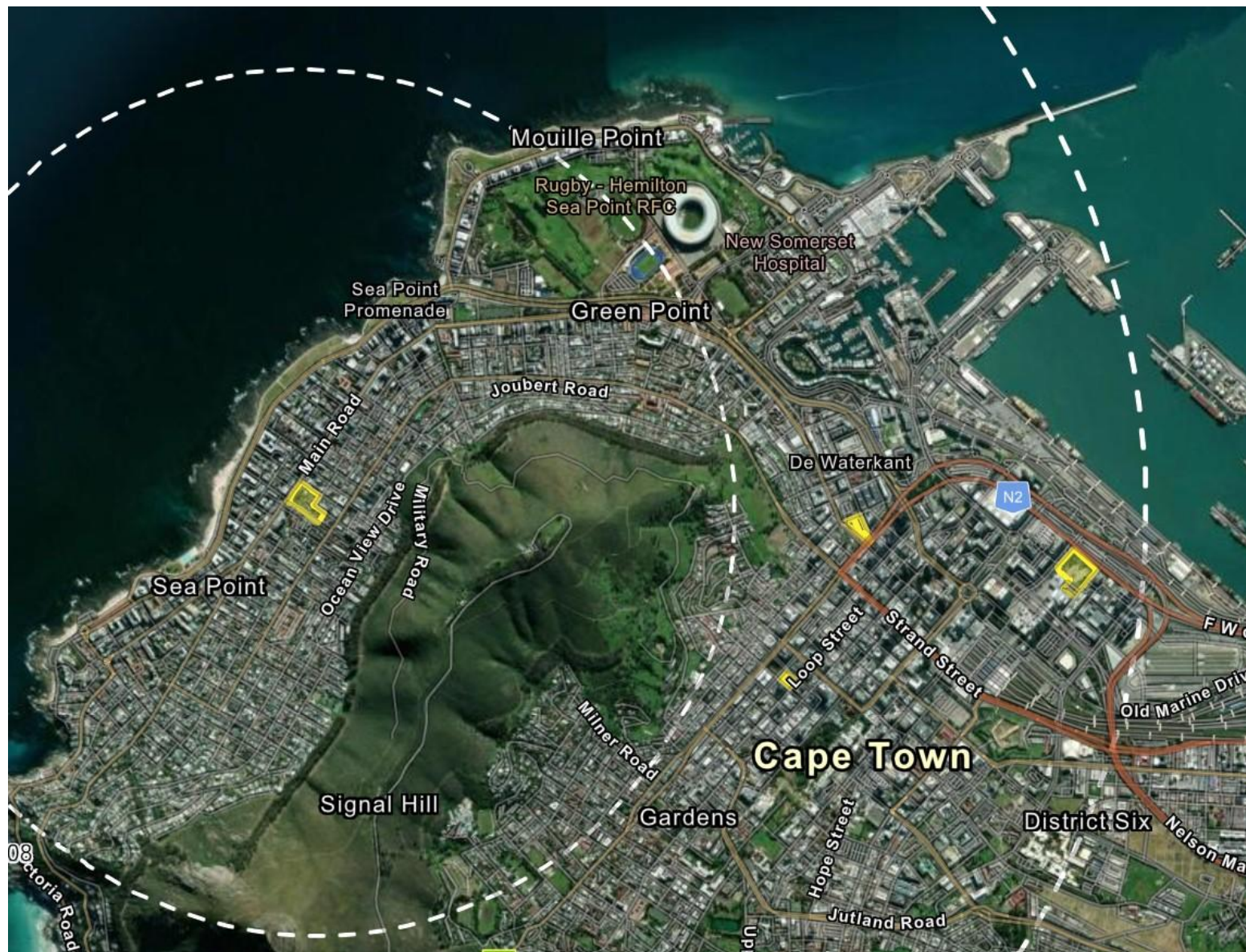


Part of a pipeline of inner City social housing projects

- 353 on Main is one of many projects initiated by the WCG that will deliver social and affordable housing opportunities within and proximity to the CBD.

The other inner-City social housing projects are within 4km from 353 on Main:

1. LeeuLoop (13 Dorp Street) [approximately 353 - social housing]
2. Founders Garden Precinct (next to Artscape) [approximately 1476]
3. PPTL (Prestwich) [approximately 120 – affordable rental housing]



Themes of interest

- Reduced housing yield – including social housing opportunities
- DSD future use

Reduced housing yield – including social housing opportunities

- The revised, **lowered height** presented in Option 4 was derived in **response to comments** received during the first Public Participation Process. These comments came from diverse sources including **local property and business owners** as well as the **CoCT EHM Branch**.
- Since the site is a **Provincial Heritage Site** and located within a **Heritage Protection Overlay Zone**, these objections carried significant weight that could result in the proposal being refused at HWC or City levels.
- As a result, the applicant and professional team considered an **alternative development concept** that responded to this element and determined that it would **still realise a positive outcome** in terms of **development commitments and overall positive feasibility**.
- A total of **±440 residential units** are possible in the latest development proposal within the residential land use yield basket modelled.
- It is proposed that the **social housing units be maximised** in future detailed development proposals, capped at a **minimum of 200 units**.
- The unit split is subject to **grant availability and market conditions** at implementation.
- The minimum of 200 social housing units has been set as an initial target to be feasible compared to similar developments and property sizes; this has been tested and confirmed during the financial feasibility stage.
- Maximising the site's potential and the number of residential opportunities is key, but a **balance of all needs must be considered**.
- 353 on Main is **one of many projects** initiated by the WCG that will deliver social housing opportunities within and proximity to the CBD.

DSD (Department of Social Development) future use

DSD use plans

- The Western Cape Department of Social Development intends to use the former Tafelberg School Property to **broaden its social services footprint** through a **partnership with the NPO sector**. The initial offering would focus on addressing the **shortage of residential services in the province for older persons** and especially **frail and disabled** persons.
- The Department also recognizes that the building may offer an **opportunity for a mixed use of social services**, and is open to **counter-proposals from the NPO** sector that go beyond a proposed facility only, provided that the use **aligns** with the mandate and objectives of DSD, and makes the **best possible use of the building** given its heritage and strategic position.

Stakeholder engagement opportunities

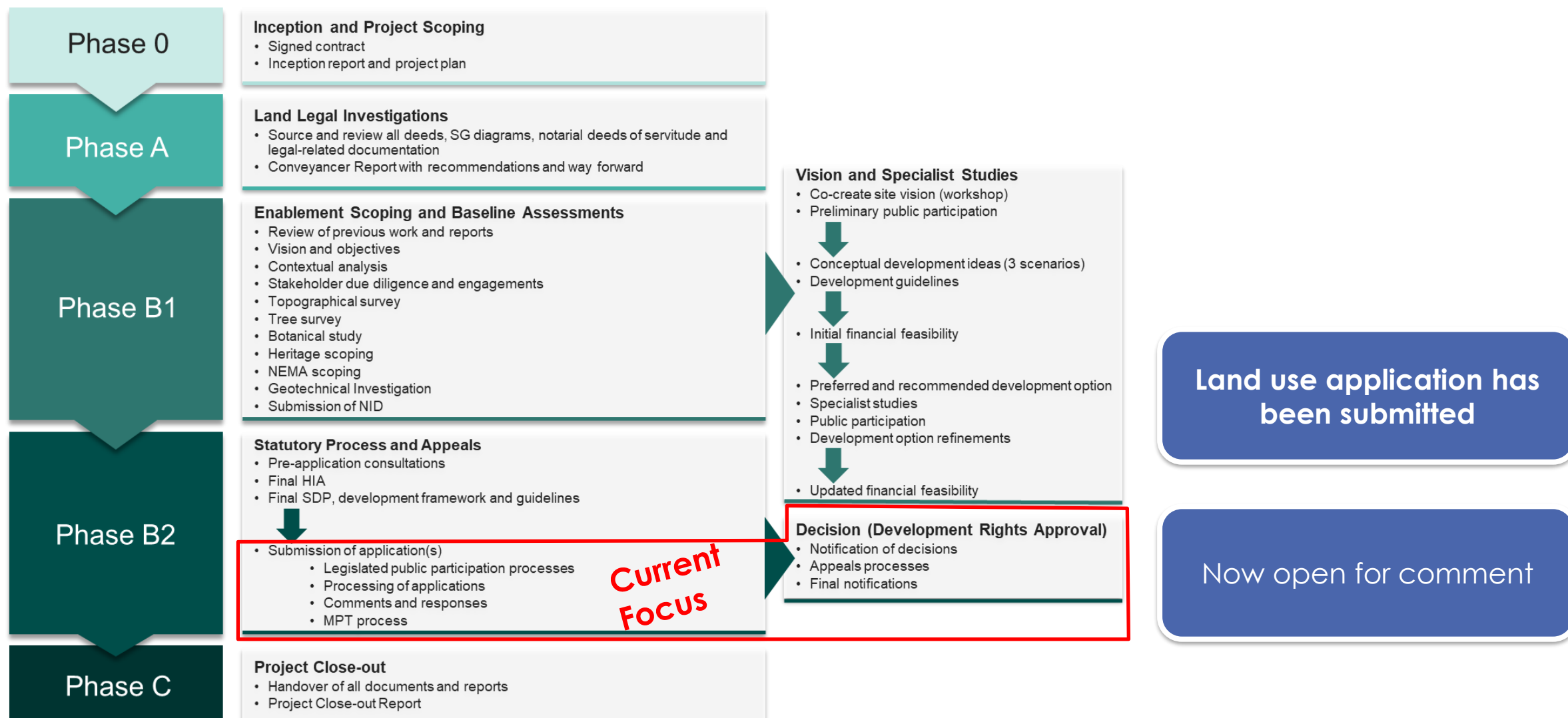
- The first stakeholder engagement opportunity will be within during the **call for proposals**, which will be advertised to the public via mainstream media channels.
- Following the receipt of proposals the DSD will hold **public participation sessions** to engage on the most viable proposals received in order to fulfill heritage requirements and mandate/service delivery objectives. These will provide another opportunity for stakeholders to engage.

Indicative timelines

- The call for proposals will go out by **December 2026** with a closing date of **end January 2027**. Following the receipt of proposals, **public participation sessions** will be conducted between **March and June of 2027**, although the latter dates will be dependent on whether **viable proposals** are received following the first call for proposals.

Project Process

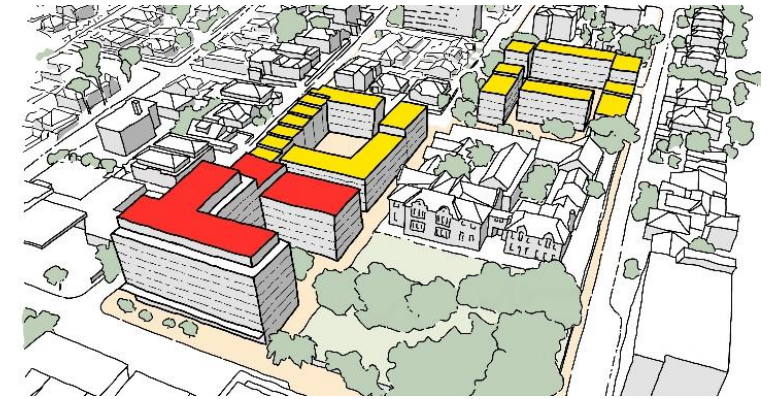
Where are we in the project process?



Land use application was based on a number of specialist studies and stakeholder inputs

ANNEXURES

Annexure A	Application Form
Annexure B	Power of Attorney
Annexure C	Minutes of the Pre-application Consultation
Annexure D	Title Deeds
Annexure E	Locality Plan
Annexure F	SG Diagrams & Land Surveyor's Report
Annexure G	353 on Main Development Plan
Annexure H	Consolidation Plan
Annexure I	Subdivision Plan
Annexure J	Conveyance Certificate
Annexure K	Concept Design Report
Annexure L	Development Guidelines Report
Annexure M	Geotechnical Investigation Report
Annexure N	Engineering Services Report
Annexure O	Stormwater Management Strategy Report
Annexure P	Traffic Impact Assessment
Annexure Q	Social Impact Statement
Annexure R	Heritage Impact Assessment
Annexure S	Visual Impact Assessment
Annexure T	Landscape Framework and Guidelines
Annexure U	Architectural Analysis
Annexure V	Social Historical Study
Annexure W	Archaeological Impact Assessment
Annexure X	SACPLAN Certificate of Professional Planner
Annexure Y	Zoning Certificates
Annexure Z	Email Received from Johan Meyer – Urban Mobility
Annexure A1	DEA&DP Letter dated 18 August 2023
Annexure B1	Tree Survey
Annexure C1	Preliminary Stakeholder Engagements Reports
Annexure D1	Previous Land Use Planning Approval
Annexure E1	HWC Record of Decision – June 2026

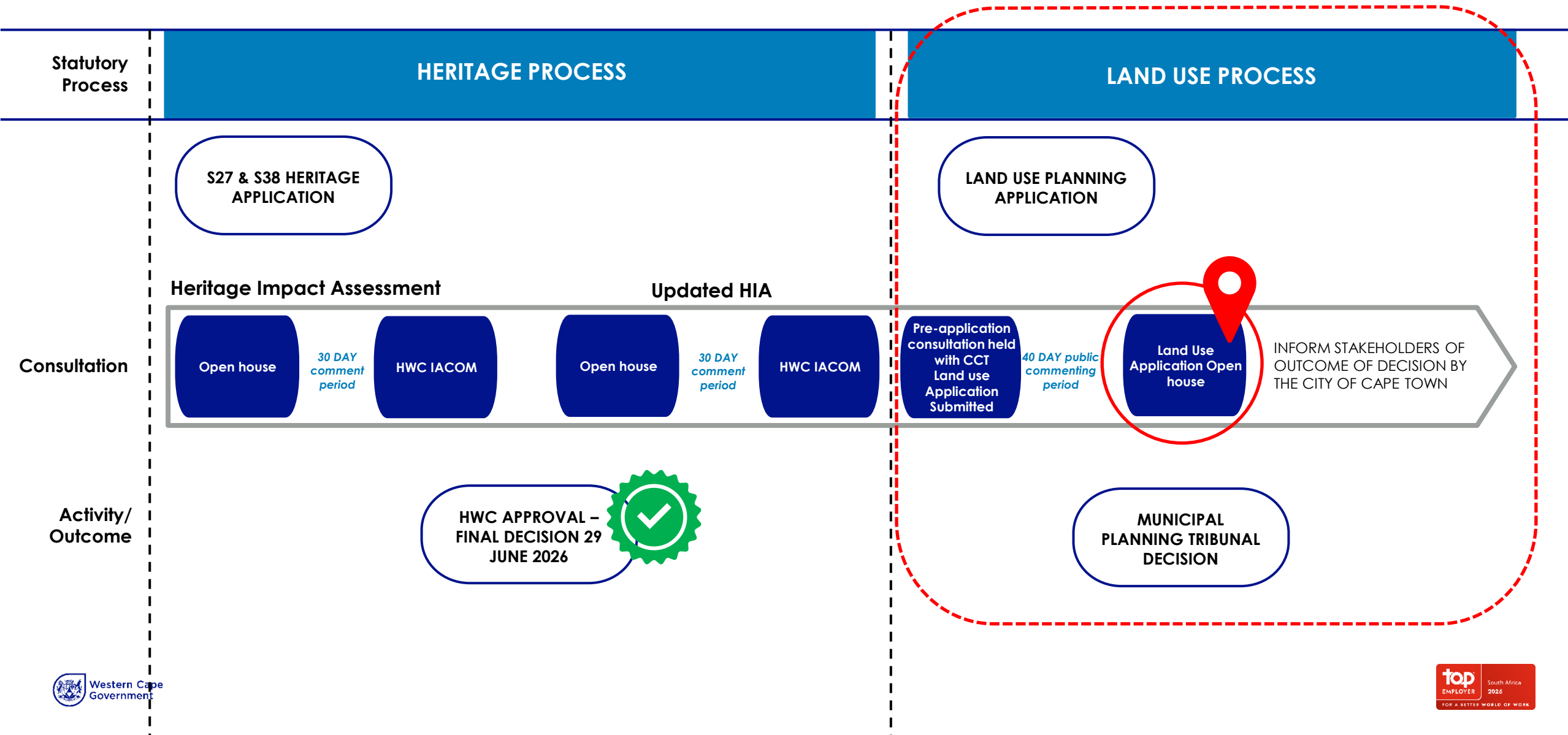


Final Site Massing Layout



Forms the basis of the heritage and land use processes and approvals

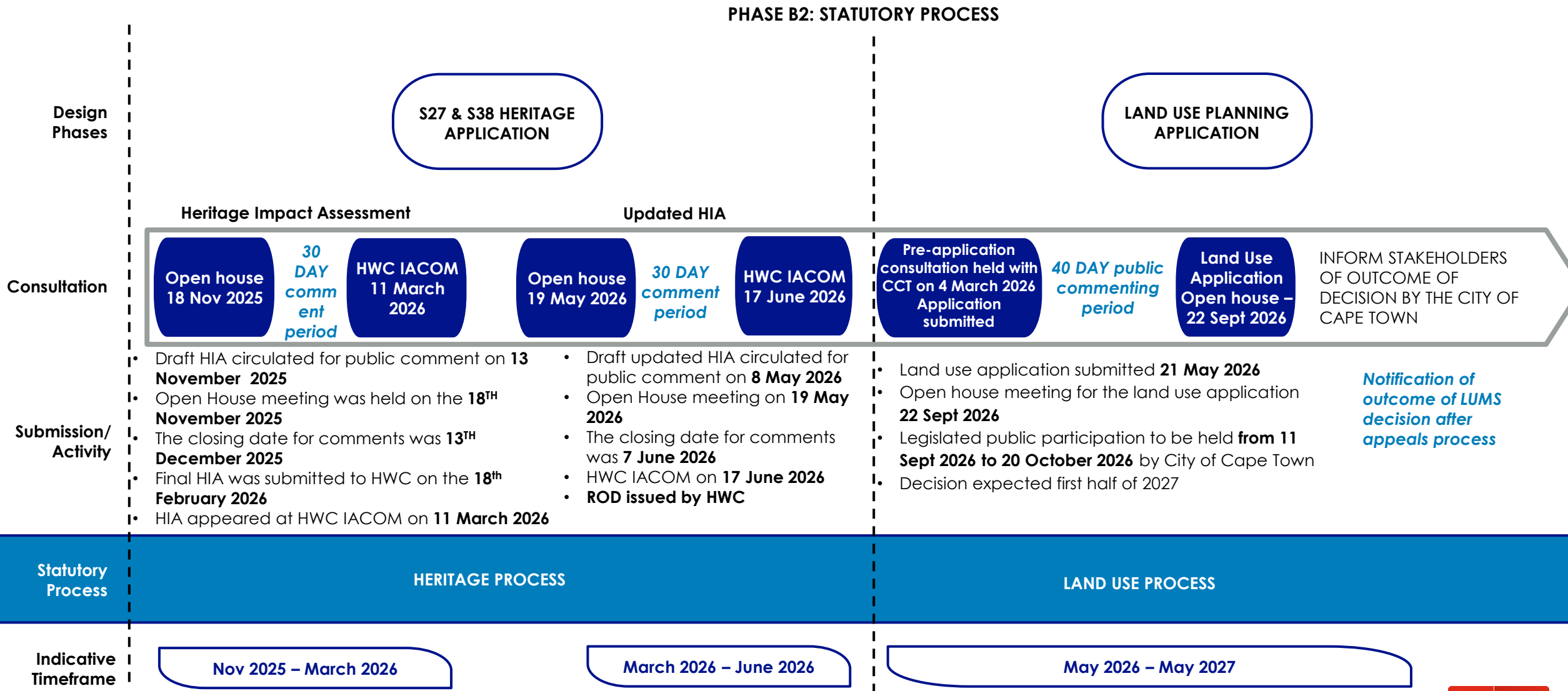
Stakeholder Process: Statutory Process



The two processes!

Statutory Process	HERITAGE PROCESS	LAND USE PROCESS
	Heritage approval was required because: The site in totality is a declared Provincial Heritage Site and located in the Heritage Protection Overlay Zone The heritage application has been approved by HWC with conditions which the developer will be held to, including: • Detailed design drawings to be submitted to HWC for final approval • Heritage agreement to be entered into between HWC & WCG to ensure ongoing maintenance of the DSD portion (including school building).  Heritage Western Cape Erfenis Wes-Kaap ILifa leMveli leNtshona Koloni 29 June 2026  APPROVED 	Land use management approvals are required to secure the appropriate development rights in order to achieve the vision of the site. <i>This process is the subject of this meeting and the application is open for comments</i>

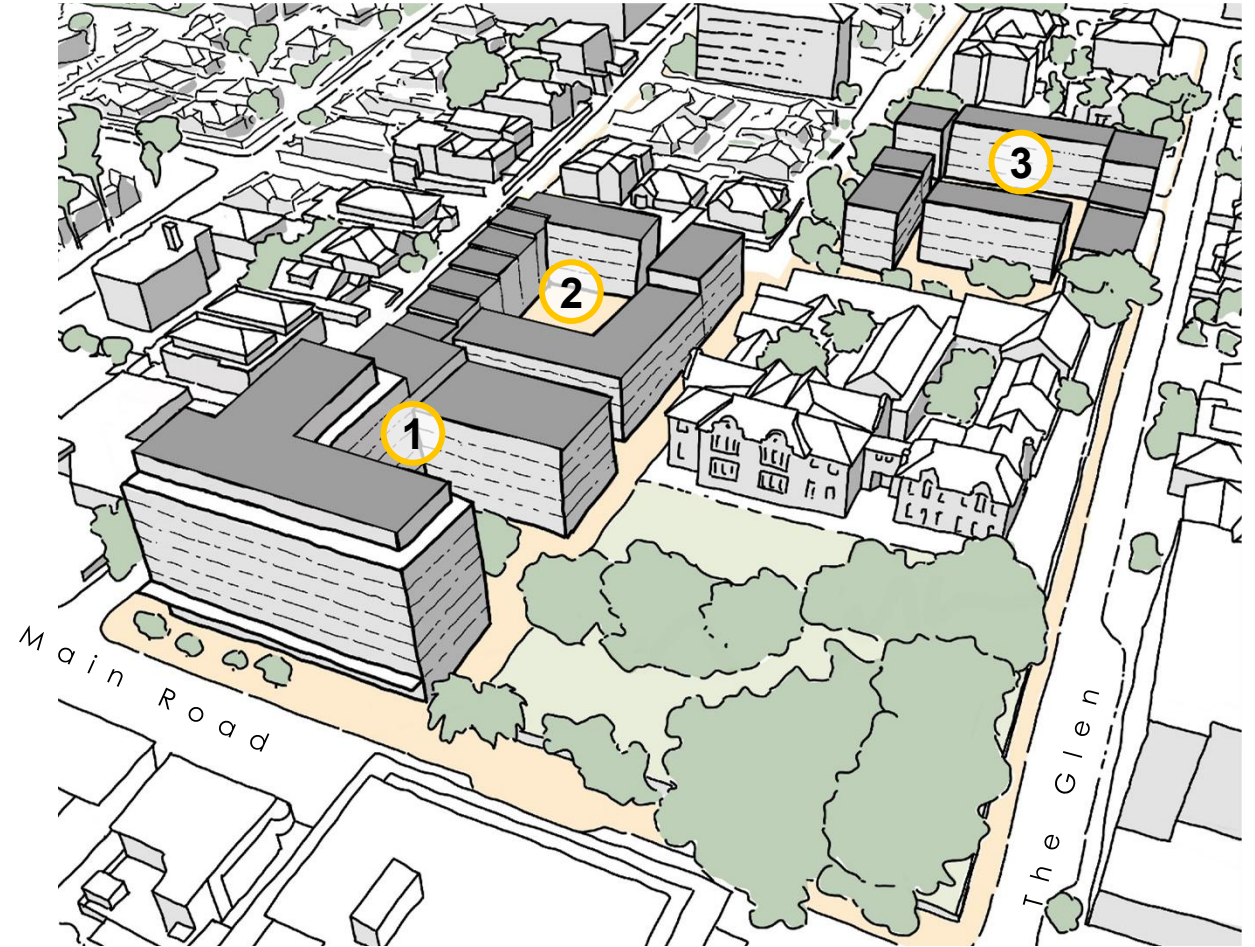
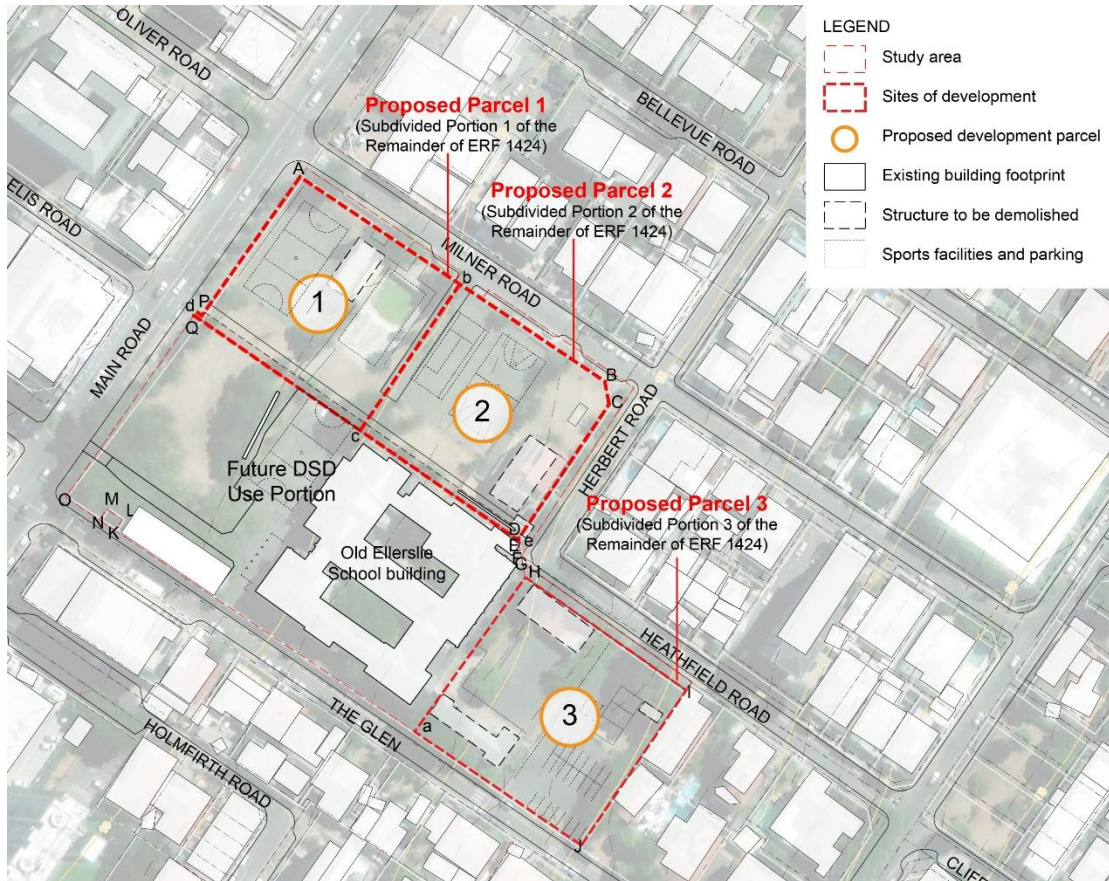
Stakeholder Process



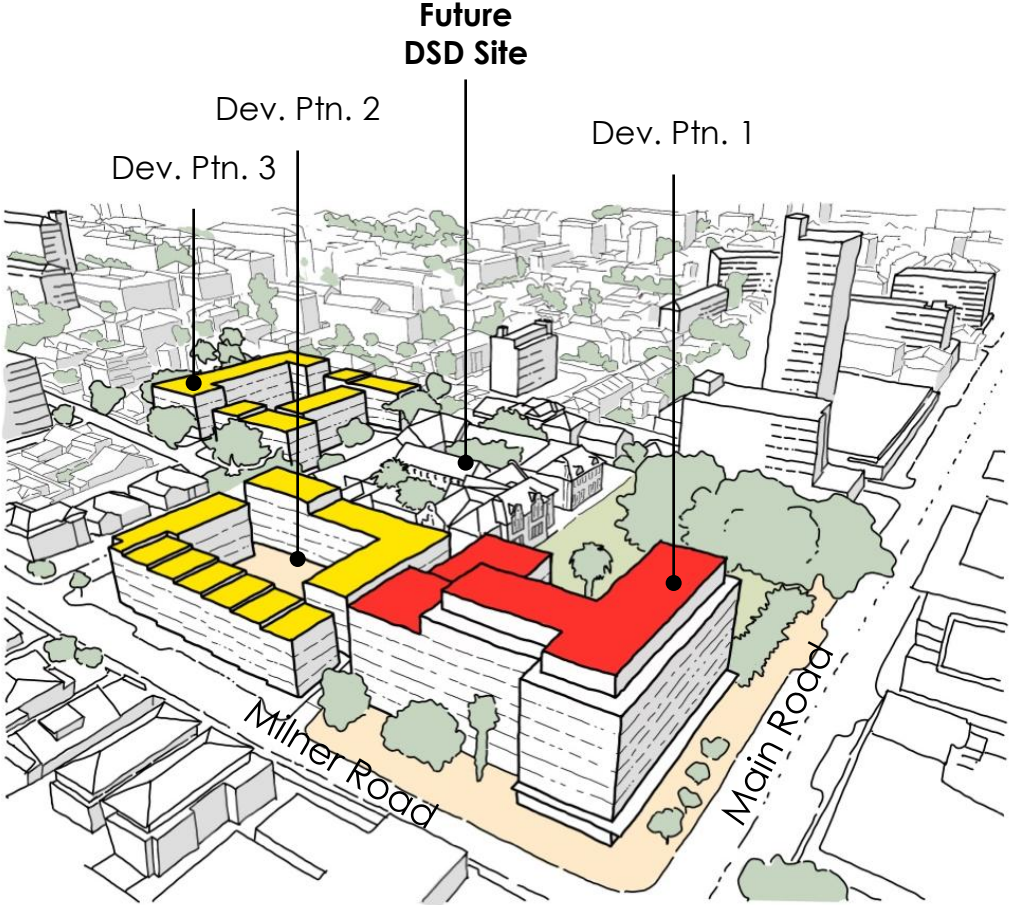
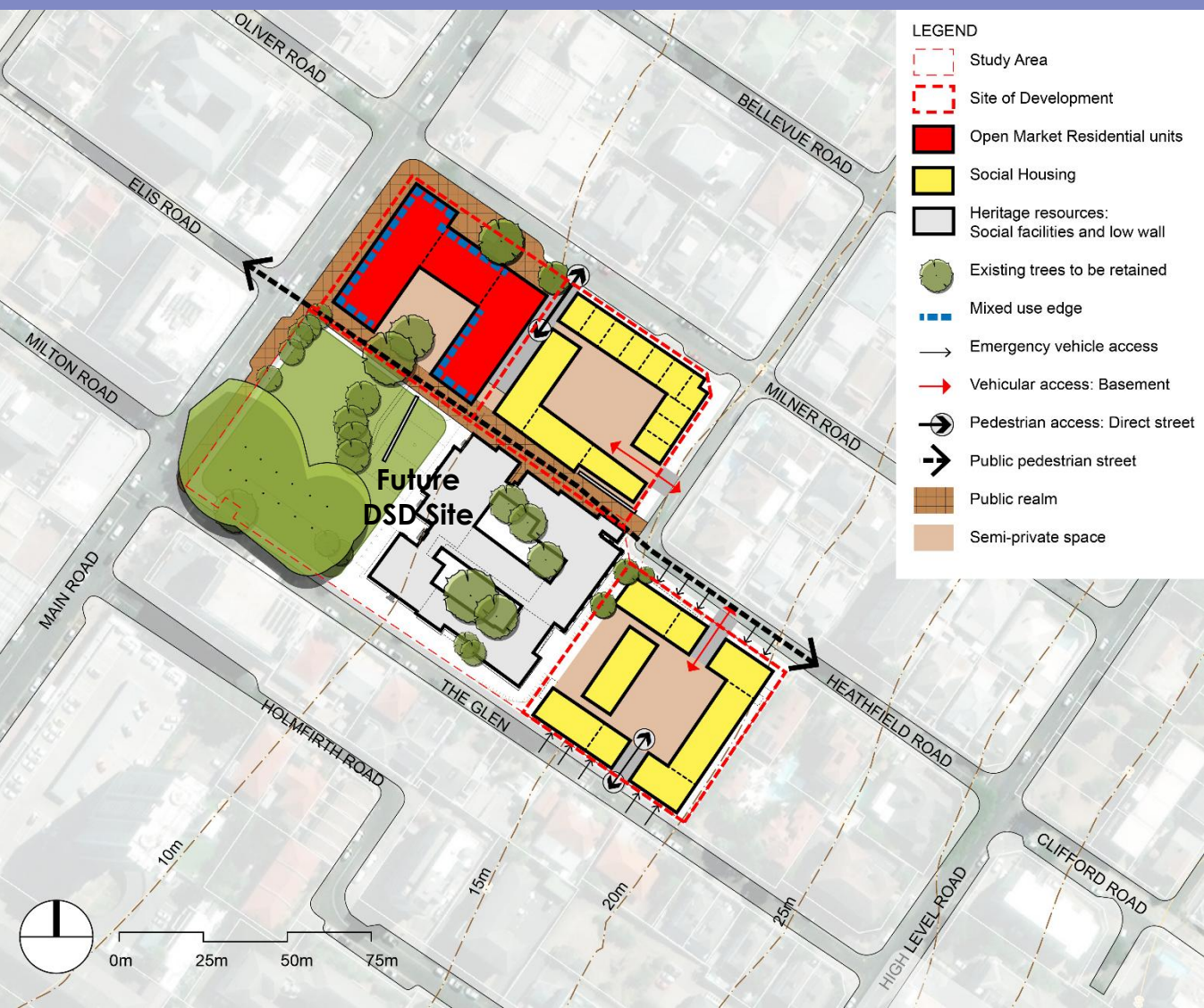
What is being proposed for 353 on Main?

Concept design: Parcels for development

Within the site, **three parcels** of land have been identified for **development**



Site Concept Plan

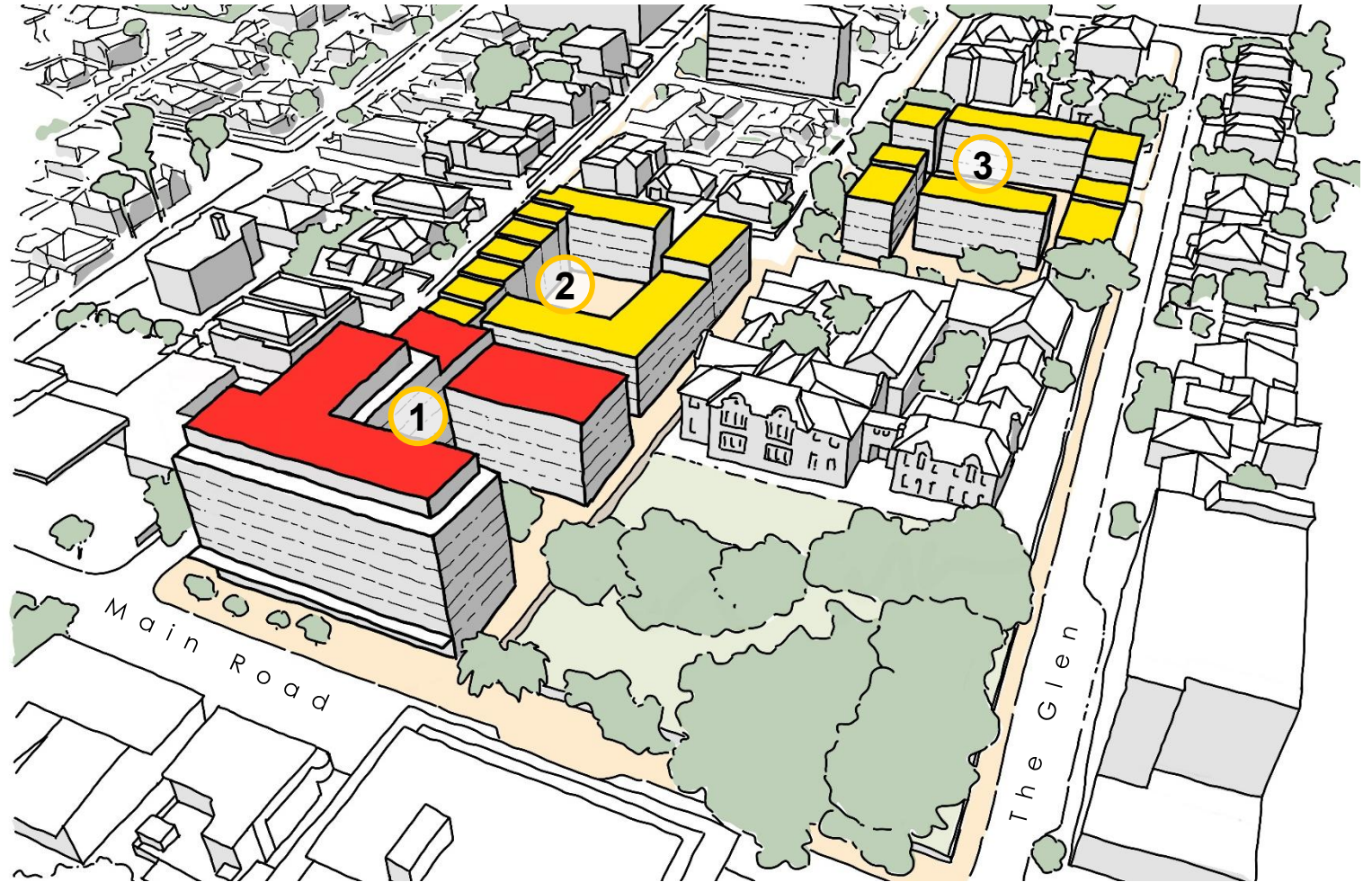


Concept design: Creating a mixed-use precinct

Mixed Use Development including:

- Social and free market housing
- Retail use
- Commercial use
- Public space

Note: DSD portion will be planned and enablement separately.



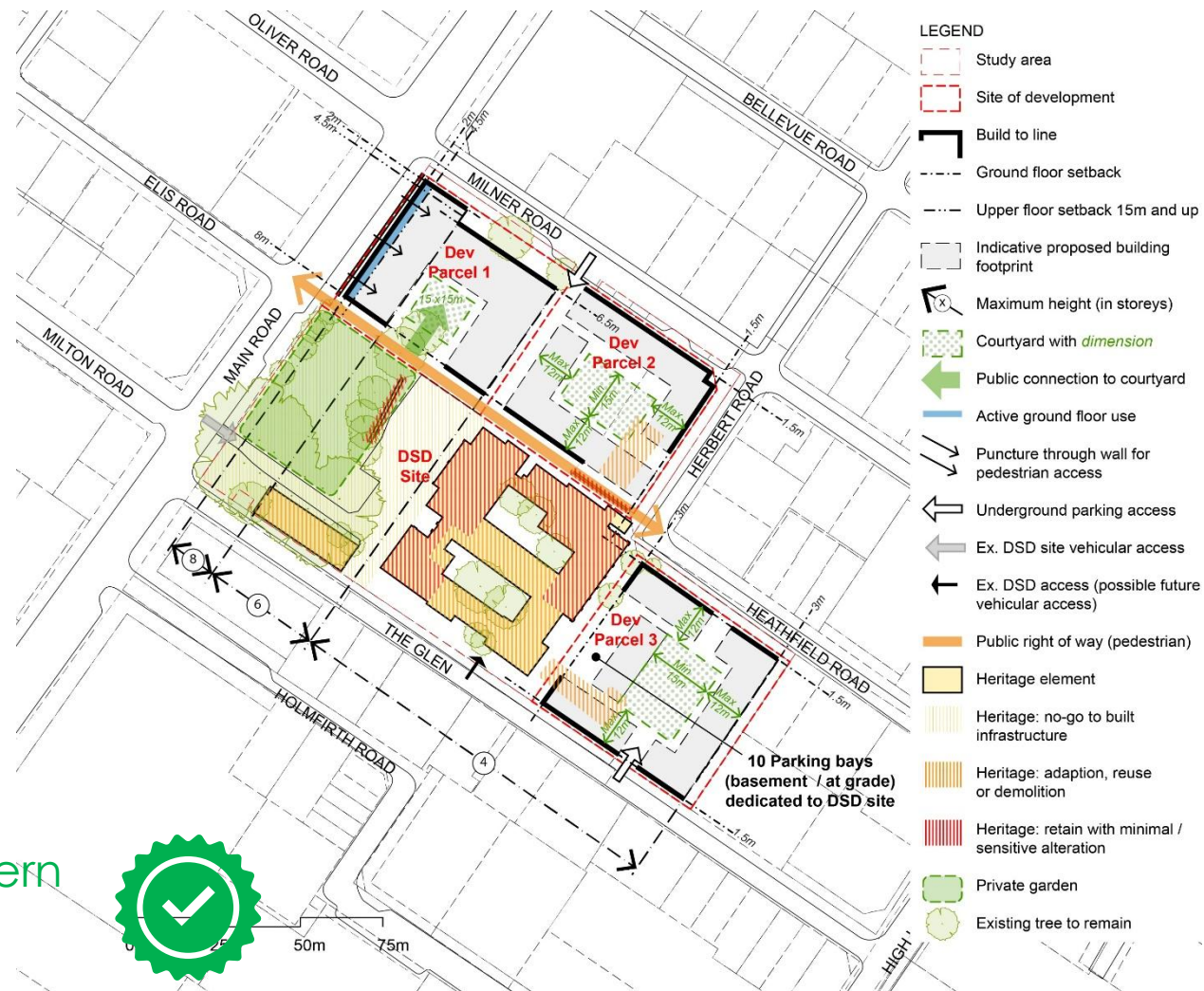
353 on Main - Site Design Fixes and Controls

- The future developer will have to **adhere to these design fixes** and controls and submit a **Site Development Plan and Buildings Plans** aligned with the fixes embedded in this drawing.
- The **DSD portion will undergo its own statutory processes** based on the proposed future use of the building. **Overarching design fixes** and controls for the DSD portion that have an impact on the 353 on Main development are included in this application.
- Using these as a basis, **more detailed guidelines and design fixes** may need to be formulated for the DSD portion.

Fixes include:

- Building height
- Build-to lines, setbacks and courtyard dimensions
- Building edge conditions
- Pedestrian public right-of-way
- Access
- Parking for the DSD site
- Land use mix
- Number of social housing units

Approved by
Heritage Western
Cape

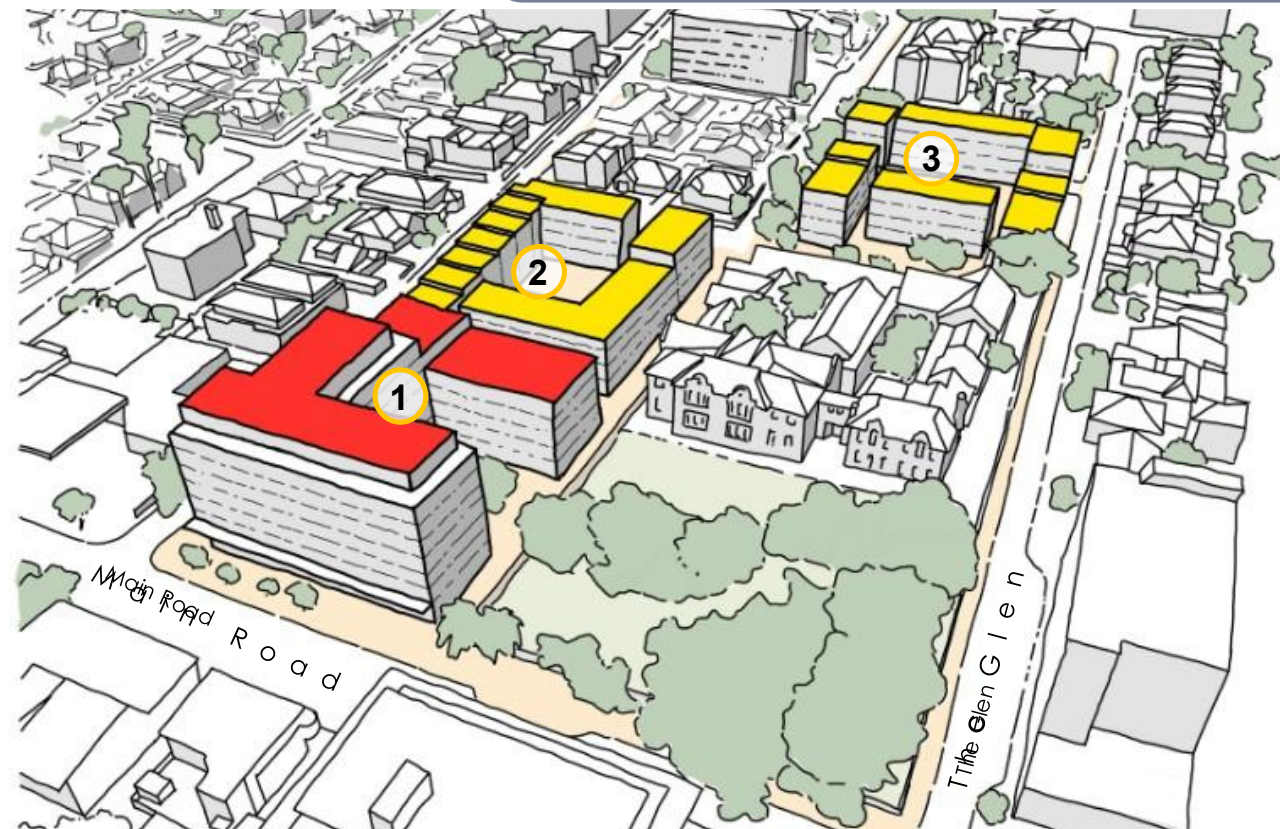


Conceptual Massing model and Site Concept Development Plan



Development Vision Statement

"353 on Main is envisioned to be a **vibrant, inclusive, safe, urban-living, mixed-use development**, embracing heritage whilst offering, **affordable housing, shared spaces, and integrated amenities**"

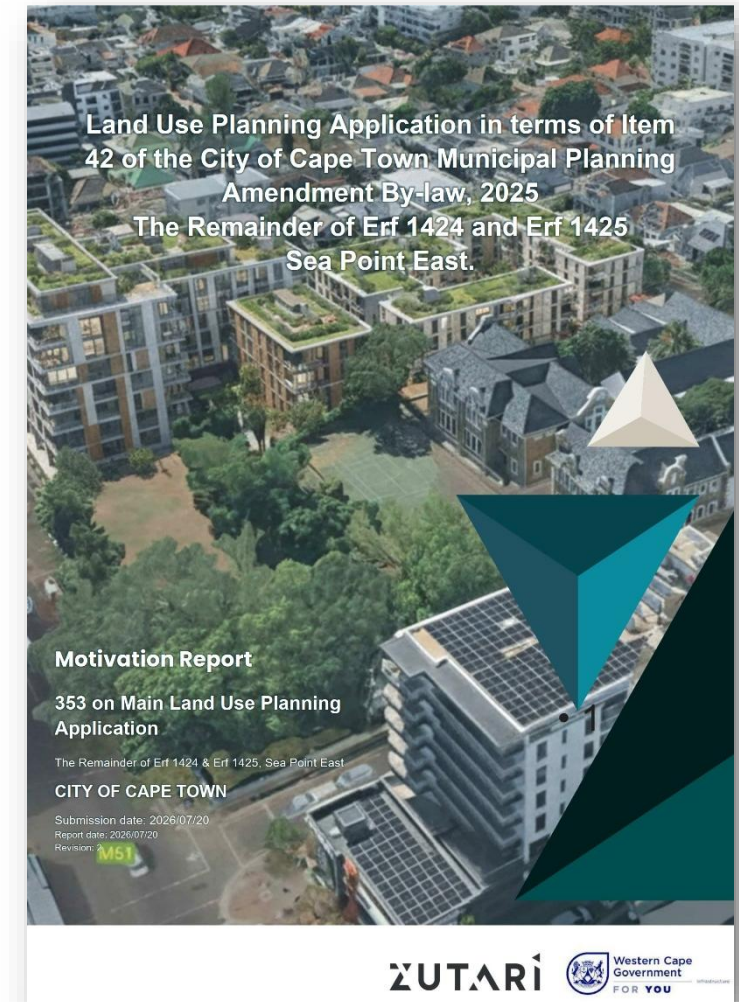


*NOTE: Architectural impression – not final design

Land Use Application

What is being applied for, and why?

- Consolidation
- Subdivision
- Rezoning
- Removal of Restrictive Title Deed Conditions
- **Permanent Departure** to relax the Street building line along Main Road from 5 metres to 0 metres
- Proposed development and demolition of identified structures (HIA) within the Sea Point **Heritage Protection Overlay Zone (HPOZ)**.



Properties making up the study area

The following properties make up the site:

- Largest is Remainder Erf 1424
- Smallest Erf 1425 which is owned by the City
- **Unregistered** property Erf 1675 which Wynard Mansions is located on (due to non-registration at SG – legally still part of Erf 1424 – RE)

Application is made for the consolidation of Erf 1425 and Erf RE 1424



Consolidation of properties

What is the application for?

- Consolidation involves legally joining two or more properties together into a larger unified property under a single title deed.
- Consolidating registered properties:
 - Erf 1425
 - Remainder of Erf 1424

Motivation for 353 on Main development:

- To rectify the historic subdivisions following the consolidation and transfer to CCT for infrastructure services (road widening/services) which is no longer required or desired.



Servitudes

The existing stormwater servitude that crosses the site is to remain and has been incorporated into the design of the proposed development.



Subdivision

Application is made to subdivide the consolidated erf into 4 portions:

- 1) The Remainder of Erf 1424 (parent erf – new remainder from subdivision – allocated to DSD)
- 2) Portion 1
- 3) Portion 2, and
- 4) Portion 3

Motivation for 353 on Main development:

- Subdivision of the site into separate development parcels aligns with the proposed development and land uses.
- Creates dedicated erven for the social housing components in line with SHRA guidelines.
- Supports effective management, funding, tenure security, and service provision.



Rezoning

What is the application for?

- Rezoning is required when the current zoning of a property does not permit the proposed land use or development rights.
- Application made for the rezoning of:
 - Proposed Portion 1 from a split zoning of "Transport Zone 2", "General Business 5" and "General Residential 4" to "General Business 5", and
 - Proposed portions 2 and 3 from "General Residential 4" to "General Residential 5".

Motivation for 353 on Main development:

- New zoning allows for:
 - Increased building height allowance
 - Increased residential unit yield



Rezoning

Existing Zoning:

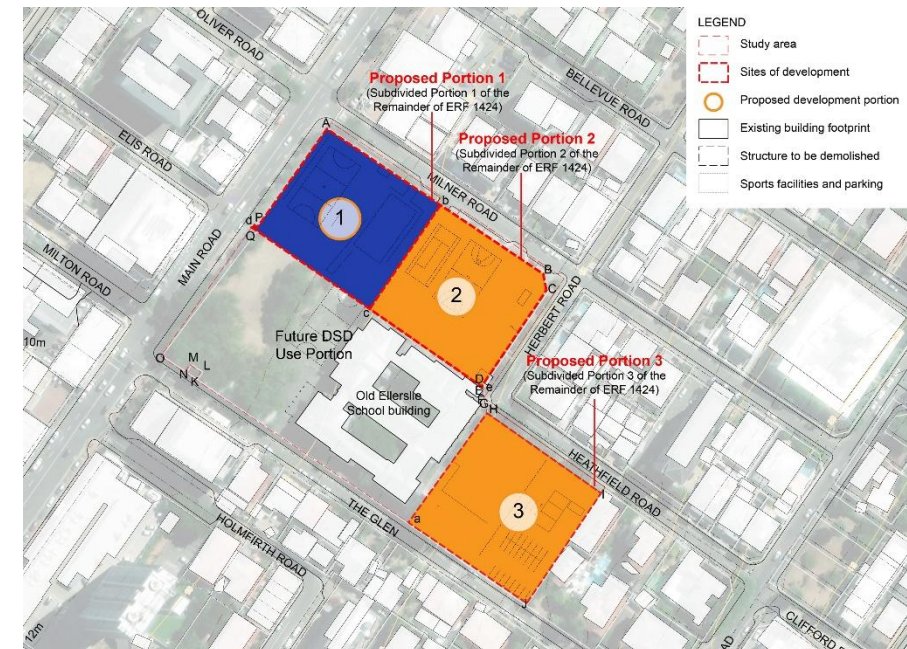
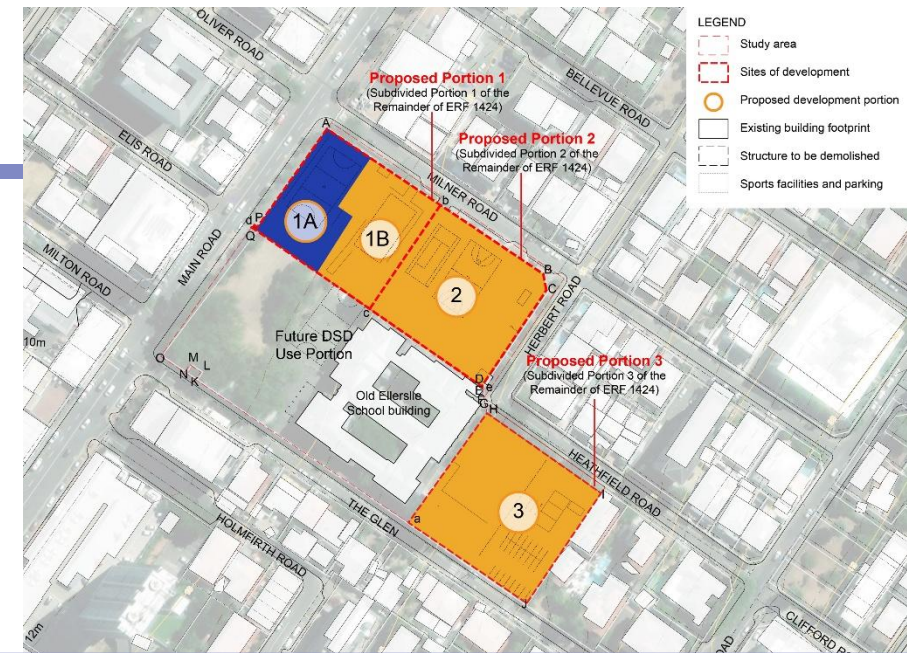
- General Business 5 (part of portion 1)
- General Residential 4

Proposed Zoning Changes:

- **GB5 zone** expanded to regularise and cover the whole of portion 1 in full
- Change from General Residential 4 to **General Residential 5**.

Implications:

- Height change from 24m to 35m on the GR5 zoning.
- FAR changes from 1.5 to 2.5 on the GR5 zoning (allows for a yield that supports a feasible mixed use development and cross subsidization of social housing)



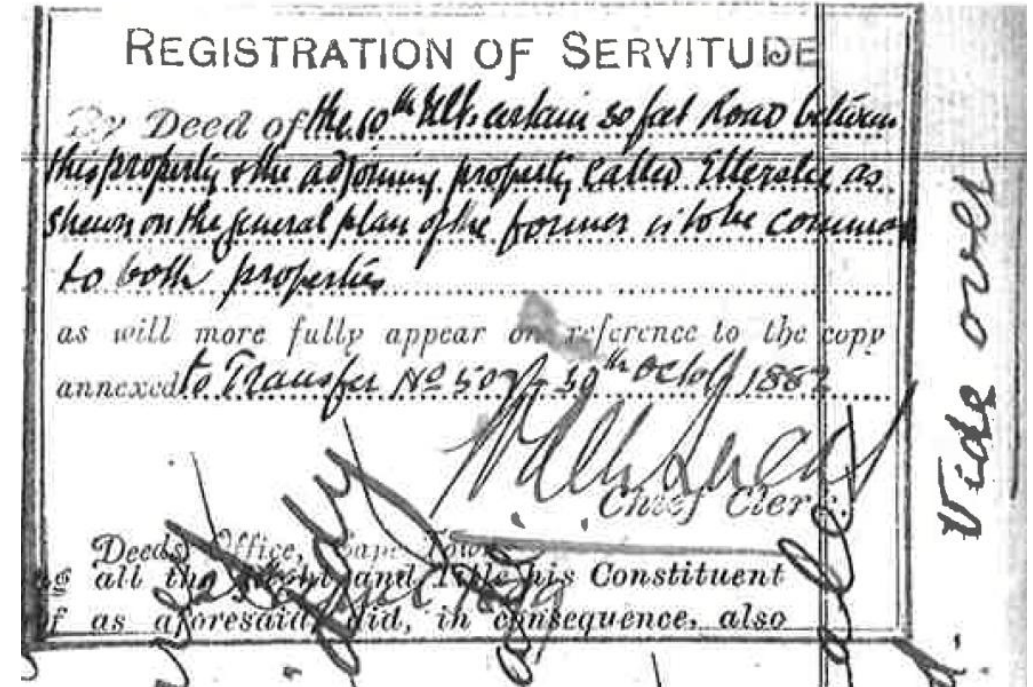
Removal of Restrictive Title Deed Conditions

What is the application for?

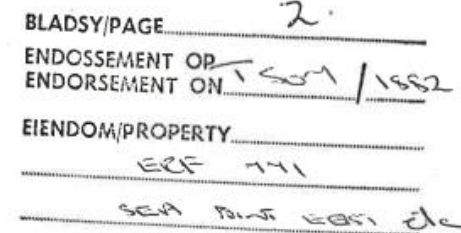
- A restrictive title deed condition is removed when it **prevents a proposed development** and is no longer considered relevant.
- An application to remove the restrictive 50-foot road servitude (T507/1882) from the title deed of the Consolidated Remainder of Erf 1424.
- The other registered servitudes relate to stormwater and pipe drainage and will remain in place.

Motivation for 353 on Main development:

- The 50-foot road servitude is the only remaining restrictive condition and is no longer required.
- Removal will facilitate the proposed development and align the title deed with planning and development requirements.



50 feet Road Servitude registered on Title Deed 507 of 1882 (as shown on the last page of further title deed T8629/1897)



Endorsement on page 2 of Title Deed T507/1882

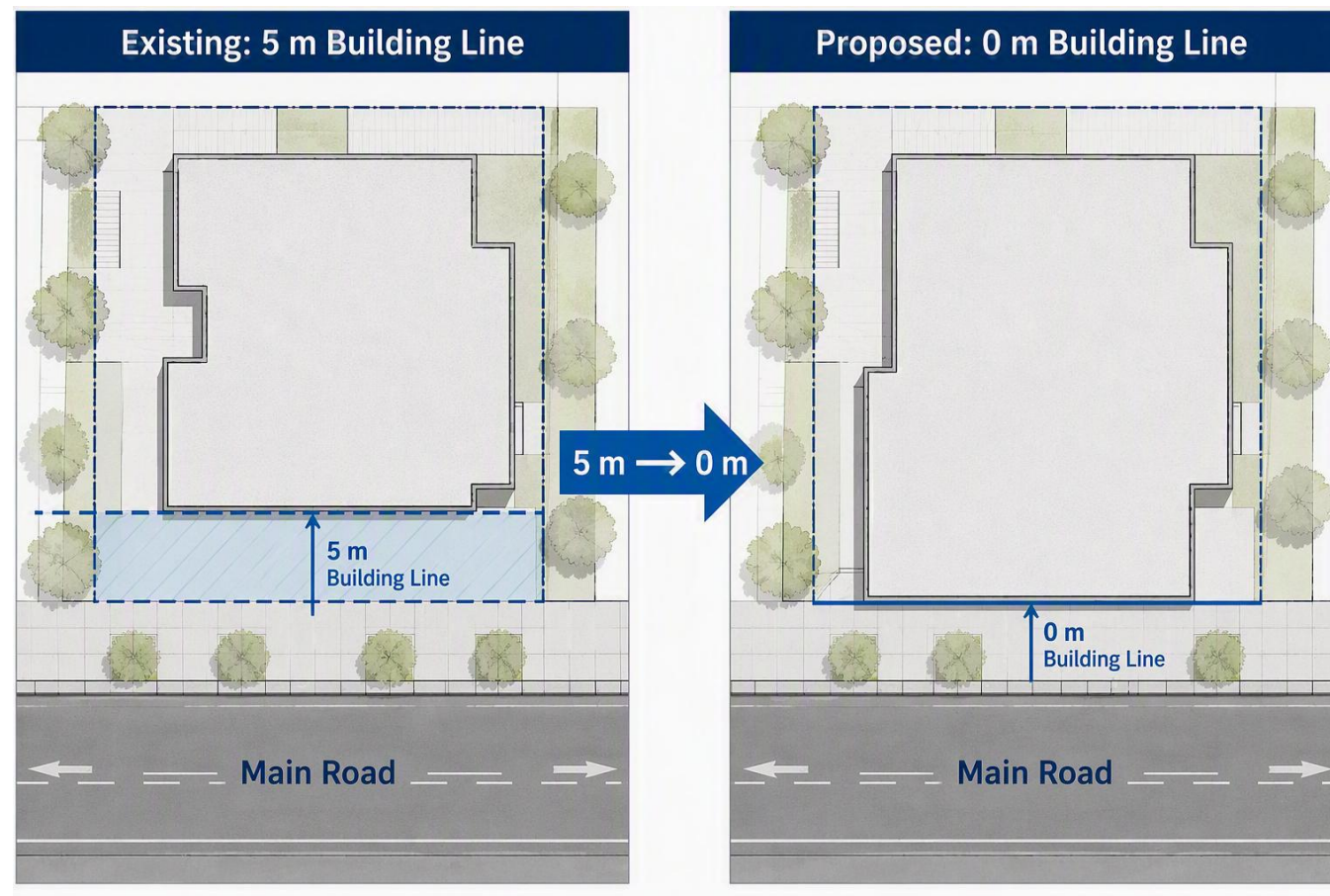
Departure: Relax Street building line of Main Road from 5 metres to 0 metres

What is the application for?

- Application made to relax (or waive) the statutory 5m building line setback to 0m.
- Preliminary support from the City's Transport Infrastructure and Planning Unit received.

Motivation for 353 on Main:

- Enhances the urban street interface and edge condition, creating a more active, pedestrian-oriented frontage along Main Road.



Development in the Heritage Overlay Zone

What is the application for?

- Application seeks **approval for the proposed development** and **demolition of identified structures** (HIA) [Wynyard Mansions, Music Rooms, and Garage as per the Development Concept Plan] within the Sea Point HPOZ.
- **Supported by a Heritage Impact Assessment** (HIA) and associated heritage documentation submitted to Heritage Western Cape (HWC) which have been approved.

Motivation for 353 on Main development:

- All **heritage features** and indicators on the site have been **identified and assessed**.
- The development concept, urban design, and landscaping plans were prepared in **collaboration with heritage specialists**.
- The proposal responds to heritage requirements and incorporates measures to **protect and conserve the site's heritage significance**.

Triggers of the application (Item 162(1) of MPBL:

The following activities affecting a place or an area protected as a Heritage Protection Overlay zone require the approval of the City:

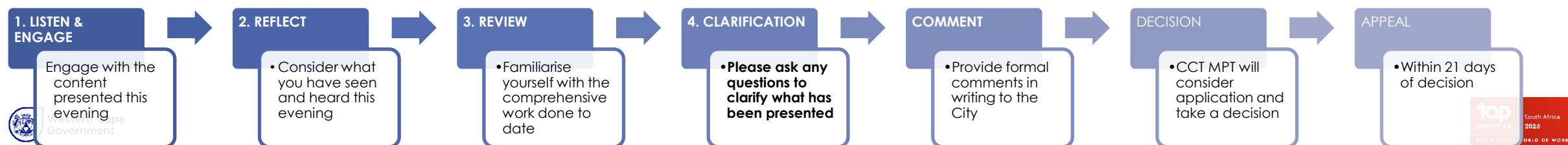
- Construction, alteration, demolition, removal and change of use as a heritage place;
- Carrying out any works on and over the heritage place;
- Subdivision and consolidation of land comprising a heritage place;
- Change to the natural and existing condition and topography of the land;
- The permanent removal of specific trees and the removal of vegetation and topsoil;
- The addition of new structures;
- The alteration and removal of the historical landscape and landscape features including some boundary walls and mature plantings and the addition, removal and alteration of hard landscape surfaces, street furniture and signage;
- Below ground excavation

How can YOU contribute?



What now?

- The Land Use application was submitted to the City and the commenting period has commenced.
- City has advertised the land use application; and site notices have been placed (**Friday 11 September 2026**).
- Any objection, comment or representation on the proposal, with reasons thereof, must be made on the prescribed form (the objection form can be downloaded from the following link: <http://www.capetown.gov.za/LandUseObjections>) and must be lodged at the following e-mail address: comments_objections.tablebay@capetown.gov.za (or submitted in writing to the office of the Table Bay District Manager).
- Cut off date for comment is **20 October 2026**.
- Find the full land use application and supporting specialist studies on the **City website** as per Notice and on the **DOI project webpage or by using the QR code**
- The Municipal Planning Tribunal (MPT) will consider the application and make a decision.
- All parties will be notified of the decision and their right to appeal in writing.
- If any party is dissatisfied with the decision, Section 108 of the MPBL grants a right to appeal. Both the applicant and registered objectors (I&APs) may submit an **appeal within 21 days** of the decision.



Who to speak to?



Western Cape Department of
Infrastructure
Project Leader: **Amozelle Lambrechts**

ZUTARI



Project Lead &
Professional
Planner
Rudolf Schröder



Assistant Town
Planner
**Nondumiso
Buthelezi**



Project
Administrator
Angela Botha



Stakeholder Engagement Consultants
Paul Zulu
Amelia Visagie



Urban Designer
**Ashleigh
Florence-
Brander**



Architect / Urban
Designer
Pieter Louw



Geotechnical
Engineer
Hannes Taljaard



Civil
Engineer
Carshif Talip



Transport
Engineer
**Armandt van
Straten**

Sub-consultants



Rennie Scurr Adendorff
Architects
(Heritage Consultants)
Mike Scurr



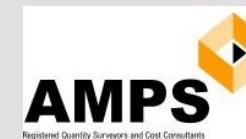
Social Historian
Naomi Roux



Square One
Landscape Architects
Luke Coughlan



I Murison Attorneys
Isak Murison



AMPS Quantity
Surveyors and Cost
Consultants
Heren Mannie



Arvind N Bhawan
Land Surveyors
Arvind Bhawan
EMPLOYER 2024
FOR A BETTER WORLD OF WORK

For more information, updates, and notices, or access the documentation visit the Project Webpage using the link or QR code: <https://www.westerncape.gov.za/infrastructure/353-main-sea-point>



Scan here to access
the Project Webpage

QUESTIONS AND ANSWERS