



**Western Cape
Government**

Department of Infrastructure

Questions and Answers Notes of Land Use Application Open House Event

22 September 2026

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

LUM Case ID: 1500164351

DOI 353onMain Project Office and Zutari Team

Date of Report: 05 October 2026

Contents

Acronyms/Terminology	3
1. Background	5
1.1 Brief overview	5
1.2 Stakeholder Engagement Approach.....	6
2. Summary of questions and comments:.....	7
3. Next steps.....	16
4. Conclusion	17

Acronyms/Terminology

BASA	Bank of South Africa
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

An open house event related to the release of the formal Land Use Application was announced via email blast and notices placed on-site on 11 September 2026.

The purpose as communicated at the session was:

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

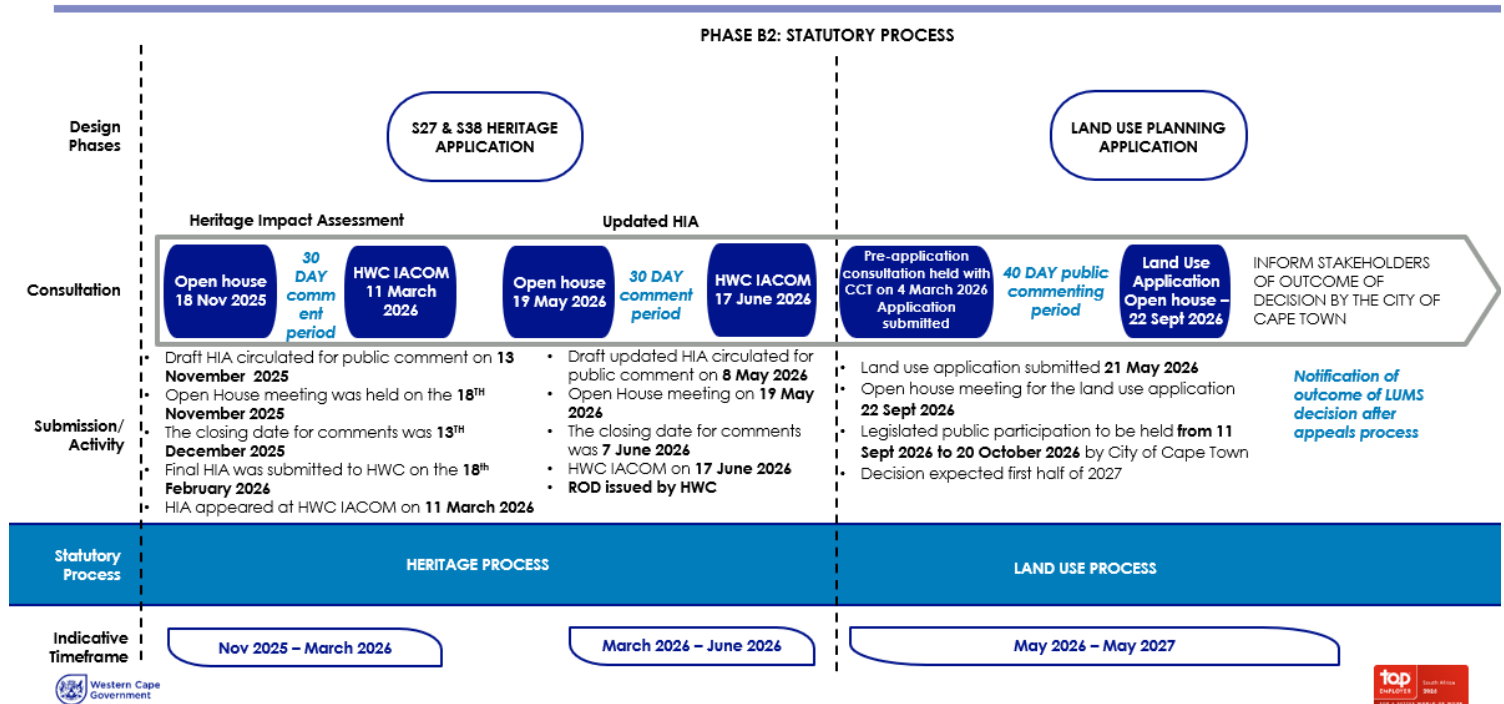
Important to note:

- ❖ 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 the open house is not to replace the formal public participation process, but to provide a platform to information and answer questions so that all I&APs can participate meaningfully in that process.

1.2 Stakeholder Engagement Approach

The updated stakeholder approach portraying progress to date (available on the project webpage) and included in the Presentation and Posters is illustrated below (the update is on the Statutory Processes):

Stakeholder Process



2. Summary of questions and comments:

Below is a summary of the key themes and responses that were discussed during the Land Use Application Open House event held on the 22nd of September 2026 (5pm - 7pm; formal presentation 5:30pm) at the Life Conference Centre, Main Auditorium, 30 Main Road, Sea Point.

ID	Theme category:	Summary points/questions:	Response:
1	Social housing vs. affordable housing	a) What is the difference between Social Housing and Affordable Housing?	a) Affordable housing includes a mix of government grant funded housing products for qualifying beneficiaries who earn not more than R22,000 combined income per month. This includes Social Housing, First Home Finance, and others. In the context of Cape Town and informed by the Municipal Spatial Development Framework (MSDF), Affordable Housing is defined in line with the Banking Association of South Africa (BASA) to include qualifying beneficiaries with a combined income of not more than R34, 800. Affordable housing includes rental and ownership options. Social housing is rental and regulated by the relevant regulatory authority SHRA and managed by an SHI; and falls within the government grant funded affordable housing; and as such has a combined upper income bracket of R22, 000 p/m. This is a rental only housing product. It is subsidized and reliant on the relevant grant allocation from National Human Settlements. The rental brackets for this product are defined and regulated. The beneficiaries must qualify and be registered. These developments are strictly regulated and managed.

ID	Theme category:	Summary points/questions:	Response:
		b) From the recent ConCourt Judgement re Tafelberg, it is understood that the entire site must be allocated to social housing?	b) Correction – the Tafelberg ConCourt Judgement does not require the entire 353onMain / Tafelberg erf future development to be allocated only to social housing.
2	Height reduction and housing yield impact	a) Why was the bulk reduced? b) Why did the proposals play around with the height and then ended back at the lower height along Main Road?	a) And b) The residential yield was reduced due to comments from various parties, including the City Heritage Management Branch. Given that these were raised as concerns within a formal legislated public participation/ commenting period the weight of these had to be considered, including that this is a Provincial Heritage Site (PHS) and within the Sea Point Heritage Protection Overlay Zone (SP HPOZ) – all of these factors were weighed and as part of the process an alternative were developed, which still had to be feasible and submitted to HWC and achieved approval and support from CCT EHM. Various development options were investigated and tested i.t.o. technical, financial, and other feasibility assessments and after considering all comments received, the final development concept that formed the basis of the statutory applications was selected. Although there are buildings of higher storeys in the vicinity, they are not in a PHS.
3	Residential - unit sizes & yield split	a) What are the sizes used in this process for the social housing units?	a) Social housing is strictly regulated by the SHRA and related policy. These developments are well-managed. The unit sizes modelled may change when a development partner and SHI commence with implementation based on market engagement and qualifying beneficiaries within the proposed basket of rights. For this land use exercise the units ranged from studio to 2-bedroom units.

ID	Theme category:	Summary points/questions:	Response:
		b) What are the sizes used in this process for the open market housing units?	b) The unit sizes modelled may change when a development partner commences with implementation based on market engagement and within the proposed basket of rights. For this land use exercise the units ranged from studio to 2-bedroom units to ensure feasibility testing for the cross-subsidization element, and the typical sizes within the current market of similar developments in the area. The proposed split of unit yield for 353onMain as contained in the land use application is 50/50 (open market / social housing).
4	Provision of a school	a) Why has a school not been considered / provided?	a) As announced in January 2025 the site would be subdivided; the Ellerslie/Tafelberg school building with the forecourt garden section has been allocated to Dept. of Social Development (DSD) for future use aligned to their social services mandate and required services identified in the area, and the remainder portions will be enabled for a mixed-use, residentially led development including affordable housing (social housing included). This has also been shared and communicated with the I&APs at every public participation process.
5	Social housing	a) How will sub-letting of these units be controlled, managed and prevented? b) Will the proposed units be limited/reserved for beneficiaries working in the area?	a) The social housing developments are strictly regulated and managed via the SHRA legislative framework and only an accredited SHI will be partnered with. The developments are access controlled, so there is no possibility of sub-letting to occur. I&APs were encouraged to visit Conradie Park to see how a social housing development is integrated with open market development. b) The SHI will implement the qualifying criteria as guided by guiding regulatory framework. As per policy, the beneficiaries must be on the Housing Database/Waiting list and a

ID	Theme category:	Summary points/questions:	Response:
		c) What if a beneficiary loses their job/ income – how will this be known and related actions taken to prevent the negative implications? d) Has an SHI partner/company been identified for this development?	catchment area will be identified IRO proximity, potential beneficiaries working in the vicinity would be prioritized. c) The leases between the tenant and the SHI are regulated and manage the relationship between the SHI and the tenant with the SHI managing these rental agreements. d) The project is still within enablement stage. The implementation stage, including procuring a development partner and SHI will follow in the future via strict tender requirements; once this application has been approved. No development partner or SHI have been procured; the required processes, including public participation, will be followed.
6	Building line departure	a) Regarding the proposed departure for a 0m setback from Main Road, has any other relaxation or departures for the other building lines been impacted? b) What about the side street portions of land?	a) These setback lines are set in the Municipal Planning By-Law. The proposed development aligns with all side and street building lines. The Main Road departure being applied for is to relax the road widening element no longer required by the CCT, and to enhance the activation of the ground floor to achieve the vision of an integrated development. b) Once the basket of rights has been approved, the DOI will proceed to rectify the encroachments, and these will remain with CCT for related road infrastructure. This will be addressed through a new boundary.
7	Heritage impact assessment process	a) How wide was the HIA process advertised as it was felt that this was done 'hush-hush'?	a) Correction. The HIA went through two (2) advertising process (in three newspapers of this area in 3 different languages) and commenting periods. In addition, notices were placed around all site boundaries and in the vicinity; email blasts were sent to all registered stakeholders (which gets updated after each engagement), and the webpage updated.

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		b) Do building plans go back to Heritage Western Cape?	b) Yes, they do.
8	Traffic impact assessment	a) Concerns raised with the TIA recommendations that there are no challenges with the capacity. b) Milner and The Glen Roads are narrow – how was the impacts been assessed? c) What is being planned for loading on side roads?	a) & b) The TIA used best practice to model the anticipated trips, status quo and introduction of the new development. It was confirmed that the current roads in the vicinity are not at capacity. It should also be noted that the site is well-located and accessible via various well-functioning public transport such as the MyCiti system, taxi and Golden Arrow bus routes. There is provision made for basement parking. c) There is provision made for loading bays for delivery vehicles as indicated on the development plan.
9	Final development plans	a) Is it correct that final site development and building plans must be submitted to HWC for approval?	a) Yes, this understanding is correct.
10	Rezoning	a) Explanation of the rezoning from GR4 to GR5 zoning if rights to develop the SH are in-place?	a) This application is to ensure that the proposed unit yield can materialize due to the Floor Area Ratio (FAR) increase required and therefore the rezoning.
11	Cross-subsidization / feasibility	a) Why have the developments been separated/planned on different erven, if cross subsidizing the social housing developments? b) Private developments in Cape Town should be required to invest a portion of their profit into the social housing / affordable housing.	a) SHRA regulations currently prefer that the social housing component be located on its own erf/entity. b) This is outside the scope of today's session and a comment to be directed to the CCT in relation to the implementation of the Western Cape Inclusionary Housing Framework.

ID	Theme category:	Summary points/questions:	Response:
		c) Has WCG considered / factored the property value?	c) The DOI Project Office, as communicated earlier, to make the proposed maximization of SH objective for this site attainable, the land value and any potential profit from the open market will be reinvested into the social housing component.
12	Subdivision	a) Why the subdivision application?	a) SHRA regulations currently prefer that the social housing component is located on its own erf/entity. The DSD portion will be planned and managed separately for the delivery of government service requirements and this portion of the property is not considered for disposal; therefore, the proposed development portions are being subdivided.
13	General comments/observations	a) Seems easy these days to apply for departures and title deed removals.	a) The City is the relevant authority on deciding on these matters. In the past, title deeds were used as a mechanism to regulate and restrict developments but planning legislation has been developed and is being used to regulate developments accordingly. Most often the conditions in title deeds are no longer relevant or valid but still have a legal standing. The City's land use planning By-Law makes provision for the removal of such conditions. The departure being applied for in this project is to rectify the Main Road road-widening improvement line set which is no longer required by the CCT. Since the de-proclamation of this entirely impacted area would take time and delay the implementation of the proposed development, the City supported that a departure be applied for in this regard. The proposed development will not extend beyond the cadastral line on Main Road due to this relaxation.

ID	Theme category:	Summary points/questions:	Response:
		b) CCT provides events/opportunities for I&APs to comment but it seems these are not taken seriously (speculating “lip-service”) – developments are being approved irrespective, and at an alarming rate. c) Will there be restitution / redress for the impact on property values for the surrounding residents due to this development? d) It is recommended that all private developments in the Sea Point area should include social and affordable housing elements. e) Why do all the other high-rises in Sea Point have a profit margin attached to them. Why didn't that profit go to social housing? f) Did the province put a price to the site and how are we going to make the numbers work?	b) The DOI Project Office and Professional Team for this project cannot speak on behalf of the City i.r.o. process. The Applicant has and will follow due legislated process and will be responding to each submission received as required by the MPBL. c) There will be no financial redress or restitution to any party as it is a misperception that social or affordable housing impacts negatively on property values. In the contrary, as proven by a study undertaken by CCT and mixed-use developments with social housing such as Conradie Park, there is no proven correlation between social housing developments and open market/private sector development property values. d) A recommendation to be made to the CCT in line with the WC Inclusionary Housing Framework. e) The provision of social housing and affordable housing is encouraged within the city's urban core. Social housing can be prioritized on land portions and developments owned by CCT and the WCG. However, due to the grant quantum. Social housing requires Open Market developments found in these high-rise developments to cross subsidize social housing. f) The land has been valued, and the housing yield and distribution of units has been tested financially to ensure the proposed development is viable and feasible.

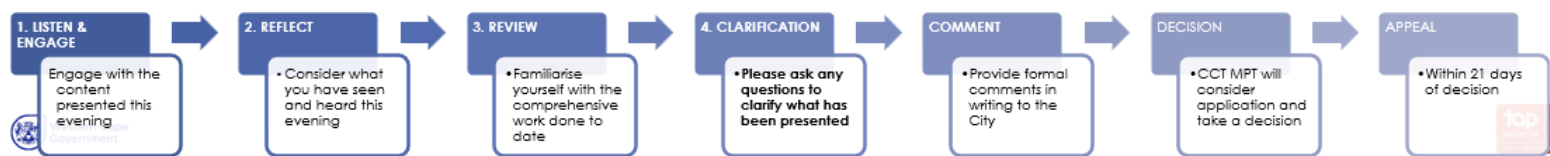
ID	Theme category:	Summary points/questions:	Response:
		Reclaim the City - related comments: a) Consideration and 1st choice of beneficiaries should be given to the domestic workers and gardeners in Sea Point. b) Disappointment expressed that the application for social housing will be open to all and not those that fought for Tafelberg. Consideration should include those that fought for Tafelberg. c) Consideration to be given to a rent-to-own as the ultimate dream is that of ownership. d) Disappointment expressed that WCG are not stipulating those x % of workers in the vicinity is invited to apply 1st. e) Can a strict rental increase cap be considered, as in another SH development the rent increased exponentially, and this forces beneficiaries out.	All noted. • The qualifying criteria will be followed as per SHRA Regulations and related policies. • The catchment area will include qualifying beneficiaries from the vicinity. • Prospective beneficiaries must ensure that they are on the CCT Housing Database and that contact details are updated for readiness with the call for applications. • There are other developments within the CBD and vicinity from WCG and CCT that could accommodate qualifying beneficiaries. • The residents from HBNH could be accommodated in other developments coming online earlier than 353onMain, based on meeting qualification criteria. • The maximum qualifying income bracket may also exclude some members of the community that would want to participate, especially the missing middle that doesn't qualify for the grant but also cannot afford open market. • The development of 353onMain cannot be the 'silver bullet' to resolve and carry all CBD social / affordable housing backlog. There are other developments that could accommodate some. It is also noted that WCG cannot appease all voices/opinions and aspirations to live on this site. • The social housing product is designed to be perpetual rental and is not designed for ownership. • Products like First Home Finance (FHF) cater for a bond and ownership / grant + top-up. Not all projects can carry all the housing products. • Given fiscal constraints for SH and FHF and related grant deficits the open market and retail/commercial uses are required to ensure that the vision for SH units can be realized.

ID	Theme category:	Summary points/questions:	Response:
		f) Where can interested beneficiaries apply for the 353onMain social housing opportunities?	The 353onMain development will include two (2) housing products – open market units and social housing units.

3. Next steps

The Project is within the Land Use application process, what happens next and how can I&APs contribute:

- ❖ The Land Use Application was submitted to the City of Cape Town 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 (on the Presentation and Posters).
- ❖ The Municipal Planning Tribunal (MPT) will consider the application and decide.
- ❖ 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.



4. Conclusion

The Project is within a formal statutory process; no one-on-one responses will be entertained during the land use application process. All I&APs wishing to make a submission on the Land Use Application are encouraged to follow the process and official channel as included in the Notice, webpage, presentation, posters and in Section 3 above.

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

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