

DOI 353onMain Project

From: Brandin Walter <brandin@hancopackaging.co.za>
Sent: Wednesday, 10 December 2025 10:54
To: DOI 353onMain Project
Subject: URGENT OBJECTION 353 Main Rd Sea Point

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KIND ATTENTION OF:

The Chief Executive Officer Heritage Western Cape

9 December 2025.

Formal Objection to Development at 353 Main Road, Sea Point

This document details a formal objection concerning the proposed construction of a 12-storey building at 353 Main Road, Sea Point, Cape Town. The objection is founded on the project's direct conflict with the Heritage Protection Overlay Zone (HPOZ) and the resulting loss of a significant public green space, **including a mature tree valued by the community**. The submission concludes with specific requests for HWC to reject or substantially amend the proposal to preserve the area's heritage and natural assets.

Introduction and Statement of Objection

A formal objection to the project involves the construction of a 12-storey building, which is contested on two primary grounds:

1. **Incompatibility with the Heritage Protection Overlay Zone (HPOZ):** The scale and design of the proposed structure are argued to be in direct violation of the guidelines established to protect the area's unique heritage character.
2. **Loss of a Public Green Space:** The development would eliminate a significant green area and a mature tree, which are considered valuable public assets by local residents.

Incompatibility with Heritage Protection Overlay Zone (HPOZ)

The proposed 12-storey structure is described as fundamentally incompatible with the character and scale mandated by the Sea Point HPOZ. **The HPOZ was specifically created to preserve the area's coherent historical urban fabric**, which is defined by **its lower-scale buildings**, established street rhythm, and overall heritage townscape value.

The objection argues that the development would:

- **Exceed Prevailing Scale:** The 12-storey height would **significantly** surpass the established height envelope of the surrounding neighbourhood.
- **Disrupt Visual Continuity:** It would **break the visual harmony and character** that the HPOZ is intended to protect.

- **Introduce an Overbearing Mass:** The building's size is considered **inconsistent** with the historical built form of the area.
- **Undermine Heritage Integrity:** The project could **potentially compromise the integrity of adjacent heritage-contributing structures** and streetscape qualities.

Consequently, the proposal is deemed to lack contextual sensitivity and fails to align with the core HPOZ requirement that new developments **enhance, rather than erode, the heritage significance of the precinct.**

Loss of Valued Green Space and Mature Tree

A central point of the objection is the **loss of a prominent green section on the site, which includes a mature tree.** This space is widely recognized and valued by Sea Point residents as an integral part of the neighbourhood's character and identity. The green area provides significant environmental and social benefits, including:

- **Improving the visual quality** of the streetscape.
- Contributing to urban cooling and providing shade.
- **Maintaining ecological continuity.**
- Serving as a space for informal social use.

Given the scarcity of public green space in Sea Point, I strongly argue that this portion of the site should be retained for public benefit. The proposal to enclose, or absorb it into a private development is **seen as detrimental to community heritage values.** It is requested that the area be protected as a publicly accessible pocket park, an approach consistent with heritage landscape principles upheld by HWC in other cases.

Requests for Heritage Western Cape (HWC) Intervention

The objection **respectfully requests that Heritage Western Cape intervene by taking decisive action to protect the area's heritage.** I emphasize that this is a critical opportunity for HWC to **safeguard both the historic streetscape and a valuable natural asset for future generations.** The following specific actions are humbly requested of HWC:

1. **Reject the current proposal or require a substantial amendment on the grounds that it is incongruent with the scale and intent of the HPOZ.**
2. **Instruct the applicant to retain and integrate the existing green section, ensuring the full protection of the mature tree.**
3. **Support the official designation of the green area as a public micro-park, consistent with local heritage landscape values and neighbourhood character.**

Concluding Remarks

Please note the following in terms of tree protection:

National Heritage Resources Act (NHRA) focuses on protection of Heritage sites which can include trees as part of a landscape or a historical site. Mature trees often form part of social history and associated memories and celebrations and form part of the broader eco system of the surrounding environment. This includes both alien and indigenous trees, as the emphasis is on mature trees.

Permission must be sought from the City of Cape Town Heritage Department for the removal of mature trees, as the site is situated in the Heritage Protection Overlay Zone (HPOZ).

One can also report this to Heritage Western Cape (HWC) who can issue a stop works order until all approvals have been granted.

In conclusion I would like to thank HWC for its consideration of this objection. I confirm my availability to provide further details or participate in any required consultations to support the case.

Contact: Brandin Walter

Phone: 082 88 77 484

Email: brandin@hancopackaging.co.za

Your urgent and positive response would be greatly appreciated.

Thanking you in advance.

Kind regards