

**Re: Project 353 Main Road, Sea Point — Objection Submission**

**Date:** 12 December 2025

**To:** The Chief Executive Officer

**Heritage Western Cape (HWC)**

**Via email:** ]353onMain@westerncape.gov.za

Dear Sir / Madam,

**Re: Objection to Proposed Development at 353 Main Road, Sea Point — Heritage Protection Overlay Zone (HPOZ)**

I write to formally object to the proposed development at **353 Main Road, Sea Point**, which includes the construction of a **12-storey building** on the subject site. My objection is based on the project's **incompatibility with the Sea Point Heritage Protection Overlay Zone (HPOZ)** and the **loss of a significant green public-value space**, including a mature tree long recognized and appreciated by Sea Point residents.

### **1. The Proposed 12-Storey Structure Is Incompatible with the HPOZ Character and Scale**

The Sea Point HPOZ was created to preserve the coherent historical urban fabric, which is defined primarily by its **lower-scale buildings**, established street rhythm, and heritage townscape value.

A **12-storey** development on this site would:

- Significantly **exceed the prevailing heritage scale** and height envelope of the surrounding neighbourhood;
- **Disrupt the visual continuity** and character that the HPOZ seeks to protect;
- Introduce an **overbearing mass** inconsistent with the historical built form;
- Potentially undermine the integrity of adjacent heritage-contributing structures and streetscape qualities.

The proposal therefore **fails to demonstrate contextual sensitivity** and does not align with the core requirements of the HPOZ, which are intended to ensure that new development enhances — rather than erodes — the heritage significance of the precinct.

### **2. Loss of the Green Area and Mature Tree — A Key Community Asset and Heritage Landscape Element**

The site contains a **prominent green section with a mature tree**, which is widely recognised by Sea Point residents and has become a valued part of the area's neighbourhood character.

This green space contributes to:

- The environmental and visual quality of the streetscape;
- Urban cooling, shade, and ecological continuity;
- Informal social use — many residents see this tree and verge area as part of their neighborhood's identity.
- The recent explosion of apartment developments in Sea Point and the attendant population densification, preserving remaining green spaces becomes that much more important.

It is my position that this green portion of the site **should be retained for public benefit**, rather than being **closed off or absorbed entirely into private development**.

Given the scarcity of green public space in Sea Point, and the importance of maintaining natural elements within heritage townscapes, I strongly request that HWC require:

- Preservation of the mature tree;
- Protection of the green area as a **publicly accessible pocket park**;
- Avoidance of any measures that fence off or privatise this open area to the detriment of community heritage values.

This approach is consistent with both the **heritage landscape principles** and **community benefit considerations** that HWC has upheld in other HPOZ cases.

### **3. Request for HWC Intervention and Reconsideration**

For the reasons above, I respectfully request that Heritage Western Cape:

1. **Reject or require substantial amendment to the 12-storey proposal**, 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**, including full protection of the mature tree;
3. **Support the designation of the green area as a public micro-park**, consistent with local heritage landscape values and neighbourhood character.

This is a moment where Heritage Western Cape can meaningfully protect both the **historic streetscape** and a **valuable natural asset** for future generations.

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Thank you for considering this objection. I am available to provide further detail or participate in any consultation should HWC require it.

Yours Sincerely

A handwritten signature in black ink, appearing to be 'Vidette Brand', with a stylized, cursive script.

Vidette Brand

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