



**Western Cape
Government**

Department of Infrastructure

Preferred Viable and Feasible Development Concept

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

Prepared by DOI 353onMain Project Office and Zutari Team

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Acronyms/Terminology

BID	Background Information Document
CCT	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
HIA	Heritage Impact Assessment
HWC	Heritage Western Cape
I&AP	Interested and Affected Party
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
PPP	Public Participation Process
ROD	Record of Decision
SCA	Supreme Court of Appeal
SLO	Social License to Operate
SDP	Site Development Plan
SEP	Stakeholder Engagement/Due Diligence Plan
SER	Stakeholder Engagement/Due Diligence Report
VIA	Visual Impact Assessment

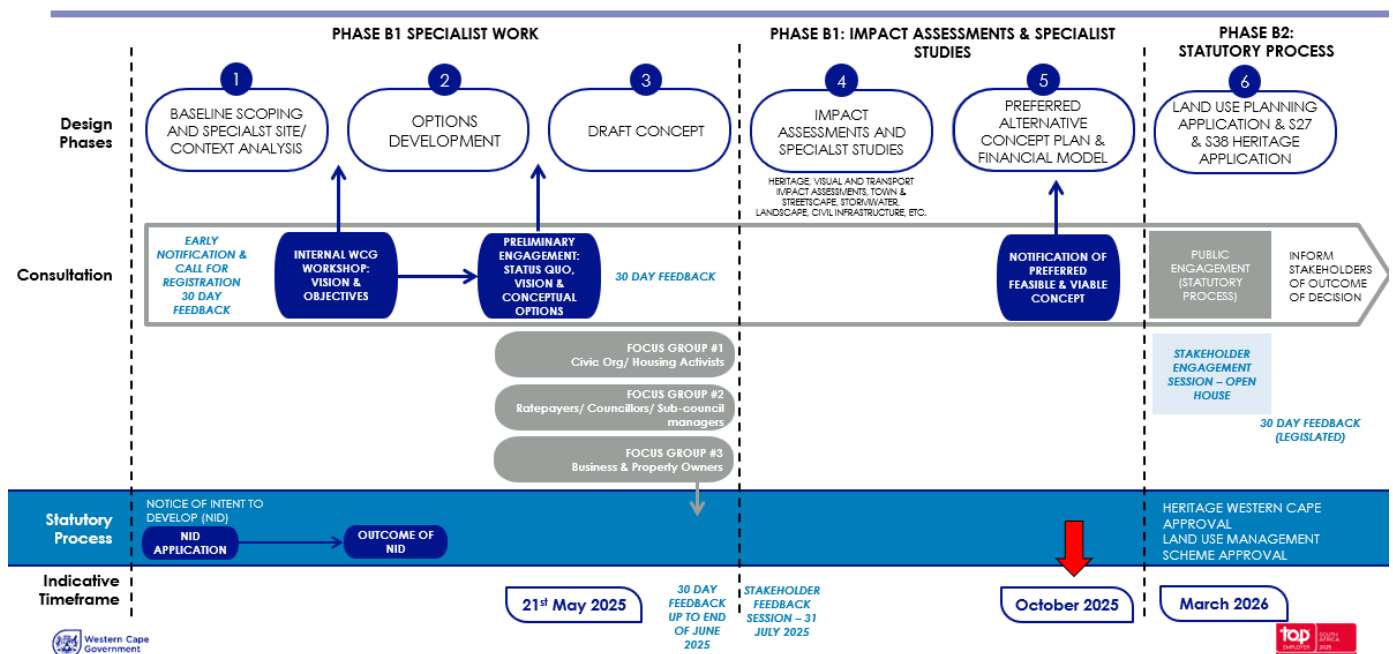
1. Introduction

The purpose of this document is to communicate the Preferred viable and feasible Development Concept to stakeholders as promised during the Preliminary Stakeholder Engagements (May – July 2025) which has been informed by various informants, including baseline assessments, inputs received from stakeholders during the preliminary stakeholder engagements, design indicators and various impact assessments.

2. Stakeholder Engagement Approach

The Project Stakeholder Engagement Approach committed to as illustrated in the diagram below:

Stakeholder Approach



The Preliminary Stakeholder Engagement process based on the Approach concluded with a Feedback Sharing Session on 31 July 2025. The professional team proceeded to finalise the conceptual design, taking into consideration the inputs from and engagements with stakeholders, feasibility testing and impact assessments. All inputs have been considered during the finalisation of the development concept. The preferred feasible and viable concept design will be shared with the registered stakeholder database, as well as made available on the project web page. The target date for the preferred viable and feasible development concept release was October 2025.

All records of presentations, notes of sessions and a summary comments and responses report can be accessed via the DOI 353onMain webpage.

3. Preferred viable and feasible option

3.1 Development Concept Options

Initially, three development concepts were tested based on the custodian's vision for the site, the contextual fit, financial viability, and community input.

The three options considered and tested were:

- Option 1 (Embedded Social Housing) - only consisted of development parcels 1 (Open Market Units) and 2 (Affordable and Social Housing). 3-5 storey walk-ups.
- Option 2 (Integrated Approach) - consisted of development parcel 1 (Open Market Units), 2 (Affordable and Social Housing) and 3 (Affordable and Social Housing). 3-5 storey walk-ups.
- Option 3 (Maximise Development Potential) consisted of development parcel 1 (Open Market Units), 2 (Social Housing) and 3 (Affordable Housing). 3-5 storey walk-ups on parcels 1 and 2, with 11 storey on parcel 1.

Option 3 was identified as the most appropriate as it maximises the development potential of the site.

One of the main outcomes of the stakeholder engagements, was to increase social housing unit yields. However, due to limited SHRA funding for Social Housing, a balance needed to be reached to determine the minimum of open market units required to cross subsidise social housing units while still be economically attractive to a developer/s. To test this, Option 3 was further developed into four sub-options (3A, 3B, 3C and 3D) that explored different configurations and ratios of Open Market, Affordable Housing and Social Housing. These options were tested through a high-level cost estimate and financial feasibility modelling.

3.2 Preferred Option

Option 3D was presented to the Interested and Affected Parties and recognised by all Project Stakeholders as the option that maximised the site potential and provides the largest number of social housing units.

In this option, the entire 11 storey building on development parcel 1, is Open Market Residential with retail on ground floor. The remainder of the development, parcels 2 and 3, are 4 storey walk-up social housing arranged around multifunctional courtyards. It is envisioned that these blocks have positive street interfaces, with pedestrian access from the courtyards. In this concept, Affordable Housing is omitted for reasons explained during the public engagement in July 2025.

Parking is only provided in the basement levels, without any at-grade parking.

The courtyards are envisioned as dedicated multifunctional social spaces for the tenants of the housing developments, but emergency and service vehicle access is provided.

In terms of height, this option is supported based on initial discussions with CCT, Interested and Affected Parties, and the Professional Team (planning, urban design, heritage and visual design indicators). The detailed design guidelines will guide the street interfaces and appropriate setbacks.

353 on Main – Development Option 3D



- Development Parcel

1

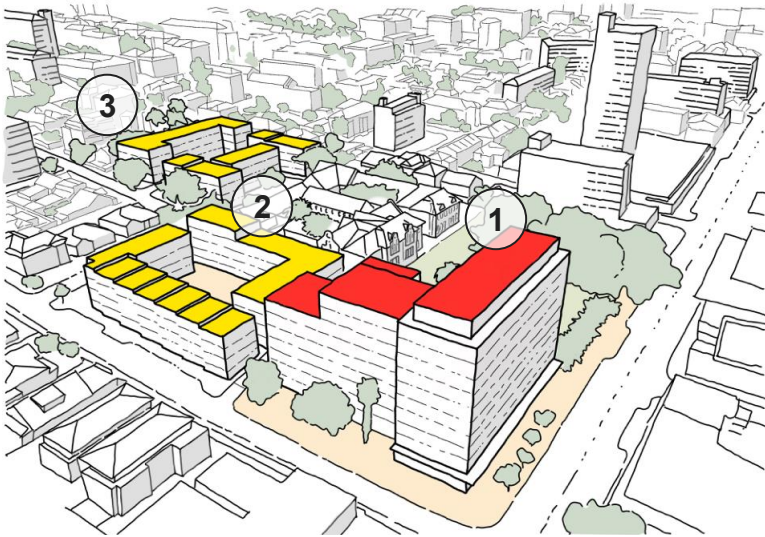
Open Market Residential
11 Storey with retail on ground floor
- Development Parcel

2

Social Housing
4 Storey walk-up
- Development Parcel

3

Social Housing
4 Storey walk-up



Retail GLA	1,200m ²	
Res. GLA	17,615m ²	
Housing type:	Open Market	Social Housing
Type GLA m2	8655	8960
Studio Unit	64	22
1 Bedroom	100	134
2 Bedroom	50	89
3 Bedroom	15	7
Market total:	229	252
% split	49,1%	50,9%
Total units:	481	

4. Next steps

The public will have a further opportunity to comment on the proposed development through the statutory heritage and land use management processes which have prescribed minimum commenting periods.

The Project Office is aiming to release the draft Heritage Impact Assessment before the end of this year, 2025. A notice/alert will be sent to all registered stakeholders and updates published on the webpage.

5. Conclusion

The Project Office and Professional Team would like to thank all stakeholders for participating, providing valuable contributions and inputs, and actively engaging with the Team during the Preliminary Stakeholder Engagement processes.

These have been noted, considered, and assisted to refine and inform the Preferred viable and feasible Development Concept, which will form the basis for the Statutory Applications.

We look forward to our next engagements during the legislated statutory application processes.

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

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