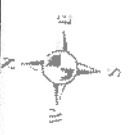


LOCALITY MAP

Erf 1447 : Sandbaai



**ROPOSED REZONING AND SUBDIVISION  
ERF 1447 SANDBAAL**

Scale 1 : 1 000



To Hermanus

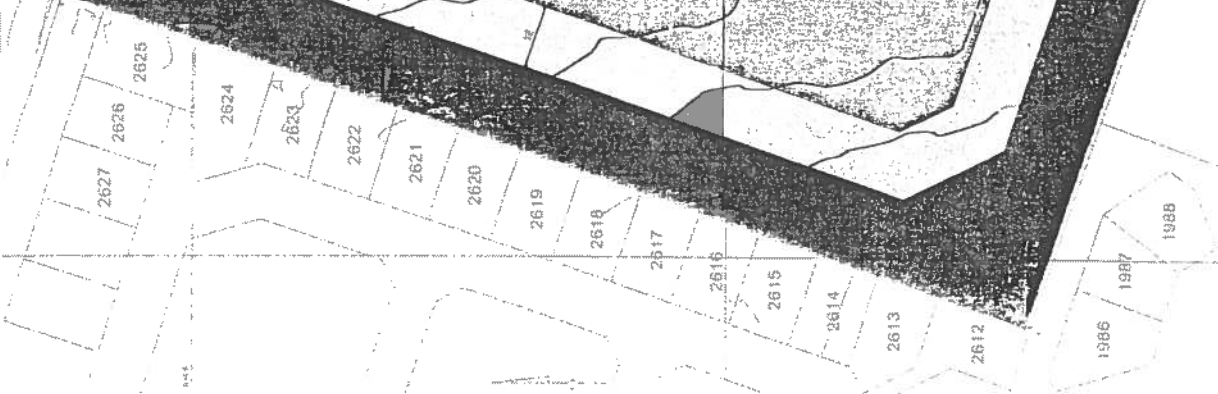
To Caledon

TRUNK ROAD 28

Sandbaal Main Road

Rilim Sewer Main

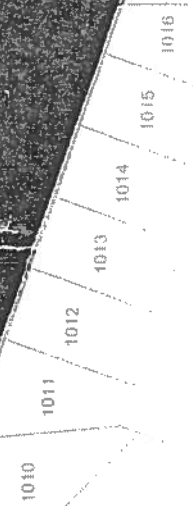
3 6 90 ha



PROJECT	Alternative 1

**NOTATION**

ZONING	ERF NO	ERVEN	AREA ha	%	REF
Business Zone I	1	1	3,6195	74	
Transport Zone I	2	1	0,6205	13	
Open Space Zone II	3	1	0,6146	13	
<b>TOTAL</b>		<b>3</b>	<b>1,9626</b>	<b>100</b>	



2627 2626 2625

2624 2623

2622 2621

2620 2619

2618 2617

2616 2615

2614 2613

2612 1986 1987

1988

# PROPOSED COMMUNITY SHOPPING MALL

## Site Development Plan

Scale 1 : 1 000



PROJECT	DATE
PLAN No. 02.065	31/11/2004

**OVERPLAN**  
ASSOCIATES  
& ARCHITECTS

Hemel & Aarde Village

R 43

ENGEN 1 Stop

Super Planis

Sandbaai Main Road

Surface Parking

Line Shops

Food Court

Major Anchor

Line Shops

Major Anchor

Major Anchor

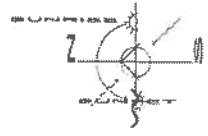
Possible Tenant Parking

Existing Group Housing

Tree Planting and Landscaping

Institutional

Town-House Development Under Construction



Attenuation Dam

# SOUTHERN CROSS

## PROPOSED COMMUNITY SHOPPING MALL

ERF 1447 SANDBAAI

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### MOTIVATION REPORT

#### 1 INTRODUCTION

The town centre (CBD) of Hermanus has over the years developed as the hub of commercial, social and community activity serving a larger region, which includes the previously independent towns of Onrusriver, Sandbaai, Vermont, Hawston and Fisherhaven. As these towns only supplied convenience shopping facilities, the residents of the small towns or local nodes were dependent on Hermanus and other commercial centres outside the region (over the mountain) for more demand and specialist shopping outlets

However with the continued growth of the whole Overstrand region and the popularity of Hermanus as a retirement, holiday and tourist destination in particular, certain problems such as traffic congestion, parking and pedestrian movement continue to impact on community life and the natural and built environment of the town.

The town planning consultants in the Greater Hermanus Spatial Development Framework 2000, took cognizance of the commercial situation in the Greater Hermanus region and made recommendations regarding a commercial land use policy, which was accepted by the Overstrand Municipality and Provincial Authorities, extracts of which are quoted in the following paragraphs. However, it must be appreciated that the statistics quoted were

based on information obtained in the year 2000 and is obviously outdated, but the policy statement is nevertheless appropriate.

### 1.1 Appointment of Consultants

In view of the nature and extent of the proposed development and the process to be followed in obtaining the desired development rights the developers / owners, Zamar Investments (Pty) Ltd have decided to appoint a team of specialists to assist in the process. Authorization will have to be obtained from the Department of Environmental Affairs and Development Planning in terms of NEMA regulations and approval of an amendment of the Greater Hermanus Spatial Development Framework (2002). These applications are preceded by a process of public participation / representations in terms of the Land Use Planning Ordinance No 15 of 1985 followed by a recommendation to DEADP from the Overstrand Municipality. The consultants involved in the different aspects of the applications are as follows:-

Architects	VIVID Architects, Cape Town
Town Planning Aspects	OVERPLAN & Associates, Hermanus
Environmental Aspects	PHS Consulting, Hermanus
Traffic Impact Analysis	ICE Group, Stellenbosch
Civil Engineering aspects	ICE Group, Stellenbosch / Hermanus
Study Area Demographics	Fernridge Consulting, Braamfontein
Landscaping Aspects	Turner de Villiers, Strand / Hermanus
Land Surveying	Geomatics Africa, Hermanus

## 2 COMMERCIAL LAND USE POLICY (2000 / 2005 Urban Dynamics)

"It is within this context and the following under mentioned pertinent indicators that the future role of the Hermanus CBD / village centre should be evaluated:"

- "The Hermanus sub-region will have to accommodate an estimated

30 000 additional people over and above the existing population of 22 000 between the year 2000 and the year 2010.

- A significant proportion of the existing population of the Greater Hermanus sub-region display very low, yet rising income levels. The lower income group's dependence on minibus transport is indicative of the importance of the need to improve localised convenient shopping which will reduce trip generation and congestion within the historical village centre.
- The existing commercial hierarchy of the sub-region is poorly developed in terms of local, neighbourhood and community centres resulting in the existing higher order centres such as the Hermanus village center, the Trading Post and the Gateway doubling up as local and neighbourhood centres.
- Based on the accepted South African standard of 2m<sup>2</sup> of commercial floor space per head of population, it is estimated that the Hermanus sub-region is currently slightly under-provided (2001) in terms of commercial floor space.
- The current spatial distribution pattern of commercial floor space performs poorly when tested against the existing and future population distribution of the sub-region.
- The commercial land use distribution pattern must be evaluated in terms of the current westward shift in the centre of gravity in terms of future population distribution."

"These indicators must be interpreted within the light of the fact that the growth and location of commercial activity is driven mainly by growth in population and expenditure. It can therefore be expected that the Hermanus CBD / village centre and the existing commercial nodes will be subjected to increasing pressure for the expansion of commercial activities."

## 2.1 Statistical Analysis of Population Growth (SDF)

One of the suggested population growth scenarios in total population of Hermanus (2000) and associated Race allocation are shown below.

**GROWTH SCENARIO TOTAL POPULATION**

RACE	Year 1996	Year 2000	Year 2005	Year 210
Black	5 500	11 740	22 137	38 809
Coloured	7 552	7 964	8 606	9 438
White	8 408	10 150	12 616	15 921
TOTALS	21 460	29 854	43 359	64 168

StatsSA as part of the Final Integrated Development Plan undertook a community survey in November 2007 for the Year 2008 / 2009. This survey was conducted over the whole of the Overstrand municipal area, which is larger than the former Greater Hermanus Spatial Development Framework area. The information obtained from the "Current Reality" section of the IDP is adapted and reflects the following statistics.

**CURRENT REALITY POPULATION 2007** (Greater Hermanus Area)

RACE	Year 2007
Black	11 754
Coloured	12 510
White	11 400
TOTAL	35 664

IDP StatsSA Survey (adapted)

From the above population statistics, the Black population group has not grown at the rate projected in 2000, but the Coloured population group has grown to a total of 12 510 as against the projected growth for 2005 of 8 606.

If approximately 11000 were deducted from the scenario 2 projections in 2000, the total for the year 2005 / 2007 could be in the range of 32 359 to 35 664. However, the main factor emerging is the fact that the Greater Hermanus Region will grow significantly in terms of permanent population up to the year 2010 and beyond.

## 2.2 East West Option

When considering where this population growth will be accommodated, one has to study the availability of land within the region. The table below illustrates the situation in 2005 with an analysis between built erven and available / potential erven in an East / West scenario, Gateway Centre being the central position. The East sector includes, Voëlklip, Fernkloof, Eastcliff, Hermanus Heights, Northcliff, Westcliff, Hermanus Golf Estate and Zwelihle. The West sector includes Mount Pleasant, Hemel & Aarde, Sandbaai, Onrus River, Vermont, Hoek van de Berg, Hawston, Fisherhaven and Benguela Cove.

### DISTRIBUTION OF ERVEN ANALYSIS : 2005

ERVEN EAST			ERVEN WEST		
	Built	Available / Potential		Built	Available / Potential
East Sector	3 408	2 613	West Sector	6 238	10 529
<b>TOTAL EAST</b>	<b>3 408</b>	<b>2 613</b>	<b>TOTAL WEST</b>	<b>6 238</b>	<b>10 529</b>

Source : Municipality / Spatial Development Framework

If one considers the statistics of the population distribution and both available and built erven in the above-mentioned table, it is clear that there is a need to reassess the demand in terms of retail/office space in the western sector of the town; in other words "taking the shopping to the people". If one experiences the afternoon traffic congestion on the Main Road in the western sector of the town it is clear that most of the permanent population live in this area. There is almost a doubling of built erven in the western sector compared with the east and there are almost four times more erven available in the western section of the town. We are convinced that with this in mind the council's consultants made the following statement with regard to the commercial and land use policy :-

"It is within the context of this imbalance that the commercial hierarchy of the sub-region needs to be addressed with regard to the concentration of higher

order uses and tourist related facilities in the CBD and middle to lower order retailing concentrated in a balanced sub-regional hierarchy. The advantaged of this policy recommendation being:"

- "It will ensure the retention of the higher order commercial vitality of the Hermanus CBD by ensuring that the historic village centre and its tourist attraction related use can be developed to their full potential.
- Improve convenience and accessibility of commercial activities to all inhabitants.
- Reduce the length of motor-based shopping trips thus reducing peak hour flows on major routes."

"The current structural imbalance of the sub-region's commercial hierarchy, will if not corrected by appropriate policies, result in the ultimate degradation and destruction of the CBD / village centre as a tourist attraction."

### 2.3 Retail Potential Estimate

The following documentation and information was included in a report prepared by the firm Ferridge Consulting and is included with the consent of the initiators of the report. The report was based on a survey of the whole of the Greater Hermanus region and covered such aspects as "Target Market Growth" including nett monthly HSE income; Retail Potential Estimate 2007 by category expenditure; and Existing Retail. The following three pages are excerpts from the report and portray the above-mentioned information. With regard to the retail situation in the Hermanus CBD, it should be noted that the total area of retail floor space is  $\pm 44\ 000\text{m}^2$  of which  $\pm 12\ 000\text{m}^2$  comprises restaurants.

Whilst the report by Ferridge makes the assumption of a potential of  $\pm 140\ 000\text{m}^2$  of retail space on 100% occupancy, it should be noted that 100% occupancy only occurs 100 days in the year. However, despite this it should also be noted that visitors with "large" families are prone to visit Hermanus

during "peak" periods. A more realistic potential retail estimate would be in the region of 112 000m<sup>2</sup>

### 3 **POLICY IMPLEMENTATION STRATEGY (Urban Dynamics)**

The policies considered necessary to rectify the commercial imbalance together with a selected number of the suggested strategies are listed as follows: -

#### 3.1 **To Create a Hierarchy of Commercial Nodes**

In order for the Hermanus central area to maintain and strengthen its function, it will be necessary to identify a hierarchy of commercial nodes which will ensure the balanced economic development of the sub-region within the context of existing and future spatial population distribution. It is also necessary to ensure that the commercial facilities reinforce the tourism strategy and meet the needs of both the visitors and permanent population

#### 3.2 **Provision of Retail Facilities**

As retail facilities and other services contribute to economic growth and determine the ultimate commercial structure, it is imperative that manageable strategies be put in place.

Internalised shopping mall facilities must be planned in a manner, which serves to positively integrate pedestrian flows to the advantage of the whole town centre and /or node.

Non-retail business uses and offices are, where possible, to be located on upper floor levels, thereby retaining ground floor levels for retail functions, which encourage pedestrian movement.

Shopfront length is to be controlled in order to ensure high exposure pedestrian levels.

### 3.3 Strengthen the economic function of the town centre and the commercial nodes

Traffic circulation, access and parking distribution must be carefully addressed in site development planning.

A comprehensive pedestrian priority area is to be created within the town centre and nodes, incorporating arcades, squares and parking lots.

A transport interchange management plan and policies must be compiled in consultation with all stakeholder groups.

Adequate parking needs to be provided in accessible positions. Parking areas are to be attractively designed and landscaped to function also as town squares or public places, and to create a pleasant environment for pedestrians.

Adequate facilities must be provided to enable easy access for the elderly and the disabled.

### 3.4 To recognise and cater for the informal trading

Informal trading has the potential to play an important role in the economy of any sub-region and cannot only contribute positively to job creation, but also become a tourist attraction.

Market areas with the necessary amenities where informal trading can take place are to be identified.

Other suitable informal trading areas must be identified in the planning of future and existing commercial areas.

### 3.5 Ensure a high aesthetic standard

The built aesthetics of all commercial facilities must be carefully considered within the context / setting and subjected to stringent design controls.

Architectural design in all new development or redevelopments needs to be in keeping with the village atmosphere.

Outdoor signage / advertisements are to be controlled, particularly where they adversely effect the character of a building, or the general street scene.

Elements, which promote the village character, are to be encouraged in new developments. These elements include street furniture, ie. lamps, signs, benches, litterbins, fencing, buildings, landscaping, lanes and street frontages. These elements should be incorporated into a central design theme for the urban landscape.

### 3.6 To revitalise community life within commercial nodes

The identified commercial nodes within the sub-region are by virtue of the agglomeration of commercial uses community focal points. As community focal points, other uses should also be encouraged within these nodes.

Residential uses within a prescribed density are to be encouraged in the commercial nodes / town centre, particularly above shops.

Where possible the civic and social functions of the communities should be concentrated in the town centre and commercial nodes.

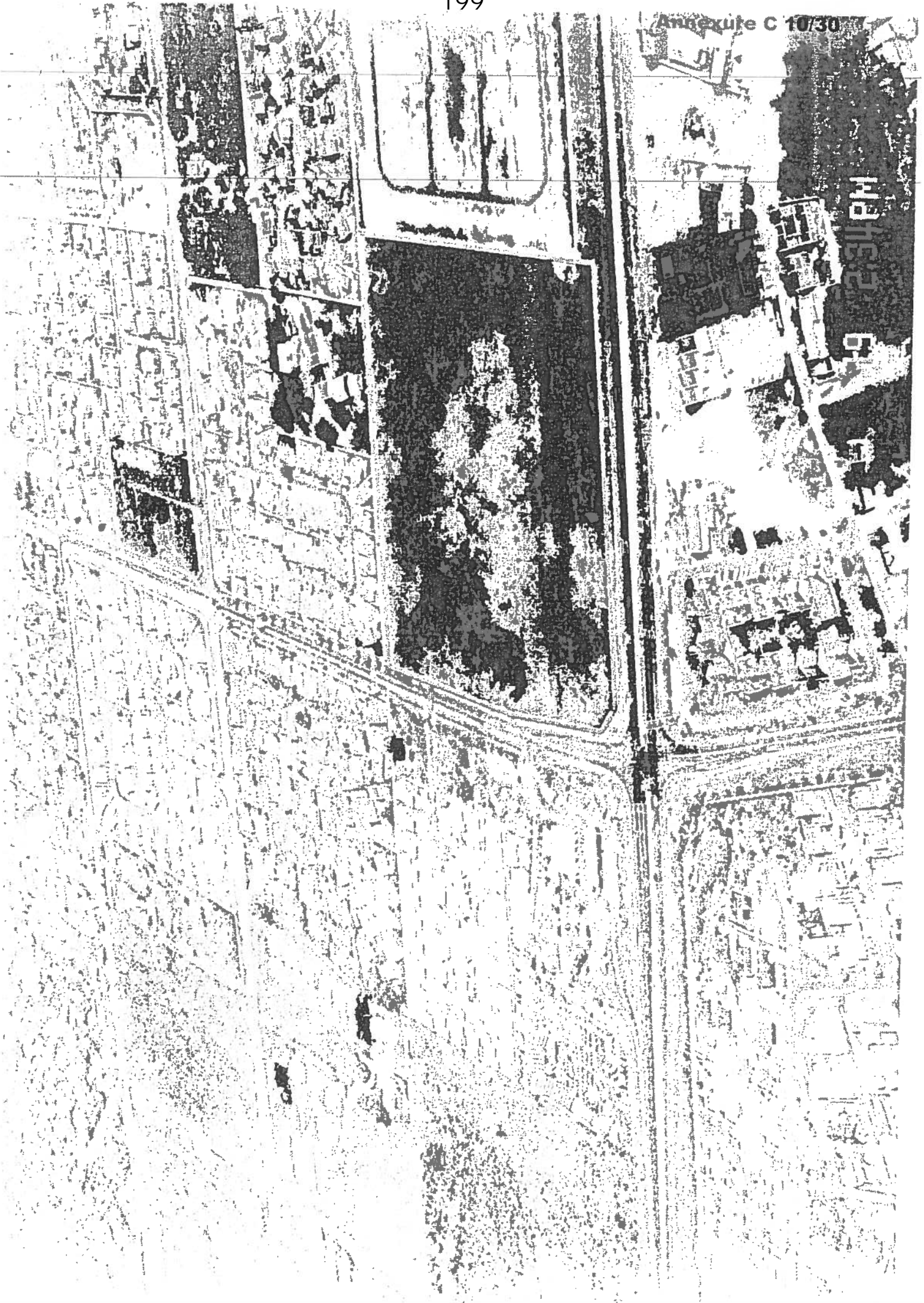
## 4 LOCATION / LAND USE

(See Plans)

Taking cognizance of the contents including the policies and strategies outlined in the foregoing pages, the site under consideration is ideally located for the development of a significant Community Shopping Center / Mall serving the needs of a broader sector of the community where the majority ( $\pm 80\%$ ) of future population growth (except Zwelihle) is expected.

Within the Greater Hermanus region stretching from Fisherhaven to past Voëlklip, the site is geographically centrally situated with excellent exposure and accessibility (new intersection). The site, that is  $\pm 5$ ha in extent is located on the south westerly corner of the intersection between the Trunk Road and the Sandbaai Main Road, opposite the Hemel & Aarde Village complex.

The plan on the following page shows the location of the site within the Greater Hermanus region together with the existing land usage of the



WALTON BAKERY