

CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

City of Cape Town

Tourism Development
Framework for Cape Town

Tourism Spatial Framework

2004

"By any standard, the Cape Town region of South Africa is one of the most beautiful and compelling places to visit on the planet. Here, in addition to a city with fascinating historical sites, excellent museums, vibrant markets and a handsomely restored waterfront. I encountered mountain wilderness, rugged coastlines, sandy beaches, lush gardens, beautiful wine estates, superior hotels and some of the warmest, most welcoming people I've ever met."

*Travel Editor, Richard Busch
National Geographic Traveller*

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1. Background

1.1 The current situation

Cape Town is the “gateway” to the Western Cape and the commercial and political heart of the Province. It is a city with a unique history and culture, and access to beaches, mountains, heritage attractions, nature reserves, and conference facilities. Although Cape Town has over the years been at the forefront of tourism growth in South Africa, the approach to tourism marketing and development planning has been largely ad hoc and uncoordinated. This has resulted in failure to capitalise on resources, duplication of effort, and unrealised growth potential. Cape Town attracts a minor share of the domestic and regional market. Resource diversity is not adequately packaged to optimise the spread of tourists’ spend. Linkages within the Metropolitan area are weak and synergies with the rest of the Western Cape are not maximised. Although incremental growth is likely to continue due to market profile and resource provision, Cape Town will not achieve peak growth potential nor realise greater equality in the spread of tourism benefits without targeted interventions.

The Integrated Development Programme provides the policy foundation leading tourism development in Cape Town. The tourism sector has been identified as key to economic development, and the city’s vision for tourism flows from the overall economic development vision:

Cape Town tourism vision

To position Cape Town as a world-class competitor and South Africa’s premier tourism and events destination and to maximise the economic spin-offs and jobs created.

The situation analysis unpacked the tourism vision, identifying strategic themes and tourism development goals (Figure 1). The situation analysis also begins to provide strategic pointers to be fleshed out in the Tourism Development Framework. The Tourism Spatial Framework reflects the spatial implications of these goals.

1.2 Envisioning the future

The Tourism Spatial Framework describes how tourism currently works in space and how it should work in future. It aims to provide a context for intervention and a rationale for the choice of specified actions, development areas and anchor projects. It also demonstrates the importance of using routes to create linkages between areas in order to generate critical mass and maximise use of resources.

The Tourism Spatial Framework provides the basis for the delivery of a unique combination of tourism opportunities drawing on the network of attractions in Cape Town and potential future linkages to the broader region. Recognition of the requirement for alignment of strategies, partnerships between stakeholders and organisation and linkages between products is key to success.

There is also a need for realism regarding the developmental role of tourism. The physical product provides a strong basis for economic growth and social development yet tourism cannot solve all the socio-economic problems of every community. Expectations can become unrealistic if the platform from which to begin is set too high. Under such circumstances the first step may never happen if stakeholders are overwhelmed by too many priorities, options and opportunities. Disenchantment and withdrawal of support will be the result.

Perhaps the most important objective of this study is to get all stakeholders talking the same language and working towards common goals. In line with the above objectives, focus has been placed on issues and solutions that will direct change. The aim to elevate Cape Town to a world-class destination also meant that there was a requirement to “look outside South Africa”, tap into international best practice and learn from success stories. An important lesson that has been learned from our discussions is that “turnaround” is possible. It requires capital, prioritisation, drive, action, ambition and delivery but it is achievable. Miami, Barcelona and Atlanta are cities where diversity has brought unity of purpose. These cities provide examples to which Cape Town can aspire. Positive thinking is now a requirement.

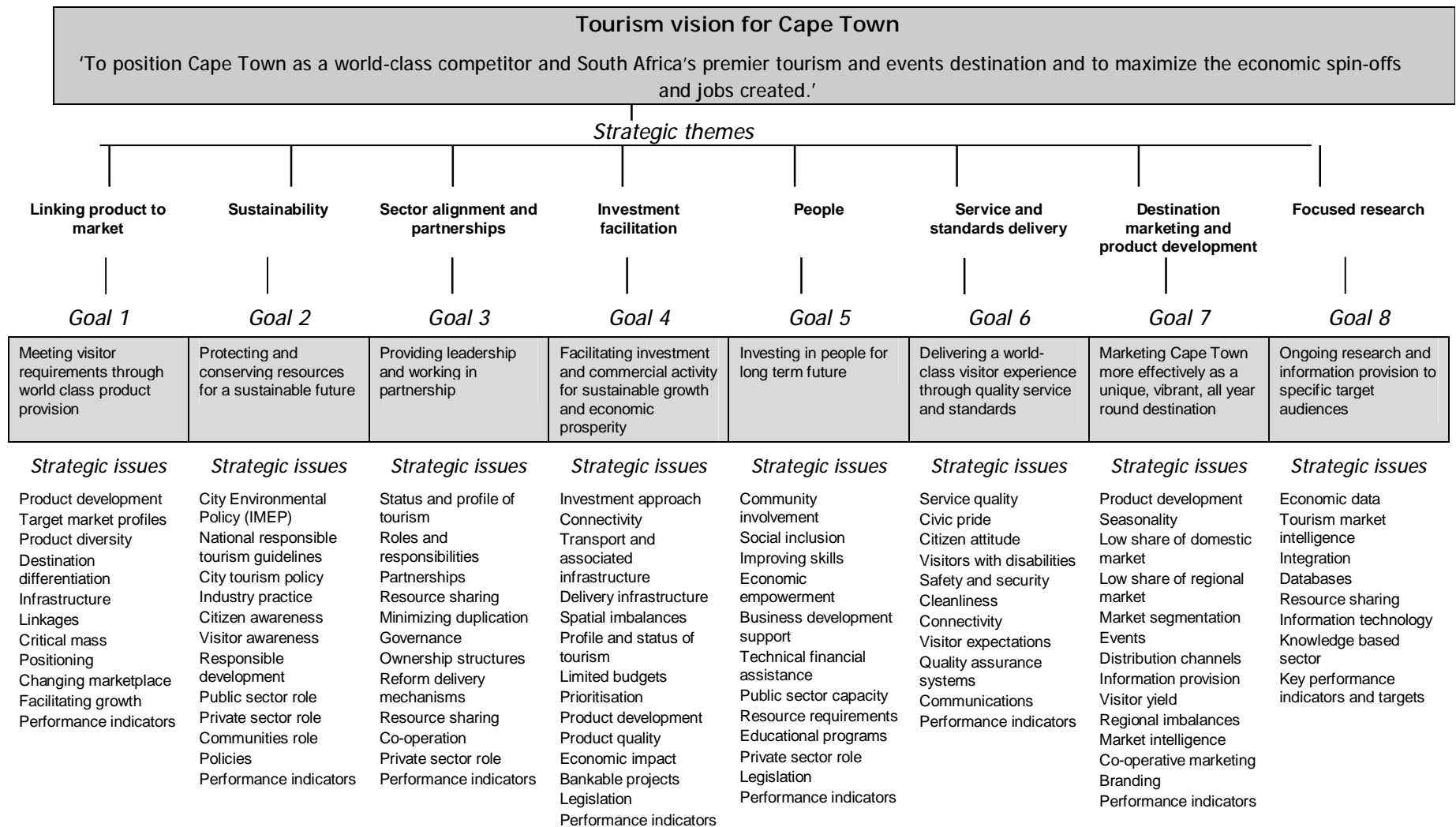


Figure 1 Vision, strategic themes and tourism development goals

2. Approach

2.1 Study objectives

The City of Cape Town and its partners recognise that a tourism development framework for Cape Town is a requirement for many stakeholders. KPMG has been commissioned to develop a Framework that is realistic, highly focused, implementable and owned by the population of the City.

The objectives of the study are as follows:

- n to review existing policies, strategies and research documentation;
- n to audit the existing tourism products, markets, and infrastructure in the City;
- n to conduct a review of international best practice in destination development;
- n to build upon the existing work that has been undertaken for the Metro area and establish linkages (where possible);
- n to develop a spatial tourism development framework, including recommendations regarding
 - priority areas for tourism development;
 - tourism product development; and
 - support infrastructure
- n to develop a tourism investment framework, incorporating high priority projects, public, private and public-private partnership investment opportunities; and
- n to identify the key interventions, resource implications and institutional roles and responsibilities needed for implementation.

2.2 Study phases

The diagram below indicates the principal phases of the study process. Each phase is described in more detail in the following section.

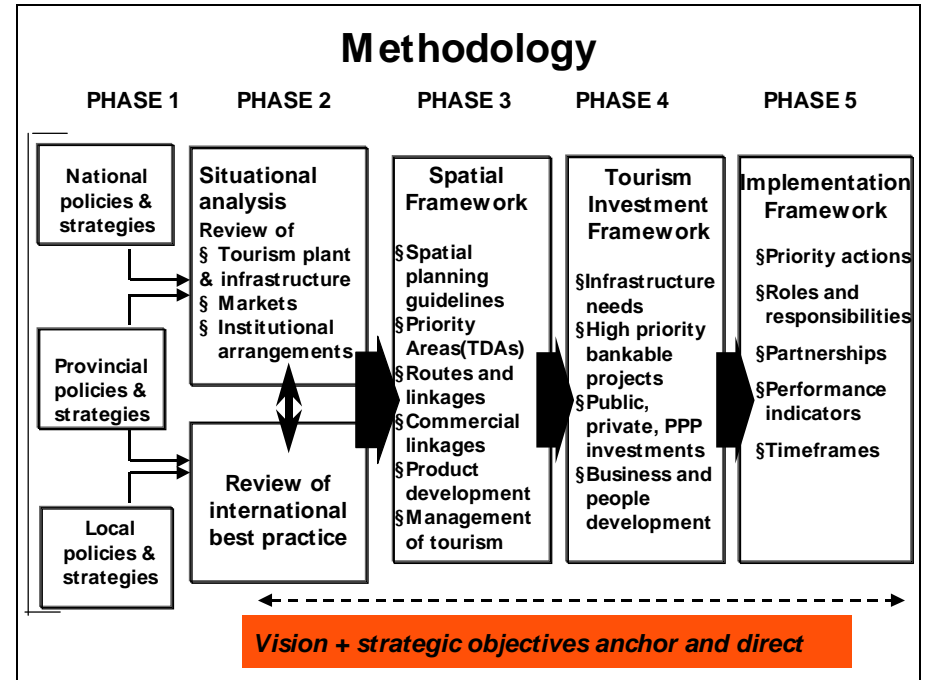


Fig 2 Main phases of the study process

Phases 1 & 2: Policy Review and Situation Analysis

The **Policy Review** provides a summary of the principles, guidelines and strategies contained in related documents at national, provincial and city level that has informed the preparation of the Tourism Development Framework.

The **Situation Analysis** contains an overview of the following destination components:

<p>Tourism products</p> <p>The natural, cultural, man-made attractions and resources that draw visitors to Cape Town.</p>	<p>Tourist facilities & amenities</p> <p>The accommodation places (B&Bs, guest houses, hotels, etc.) where tourist stay, as well as tourist information centres.</p>
<p>Markets</p> <p>The people who visit Cape Town, their characteristics and their opinions and expectations of our tourist products, facilities and service levels.</p>	<p>Infrastructure</p> <p>The transport infrastructure that tourists use to travel to and within Cape Town, as well as road signs, landscaping, ablution facilities, cleansing, etc.</p>

The Situation Analysis also contains a SWOT analysis, a summary of the Strengths, Weaknesses, Opportunities and Threats that Cape Town as a tourist destination needs to be aware of.

Phase 3: Tourism Spatial Framework

The tourism spatial framework describes the **spatial roles** that different places fulfil when tourists visit the city. For example, some places are the 'entrance gates' to the city or parts of the city, others are places where people stay over and use as a base to visit other areas, and so forth.

The tourism spatial framework also identifies **Tourism Development Areas** throughout the city. Each area has a distinctive character in terms of types of tourism products and resources found there, the types of tourist experiences currently offered, the potential to develop new products and the characteristics of the population of the area.

The Tourism Spatial Framework provides **recommendations** regarding the actions that can be taken in each Tourism Development Area in order to:

- n increase the attractiveness of the area by developing unique products and experiences that build on the resources of the area;
- n make it easier for tourists to get to and move around the area; and
- n help local people to develop tourism businesses and share in the benefits of tourism.

Phases 4 & 5: Tourism Investment and Implementation Framework

These sections of the framework form the "Action Plan", indicating the priority actions and investment to be taken, by who and provides timeframes for implementation. The Tourism Investment and Implementation Framework will be finalised once the public has had opportunity to comment on the draft reports of Phases 1 – 3.

2.3 The purpose of this document

This document focuses on the spatial framework, and forms the basis for the investment and implementation frameworks. The tourism spatial framework is based on the approach to planning illustrated in Fig 3 and reflects the approach taken in the Muni-SDF and Metropolitan Spatial Development Framework.

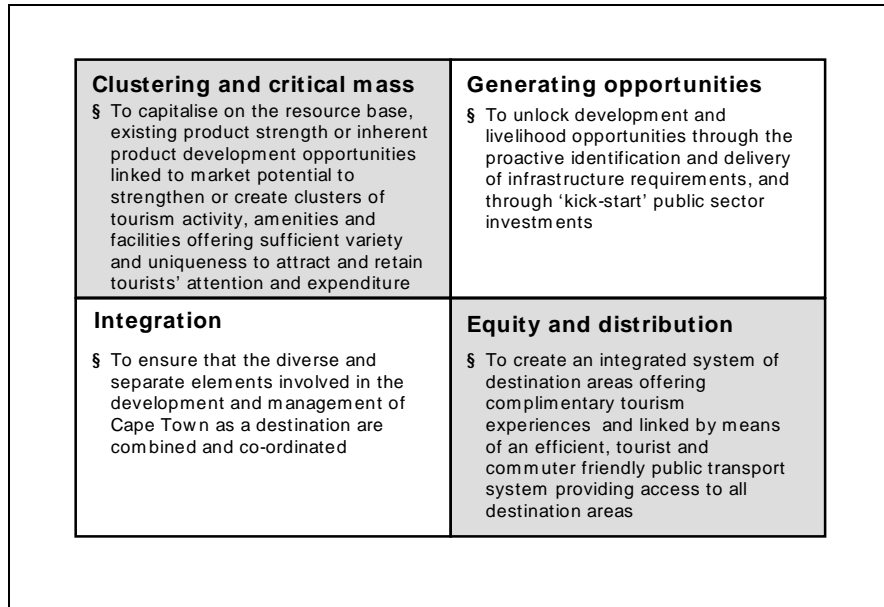


Figure 3 Spatial planning approach

The desired outcomes of the spatial framework are as follows:

- n alignment and integration of tourism projects throughout the city;
- n greater equity in the distribution of tourism benefits in all sectors of the community;
- n creation of a legible and connected city;
- n improvement of local environments through sustainable tourism;
- n acceptance and actioning of proposed catalytic developments;

- n local, provincial and regional economic development and co-operation; and

- n increased visitation and expenditure from both domestic and international tourists.

This approach emphasises the need for prioritisation of resources and alignment of strategies prior to focus on delivery and implementation. The Tourism Spatial Framework represents an important starting point.

3. Tourism in a city

Cities will continue to be in high demand for tourists of all sorts, and the problems associated with the handling of these tourists will have to be more systematically handled by all parties concerned. Cape Town faces a double challenge. First, the city has to be able to respond to the expectations and needs of the growing number of tourists who are attracted to the rich array of natural, cultural, business, entertainment, sport and other attractions. There is a need to continuously innovate and improve facilities and diversify the product offering in order to compete and maintain market share. Secondly, Cape Town has to ensure that tourism is developed and managed in such a way that it benefits the resident population, contributes to the continued protection and enhancement of the natural and cultural heritage and does not become a financial burden to local authorities. These challenges are also reflected in the City's Economic Development Strategy (Figure 4).

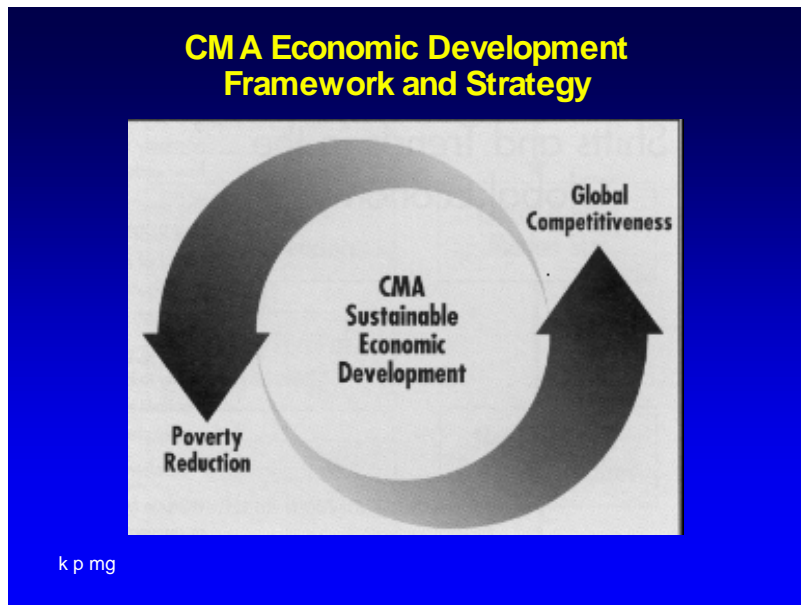


Figure 4 Drivers of the Economic Development Strategy

Cape Town is first and foremost a city. Defining volumes of tourism space at a city level requires a clear understanding and application of the following:

- n **land use patterns** – identification of how space is being used e.g. commercial, industrial, residential, tourism and public purposes;
- n **distribution of tourism products and amenities;**
- n **patterns of tourist flows** – how tourists move through the landscape, what is effectively engaging them and consequently what is directing flows; and
- n **place-making elements** – tangible and intangible elements that define the character and image of places, e.g. architectural design, safety, cleanliness, treatment of public and open spaces.

3.1 Place making and destination development

A city is a series of different experiences related to the above. Tourism does not happen across cities. The interaction between the tourist and the city occurs at an intimate level usually in the presence of an agglomeration of product ("a precinct"). Successful cities comprise a series of different precincts that are functional, legible and connected. Recognition of the objective of the city with regard to tourism or any other sector enables intervention in the form of catalytic investments. Catalytic change can be informed by identifying a project such as a shopping mall (e.g. Queen Street Mall, Brisbane), the design and evolution of a square (Time Square, New York, Covent Garden, London) or targeting a street (Ocean Drive, Miami).

Tourism in Cape Town will occur at a precinct level. Catalytic investments can inform a precinct but it is a critical mass of precincts and experiences that comprise a city. The mass comprising and linking precincts like South Beach and Bal Harbour in Miami and Las Ramblas and Port Olympique in Barcelona are excellent examples of good practice in tourism and city planning. Cape Town must strive to emulate and learn from these successes.

The above has implications for the evolution of tourism in a city. They impact directly upon the following:

- n scale – size and density of buildings;
- n uses and activities – diversity of street-life;
- n access and linkage – ease of access;
- n sociability and animation – people watching and day to day activities;
- n comfort and image - safety; people presence; and
- n creativity – traditional fabric.

People are attracted to destinations that are distinctive in character; the sense of character and place of these destinations is built through meticulous attention to the treatment of individual places and spaces. Tourist like places that locals enjoy, feel comfortable in and are proud of. Tourists and residents alike benefit from 'great places'.

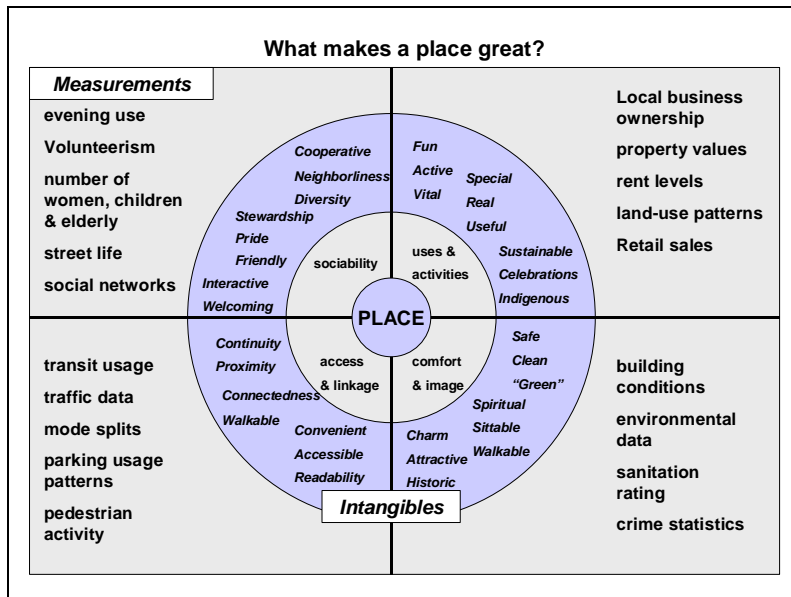


Fig 5: Key elements of great places (Source: Project for Public Spaces)

<p>Builds & Supports the Local Economy</p> <ul style="list-style-type: none"> • Small-scale entrepreneurship • More quality goods available • Higher real estate values • Local ownership, local value • More desirable jobs • Increased currency velocity • Greater tax revenue • Less need for municipal services <p>Nurtures & Defines Community Identity</p> <ul style="list-style-type: none"> • Greater community organization • Sense of pride and volunteerism • Perpetuation of integrity and values • "Mutual coercion, mutually agreed upon" • Less need for municipal control • Self-managing <p>Fosters Frequent & Meaningful Contact</p> <ul style="list-style-type: none"> • Improves sociability • More cultural exposure, interaction • Exchanges and preserves information, wisdom, values • Reduces race and class barriers • Feeling of interconnection 	<p>Draws a Diverse Population</p> <ul style="list-style-type: none"> • More women, elderly, and children • Greater ethnic and cultural pluralism • Encourages a range of activities and uses • New service, retail, and customer niches • Variation and character in built environment • Encourages community creativity <p>Promotes Sense of Comfort</p> <ul style="list-style-type: none"> • Visually pleasing • Generally stimulating • Sense of belonging • Greater security • Better environmental quality • Feeling of freedom <p>Creates Improved Accessibility</p> <ul style="list-style-type: none"> • More walkable • Safe for pedestrians • Compatible with public transit • Reduces need for cars and parking • More efficient use of time and money • Greater connections between uses
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Table 1: The Benefits of Place (Source: Project for Public Spaces)

4. The tourism development context

4.1 Cape Town in South Africa

The National Tourism Spatial Framework undertaken by KPMG on behalf of the National Department of Environmental Affairs and Tourism identified key existing and potential tourism flows and patterns that will inform the sustainable growth of tourism in South Africa.

Tourism flows in South Africa are highly polarised, with key focus primarily on the traditional tourist areas of Durban, Cape Town, Gauteng and Kruger National Park. The reality is that these flows are unlikely to change in the foreseeable future. Although emphasis has been placed on opening new areas like the Wild Coast, success has been marginal and it is the areas outside the major centres, like Stellenbosch and Umhlanga that have benefited from tourism growth. This “spill over effect” is likely to continue and should be encouraged at national and provincial level. The alternative is a dilution of scarce resources and a lack of cohesion in planning and strategic development by public and private sector.

Until a more liberal policy regarding landing slots and flight frequencies is adopted, Johannesburg will remain the main point of entry for international tourists into South Africa. Gauteng will also continue to act as the major source of domestic tourism demand at all levels due to its commercial strength and relatively affluent population.

It is recognised that Durban and KwaZulu-Natal has an important role to play in tourism development in South Africa. Although Durban has traditionally seen itself as an end destination, it now has the opportunity to play a major role as the gateway to KwaZulu-Natal and the southeast areas of the country. Durban has also recognised the need to halt the spiral of decay in the destination and are putting into place strategies and actions to counter this whilst regenerating and repositioning the city.

The Western Cape has been dealt a “winning hand” through its product portfolio. Cape Town is the strongest destination in South Africa and is actively promoting both infrastructure and product development with a view to the international marketplace and affluent domestic tourists. The rather complacent attitude of recent years has been replaced by a new realism that remaining at the top requires determined effort and focussed strategies.

Cape Town is however deeply fragmented and has largely failed to achieve regional consensus. Governmental restructuring and prolonged debates regarding the governance of tourism in the Province and the City has eroded both confidence and productivity of many stakeholders. The longer-term implications of rebuilding organisational cohesion and a coherent destination image are of considerable concern.

Cape Town has all the ingredients to become a leading destination, not only in South Africa, but also the international marketplace. In order to play a pivotal role in tourism development in South Africa, it is essential that the City adopts a united vision and that each area of the metropole capitalises on own product strength within a set of collective goals and objectives. Each part must not see itself as outside of the “bigger picture” but rather as an integral part of the whole.

4.2 Cape Town in the Western Cape

The Western Cape has excellent potential as a destination for international and domestic tourism. Despite this potential, tourism growth has been elusive in many parts of the province and private sector, government and communities continue to await the benefits. An aggressive and focused approach has become a requirement and it is likely that public sector will have to take the lead in this regard.

Tourists visit provinces but consume cities. Legible and accessible province attractions are often add-ons. It is essential to be clear from the outset that Cape Town is the draw-card to the Western Cape and the most popular destination for international tourists to South Africa. The city undoubtedly has potential and is now focussed on attaining world-class status and competing against the likes of Melbourne, Barcelona and Edinburgh. It is quite simply the most important tourism destination in Southern Africa.

Cape Town's role is as follows (Figure 6):

- n A gateway to the Western Cape and therefore products in the remainder of the Province, for both leisure and business travellers (domestic and international);
- n A destination in its own right;
- n A staging post for visitors to regional Western Cape; and
- n A distribution point dispersing and influencing flows into the hinterland.

Some provincial stakeholders perceive the metropole as dominating over the tourism scenario in the Western Cape, to the detriment of other regions. In a climate of parochialism, recognition of the importance of Cape Town and the requirement for hinterland regions to draw on the strength of the city may be difficult to achieve. Failure to recognise that continued focus on Cape Town is required will only serve to suppress developmental potential of the province at large, minimising the "spill over" effect that should continue to be a key driver of regional growth. Without a strong Cape Town the province is unlikely to achieve its goals and objectives.

Cape Town is already strong as a destination, however many of the fundamentals for tourism growth have not yet fallen into place. Cape Town must aim to enhance its position and deliver on its role as a gateway, staging post and distribution point. For example, through the strengthening of Barcelona as a destination significant benefits have been gained by both the city and Catalonia; a rejuvenated Miami continues to benefit residents and visitors alike, whilst the state of Florida also basks in this success.

Recent market research confirms the prominence of Cape Town's image. Marketing efforts for the Province at large must leverage off the 'top of mind' position of the City, drawing visitors into the hub and selling on the complimentary experiences of other areas.

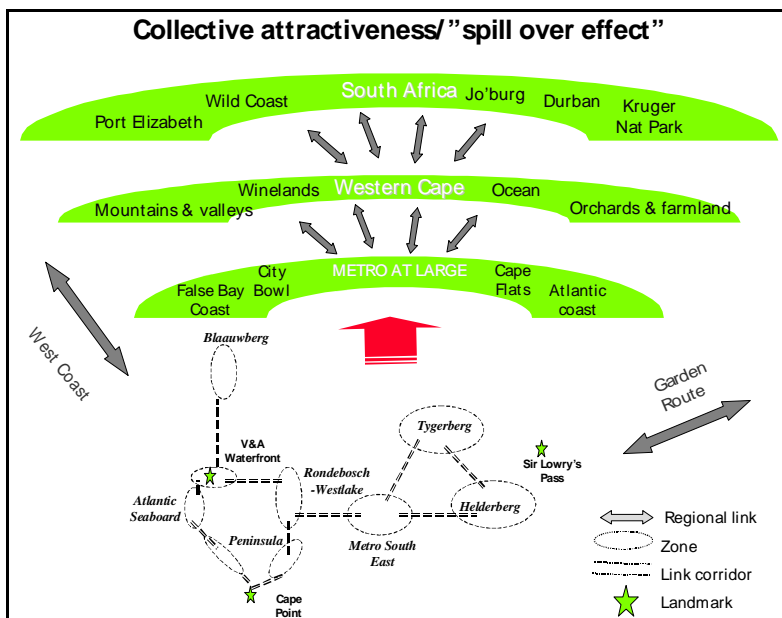


Fig 6 Cape Town in provincial and national context

4.3 Evolution of tourism in Cape Town

The evolution of tourism in Cape Town has impacted on the Province and the country. Cape Town's roots as a tourism destination stem directly from its origins as a trading post and provision base, established by Jan van Riebeeck on behalf of the Dutch East India Company (VOC), for ships travelling on the trade routes between Europe and the Far East – thus creating a strategically located and convenient maritime stopping point. Throughout history Cape Town has played host to a transient population of surrounding farmers, ship crews and passengers. As early as the 1700s the keeping of lodging-houses was a lucrative activity. Travellers commented on the difficulties of obtaining accommodation when the harbour was full, and complained at the high prices in season.

The Cape Town Railway and Dock Company built the first stretch of line to Eerste River in 1862. The first train from Cape Town to Johannesburg arrived in 1892. Advances in shipping also opened up Cape Town as a destination. In the mid 1800's, the steamer journey from Britain took roughly 58 days. Ships offered steerage passage for passengers visiting relatives in the colony.

The heyday of the Cape Town as a seaside resort began in the 1890s. Muizenberg, Camps Bay and Sea Point were promoted as holiday destinations for domestic and international tourists. Fast steamships such as the vessels of the Union and Orient lines ensured that the Cape Town was the gateway to southern Africa for Europeans and Americans. The rail link between Cape Town and Johannesburg was crucial to the development of tourism. By 1881 many of the wealthier families from Kimberley came to the city to escape the summer heat. By the 1950, the South African Railway Service was operating 24 passenger trains per week between Cape Town and Johannesburg. The first passenger air service between Johannesburg to Cape Town was introduced in 1932.

By the late 1980's Cape Town harbour, formerly the heartbeat of the city was a derelict wasteland. In 1990, the Victoria & Alfred Waterfront Company commenced with the rejuvenation of harbour area and creation of Victoria and Alfred Waterfront. Today, the Waterfront is world-renowned and the most popular attraction in South Africa.

With the advent of the new South Africa in 1994, Cape Town was well positioned to benefit from the massive upswing in tourism to South Africa. Cape Town was selected as South African bidding city for the 2004 Olympic Games in 1996, providing a dream and common vision for the destination to work towards. The bid gave rise to a number of infrastructural projects, as well as developing the region as a sporting venue. The bid provided the City with a sense of importance that was perhaps above its own status. Both Cape Town and Province as a whole became complacent regarding global standing and positioning. Furthermore, the tourism "honeymoon period" – resulting from the establishment of a 'new' South Africa – came to an end. An air of complacency however had settled in regarding global standing and positioning.

There is now a growing recognition amongst public and private sector that there remains much work to be done with regard to product, market, infrastructure and institutional development, economic growth and social empowerment. Mega-projects such the upgrading of Cape Town International Airport and the Cape Town ICC provide an important platform upon which to build. The City aspires to deliver as a world-class destination. Most significantly it aspires to deliver to its local population. Such a vision is not unrealistic.

5. Establishing a Cape Town product portfolio

The diversity and richness of the Cape Town tourism product supports its position as the leading South African destination. Cape Town is one of handful of cities worldwide that has a National Park in its boundaries, and has been identified as one of three urban biodiversity hotspots in the World. The various attractions in the Cape Town metro area, combined with the rich cultural heritage of the City and a cosmopolitan and fashionable international image provide a collective attractiveness unparalleled in South Africa.

Clear definition of product opportunities and market requirements highlight strengths and weaknesses, enables appropriate market positioning and product development, and therefore maximises resource allocation. It also focuses spatial planning and identification of investment opportunities. Table 2 lists possible tourism products that a destination may offer.

Product	Components
Heritage and culture	historical, social, political
Ecotourism	Scenic beauty and wildlife
Adventure	wilderness and challenging environment
Sun and sand	beach or significant inland water
Meetings, incentives, conferences and exhibitions (MICE)	proximity to business centre and/or stand alone conference facility
Shopping & entertainment	Retail and/or nightlife
Health and fitness	spas, springs and/or conducive environment
Trade and investment	Facilities and infrastructure supporting major economic activities related to tourism
Sports and events	sport activities, facilities and venues hosting events

Table 2 Principal product categories

In order to define the base product strengths of Cape Town as a destination we have used the databases of the LTBs and the City's GIS divisions to conduct a high level audit of tourism products.

From the market research undertaken by KPMG, Cape Metropolitan Tourism and Western Cape Tourism, we have identified **ecotourism, adventure, culture, MICE and sport & events** as the most significant products for Cape Town. Shopping and entertainment, cruising and health and fitness are important future products. Trade and investment and sun, sea and sand are secondary at present.

The key areas of product provision are:

n City Bowl and Foreshore	n Atlantic Seaboard
n Muizenberg to Simon's Town	n Rondebosch to Westlake

The above offer relatively dense current tourism product and activity. There are other areas within the Cape Town that already have products and offer potential based on the opportunity for maximisation of resources through density, product clustering and linkage. We believe that the following areas can greatly enhance the current product portfolio:

n Hout Bay– Noordhoek	n Cape Flats & Metro S East
n Helderberg Basin	n Durbanville & Oostenberg
n Blaauwberg	

Creativity and innovation to capitalise on nature and expanding the product base from that attained above will be hugely important to growing tourism. It makes sense however to focus initially on growing strong products and therefore creating an environment in which future development of under-utilised products can occur. Prioritisation of some areas above others can cause conflict. There is a need to recognise that if resources are spread thinly delivery will be minimal. If strength is concentrated then areas of product out-with the initial focus will benefit. Moving the front line forward is a strategy which serves to build on critical mass and scales of economy. In this instance the Foreshore and CBD is the large cog which moves all the smaller cogs within the City.

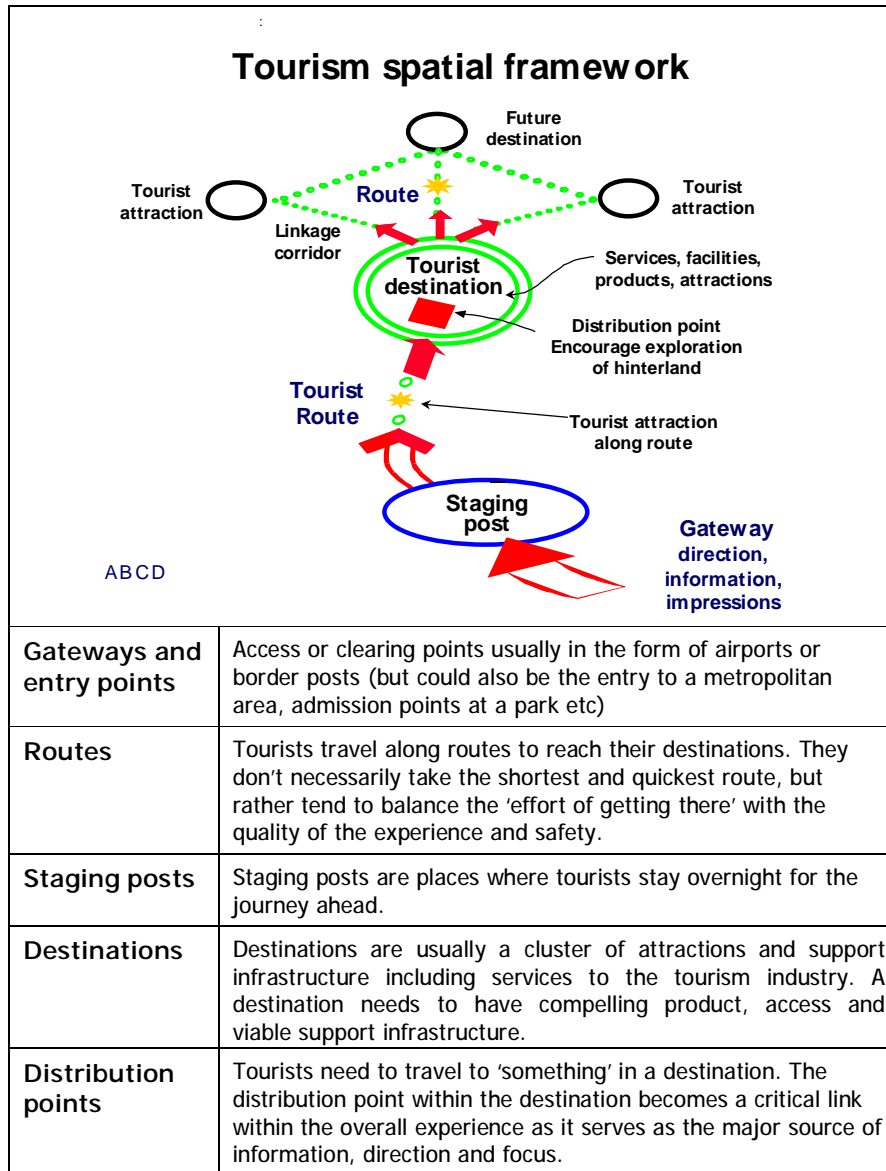


Figure 7 Structuring elements of the Tourism Spatial Framework

6. A Tourism Spatial Framework for Cape Town

6.1 Tourism and the spatial landscape

Sound planning practice is based upon the belief that positive spatial patterns such as networks, clusters and other opportunities should be reinforced. Tourism delivers markets to products and therefore is inherently spatial. An important first step is to understand the tourism journey. The key structuring elements in this journey are illustrated and described in Figure 7.

The tourism journey has different levels – international, national, provincial and local. There is a requirement to map infrastructure, pockets or clusters of activities, markets attracted and their dispersal across the landscape as we have provided in the Situation Analysis. Infrastructure and identifying links between products to market is a key element in the structuring of tourism space. It is not enough, however to create a series of linked spaces. There must be focus on the creation of density which heightens the “drama” of experience.

Through understanding and utilising the tourism landscape, we can start to treat tourists as consumers rather than guests. By moving tourists along routes, maximum economic benefit can be stimulated and environmental impact minimised. Tourists can be moved where we want them to go through signage, information centres and verbal communication. Conversely, through this approach it is also possible to constrain tourists' visitation to certain areas.

Tourism planning in Cape Town has been ad hoc. Minimal emphasis has been placed on the role that different parts of the city can play in the metropolitan context, product clustering or use of infrastructure to maximise available opportunity. Prioritisation of areas and projects has often been based on righteous socio-economic objectives with market realities and demand patterns taking a backseat. The long-term implications are dilution of resources and disillusionment amongst stakeholders.

The primary challenge for the City is to fulfil its own developmental and marketing goals and strategic priorities. There is agreement that tourism growth in Cape Town should be organised and delivered in ways to meet objectives of dispersal of tourism growth and socio-economic development. For example, channelling tourists throughout the Metropole is an important objective of the spatial framework. Decisions must however be based on sound tourism planning assumptions, namely that certain physical factors are important for tourism product development (such as historical/cultural interest or scenic beauty) and that the greater abundance and quality of these factors, the greater the potential. The creation of a series of experiences rather than an isolated theme is key in this regard.

The challenge is to use product strengths and anchor projects as a base for the creation of a destination, maximise linkages into existing and future infrastructure investments and therefore achieve a tourism landscape that is legible and deliverable. To this end, destination areas, products and markets need to be linked. The most obvious way of creating linkages is through achieving critical mass, differentiation of experiences, the formulation of a series of routes and product packaging. Such an approach is structured, logical and practical and provides the required focus and prioritisation.

6.2 Understanding tourism space in Cape Town

Understanding the tourism landscape means knowing where strength of product is located, and enhancing linkages or redirecting elements which have no direct benefit. Poor legibility and connectivity has resulted in dispersed and isolated elements across the metropole, albeit with considerable individual value. Mamre, Atlantis and Gordon's Bay all fall within the Metro's boundaries, yet seem worlds apart. Cape Town's topography and resulting urban development pattern further accentuates the lack of connectivity between south and the north, and past policies have left the eastern area of the metropole isolated and lacking in facility and infrastructure provision. Sea Point is in close proximity to the CBD and V&A Waterfront, yet there is no apparent relationship between these areas.

On a micro scale the linkages between zones of activity such as Muizenberg, Kalk Bay and Simon's Town are not visually strong.

Rather than assisting the process of connection, railway lines and highways create many impenetrable barriers between parts of the city and serve to confuse and disorientate the visitor. There is now a requirement to analyse from a tourism perspective the problems and opportunities that exist within each of the prioritised development areas.

The canvas upon which change can be effected is the urban, environmental and social fabric of the metropole. The link between market and product through infrastructure needs to be identified, defined and delivered. Even world-renowned natural and social features require investment and creative development to become magnetic attractions. The Grand Canyon, Victoria Falls, Kruger National Park, etc are good examples. Linking sites by theme, promotion, product differentiation, transportation etc. has informed the success of many destinations.

We have identified eight tourism areas spread throughout the metropole. Through focus on these destinations, we can begin to direct future tourism flows – thus spreading benefits across the metropole, thereby opening up opportunities for product development, job creation and investment opportunities.

The development of strong nodal areas linking into tourism circuits/routes (a string of area clusters) is an opportunity. Critical mass of linked attractions and facilities including quality accommodation, food and beverage outlets, entertainment, transportation networks, etc and support services are lacking at the present time. Prioritisation of strength, focus upon precincts, enhancement and creation of existing and potential linkages has been used successfully in destinations such as Miami, Barcelona and Melbourne. These are all cities with similar tourism and social characteristics to Cape Town. Emphasis on potential has resulted in growth in civic pride, investment, jobs and growth. All three cities have been developed into dynamic, forward-looking and competitive tourism destinations.

6.3 Defining the Tourism Spatial Framework

The spatial framework of the metropole consists of the infrastructure, the distribution of tourism product portfolio across the tourism spatial landscape and the various structuring elements of the tourism space economy (gateways, entry points, distribution points, staging posts, destination areas, including tourism routes which form the linkage between the elements of the tourism spatial economy). The framework illustrates how the various structuring elements relate and link to one another and also provides a context for the identified tourism development areas.

The main purpose of the Tourism Spatial Framework is to guide the form and location of tourism development in the Cape Metropole in order to meet the goals of the Tourism Development Framework and the defined tourism planning principles. The various elements of the spatial framework are discussed in the next section and illustrated in Figure 8 overleaf.

The Tourism Development Framework divides the City of Cape Town municipality into eight local tourism development areas (TDAs) and discusses the key strategic issues affecting tourism development in each area. The location of the eight local areas can be viewed on the key focus areas map (Fig. 8) overleaf. The map also illustrates the required future linkages and connections if the objectives of this framework are to be achieved.

The starting point for Cape Town as a tourism destination is the “one night principle”. Getting tourists to consume broader tourism nodes and routes, and additional experiences and products within and outside of the established areas will impact positively on length of stay, spend patterns and dispersal of visitor flows.

The long-term objective is to distribute tourists to currently unknown and under-utilised destination areas, thereby achieving a more equitable distribution of both tourist volumes and benefits to the local population. In the short term we need to build on the strength and capacity of the traditional destinations and routes such as the City Bowl-Cape Point and City Bowl-Winelands to begin to move tourists

into emerging areas and along routes with staging posts and anchor attractions.

This means identifying incipient destinations which visitors may visit as day or transit visitors but which have the capacity to offer more. This approach recognises that opportunity arises out of density, clustering or critical mass. Successful destinations offer a range of products, services and facilities built up through agglomeration or clustering. Product development and packaging, the responsibility of both the industry and tourism agencies, is a critical step in this phase. Likewise, the provision and enhancement of services, transport, accommodation, attractions and infrastructure are fundamental building blocks in tourism growth.

All of these tasks need to occur in a targeted and planned way within the context of the overall tourism spatial framework, goals for both tourism and economic development, and identified product and market development opportunities. It also has implications on linking emerging clusters of activity to established areas/destinations/points. The emphasis is therefore on the linkages and routes which need to be reinforced and exploited if a co-ordinated Tourism Spatial Framework for the Cape Town is to be implemented.

The focus of this spatial framework is at both macro and micro levels, thus providing a platform for future direction. The various “tourism development areas” must be understood as separate but interrelated tourism landscapes and in some instances they will need to be further analysed and expanded upon in their own right at the appropriate scale. The recommendations contained in the spatial framework form the foundation for the tourism investment implementation framework and the action plan on which delivery will be based. A base exists upon which to build.

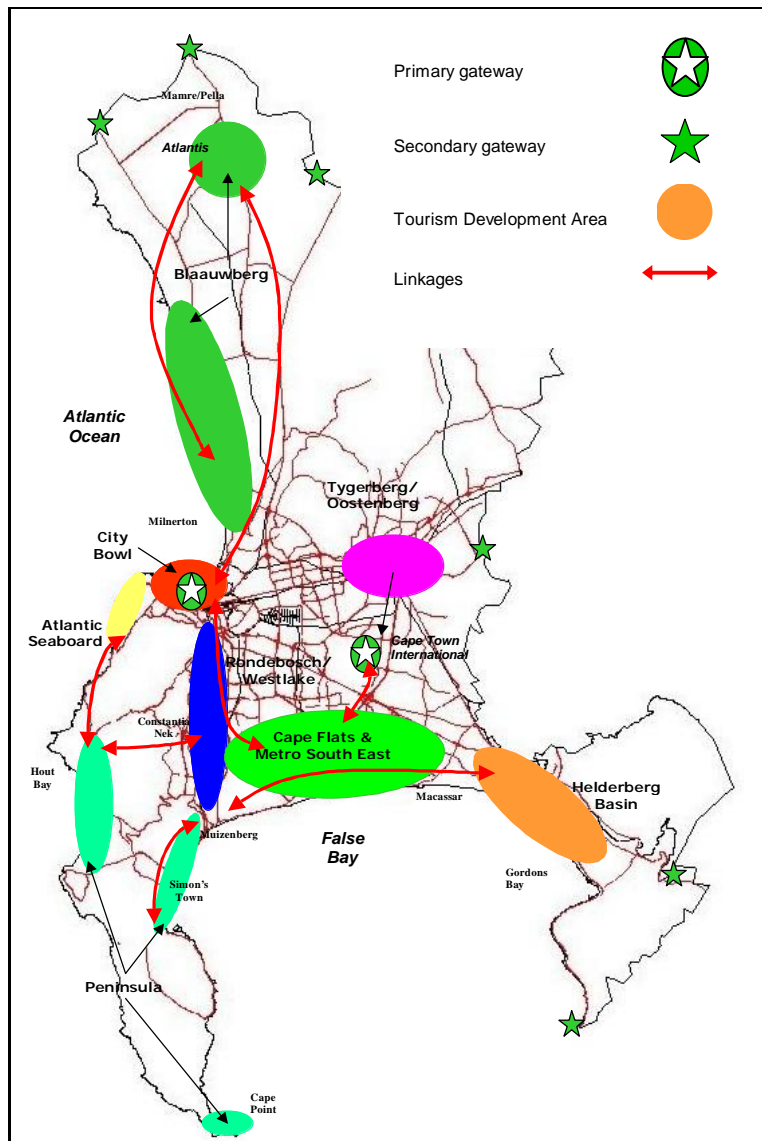


Fig 8 Tourism Spatial Framework

7. Cape Town Spatial Tourism Framework

7.1 Gateways

We have identified the following primary gateways on the basis of the presence of an international airport, harbour or main station. They are principal gateways for regional, international and domestic markets (as applicable) arriving by air, rail or sea transport that will be targeted by Cape Town.

Primary gateways	
n Cape Town International Airport	n Cape Town harbour
n Johannesburg International Airport	n Cape Town Central Station
n Tygerberg National Bus Terminus	

Secondary gateways are road-based entry points into the metropolitan area, and their connection to the various destination areas is critical. The role of secondary gateways is of particular importance with regards to the Western Cape and other domestic markets targeted by Cape Town, as they will be predominantly a drive market or a combination of fly-drive market. We recommend that the role and treatment of the secondary gateways as components in the information distribution network of the city becomes an important aspect of the Visitor Information Centres (VIC) Strategy of the city.

Secondary gateways	
n N1 – Oostenberg	n R44 – Gordon's Bay
n N7 - Blaauwberg	n N 2 – Sir Lowry's Pass
n R27 – Blaauwberg	n Stock Road station

7.2 Staging posts

Staging posts are the places to which tourists travel to before moving on to other staging posts or their principal destination. In many instances, visitors choose to travel directly to the primary destination area, using this as a base to travel to staging posts. We have identified staging posts as “accommodation areas/nodes” as these will serve as primary springboards from where visitors are distributed throughout the Cape Metropolitan area. Staging posts can also be destinations. For example, repeat visitors such as domestic VFR could well be based in any of the staging posts for the larger part of their duration of stay, in which case the area would be regarded as their principal destination.

The development of staging posts will play an important role in changing the spatial patterns of tourist flows and investment in facilities and services. Staging posts can create the conditions for sustained growth and development through public- and private sector investment and increased accessibility to the city’s tourism resources. Staging posts, through proper location and development, can also act as the trigger for the development of new tourist flows or reinforce existing flows.

Two types of staging posts have been identified, Mature Staging Posts and Incipient Staging Posts. Each currently has different roles in the development of tourism in Cape Town and requires different management and development responses.

n **Mature staging posts** refer to centres where there are high concentrations of tourist attractions, facilities and services and where many activities mutually reinforce one another. Mature staging posts that already exist in the metropole have been identified on the basis of tourist distribution and consumption patterns, described through visitor surveys.

n The designation **Incipient Staging Post** is used to identify areas where the foundations of a staging post already exist, or where the creation of staging post is considered to be in the interest of the metropolitan region as a whole. Cape Town is now faced with the challenge of reinforcing emerging staging posts in terms of investment in tourism product development, infrastructure provision, and expansion of visitor demand.

These nodes must form an integral part of the Cape Town experience and must be regarded in this light from both a planning and delivery perspective. As “new” staging posts and therefore springboards for growth, they aim to provide the desired critical mass and product differentiation that builds upon what currently exists. This will contribute to progressive development that comprehensively takes into account economic, social and environmental components of the Tourism Development Framework. Unless this approach is adopted, the status quo will remain to a large extent.

Staging posts – mature	
n CBD	n Atlantic Seaboard
Staging posts – incipient	
n Strand – Somerset West – Gordon’s Bay	n Milnerton – Blaauwberg
n Muizenberg - Simon’s Town	n Hout Bay
n Cape Flats – Metro South East	n Tygerberg/Oostenberg
n Claremont – Wynberg	n Strandfontein

7.3 Distribution points

Distribution points are often one of the first ports of call in a destination. On the ground, distribution points are tourism centres, hotels/lodges/camps, or any operation/facility that offers information, facilities and a central point from which to make travel or accommodation decisions. We have identified what we believe to exist, and future foci for Cape Town. In general to qualify as a distribution point basic needs such as information provision, transport booking facilities, banking facilities, security, parking, inter-modal connectivity node etc are required as relevant.

Distribution points provide a springboard to attractions across the city, giving an impetus and a structure for tourists travelling to well established, new and remote areas. For example these points will be important for influencing visitor flows into the Metro South East from Muizenberg, from Cape Town International or City Bowl into the Cape Flats, from the Helderberg Basin towards Muizenberg along the False Bay coast and vice versa. In some instances, distribution points also fulfil the function of a 'platform' or vantage point from which the city can be experienced visually and where visitor orientation can take place.

7.4 Tourism Development Areas

We have identified both existing and long-term destination areas which form part of the tourism landscape of Cape Town. These are areas with a sustainable and competitive tourism product which have demonstrated existing demand, or with the potential for future tourism growth based on a supply of resources and features around which product can be built. Each TDA presents particular market and product development opportunities and different development and marketing challenges. We elaborate on these aspects in subsequent sections. The various elements described above are linked together into an integrated spatial framework through transport, movement and delivery infrastructure. The following section describes the role of the movement system in creating a cohesive and more balanced tourism distribution system.

Distribution points - existing	
n City Bowl	n Victoria & Alfred Waterfront
n Cape Town International VIC	n Muizenberg VIC
n Blaauwberg VIC	n Hout Bay VIC
n Simons Town VIC	n Oostenberg VIC
Distribution points - future	
n Milnerton lighthouse precinct	n Constantia Nek
n Tygervally complex	n Signal Hill
n Helderberg VIC	n Tafelberg Road

Destination areas
n City Bowl
n Atlantic Seaboard
n Rondebosch – Westlake
n Peninsula
n Cape Flats and Metro South East
n Helderberg Basin
n Blaauwberg
n Tygerberg/Oostenberg

7.5 Facilitating movement and access

7.5.1 Introduction

The infrastructural elements of the movement system (roads, rail, stations, transport terminals, bicycle routes, pedestrian routes) and their patterns of interconnection have a profound impact on spatial patterns of accessibility, and therefore, on the distribution of tourism benefits and citizen access to economic opportunity.

Generally the recommendations regarding the tourist movement system are in keeping with the spirit of policy documents such as Moving South Africa, the City of Cape Town Transport Plan, the Metropolitan Spatial Development Framework and the City of Cape Town Municipal Spatial Development Framework. The principles and starting points which guide the approach to tourist movement in this framework are shown in Table 3.

n The safety, cleanliness and convenience of the movement system for both tourists and residents is the most fundamental requirement to be addressed
n The movement system must be used to create a more balanced pattern of accessibility and thus product development opportunity
n There must be strong emphasis on public transportation as opposed to car-based systems
n The tourist movement system must overlap and reinforce the general movement system as defined in metropolitan transport planning
n The use of the train system must be maximized
n Different modes of movement must be integrated as closely as possible, and the ease of modal 'switching' must be an area of focus
n Intermodal connectivity points have a crucial distributional function, and the availability of tourist information therefore becomes critical

Table 3: Principles underpinning a tourist movement system

7.5.2 Intermodal connectivity points

A central part of the tourist movement system is the creation of a logical system of intermodal connectivity points. We propose that a three-tiered hierarchical system based on the conceptual model of creating access as detailed in the City of Cape Town's Muni SDF be adopted. We have identified the first two levels on the basis of their metropolitan significance. There are many more points that function as inter-modal connectivity points or have the potential to be developed as inter-modal connectivity points. Third tier intermodal connectivity points that are of importance in the movement of tourists to and within a TDA, as opposed to general citizen access, should be identified and developed as appropriate. This should be at the initiative of sub-councils, communities and area tourism stakeholders. Within this system, the following connectivity points are proposed:

Level 1

n Cape Town Foreshore & V&A n Cape Town International Airport

Level 2

n Strand station	n Wynberg CBD	n Mowbray Station
n Claremont station	n Simon's Town station	n Bellville station
n Khayelitsha station	n Muizenberg station	n Mitchells Plain station

Level 3: To be determined by sub councils, communities and area-based tourism stakeholders.

Different modal combinations are envisaged at three levels of the hierarchy. These include: air, bus, taxi; train; road and train; sea, train, bus; train and pedestrian. The approach to the movement and distribution of tourists, therefore, cannot simply be reactive to existing demand patterns. The system must be used structurally to create new patterns of movement and to unlock growth opportunities. The relevant stakeholders need to collectively formulate clear strategies, and programmes to ensure that these objectives are achieved.

8. Tourism Development Areas

8.1 City Bowl - Now

The central area of Cape Town is rich in history as evidenced by its architecture, ranging from eastern influences to Victorian designs, and it contains various parks and open spaces. The defined TDA consists of seven precincts - De Waterkant, V&A Waterfront, Foreshore, Central City, Bo Kaap, East City and Upper City Bowl. The backdrop of Table Mountain is one of the most spectacular settings in the world, yet the city is fragmented and the current tourism experience does not capitalise on the diversity and density of product provision.

8.1.1 Structuring elements

- n **Nodes:** The Central City is placed as the largest of the three mature metropolitan nodes in the Metropolitan Spatial Development Framework (MSDF).
- n **Open space and natural areas:** The City Bowl is embraced by Devil's Peak, Table Mountain and Signal Hill, all of which forms part of the Cape Peninsula National Park. The proximity of a conservation area of such prominence is a significant advantage for Cape Town. However, the interface between the urban fabric and the natural environment is not maximized. Open spaces, such as landscaped gardens, public squares or parks, are dotted throughout the City Bowl. Connectivity is lacking and there is a requirement to create a network of spaces.
- n **Urban edge:** The urban edge along the slopes of Table Mountain protects the conservation area from urban encroachment.

8.1.2 Movement and access

Being the head of the mobility and access system, highways and rail system, the City Bowl plays an important role in the functioning of the whole city. However, there are access constraints both into the City

Bowl and throughout the area, resulting in congestion at key intersections.

Cape Town Railway station located along Adderley and Strand Streets is an important node for commuters travelling into the city. It is however an unsightly area with informal trade, litter and congestion. Unattractive stations and low levels of safety and security and service discourage tourists to use the rail system to travel to the various destination areas of Cape Town.

There is no internal public transport system other than unscheduled taxi and Rikki services. The planned introduction of a circular bus-based inner city transport system, linked to parking areas on the periphery of the city, will improve ease of movement for both commuters and tourists.

The City Bowl is linked to the Bellville and Wynberg/Claremont nodes by the activity spines of Voortrekker and Main Road. The Central City is also the "springboard" for the diagonal Klipfontein Road corridor leading to the proposed Philippi node.

8.1.3 Planning Context - existing land use

De Waterkant: A heritage area located at the foot of Signal Hill, featuring restored historical cottages, tree-lined streets and cobbled lanes. Designer and collector's furniture stores and chic street cafes attract trendsetters during the day, whilst clubs, theatres and restaurants along Somerset Road throb with nighttime activity. Extensive restoration and remodelling of buildings, both historical and modern, has contributed to the creation of an attractive and sought-after area with a 'village' character close to the heart of the city.

De Waterkant lies to the south of the V&A Waterfront and the two precincts are complimentary in character and activity. A transitional area sandwiched between Somerset Road and the V&A Waterfront houses light industrial and warehousing activities at odds with the converted historical buildings and trendy Victoria Junction hotel. The Traffic Department at the western end occupies prime real estate, which could be considered for the 'redevelopment' pool.

Linkages between the V&A and De Waterkant are weak, with Western Boulevard and the V&A perimeter wall acting as visual and physical barriers. The creation of an access route along Ebenezer Road is a first step towards improving the connectivity between the two precincts.

V&A Waterfront: Recognised internationally as a highly successful waterfront redevelopment, the success of the V&A Waterfront lies in the blend of leisure, tourism, retail, commercial and residential uses combined with the fishing and ship repair activities of a working harbour. A key consideration in the creation of the V&A has been to reconnect the harbour to the city. The Roggebaai Canal Tourism Precinct currently under development forms the link between the V&A and the Foreshore. Whilst the need to maintain a defensible, delineated private precinct is recognised, attention to the linkages and synergies between the V&A and areas to the west (Mouille Point) and south (De Waterkant) is required.

Central City: The Central City comprises a mix of medium to high-density office and retail typical of a CBD, as well as residential components. It also serves as a political centre and host to the provincial legislature and government offices. Parliament and the Company Gardens form the nucleus of the central city. The Cape High Court associated legal chambers and ten of the city's museums are clustered around the Company Gardens.



Fig 9 Parliament



Bo-Kaap

Significance of the CBD

- n Generates over 15 per cent (R17.78 billion) of Western Cape economy
- n Generates 20.7 per cent of the economic turnover of entire metropole
- n Accounts for 27.7 per cent of all employment in the metropole
- n 22.8 per cent of businesses in the metropole are based in the CBD
- n Generates over R 180 million worth of rates annually
- n Accounts for 2 400 000 commuters each working day of the week

Long Street features offbeat and chic restaurants, entertainment venues, second-hand bookstores and antique and memorabilia shops and several backpacker's lodges and travel centres.

Bo-Kaap: The western part of the City Bowl consists of the cobbled streets, colourful houses and mosques of the Bo-Kaap or Malay Quarter. Located to the west of Buitengracht Street and nestled against Signal Hill, the Bo-Kaap is primarily residential but also contains many small businesses, light industry, eateries and places of cultural or religious significance. Linkages between the Bo-Kaap and the Cape Peninsula National Park are weak. Buitengracht Street and its parallel band of commercial uses separate the Bo-Kaap from the remainder of the Central City.

Plans to redevelop the Grand Parade into a commemorative Town Square with facilities for traders are in place and will contribute to the regeneration of this precinct, and links into planning for the East City.

Foreshore: The Foreshore is located to the north of the central area and alongside Cape Town harbour. The area lay dormant for a long period and until recently was characterised by parking lots, a network of roads and the "unfinished" highways. The turnaround which started with the construction of two hotels on the derelict power station site is picking up pace. The Cape Town ICC forms a focal point and catalyst for real estate development in the Foreshore area including a new 500-bedroom Arrabella Sheraton Hotel. Numerous role players have a stake in the future – City of Cape Town, Portnet, Convenco, V&A Waterfront, Cape Town Partnership and property owners. Delivery of key structural components is already visible – the canal linking the V&A to the CBD, a world-class visitors centre, enhanced security and cleanliness. Although several buildings have since been constructed or refurbished, or are planned in the area, several tracts of land to the east and south east of the ICC, such as Culemborg and District Six, are currently undeveloped or require redevelopment. The area around Artscape is barren and windswept.

Culemborg & environs: The redevelopment of 24 hectares of Transnet land located at Culemborg is contentious, with the political imperative favouring low-income housing. The site lies on the eastern periphery of the city where development take-up has been lacking in the past and real estate values have been lower than in the central area. The approximately R 9 billion real estate investment currently occurring or being planned for the Foreshore and Central City areas is likely to have a knock-on effect on the real estate values of the Culemborg precinct. A longer term perspective of the type of development which will maximise opportunities for the city's priority economic sectors, such as film & video production and international communication services, must lead decision-making regarding the utilisation of this land.

Despite almost a decade of deliberation and planning, the redevelopment of District Six, site of forced removals and demolition of a residential estate in 1966, remains unresolved. A small group of shack dwellers has settled here and unless development takes place in the near future the opportunity to create a vibrant residential area

commemorative and reflective of the heritage of District Six may be lost to informal housing.

East City: The urban fabric of the historical core of the East City is rich in historically significant buildings and sites, including landmark buildings such as the Castle of Good Hope, City Hall and Drill Hall. The development of an 'E-city' - an information, communications technology and e-commerce precinct – which will provide clustered space for start-up e-businesses and assist in the restoration of the historic quarter has been mooted for the area.

The eastern part of the precinct comprises bulk retailing, light industry, vehicle workshops and warehousing. The area appears neglected. The Good Hope Centre is located in the southeastern corner of the precinct and is isolated from the city by the M60 and station parking platform. The building is dated, facilities inadequate and the location not suitable for international and national conferences and exhibitions. The Good Hope Centre is however likely to continue catering for local social and sporting events with lower budgets, complementing the 'higher-order' conferencing and exhibition space of the ICC.

Upper City Bowl: The Upper City Bowl is cradled by the steep slopes of Table Mountain to the south, Devil's Peak to the southeast, and Lion's Head to the southwest. Comprising mainly residential uses, many properties have been converted into guesthouses, B&Bs and backpackers.

8.1.4 Character analysis

The Central Area of Cape Town has for the most part escaped the urban decay experienced by Johannesburg and Durban. The rejuvenation efforts initiated by the Cape Town Partnership have largely been successful, although certain issues are still areas of concern, notably those with regard to cleansing, security and general investor confidence. User opinions and the almost R9 billion worth of investment taking place or being planned in the area is proof of the successful turnaround of the Central City.

Juxtaposition of fine architecture with derelict and rundown buildings, vacant lots and modern development and an overall unattractive environment has however resulted in a loss of character in several areas of the City Bowl. Vacant plots, such as council-owned land under the elevated highways, attract vagrants and associated littering and begging. Informal trade has severely and negatively affected the capital base of buildings and infrastructure. The philosophy of moving informal trading from pavements to well-managed sites is a requirement. Markets bring vibrancy, local flavour and economic opportunity for locals, and can be important tourism assets.

The continued presence of high quality formal retail is key to the City's vision of a safe and vibrant 24-hour city, and trial periods of extended shopping hours in conjunction with night markets have been hugely successful. The city needs to act decisively regarding informal trading, or risk the flight of formal retailers and the associated tax base to decentralised locations in the metropole.

Nature, history and human enterprise have created in the City Bowl a density of tourism experiences unequalled in the metropole. This provides a superb base for product packaging. However, the City's visitor surveys indicate that tourists perceive Cape Town as falling short on the issue of cleanliness. Lack of security is an issue for international visitors. Safety and cleanliness are fundamental to attracting more tourists, who stay longer in Cape Town, spend more, market the destination to friends and families, and return time and again. The importance of these issues must not be underestimated.

8.1.5 *Current tourism activities*

The unique quality of the environment, built and natural, is a showcase for Cape Town as a city internationally. The City Bowl is a logical arrival point, base and distribution point for international and domestic visitors. The City Bowl contains a diversity of tourism products, including some Cape Town's most popular tourism attractions, e.g. V&A Waterfront, Table Mountain Cable Way, and Castle. The City Bowl also provides access to Cape Town's World Heritage Site, Robben Island. These products offer a range of visitor experiences – shopping, wining & dining, ecotourism, adventure, culture, night-time entertainment.



Fig 10 Table Mountain Aerial Cableway and V&A Waterfront

YarraBanks and Melbourne Docklands

The YarraBanks Convention Precinct encompasses the Melbourne Exhibition and Convention Centre, the new cultural centre of Federation Square; 3, 4 and 5 star hotels including The Holiday Inn, Sheraton Towers and Crown Towers; fabulous restaurants and boutiques; exciting nightlife and function facilities of the Crown Casino and Entertainment Complex; world class ballet, opera and live theatre at the Victorian Arts Centre and the Melbourne Aquarium. Linking to the Melbourne Docklands makes up a hugely popular entertainment precinct offering everything from a stroll by the river to ballet.



YarraBank promenade



Yarra Park



Colonial Stadium

The Artscape Theatre is an underexposed “cultural jewel” which sits in isolation from other tourism precincts such as the Central City. This area forms a logical extension of the V&A Waterfront, Roggebaai Tourism Canal and the ICC, and has potential as the core of a performing arts precinct similar to YarraBanks in Melbourne.


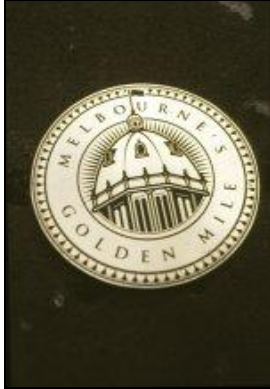
The museums (e.g. District Six, Bo Kaap, Cultural History Museum), although providing a wealth of history, are isolated and do not enjoy significant visitation. The comment “more museums” as a consistent response to the City’s bi-annual visitor survey is surprising given that some 16 museums are located in the City Bowl. The issue is one of lack of accessibility, visibility and packaging of the heritage experience of Cape Town, rather than one of under-provision of facilities. The content and presentation of existing museums may also be at issue.

The comments are indicative of a desire to be exposed to Cape Town’s heritage, and point to opportunities to highlight and expose heritage elements in the general streetscape. This can be done through lighting and interpretive signage. Contemporary culture and living heritage should be woven into the urban landscape by means of public artworks – mosaic, murals, sculpture, decorative gardens and planters, fountains, etc.

8.2 City Bowl – Future focus

The City Bowl is the “heart” of Cape Town. To enhance its position as primary destination for visitors, tangible linkages between the various precincts and a comprehensive approach to the role of each area is a requirement. The Cape Town Partnership has identified the Central City as pivotal to its goal of a 24-hour city and is looking to tourism to assist in the attraction of a desirable residential and commercial population into the city. The City Bowl has character and historical linkages which must be exposed and utilised to maximise opportunity.

The City Bowl has the potential to become a vibrant and bustling tourism, residential, retail and commercial node comparable to the best in the world. Adopting a proactive approach and ensuring integrated and co-ordinated development is a key to the realisation of this vision. Integration and co-ordination in this case means linking spatial elements but also bringing all stakeholders together to work in partnership.

Issue	Key action		Lead agency	Partners
Creating identity	Strengthening the civic core will bring life back to the city. For example, greater attention to conserving significant architecture will be important (i.e. Art Deco, Victorian, Edwardian), and future enhancement through adoption of interpretive signage and architectural walks will reinforce the character of the city		City of Cape Town: Urban Conservation City of Cape Town: Tourism Development	SAHRA Cape Town Heritage Trust Cape Town Tourism
	Showcasing the facades of heritage buildings and key public spaces at night through strategically placed uplighting. Examples include Moscow, St Petersburg			
	Developing a collaborative City-property owners interpretive signage programme for significant buildings and spaces as the base for thematic heritage walks			
	Improving the visibility and prominence of the City's museums through the creation of a Cape Town ' Museum Mile ' designated by special pavement plaques, (e.g. Melbourne Golden Mile) and packaged with other attractions		City of Cape Town: Urban Conservation Iziko Museums	Cape Town Heritage Trust SAHRA

	Lending interest to the city's fabric and informing residents and visitors of Cape Town's historical development as a port city by indicating the former shoreline of Table Bay (before the reclamation of the Foreshore) by means of signage, custom-designed bollards or pavement markers used in conjunction with a series of historical photographs of the City Bowl and shoreline activities	City of Cape Town: Urban Conservation	Cape Town Heritage Trust SAHRA Cape Town Tourism
	There is potential to create an " Artist's Quarter " similar to Montemarte in Paris in the East City. The aim is to develop a quarter that will attract young people. There is a pool of students and notably young and trendy professionals in the city. Attracting fashion designers, artists, writers, students etc. to the City Bowl to live, work and play will inject new life.	Cape Town Partnership	Private sector
	Capitalising on underdeveloped land around the Artscape Theatre, as discussed previously will add a new dimension to the City Bowl. This precinct already has a "cultural jewel " i.e. the Artscape Theatre and together with the Central Area's strong cultural products there is the opportunity to link the various precincts. Linking a Performing Arts precinct into the envisaged redevelopment of the Grand Parade, Cape Town Station and refurbishment of City Hall provide the opportunity to achieve critical mass not only from a tourism perspective but also a commercial one.	City of Cape Town: Planning Cape Town Partnership	Cape Town Partnership
	The potential of Long Street and extending into Kloof Street as a vibrant, colourful, cheerful and bustling "avant garde" quarter offering shopping and entertainment, restaurants, and nightlife is not maximized. Examples include Little Italy in New York, Little Havana in Miami, Chinatown in London.	Cape Town Partnership	Cape Town Tourism
Public space and places	The creation of a quality public environment that signals the entrance to the City Bowl both from the port and the N1, Eastern and Western Boulevards. This would involve innovative public space improvements that looks to integrating environmentally hostile areas into the City ¹ or creates a sense of arrival. Examples include Los Angeles and Melbourne.	City of Cape Town: Tourism Development City of Cape Town: Planning	
	The creation and improvement of a hierarchy of quality public spaces, that have both a social and economic role ² . A pedestrian network linking squares and public open spaces such as Riebeeck Square, Greenmarket Square, the Grand Parade, North Wharf square, and the CTICC square will reinforce legibility and connectivity, and enhance both visitors' and residents' experience of moving between areas.	City of Cape Town: Planning	

	Linking the Mountain to the Sea through the creation of a network of green spaces and public squares, reinforced through a street tree programme that establishes movement routes and linkages	City of Cape Town: Planning	
	Using the city's open public spaces as canvas for public art works – sculpture, murals, mosaic, decorative planters, fountains, etc. – reflecting Cape Town's multi-cultural population and creative vibe	City of Cape Town: Tourism Development Cape Town Partnership	
	Streetscaping, landscaping and signage should be used to define and characterise spaces – this is critical in highlighting the diversity of experiences. Tourism signage should be consistent throughout the City, with signage for major attractions and facilities being in line with overall signage policies.	City of Cape Town	
	The recent landscaping of Heerengracht and the areas adjacent to the ICC contributes to the aesthetic appeal of open spaces where large volumes of pedestrians will move through or congregate. However, there is also requirement to identify suitable land for the creation of a landscaped park with trees and furniture which could serve as an amenity for office workers, and a place where tourists can escape to from the hustle and bustle of the inner city and ICC precinct.	City of Cape Town: Planning	
	Many buildings in City Centre have no pedestrian interaction at ground level. Where buildings are redeveloped "pedestrian-friendly" uses at ground and first and 1st floor level should be promoted, for example shops and restaurants. This will contribute to a 'street culture', which could be supported by closing off of more streets in the CBD to vehicular traffic.	City of Cape Town: Planning	
Safety and security	Improved general street lighting will increase the sense of safety at night and assist in the creation of a 24 hour city	City of Cape Town: Planning	
	The improvement in public sentiment regarding the safety of the Central Area supports the roll-out of visible security presence throughout the City Bowl	Cape Town Partnership	City Police SAPS

	The complex issues surrounding the presence of street people cannot be addressed through the enforcement of by-laws regarding loitering alone. Since tourists often fall victim to harassment by vagrants, this issue needs to be on the tourism development agenda of the City. The corporate responsibility initiative started by a group of hoteliers and industry members in the City sets an example that could be rolled out to the broader industry	City of Cape Town: Tourism Development	Private sector Chamber of Commerce
Economic infrastructure	The Central Area has been negatively impacted by the prevalence of informal traders. Consolidation of informal trade into well-managed markets or festival retail zones will create additional tourism assets for the city	Cape Town Partnership	City of Cape Town: Economic Development
	Packaging of further hotel investment opportunities in order to maximise international exposure	WESGRO	City of Cape Town
	Cruise terminal – There is a requirement for more detailed investigation into the viability and cost-benefit of the establishment of a cruise liner terminal in Cape Town. Such an investigation would include: cost-benefit assessment of alternative locations; influence on the primary functions of the port; displacement of higher order port activities; passenger behaviour and preferences; access to CBD and V&A Waterfront; current developments in the global cruise market; competitive/complementary terminal development in South Africa; the role of Cape Town in a Southern/East African cruise circuit, etc. The City should establish a task team to address the issue, and provide input into provincial discussions.	City of Cape Town: Economic Development City of Cape Town: Planning	PAWC: DEDT Ports Authority V&A Waterfront/ Transnet Private sector-cruise operators
Access, movement & connectivity	Cape Town Railway Station as an important node in the envisaged tourist movement infrastructure requires urgent attention – clean up, make safe, improve passenger line services and related user facilities and create a multi-functional intermodal connectivity node.	Metrorail Metropolitan Transport	Cape Town Tourism
	Inclusion of an inter-modal connection area on the Foreshore including rail, road and sea with key linkages to airport, the V&A Waterfront and Robben Island, Winelands and regional Western Cape	City of Cape Town: Planning	

	<p>The Foreshore has an important role as a distribution point to experiences exposing international and domestic tourists to the history and cultural diversity of Cape Town. The precinct should serve as “springboard” for walking tours of the city, District Six and Malay quarter and guided tours focussed on the cultural experiences offered by Langa, Khayelitsha, Gugulethu and others. Consistent directional signage from this area, and information provision at the CTICC, will be important to ensure that visitors are able to find their way to other precincts and other areas of Cape Town</p>	<p>Metropolitan Transport City of Cape Town: Tourism Development</p>	<p>Cape Town ICC Cape Town Tourism</p>
	<p>Connecting the ICC to the Central City through the introduction of suitable retail and commercial activities, e.g. street cafes, at street level along Coen Steytler Road, Roggebaai Square and into Wharf and Jetty Streets. This will be fundamental to drawing convention delegates into the Central area and providing exposure to retail, entertainment and tourism products located in precincts other than the V&A Waterfront; such linkages must serve as “corridors of excellence”</p>	<p>City of Cape Town: Planning Cape Town Partnership</p>	

8.3 Atlantic Seaboard – Now

The Atlantic Seaboard node consists of three adjoining areas strung along the coastal road. Although the areas differ in terms of the quality of the environment and facility provision, they jointly form a definable coastal tourism node with similar product and market development opportunities.

8.3.1 Planning Context - existing land use

Mouille Point, Green Point, Three Anchor Bay and Sea Point: A mixed-use entertainment district has evolved between Main Road and the beachfront with the development over time of hotels, food and beverage outlets, residential accommodation, indoor and outdoor entertainment facilities and other tourism related commercial activities. Vacant shops and lower quality retail, informal trade and the increasing presence of vagrants have become prevalent during the last decade.

Bantry Bay to Camps Bay: Prime residential accommodation, holiday apartments, timeshare units and a number of hotels flank the coastal road leading from Sea Point to Camps Bay. Properties cascade down from road level to the popular beaches of Clifton, Maiden's Cove and Camps Bay, and rise against the mountain.



Fig 11 Images of Atlantic Seaboard

8.3.2 Character analysis

Mouille Point, Green Point, Three Anchor Bay and Sea Point: The key structuring elements are the beach, pedestrian promenade and adjacent lawns and the three main streets (Beach and Main Roads, Western Boulevard) with parking areas. The interface between these elements is perceived as non-functional and unattractive. Beach Road forms a visual and physical barrier between the promenade and the 'back of beach' area. In Green Point, the parking areas between Main Road and Western Boulevard are unattractive and potholed. The utilisation of these facilities has increased with the development of quality restaurants and retail along Main Road.

The 'entertainment strip' of bars, nightclubs, and food and beverage outlets along Main Road in Sea Point as cheap and unattractive. The area is generally regarded as dirty and unsafe and in need of a 'facelift'. Many of the social and environmental problems of the Central City have been displaced to this node as 'clean-up' efforts associated with the Cape Town City Improvement District (CID) have been implemented. The fabric of the 'back of beach', behind the beachfront and along Main Road, has a negative impact on overall image and requires urgent upgrading and management of its social problems.

Street furnishing along the promenade are not aesthetically pleasing and have no theming. Investment in the on-going maintenance and refurbishment of private residential properties are offset by derelict public properties, such as the Sea Point Pavilion and Green Point Stadium, and a dated promenade. Although a working group exists to address issues and recommendations put forward in planning frameworks, such as the Green Point Development Framework (1998), decisions regarding the upgrading and redevelopment of these facilities have been dragging.

Green Point Stadium, Green Point Track, the Metropolitan Golf Course and the Green Point Common are important recreational and sport facilities for Capetonians. Many of the sport fields are under-utilised and clubs do not have long-term lease agreements. The Metropolitan Golf Course is limited to nine holes, inhibiting the hosting of major golf events. The rationalisation of sport fields recommended in the Development Framework has not occurred. The economic benefits of the suggested expansion of the golf course, which would add amenity value to the high-value tourist and residential accommodation in and around the V&A, have not been thoroughly assessed. Decision-making in this regard needs to consider the metropolitan-wide provision of golf courses, as well as issues of accessibility of sport and recreational facilities for local communities.

The Green Point stadium parking lot is the location of a weekly flea market, the growth of which has been unchecked in recent years. Stalls spill over onto pavements, trader's vehicles block the flow of traffic to nearby sport clubs, informal parking attendants are attracted to parking areas, and the area is left strewn with litter. As is the case with markets elsewhere in the city, users do not perceive the location of the Green Point market as problematic but have concerns regarding the management thereof (Figure 13).

The current chaotic state calls for intervention in order to create more suitable facilities for traders and visitors, improved parking and traffic management, waste control, and generally moulding the market into a high quality attraction. The success in creating alternative trading space and improved facilities for traders at Rosebank, Johannesburg serves as an example. Innovative and creative thinking will address both the current appearance of the Stadium and the state of the market. Buy-in from everyone involved is a requirement.

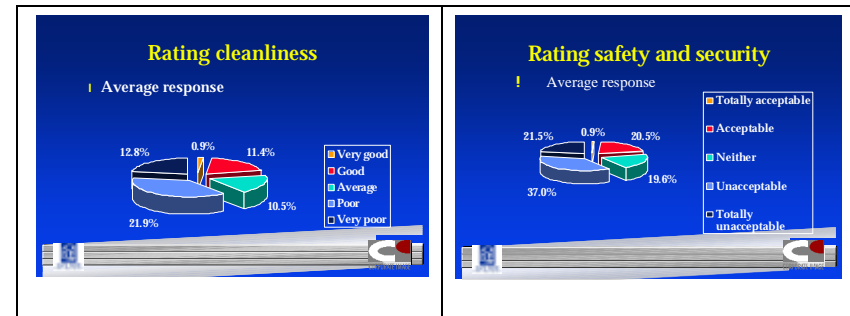


Fig 12 Citizen perceptions of Green Point

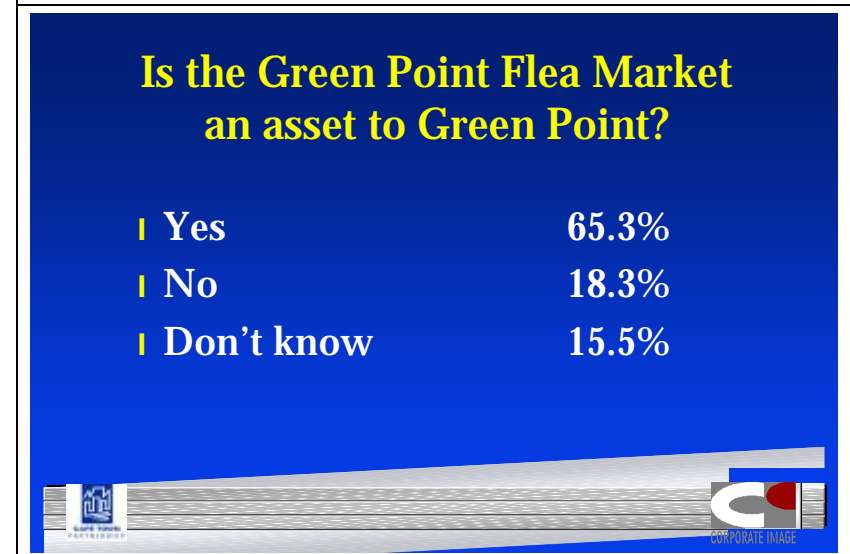


Fig 13 Citizen perceptions of Green Point Flea Market

Source: Cape Town Partnership – Green Point CID Baseline study

Sea Point Main Road and the beachfront was once a prime recreational, tourism and commercial area in Cape Town. It was the place to be seen. Continued decline of its surroundings and safety may result in a loss of a resource for the Capetonians and tourists. Positive and progressive management and the upholding of high standards of public behaviour are essential to its future. City management and property owners have acknowledged that Sea Point is “a place in trouble” and have agreed to the implementation of a CID. This commitment is an important step towards turning the area around. Breaking the impasse regarding the Green Point Development Framework and redevelopment of core facilities are required to generate confidence in private sector investors.

The ‘middle ground’ between the Green Point CID and Sea Point CID does not feature in the current planning of CIDs for the city. The area consists largely of open spaces, sport clubs and parking areas and does not provide the levy base required for the operation of a CID. A real threat that the Green Point area might become an ‘island’ of decay and vice between the V&A Waterfront and Green Point and Sea Point CIDs exists. The area closest to the Central Area, i.e. under CID management, is regarded as the safest area of Green Point whereas other areas of Main Road are known for prostitution and vagrancy. To prevent the continued decay and support investment in upgrading of buildings and establishment of restaurants, extending the Green Point CID along Main Road as proposed by the Cape Town Partnership is therefore recommended.

The planned upgrading of the parking lots flanking Main Road is also a step in the right direction. However, ad-hoc upgrading projects outside of an urban and streetscape design framework for the area fail to capitalise on the opportunity to create legible, safe and attractive ‘boulevards’ connecting the V&A and de Waterkant tourism areas to the Sea Point entertainment area and beachfront promenade. The Cape Town Partnership can play an important role in formulating such a framework.

Bantry Bay to Camps Bay: This area is associated with scenic views over the Atlantic Ocean, mountainous backdrop, trendy restaurants and sidewalk cafes, exclusive and exquisite beach accommodation, and cosmopolitan lifestyles. The promenade, due to its spectacular setting, and the general visual appearance could be enhanced through attractive lighting, signage and street furniture.

The Camps Bay promenade is reasonably attractive after recent investment in landscaping and beach facilities. High levels of traffic congestion and parking problems occur during peak periods, aggravated by a limited provision of public transport other than minibus taxis. Controlling the entry of non-resident vehicles and channelling of traffic not destined for Camps Bay away from the beachfront area are possible options to resolving traffic and congestion issues.



Figure 14 Bay Hotel, Camps Bay

8.3.3 *Current tourism activities*

The Atlantic Seaboard has historically been popular for strolling, jogging, sun bathing, family entertainment and special events. Despite the best efforts of the various committees and development proposals, there has been consistent decay in specific pockets in the area. The problems of crime and urban decay in Sea Point detract from the visitor experience. Urgent urban renewal interventions are required to ensure that the problems experienced in Sea Point do not tarnish the entire Atlantic Seaboard area. It has become increasingly apparent that drastic action is required if the concerns of residents and visitors are to be addressed.

The success of the V&A and Camps Bay and market research are indicative of the potential to turn the area into a vibrant, cosmopolitan, coastal entertainment and leisure corridor, and to attract a significant middle income to high income market. Future product development should be aimed at meeting the requirements of this market.

Furthermore, the fact that the residential element of areas such as Bantry Bay and Camps Bay are increasingly attracting international investors, e.g. UK, Germany, USA, provides added opportunities. Seasonal visitation of these residents turn them into another important tourist market, and in most cases they bring with the VFR market.

Coastal tourism continues as a high volume product line for destinations across the world. Cape Town is well positioned to begin to capitalise on available opportunity by enhancing existing provision whilst planning for the future. The identification of new development areas/sites, improved existing use areas, and enhanced open spaces, green spaces and public use areas along this vibrant and spectacular Atlantic Seaboard will go a long way to building upon current tourism activities.

8.4 Atlantic Seaboard – Future focus

The prioritisation of the identified areas – Sea Point and Green Point - of the Atlantic Seaboard node is essential. It must be placed on the agenda of relevant departments as a development zone where actions and initiatives are fast tracked.

Issue	Key action	Lead agency	Partners
Creating identity	The creation of attractive boulevards (with similar characteristics to Avenida Atlantica in Rio, Promenade des Anglais in Nice and Ocean Drive in Miami) running the length of the beachfront and Main Road linking the precinct internally and to adjoining tourism areas is an opportunity. Defined corridors will stimulate activity and create animation and become key elements of infrastructure and project a vibrant city image. Such boulevards will evolve into a “destination” in itself offering a cluster of “things to do and see” e.g. café, bars, restaurants, art exhibitions, bookstores, specialty stores. The market is high yield. Safety is paramount. Bold design and form will play an important part with identified themes creating a sense of identity.	City of Cape Town: Planning	
	Streetscaping and landscaping throughout the area, but especially along the full length of the promenade must be ongoing. For example, trees, signage, light posts, litterbins, streetscape design elements etc.	City of Cape Town: Planning	City of Cape Town: Parks and Amenities
	The Mouille Point lighthouse precinct could include a lighthouse interpretive centre which serves as distribution point to lighthouses and shipwrecks along the coastline.	City of Cape Town: Tourism Development	Ports Authority Cape Town Tourism
Access, movement and connectivity	Spatial and movement linkages with other areas of significance such as the Roggebaai Canal Precinct, CBD, de Waterkant, and the V&A Waterfront are fundamental to bring the Framework together; they must therefore be strengthened. Pedestrian walkways and cycling paths along the boulevard should ideally link into the footpath and cycling path systems of the CBD and V&A Waterfront. South of France, San Francisco, Vancouver, Copenhagen, etc. offer interesting examples of achieving such ambience and functionality .	City of Cape Town: Planning	



CITY BIKE – Copenhagen: The City Bike system, introduced in 1995, allows anyone to borrow a bike from stands around the city for small coin deposit.

	Resolving peak time parking and traffic congestion in Camps Bay will be essential to ensure the continued support of tourism by residents.	Metropolitan Transport	
Public spaces and places	Green areas and parks in proximity of the Camps Bay beachfront should be protected to provide shade and picnic areas for the many tourists and Capetonians from other parts of the City who visit Camps Bay.	City of Cape Town: Planning	
	A litter campaign is required in Camps Bay to alert taxi drivers, their passengers and visitors to the environmental degradation caused by littering	City of Cape Town	
Safety and security	Animation and activity creates safety . The movement of a desirable residential population into the streets behind the beach and along Main Road is an opportunity to inject new life and image into the area (e.g. students, young professionals, artists etc.) The Sea Point CID should begin to address issues of safety and grime. Action against owners of derelict and/or overcrowded rental buildings will be required to encourage the desired population to settle here.	Cape Town Partnership City of Cape Town: Health	Private sector property developers
	Visible policing of the Atlantic Seaboard, especially in the holiday season is required to crack down on alcohol abuse and littering in public spaces. This is particularly important on public holidays in December/January when large amounts of visitors are attracted to popular Atlantic Seaboard beaches and picnic areas.		
Economic infrastructure	Investment in the redevelopment of existing public properties is critical. As a development catalyst the City may have to consider grants to investors in order to provide the initial impetus in return for match funding. This program worked in Miami.	City of Cape Town	
	Product development in Camps Bay includes capitalising on the strength of the existing restaurants and developing additional trendy, up-market food and beverage outlets, specialty and designer shops, and luxury accommodation. Examples include South Beach in Miami and Port Olympique in Barcelona. At the same time, the village atmosphere of Camps Bay should be protected by preventing inappropriately scaled developments.	Private sector	

As is the case throughout the city, proper urban management is a pre-requisite. This is particularly the case in a resort environment where maintenance, security and promotion are fundamental to success. The Atlantic Seaboard has historically been the focus of leisure and recreation in Cape Town – it can be again.



Fig 14 University of Cape Town; Kirstenbosch; Groot Constantia

8.5 Rondebosch to Westlake – Now

8.5.1 Planning Context - existing land use

This area is primarily residential, with commercial activities concentrated along the Main Road corridor or in nodes, e.g. Constantia Village, Claremont, Maynard Centre, Blue Route, etc. Areas of high agricultural potential are found in the Constantia-Tokai Valley, home to several top wine estates. Vineyards, green belts and forestry areas, such as Wynberg Park and Tokai Forest, are intermixed with residential areas.

8.5.2 Structuring elements

- n **Nodes:** The Claremont/Wynberg mixed-use area is identified as a node of metropolitan significance in the MSDF.
- n **Open space and natural areas:** The Constantia Riverine System is indicated as forming part of the MOSS.
- n **Urban edge:** The Peninsula Urban Edge protects the relatively undeveloped mountain chain and rural/agricultural character in areas such as Constantia/Tokai.

8.5.3 Movement and access

Main Road between Wynberg and Muizenberg is designated as a metropolitan activity corridor.

A network of roads connects the area to the City Bowl (Main Road, M3, N2) and Airport (M5, N2). The extension of Ou Kaase Weg into Steenberg Road links the Tokai/Constantia area to the adjoining Peninsula TDA.

Although rail and bus services are available along the Main Road corridor, bus services to Kirstenbosch are limited to four trips per day and none over weekends. Access to the Constantia Valley wine estates is limited to visitors with motor vehicles or coaches/tour busses.

8.5.4 *Character analysis*

Moving from the hustle and bustle of the City Bowl around Table Mountain, one encounters an area of tranquillity characterised by tree-lined lanes, large tracts of nature areas with walks, hikes and recreational areas. The towering forested slopes of Table Mountain form the backdrop for affluent and less well-off residential areas, wine estates with their vineyards and manor houses, and urban conservation nodes with well-preserved cottages and buildings.

8.5.5 *Current tourism activities*

A number of well-known attractions are located in the area with visitor activities concentrated around Kirstenbosch, the University of Cape Town, Groote Schuur Hospital, Claremont shopping area, Constantia Wine estates and Newlands rugby and cricket stadia. Kirstenbosch is one of Cape Town's most popular attractions, and with an annual visitation of 600 000 visitors is the most popular botanical garden in South Africa. Kirstenbosch and Groot Constantia are regular stops on the itineraries of tour groups, whereas other attractions draw mainly independent travellers.

Kirstenbosch is a paradise for visitors interested in the Fynbos Kingdom, but also popular for a day's outing with family and friends. The Outreach Greening Programme of the National Botanical Institute has an important role in creating awareness of the uniqueness and vulnerability of Fynbos amongst communities throughout the city.

Kirstenbosch is host to an annual summer and winter concert series, which is popular with Capetonians and visitors alike. The programmes present a mix of South African musicians, from Marimba bands to the Symphony Orchestra. Maynardville Park is known for its open-air theatre and annual season of Shakespearean performances; it is equally popular as a venue for community events and general relaxation.



Fig 15 Kirstenbosch National Botanical Gardens

A series of historical walks brochures launched by the Wynberg Improvement District are designed to create awareness and appreciation for the living heritage of Wynberg.

The manor house and outbuildings of Groot Constantia, the site of the first vineyards cultivated in South Africa, provide visitors with a glimpse of life during the 1700s. Events held at Groot Constantia attract mainly locals but add animation and activity to the historic precinct.

Tasting facilities at Groot and Klein Constantia, Buitenverwachting, etc. make up the Constantia Wine Route, perhaps less well-known than the Stellenbosch Wine Route but located conveniently close to the central city.

Steenberg Mountain, Tokai Forest, Orange Kloof Forest and Cecilia are important recreational areas along the mountain chain.

Newlands is home to the Stormers and Western Province Cricket team, and sporting events attract spectators from all areas of Cape Town, South Africa and abroad.

8.6 Rondebosch to Westlake – Future focus

The area brings to mind gracious wine estates, the old world charm of Victorian cottages, and the tranquillity of forests and lush gardens. This is contrasted with the hustle and bustle of traffic along Main Road, retail entertainment at Cavendish and Constantia Village and sport spectators at the Newlands stadia. Relics of South Africa's colonial history are present throughout – from Rhodes Memorial on the slopes of Table Mountain, Josephine's Mill in Newlands, Groote Schuur presidential estate to Pollsmoor prison where Nelson Mandela was imprisoned at times.

Supporting and building the contribution of this area to the tourism landscape of Cape Town requires focus on the following priorities:

Issue	Key action	Lead agency	Partners
<p>Gateway areas</p> <p>Inter-agency co-ordination and integrated planning</p>	<p>A considerable part of the designated area falls within the boundaries of the Cape Peninsula National Park (CPNP). The CPNP Conservation Development Framework (CDF) establishes a spatial framework which guides and co-ordinates conservation and development activities in and around the Park. Rhodes Estate, Kirstenbosch, Tokai Forest, Newlands Forest and Constantia Nek are identified as second priority visitor access points in the CDF.</p> <p><i>The involvement and input of the City's Tourism Branch on the CPNP Forum, a multi-agency and multi-department body co-ordinated by SANParks to guide the detailed planning for the development and operation of specific gateway areas such as Rhodes Estate and Constantia Nek is essential.</i></p> <p>Constantia Nek provides access for hikers and bikers into the northern and southern parts of the CPNP, and by road into Hout Bay, Newlands and Constantia. Constantia Nek is a key element of the city's tourism spatial framework and has an important distributional function. The following functions and infrastructure and facilities required to enhance these functions can be identified:</p> <ul style="list-style-type: none"> ⇒ Distribution platform – directional signage and information provision; ⇒ An inter-modal exchange point (road to foot) – secure, non-intrusive parking; ⇒ Rest area – watering and rest points for runners, hikers, bikers and horse-riders; litterbins; toilet facilities; benches, etc. set in a clean and attractive setting; and ⇒ Destination – non-intrusive facilities for artists' market; restaurant/ tea room. 	Tourism branch	<p>Cape Peninsula National Parks Forum</p> <p>SANParks</p>

	<p>Technical planning for the future upgrade of Hout Bay Main Road, necessitated by a range of factors including the current configuration of the road, growing urban population, increased vehicle movements from Hout Bay and Noordhoek and resulting traffic congestion during peak time, is at an advanced stage. Approval of the plans will most likely be subject to an Environmental Impact Assessment. SANParks has also commenced with conceptual designs for the Constantia Nek gateway; the initial concept acknowledges current mobility and congestion issues but argues that the protection of the sense of place and recreational functionality of the area should be a priority over transport functionality.</p> <p><i>The Tourism Branch's input into both the afore-mentioned processes, with the objective of ensuring that the functions of Constantia Nek as a distribution point and gateway in the tourism spatial framework are maintained and enhanced, must be placed on the short-term priority action list.</i></p>		
<p>Access, movement and linkages</p>	<p>The Newlands sport stadia, Groote Schuur hospital, University of Cape Town, and Claremont shopping area are served by both road and road-based public transport. However, attractions located in upper Newlands and Constantia Valley e.g. Kirstenbosch are accessible by private transport only. In addition to being a destination in own right, Kirstenbosch is an important gateway area for hikers accessing the walks and hikes that cross through the Cape Peninsula National Park. Past attempts to establish a regular bus service between the city and Kirstenbosch have been unsuccessful due to limited and variable passenger numbers. Given more pressing priorities for the provision of public transport, creating an unviable transport service to serve relatively affluent residential areas is not a solution.</p> <p>The lack of a public transport link is a constraint to improving the access to segments of the population who live further away from the area, and do not own private vehicles. The current visitor profile is a matter of concern to the respective managements of Kirstenbosch and Cape Peninsula National Park. Neither of these organisations is in a position to subsidise a dedicated transport link. <i>There is a requirement to bring together role-players such as the City of Cape Town, Department of Transport, Metro-rail, attraction management, etc. to identify a solution to provide access to Kirstenbosch, the Constantia Wine Route and other attractions.</i></p>	<p>Metropolitan Transport City of Cape Town: Tourism Development Cape Town Tourism</p>	<p>Metrorail NBI Private sector transport providers</p>

<p>Economic infrastructure</p>	<p>Managing congestion</p> <p>Considerable traffic congestion occurs when major sporting events take place at either of the Newlands stadia. Although a cause for complaint from local residents, these events are crucial in image building and profiling of Cape Town. Congestion in the vicinity of the events venue is logistical problem which can be alleviated through adequate traffic management on the day of the event. The NBI's co-operation with the residents' association to resolve congestion and parking issues associated with the Kirstenbosch concert series is an example of the value of regular communication with residents in addressing their concerns and builds understanding and support.</p> <p>However, at times several major events take place in different parts of the city on the same day or weekend, placing considerable strain on the transport network and the planning and organisational capabilities of the City's traffic management. The 'piling-up' of major events during the same calendar period results in inconvenience for both residents and spectators/participants.</p> <p>The need to co-ordinate to the City's events calendar is most likely to become more important as Cape Town plays host an increasing number of major events in the future. The opening ceremony and five fixtures of the 2003 Cricket World Cup were held at Newlands Stadium between 8 February and 7 March 2003. These months are 'peak' months for events in Cape Town, with major events such as the Argus Cycle Tour and Super 12 and Vodacup Rugby series traditionally featuring on the events schedule. The postponement of the Argus Cycle Tour to avoid conflict with the last World Cup fixture is an important step towards establishing greater balance in the events calendar. Major events present considerable marketing and public relations opportunities for Cape Town. There is a need to work with all events stakeholder to manage the calendar in such way as to minimise the logistical problems and maximise the positive economic and image-building benefits of events.</p> <p><i>The Tourism Development branch has an additional responsibility in working with the Events Office to ensure that emerging providers are contracted and profiled during the procurement of facilities, products and services for major events.</i></p>	<p>City of Cape Town: Events Office</p> <p>City of Cape Town: Tourism Development</p>	<p>Events stakeholders forum</p>
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Building identity	<p>Interpreting and publicising heritage</p> <p>The Wynberg Historical Walks initiative is commendable, but requires concerted publicity to draw the attention of users outside of the dedicated heritage fraternity. The publication of route brochures needs to be followed up with 'formalisation' of the walks through interpretive signage and route markers.</p>	Wynberg Improvement District Cape Town Tourism	
	<p>The military history of the Rondebosch and Wynberg area could be further developed as part of the tourism focus in this area.</p>	Wynberg Improvement District Cape Town Tourism	
	<p>Creating market places</p> <p>The opportunity exist to formalize informal trading along Main Road in Claremont similar to the indoor Arts and Crafts Market at Rosebank Mall, one of Johannesburg's leading tourist markets.</p> <p>Formalized fresh produce and craft markets are major tourist attractions in many European Cities (examples Verona and Prague). A similar initiative in the Claremont area could focus informal trading in the vicinity of Cavendish Square, creating a tourism asset in the process.</p>	Claremont CID City of Cape Town: Economic Development and Planning	



Fig 16 Yachts in harbour, Long Beach, Beach huts, Penguins

“The Peninsula is endowed with a wealth of natural, historical and cultural resources that need to be protected, preserved and enhanced in order to realise their amenity value and to increase the role they play in attracting visitors and investors into the area. The large share in the natural component of the CMA, places the Peninsula at a distinct advantage over other areas, with regard to tourism and recreation potential, as well as contributing to a distinct sense of place and unique identity”

South Peninsula Spatial Development Framework

8.7 Peninsula – Now

The Peninsula Tourism Development Area is made up of the following precincts: Hout Bay to Noordhoek, the Cape Point Peninsula, and Simon’s Town to Muizenberg.

8.7.1 Planning Context - existing land use

Hout Bay to Noordhoek: Hout Bay Harbour is the largest proclaimed fishing harbour in South Africa, and of considerable importance as a place of employment for locals. The harbour hosts an estimated 80 fishing boats and two slipways. The key structuring elements of Hout Bay are the working harbour with fish processing factories, Mariners’ Wharf complex and associated parking, ferry quay alongside the yacht clubs area, Fisheries Museum and a curio shop, Hout Bay Village Main Road and residential backdrop. The World of Birds, a regular stop on tour itineraries, is located further away from the central cluster on the edge of a residential area.

In Noordhoek, much of the land previously undeveloped or used for agricultural purposes has over the last decade been transformed by residential and commercial developments. However, the Noordhoek wetlands and remaining smallholdings and paddocks lend a rural character to the area.

Cape Point: The gem of the Cape Peninsula National Park is largely undeveloped, with nodal facility provision and a network of roads for sightseeing. The early nineties saw the extensive upgrading of visitor facilities, including the construction of the Two Oceans Restaurant, viewing platforms, walkways and a funicular leading to the lighthouse. SANParks have identified a number of sites for low-key development along the coastal road leading to Cape Point – facilities will most likely provide for environmental education and/or ecotourism activities.

Simon's Town to Muizenberg:

This precinct is characterised by a narrow coastline with a mountainous backdrop and a string of coastal villages. Due to the topography, the commercial cores of the villages are linear and strung along the coastal main road.

8.7.2 Structuring elements

- n **Nodes:** No metropolitan node has been designated for the Peninsula area.
- n **Open space and natural areas:** The Peninsula is characterised by the presence of several river and associated vlei and wetland systems. These include the Hout Bay, Good Hope, and Silvermine river systems and the Hout Bay, Wildevoelvlei and Scarborough wetlands.³ The Silvermine River and Hout Bay Rivers are designated as forming part of the MOSS. Rocky shores and occasional sandy coves and beaches characterise the peninsula. Furthermore, the Westlake Wetlands and Zandvlei System (including the new proposed Greater Zandvlei Nature Reserve) are also important natural structuring elements in the area.
- n **Urban edge:** Given that urban encroachment onto steep, high lying areas is one of the biggest threats to the environmental quality and unspoilt character of the area, the Peninsula Urban Edge protects areas such as the Hout Bay Valley, the coastal strip between Muizenberg and Simon's Town and the areas between Fish Hoek and Noordhoek.

8.7.3 Movement and access

The Peninsula area is accessed along the following:

- n The Main Road metropolitan activity corridor is the historic corridor between the central city and Muizenberg;
- n Van Der Stel Freeway (M3) which is the principal route west of Main Road linking the Peninsula to the central city;

- n Ou Kaapse Weg forms the link between Kommetjie, Noordhoek, Fish Hoek and Simon's Town and the broader metropolitan area;
- n Hout Bay Main Road (M63) and Constantia Main Road lead off the traffic circle at Constantia Nek, which is accessed along the M5 and M3 leading from the central city. The realignment of Hout Bay Main Road to address problems related to road curvature, width, sightlines, etc. has been proposed; this will resolve mobility problems, however, given that Hout Bay Main Road is a designated scenic drive the impact of the such realignment on the visual integrity of the environment requires careful consideration;
- n Baden Powell road (R310), a coastal arterial route of metropolitan significance links Muizenberg through Mitchell's Plain and Khayelitsha to the N2;
- n Boyes Drive and Chapman's Peak Drive are important as designated scenic routes; and
- n The Simon's Town railway line from Cape Town central station follows the Main Road corridor, passing through the Claremont/Wynberg node, Muizenberg and on to Simon's Town where it terminates. The Cape Flats railway line links with the Simon's Town line just north of Heathfield station.

8.7.4 Character analysis

The sense of rural tranquillity and seaside relaxation traditionally associated with **Hout Bay** has in recent been eroded by rapid, uncontrolled population growth in the valley. The City has embarked on a process to formalise the township of Imizamo Yethu through structuring of land-uses and the provision of infrastructure, community facilities and housing. The creation of decent living environments for the residents is an important step. The integration of Imizamo Yethu into the urban landscape and the economic life of Hout Bay will be important to ensure that the recent success of increased community co-operation with the police is not eroded.

Chapman's Peak Drive provides spectacular views along the Atlantic Seaboard from Hout Bay to Noordhoek Valley. Facility owners in **Noordhoek** report to have been negatively affected by the closure of Chapman's Peak. However, the magnificent Long Beach remains popular with surfers, sunbathers, and beach walkers.

The Noordhoek/Kommetjie Wetlands have international conservation value as a RAMSAR site for the conservation of waterfowl habitats for migrating species; plans are afoot to incorporate the wetlands into the CPNP.

Large concentrations of national monuments and historical sites and precincts are located throughout the area. Fairly intact precincts have resulted in their proclamation as Urban Conservation Areas and include **Kalk Bay, St James, Muizenberg and Simon's Town**. The aesthetic and historical value of these areas and other historical landmarks not under stringent protection require protection if the 'sense of place' which is fundamental to attracting tourism is to be enhanced.

Once popular weekend seaside destinations for the 'rich and famous' of Cape Town, Fish Hoek, Kalk Bay and Muizenberg have lost their glamour through neglect of historical buildings, insensitive placement of new structures, and a general sense of decay. Muizenberg in particular has suffered from urban decay and social problems in recent years. The general appearance of the Muizenberg Pavilion does not contribute to a 'sense of place'. However, the core physical elements of narrow streets, magnificent buildings, individualised retailers, etc. still exist and provide the basis on which to rebuild character. The residents of Muizenberg and Muizenberg Improvement District have taken a stance against the process of decay and the visual impact of a pro-active attitude is apparent.

8.7.5 Current tourism activities

Mariner's Wharf in **Hout Bay** is a popular restaurant frequented by locals and visitors alike. The two yacht clubs are membership based and benefit from the working harbour. Although interesting, the Fishing Museum is not particularly attractive. Hout Bay Village offers a mix of shopping, tourist accommodation, restaurants and parking.

Noordhoek offers a variety of accommodation, ranging from the rustic Monkey Valley resort to guesthouses and B&Bs, restaurants and pubs, and guest farm complexes such as Imhoff's Gift. In an area usually associated with outdoor adventure and recreation activities such as surfing, fishing, horse riding and beach walks, a centre of culture and arts and crafts has grown around the Noordhoek Valley Training Centre and Two Oceans Art and Culture Centre. The NVTC Centre forms part of the Cape Care Route, and the associated publicity builds on the success of being contracted to the WSSD.

Muizenberg attracts mass recreators with its large beach, safe swimming area and back of beach recreational facilities. Due to its location Muizenberg already serves as gateway to the Peninsula tourism area. The VIC and tourism signage will have an important distributional function to the incipient tourism cluster on the Strandfontein Coast. A strategic approach to the placement of the VIC, linkages with Muizenberg Station, position and text of road signage and provision of 'pre-trip' information will be required to influence tourism flows and create the footfall which will ensure success of the various existing and planned Cape Flats attractions and enterprises.

Swimming, sunbathing, walking, fishing, diving, surfing, socialising and browsing in the arts galleries and antique and brick-a-brack stores are the primary activities along the coast between **Muizenberg and Cape Point**. **Kommetjie** is one of South Africa's best surf spots.

Adventure Kalk Bay, a community-based project located in popular **Kalk Bay**, offers visitors insight into the culture and livelihoods of the local fishermen. The experience includes a visit to the harbour to watch the incoming boats, refreshments prepared by local women and storytelling. The project is a good example of local product development which not only reflects the character and personality of the destination, but also has a tangible impact on livelihoods of local people.

Kalk Bay is developing an identity as an antiques, collectables, arts and crafts destination, with associated type of eateries. Kalk Bay harbour presently attracts visitors and locals, and has the opportunity to become a real attraction – a working harbour with traditional fishing.

Simon's Town is the last town en route to Cape Point, and the Simon's Town Waterfront is a popular stop-off point for independent tourists and tour groups alike. The central feature of the town is the Naval Base, and the town is characterised by a multitude of historical buildings and features relating to the maritime history of the town.

The **Cape Peninsula National Park** and coastline are the Peninsula's most important natural assets. The CPNP currently attracts primarily day visitors. Given the limited development approach set in the CDF the supply of overnight accommodation in National Park is unlikely to be increased by any significant magnitude. Surrounding communities are therefore in a beneficial position to provide accommodation for tourists. Likewise, given the lack of public transport beyond Simon's Town, local providers could provide shuttle and guiding services into Cape Point.

The colony of over 3 000 penguins at Boulders is popular amongst local and international tourists attracting some 360 000 visitors annually. In order to accommodate increasing visitor numbers, upgrading of infrastructure and facilities including a visitor's centre, toilets and entrance kiosks has recently been completed.

The scenery and reputation of Cape Point attracts hundreds of thousands of visitors annually. The investment in the funicular, restaurant and landscaping in the early nineties has enhanced the visitor experience. The quality of facilities should be in keeping with Cape Point's status as one of South Africa's most well known attractions; service quality at the Two Oceans restaurant, however, at times falls short of the expected levels.

Some foreign visitors have also been observed picking flowers and plants; what may be put down as 'irresponsible behaviour' is most often due to a lack of information regarding appropriate behaviour. Not all foreign tourists are accompanied by guides, and it is therefore important that park management ensures the availability of visitor guidelines in a range of visitor languages.



Fig 17 Maritime features

8.8 Peninsula – Future focus

The principal underlying theme of the Peninsula is maritime history, fishing, tranquil seaside village lifestyles and nature. People like to watch other people. The creation of animation is an important success criterion for any tourism, entertainment and leisure venue and must be a focus. A simple transplanting of Central City type activity into this coastal village atmosphere must be avoided. Future development of Hout Bay harbour, appropriate urban regeneration and heritage conservation, and cruising and nature-based activities adopted will provide the TDA with an overall strong maritime and outdoor adventure experience.

Issue	Key action	Lead agency	Partners
Building identity	Waterfront redevelopment - In Hout Bay, the area around Mariner's Wharf, the yacht clubs, Dirty Dick's and Snoekies is already popular, however, the different elements exist in isolation and the theming of Mariner's Wharf is not carried through to the working harbour. This can become a trendy waterside area with a harbour atmosphere where people meet, eat and socialise. The opportunity to include residential and commercial accommodation should be examined in order to add viability and people presence. The people of this quarter are likely to be young, artistic, social and professional. Examples include Gunwharf, (Bournemouth), Fremantle (Western Australia). A Waterfront re-development in Hout Bay would require a local structure plan, strengthening links to the Hout Bay fishing village and with the Cape Peninsula National Park.	City of Cape Town: Planning	Private sector
	Maritime activity – Hout Bay Harbour serves as a busy embarkation area for ferrys to Seal Island, a boat repair area and active fishing harbour. Kalk Bay offers the colour and sound of the local fisherfolk. These elements are key ingredients of the character of the coastal villages of the Peninsula and maritime features such as fishing boat moorings, fish markets, boat repair, boat trips, etc. must be valued and supported for their attraction value.	Cape Town Tourism	
	Promoting heritage tourism ⇒ The continued protection of the aesthetic and historical value of the architectural and built heritage through urban design frameworks, architectural guidelines, statutory protection under the Heritage Resources Act, proclamation of conservation areas, etc. is required to maintain the uniqueness of the coastal villages. ⁴ However, unnecessary bureaucracy and administrative delays in the processing of planning applications for the renovation and re-use of historical buildings should be avoided. ⁵	City of Cape Town: Planning City of Cape Town: Urban Conservation	SAHRA

	<p>⇒ The Peninsula has a chequered history and the maritime history, architecture and atmosphere of the past must be rediscovered in restoration of neglected buildings, interpretation of buildings and places, guided walks, etc.</p>	<p>City of Cape Town: Tourism Development Cape Town Tourism</p>	<p>Historical societies & associations</p>
	<p>Muizenberg can become a Cape Town “icon” in the event of development. Today it is a place of unfulfilled hopes and dreams. If visible delivery occurs in Muizenberg then it will instil confidence in the future of the South East Metropole and Cape Flats. Muizenberg has a potentially important role as a strategic link to developments along the False Bay coastline. Any proposal for Muizenberg must mix tourism, entertainment, residential and commercial use. It must become a “<i>meeting point</i>” where it all happens and people want to be. Muizenberg must symbolise the youthfulness, frivolity, and liveliness of Cape Town. It played this role in the past and should once again.</p> <p>The redevelopment of Muizenberg Beachfront could provide the impetus for the revitalization of the area, and it is recommended that a working group be established to formulate a project concept and drive a proposal call for development proposals.</p>	<p>City of Cape Town: Tourism Development City of Cape Town : Peninsula Administration</p>	<p>Private sector</p>
	<p>The experience offered by Kalk Bay, Fish Hoek and Simon’s Town must be different, offering its own vibe, ambiance and excitement. Colours, themes, textures, architectural designs and forms etc will play an important role in creating an up-market, trendy and entertaining environment.</p>	<p>Cape Town Tourism</p>	<p>Private sector</p>
<p>Access, movement & connectivity</p>	<p>In all villages streetscaping and landscaping must continue. Much has been done but it is not enough. Using walkways, street furniture, vegetation and signage to create spatial linkages between areas of activity is important. Emphasis must be placed on ease of access and legibility of space. Areas for intervention include: Muizenberg – St James coastal walk, Boyes Drive, Fish Hoek and Kalk Bay Main Road, etc.</p>	<p>City of Cape Town: Planning Metrorail</p>	<p>City of Cape Town: Tourism Development</p>
	<p>Improving access though public transport: The analysis of access options highlights the dominance of road-based vehicular access. Commuter numbers on the Simon’s Town line have declined since the 1980’s, and the line is operating well below capacity. Capetonians are loath to use public transport due to range of factors. Although park and ride facilities are provided at most stations, these are poorly utilised, primarily due to safety concerns.</p>	<p>City of Cape Town: Tourism Development Metropolitan Transport</p>	<p>Metrorail Transport providers</p>

	<p>Public transport is regarded as unsafe and unreliable; terminal infrastructure and rolling stock/vehicles are unattractive due to a combination of neglect and vandalism; route scheduling is inconvenient and/or information regarding schedules is not readily available. These factors are equally relevant to tourists, and any strategy aimed at encouraging increased utilisation of the public transport system by tourists should target these concerns. The afore-mentioned issues are recognised by the Metropolitan Transport Planning branch, and several initiatives are in place to address the availability of information, appearance of stations and termini, etc.</p> <p>Although the important role in providing access for visitors and daily transport for commuters is recognised, the railway line along the Peninsula coast is a visual barrier between the coastal road and the coastline. In Kalk Bay, the upgrading of the stations and conversion of redundant railway buildings into retail and restaurant facilities has assisted in 'merging' the station areas into the general fabric of the villages. In Simon's Town, Fish Hoek and Muizenberg, the stations are not integrated into general pedestrian and retail activity.</p> <p>Encouraging tourists and Capetonians to use trains to access these villages could provide the 'footfall' that is required to maintain and upgrade the stations and provide associated retail and food and beverage facilities. The success of such an initiative will be dependent on the frequency, quality and affordability of train journeys from Cape Town Central Station. A park-and-ride scheme for shorter 'shuttle' journeys from Claremont and Wynberg stations could also be considered.</p> <p><i>There is a requirement for the CoCT: Tourism Development to establish a working group with representation from the relevant stakeholders, such as Metrorail, Golden Arrow, CoCT: Public Transport, Cape Town Tourism, etc. in order to develop action plans addressing the promotion of public transport amongst tourists, improving the image of public transport, etc.</i></p>		
	<p>The creation of an attractive boulevard running along the coastline to form a link between the working Harbour, Mariner's Wharf and Hout Bay Village will enhance legibility and connectivity. Bold design and form will play an important part with identified themes creating a sense of identity. The boulevard should link into Main Road. Street furniture and cycling paths will enhance the functionality. Planning for a boulevard should be done as part of a comprehensive urban design framework.</p>	<p>City of Cape Town: Planning</p>	

	<p>Alleviating congestion: The dominance of vehicles and traffic congestion along Main Road erodes the tranquillity and charm of the Kalk Bay, Fish Hoek and St James. In order to alleviate congestion, through-traffic should be encouraged to use Boyes Drive, a designated scenic drive running along the mountainside above Muizenberg and Kalk Bay, as an alternative route. A more direct intervention to alleviate congestion such as a communication campaign to discourage unnecessary vehicular traffic during peak times, e.g. weekends, the event days, etc. into the area, backed up by 'park-and ride' facilities and services (rail/bus) from Cape Town Central, Muizenberg and Westlake, should also be introduced.</p>	<p>City of Cape Town: Tourism Development Metropolitan Transport</p>	<p>Metrorail Transport providers</p>
	<p>The annual Argus Cycle Tour generates major interest in Cape Town. In the spirit of the cycle tour, a bicycle route can be established along sections of the Argus route. A good example could be from Muizenberg to Simonstown, a relatively easy part of the route along the coast.</p>	<p>City of Cape Town: Planning</p>	
<p>Economic infrastructure</p>	<p>Product development includes capitalising on existing strength of facilities and amenities and developing new ones. Additional trendy, up-market food and beverage outlets, specialty and designer shops, luxury accommodation e.g. deluxe hotel for visitors, luxury apartments or condominiums, etc. will enhance the product provision and market position of the destination. Examples include South Beach in Miami and Port Olympique in Barcelona.</p>	<p>Private sector</p>	

8.9 Cape Flats and Metro South East – Now

8.9.1 *Planning Context - existing land use*

The Metro South East area is widely acknowledged to be Cape Town's single largest area of greatest and concentrated socio-economic need. Housing half of Cape Town's population, the suburbs of Khayelitsha, Philippi East, Gugulethu, Macassar, Delft, Mitchell's Plain and Manenberg have the highest incidence of unemployment in the metropole. These communities generally live in sterile landscapes with a severe shortage of employment opportunities and lack of infrastructure, social services and community amenities. Investment in infrastructure and services (e.g. surfacing of roads, landscaping) is required to improve living conditions.

8.9.2 *Structuring elements*

- n **Nodes:** Philippi East is identified in the MSDF as a Proposed Metropolitan Node, setting the scene for the channelling of public investment into the area in order to create the necessary leverage to attract private sector investment. The Proposed Philippi Node is located in the centre of the highest concentration of poor areas in the metropole, and is seen as critical to achieving greater balance in the city's economic opportunity landscape by counterbalancing the mature nodes, i.e. Cape Town CBD, Bellville CBD and Claremont/Wynberg CBD.
- n **Open space and natural areas:** The Zandvlei, Princess Vlei-Rondevlei and Zeekoeivlei systems form part of the MOSS.

8.9.3 *Movement and access*

Baden Powell Drive, a coastal arterial route of metropolitan significance links Muizenberg through Mitchell's Plain and Khayelitsha with the N2.

Wetton-Lansdowne Road, Klipfontein Road, AZ Berman, Bonga Drive, Van Riebeeck Road and the North-South link are designated as Proposed Metropolitan Activity Corridors. The development of these

corridors over time is intended to improve transport access, establish commercial activities and economic opportunities close to where people live, provide access to social facilities, etc. Various levels of government have committed to invest more than R300 million in infrastructure development projects in order to facilitate accelerated development.

8.9.4 *Character analysis*

One of the main socio-economic issues in the area is relatively high levels of poverty amongst a substantial proportion of the population. Poor access to employment opportunities is an associated problem, and job creation and access to livelihood opportunities are key to alleviating this issue. This will however, depend on the expansion of the local economic base of the area and CMA.

The vegetation found in the Metro South East area include some of the rarest and most endangered species and habitats in the City and the greater Cape Floristic Kingdom. Many of the species found in remaining open space areas occur only within the City boundaries and nowhere else on earth. The Cape Flats represent one of three centres of plant diversity and endemism within the CMA. Seven Core Flora Conservation Sites have been identified in the area - Wolfgat Nature Reserve, Swartklip, Driftsands, Rondevlei Nature Reserve, Edith Stephens Nature reserve, Macassar Dunes and others. These remnants of indigenous vegetation are an important local resource for tourism, and present an opportunity to channel niche tourism into the area. The various open space areas and nature reserves included in the City's proposed Biodiversity Network could form part of a dedicated "fynbos route" enhanced by interpretive signage, visits to local environmental education centres and bird watching, etc.

The coastline between Gordon's Bay and Muizenberg is classified as a sensitive area, with the Macassar Dune field and Wolfgat Nature reserve being of particular importance. These areas also have archaeological value, including coastal caves and shell middens on the coast.

8.9.5 Current tourism activities

The Cape Flats and Metro South East is the most under utilised tourism destination area. It is an area of significant adventure and ecotourism potential that has thus far played a minor role in the tourism development of the city.

8.9.5.1 Beach and nature-based tourism

In contrast to the predominantly rocky eastern and western shores of the Peninsula area, the False Bay shoreline is sandy except for a short rocky section in the vicinity of the Wolfgat cliffs.⁶ The long sandy coastline is not particularly safe for swimming. Coastal resorts at Monwabisi and Sonwabe with tidal pools, swimming pools and braai areas offer recreational facilities for day visitors. The area serves primarily as a recreational area for the Mitchell's Plain and Khayelitsha urban areas. The tourism experience is primarily leisure-related such as sunbathing, swimming, and fishing.

Zeekoeivlei is the largest of the metropole's terrestrial lakes, and is used for active and passive recreational activities, including boardsailing, braaiing, canoeing, picnicking, fishing competitions and walking. The water quality however has deteriorated in recent years to such an extent that it has had an impact on the number of water-based activities, with some activities relocating to other areas. The issue of security at Zeekoeivlei, especially the Eastern Shore has reduced its recreational potential substantially.

8.9.5.2 'Township Tourism'

Although the number of township tours offered has increased during the last five years, few operators specialise in this form of tourism, and many tours are still only add-ons to half-day tours covering, for example, the Winelands. Dedicated 'township tour' itineraries include inter-alia the Malay Quarter and District Six (City Bowl), Langa, Athlone, Gugulethu, Crossroads, Mitchell's Plain and Khayelitsha. This covers the spectrum of African/Coloured, formal/informal and new/historical townships.

Township tourists generally display a keen political, historical and cultural interest, and require some degree of immersion into the cultural and lifestyle aspects and struggles of township living. Many operators have established their most successful tours to include private homes, development related projects, e.g. welfare, church, educational/training and environmental establishments. In consequence, although limited in scale due to low demand levels, the developmental benefits of township tourism are potentially quite significant in an area of limited economic opportunity.

A range of stakeholders are involved in the development and marketing of tourism to the Cape Flats/Metro South East, including tour operators, tourist guides, township B&Bs, shebeen and restaurant owners, NGOs, community based organisations and tourism organisations. Some of the issues constraining the growth of tourism in the area, as identified by stakeholders, are:

- n Lack of community awareness of economic and social significance of tourism;
- n Unlicensed vehicles and illegal guides;
- n Lack of defined routes and route signage;
- n Inappropriate location of tourism facilities;
- n Lack of safety and security, including lack of visible policing;
- n Lack of partnerships between "external" tour operators and community members;
- n Lack of representative community tourism forums in some areas;
- n Ignorance regarding operating standards and regulations on part of operators;
- n Lack of protection of historically significant sites; and
- n Lack of creative packaging with the broader Metro experiences/products.

These issues are challenges to be overcome. None of these are insurmountable. Stakeholders have already demonstrated willingness to get involved and make a difference. This energy needs to be harnessed.

8.10 Cape Flats and Metro South East – Future focus

8.10.1 Comprehensive Tourism Development Action Plan

Various official spatial planning documents, e.g. Metro South East Plan, Mitchell's Plan Local SDF, Environmental Management Plan for the Wolfgat Nature Reserve, Monwabisi SDF, etc. exist and others are in progress or planned, e.g. False Bay Ecology Park Development and Action Plan and a False Bay Conservation and Development Framework. Many of these refer to tourism as a mechanism for job creation, improving local environments, infrastructure provision, enterprise development, urban beautification, etc. Furthermore, various initiatives focus on the promotion and development of tourism infrastructure and activities, e.g. Cape Care Route, Sisonke Route and Lookout Hill.

Within the Cape Metro Area, the Metro South East area is the most marginalized in terms of tourism flows and the potential socio-economic benefits resulting from tourism. As a result, the area represents the greatest need for intervention with respect to tourism infrastructure, SMME development, support for community-based initiatives and tourism awareness.

The Cape Flats as destination area will require focussed tourism activities either along routes or at nodes. Too many facilities initially spread over too wide an area will not be feasible or sustainable. The Cape Care Route is one initiative to ensure targeted interventions at key locations.

There is now a requirement to bring the various spatial plans and tourism projects and initiatives together into a cohesive Tourism Development Action Plan. The framework should entail the following:

- n identification of gaps in infrastructure, service and facility provision;
- n highlighting resource development opportunities, particularly those related to publicly owned land or facilities;

- n actions required to address constraints hindering the development of tourism;
- n creation of internal and external linkages between projects (whether spatial, marketing or management) in order to build critical mass;
- n 'reality-checking' of existing proposals and project against market demand and trends; etc.
- n actions for education and training in tourism , i.e. capacity-building and skills transfer.

Table 3: Vision for the Cape Flats destination area

- | |
|---|
| <ul style="list-style-type: none"> n Visitors travel freely and safely to and enjoy the facilities and attractions of the Cape Flats n Biodiversity areas are conserved, showcased and marketed as key resources for tourism n Historical and cultural features and sites are protected, restored, interpreted and marketed to serve as educational resources and tourist attractions n Infrastructure and amenities encourage and facilitate the movement of tourists to and within the area and enhance the quality of the visitor experience n Local people own and/or operate tourism enterprises that offer unique, quality 'Cape-flavoured' products which are market-ready n Local people 'own' tourism initiatives, initiating and driving processes and projects n Strategic partnerships are developed between local emerging entrepreneurs, established business and the public sector n Locals and visitors have access to quality social, recreational and environmental education opportunities n Locals and visitors have equitable access to the coast and its resources n Destination packaging integrates the 'Cape Flats' experiences with the broader Cape Town product/experience offering |
|---|

Recommended action

Such an initiative needs to be spearheaded by the Tourism Branch, working together with Environmental Management, Spatial Planning, Economic Development SMME support, and local level Tourism Forums, LED forums, etc. to create a detailed and action-oriented plan. Preliminary thoughts as regards the long-term view for this 'destination-in-the-making' are shown in Table 3.

The existing Tygerberg Tourism Potential report (Wesgro and the City of Tygerberg, 1999) provides excellent baseline information, and various recommendations regarding the future development of the area. Although requiring updating, the information and ideas contained in the report would serve as a good base for a Tourism Development Action Plan for the Metro South East area.

8.10.2 Developing markets and products

n Cultural tourism

Although not the primary characteristic attracting foreign visitors to South Africa, interest in experiencing the diversity of South African cultures, and especially African culture, has increased in recent years. Township tourism has an important role in showcasing contemporary urban African culture to visitors. Township residents, operators and tourism authorities caution against "sidelining" township tourism, and believe that visits to the Cape Flats should be an integral part of any tour of the Cape Metropole. Nevertheless, township tourism is an emerging product with particular operational and support requirements, and as such, we believe that specific strategic interventions are required to support the growth of this type of tourism.

Community Tourism Forums are the most appropriate channels to work with to begin to define solutions. Strategic interventions must be the result of dialogue between authorities and the forums. Most importantly, the members of the forums must take ownership and responsibility for supporting actions and projects, with assistance and

guidance from the City of Cape Town. Key recommendations regarding strategic interventions are shown in Table 4.

Supporting tourism development in the Metro South East

- n Rejuvenation of existing facilities which are rundown, neglected or vandalised
- n Nurture existing facilities doing well to continue to expand and develop, and attract other tourism-related developments. Key actions include improving security, and improving the aesthetic environment
- n Encourage authenticity of attractions
- n Provide basic tourist amenities, such as toilets, secure parking
- n Establish Community Tourism Forums where required, and assist poorly- coordinated forums and organisations to mature based on defined strategies and business plans
- n Assist operators to address varying prices, product quality, service quality and reliability in order to ensure the quality of the visitor experience
- n Establish regular information and capacity-building sessions for township operators
- n Identify and map of tourism routes (in association with community tourism forums and tour operators)
- n Formalise routes with appropriate directional and tourism signage, and reinforcing through brochures and marketing material
- n Ensure visible policing through community police forums and neighbourhood watches
- n Facilitate communication between the police and township tourism operators through by including representatives of the SAPS on community tourism forums

Table 4 Interventions in support of tourism development (Source: Western Cape Integrated Tourism Development Framework, Tygerberg Tourism Potential Report ⁷)

Recommended action

We believe there is a need for a “think-tank” in the form of the relevant local government departments and agencies, community tourism forums and tour operators to examine how the recommendations contained in this report can be expanded upon in a strategic framework, how implementation will be undertaken and successes monitored and communicated.

n Beach tourism

Identity, accessibility and a range of appropriate facilities and amenities are lacking. Existing structure and facilities require upgrading and recycling e.g. Mnandi, Monwabisi and Strandfontein resorts. Although the resorts are fairly popular during Easter and December, there are widespread negative perceptions regarding the coastal resort nodes. These are related to poor maintenance, vandalism, degraded facilities and the safety and security of the general area, particularly along the stretches of coast between the resorts.

There are, however, opportunities to revitalise some of these resorts – target markets, the viability of public-private investment partnerships, creation of additional activities, linkages with other attractions in the area, and the incorporation of complimentary land-uses, e.g. permanent residential, are some of the issues to be considered.

Recommended action

Discussion and recommendations regarding capitalising and expanding on existing resort infrastructure through public-private partnerships, packaging niche products based on upgraded resort infrastructure and nature areas, linking the resorts to existing and planned cultural attractions and routes, etc. needs to form part of the suggested Tourism Development Action Plan.

8.10.3 False Bay Ecology Park

The coastline of the South East Metropole can be an important area of leisure and recreation provision for the local population and visitors. There are however many competing claims for the use of the coastal strip. These include sand mining, urban agriculture, public utilities such as wastewater treatment works, the collection of medicinal plants, as well as anti-social activities, e.g. illegal dumping, off road vehicles on dunes and beaches, etc.⁸ Many of these represent threats to the tourism resource base. Emphasis must be placed on creating a sense of place and enhancing linkages between the area and residential parts of the city.

The proposed False Bay Ecology Park will create a multipurpose park to protect the abundant plant and animal life, as well as creating a recreational facility for the local community and tourists. The proposed Park incorporates Rondevlei Nature Reserve, Zeekoevlei Nature Reserve and surrounding open space, Cape Flats Water Treatment Works, Coastal Park Landfill site and coastal strip. CAFDA to the north is also an important component of achieving the Park’s vision. The maturation ponds of the treatment works are an internationally important bird habitat, whilst Rondevlei is regarded as a core conservation area and important breeding habitat for birds and other fauna. Rondevlei has the only Hippo population in the Western Cape.

The proposed establishment of the False Bay Ecological Park is important from a tourism perspective for the following reasons:

- n The diversity and uniqueness of the vegetation, bird, animal and aquatic life found in Cape Town is a key attraction for a growing number of tourists with specialist interests such as botany, conservation, birding, etc.
- n Cape Town is known for scenic beauty and natural areas. Many tourists who do not have a specific interest in observing nature as such, enjoy facilities set in a tranquil, natural setting.

- n The FBEP is an ideal 'demonstration site' for the application of the principles of responsible and sustainable tourism. Although mass tourism is the main form of tourism today in terms of volumes, an increasing number of tourists are becoming more discerning in their destination choices and choose to travel to those places that demonstrate commitment to the protection of resources and the improvement of the livelihoods of local people. Most often, this category of tourist is willing to spend more and stay longer, i.e. high-yield.
- n The establishment of quality accommodation, birdhides, regular guided walks and food and beverage facilities will create a tourism anchor point/magnet in the Strandfontein coastal area, currently under-endowed with tourism resources, impoverished and generally lacking in economic opportunity. Tourists travel from magnet to magnet along routes. The future creation of a route along the False Bay Coast will require the creation of a series of magnets. Together, the Lookout Hill project and FBEP are the first elements in the creation of a cluster of attractions supporting such route development.

From our consultations, the recommendations concerning the establishment of accommodation, birdhides, recreational areas, additional parking, repositioning of access points, beautification, etc. are strongly supported. In order to activate the implementation of the recommendations, the following is proposed:

- n the provisional cost estimates for capital expenditure to be reviewed by means of a comprehensive cost-benefit analysis and where appropriate, feasibility assessments for commercial facilities;
- n a schedule of priorities regarding non-income generating infrastructure provision be prepared;
- n provision is made in the next local authority budget round for capital expenditure on non-income generating facilities and infrastructure such as parking, road realignments and birdhides;

- n preparation of guidelines for the design and operation of facilities which are in keeping with the principles of 'responsible development', and which contributes to the creation of an overall theme and sense of place for the FBEP;
- n identification of concession opportunities for the establishment of commercial facilities, e.g. restaurant, tea room, accommodation, etc. to be offered to private sector developers;
- n a marketing strategy to communicate the existing facilities and experiences at Rondevlei and the proposed development of the FBEP to be prepared in order to create awareness and build a distinct image of the area as a destination;
- n involvement of the City of Cape Town branch: Tourism Development in the prioritisation of infrastructure, preparation of design and operational guidelines, selection of concessionaires and preparation of the marketing strategy.

The various options regarding the alignment of the False Bay Toll Road is currently undergoing scrutiny by means of a public participation process. *The FBEP Phase 1 Report indicates that the alignment cutting through the centre of the FBEP is the least preferable option, given a road cutting through the FBEP will destroy the very sense of tranquillity, immersion in nature and ecologically responsible development being sought after. Alternative alignments have been identified. We are of the opinion that the Branch: Tourism Development should take a definite position, by communicating its tourism requirements which would not be in support of the alignment cutting through the FBEP.*

8.11 Tygerberg and Oostenberg – Now

8.11.1 *Planning Context - existing land use*

This is primarily a suburban area with a high focus on commercial and cultural attractions. The northern part of the TDA is primarily rural, agricultural areas, with low population densities. South of the rural areas are the middle to high-income residential areas of Durbanville and Bellville. These areas are characterised by low-density residential development, interspersed with well-maintained open spaces. The area to the south of the N1 consists of medium to high-density residential development and major commercial and industrial nodes. Cape Town International Airport is located in the southern part of the TDA, and is a key component of the tourism infrastructure of Cape Town. The primary attraction area is considered to be the Tyger Valley shopping centre. Other attractions include the Bellville Velodrome, Sanlam Headquarters and wine estates.

8.11.2 *Structuring elements*

- n **Nodes:** Bellville CBD has been identified as a metropolitan node.
- n **Open space and natural areas:** The existing river corridors (Kuils, Elsieskraal and Mosselbank) present an opportunity to be developed as open space corridors linking various remnants of natural vegetation.
- n **Urban edge:** The urban edge to the north of Durbanville is intended to contain urban sprawl and protect agricultural land.

8.11.3 *Movement and access*

The area straddles the N1 and N2 road links, as well as the Stellenbosch arterial and Durbanville Road links. The N1 and N2 link the area to Central Cape Town, whilst the N7 and R 300 are the major link roads connecting the N1 and N2. Voortrekker Road, Durban Road, Old Paarl Road and a new north-south link from Bellville has been identified as Metropolitan Activity Corridors.

Two railway lines, along the N1 and Voortrekker Road connect the central city to Bellville and beyond. Bellville Station is identified as a major transport interchange in the city's transport planning. Three train services are operated in an east-west direction from Bellville to Cape Town. There is no direct rail link from Bellville to the False Bay coast, necessitating a time consuming indirect journey.

The main bus service is from Khayelitsha to Bellville and is operated on a route around the western side of the airport via Nyanga. Bellville and Durbanville services to Cape Town via the N1 are also operated. Long distance inter-city bus services are provided from the Tygervalley area and from Bellville Station and Khayelitsha.

Public transport is neither adequate, safe, comfortable nor convenient and many of the facilities and attractions of the area can be only be accessed by car or tourist vehicle. For example, a maximum of three bus services per day are available from Bellville station to the Tygervalley precinct and vice versa. As could be expected given limited financial resources and the priority to provide services to the residents of Cape Town, the timing of these services coincides with peak commuter times. The off-peak frequency of public transport services is very low resulting in long waiting times and consequently journey times. This situation is not peculiar to the Tygerberg/Oostenberg area. The realities regarding low levels of demand for public transport amongst Capetonians and the resulting difficulties of investing in new services, infrastructure and rolling stock have been described in detail elsewhere⁹.

Recommendations regarding the optimum use of public transport to support the mobility and access requirements of tourists are a required outcome of the strategy formulation process. In the course of the study process, the gravity of the situation with respect to public transport as a mode of transport for tourists has become very clear. This issue cuts through all geographical areas of the city, and required interventions will receive detailed attention in the Tourism Investment Framework.

8.11.4 *Character analysis*

Rolling hills, open valleys, vineyards and wheatfields characterize the northern area. The hilltops of the Tygerberg Hills contain important remnants of Renosterveld. Proclaimed conservation areas such as Tygerberg, Durbanville, Cape Flats and Driftsands Nature Reserves, and identified core flora conservation areas, e.g. Durbanville Racecourse, Wingfield, etc. fulfil an important conservation function. The cultural landscapes and historical farms of Zevenwacht, Diemersdal, Bloemendal, Altydgedacht, etc. contribute to the scenic and pastoral character of the area, and together with the various protected nature areas form the foundation for future product and market development and positioning of the destination area.

Durban Road and Tygervalley serves as a regional decentralised commercial, retail and entertainment node within the CMA, and has experienced significant growth in recent years. Various sport facilities, such as the Bellville Velodrome and Bellville Stadium, Welgemoed Golf Course are clustered around Tygervalley Shopping Centre, and play host to local, national and international spectators and participants when events are staged. Voortrekker Road East, the historical business strip in the Bellville/Parow area, accommodates large institutional headquarters, retail outlets and office premises.

8.11.5 *Current tourism activities*

The focus of tourist trips to Cape Town remain attractions like Cape Point, Table Mountain, Kirstenbosch and the V&A Waterfront. The majority of tourists to Cape Town are domestic tourists, and the almost half of these stay with friends and relatives. Within the metropole, the Tygerberg area is the third most popular accommodation area for domestic tourists, accommodating almost 19 per cent of visitors. These tourists probably travel to attractions around their base in the Tygerberg area as well as other areas within greater Cape Town. Nineteen per cent of domestic tourists indicate having visited Tygervalley Centre during their stay in Cape Town, with only 6 per cent of international tourists visiting the shopping centre.

Less than 3 per cent of international tourists stay in accommodation in the area. In the short to medium term, the dominant markets for the area will most likely remain the traditional domestic and emerging leisure tourists as well as business tourists.

The bulk of the accommodation supply is located in the business belt of Tygerberg, i.e. along Durban and Voortrekker Road. The majority of hotels in the Tygerberg have located here in order to cater for business tourists who form the bulk of tourists in this area. There is also a good supply of guesthouses, which cater to the business community as well as the numerous visitors to the various hospitals in the area.

The tertiary and research institutions located in the Tygerberg, e.g. University of the Western Cape (UWC), Peninsula Technikon, Medical Research Council and University of Stellenbosch Medical Faculty, attract conference and symposia delegates and visiting academics. Despite high levels of co-operation between the various tertiary institutions in Cape Town, e.g. inter-library loans, there has been very little attention to the co-ordinated marketing of 'educational' tourism, including the hosting of events and conferences.



8.12 Tygerberg and Oostenberg – Future focus

Issue	Key action	Lead agency	Partners
Building identity	<p><i>Linking and packaging heritage features</i></p> <p>The Mayibuye Centre at UWC houses a unique and invaluable collection of material related to the anti-apartheid struggle but remains an under-utilised asset that should be a core component of the development of heritage tourism, themed along the liberation history, in Cape Town. A structured and pro-active approach with actions such as the identification of the key physical elements underpinning the development of the theme, exposing and ‘formalising’ places as attractions, and creating linkages through partnerships, marketing, promotional material, are some of the actions required to realise the opportunity for product development.</p>	City of Cape Town: Tourism Development City of Cape Town: Urban Conservation	PAWC Tertiary institutions SAHRA
	<p><i>Packaging rural tranquillity</i></p> <p>Although the wine estates of Durbanville and Oostenberg area are not as well-known as the Stellenbosch Wine Route, the characteristics of the environment are similar and the opportunity exists to provide a competing or alternative product offering. The emphasis should fall on proximity and ease of access to the Central City, and the opportunity to indulge, relax and refresh in a peaceful environment, whether on an historic wine estate or rural accommodation on the Joostenbergvlakte, Fisantekraal, etc.</p>	Cape Town Tourism	
Access, movement & connectivity	<p><i>Linking and packaging natural attributes</i></p> <p>The natural attributes of the area, such as the river systems and hills provide an opportunity for the development of urban trail system. In integrated urban trail and hiking/cycling/ pedestrian system which links the various public open spaces and natural attributes within the area should be developed. The Tygerberg and Durbanville Hills, and the various river and wetlands systems in the area should be integrated as part of a system of trails and routes for the area.¹⁰</p>	City of Cape Town: Planning	

	<p><i>Creating access and mobility</i></p> <p>At present, the Bellville Transport Interchange is overcrowded, poorly organised and lacking in passenger facilities such as shelters and holding areas. A carefully prepared operational plan is required to rationalise the existing facilities and to provide adequate additional facilities. The Tygerberg SDF proposes that commercial development is linked to such upgrading. Attention to property management, such as cleansing, maintenance, and security, is of critical importance to secure a conducive trading environment, and to create a user-friendly environment for both tourists and commuters. The Bellville Transport Interchange has an important future role in providing directions and information to tourists disembarking here en route to facilities and attractions in the Tygerberg area. Basic infrastructure such as information and directional signage, an information board/kiosk and passenger help-line will support this role.</p> <p>The Tygerberg SDF recommends the provision of park-and-ride and drop-and-ride facilities at existing and future large shopping centres in the area, together with high quality bus services for the higher income residential areas north of the N1. These bus services are planned to start from the shopping centres and end at major public transport interchange facility (linking to a high quality express train service possibly in the vicinity of the N1 shopping complex). Implementation of the service would improve mobility and access for tourists, and create a counter flow of passengers that would be important to support the viability of such a bus service. However, given the current prioritisation of transport interchange upgrading as set out in the City of Cape Town's Public Transport Plan¹¹ the concept of a 'high quality express service', implied to be separate from the general rail service, and using an interchange facility other than Bellville Station is not supported.</p>	<p>City of Cape Town: Tourism Development Metrorail Cape Town Tourism</p>	
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8.13 Helderberg Basin – Now

8.13.1 *Planning Context - existing land use*

The Helderberg Basin has grown into a popular retirement and resort destination with a mix of tourism, business activities and residential areas. The Strand and Gordon's Bay beachfronts boast a number of restaurants and residential and holiday apartment blocks. The current redevelopment of the AECI landholdings centred around Somerset Mall comprises retail, entertainment, office and residential components. Access and parking constraints and the development of Somerset Mall has resulted in the shift of retail away from Somerset West and Strand village centres, and a general deterioration of the central business areas. Most of the 1000 ha of AECI land, and adjacent 500 ha Denel landholding remains undeveloped. Development Frameworks have been prepared for both, but market take-up of land has been slow.

8.13.2 *Character analysis*

Strand and Gordon's Bay have historically been the focus of family holiday activities. The town offers a variety of accommodation options and facilities ranging from beachfront hotels, holiday apartments, timeshare facilities and B&Bs, and from quality restaurants to fast food and sports bars. However, for all its popularity, the urban form does not make the most of its major asset the sea and the beachfront. The majority of properties in **Strand** are high-rise and tend to separate the town centre from the beach. There is a long sea frontage with a landscaped walkway winding along the beach. Current perceptions are that this promenade can be improved in terms of safety and cleanliness. The Harbour Club in Gordon's Bay is a private marina development and largely cut off from the adjacent Hendon Park resort and day visitor's area. Bikini Beach in Gordon's Bay is popular for sun-bathing; the potential of the adjacent small craft harbour has not been maximised and the Naval Base is an obstruction in the tourism landscape rather than a distinguishing asset.

In addition to being a coastal holiday destination and retirement community, the Helderberg Basin comprises scenic natural environments e.g. Hottentots Holland mountain range and nature reserve, sport facilities such as Vergelegen golf estate, Vodacom Golf Village, and the vineyards of the Helderberg Wine Route.

Tourism infrastructure in the form of signage, landscaping and parking along the beachfronts has been provided. Landscaping is functional and the opportunity to create a sense of place for individual areas, e.g. Bikini Beach, Gordon's Bay Main beach and Strand beach, whilst creating linkages using visual threads in detailing has not been maximised. There is no density, synergy or theme. The lack of a "sense of place" means the potential of the area as a recreational/tourism node is not fully maximised.

8.13.3 Current tourism activities

The uniqueness of the area lies in the variety of coastal recreational options offered as well high scenic values, sense of proximity of nature and the rural character of the surrounds. Strand and Gordon's Bay is traditional destination for the domestic market holidaying in the Western Cape, whilst the conference centre at the Lord Charles Hotel, wine estates and Erinvale Golf Estate are frequented by foreign visitors.

The Helderberg basin has a wealth of ecotourism opportunities. These include potential visits to a number of local and provincial nature reserves, as well as the Kogelberg Biosphere Reserve. For example the Helderberg Nature Reserve should be regarded as a major asset. At present it caters primarily to the local market, but given proximity to the Erinvale Golf Course, Lourensford Estate, etc, could have under realized opportunities, that should be considered.

The scenic drive between Gordon's Bay and Kogel Bay towards Hermanus and the Garden Route, a popular route for many visitors.

The Helderberg basin location as a **gateway** to the regional tourist facilities of the garden route and beyond, as well as the winelands of Stellenbosch should be promoted.

The Helderberg Basin is also increasingly popular for retirement and ex-patriate residential purposes and the price of houses and apartments is growing at a rapid rate. Line rock-fishing 'hot spots' include the coastline at Strand, the Strand reefs, and Macassar Beach and Swartklip further along the coast. Beaches also cater for event driven activities such as wind-surfing, hobie-cat launching and tri-athlons.



8.14 Helderberg Basin – Future focus

The Helderberg Basin presents numerous opportunities to create a range of tourism facilities and experiences unavailable in Cape Town, and potentially unrivalled in South Africa. The Helderberg Basin has a key role to play in the expansion of facility capacity and diversification of the tourism product of Cape Town and its potential must be explored with this as a set goal. The vision for the Helderberg Basin is bold, however a real opportunity exists to draw to this area the investment and associated economic opportunities desired by the City.

The development frameworks for the AECI and Denel landholdings were prepared in the mid-nineties. At the time, the economic, political and tourism climate in South Africa and the Western Cape differed significantly from the current development climate. The frameworks set out a mixed-use scenario, comprising residential, retail, office and “clean technology” industrial land uses. The coastal strip with sensitive dune vegetation and pristine beach has been designated as a conservation area.

The Helderberg Basin is located on the southeastern edge of the metropolitan area, with excellent access to the City Bowl and Cape Town International Airport via the N2. It is also linked to Cape Town by rail. Travel time by road either way is less than half an hour. The area has several key characteristics required for **large-scale coastal resort development**: accessibility, availability of large tracts of undeveloped land; attractive coastline with sandy beaches; and linkages with a diverse product base.

As highlighted in the Situation Analysis of this Framework, accommodation capacity in Cape Town is restricted, and expected investment in additional capacity has been limited. The scale of projects have been targeted to meet the requirements of the domestic market rather than the international investor well versed in US\$ 100+ million real estate. Integrated resort developments are a key element in the growth of destinations with meteoric growth rates. If Cape

Town is to change perceptions of the city as a tourism investment destination and generate the levels of demand required for tourism to make a significant contribution to economic development, a new approach is needed.

The development of a **major integrated resort on the coast of the Helderberg Basin would anchor the investment made by government in infrastructure**, e.g. upgrading of Cape Town International Airport and development of the N2 corridor. Employment opportunities are restricted in Macassar, Lwandle and Sir Lowry’s Pass Village. A **major tourism real estate investment project will be a catalyst for employment creation and livelihood improvement**. We propose the packaging of an investment opportunity for the development of upwards of 1000 letting units of varying categories of accommodation; a **championship golf course; health and wellness centre; waterfront retail and food and beverage; eco adventure centre, etc.**

The concept differs dramatically from the existing development framework, and the revision of these frameworks will be a requirement. We are however of the opinion that this vision will realise value for the landowners within a significantly reduced timeframe, and bring much needed socio-economic benefit to the Helderberg basin. The potential for successful development whilst not compromising the conservation values, existing views and resident preferences is recognised.

Bringing together key role players to agree on future direction is now of paramount importance if this area is to provide economic benefit and enhance the future product portfolio of the city. An integrated resort is the next step up for an area already known for beach holidays, watersport, outdoor activities, relaxation, fun and socialising.

Issue	Key action	Lead agency	Partners
Building identity	<ul style="list-style-type: none"> n Beachfront upgrading – landscaping, litter bins, ablution facilities (public sector role to support private sector redevelopment) n Mosque and wetlands, Macassar – establish integrated “eco and spiritual node” for visitors 	City of Cape Town: Tourism Development City of Cape Town: Planning	Private sector
	Use major events to build positioning as “coastal playground” – golf, triathlons, marathons, watersport, endurance activities	DMO: Events Cape Town Tourism	
Access, movement & connectivity	<ul style="list-style-type: none"> n Information lay-by at Kogel Bay viewing points providing information regarding main attractions n Signage to Sir Lowry’s Pass Village node to support redevelopment of CBD and station into attraction node 	City of Cape Town: Transport	
	Promote use of railway to access Helderberg beach facilities	City of Cape Town: Tourism Development Metrorail Cape Town Tourism	
	Reconsider location of Information Bureau – relocate to area with high through flow of consumers	City of Cape Town: Tourism Development DMO	

8.15 Blaauwberg – Now

8.15.1 Planning Context - existing land use

The Blaauwberg TDA is located in the northern arm of the metropole, an area of rapid residential, industrial and commercial expansion. The northern arm includes the residential areas of Table View, Bothasig, Milnerton and Melkbosstrand and includes Koeberg Road and the Atlantis rail link. The interior of the northern arm is characterised by industrial complexes such as the Caltex refinery, AECI fertiliser plant and Montague Gardens. The coastline also features South Africa's nuclear power station, Koeberg, and the surrounding nature reserve. The missionary settlements of Mamre and Pella, and Atlantis, an industrial decentralisation point created during the 1980's, lie in the northernmost part of the area. These settlements are surrounded by agricultural land.

Almost up to Melkbosstrand, the Blaauwberg area is spoken of as an extension of the metropolitan core. Areas further north, such as Mare and Atlantis, are more often classified as being partly in the West Coast. This perception is the result of travelling time and distance, the rural character of the area and the lack of regional identification by means of boundary signage. Two contrasting precincts can be distinguished: a coastal precinct which is relatively well-developed but with significant untapped potential, and a 'hinterland precinct' which requires product development and packaging in order to activate latent potential to attract special interest markets.

8.15.2 Character analysis

The coastal area of Blaauwberg is a popular recreational area and sports destination with a residential backdrop. A primary attraction is the Bloubergstrand beach area with Rietvlei Wetland in support. The area is known for its large stretches of sandy beach with a multitude of water-sport opportunities. The most unique aspect is the view of Table Mountain over Table Bay, making this an ideal photo spot and view site for the Cape to Rio and Lipton Cup sailing events which

commence from the Royal Yacht Club on the foreshore. A significant amount of work has been undertaken to enhance the area. Landscaping and streetscaping is prominent and has proved effective in creating an attractive Promenade along most of the beachfront. Upgraded beach facilities and landscaping do not extend to Sunset Beach.

Leisure and recreational activities primarily take place at Lagoon Mouth Beach, on Milnerton Lagoon and on the beachfronts of Sunset, Dolphin and Table View Beaches. In close proximity are the Milnerton "Links" Golf Course and beach facilities of Big Bay and Little Bay. The Atlantic Beach Golf Estate lies in the northern part of the node. Blaauwberg Conservation Area's natural setting and cultural relics dating from pre-colonial times, the Battle of Blaauwberg and Second World War offer opportunities for ecotourism and cultural tourism.

Whereas the southern coastal area of the Blaauwberg node offers critical mass of attractions and activities, this is not case in the northern part and interior. Blaauwberg Hill provides spectacular views of Table Mountain and Robben Island. The surrounding conservation area contains a range of historical and natural resources. The conservation area has yet to realise its historic and natural potential e.g. Second World War installations, middens, fynbos, site of the Battle of Blaauwberg, etc.

These strong natural, historic and cultural elements exist but have not been "exploited/exposed" into meaningful content. A strong base exists to build a destination. Most importantly, there is no inherent conflict between tourism and the conservation ethic. The potential for successful development whilst not compromising the conservation and historical values inherent in the reserve has been recognised. Bringing together key role players to take the next steps is now of vital importance if this area is to provide economic benefit and enhance the product portfolio of the city.

The rural village of Mamre originally developed as a Moravian Mission station established in 1808. The influence of the church is still prevalent today in community values and pride, and community members are positive regarding tourism and its potential to improve their livelihoods. Various buildings are national monuments and an indigenous nature garden bursts into colour during the annual Spring-flower season. Proximity to Cape Town, the quaint rural character, and heritage buildings provide a good base to build upon. Pella has a similar mission history and character. Camphill Village, known for organic produce and handcraft, lies in the same general area as Mamre. The popularity of Greyton and Genadendal some two hours drive from Cape Town as a weekend destination for Capetonians is an indication of what can be achieved in the rural interior of the Blaauwberg TDA, given suitable accommodation, easy access and recreational activities focussing on nature and socialising.

8.15.3 Current tourism activities

The tourism experience offered by the Blaauwberg coastline is primarily sports related and ecotourism based. It is a popular precinct for Capetonians indulging in canoeing and surfing, kite-flying, strolling along the beach, bird-watching, hiking, playing golf, etc. The beachfront is also popular with young adults and families during the evenings as a place to relax, socialise and meet friends. High profile activities such as the annual International Surf Competition and International Kite Festival draw large crowds. Rietvlei and Milnerton Lagoon are used for boardsailing, picnicking and canoeing. Eerste Steen, Tweede Steen and Derde Steen are excellent fishing spots.

The relocation of the tourism information office to the beachfront has been important in improving visibility and value to tourists and locals. Blaauwberg is also the gateway to the West Coast and the attractions of Langebaan, Darling and the West Coast National Park, and therefore has an important role in distributing tourists to regions outside of the Metropole. Furthermore, other tourist attractions in the interior include Killarney Race Track, Ratanga Junction theme park,

Canal Walk shopping centre and the West Coast Ostrich Ranch are perhaps less prominent due to their location but are important in terms of product diversity and activities for domestic tourists.

Tourism activities in the interior are currently limited due to lack of awareness of the product offering, distance from the existing tourism nodes in Blaauwberg and inadequate product development. However existing historic structures, heritage and the natural environment provide the opportunity to create attractions and activities that are educational, exciting and unique to Cape Town. The creation of activities and facilities complementing the coastal node will be important to leverage tourism development in the interior. The focus on the coast is on sun, sea, outdoor sport and fun – the interior's resource base is geared for outdoor adventure, ecotourism and cultural experiences. Several building blocks such as the Koeberg Information Centre, the Cultural Centre (conferencing and camping facility), Silwerstroomstrand seaside resort and Mamre Museum complex are already in place.

8.16 Blaauwberg – Future focus

Blaauwberg already has many of the elements required to create a vibrant and lively tourism area, offering a mix of experiences and tempos. The pace of the beachfront is laid-back and family-oriented, but picks up with the excitement of events. The tranquil setting of Mamre and Blaauwberg Hill means that development must be low key with a focus on outdoor cultural and ecotourism experiences which conserve and enhance the natural and cultural fabric and provide insight into the natural and cultural heritage and history of the area.

The northern parts of the Blaauwberg area have the potential to serve as gateways to regional tourist opportunities.

Blaauwberg must offer a tempo different to the City Bowl - a slower, very natural, and tranquil setting. We stress that this area has been identified as a sports, recreation, social and cultural centre. A place to spend a lazy weekend or Sunday afternoon, through enhancement of existing provision, diversity of experience and capitalisation of linkages to the City Bowl.

Opportunities exist to maximize the potential of Blaauwberg's character and existing activities. The following provide direction for development:

Issue	Key action	Lead agency	Partners
Building identity	Focus on the coast is on nature, outdoors and culture. Series of themed “ Blaauwberg Meanders ” linking Milnerton Lagoon, Rietvlei, Blaauwberg Conservation Area with rest stop areas, and “ Cycle Blaauwberg ” routes provide potential for the promotion of outdoor activity with a focus on the coast and wetlands, sport, leisure and cultural experiences. Some possibilities are: ⇒ A shipwreck route capitalising on surface and under-water resources. Milnerton Lighthouse is an ideal location for interpretive signage, directional map and orientation point. ⇒ The creation of a series of interpretive points along the coast at places where remains of archaeological and palaeontological sites exist. Linkages to the West Coast Fossil Park and Langebaan ‘Eve’s Footprint’ are important. ⇒ A birdwatcher’s route linking wetland, dune, beach and interior birdhides. ⇒ A Military History Meander linking Battle of Blaauwberg site, World War II structures on Blaauwberg Hill, etc.	City of Cape Town: Tourism Development City of Cape Town: Planning Cape Town Tourism City of Cape Town: Tourism Development	
	The development of outdoor cafés, bars, boutique retail outlets along the Beachfront creating animation and a colourful setting. Emphasis must be on simplicity, maintaining public access and maximizing views.	Private sector	

	Development of boutique, eco-friendly accommodation and amenities drawing on the natural setting (coastal and rural) as destination positioning is achieved	Private sector	
	Streetscaping, landscaping, conservation, visible policing etc. are all important.	City of Cape Town: Planning	
	Reactivate the community group involved in the preparation of the Mamre Tourism Development Strategy to track progress-to-date and revise based on market trends and current gaps in the metropole's product provision.	City of Cape Town: Tourism Development	
Public and open spaces	Blaauwberg Conservation Area has the opportunity to be a key focus destination of the area in the future. Commitment to providing for the conservation, protection and enhancement of its resources is needed if it to release the opportunities it presents. The view from the top of Blaauwberg Hill is arguable the best view of Table Mountain, Robben Island and Table Bay in the City. It also affords a 360 degree view – up the West Coast, to False Bay and to the hinterland mountains. The potential of the Blaauwberg Conservation Area would be further reinforced if the City of Cape Town focuses on implementation as conceptualised in the Development and Management Plan and subsequent work, in order to achieve the vision for the BCA, and realize the enormous tourism potential it offers. The need for resources to be committed to the project is also critical to optimize its potential, as is the need to undertake a detailed business planning exercise.	City of Cape Town: Environmental Management and Tourism Development	
	Investigate the option to create a ' market square ' along the beachfront as a venue for open air art schools, art exhibitions, craft market, fairs, festivals, etc.	City of Cape Town: Planning	
Access, movement & connectivity	A connectivity node will play an important part in creating "order" and providing a sense of arrival. It will direct visitors to the various attractions and activities. Expanding the information centre to incorporate a terrace café, canoe club, bike hire shop, information on visitor behaviour, safety, attractions, etc.) should be provided as a parking and distribution point.	City of Cape Town: Planning	
	There is an opportunity to enhance linkages between the core area centred around the information office to the south with Sunset Beach and into the interior as the rural interior precinct develops its own identity and positioning.		
Economic infrastructure	Development of a strategically located ' farmer's market ' to create retail outlets for local vegetable growers and crafters. Capitalising on an existing venue with an expansion of the product base and proactive promotion could be considered.	City of Cape Town: Economic Development	

¹ Draft Cape Town Central City Development Framework, 2002

² Draft Cape Town Central City Development Framework, 2002

³ South Peninsula Spatial Development Framework, 2001

⁴ South Peninsula Spatial Development Framework, 2001

⁵ Delegate comment, Responsible Tourism Conference site visit, August 2002

⁶ Towards a Conservation and Development Framework for the False Bay Coast, Draft document, 2001, University of Cape Town

⁷ City of Tygerberg and Wesgro, 1999

⁸ Towards a Conservation and Development Framework for the False Bay Coast, Draft document, 2001, University of Cape Town

⁹ City of Cape Town Transport Plan

¹⁰ Spatial Development Framework for the City of Tygerberg, 1998

¹¹ City of Cape Town Transport Plan (Part 2: Public Transport – Operational component)