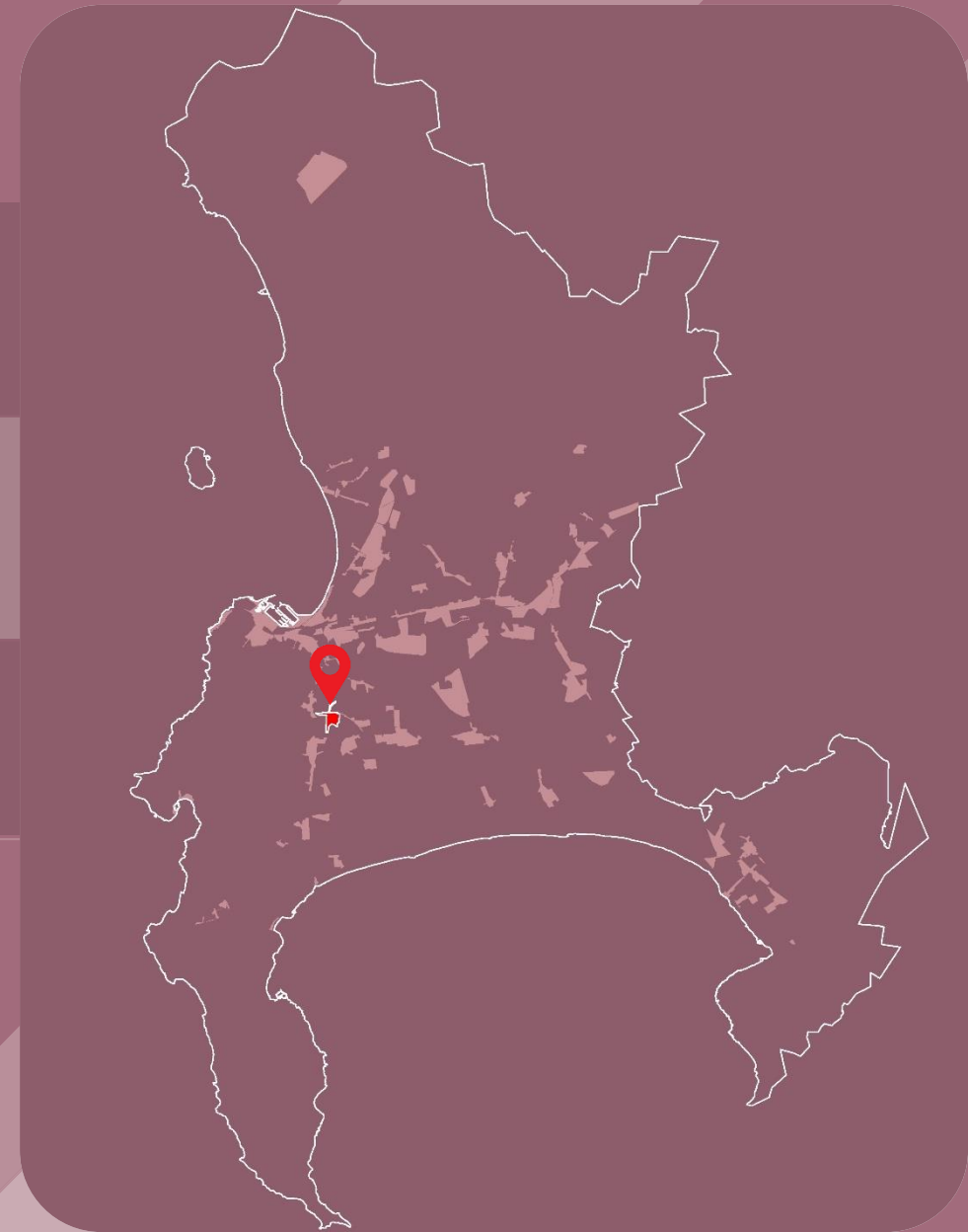


KENILWORTH ECONOMIC AREA PROFILE

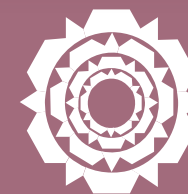
TREND ANALYSIS 2012-2022



Image source: Google Earth



June 2025



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Making progress possible. Together.

ACKNOWLEDGEMENTS

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Valuations, Development Management & Policy and Strategy

DISCLAIMER:

The information contained herein is provided for general information only which is not intended to provide definitive answers and as such, is only intended to be used as a guide.

Whilst we strive to provide the best information at our disposal and take reasonable measures to ensure that it is up-to-date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability of information for any purpose. Any reliance you place on the information is at your own risk.



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POLICY & REGULATORY CONTEXT

For the past decade, the global and national economic context has required regional economies to prioritise their investment decisions in space for greater efficiency. The Economic Areas Management Programme (ECAMP), as it was introduced, has therefore been considered a valuable economic data tool that provides valuable insights into the performance of the space economy at an area-specific level.

This update of ECAMP is further aligned with the Urban Planning & Design Department's business strategy to leverage spatial intelligence to unlock value within Cape Town's space economy by:

- a) Tracking the performance and implementation of its spatial development framework policies
- b) Developing the evidence base to inform and adjust said spatial policy
- c) Supporting spatially targeted investment and decision-making
- d) Providing a spatial lens of economic data within the Cape Town context

The following strategic objectives and programmes support the update of ECAMP:



CONCEPTUAL FRAMEWORK

Intended users

This profile provides a cohesive narrative to determine key trends across several data entry points to help inform decision-making. It also aims to help guide investment in cases where data is not readily available to the public.

Conceptual Framework

The reporting of updated time series microeconomic analysis on Cape Town's economic areas is informed by a conceptual framework, which aims to create spatial intelligence on *supply & demand factors according to the 5 themes* which have been identified. The 5 themes allow for an integrated narrative across area-based economic trends. The trends being reported throughout this profile are used to classify and assess the overall performance of Cape Town's economic areas.

Data preparation, sources, assumptions and limitations

The indicators reported in this profile feed off several automated data processes to add intelligence at a land parcel level which is then aggregated into economic areas. This profile draws across various datasets between 2012 and 2022 such as the General Valuation Roll, market reports, building plans, land use applications, property sales and SARS data. While many of the respective datasets are continuously refined over time, this profile will be updated as and when new data is available.

Contact details

Should you wish to make contact, please direct your feedback to the City of Cape Town's Metropolitan Spatial Planning and Growth Management branch via Future.CapeTown@capetown.gov.za.

MICRO-ECONOMIC DEMAND & SUPPLY FACTORS

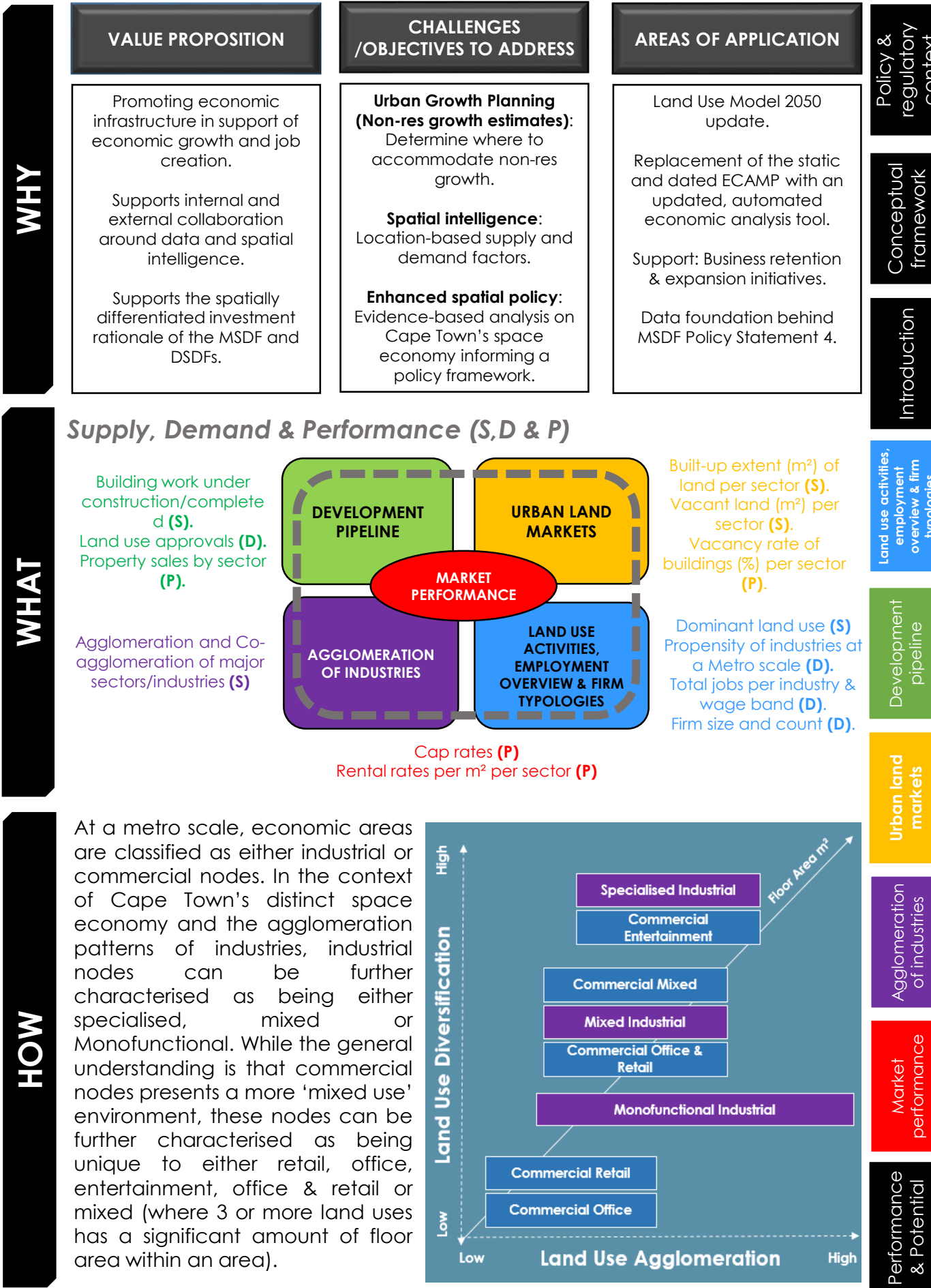
This profile examines a range of micro-economic indicators to highlight trends in supply and demand specific to the economic area. The indicators include:

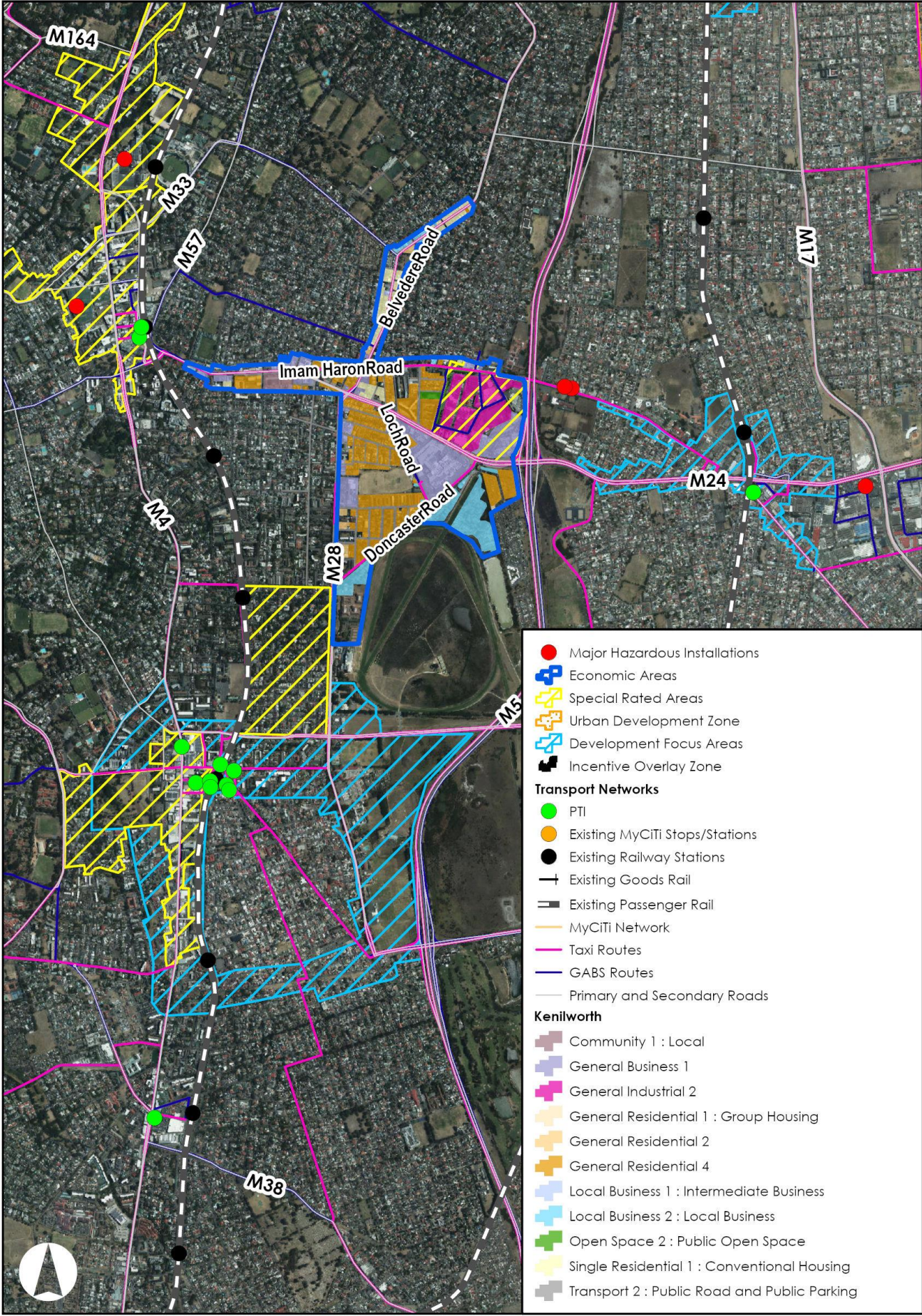
- Property sales per land use sector
- Building work completed
- Types of land use applications approved
- Vacant land per land use sector
- Built-up land and take up rate per land use sector
- Dominant land uses present in an area
- Building vacancy rate overtime
- Capitalisation rate over time
- Rental rate p/m² by land use sector
- Jobs per industry

MACRO-ECONOMIC REPORTS AND INDICATORS

For additional insights into the macro-economic factors affecting the regional economic condition, refer to the following reports for more information on macro-economic indicators related to Cape Town:

- [Economic Performance Indicators for Cape Town](#)
- [Regional Market Analysis and Intelligence 2023/24](#)
- [Provincial Economic Review and Outlook \(PERO\)](#)
- [Municipal Economic Review and Outlook \(MERO\)](#)





KENILWORTH

Location

- The area is approximately 15km southeast of Cape Town's Central Business District and the Port of Cape Town. Furthermore, the area is located 16km from Cape Town International Airport.
- It is also situated near to the M5 and other major routes providing easy access to and from areas across Cape Town.
- The area is in proximity to a number of Public Transport interchanges and is serviced by taxis and GABS, with a nearby railway station.
- Access to a skilled workforce from surrounding areas includes the broader Kenilworth, Claremont, Lansdowne and Kenwyn areas.
- Due to its location, the area also attracts a skilled workforce from areas across Cape Town.

Zoning, land use and form

- The area is predominantly zoned for business, mixed use, residential and industrial purposes.
- The area is mainly characterised by residential, retail and industrial, which include flats, shops, malls, light industrial and social/recreation amenities.
- The average land parcel size in the area mostly varies between 250 – 500m² for residential developments, with a considerable number of land parcels ranging beyond 10,000m² to accommodate malls and industrial land uses.

Spatial planning mechanisms

- Part of the area is serviced by a City Improvement District.

Key highlights of the area include:

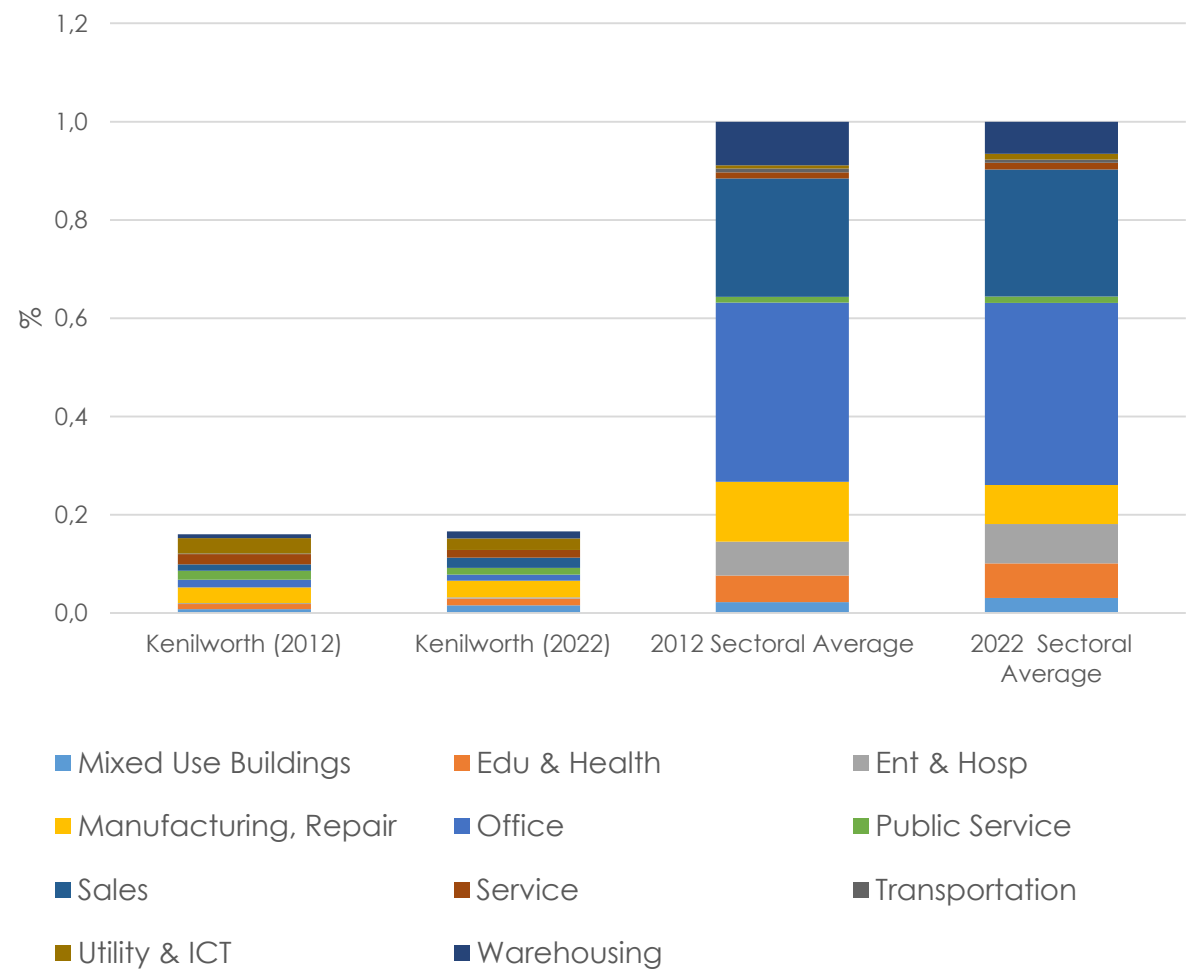
- The area started to develop in the 1930s as a commercial hub.
- The Glosderry City Improvement District was established in 2013.
- Key landmarks include Access Park, Kenilworth Centre and Aintree Park.
- The area also attracts visitors when hosting key annual events at Kenilworth Racecourse.

LAND USE ACTIVITIES

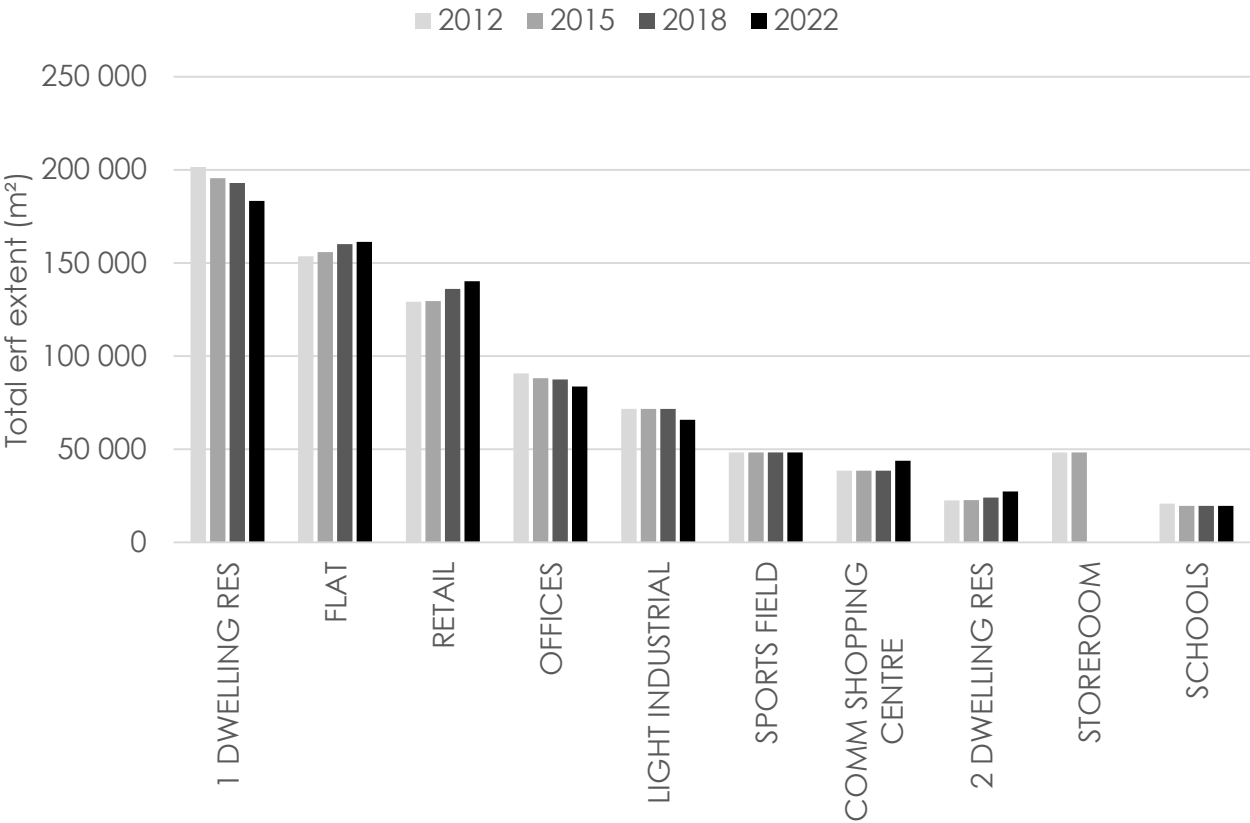
A recent analysis involved the conversion of land use codes contained in the General Valuation Roll (GV Roll) into Standard Industrial Classification (SIC) codes to determine the propensity of industries operating in areas of similar character. However, for the commercial nodes, the benchmarking and nodal typology have been drawn from the land use codes.

- Between 2012 and 2022, Kenilworth was mainly characterised by a greater propensity for manufacturing, sales, public services, general services and utility & ICT, as reflected in the **Nodal Typology**. The nodal typology highlights industries with the most floor area (m²) operating within an economic area.
- The **Metroscale Benchmarking** positions Kenilworth as being a contributor of multiple uses, which performs lower than the sectoral average per land use category when measured against other commercial areas across Cape Town.
- Additionally, the GV Roll reflects land use data by showing the **dominant land use** over time based on the cumulative extent (m²) of floor area for residential, flats, shopping centres, retail, offices and sports fields.

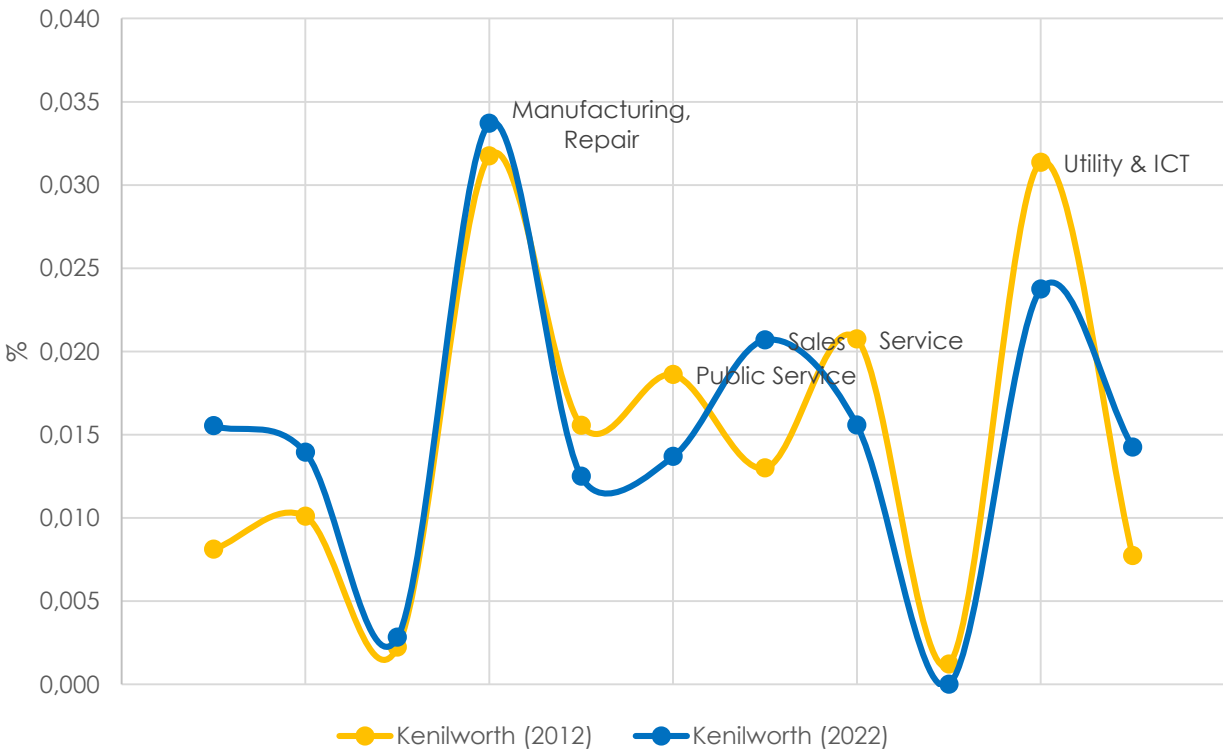
METROSCALE BENCHMARK



TOP 10 MOST DOMINANT LAND USES BETWEEN 2012 AND 2022



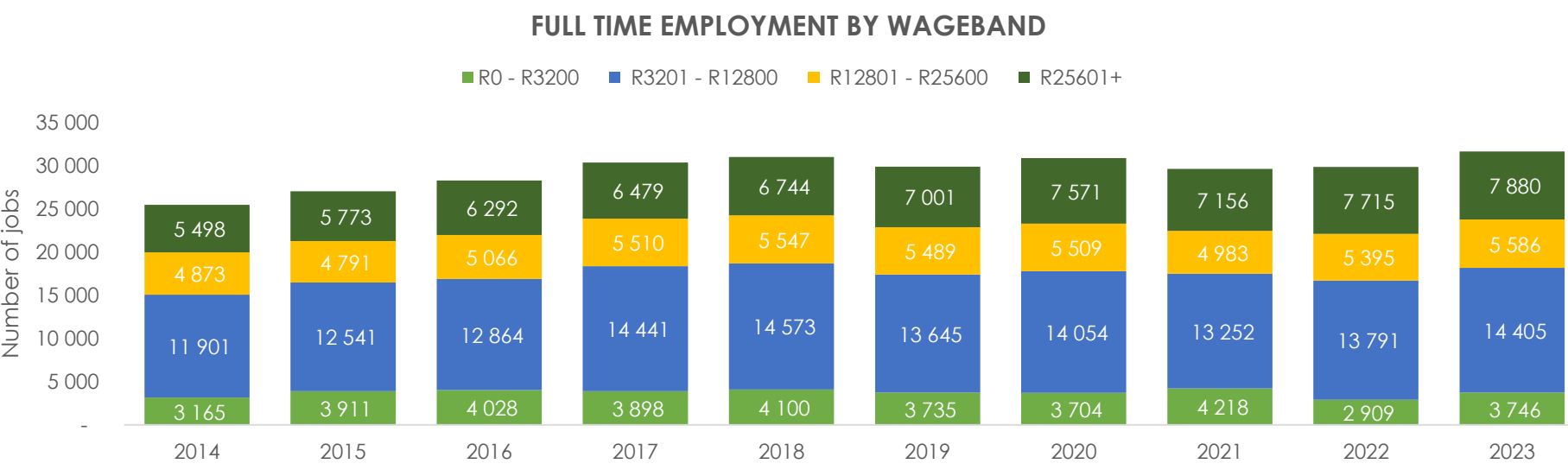
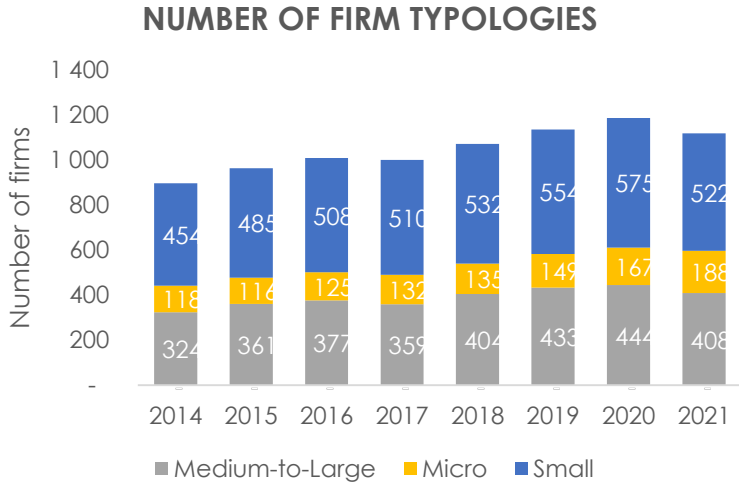
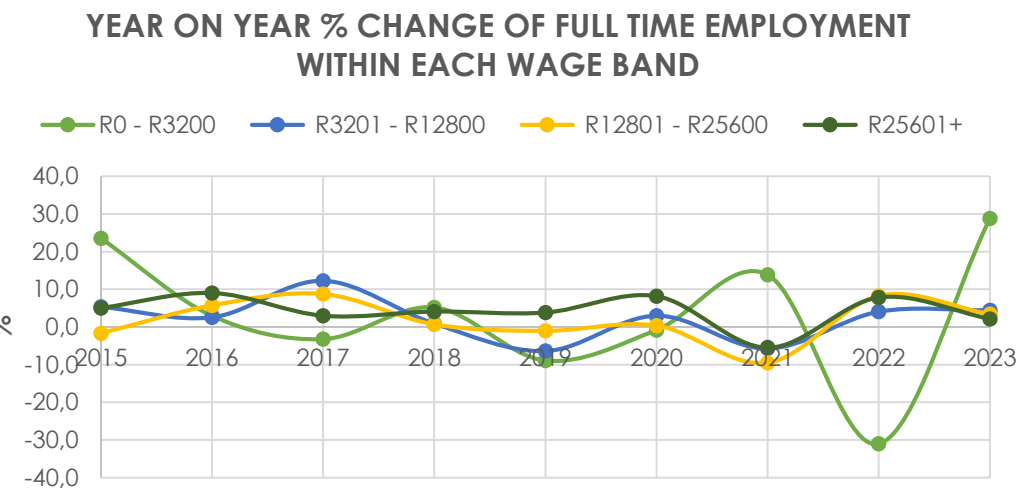
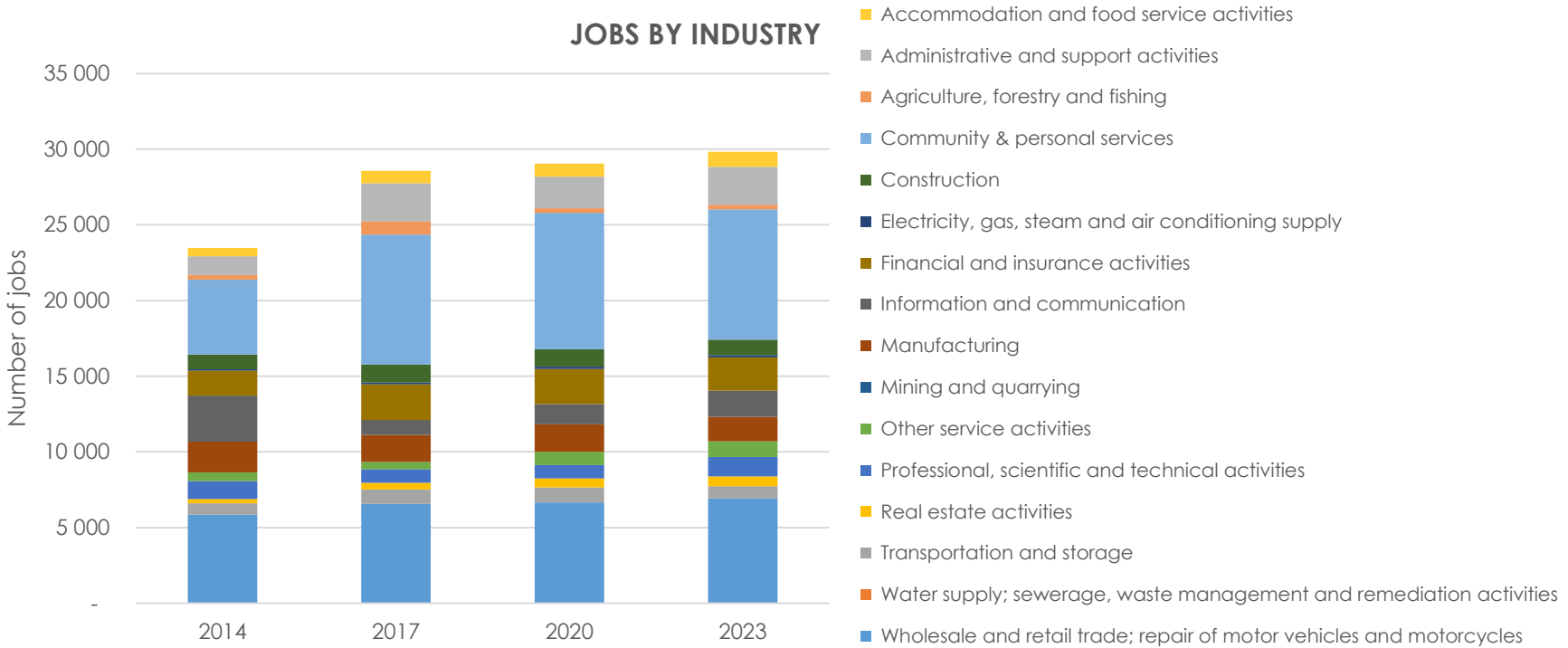
NODAL TYPOLOGY FOR 2012 AND 2022
(Mixed Commercial)



Source: 2012 – 2022 land use codes (May 2024 analysis)

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EMPLOYMENT OVERVIEW & FIRM TYPOLOGIES



Jobs/Firms

The number of job opportunities in the Kenilworth area increased from 23,000 to 30,000 between 2014 and 2023. Over time, most jobs have been concentrated in community & personal services, wholesale & retail and administrative services.

The total number of 1,000 between 2014 and 2021. While small firms make up the majority, there is also a significant presence of medium to large firms, including micro firms.

Income bands

The income bands provide insights into the skill levels of employees in the area. The data indicates that a larger proportion of employees earn up to R12,800, with a significant proportion of employees earning in the upper income brackets.



Source: SARS data extract for period between 2014 and 2023. Firm size data only available between 2014 and 2021.

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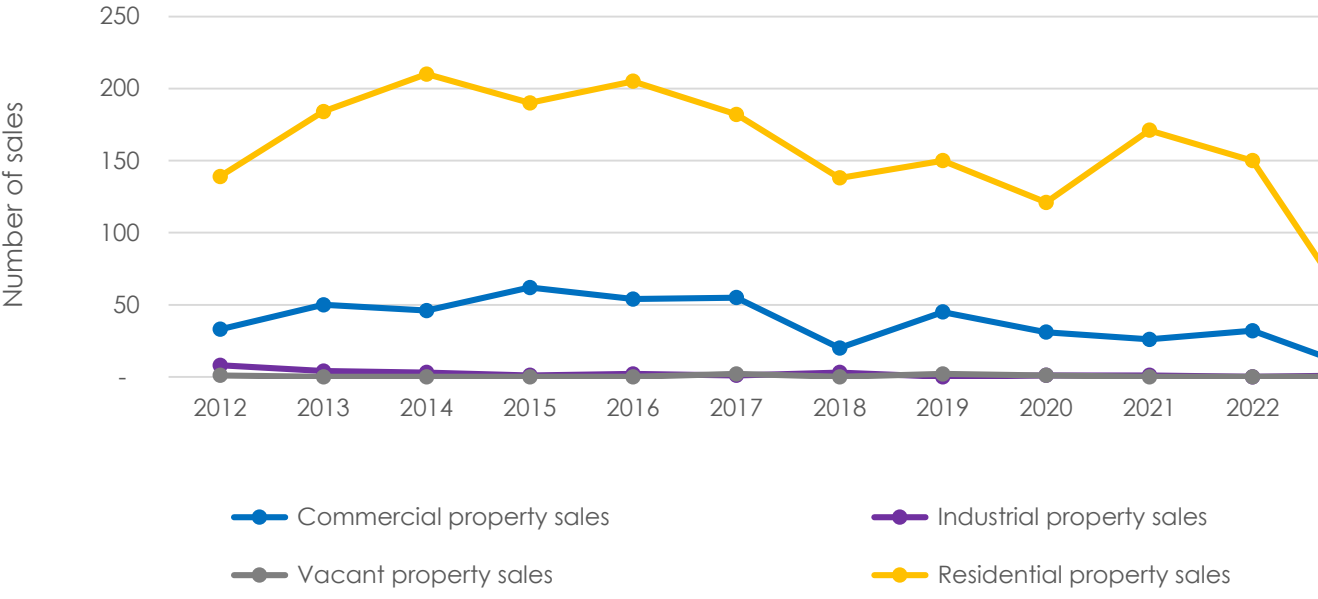
Agglomeration of industries

Market performance

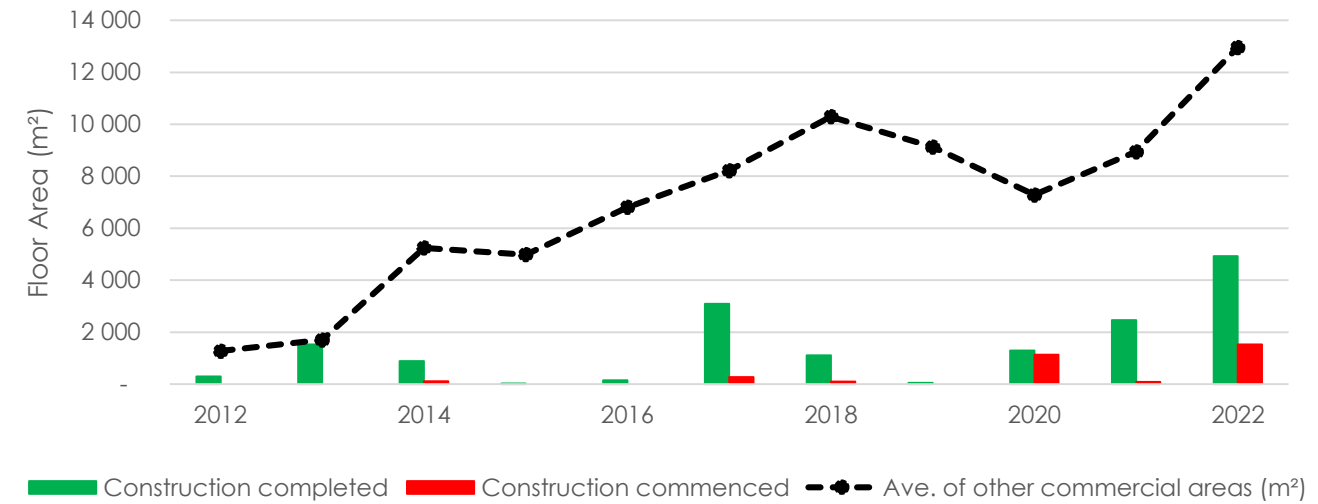
Performance & Potential

DEVELOPMENT PIPELINE

PROPERTY SALES BY SECTOR



BUILDING WORK COMPLETED/UNDER CONSTRUCTION RELATIVE TO AVERAGE OF AREAS WITH SIMILAR CHARACTER



Property Sales

Between 2012 and 2022, property sales in the residential sector were notably higher compared to other sectors. Commercial property sales mostly fluctuated around the 50 sales per annum mark for the duration of the 10 year period.

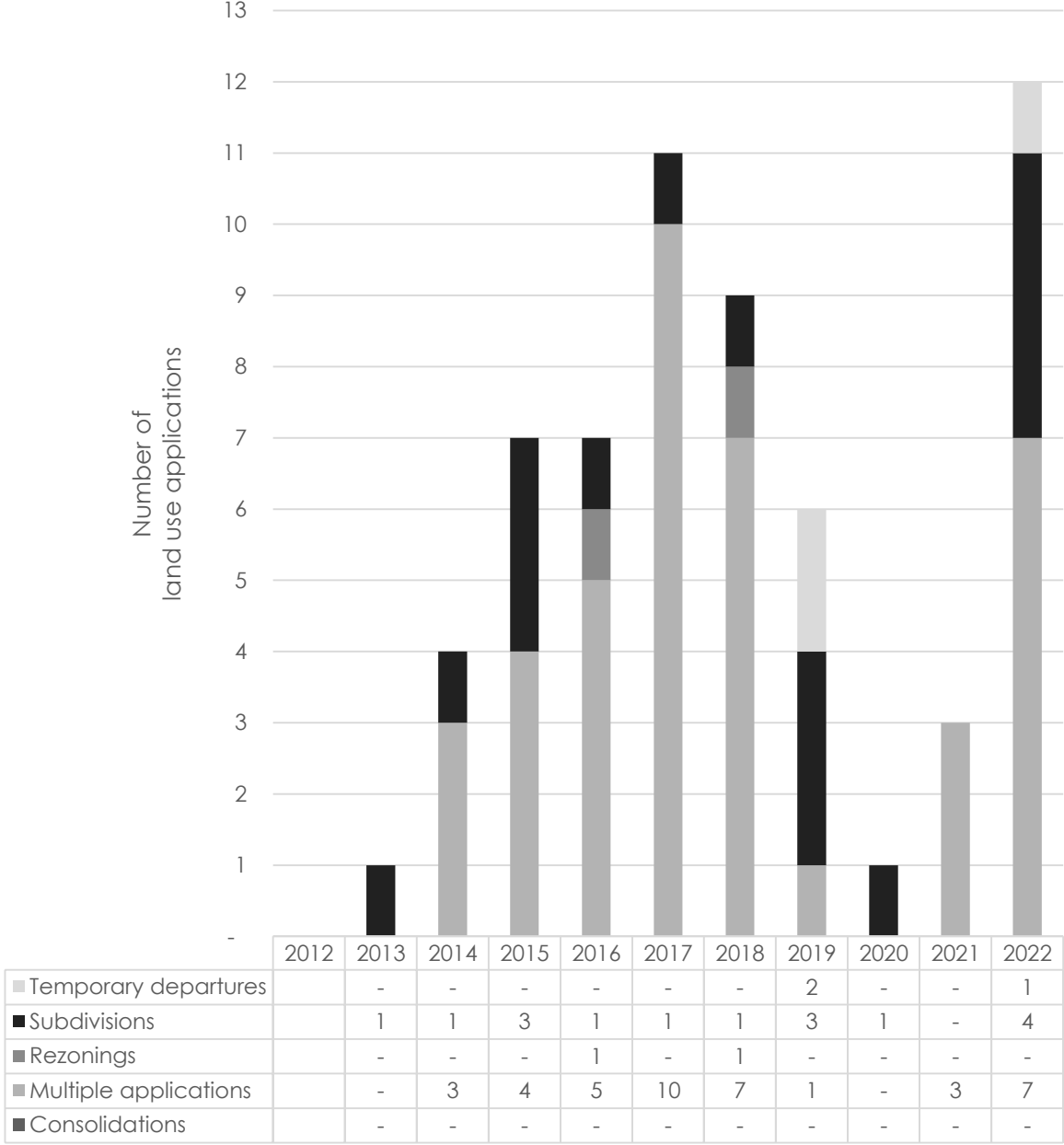
Land Use Applications

Most approvals during this period were for multiple applications, which may include a combination of the types seen in the graph, with a considerable number of approvals granted in 2017. The area also experienced a significant amount of subdivisions over the 10 year period.

Building Plans

Following on from property sales and land use approvals, building work activity has been minimal for most of the period and remained below the metro's annual average.

APPROVED LAND USE APPLICATIONS



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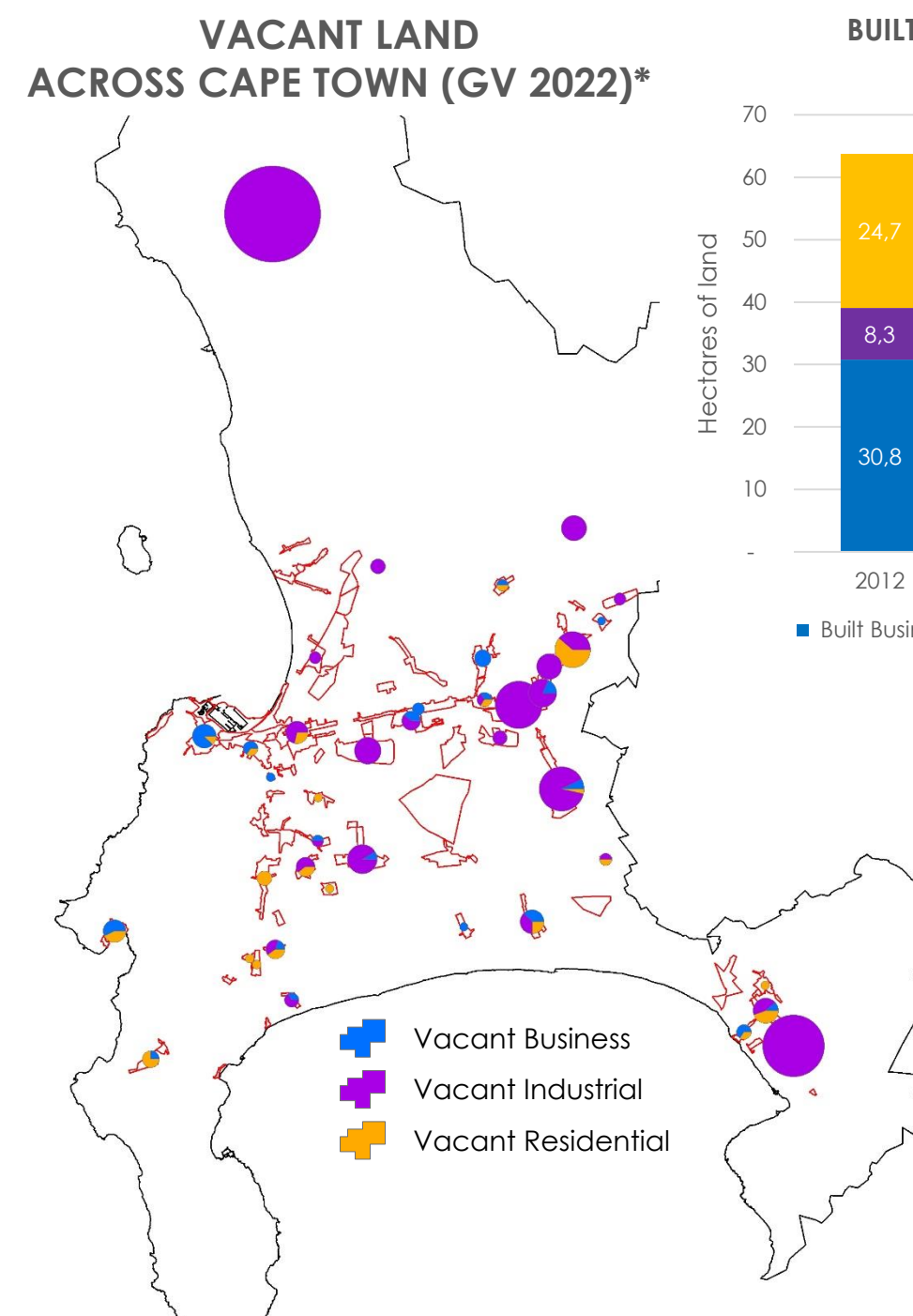
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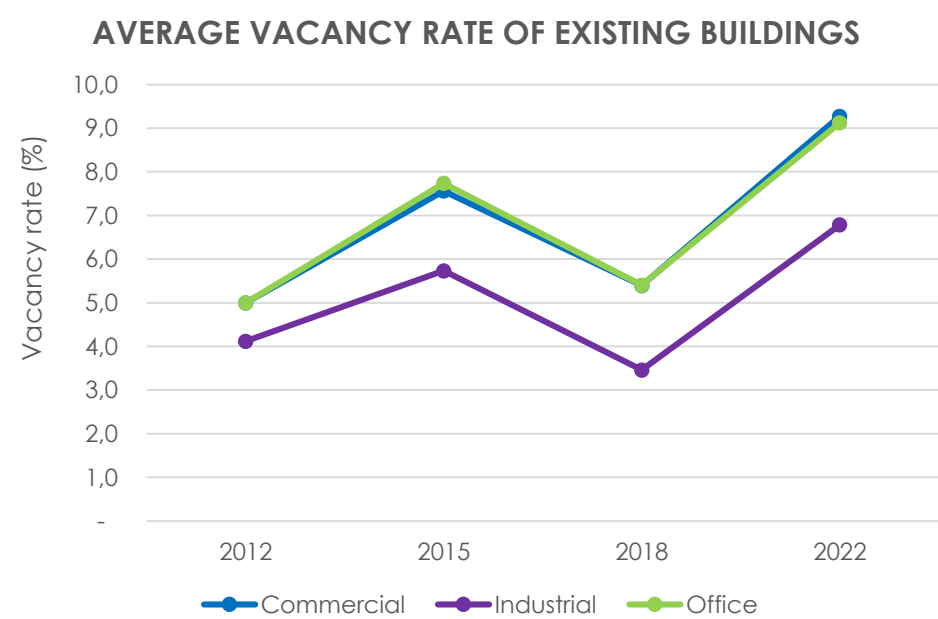
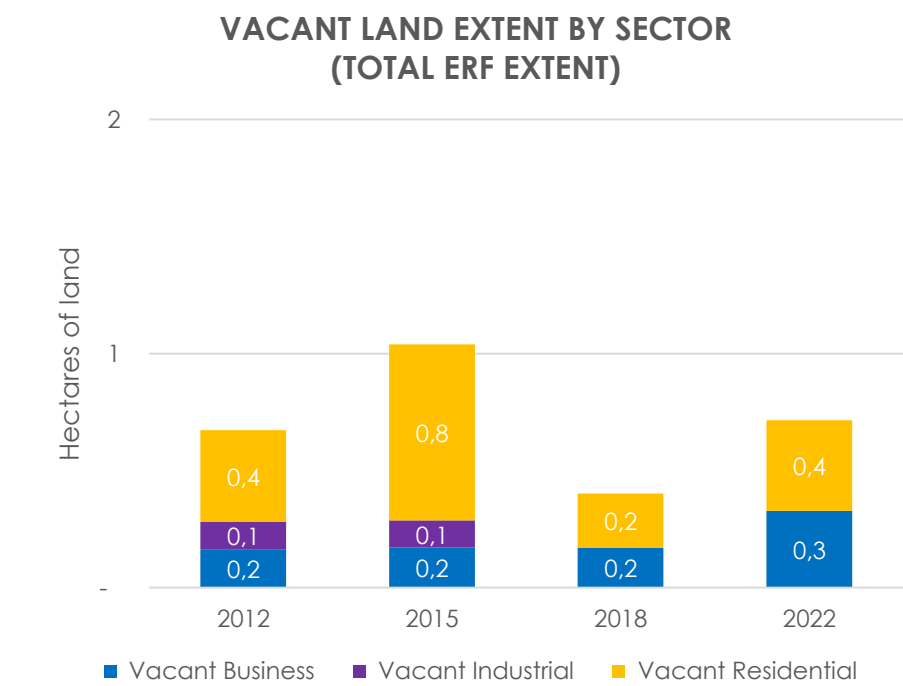
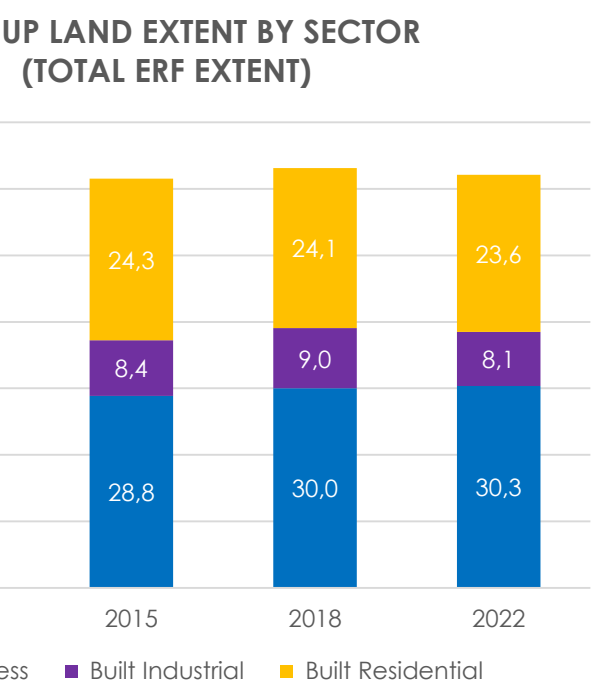
Agglomeration of industries

Market performance

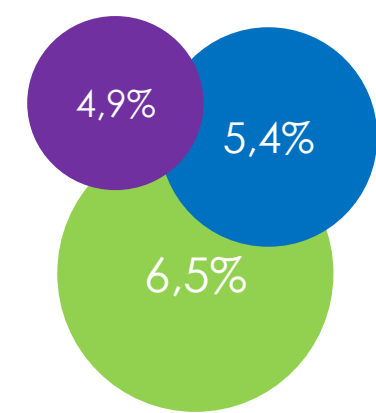
Performance & Potential



Number of land parcels that are vacant by size			
Erf Size	Commercial	Industrial	Residential
1) 1-250m²			
2) 251-500m²			
3) 501-1000m²	2		3
4) 1001-2500m²	1		1
5) 2501-5000m²			
6) 5001-10000m²			
7) >10000m²			



METRO AVERAGE: VACANCY RATES PER SECTOR FOR 2022*



Vacant land
The map provides a representation of the latest GV Roll (2022) by illustrating vacant land across the metropolitan area and supplements the graph on vacant land for the 2022 GV year. While the area has remained stable in terms of the built-up land, vacant land has been limited, as of 2022. Furthermore, the remaining vacant land is categorised based on the number and size of land parcels, as reflected in the accompanying table.

Vacancy rates
In addition to vacant land, vacancy rates of existing buildings for the commercial and office sectors increased from about 5% in 2012 to 9,1% in 2022. The industrial sector also increased from 4,1% in 2012 to 6,8% in 2022.

Source: City's General Valuation Roll and Market Reports

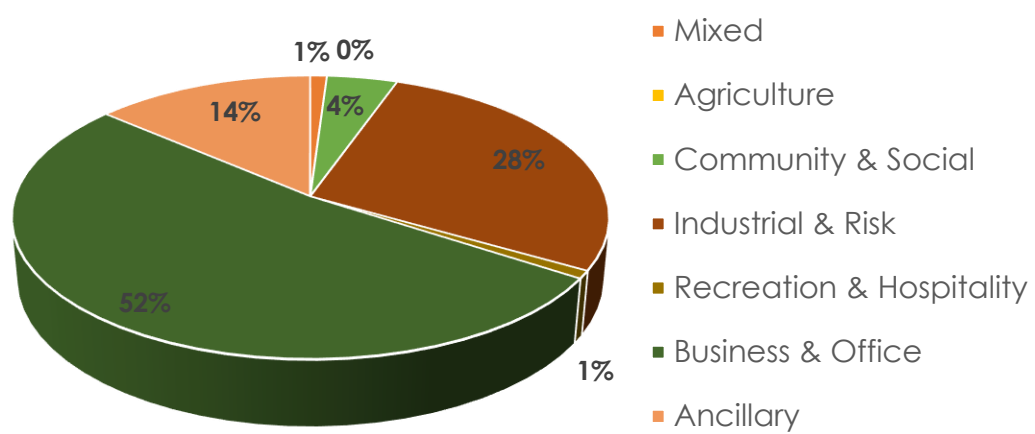
*A metro view that provides further context relative to this economic area.

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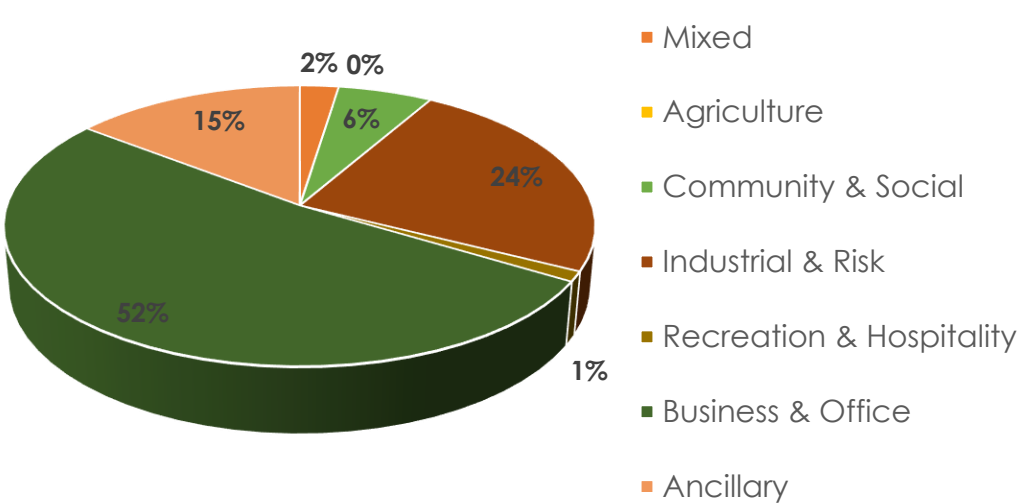
AGGLOMERATION OF INDUSTRIES

SECTORAL AGGLOMERATION AND CO-AGGLOMERATION RELATIONSHIPS

% OF LAND USE GROUPS (2012)



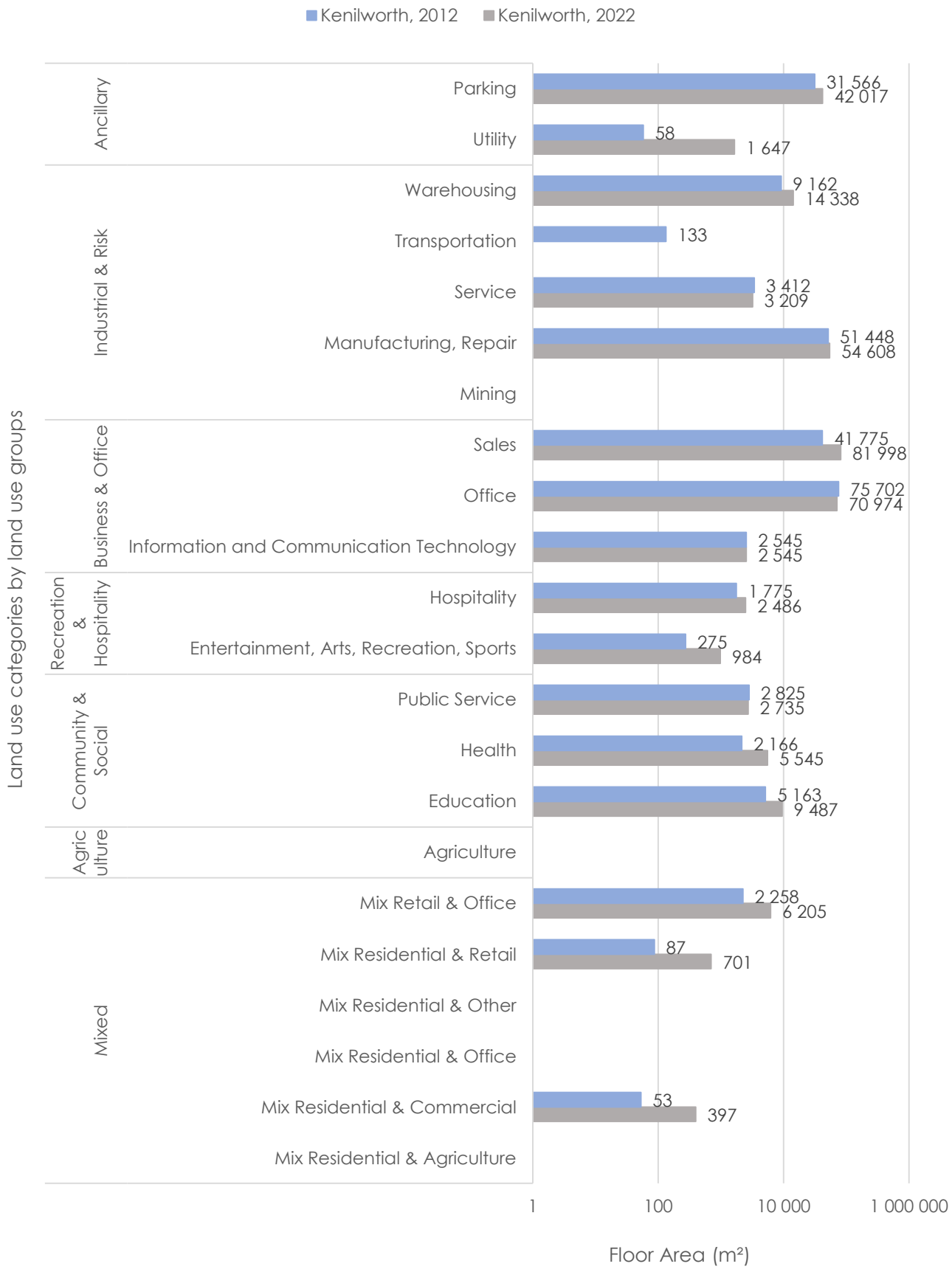
% OF LAND USE GROUPS (2022)



The pie charts illustrate the percentage distribution of land use groups in Kenilworth, based on the cumulative floor area (m²) across various land uses. As shown in the charts, the Business and Office group has remained predominant in both 2012 and 2022 at about 50%, while the rest of the area also includes a considerable amount of Industrial & Risk.

Additionally, the bar graph provides a comparative view of the co-agglomeration of land use categories between 2012 and 2022 within each land use group. The data indicates that office, sales and manufacturing are of the most dominant land uses contained in the area. There is also a significant presence of other land uses, which can be seen to be in support of the most dominant land uses.

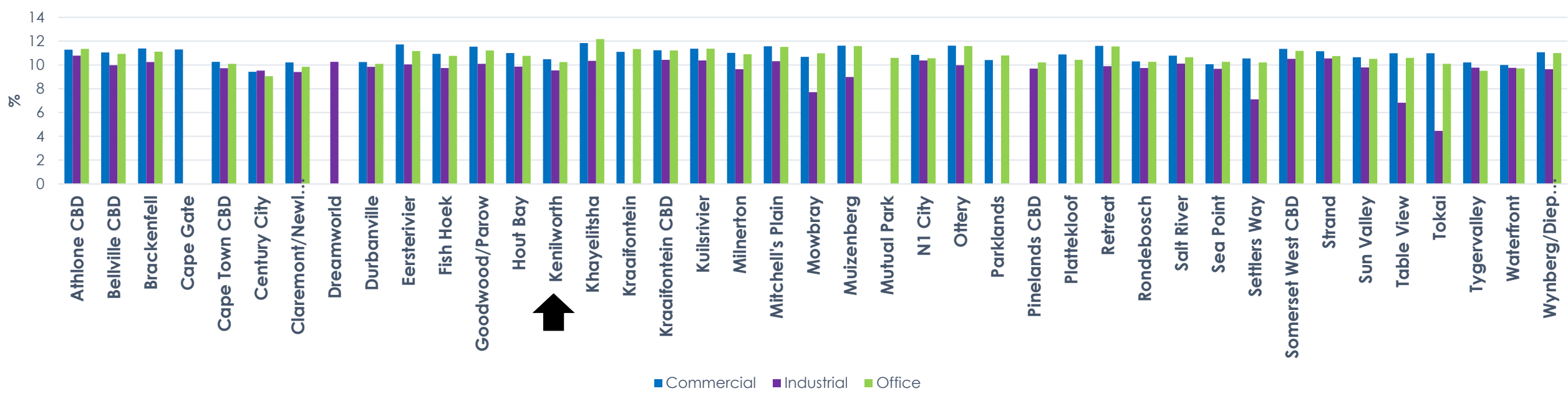
FLOOR AREA PER LAND USE CATEGORY FOR 2012 AND 2022



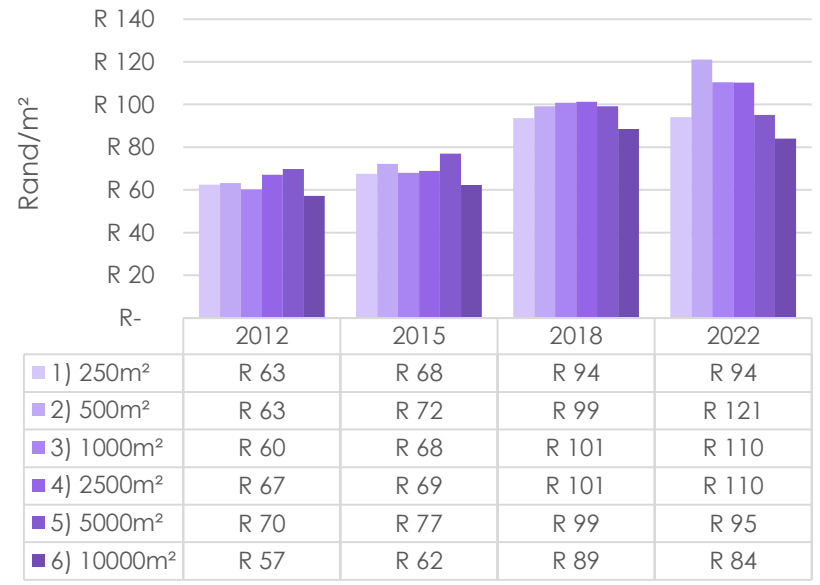
Source: Analysis of GV data (May 2024)

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AVERAGE CAPITALISATION RATE OF KENILWORTH IN RELATION TO OTHER COMMERCIAL AREAS FOR THE PERIOD BETWEEN 2012 AND 2022



INDUSTRIAL RENTALS

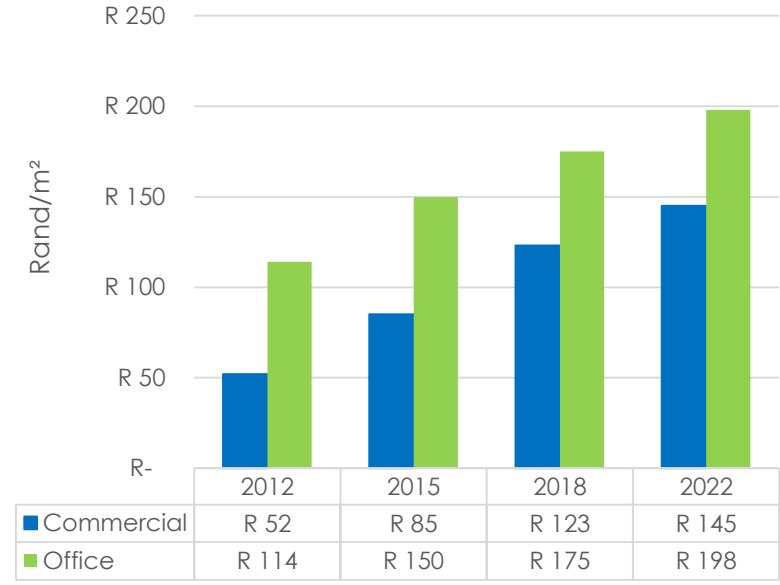


Rental rates

Rental rates across all industrial space gradually increased between 2012 and 2018, with rentals being higher for smaller industrial space

Both office and commercial rentals experienced an increase from 2012 to 2022, with office reflecting higher rentals.

COMMERCIAL AND OFFICE RENTALS



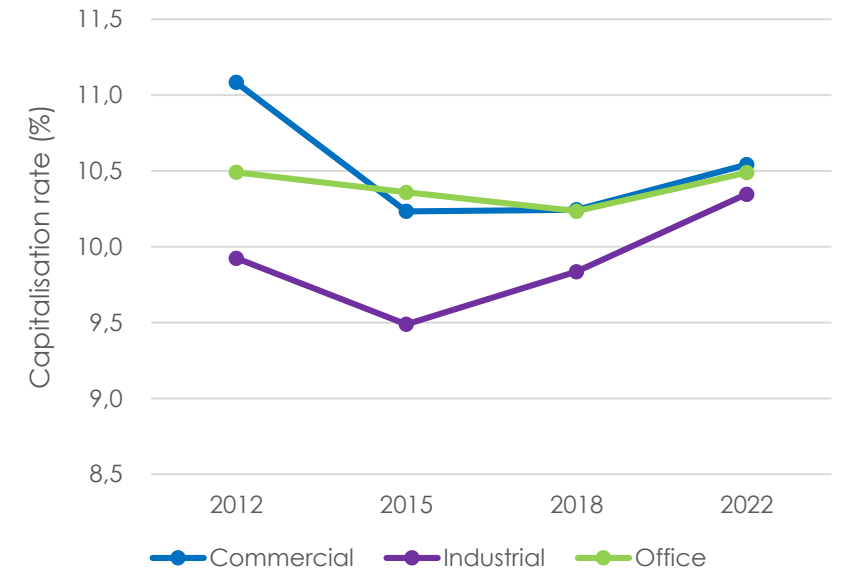
Comparative view on capitalisation rates

The average capitalisation rate between 2012 and 2022 for commercial, industrial and office sectors has been 10,48%, 9,55% and 10,25%, respectively and further indicates its competitiveness relative to other commercial areas.

Year on year capitalisation rates for the commercial sector have decreased from 11,1% in 2012 to 10,5% in 2022. The office sector fluctuated between periods but remained at about 10,5% in both 2012 and 2022, while the industrial sector increased from 9,9% to 10,3%.

- Higher cap rates = higher investment risk.
- Lower cap rates = lower investment risk.

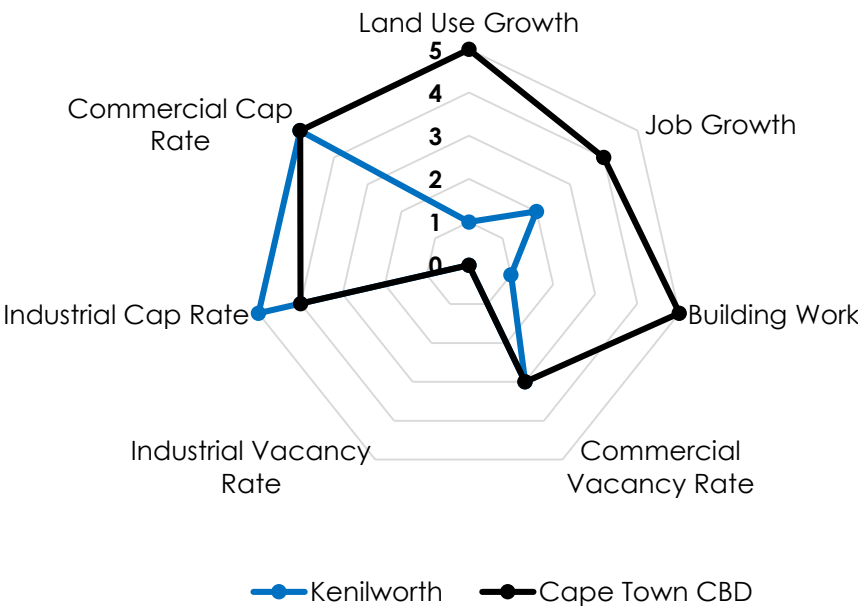
CAPITALISATION RATES



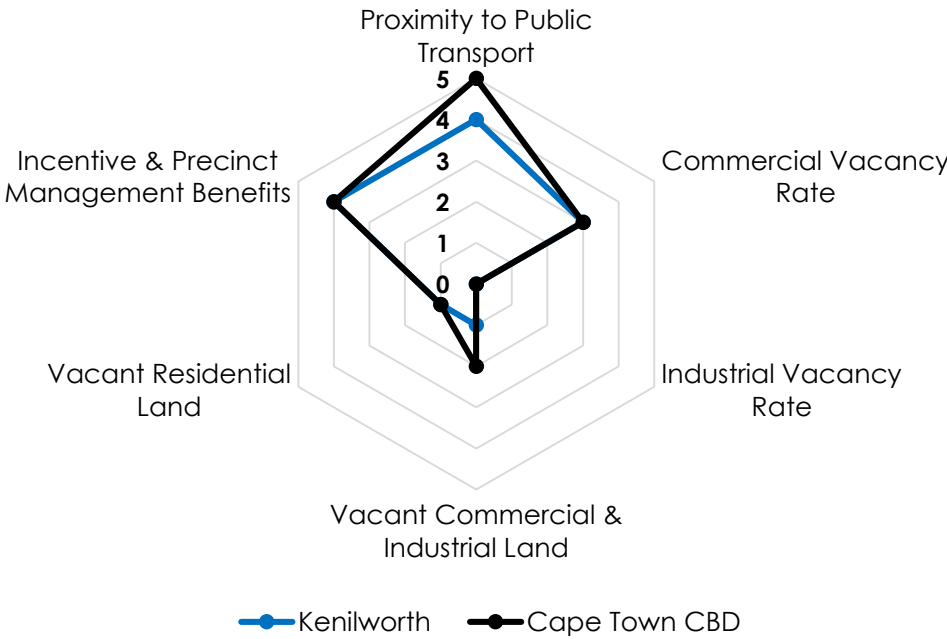
PERFORMANCE & POTENTIAL

The scores provided below summarise the detailed information presented throughout this profile. The method used to calculate Performance and Potential is based on several measurable individual indicators. The **scoring system ranges from 0 to 5, where 0 indicates low performance or potential and 5 indicates high performance or potential**. This profile compares either to Cape Town CBD (Commercial) or Montague Gardens (Industrial), depending on the classification of the economic area, as these two areas have attracted the most new floor area between 2012 and 2022 within their respective classifications.

PERFORMANCE



POTENTIAL



Indicator		Description
Performance	Land Use Growth	Measures the growth of new floor area (m²) from 2012 to 2022 within an economic area, compared to other economic areas of similar classification. More growth indicates better performance. Source: General Valuation Roll.
	Job Growth	Measures the percentage change in jobs within an economic area from 2014 to 2023, comparing this data against other economic areas of similar classification. A higher job prevalence indicates better performance. Source: SARS as of May 2024.
	Building Work	Measures building work activity (new and improved m²) within an economic area from 2012 to 2022, compared to other economic areas of similar classification. Increased building work activity indicates better performance. Source: City's DAMS.
	Vacancy Rate	Measures the average vacancy rates for the commercial and industrial sectors as of 2022, compared to other economic areas of similar classification. Lower vacancy rates indicate better performance. Source: City's Market Reports.
	Capitalisation Rate	Measures the percentage change in capitalisation rates for the commercial and industrial sectors during the years 2012, 2015, 2018, and 2022, comparing them to other economic areas of similar classification. A lower average percentage change between these periods indicates greater maturity and consequently, higher performance. Source: City's Market Reports.
Potential	Proximity to Public Transport	Assess the accessibility of various public transport modes near an economic area. Greater access to multiple transport modes indicates higher potential. Source: City's UPD, spatial analysis.
	Vacant Land	Assess the availability of vacant land in the commercial, industrial and residential sectors. A higher amount of vacant land across these three sectors as of 2022 indicates greater potential. Source: General Valuation Roll.
	Vacancy Rate	Measures the average vacancy rates for the commercial and industrial sectors as of 2022, compared to other economic areas of similar classification. Higher vacancy rates indicate greater potential. Source: City's Market Reports.
	Incentive & Precinct Management Benefits	Evaluate the spatial overlap, whether partial or complete, of incentive areas and established precinct management tools within each economic area. A greater degree of overlap suggests increased potential. Source: City's UPD, spatial analysis.

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