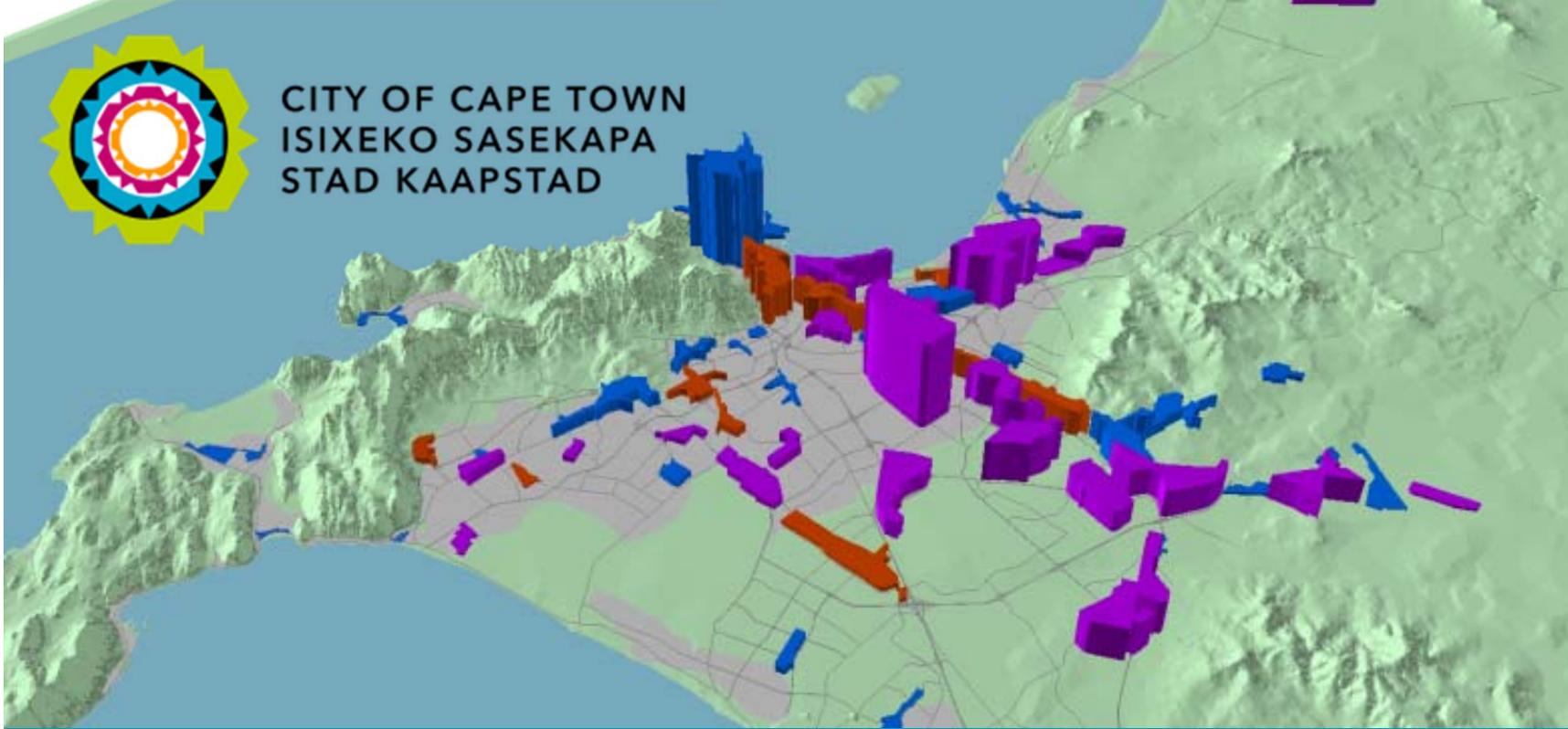




CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



Winner of the  
2014 National  
Planning Award



# Towards an evidence-led approach to local intervention

Introducing the  
Economic Areas Management Programme

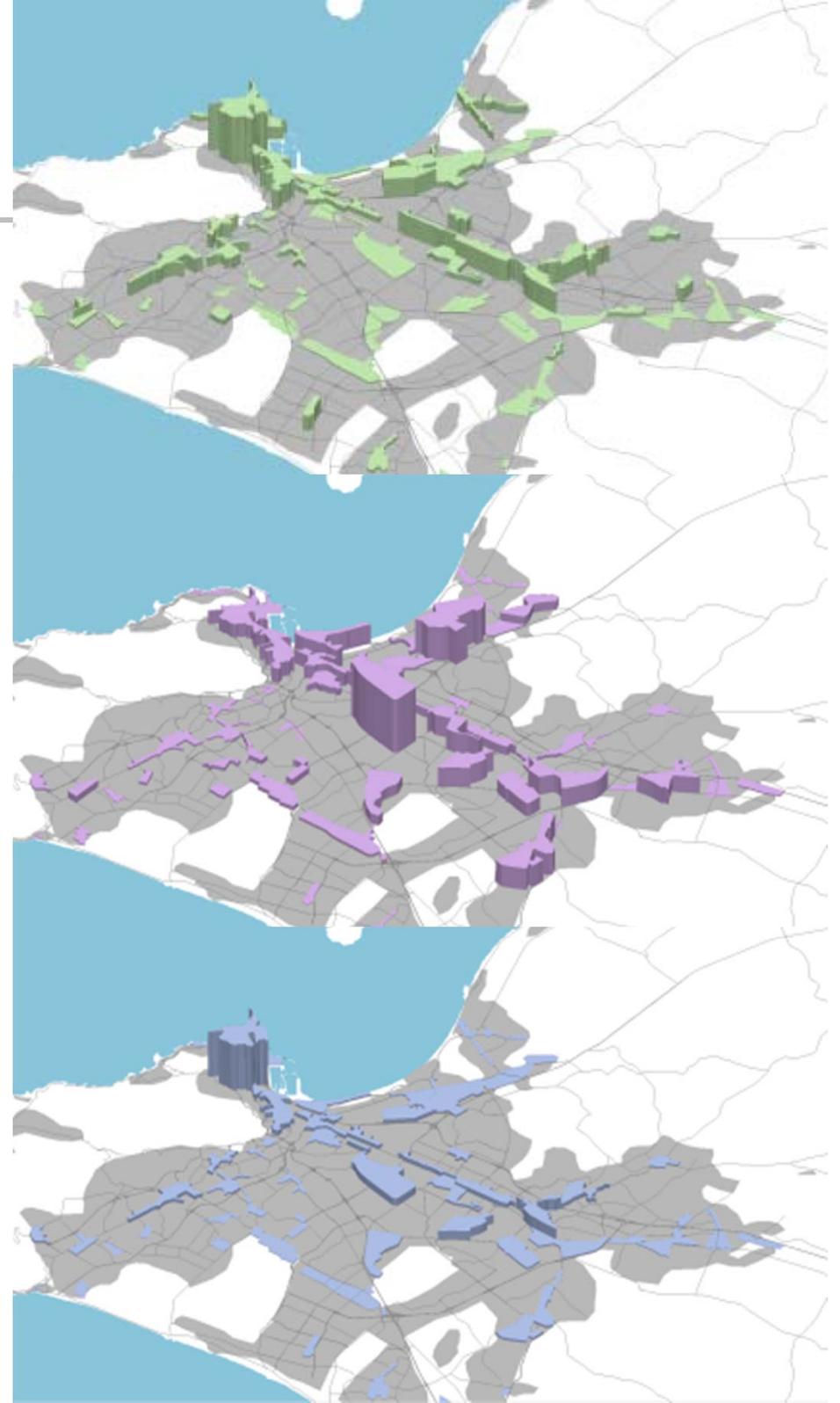
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2015

Making progress possible. **Together.**

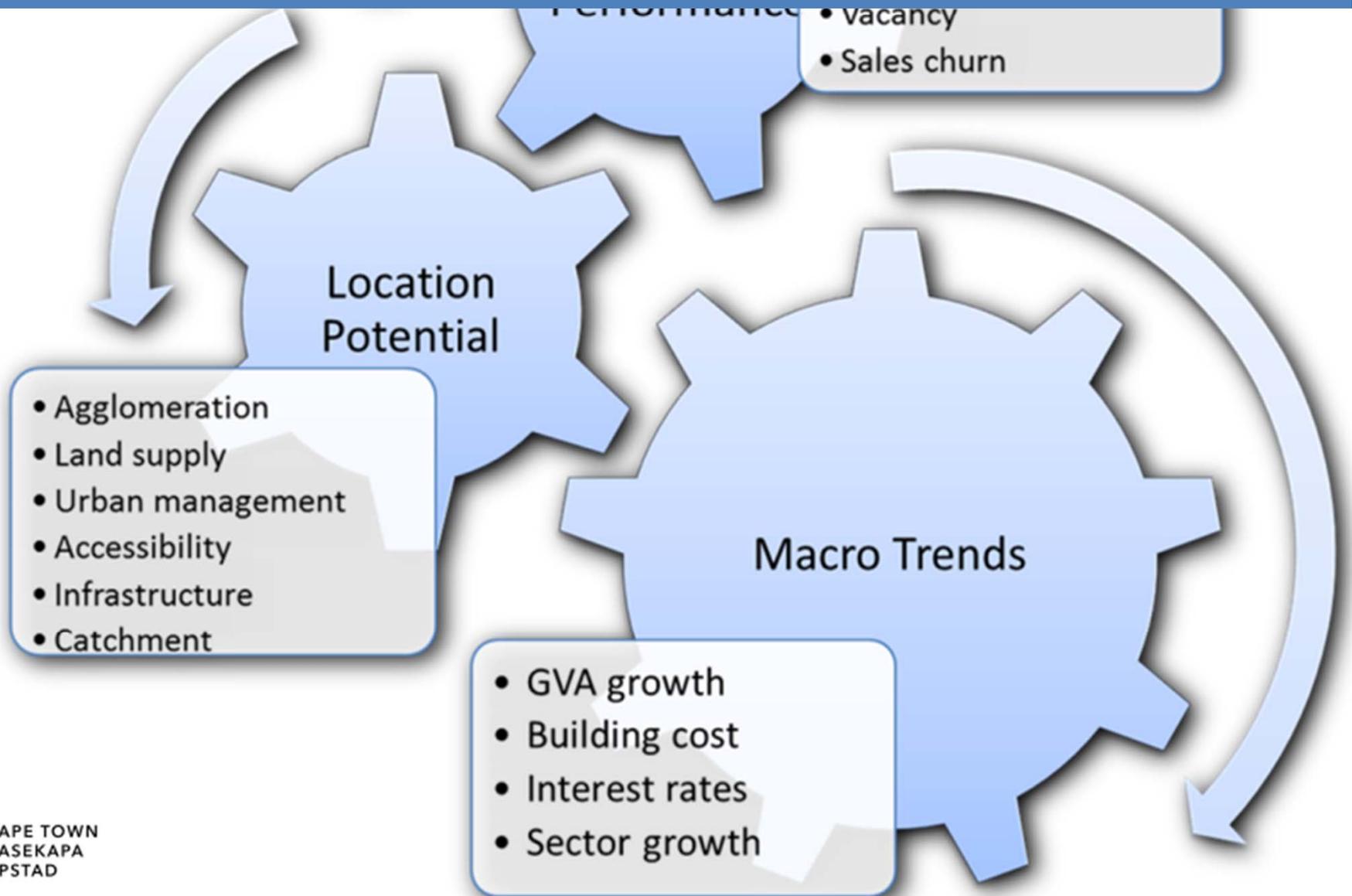
# What is ECAMP?

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- Harnesses massive amounts of **spatial data** being generated as by-product of automated and integrated administrative processes
- Ongoing tracking of over sixty business precincts tracked across the Cape, using over seventy indicators of **market performance** and **location potential**



# 70+ expert-verified indicators



# 70+ business districts



0 2.5 5 10 15 20 Kilometers

Business precincts

Dominant use



# Track market performance



0 2.5 5 10 15 20 Kilometers

Market performance

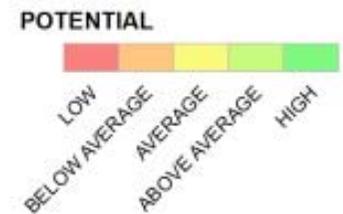
PERFORMANCE



# Identify long-term potential



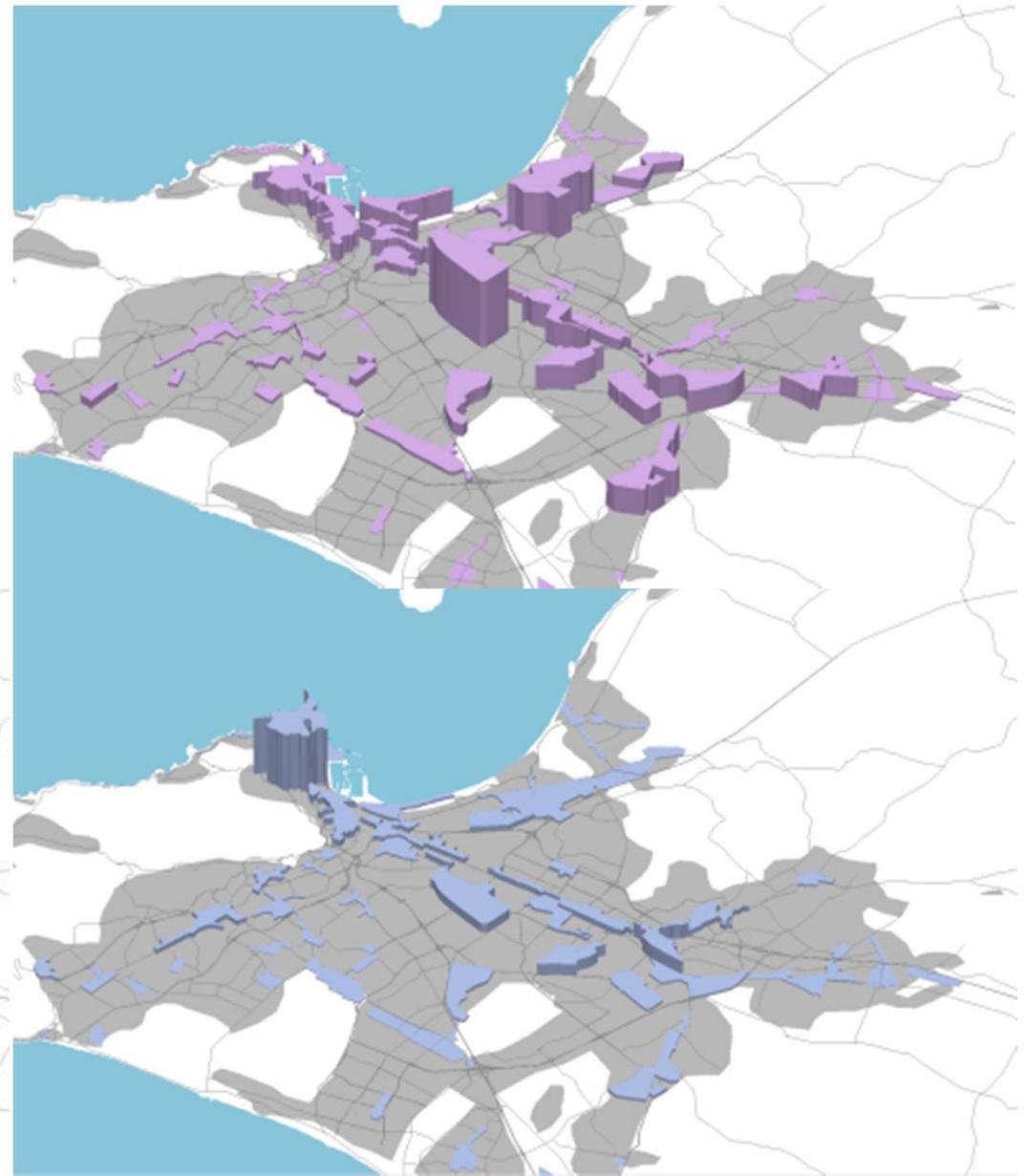
Location potential



# ECAMP as decision-making support tool

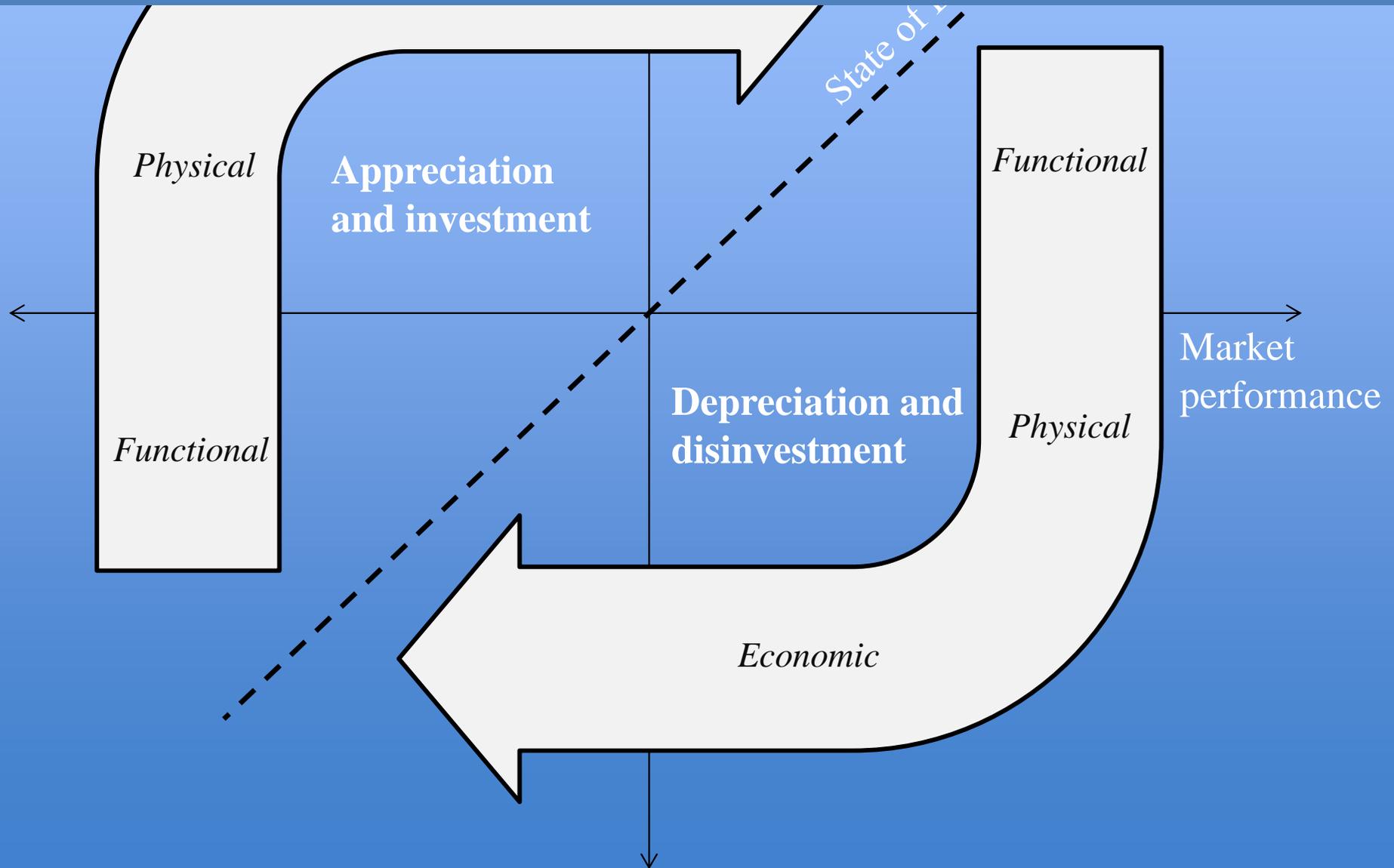
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- Enables evidence-led **spatial targeting and monitoring** of local interventions by local government



Location ↑

# Run diagnostic model

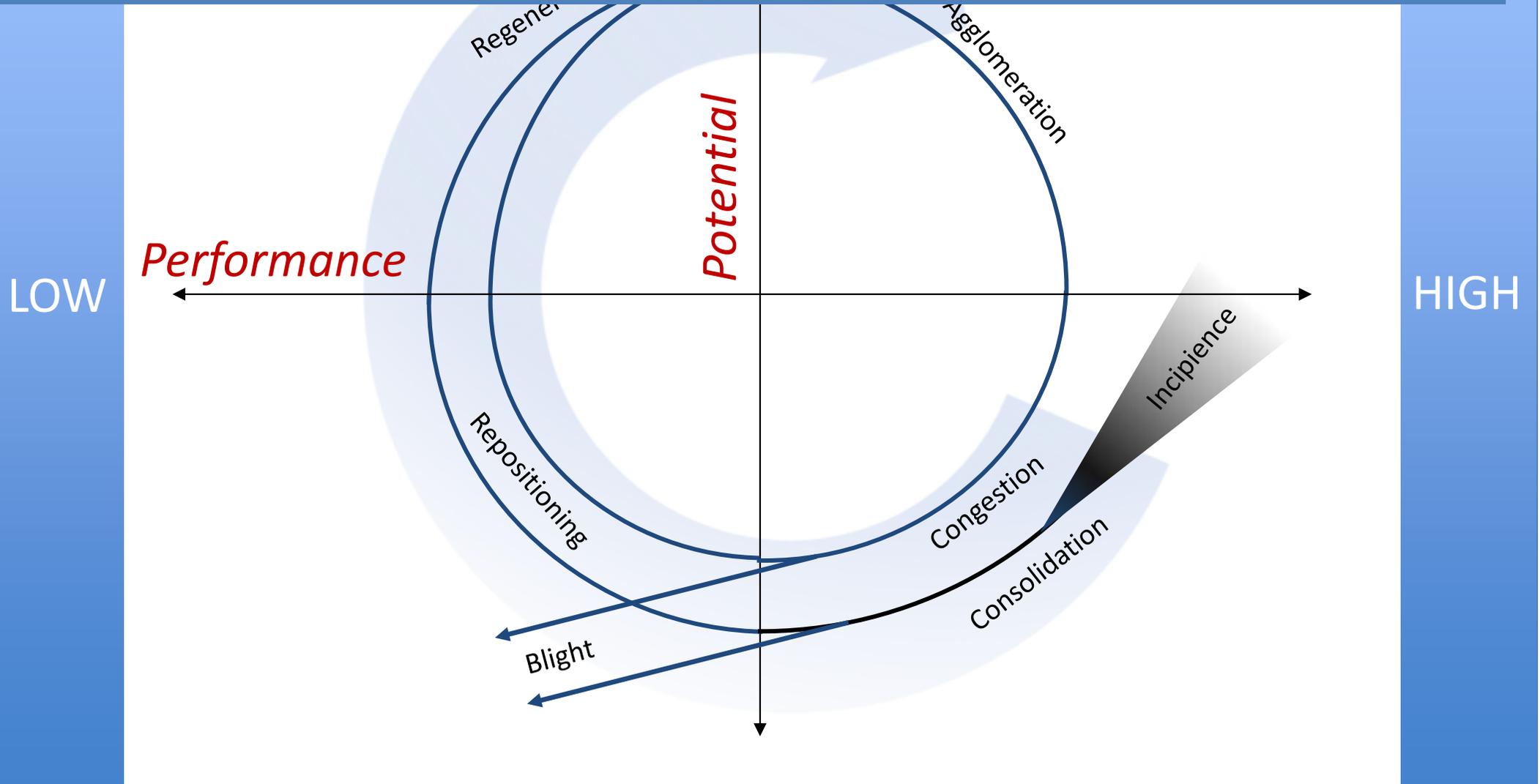


OPPORTUNITY

HIGH

GROWTH

# Run diagnostic model



LOW

HIGH

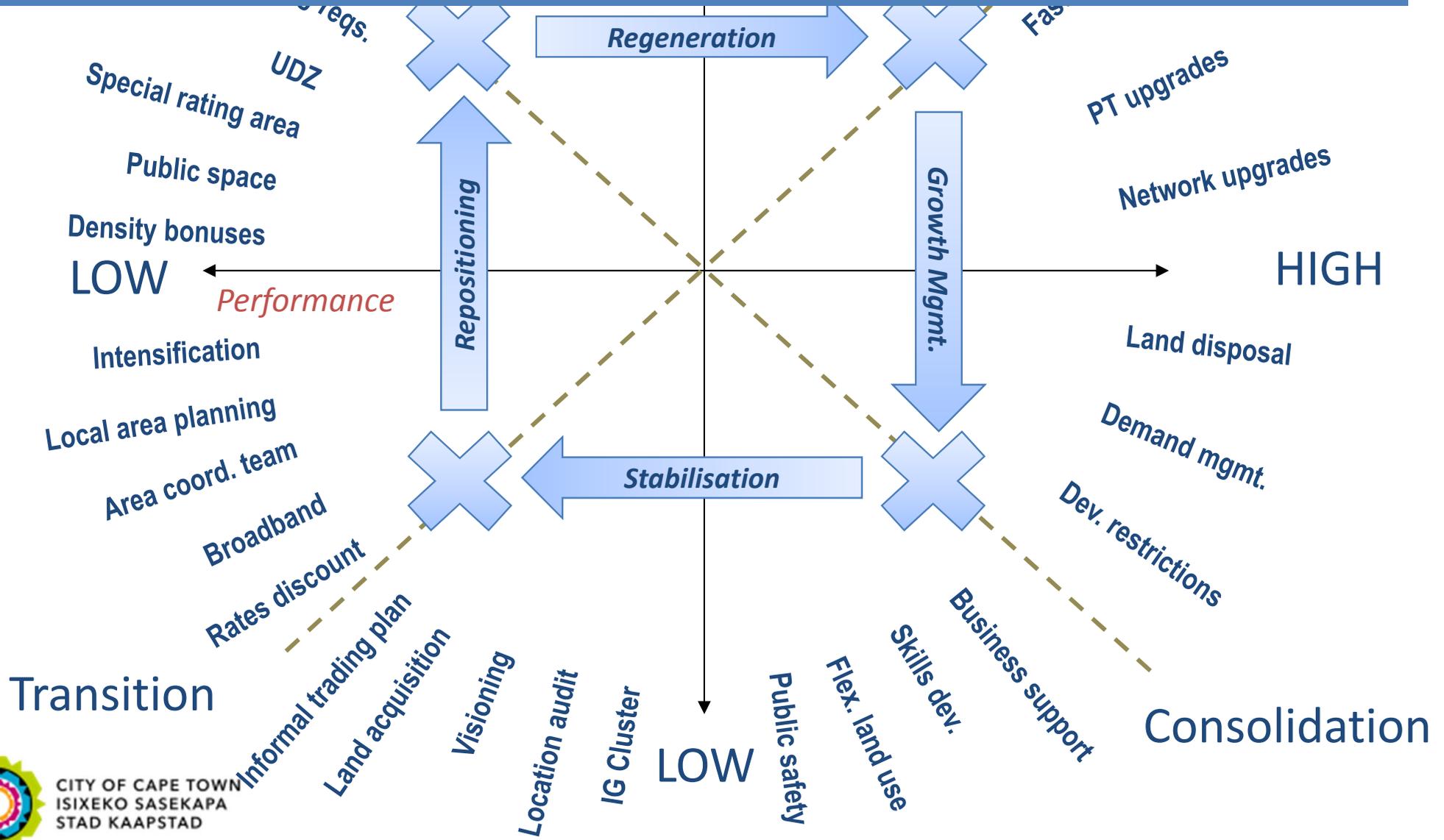
TRANSITION

LOW

CONSOLIDATION



# Guide area-based strategy





# The Art of Precinct Management: *A Municipal Guide*

Part of the Urban Network Support Guide



For any queries, input or discussion on this guide please contact:  
Douglas Cohen [Douglas.Cohen@treasury.gov.za](mailto:Douglas.Cohen@treasury.gov.za) (012) 395-6618  
For further information on the Neighbourhood Development Programme see:  
<http://ndp.treasury.gov.za>

Research and development of this Guideline was undertaken by: PDG  
Ubuze House, 70 Rosmead Ave, Kenilworth, 7702, Cape Town, South Africa  
See: [www.pdg.co.za](http://www.pdg.co.za)



Guide a

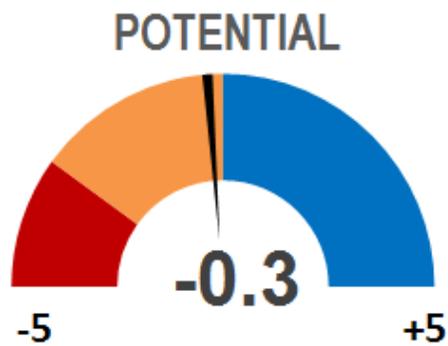


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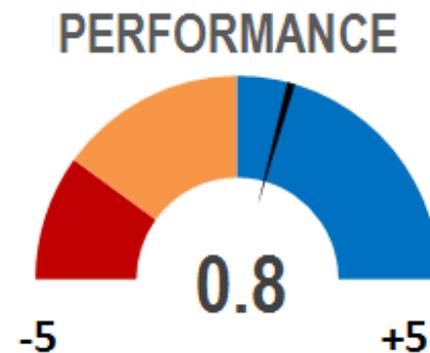


# ECAMP as business intelligence platform

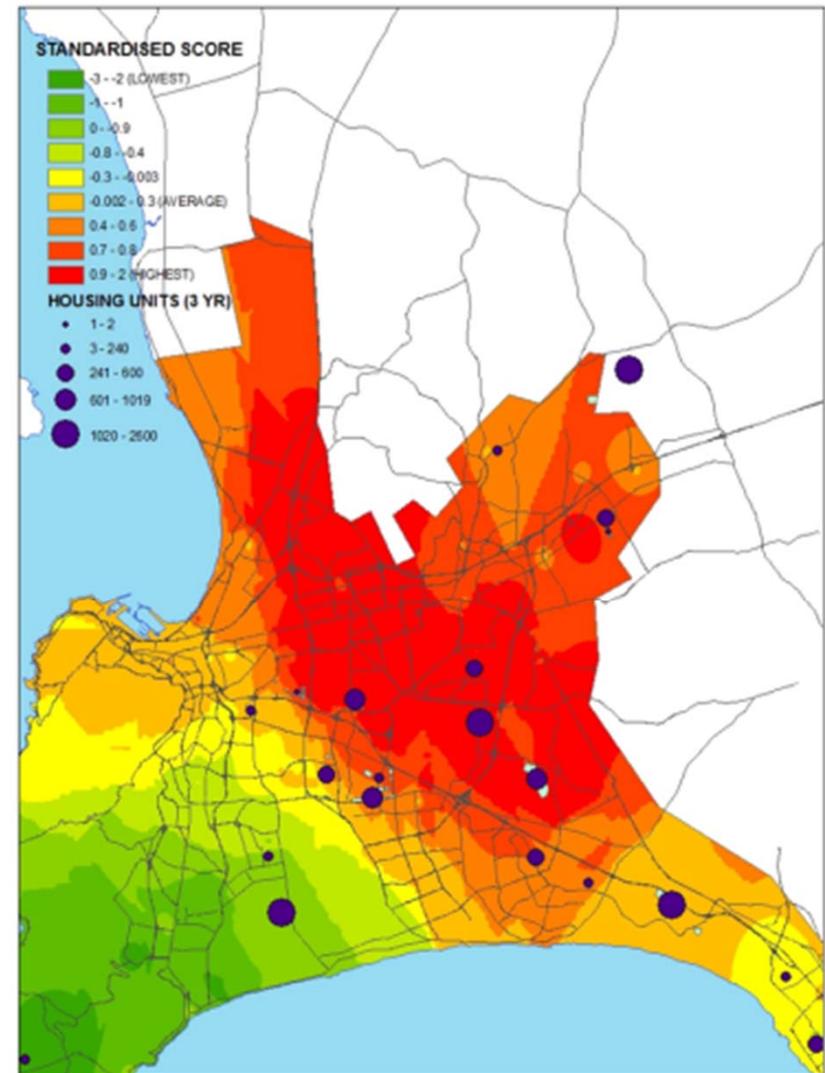
- Offers credible, comparative and fresh **market intelligence** to inform investment decisions



↑ 0.4 CHANGE SINCE  
DECEMBER 2013



↓ -0.4 CHANGE SINCE  
DECEMBER 2013

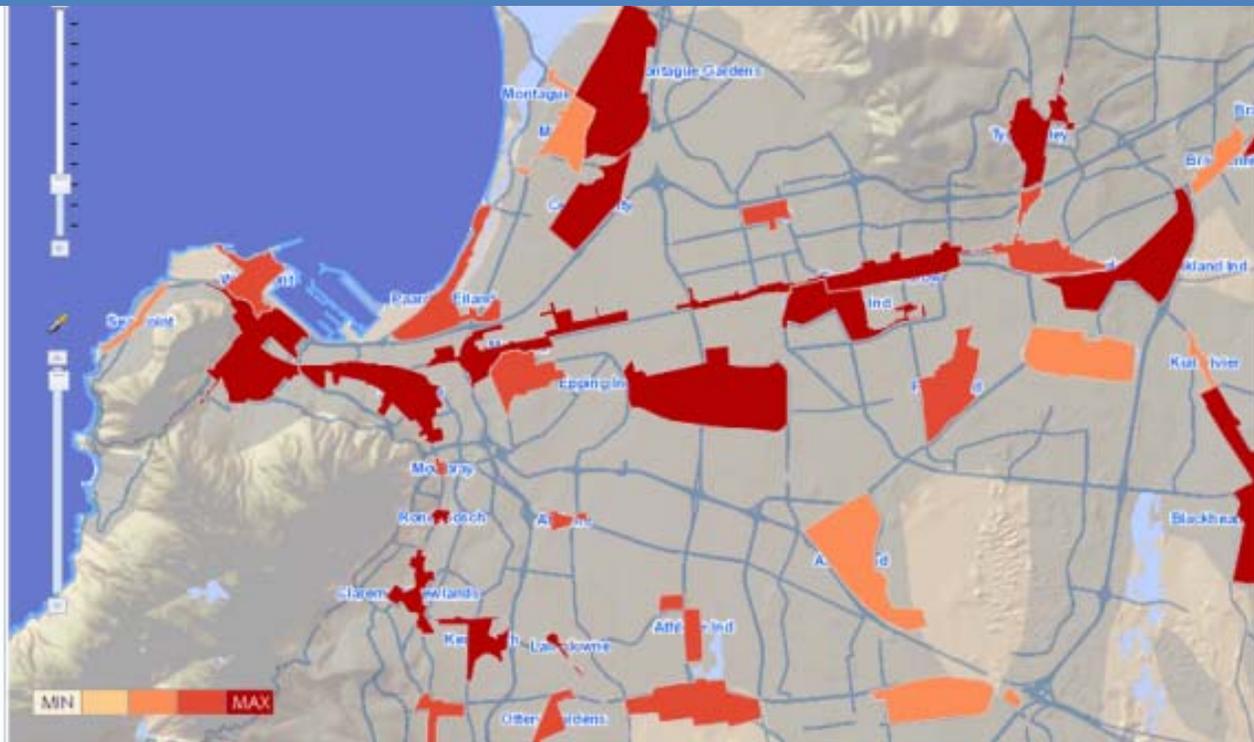


INDUSTRIAL POTENTIAL

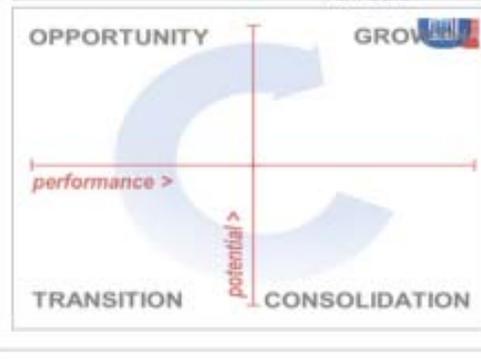
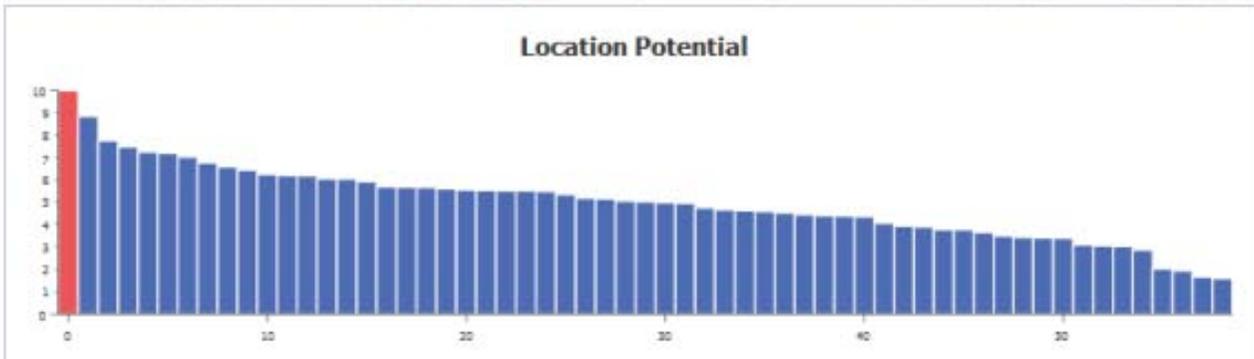


# Share data and engage

- Atlantis Ind
- Belville
- Blackheath/Kultrivier Ind
- Brackenfell
- Brackenfell Ind
- Capricorn Park
- CBD**
- Century City
- Claremont/Newlands
- Durbanville
- Elfindale
- Elsies River Ind
- Epping Ind
- Fish Hoek
- Goodwood/Parow
- Haut Bay
- Kenilworth
- Khayelitsha
- Killarney Gardens
- Kraaifontein
- Kraaifontein Ind
- Kultrivier
- Lansdowne
- Maitland
- Milnerton
- Mitchell's Plain
- Mountain View



Download area profile





CITY OF CAPE TOWN

Character

Phase



SUB-INDICATORS

VALUE

+/-

# Up-to-date area profiles

**MARKET PERFORMAN**

Category	Indicator	Value	Rating
Vacancy	Street-front retail rental (100m2 MAX)	R 75	LOW
	Shopping centre retail rental (R/m2)		
	Flat rentals (3br. detached without parking)	R 3 000	MODERATE
	Flat rentals (submarket 2-bed w/o parking)	R 4 917	LOW
	Industrial vacancy (Index)	2.5	LOW
	Office vacancy (All Grades, %)		
Building	New industries, m2 (2009-13)	2 842	VERY LOW
	New offices, m2 (2009-13)	18 429	HIGH
	New shopping, m2 (2009-13)	1 530	MODERATE
	Subm. for new industries, m2 (2012-13)	0	VERY LOW
	Subm. for new offices, m2 (2012-13)	0	VERY LOW
	Subm. for new shopping, m2 (2012-13)	0	VERY LOW
	Completed redevelopment, m2 (2009-13)	18 959	VERY HIGH
	Subm. for redevelopment, m2 (2012-13)	12 498	VERY HIGH
Sales	Property churn (excl. single dwelling res.) (2009-8)	18%	LOW
	Property churn (excl. single dwelling res.) (2009-12)	9%	LOW
	Industrial vacant land sales, R value (2009-12)	R 13 250 800	MODERATE
	Industrial vacant land sales, count (2009-12)	3	LOW

**COMPOSITE PERFORMANCE (-5 to +5)** **0.1** **TENTATIVE**

**PERFORMANCE** 0.1 (since 2013)

**DIAGNOSTIC**

**LEGEND**

- Composite
- Retail
- Office
- Industrial

**OPPORTUNITY** **GROWTH** **TRANSITION** **CONSOLIDATION**

**Performance** **Potential**

*equilibrium*

**LOCATION POTENTIAL**

Category	Indicator	Value	Rating
Room for Growth	Mean value of improved commercial properties	R 8 477 488	MODERATE
	Count of improved commercial parcels	481	MULTIPLICITY
	Count of improved industrial parcels	143	MANY
	Office work places (est.)	8 252	MULTIPLICITY
	Retail work places (est.)	8 293	MULTIPLICITY
	Industrial work places (est.)	8 224	MODERATE
Access	Mean size of improved industrial property	2 888	SMALL
	Mean size of improved commercial property	1 727	MODERATE
	Future industrial bulk, m2 (2012-2032)	12 713	BELOW AVERAGE
	Future office bulk, m2 (2012-2032)	4 881	AVERAGE
	Vacant industrial land, R/m2	R 2 000	VERY EXPENSIVE
	Vacant industrial land as % of total	2.7%	CONSTRAINED
Infrastructure	Extent of vacant industrial land, m2	18 715	CONSTRAINED
	Distance to regional market nodes	25	WELL-LOCATED
	Distance to freight corridors, gateways	23	VERY WELL-LOCATED
	Congestion index	17	MODERATE
	Public transport level-of-service (Index)	9	VERY HIGH
	Public transport connectivity (Index)	8	VERY HIGH
Security	Electricity (Index)	1	LOW RISK
	Water reticulation (Index)	2	HIGH RISK
	Waste water treatment capacity (Index)	2	MODERATE RISK
	Stormwater (Index)	2	HIGH RISK
Skm Catchment	Stormwater (incl flood risk/res rise) (Index)	1	LOW RISK
	Business burglaries	41%	UNSAFE
	Business robberies	4%	MODERATE
	Workers with tertiary education (2011)	84 337	VERY HIGH
COMPOSITE POTENTIAL (-5 to +5)	Postgraduates (2011)	18 044	VERY HIGH
	Morning commuter arrivals (all modes)	84 809	VERY HIGH
	Future demand for retail, m2 (2012-32)	8 442	HIGH
	Per capita monthly disposable income (2011)	R 3 870	LOW
	Aggregate annual disposable income (2011)	R 24 755 287 885	HIGH
	<b>COMPOSITE POTENTIAL (-5 to +5)</b>	<b>1.1</b>	<b>TENTATIVE</b>

**POTENTIAL** 1.1 (since 2013)

**WORK SPACE**

- HEAVY INDUSTRIAL
- LIGHT INDUSTRIAL
- WAREHOUSING
- SHOPPING CENTRES
- STREET RETAIL
- OFFICE

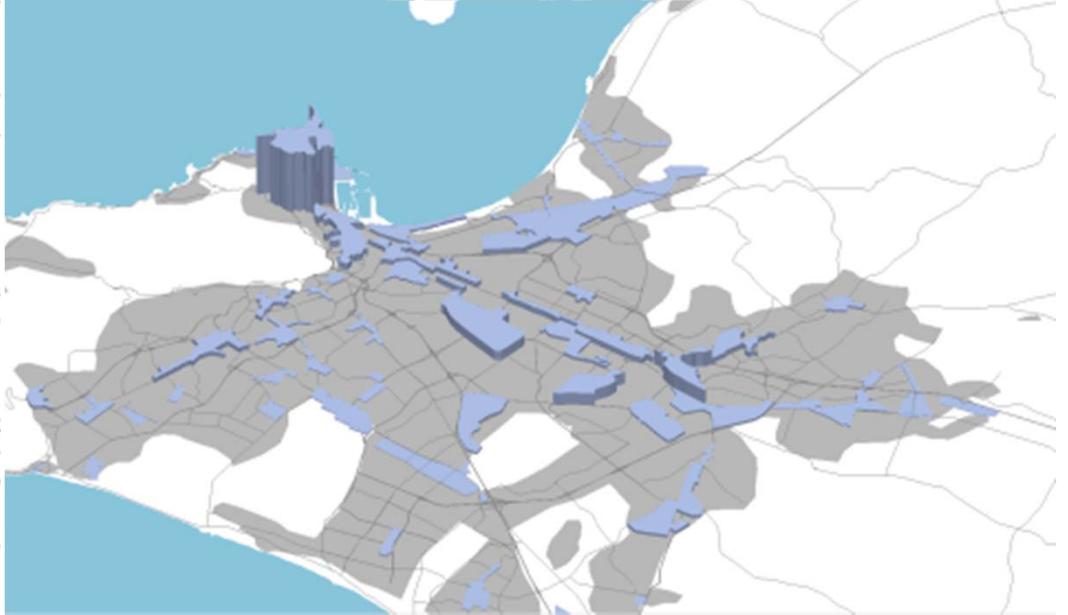
**PERFORMANCE BY USE**

**PERFORMANCE BY USE**

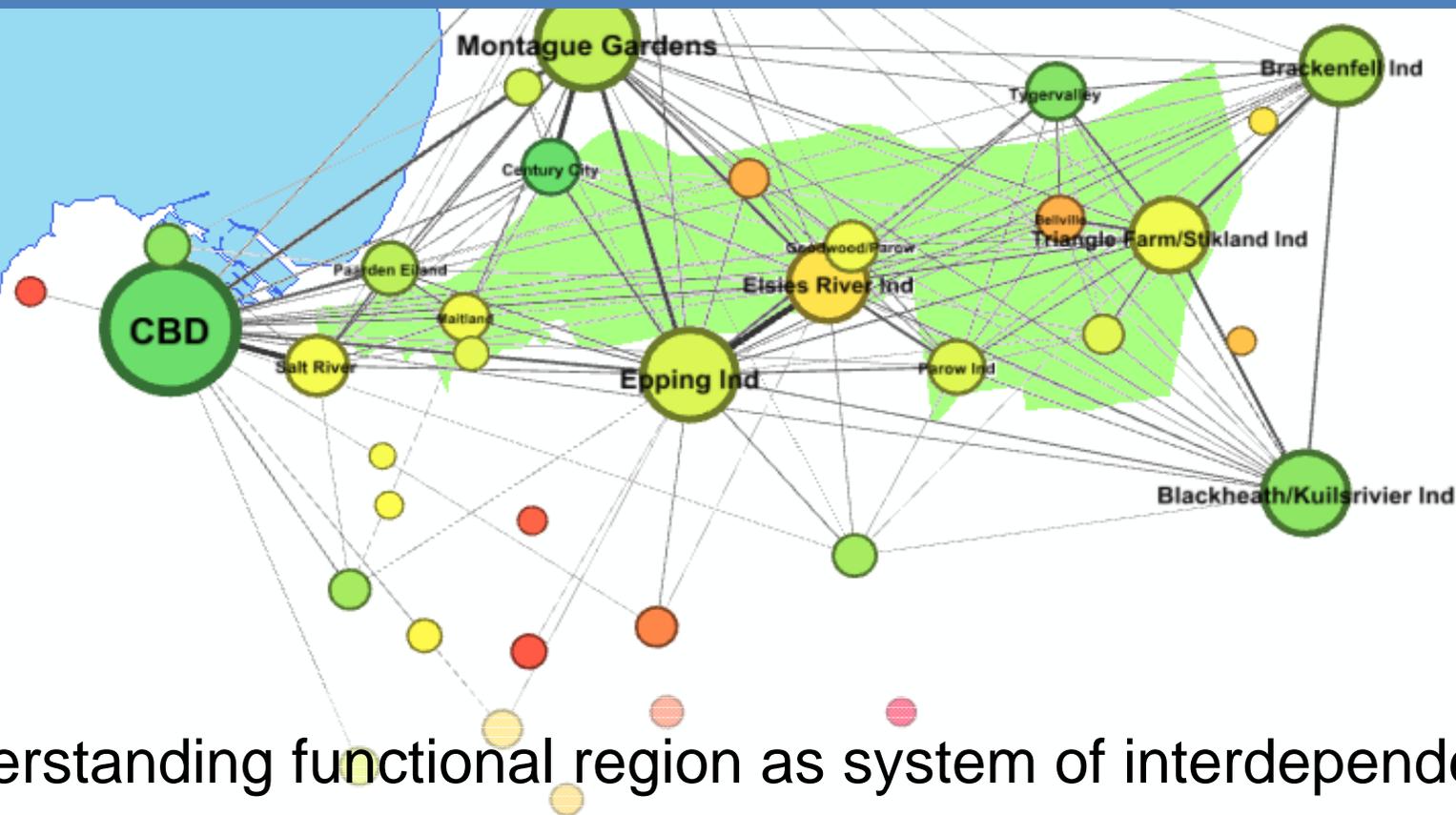
# ECAMP as innovation space

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- Exploratory data analysis
- Collaborative mapping
- Network analysis
- Serious gaming



# Explore new frontiers!



- Understanding functional region as system of interdependent nodes
- Enhanced understanding of spatial investment behaviour
- Insight into 'deep structure'

# Interactive decision modelling



That's me!



	Salt River	Maitland	Epping	Elsie's River	Parow	Athlone	Lansdowne	Ottery	Retreat	Capricorn Park	Philippi East	Airport	Parow	Sack's Circle	Triangle Farm	Blackheath	Kraaitoorn							
✂	70	70	70	70	70	70	75	80	85	85	90	75	80	85	95	80	75	80	85	90				
🏭	1	1	3	3	3	3	1	1	3	3	1	1	1	1	-3	-5	1	5	5	3	1	-1	-3	-5
🏠	5	5	3	1	1	-1	-1	-1	-3	-3	-5	5	3	3	1	-5	1	-3	-5	-3	-3	-1	-3	-5
🚚	3	3	3	-1	-1	1	-1	-1	-3	-3	-5	3	3	3	1	-3	-1	-3	-3	-3	-1	1	3	3
🏢	5	5	3	1	-1	-3	-1	-1	-3	-3	-5	5	3	3	-1	-5	-1	-3	-3	-3	-3	-5	-5	-5
✈	-3	-1	3	3	3	1	3	3	1	1	-1	1	-1	-3	-5	-5	1	5	3	5	-1	-1	-5	-5

# Some feedback from local, global players

“A game changer”

- Cape Chamber of Commerce

“At last the metro spatial economy is emerging as a basis to determine interventions.”

- Economic Development Partnership

“Remarkable objective support, based on sophisticated modelling”

- Philippi Economic Development Initiative

“At the leading edge...without precedent, globally”

- World Bank



Thank You

Making progress possible. Together.