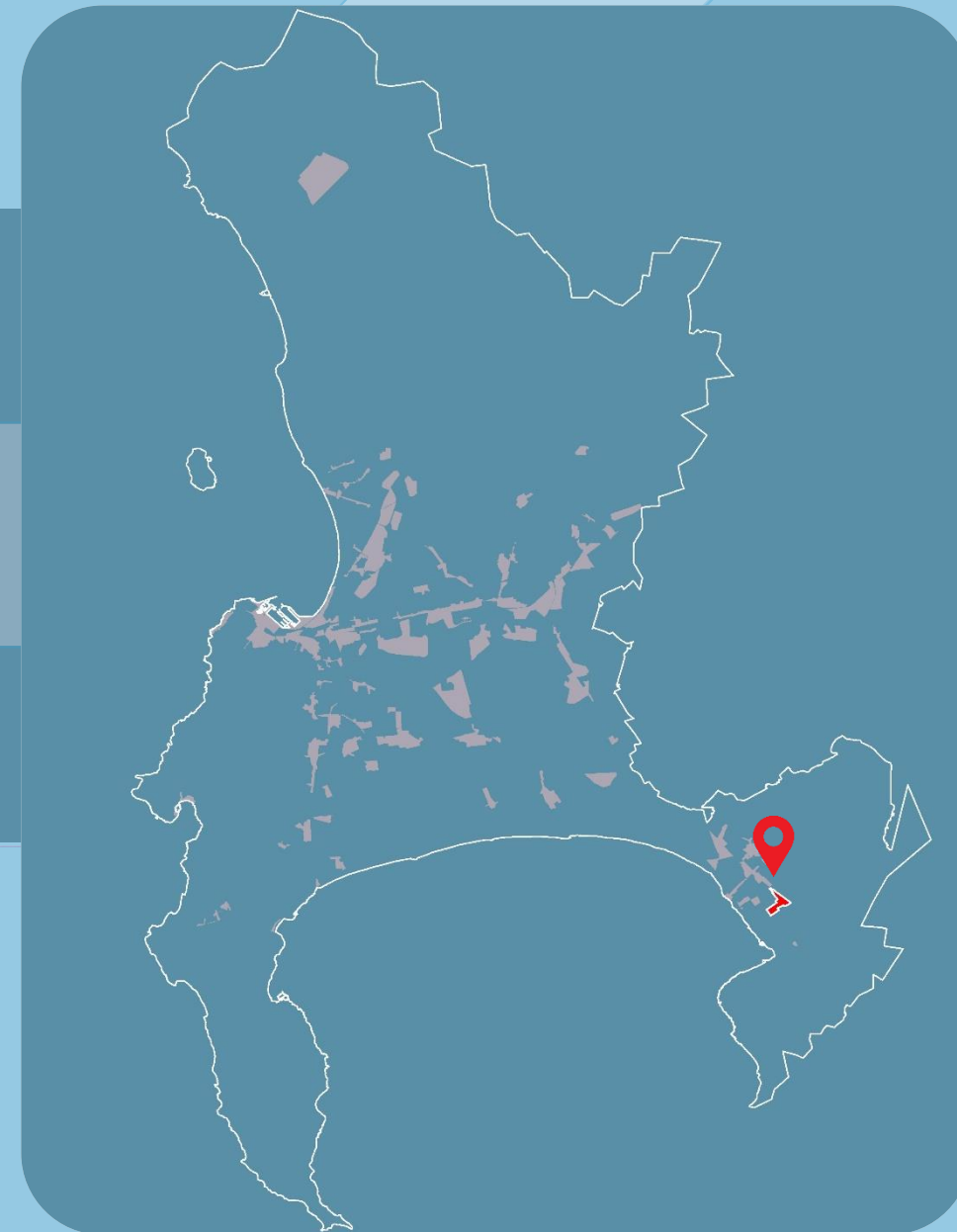


# BROADLANDS INDUSTRIAL ECONOMIC AREA PROFILE

TREND ANALYSIS 2012-2022



Image source: City of Cape Town



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

June 2025

Making progress possible. Together.

# ACKNOWLEDGEMENTS

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### 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](mailto:Future.CapeTown@capetown.gov.za).

## MICRO-ECONOMIC DEMAND & SUPPLY FACTORS

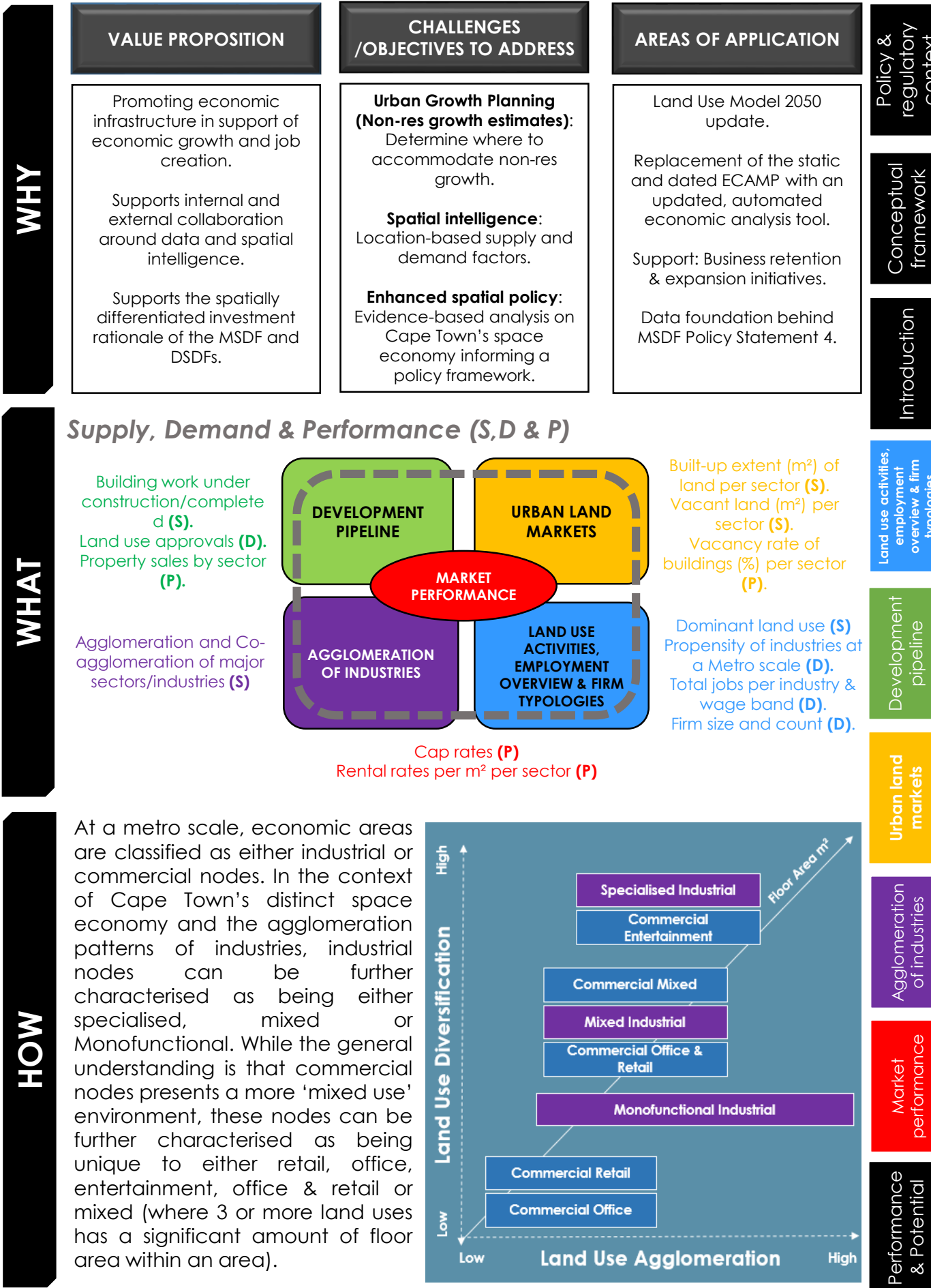
This profile examines a range of micro-economic indicators to highlight trends in supply and demand specific to the economic area. The indicators include:

- 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/m<sup>2</sup> by land use sector
- Jobs per industry

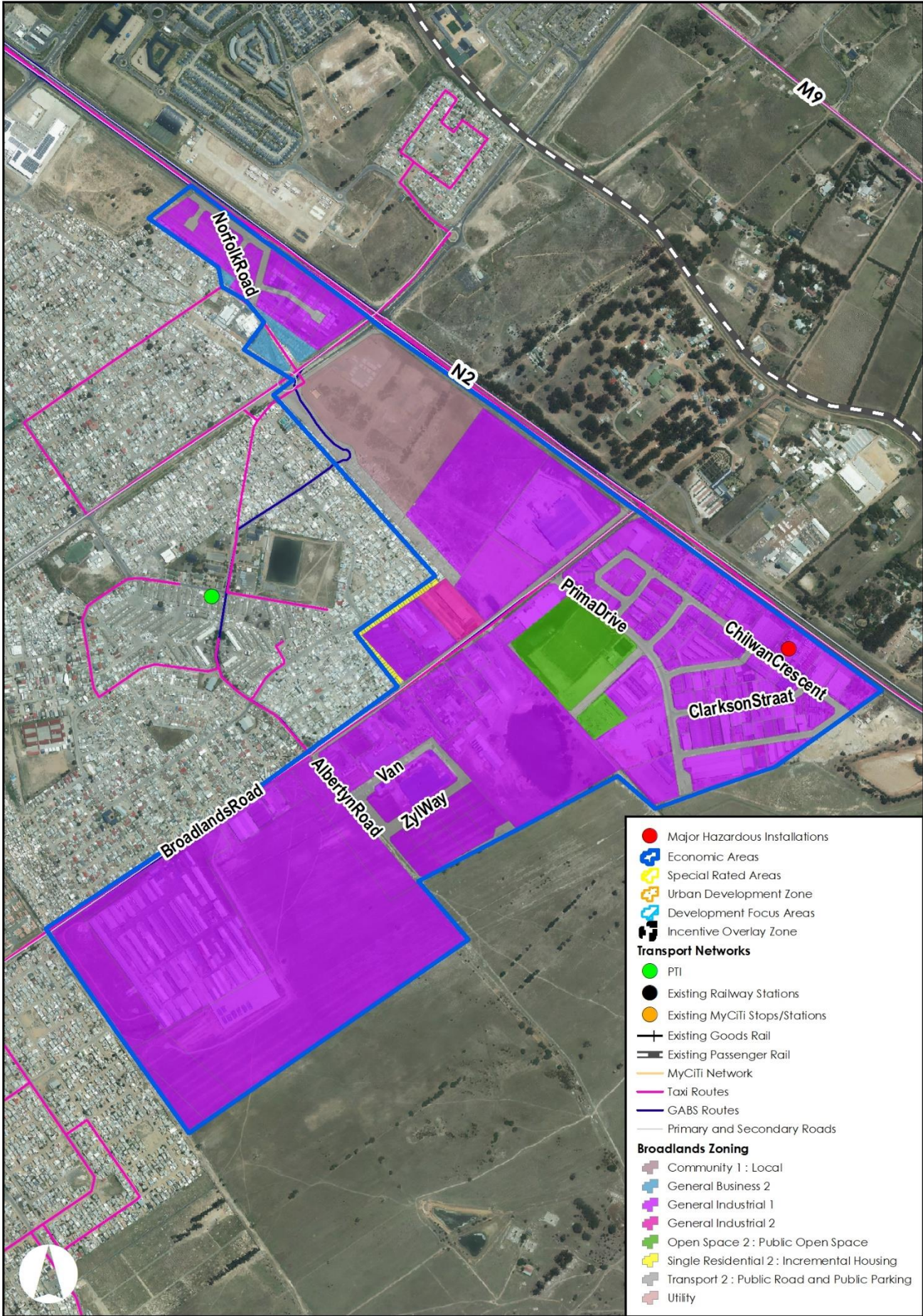
## MACRO-ECONOMIC REPORTS AND INDICATORS

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 \(MERO\)](#)







BROADLANDS

Location

- The area is approximately 50km southeast of Cape Town's Central Business District and the Port of Cape Town. Furthermore, it is located 37km from Cape Town International Airport.
- It is also situated off the N2 highway, providing easy access to Cape Town and surrounding areas.
- The area is mainly serviced by taxis.
- Access to a skilled workforce from surrounding areas, includes the broader Somerset West, Strand and Macassar areas.

Zoning, land use and form

- The area is predominantly zoned for industrial purposes.
- The area is mainly characterised by light and heavy industrial uses, which include manufacturing, warehousing, workshops and service industrial.
- The average land parcel sizes in the area range between 1,000 – 5,000m<sup>2</sup>, with several bigger blocks ranging between 10,000 and 25,000m<sup>2</sup>.

Spatial planning mechanisms

- None

Key highlights of the area include:

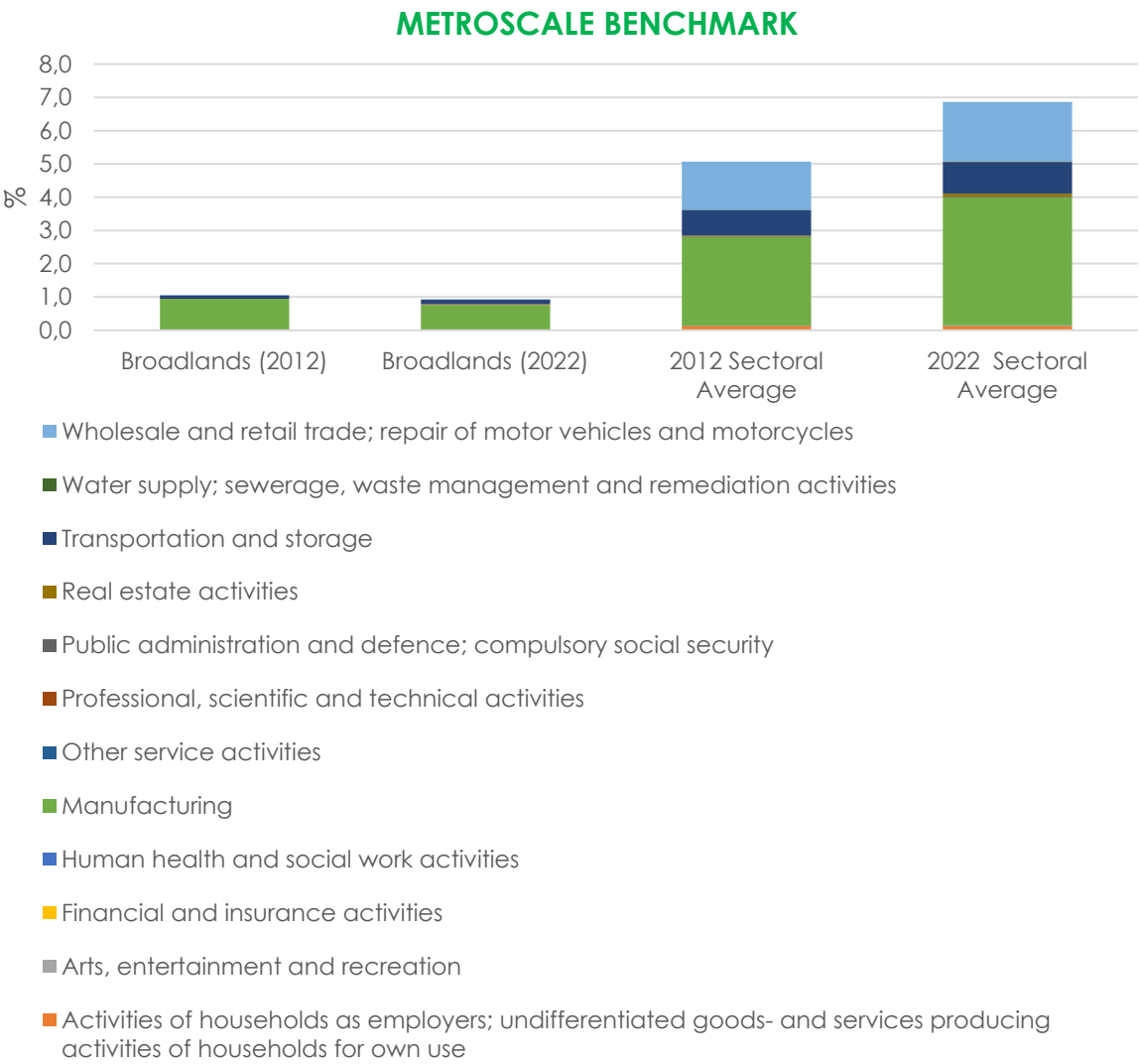
- The area started to establish itself from the late 1990s and developed into an industrial economic area.
- The area developed over time to support a wide range of businesses, with a mix of different sizes and types of operations that the area offers.



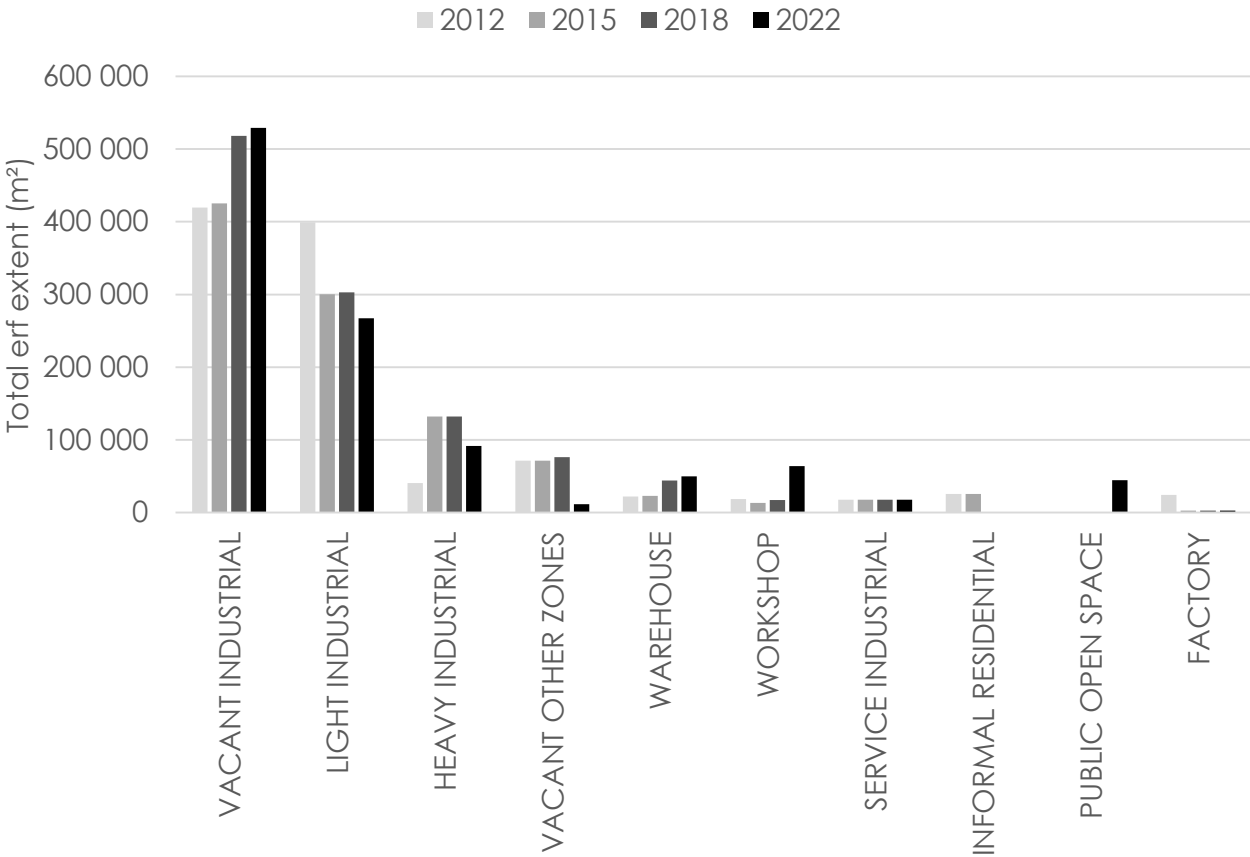
# LAND USE ACTIVITIES

A recent analysis involved converting land use codes from the General Valuation Roll (GV Roll) into Standard Industrial Classification (SIC) codes. This was done to determine the prevalence of industries operating in areas with similar characteristics.

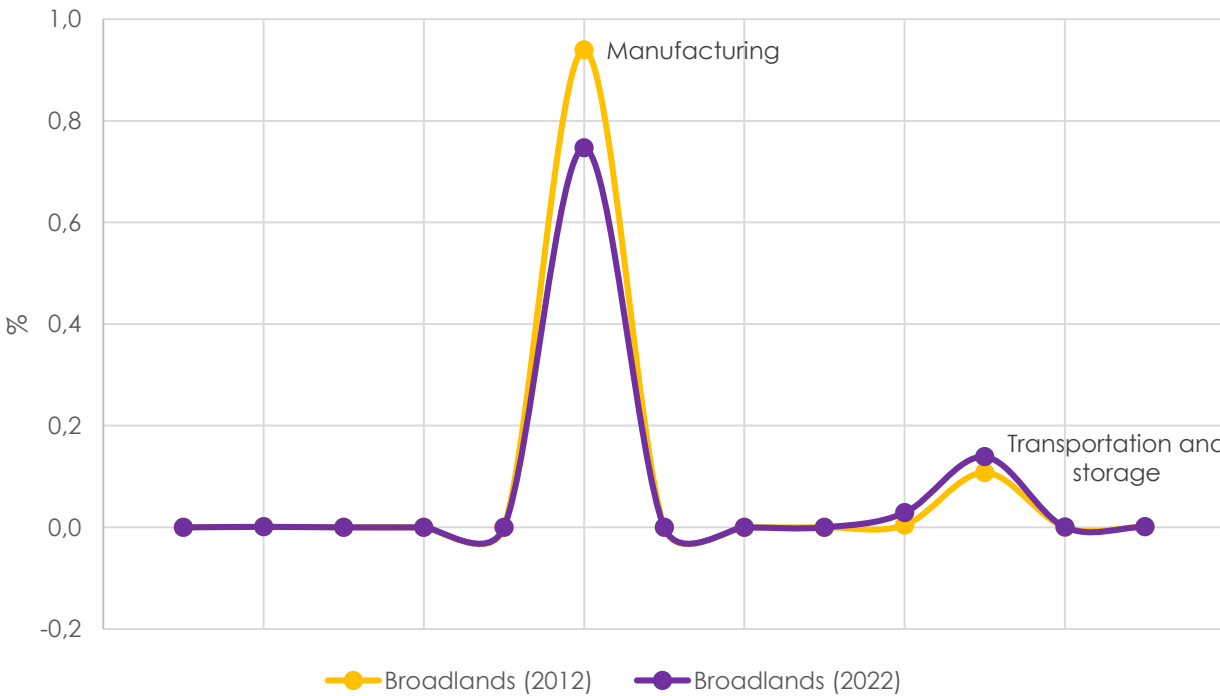
- Between 2012 and 2022, Broadlands was mainly characterised by a greater propensity for manufacturing and transport & storage, as indicated by the **Nodal Typology**. This typology highlights the industries with the largest floor area (m<sup>2</sup>) operating within the economic area.
- The **MetroScale Benchmarking** positions Broadlands as a significant contributor to manufacturing and transport & storage, which performs lower than the sectoral average when compared to other industrial areas across Cape Town.
- Additionally, the GV Roll supports the findings from the SIC data by showing the **dominant land use** over time. It details the cumulative floor area (m<sup>2</sup>) for light and heavy industrial, warehousing, workshops, service industrial and factories.



TOP 10 MOST DOMINANT LAND USES BETWEEN 2012 AND 2022



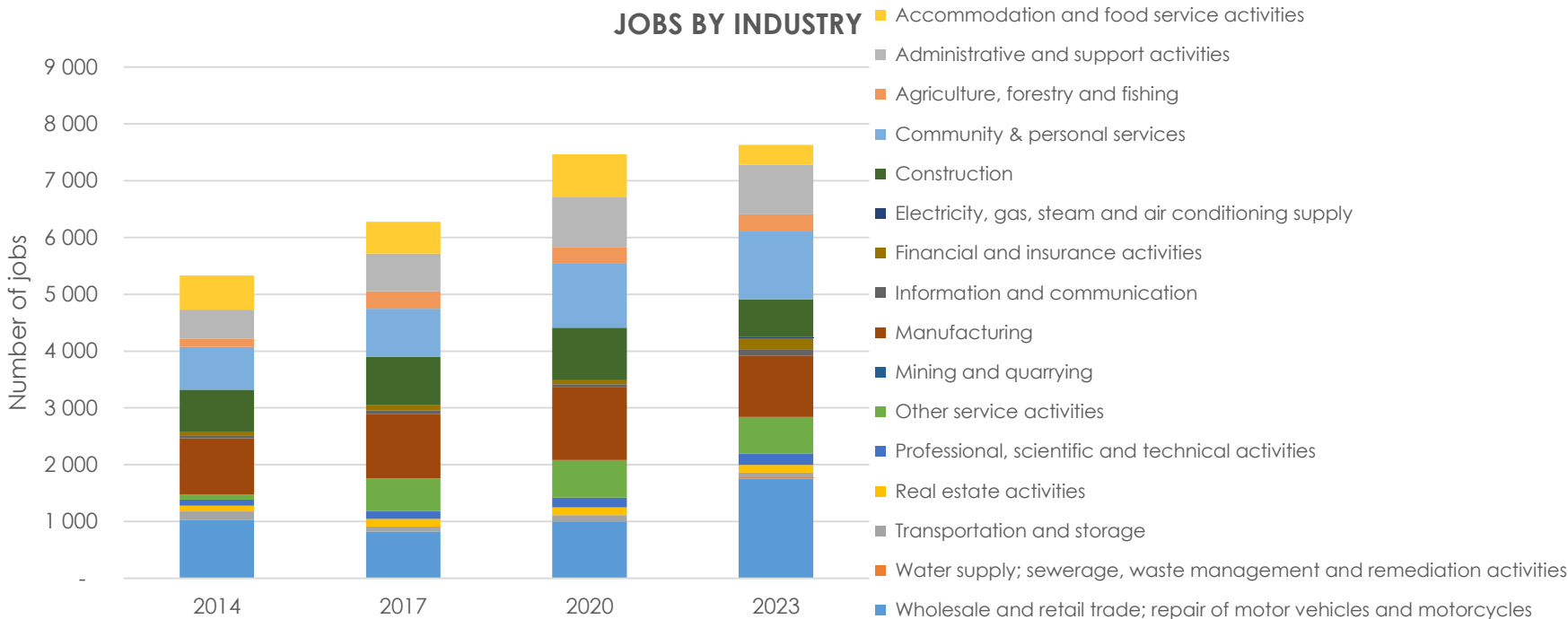
NODAL TYPOLOGY FOR 2012 AND 2022  
(Mono-functional Industrial)



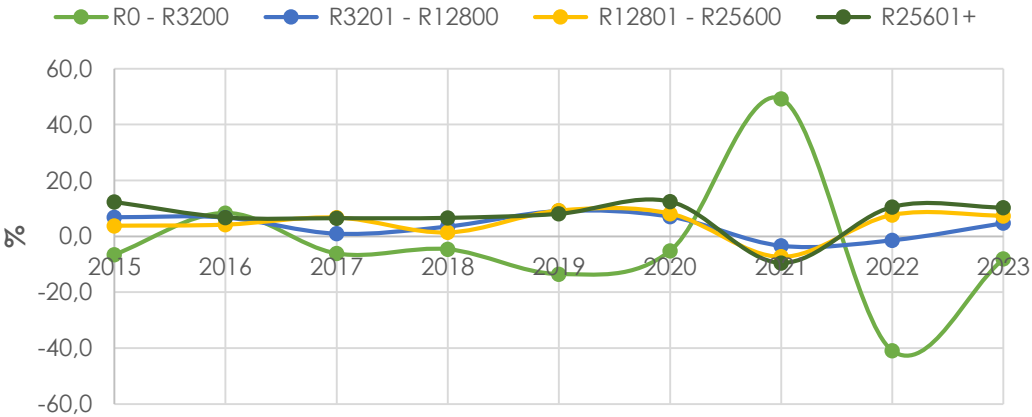
Source: 2012 – 2022 land use codes converted to SIC codes (May 2024 analysis)

# EMPLOYMENT OVERVIEW & FIRM TYPOLOGIES

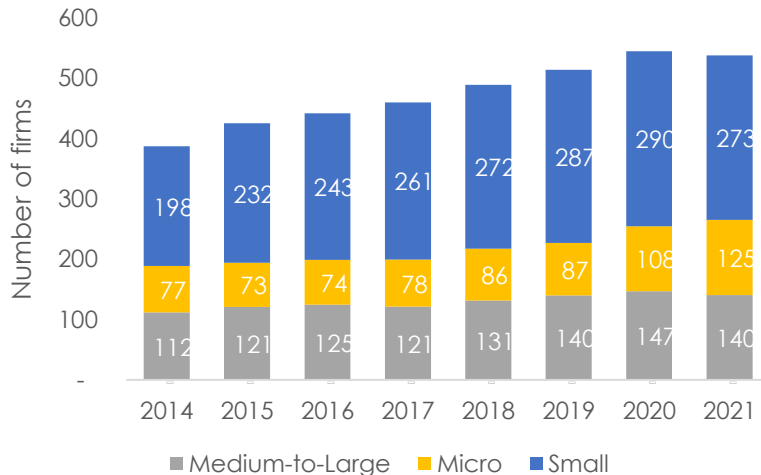
**JOBS BY INDUSTRY**



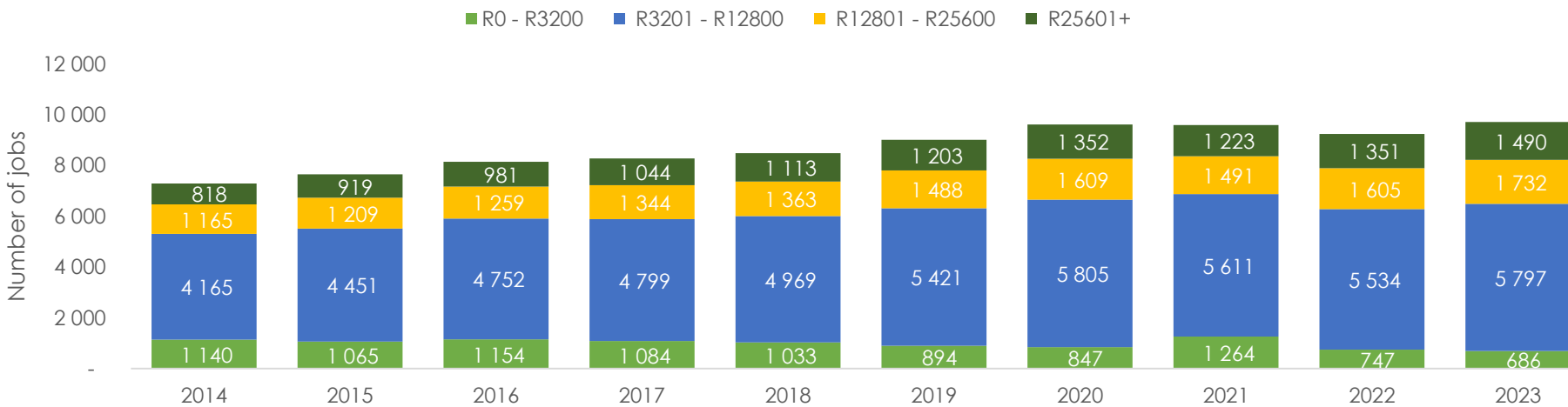
**YEAR ON YEAR % CHANGE OF FULL TIME EMPLOYMENT  
WITHIN EACH WAGE BAND**



**NUMBER OF FIRM TYPOLOGIES**



**FULL TIME EMPLOYMENT BY WAGEBAND**



## Jobs/Firms

The number of job opportunities in the Broadlands area gradually increased from 5,100 to 7,300 jobs between 2014 and 2023. Over time, most jobs have been equally concentrated across a mix of industries, namely, community & personal activities, manufacturing, construction, wholesale & retail, manufacturing, transport & storage and also administrative activities.

The total number of firms in the area increased from 400 to 550 between 2014 and 2021. While small firms make up the majority, there is also a significant presence of medium to large firms and 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 noteworthy amount of employees earning in the 2 upper income brackets.



**Spatial hexagons in which SARS data has been captured and overlaid with Broadland economic area.**

Policy & regulatory context

Conceptual framework

Introduction

Land use activities, employment overview & firm typologies

Development pipeline

Urban land markets

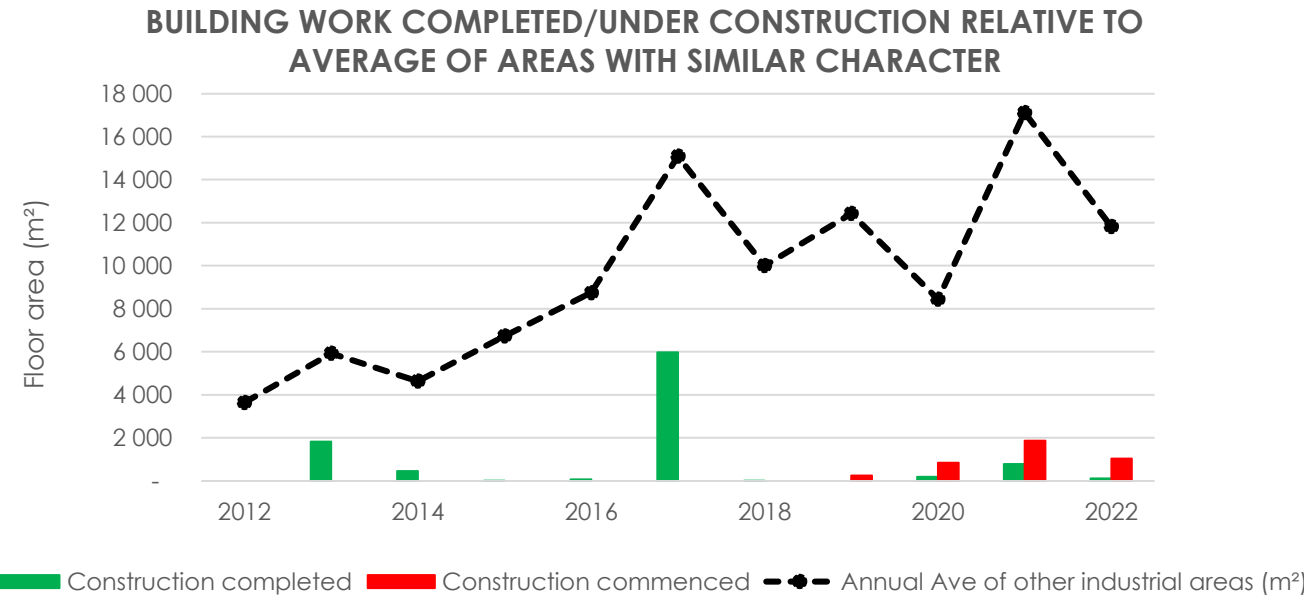
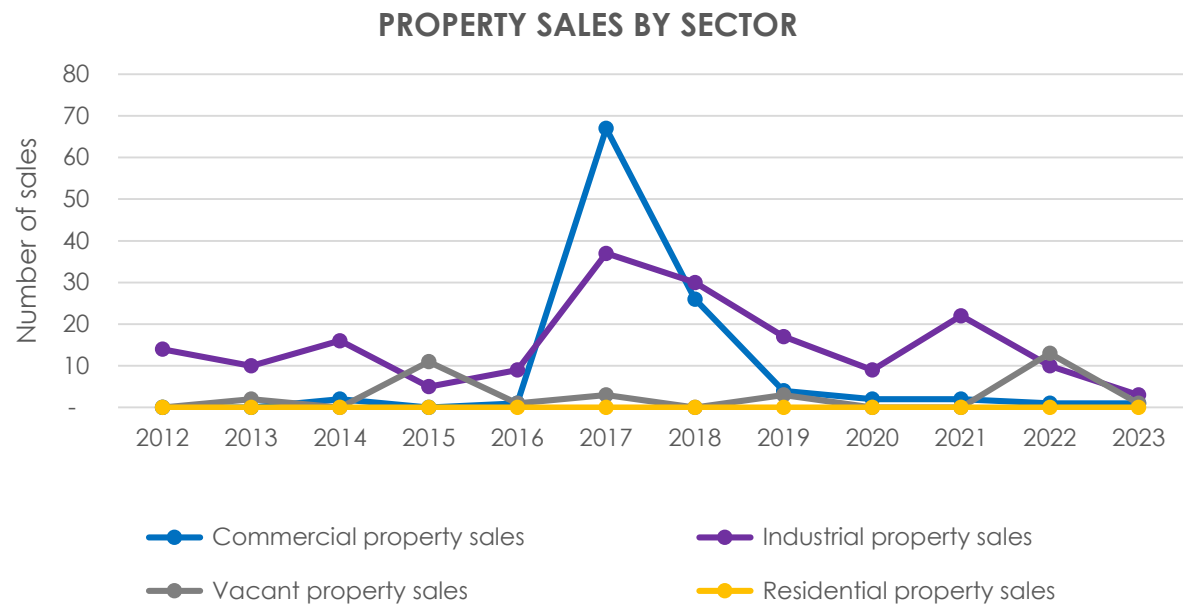
Agglomeration of industries

Market performance

Performance & Potential

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

# DEVELOPMENT PIPELINE

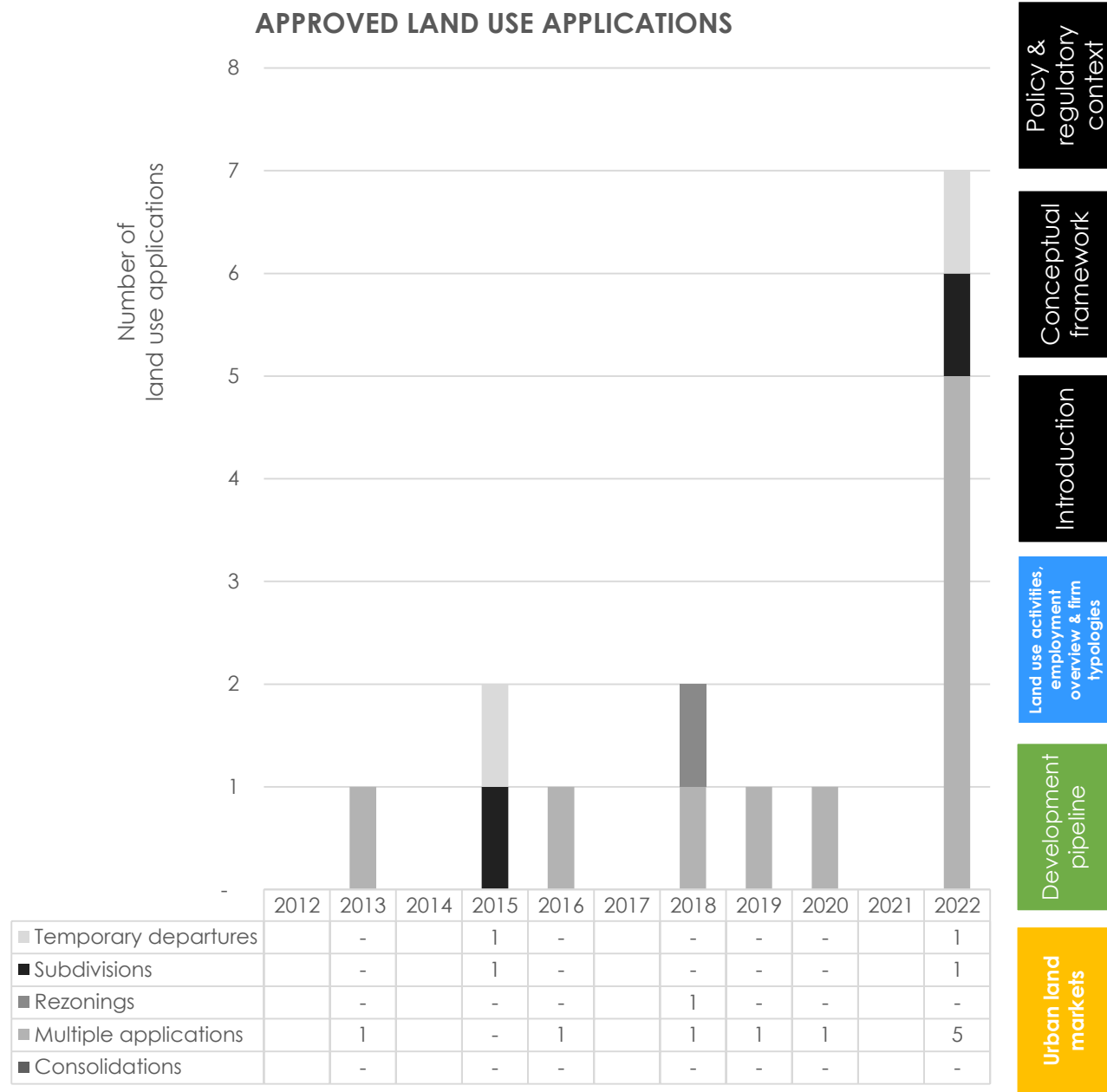


**Property Sales**  
Between 2012 and 2022, property sales for the industrial sector were notably higher compared to other sectors. However, while commercial property sales were low, there was a spike in 2017, which reflected sales higher than those of the industrial sector. Both residential and vacant land property sales were low throughout the past decade.

**Land Use Applications**  
Land use approvals granted during this period were fairly low, with the most significant spike in 2022. Most approvals were granted for multiple applications, indicating various sets of rights required to be in place, as multiple applications may include a combination of the types seen in the graph.

**Building Plans**  
Following on from property sales and land use approvals, building work activity has been low since 2012 and experienced a spike in 2017, although it remained below the metro's annual average when compared to other industrial areas.

Source: City's DAMS (building plans and land use applications extract) and the General Valuation Roll.



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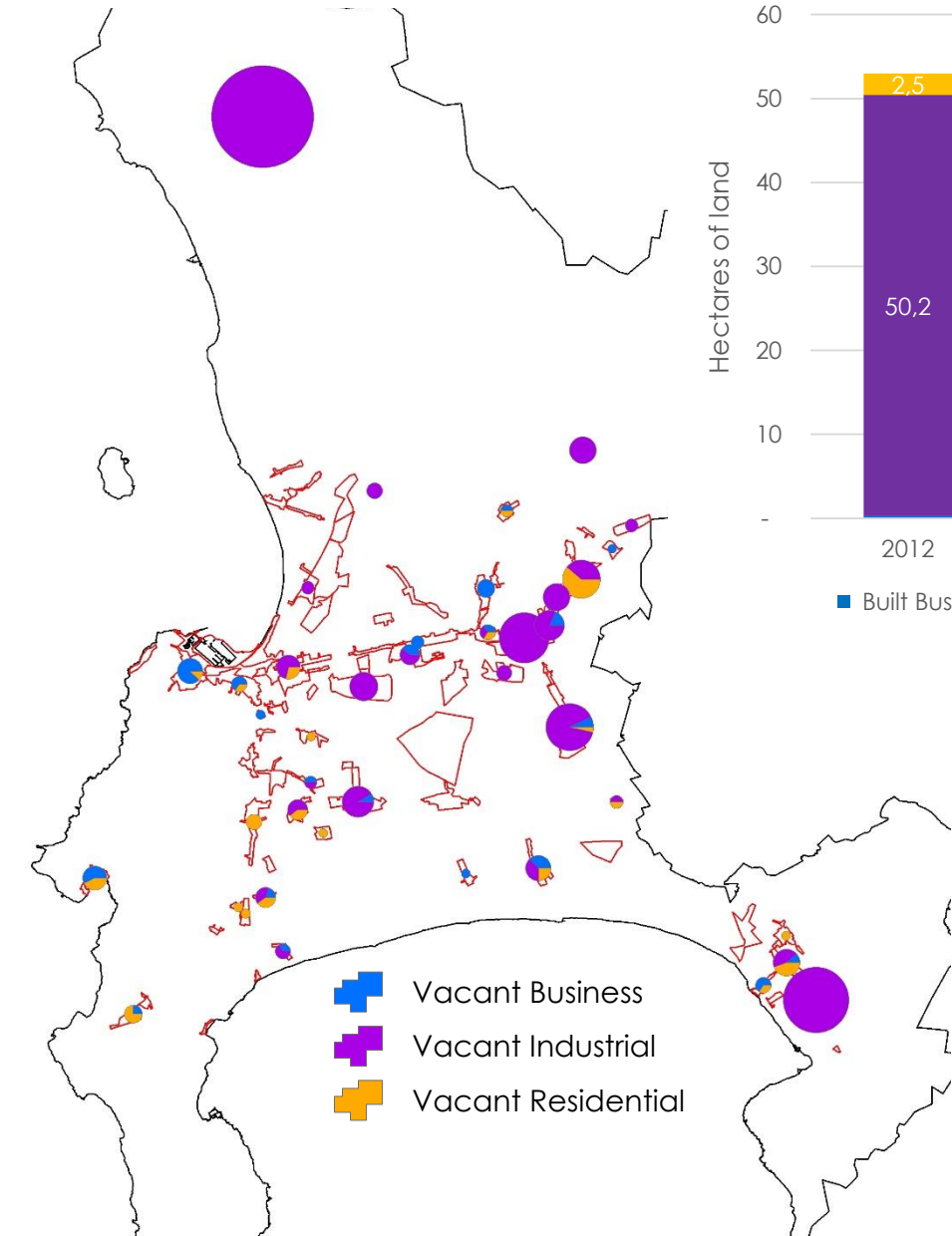
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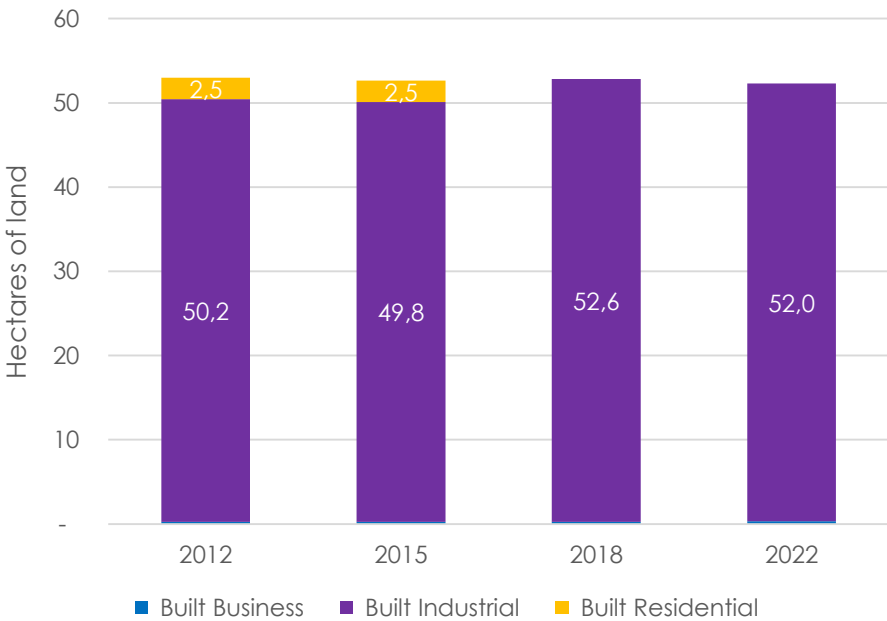
VACANT LAND ACROSS CAPE TOWN (GV 2022)\*



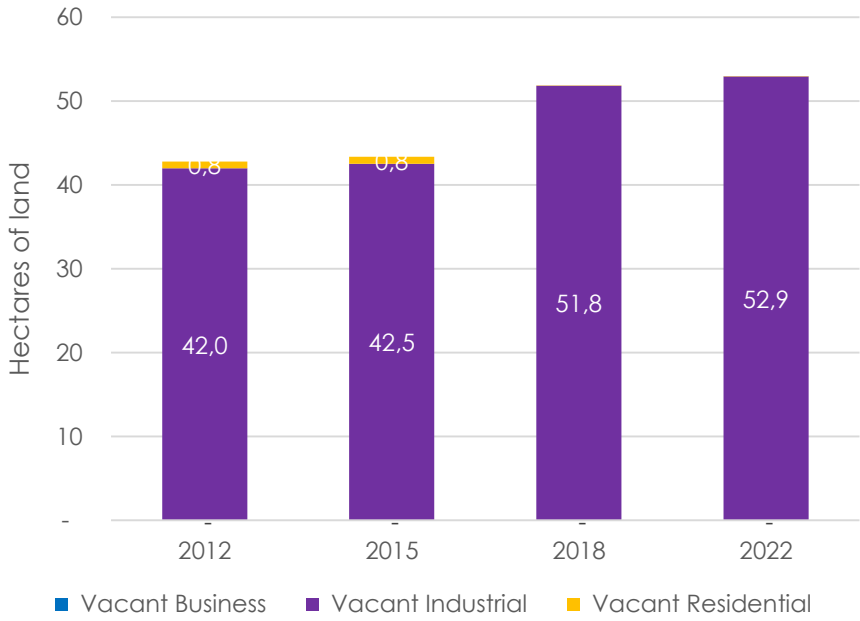
Number of land parcels that are vacant by size			
Erf Size	Commercial	Industrial	Residential
1) 1-250m²			1
2) 251-500m²			
3) 501-1000m²		13	
4) 1001-2500m²		13	
5) 2501-5000m²		7	
6) 5001-10000m²		2	
7) >10000m²		6	

Source: City's General Valuation Roll and Market Reports

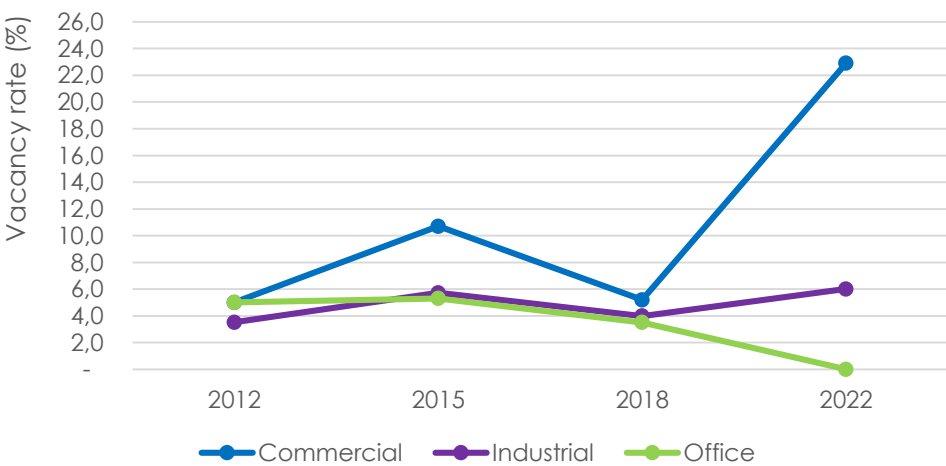
BUILT-UP LAND EXTENT BY SECTOR (TOTAL ERF EXTENT)



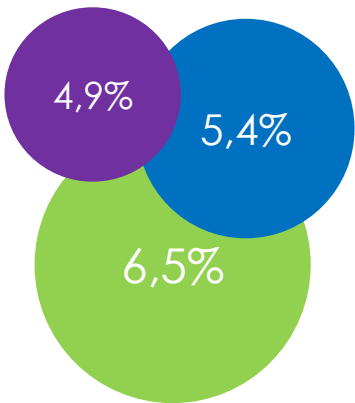
VACANT LAND EXTENT BY SECTOR (TOTAL ERF EXTENT)



AVERAGE VACANCY RATE OF EXISTING BUILDINGS



METRO AVERAGE: VACANCY RATES PER SECTOR FOR 2022\*



Vacant Land

The map illustrates the latest General Valuation Roll (2022) by showcasing vacant land across the metropolitan area. It complements the 2022 bar graph depicting available vacant land. The region has remained stable in terms of the built-up land, with a considerable amount of vacant land remaining, as of 2022, indicating an opportunity to develop further. Additionally, the remaining vacant land is categorised based on the number and size of the land parcels, as reflected in the accompanying table.

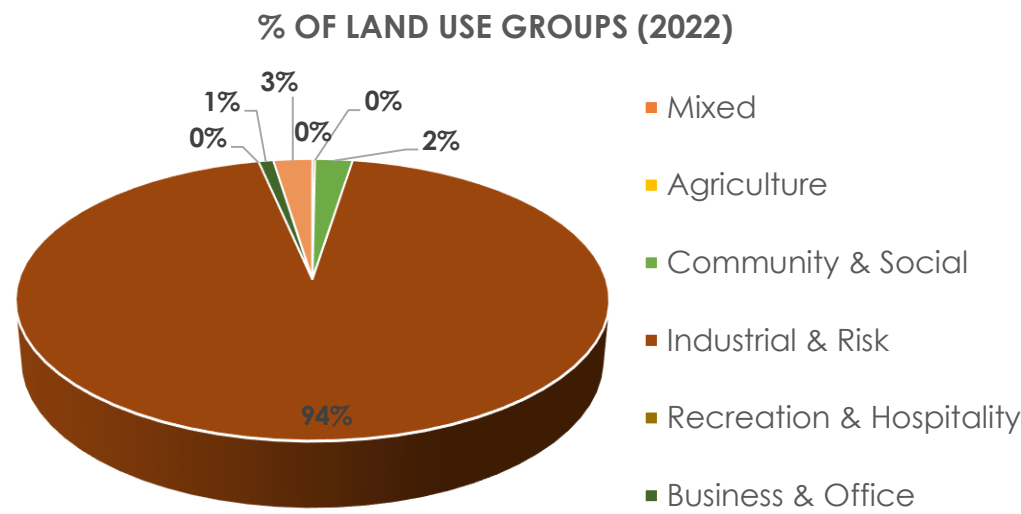
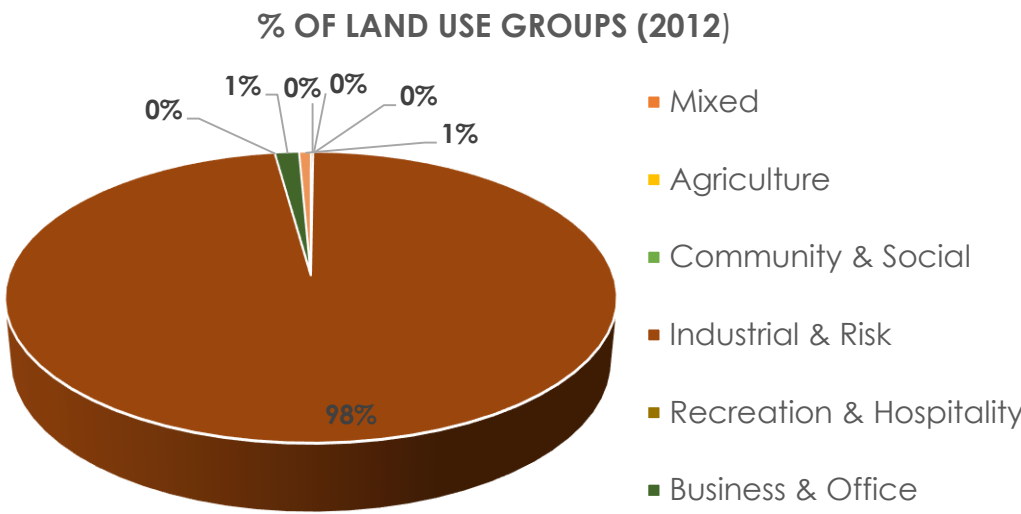
Vacancy Rates

Alongside vacant land, the vacancy rates for existing buildings in the industrial sector increased from 3,5% in 2012 to 6% in 2022. The commercial sector increased from 5% in 2012 to 22% in 2022, while the office sector decreased.

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

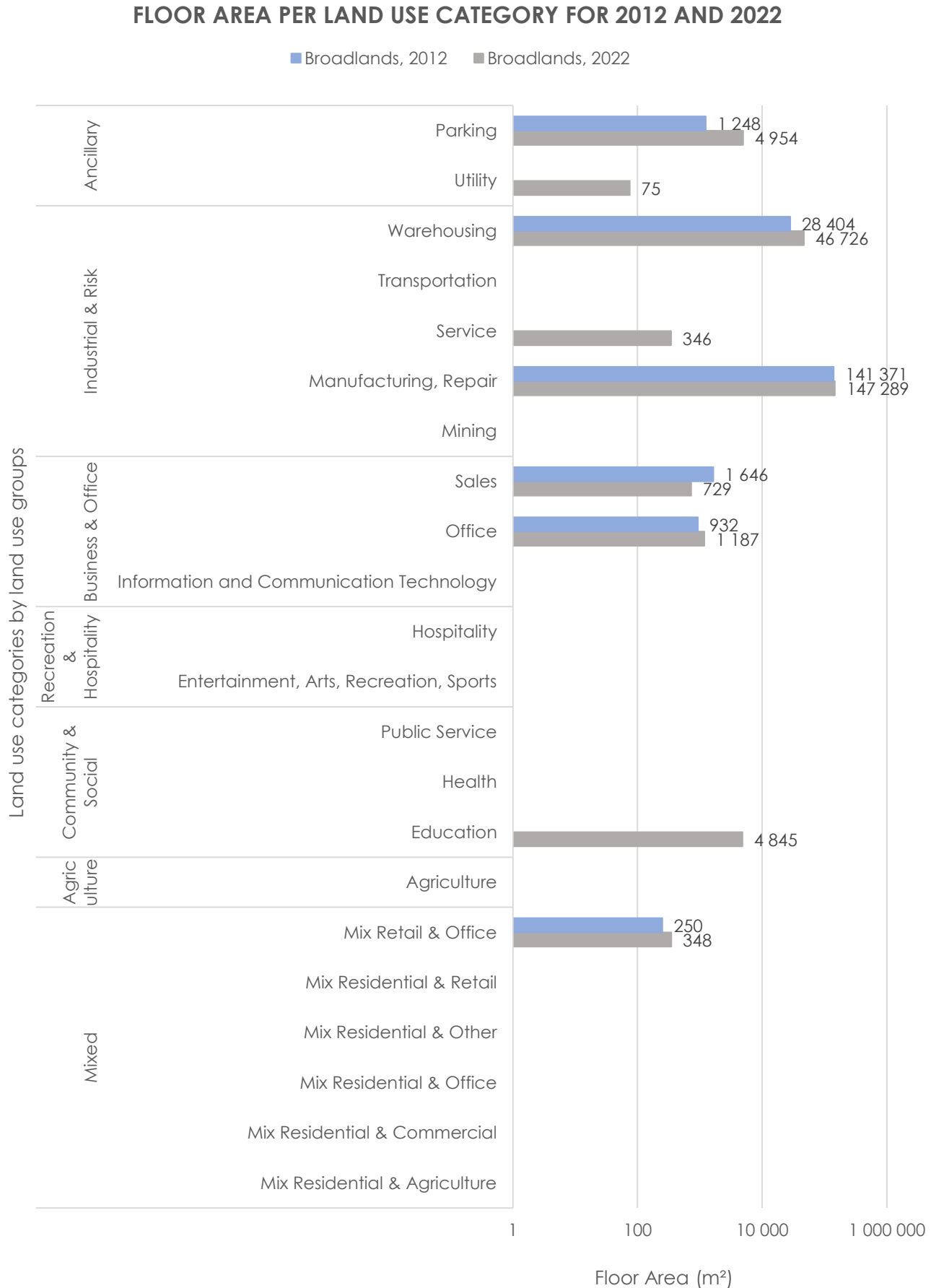
AGGLOMERATION OF INDUSTRIES

SECTORAL AGGLOMERATION AND CO-AGGLOMERATION RELATIONSHIPS



The pie charts illustrate the percentage distribution of land use groups in Broadlands. This % is based on the cumulative floor area (m²) across the various land uses and as can be seen by the charts, the Industrial & Risks group has been dominant in both 2012 and 2022.

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 manufacturing and warehousing have maintained significant dominance. There is also a presence of other land uses, which can be seen to be in support of the most dominant land uses.



Source: Analysis of GV data (May 2024)

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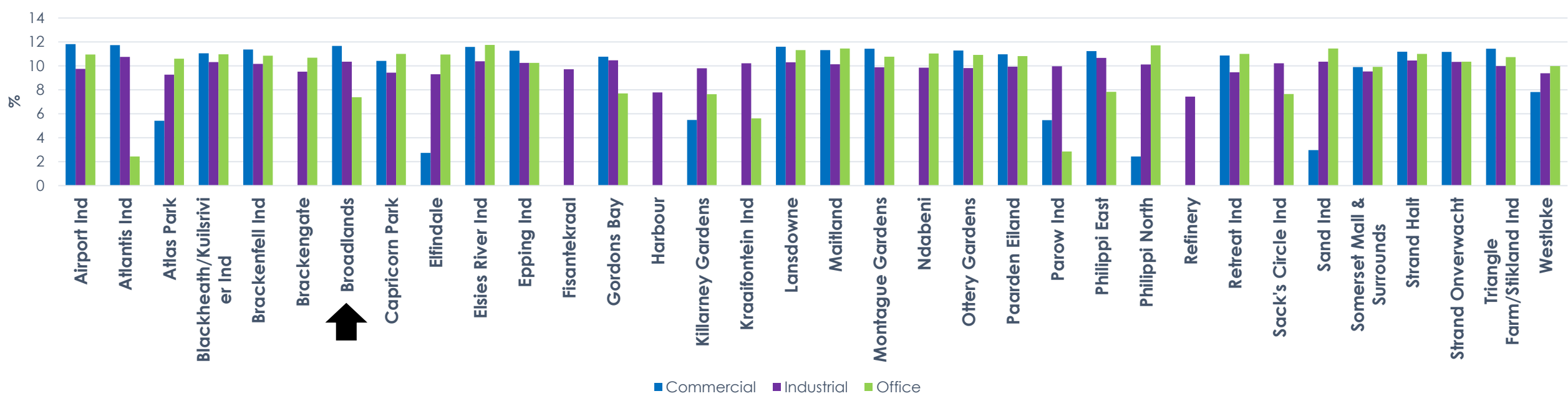
Market performance

Performance & Potential

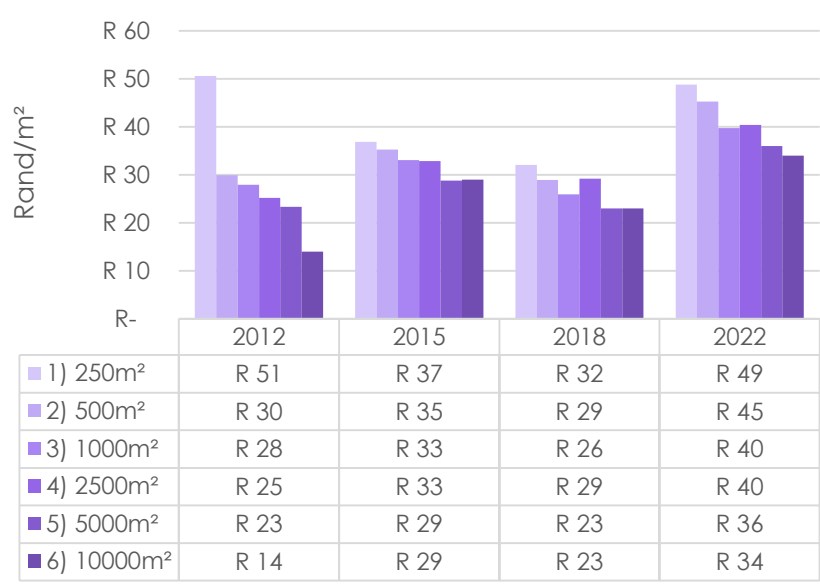


MARKET PERFORMANCE

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



INDUSTRIAL RENTALS

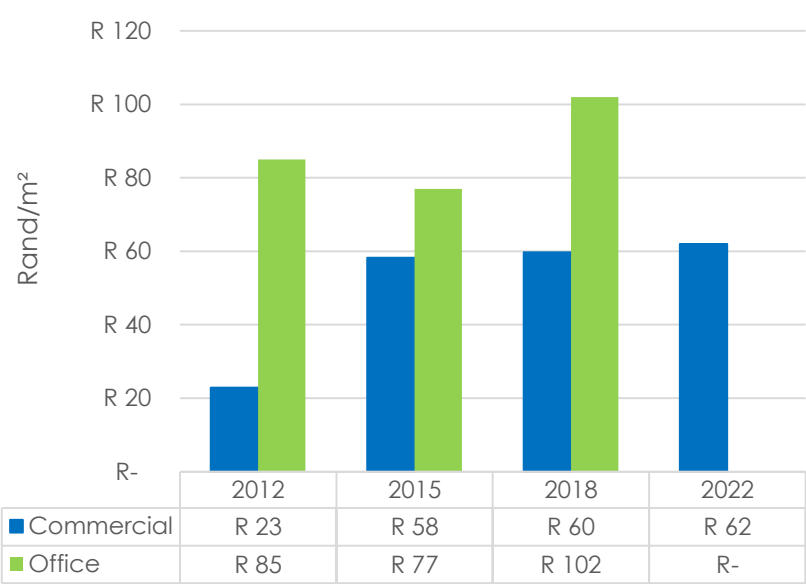


Rental rates

Rental rates across all industrial spaces gradually increased between 2012 and 2022, with higher rentals recorded for smaller spaces.

Both commercial and office rentals experienced an overall increase between 2012 and 2022, with office rentals being higher, but not recorded for 2022 in the market reports used.

COMMERCIAL AND OFFICE RENTALS



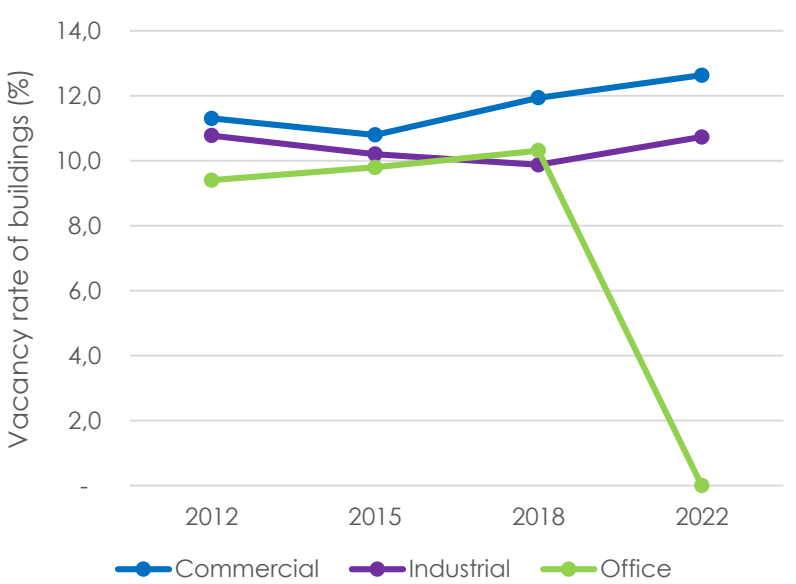
Comparative view on capitalisation rates

The average capitalisation rate between 2012 and 2022 for commercial, industrial and office sectors has been 11,67%, 10,63% and 7,38%, respectively and further indicates its competitiveness relative to other industrial areas.

Year on year capitalisation rates for the commercial sector decreased from 10,8% in 2012 to 10,3% in 2018 and increased to 10,7% in 2022. The commercial sector increased from 11,3% in 2012 to 12,6% in 2022, while the office sector increased from 9,4% in 2012 to 10,3% in 2018.

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

CAPITALISATION RATES



Source: 2012 – 2022 market reports

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# 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.



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. <b>Source: General Valuation Roll.</b>
	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. <b>Source: SARS as of May 2024.</b>
	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. <b>Source: City's DAMS.</b>
	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. <b>Source: City's Market Reports.</b>
	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. <b>Source: City's Market Reports.</b>
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. <b>Source: City's UPD, spatial analysis.</b>
	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. <b>Source: General Valuation Roll.</b>
	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. <b>Source: City's Market Reports.</b>
	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. <b>Source: City's UPD, spatial analysis.</b>