

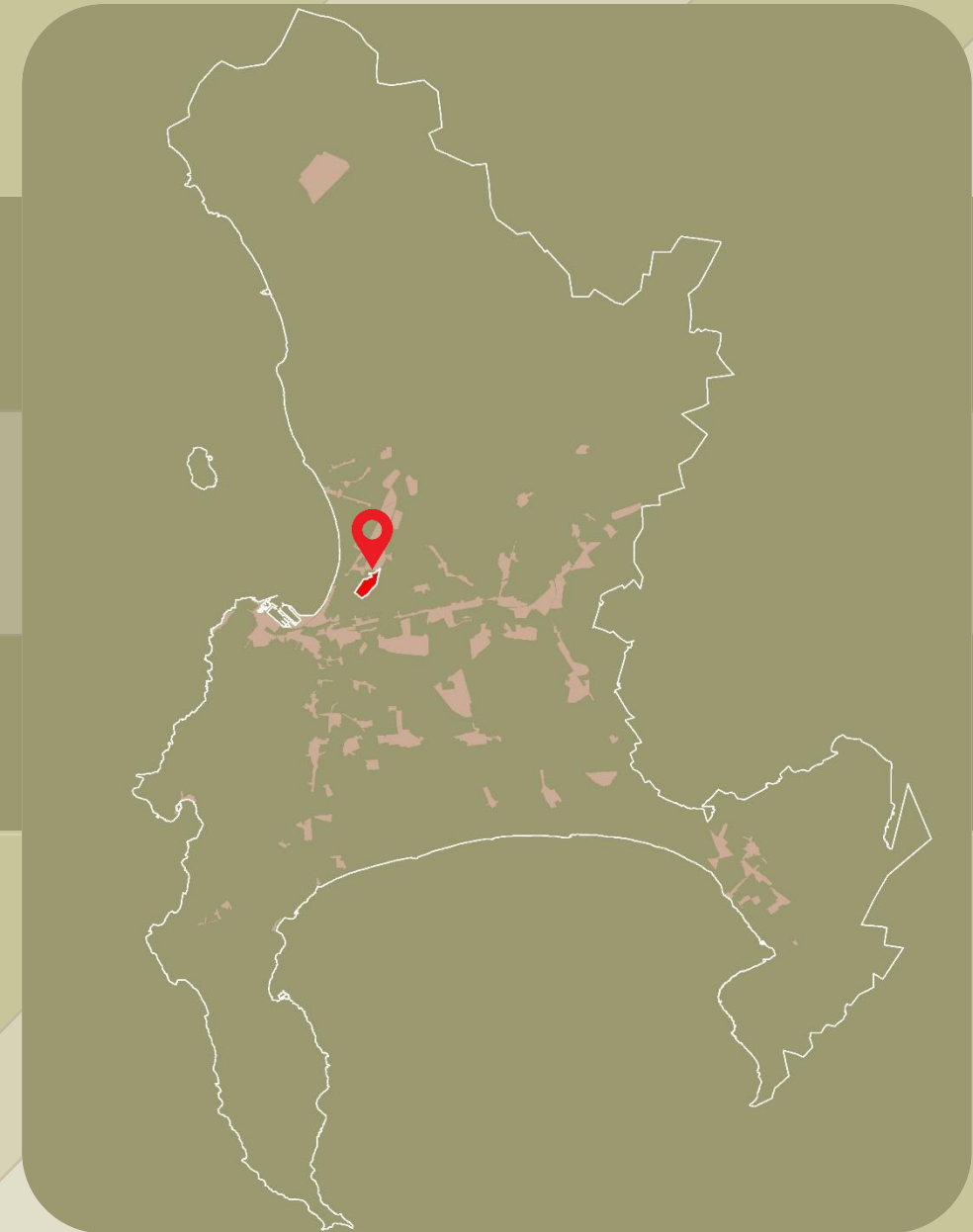
# CENTURY CITY

## ECONOMIC AREA PROFILE

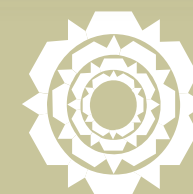
TREND ANALYSIS 2012-2022



*Image source: City of Cape Town*



June 2025



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

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:



## INTEGRATED DEVELOPMENT PLAN 2022-2027

- [Objective 1](#) (Increased jobs and investment in the Cape Town Economy): Targeted urban development programme
- [Objective 15](#) (A more spatially integrated and inclusive city): Spatial strategy monitoring and evaluation project

## INCLUSIVE ECONOMIC GROWTH STRATEGY (2021)

- [Applying an economic lens to policy-making by integrating sustainable analysis into City Decision Making in alignment with the MSDF.](#)
- The primary and most immediate scope of work must centre around economic recovery. To this end, implementation of this Strategy will be in the form of a [three-phase recovery approach](#).

## MUNICIPAL SPATIAL DEVELOPMENT FRAMEWORK (MSDF, 2023) POLICY & STRATEGY IMPLEMENTATION

- Table 5.1: Spatial strategy 1: Substrategies and policy guidelines ([Policy 2, 4 and 5](#))
- Table A2: Spatial strategy 1: Policy guidelines, strategic and implementation intent ([Policy 4,2 and 4,3](#))

## DISTRICT SPATIAL DEVELOPMENT FRAMEWORK (DSDF, 2023): SUB DISTRICT GUIDANCE

- Blaauwberg DSDF - Subdistrict 1: Greater Milnerton:
  - District Development Guidelines ([page 64](#))
  - Subdistrict Development Guidelines ([page 98](#))
  - Consolidated Subdistrict SDF ([Figure 17: Blaauwberg subdistrict 1: Southern area – Greater Milnerton](#))

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Development pipeline

Urban land markets

Agglomeration of industries

Market performance

Performance & Potential



# 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 \(MERO\)](#)

WHY

WHAT

HOW

### VALUE PROPOSITION

Promoting economic infrastructure in support of economic growth and job creation.

Supports internal and external collaboration around data and spatial intelligence.

Supports the spatially differentiated investment rationale of the MSDF and DSDFs.

### CHALLENGES /OBJECTIVES TO ADDRESS

**Urban Growth Planning (Non-res growth estimates):**  
Determine where to accommodate non-res growth.

**Spatial intelligence:**  
Location-based supply and demand factors.

**Enhanced spatial policy:**  
Evidence-based analysis on Cape Town's space economy informing a policy framework.

### AREAS OF APPLICATION

Land Use Model 2050 update.

Replacement of the static and dated ECAMP with an updated, automated economic analysis tool.

Support: Business retention & expansion initiatives.

Data foundation behind MSDF Policy Statement 4.

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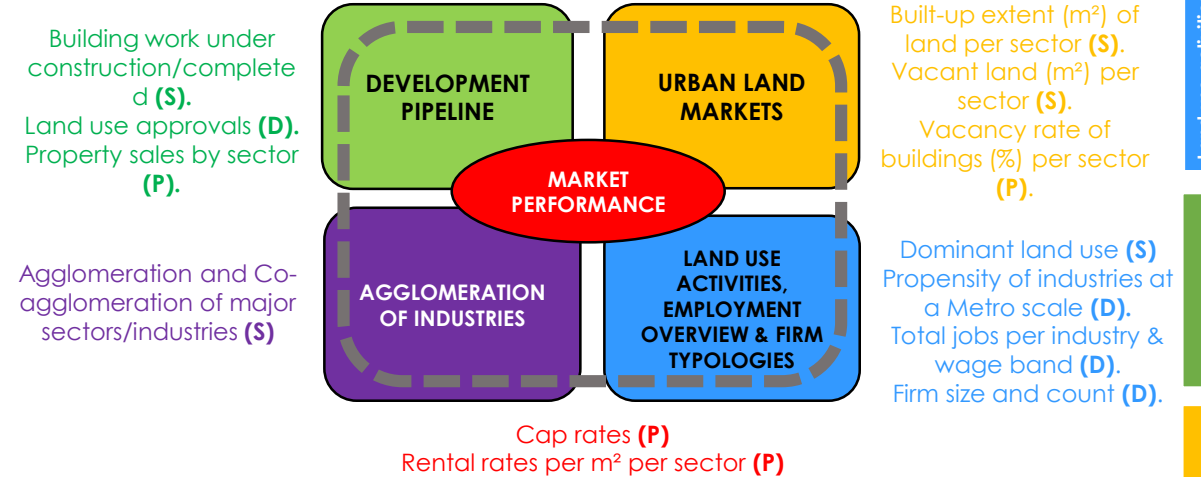
Urban land markets

Agglomeration of industries

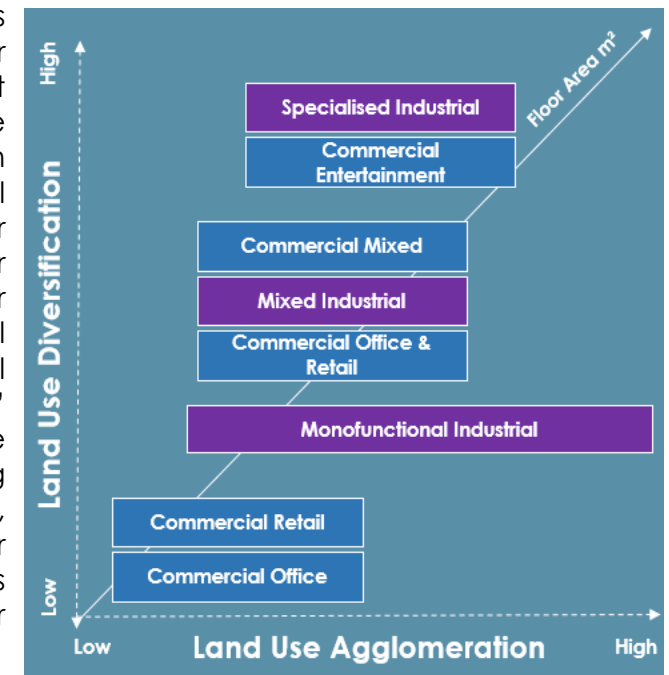
Market performance

Performance & Potential

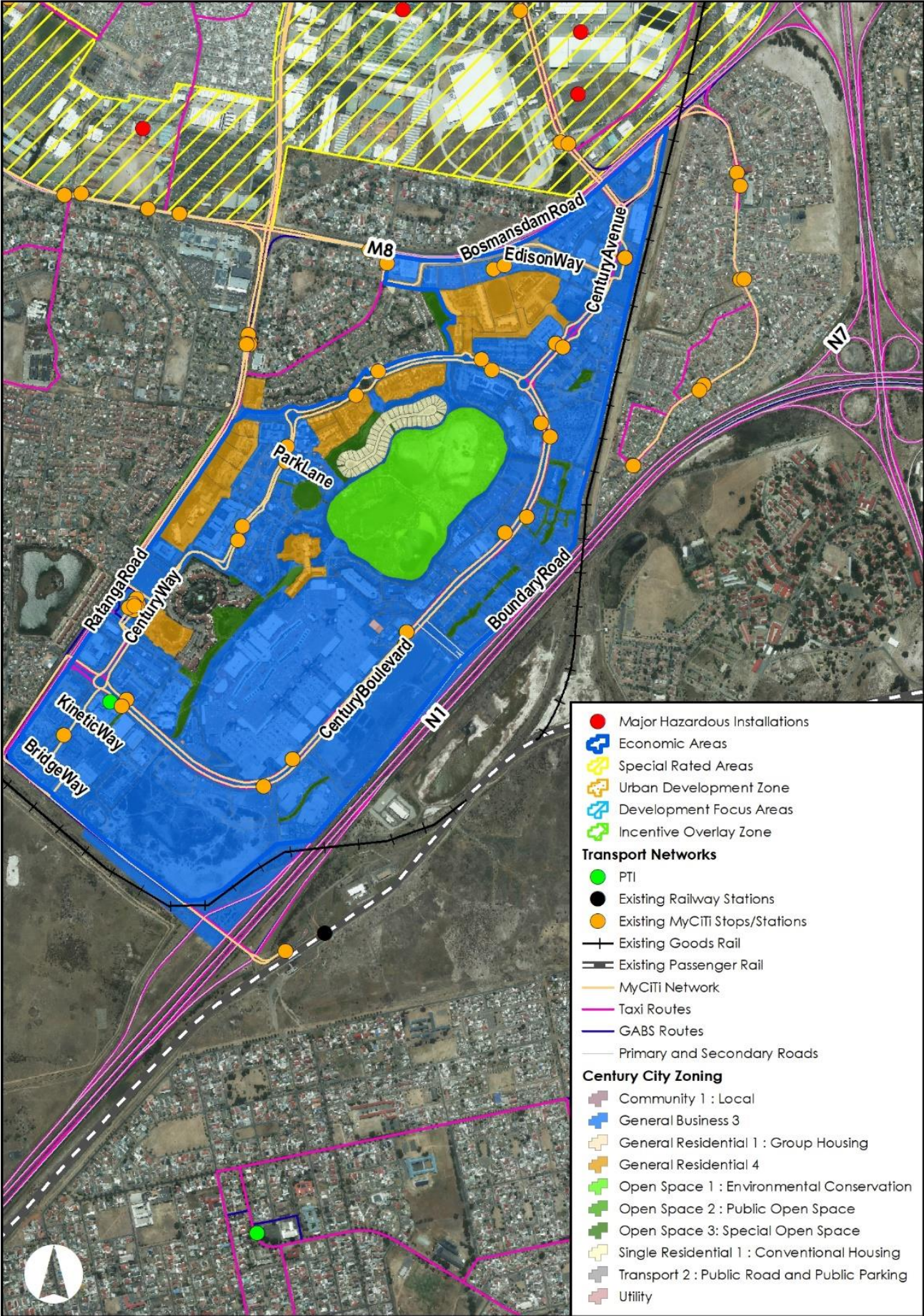
## Supply, Demand & Performance (S,D & P)



At a metro scale, economic areas are classified as either industrial or commercial nodes. In the context of Cape Town's distinct space economy and the agglomeration patterns of industries, industrial nodes can be further characterised as being either specialised, mixed or Monofunctional. While the general understanding is that commercial nodes presents a more 'mixed use' environment, these nodes can be further characterised as being unique to either retail, office, entertainment, office & retail or mixed (where 3 or more land uses has a significant amount of floor area within an area).







CENTURY CITY

Location

- The area is approximately 12km northeast of Cape Town's Central Business District and the Port of Cape Town. Furthermore, the area is located 12km from Cape Town International Airport.
- It is also situated off the N1 highway, allowing connectivity to other areas across Cape Town.
- The area includes a Public Transport Interchange and is serviced by rail, GABS, taxis and MyCiTi.
- Access to a skilled workforce from surrounding areas, includes the broader Milnerton, Goodwood, Kensington and Parow 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 and general residential purposes.
- The area is mainly characterised by retail, office and residential, which include malls, office accommodation, flats, hospitality and recreation facilities.
- The average land parcel size in the area varies between 5,000 – 10,000m², with larger land parcels located adjacent to the mall.

Spatial planning mechanisms

- None

Key highlights of the area include:

- The area started to establish itself in the late 1990s and has developed into a central commercial economic area.
- Upgrades of Century City railway station and the introduction of the MyCiti significantly improved accessibility from a public transport perspective.
- The area also boasts a high quality of life, with diverse amenities, a strong community spirit, and unique attractions like the Intaka Island wetlands.
- The area is also known for its thriving residential and commercial markets, which include the former Ratanga Junction Theme Park being redeveloped (under construction) to include additional commercial and residential floor area.
- Chevron, Discovery, ABSA, including some iconic hospitality industries, have also located in Century City.

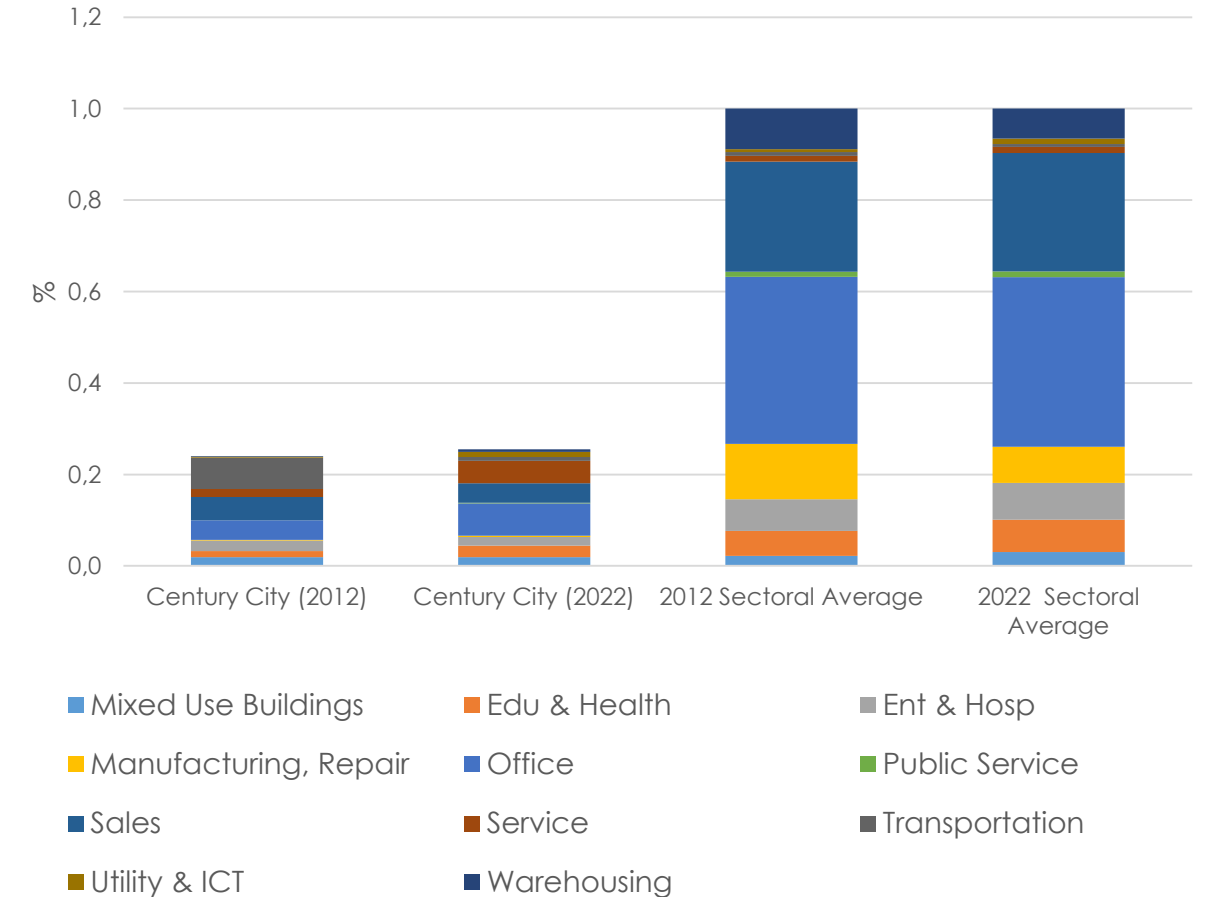


# LAND USE ACTIVITIES

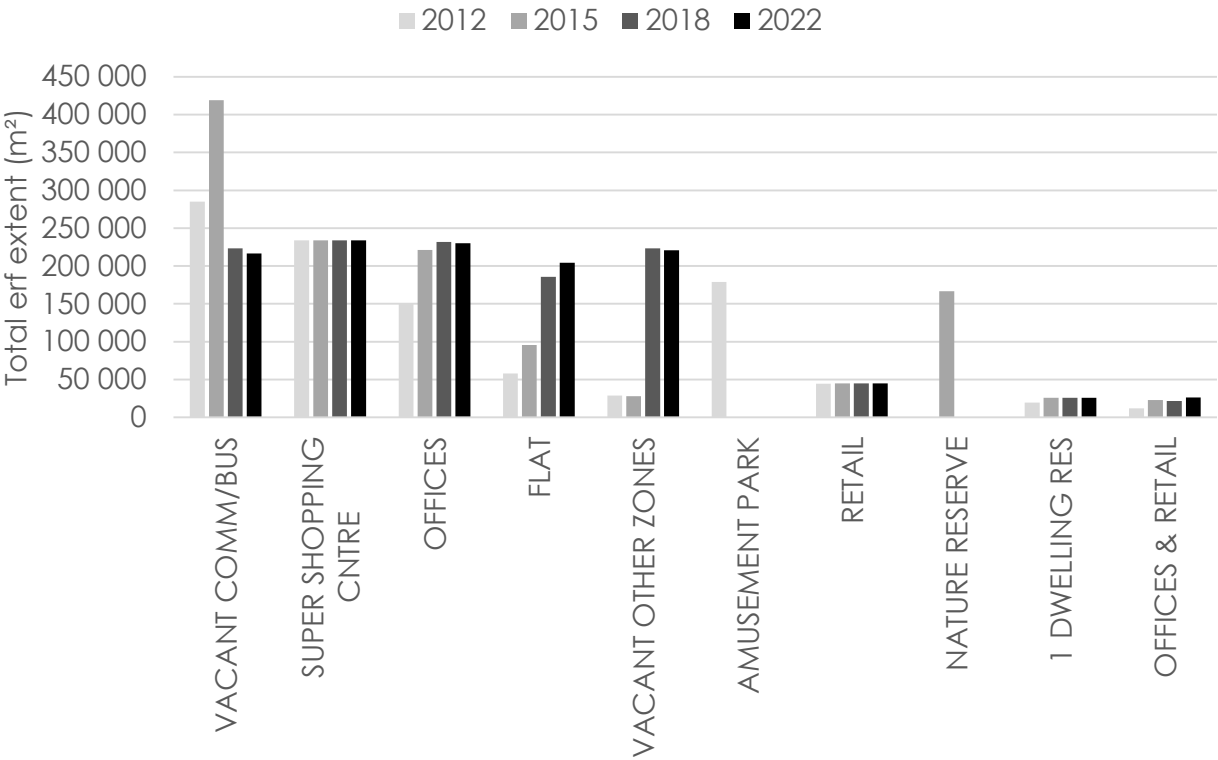
A recent analysis involved the conversion of land use codes contained in the General Valuation Roll (GV Roll) into Standard Industrial Classification (SIC) codes to determine the propensity of industries operating in areas of similar character. However, for the commercial nodes, the benchmarking and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

- Between 2012 and 2022, Century City was mainly characterised by a greater propensity for office, general services, sales and transportation 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 Century City as being a contributor of multiple uses, which performs lower than that of the sectoral average per land use category (except for service) 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 shopping centres, retail, offices, flats and vacant commercial land.

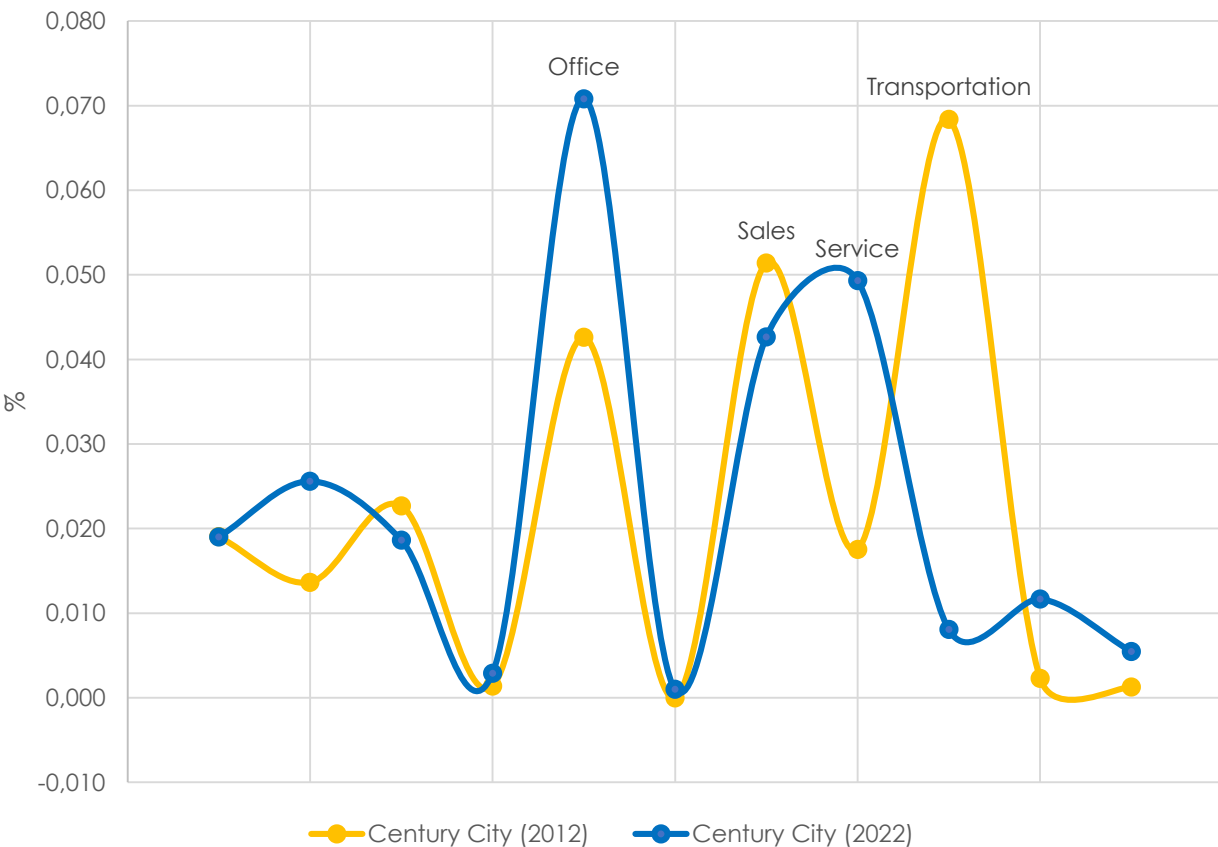
## METROSCALE BENCHMARK



## TOP 10 MOST DOMINANT LAND USES BETWEEN 2012 AND 2022



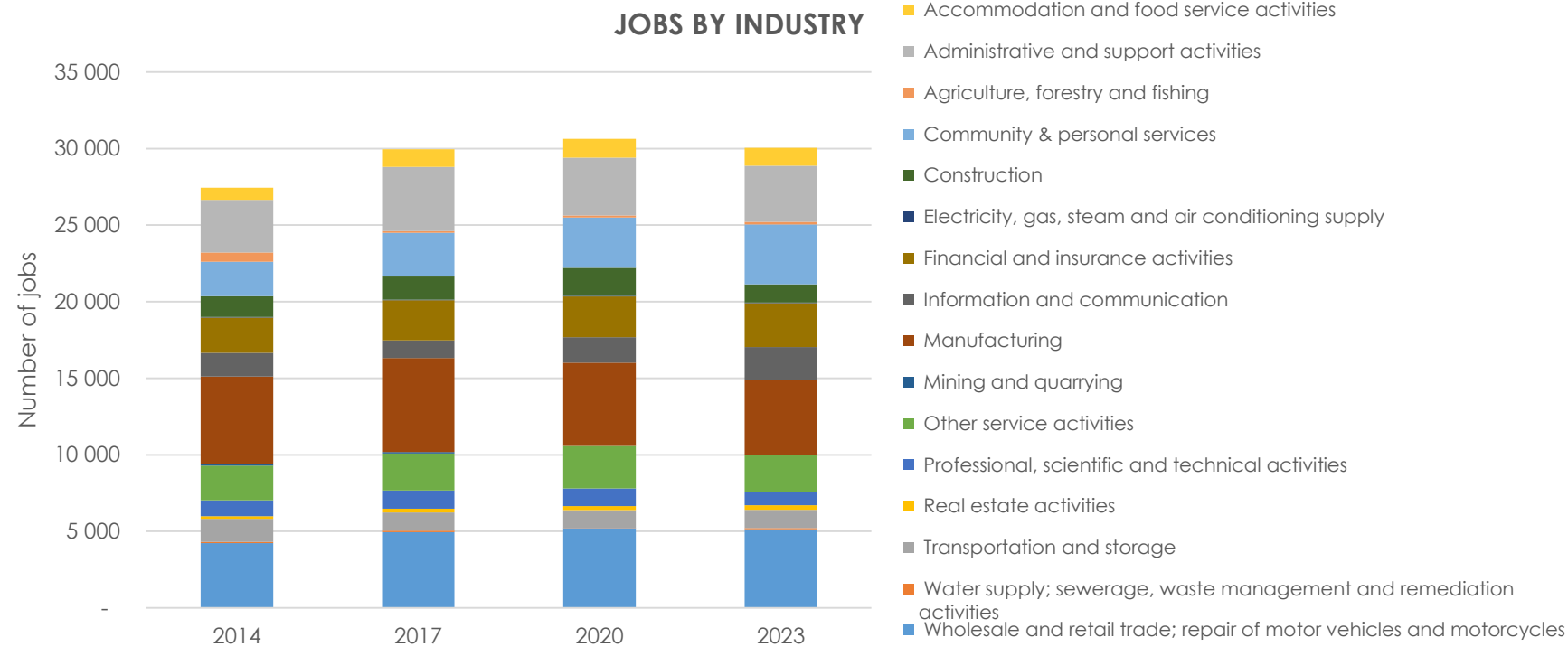
## NODAL TYPOLOGY FOR 2012 AND 2022 (Office & Retail)



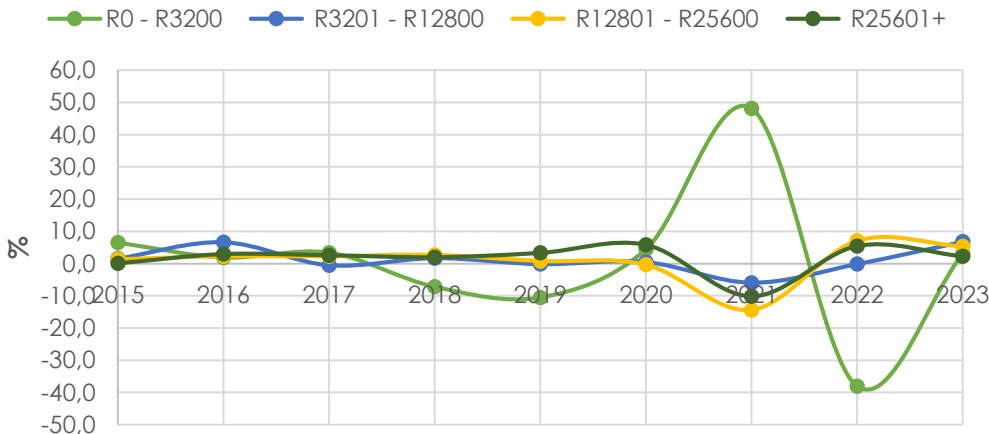
Source: 2012 – 2022 land use codes converted to SIC codes (May 2024 analysis)

# EMPLOYMENT OVERVIEW & FIRM TYPOLOGIES

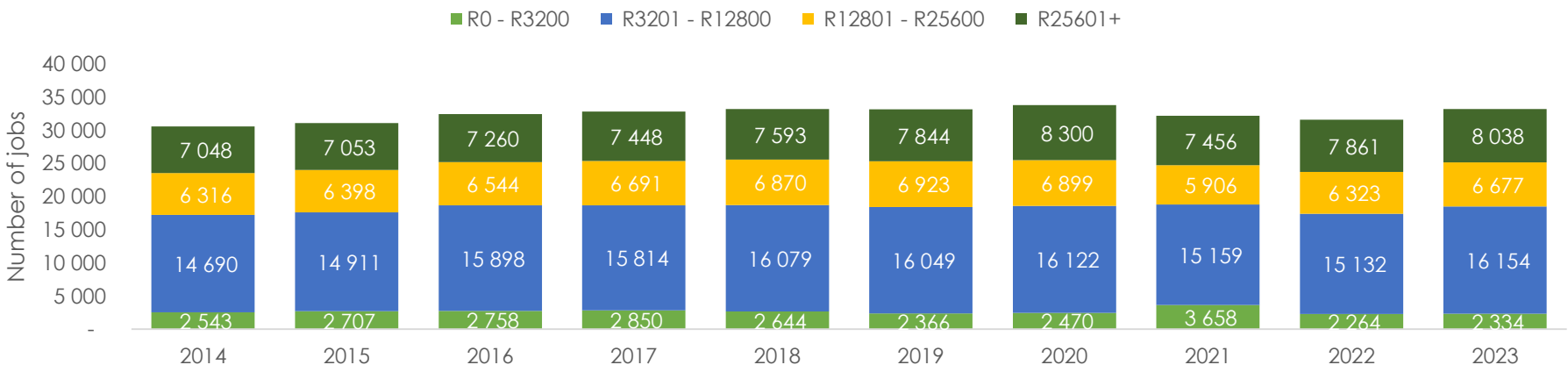
JOBS BY INDUSTRY



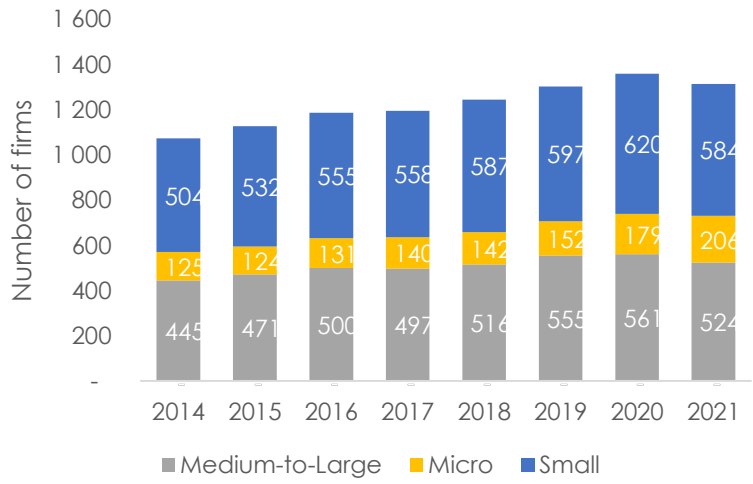
YEAR ON YEAR % CHANGE OF FULL TIME EMPLOYMENT WITHIN EACH WAGE BAND



FULL TIME EMPLOYMENT BY WAGEBAND



NUMBER OF FIRM TYPOLOGIES



## Jobs/Firms

The number of job opportunities surrounding the Century City area increased from 27,000 to 30,000 between 2014 and 2023. An overall growth in jobs has been experienced, with most jobs equally concentrated across the various industries.

The total number of firms increased from 1,000 to 1,200 between 2014 and 2021. While small firms have been the most dominant, there has also been a significant presence of medium-to-large firms, including micro firms.

## Income bands

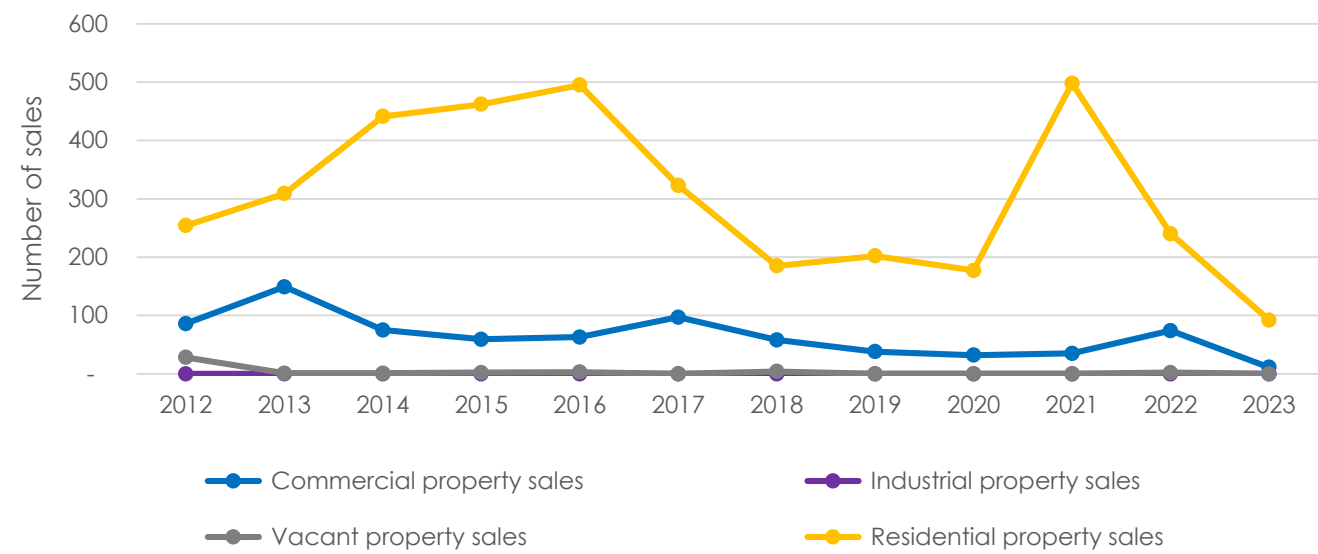
The income bands indicate the skill levels of the employed workforce. The data suggests that a larger proportion of employees earn up to R12,800 per month. However, there is also a considerable number of employees earning beyond R12,800.



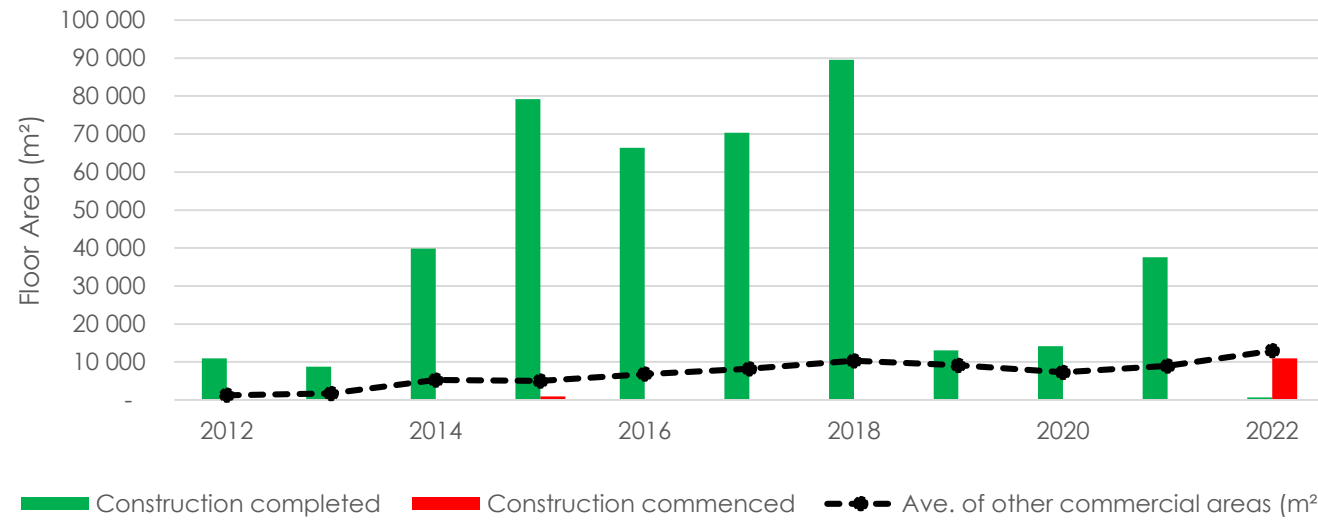
Source: SARS data extract for period between 2014 and 2023. Firm size data only available between 2014 and 2021.

# DEVELOPMENT PIPELINE

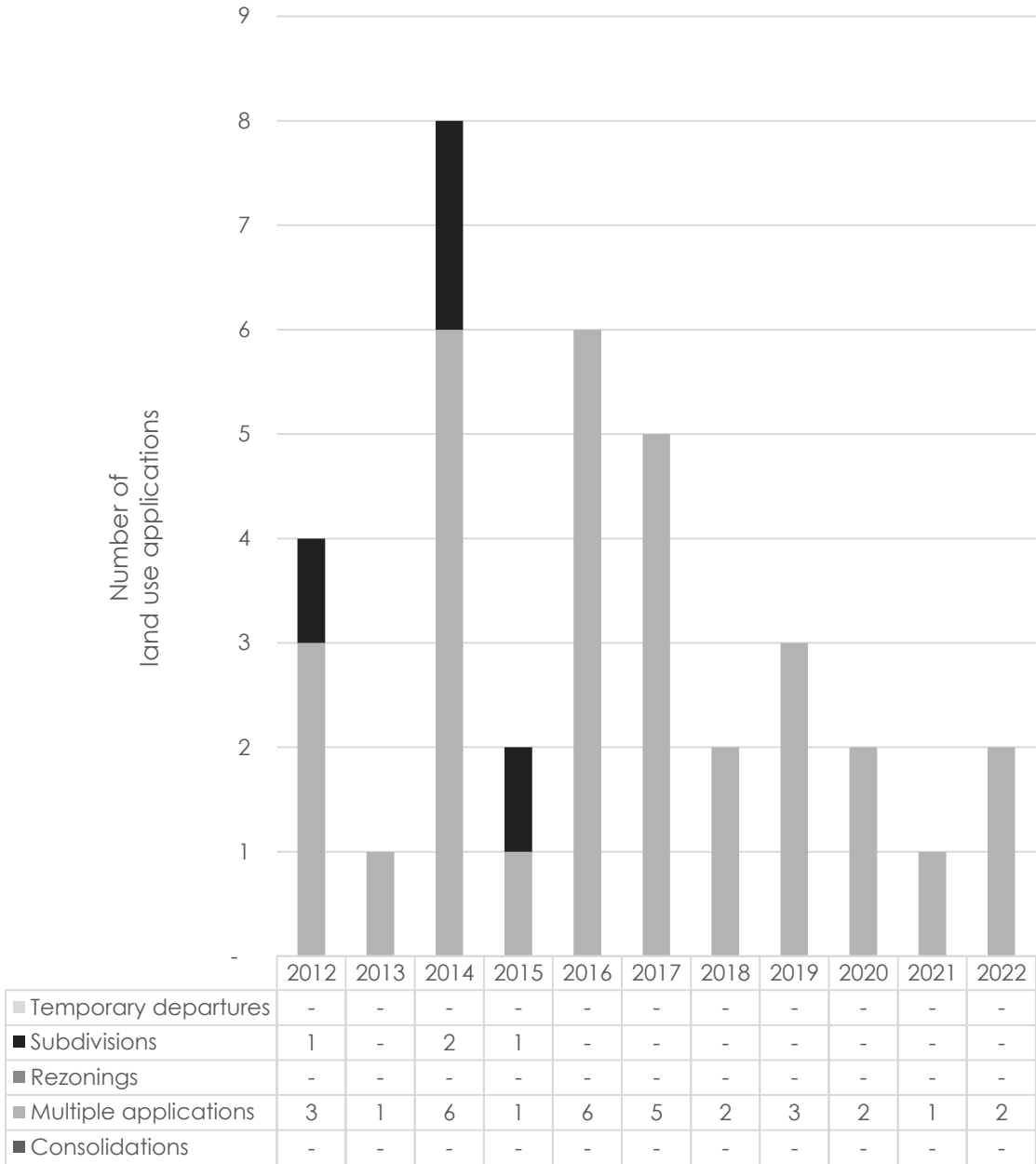
PROPERTY SALES BY SECTOR



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



APPROVED LAND USE APPLICATIONS



## Property Sales

Between 2012 and 2022, residential property sales were higher compared to other sectors, with commercial sales mostly fluctuating over the 10 years.

## Land Use Applications

Most land use approvals during this period were highest for multiple applications, indicating a diverse set of land use requirements to be in place for the area. Multiple applications may include a combination of types seen in the graph.

## Building Plans

In light of property sales and land use approvals, building work activity has been continuously active over the past decade, remaining significantly above the metro's annual average when compared to other commercial areas.

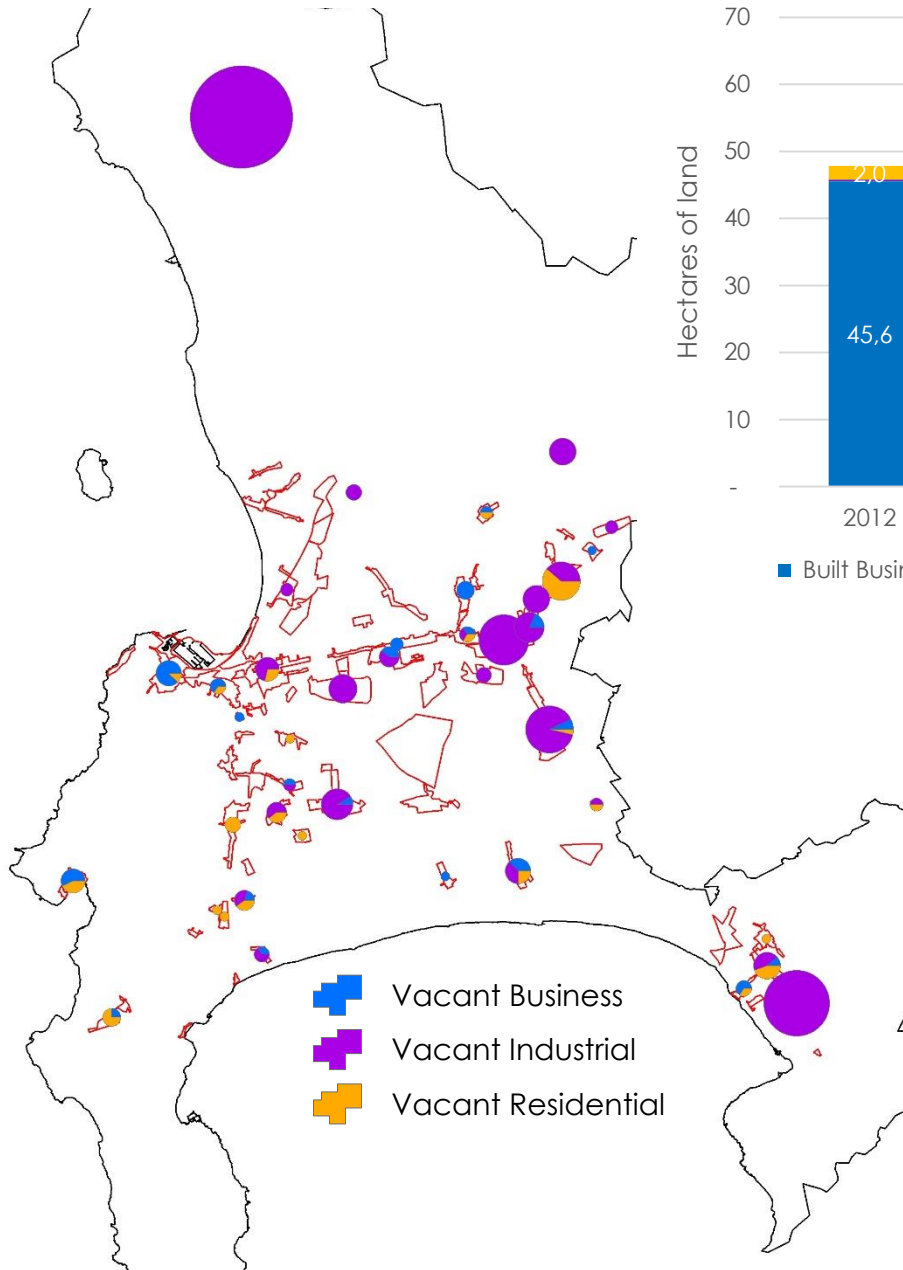
Source: City's DAMS (building plans and land use applications extract), General Valuation Roll.

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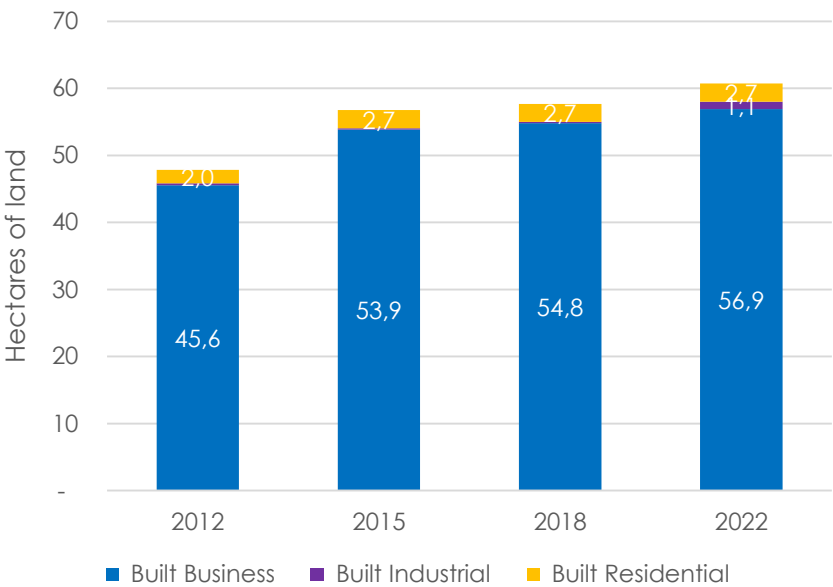


# LAND USE CHANGE & VACANCY RATES

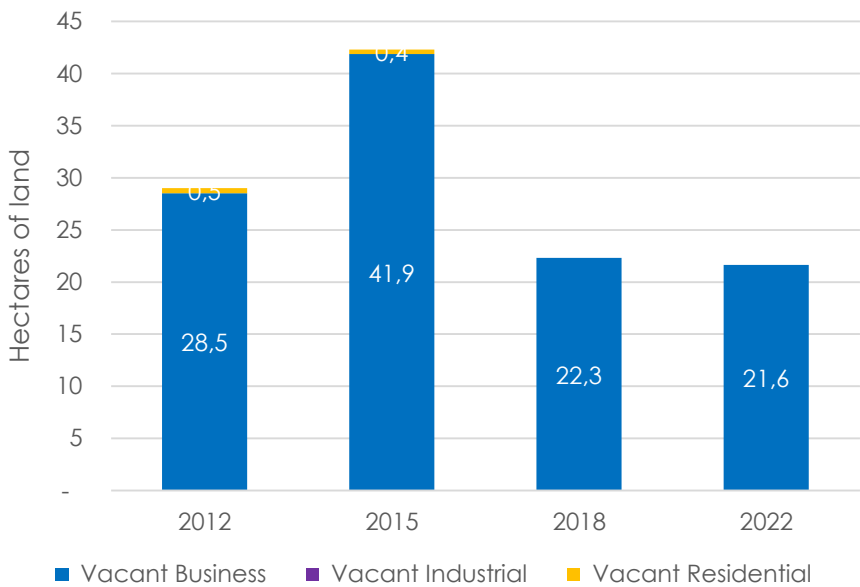
## VACANT LAND ACROSS CAPE TOWN (GV 2022)\*



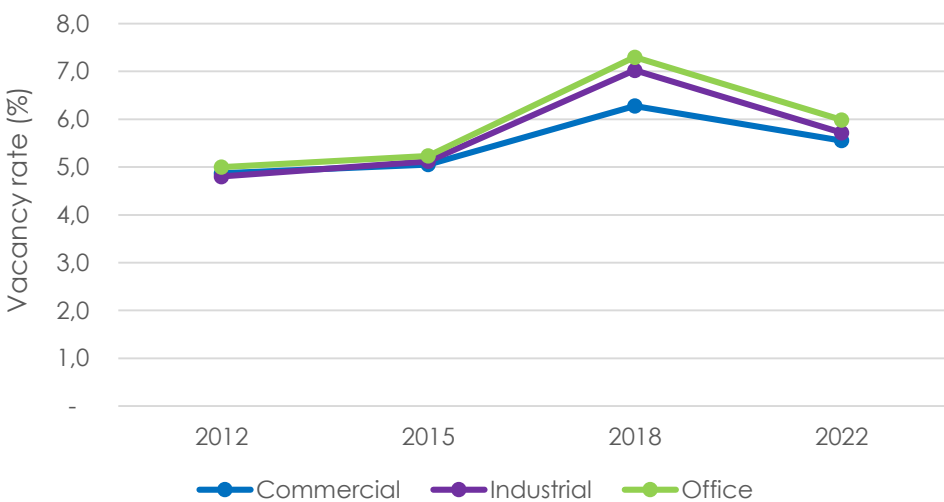
## BUILT-UP LAND EXTENT BY SECTOR (TOTAL ERF EXTENT)



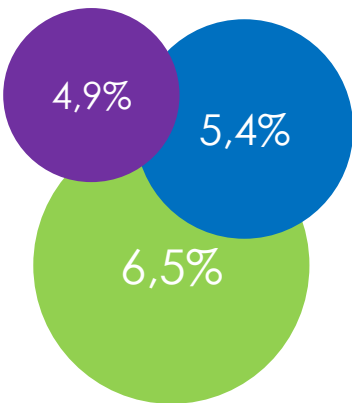
## VACANT LAND EXTENT BY SECTOR (TOTAL ERF EXTENT)



## AVERAGE VACANCY RATE OF EXISTING BUILDINGS



## METRO AVERAGE: VACANCY RATES PER SECTOR FOR 2022\*



## Number of land parcels that are vacant by size

Erf Size	Commercial	Industrial	Residential
1) 1-250m <sup>2</sup>			
2) 251-500m <sup>2</sup>	1		
3) 501-1000m <sup>2</sup>	1		
4) 1001-2500m <sup>2</sup>	1		
5) 2501-5000m <sup>2</sup>	1		
6) 5001-10000m <sup>2</sup>	1		
7) >10000m <sup>2</sup>	2		

## 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 gradually increased in terms of the built-up land, with a significant amount of vacant land available as of 2022. 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 across the 3 sectors have been similar in that it has increased from 5% in 2012 to around the 6% mark.

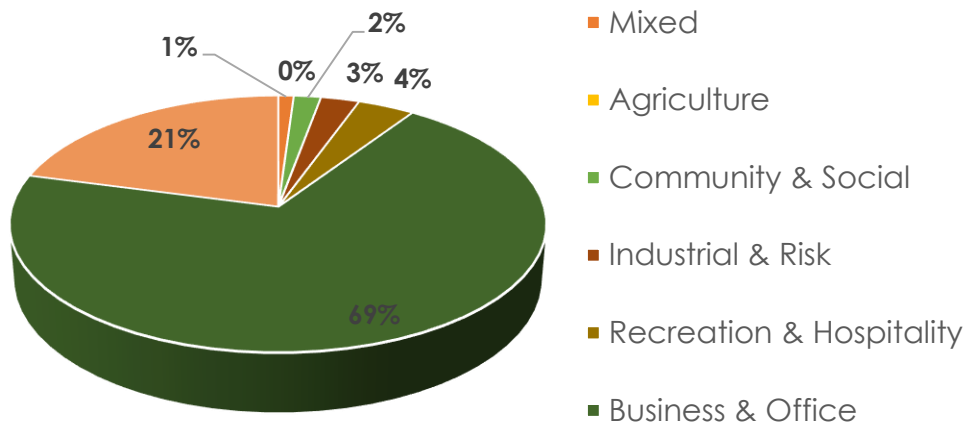
\*A metro view that provides further context relative to this economic area.

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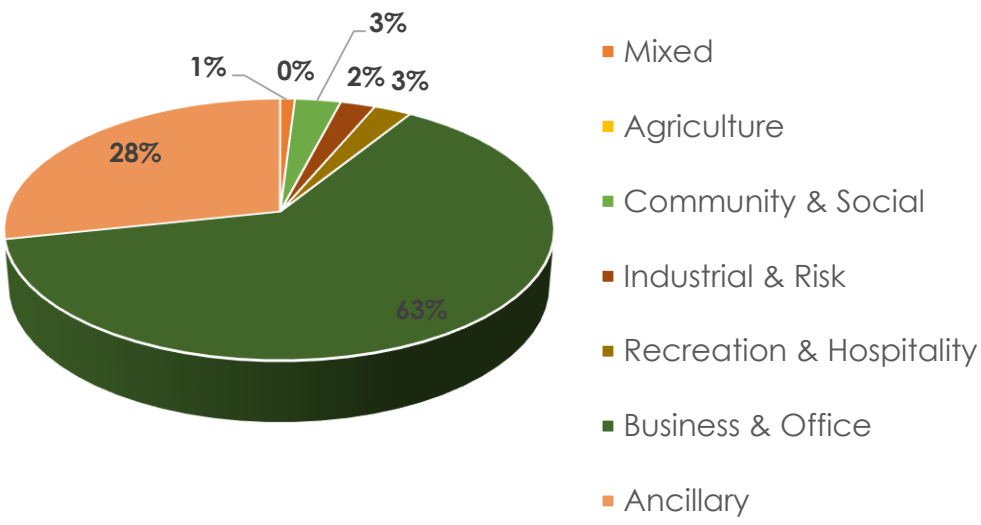
AGGLOMERATION OF INDUSTRIES

SECTORAL AGGLOMERATION AND CO-AGGLOMERATION RELATIONSHIPS

% OF LAND USE GROUPS (2012)



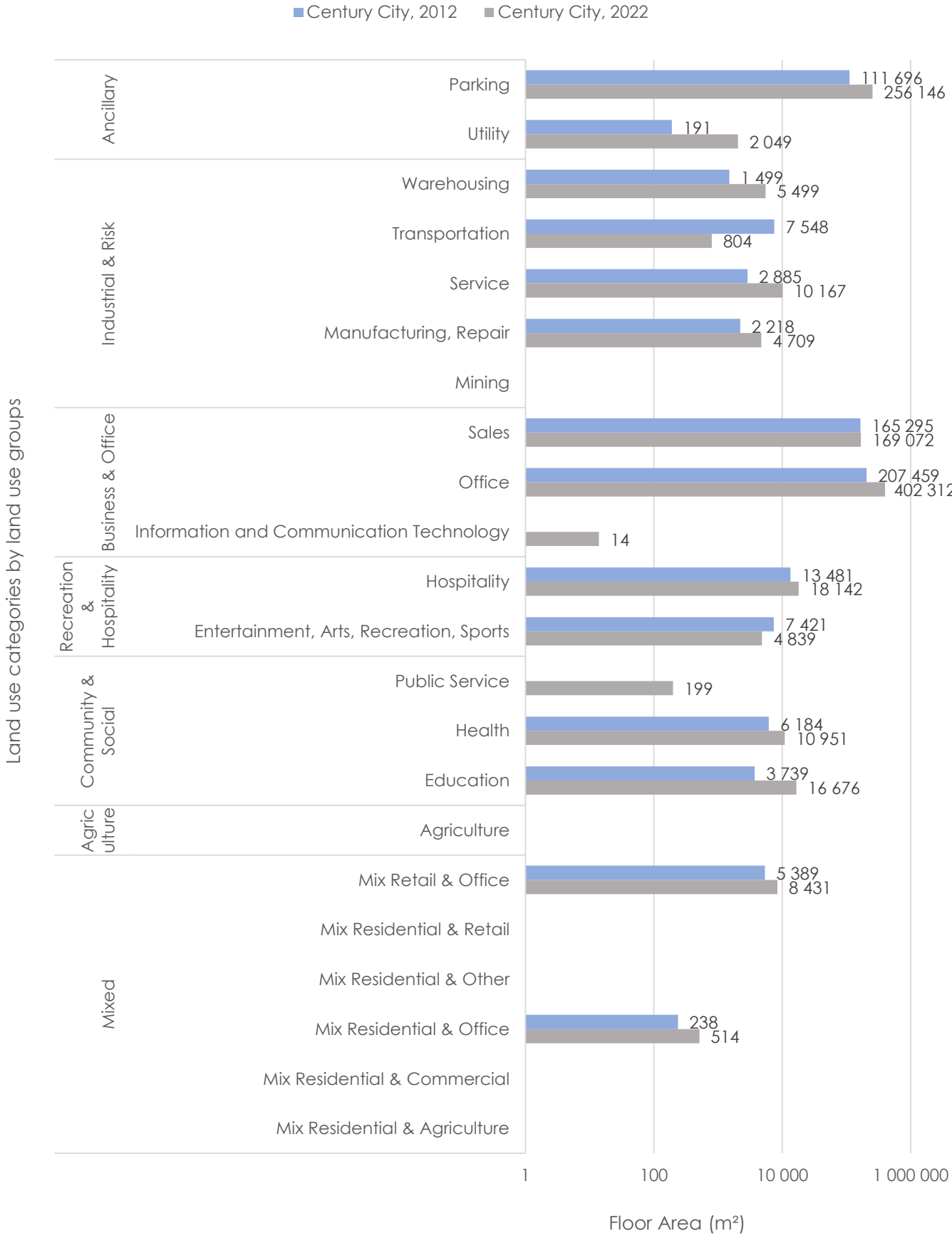
% OF LAND USE GROUPS (2022)



The pie charts illustrate the percentage distribution of land use groups in Century City, based on the cumulative floor area (m<sup>2</sup>) across various land uses. As shown in the charts, the Business & Office group has remained predominant 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 office and sales have maintained significant dominance. There is also a presence of other land uses operating in the area that can be seen to support the most prevalent land uses in the area.

FLOOR AREA PER LAND USE CATEGORY FOR 2012 AND 2022

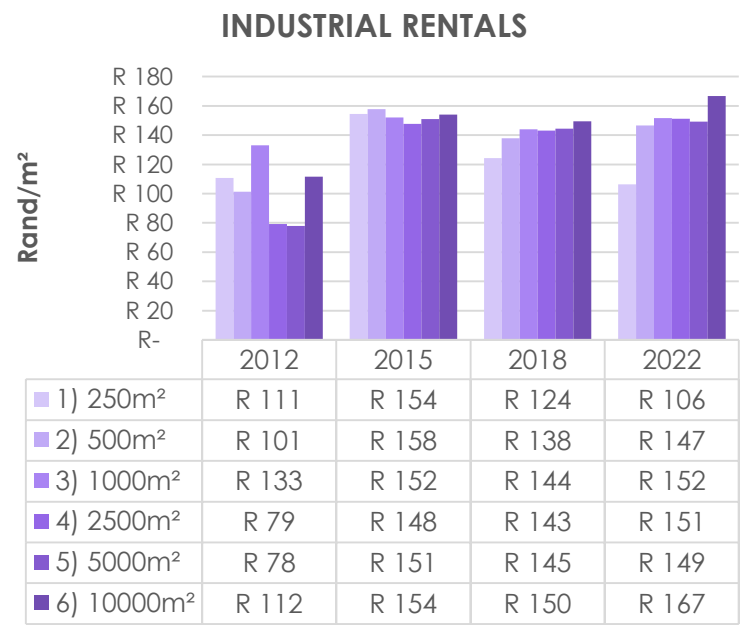
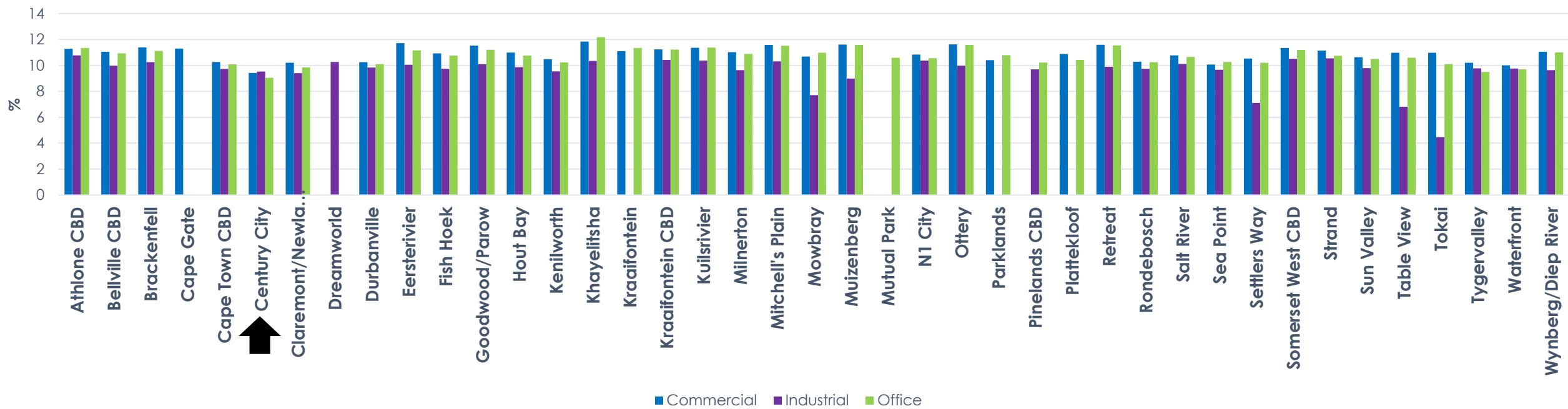


Source: Analysis of GV data (May 2024)

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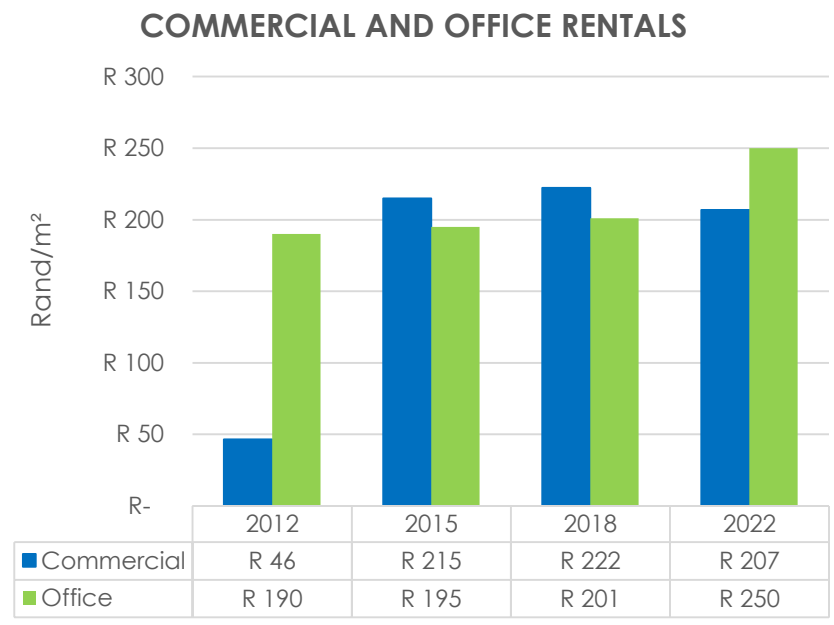
AVERAGE CAPITALISATION RATE OF CENTURY CITY IN RELATION TO OTHER COMMERCIAL AREAS FOR THE PERIOD BETWEEN 2012 AND 2022



**Rental Rates**

Rental rates across all industrial space gradually increased between 2012 and 2022, with almost similar rental prices recorded for both larger and smaller spaces.

Both commercial and office rentals have gradually increased from 2012 to 2022, with rental prices being higher for commercial space (2015 and 2018).

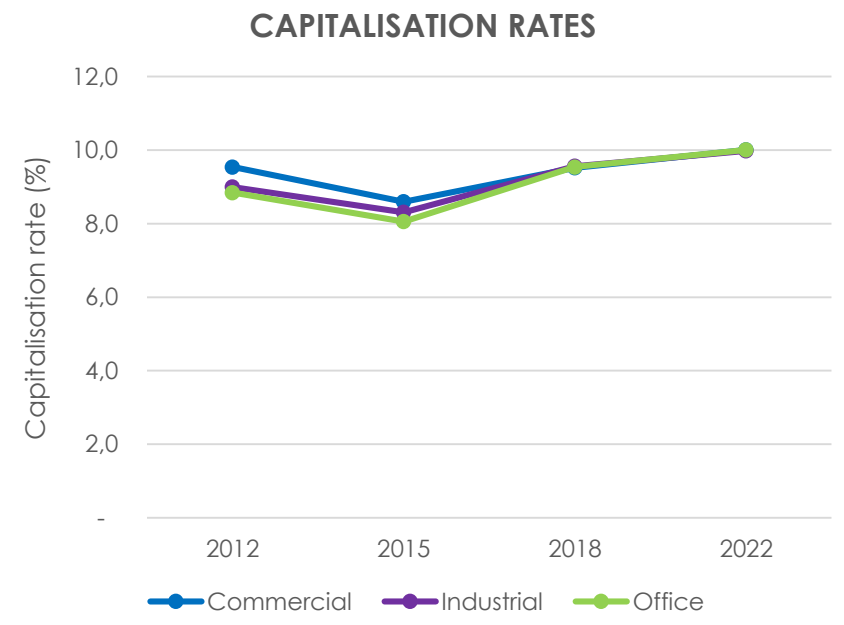


**Comparative view on capitalisation rates**

The average capitalisation rates from 2012 to 2022 for the commercial, industrial and office sectors were 9,42%, 9,53%, and 9,06%, respectively. These figures highlight the competitiveness of these sectors relative to other commercial areas.

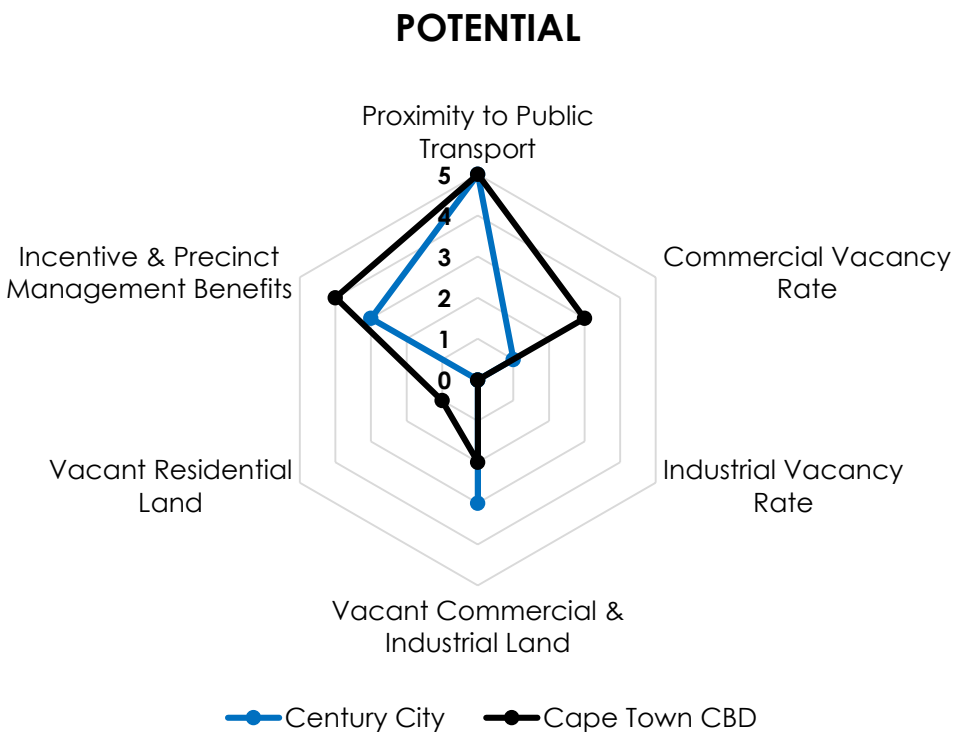
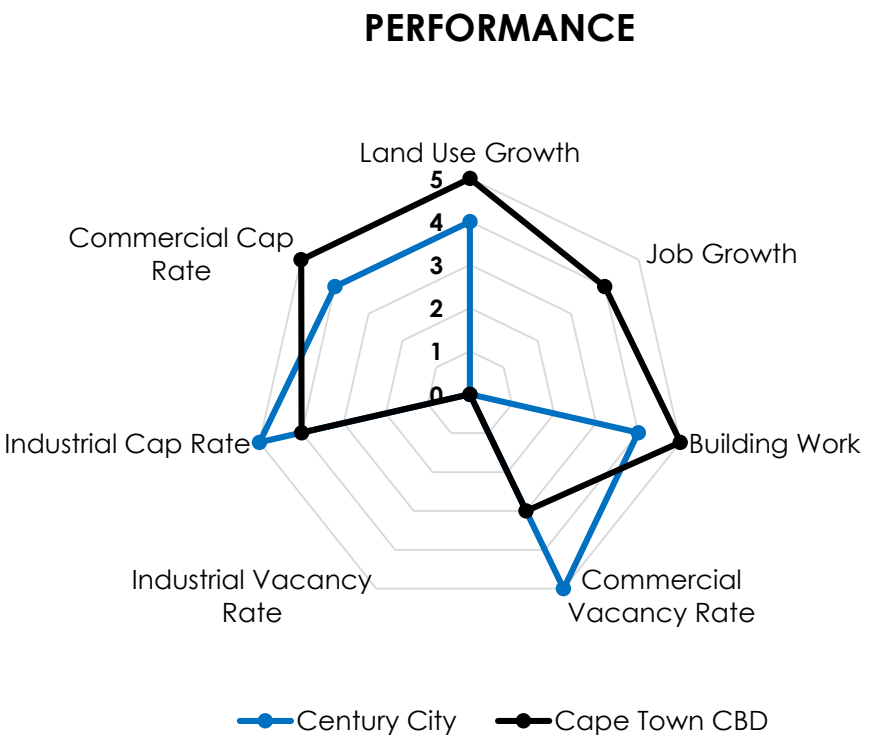
Year-over-year, capitalisation rates across the 3 sectors similarly increased from around 9,5% in 2012 to 10% in 2022.

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



# 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>

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