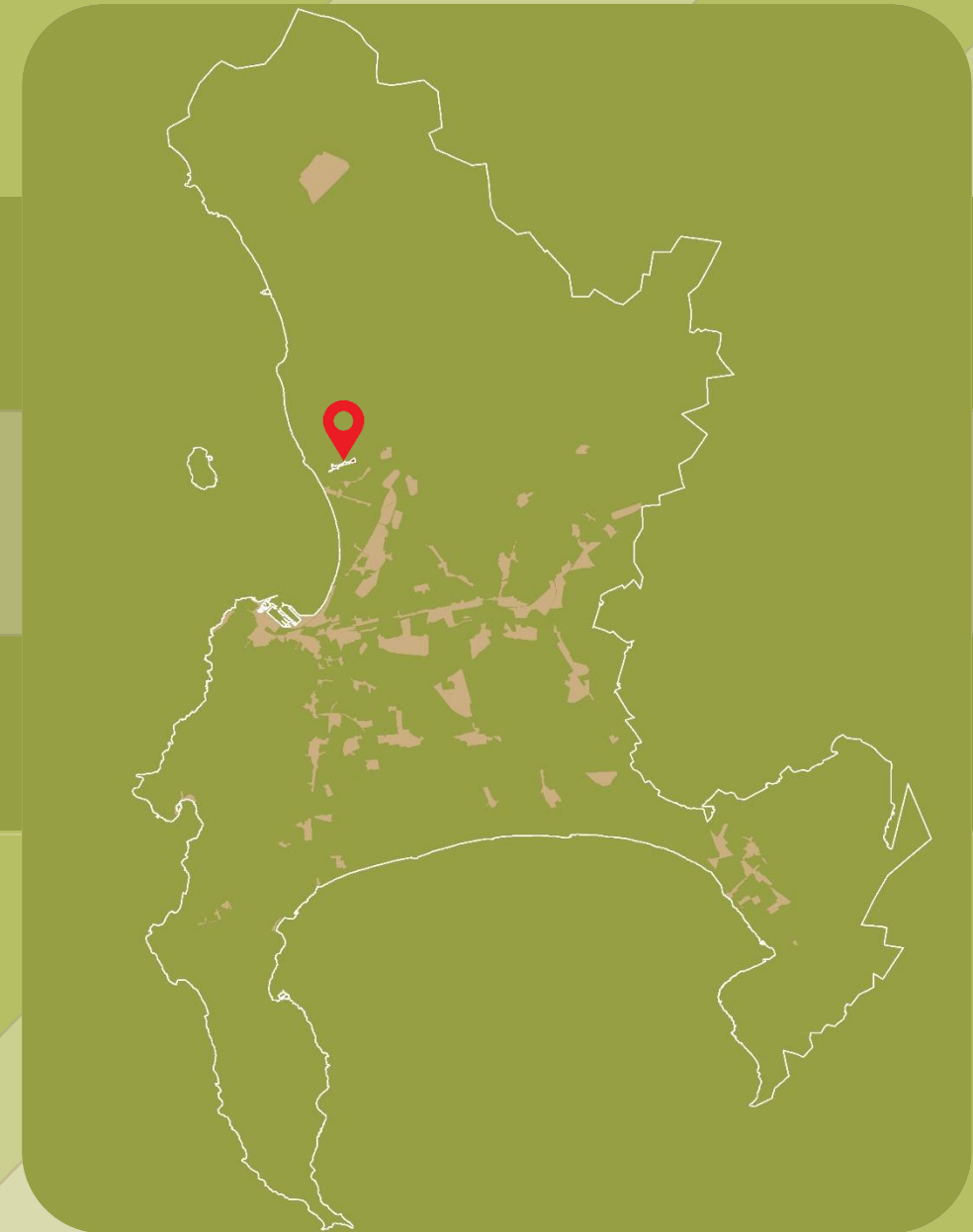# PARKLANDS

ECONOMIC AREA PROFILE

TREND ANALYSIS 2012-2022

Image source: Google Earth

June 2025

CITY OF CAPE TOWN
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STAD KAAPSTAD

Making progress possible. Together.

ACKNOWLEDGEMENTS

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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 3: Greater Table View:
    - District Development Guidelines (page 64)
    - Subdistrict Development Guidelines (page 98)
    - Consolidated Subdistrict SDF (Figure 19: Blaauwberg subdistrict 3: Greater Table View)

Conceptual framework

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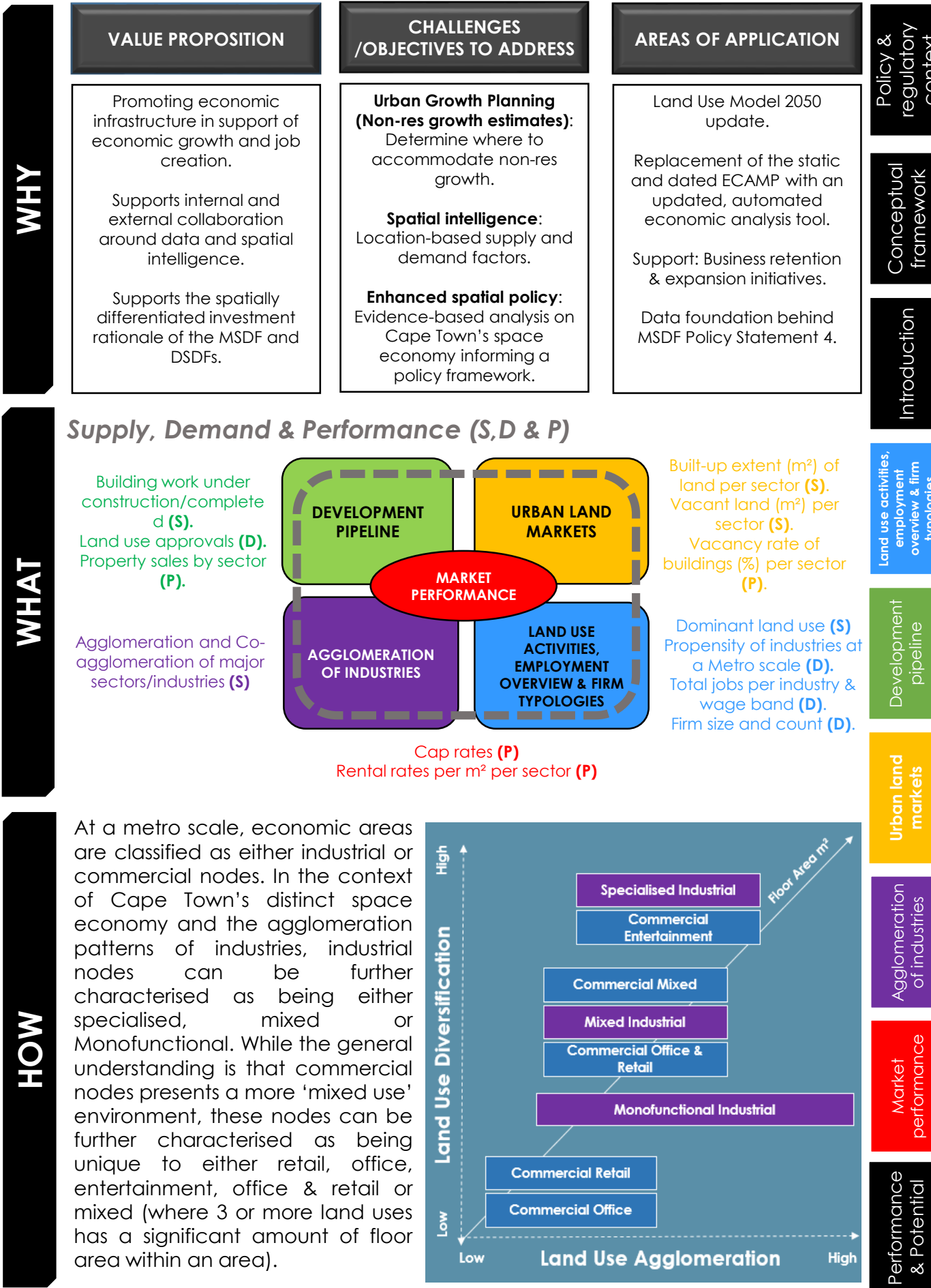
MICRO-ECONOMIC DEMAND & SUPPLY FACTORS
This profile examines a range of micro-economic indicators to highlight trends in supply and demand specific to the economic area. The indicators include:

- 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)

WHY

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.

WHAT

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

Building work under construction/completed **(S)**.
Land use approvals **(D)**.
Property sales by sector **(P)**.

Agglomeration and Co-agglomeration of major sectors/industries **(S)**

DEVELOPMENT PIPELINE

URBAN LAND MARKETS

MARKET PERFORMANCE

AGGLOMERATION OF INDUSTRIES

LAND USE ACTIVITIES, EMPLOYMENT OVERVIEW & FIRM TYPOLOGIES

Built-up extent (m²) of land per sector **(S)**.
Vacant land (m²) per sector **(S)**.
Vacancy rate of buildings (%) per sector **(P)**.

Dominant land use **(S)**
Propensity of industries at a Metro scale **(D)**.
Total jobs per industry & wage band **(D)**.
Firm size and count **(D)**.

Cap rates **(P)**
Rental rates per m² per sector **(P)**

HOW

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).

Land Use Diversification / Land Use Agglomeration:
- Specialised Industrial
- Commercial Entertainment
- Commercial Mixed
- Mixed Industrial
- Commercial Office & Retail
- Monofunctional Industrial
- Commercial Retail
- Commercial Office

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PARKLANDS

Location

- The area is approximately 21km north of Cape Town's Central Business District and the Port of Cape Town. Furthermore, it is located 31km from Cape Town International Airport.
- It is also situated along Sandown Road, connecting to the R27 (West Coast Road), Malibongwe Drive connecting onto the N7, allowing for easy access to areas across Cape Town.
- The area is serviced by taxis and MyCiTi.
- Access to a skilled workforce from surrounding areas includes the broader Parkland, Dunoon, Table View and Burgundy Estate areas.

Zoning, land use and form

- The area is predominantly zoned for business purposes.
- The area is mainly characterised by retail, residential and community services, which include malls, flats, hospitals and recreation spaces.
- The average land parcel sizes in the area range between 35,000 – 50,000m², which are more bigger block-type developments.

Spatial planning mechanisms

- None

Key highlights of the area include:

- The Sandown Road corridor started to establish itself in the early 2000s and developed into a commercial area.
- One of the earliest developments was the Builders Warehouse, while the surrounding land remained vacant.
- Surrounding developments soon occurred, with a significant amount of residential stock being developed along the northern parts of Sandown Road.
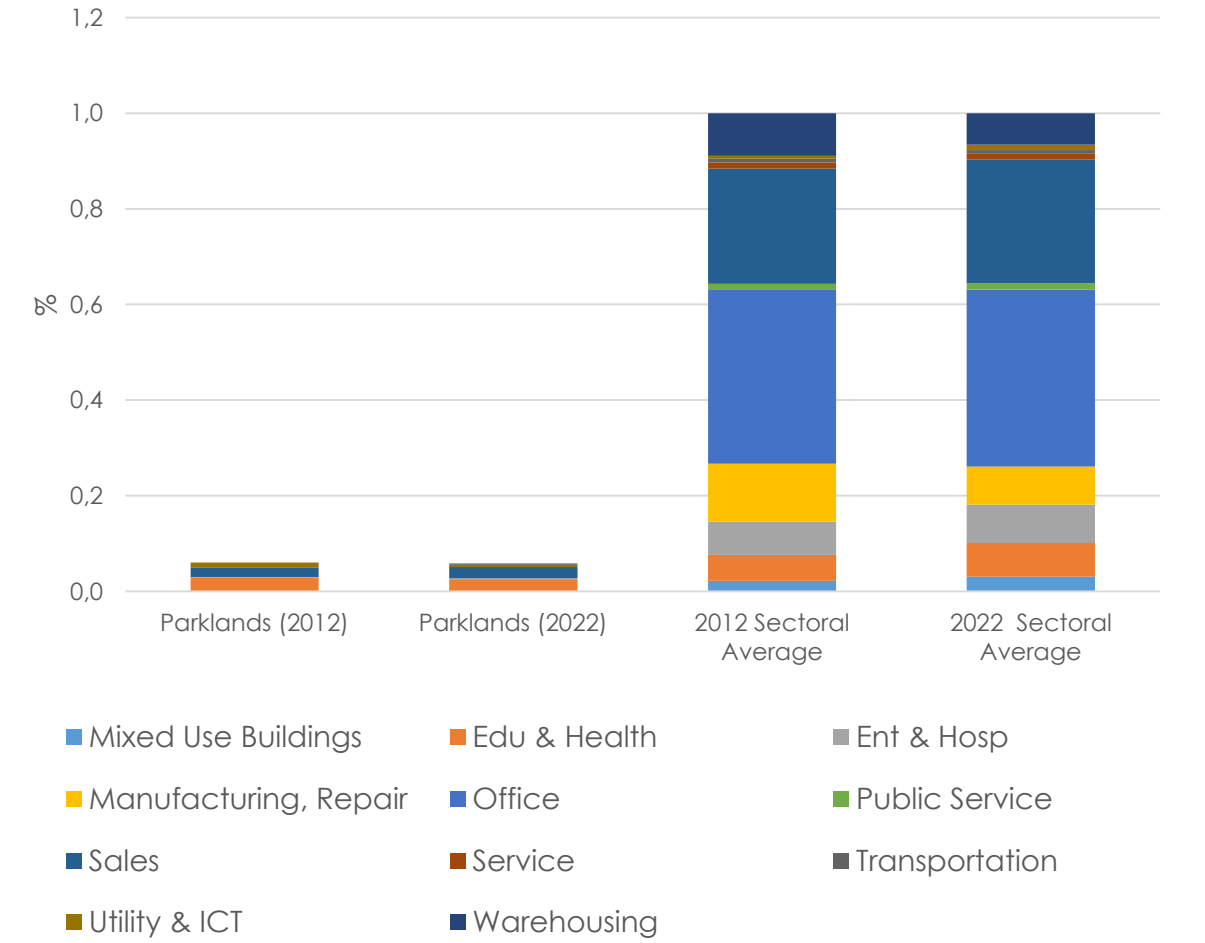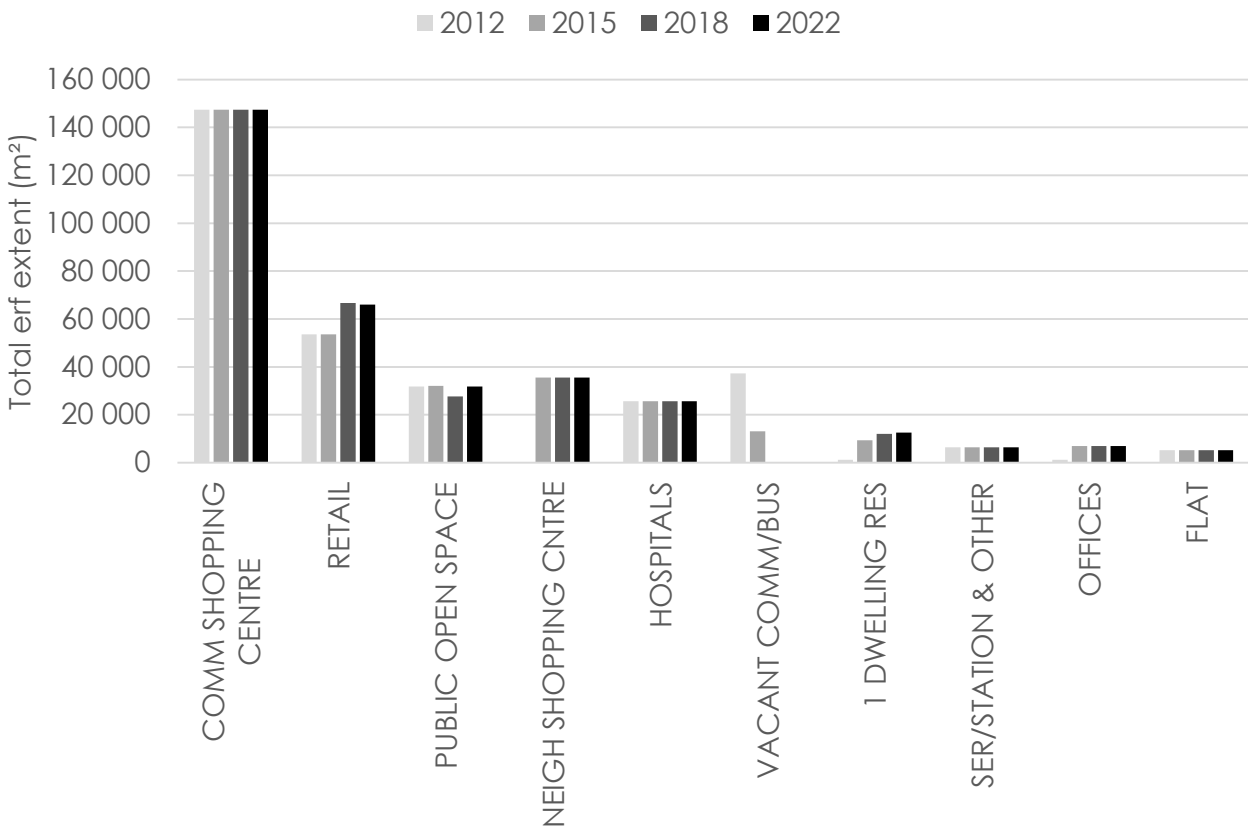- To date, the area has developed into a

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, Parklands was mainly characterised by a greater propensity for education & health and general sales, 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 Parklands to being a contributor of education & health and general sales, which performs lower than that of the sectoral average 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. It details the cumulative floor area (m²) for shopping centres, including retail and hospital spaces.
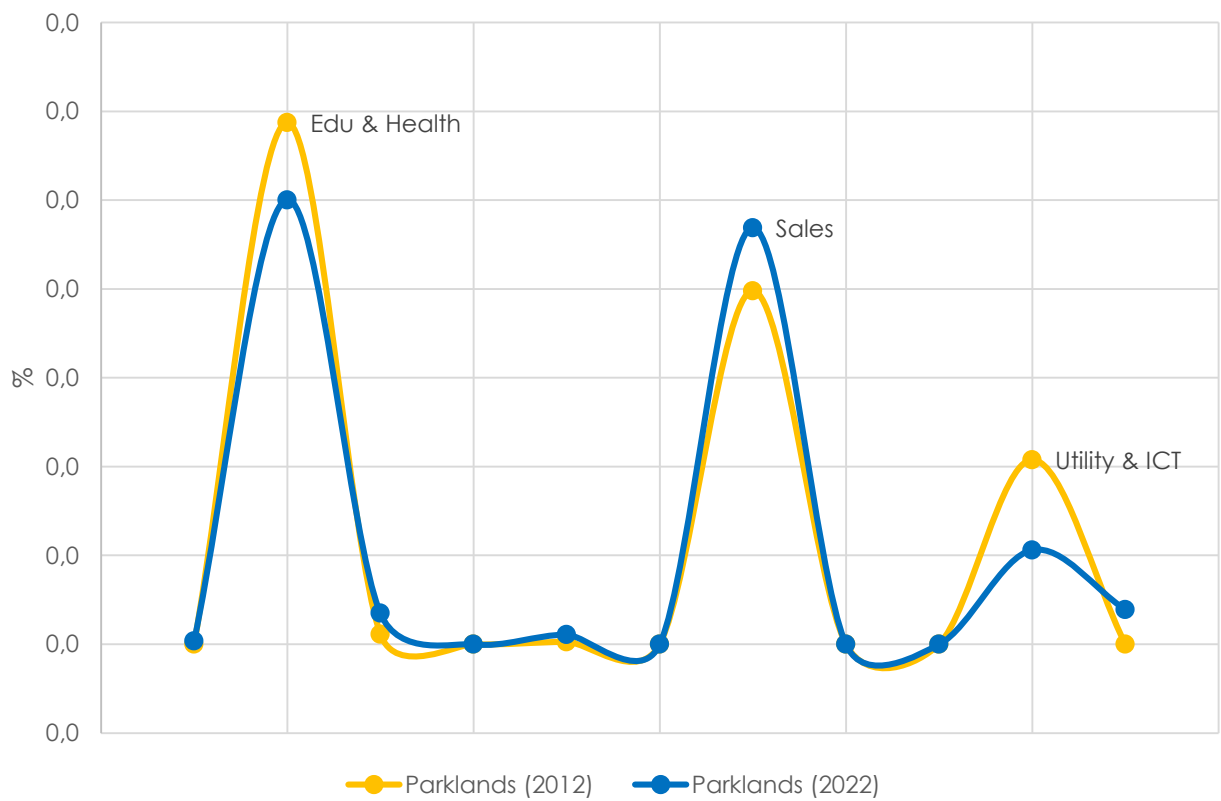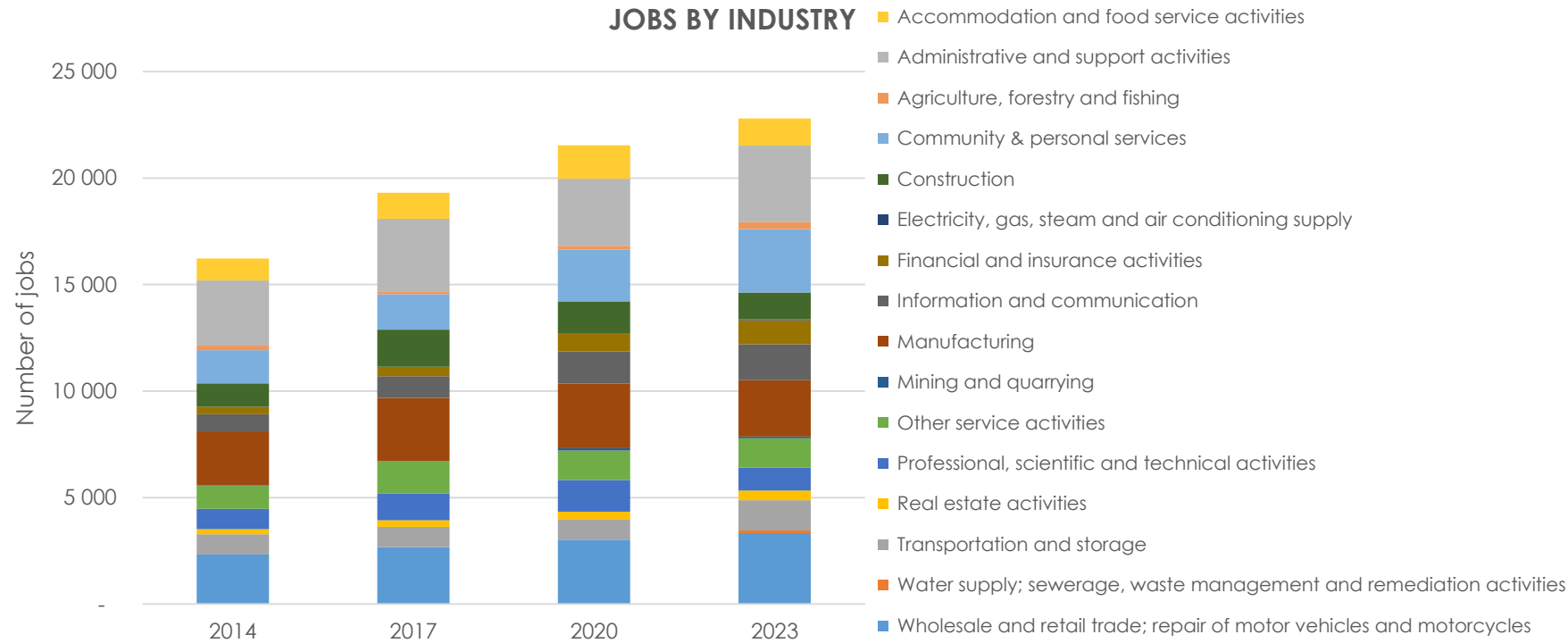
TOP 10 MOST DOMINANT LAND USES BETWEEN 2012 AND 2022

Legend: ▇ 2012 ▇ 2015 ▇ 2018 ▇ 2022

METROSCALE BENCHMARK

Legend:
- ▇ Mixed Use Buildings
- ▇ Edu & Health
- ▇ Ent & Hosp
- ▇ Manufacturing, Repair
- ▇ Office
- ▇ Public Service
- ▇ Sales
- ▇ Service
- ▇ Transportation
- ▇ Utility & ICT
- ▇ Warehousing

NODAL TYPOLOGY FOR 2012 AND 2022
(Retail)

Legend: Parklands (2012) Parklands (2022)

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JOBS BY INDUSTRY

Legend:
- Accommodation and food service activities
- Administrative and support activities
- Agriculture, forestry and fishing
- Community & personal services
- Construction
- Electricity, gas, steam and air conditioning supply
- Financial and insurance activities
- Information and communication
- Manufacturing
- Mining and quarrying
- Other service activities
- Professional, scientific and technical activities
- Real estate activities
- Transportation and storage
- Water supply; sewerage, waste management and remediation activities
- Wholesale and retail trade; repair of motor vehicles and motorcycles

Jobs/Firms
The number of job opportunities in the Parklands area consistently increased from 17,000 to 22,000 between 2014 and 2023. Over time, most jobs have been concentrated almost equally in community & personal services, manufacturing, wholesale & retail and administrative services.

The total number of firms in the area increased from 950 to 1,200 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.
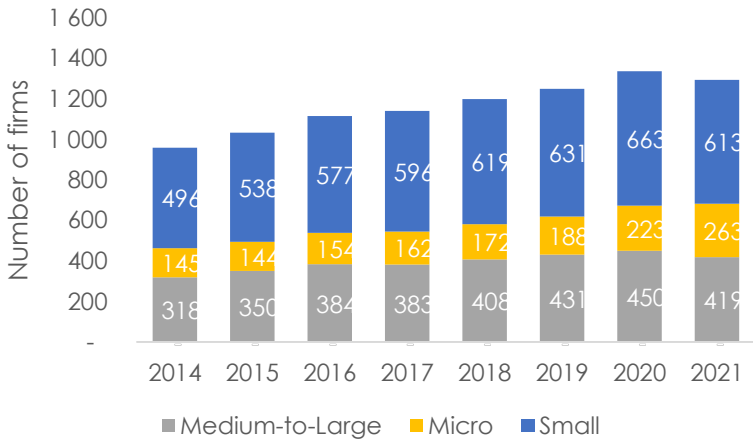
Income bands
The income bands provide insights into the skill levels of employees in the area. The data indicates that a larger proportion of employees earn up to R12,800, with a significant proportion of employees also earning between R12,801 and R25,600.
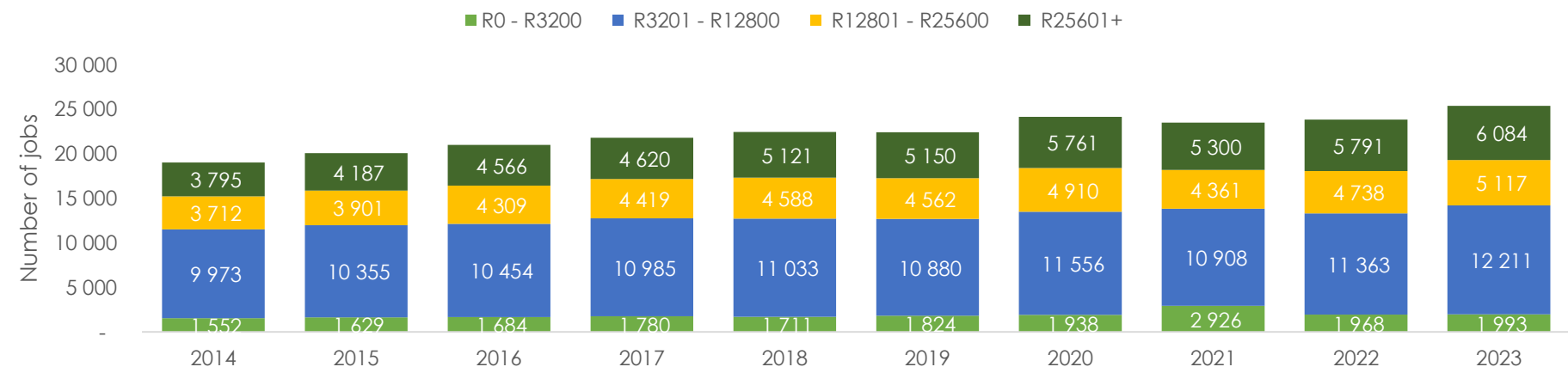
YEAR ON YEAR % CHANGE OF FULL TIME EMPLOYMENT WITHIN EACH WAGE BAND

Legend: R0 - R3200, R3201 - R12800, R12801 - R25600, R25601+
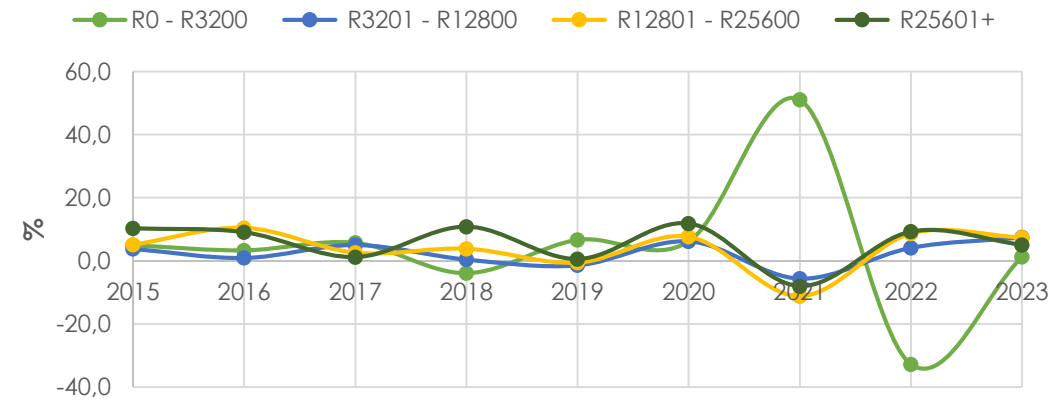
NUMBER OF FIRM TYPOLOGIES

	2014	2015	2016	2017	2018	2019	2020	2021
Small	496	538	577	596	619	631	663	613
Micro	145	144	154	162	172	188	225	263
Medium-to-Large	318	350	384	383	408	431	450	419

FULL TIME EMPLOYMENT BY WAGEBAND

Legend: R0 - R3200, R3201 - R12800, R12801 - R25600, R25601+

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
R25601+	3 795	4 187	4 566	4 620	5 121	5 150	5 761	5 300	5 791	6 084
R12801 - R25600	3 712	3 901	4 309	4 419	4 588	4 562	4 910	4 361	4 738	5 117
R3201 - R12800	9 973	10 355	10 454	10 985	11 033	10 880	11 556	10 908	11 363	12 211
R0 - R3200	1 552	1 629	1 684	1 780	1 711	1 824	1 938	2 926	1 968	1 993

Legend: SARS Hexagon, Economic Area

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

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

Side tabs:
- Policy & regulatory context
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- Introduction
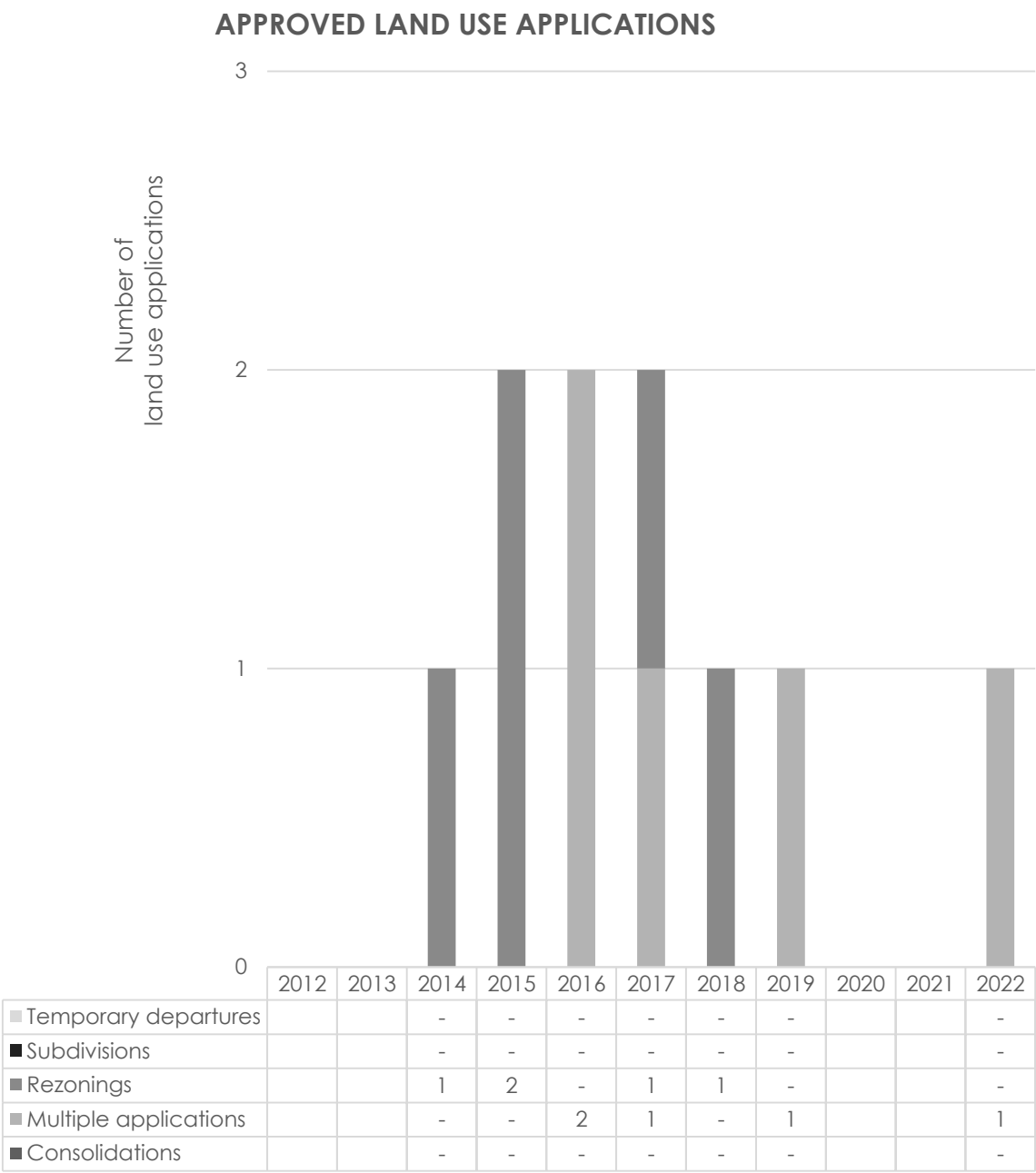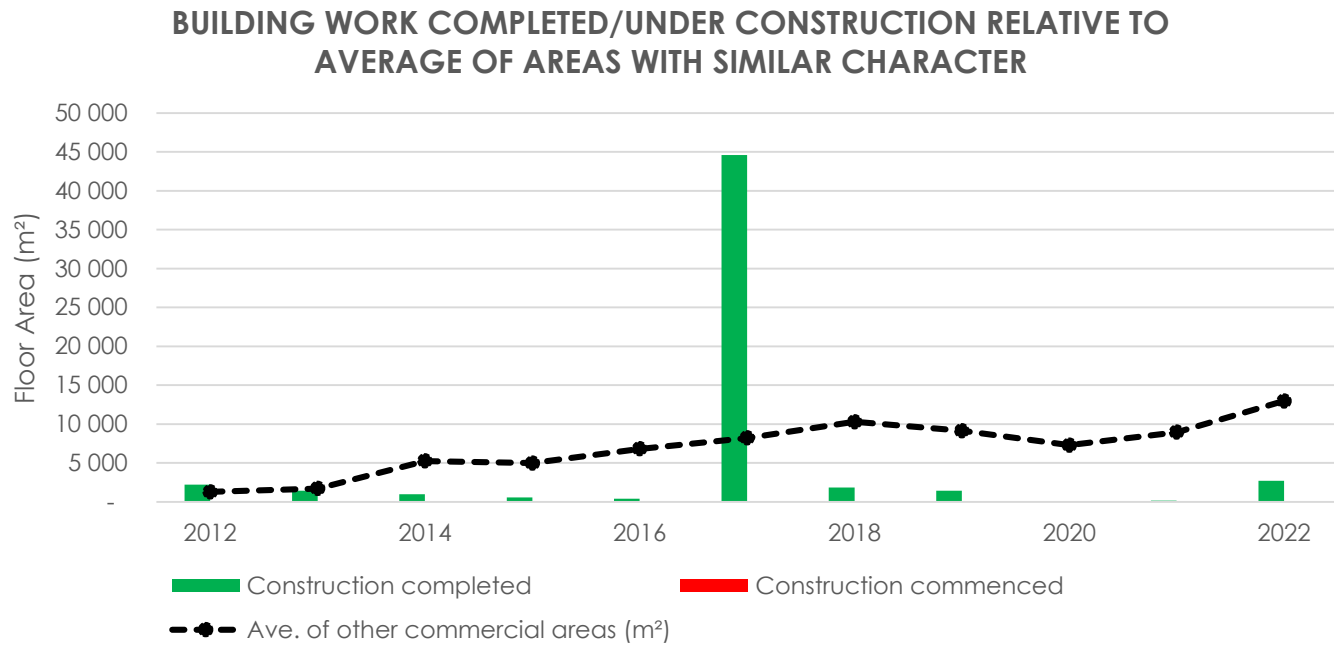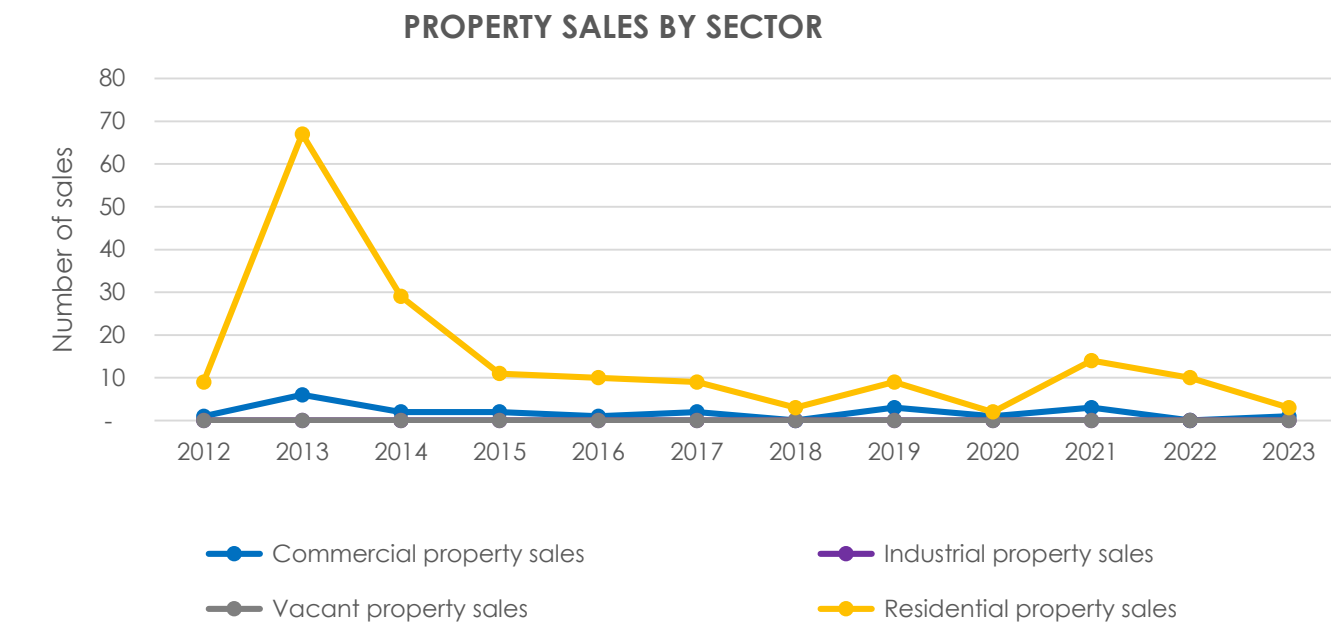- Land use activities, employment overview & firm typologies
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PROPERTY SALES BY SECTOR

Legend: Commercial property sales · Industrial property sales · Vacant property sales · Residential property sales

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

Legend: Construction completed · Construction commenced · Ave. of other commercial areas (m²)

APPROVED LAND USE APPLICATIONS

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Temporary departures			-	-	-	-	-	-			-
Subdivisions			-	-	-	-	-	-			-
Rezonings			1	2	-	1	1	-			-
Multiple applications			-	-	2	1	-	1			1
Consolidations			-	-	-	-	-	-			-

Property Sales

Between 2012 and 2022, residential property sales were higher compared to other sectors. While the residential sector may have been higher, sales fluctuated throughout the 10 years, with a significant spike observed in 2013. The commercial sector property sales also fluctuated well below 10 sales per annum.

Land Use Applications

There were no significant land use approvals granted, indicating that the area did not experience much change in the overall land use character between 2012 and 2022. Although only a handful of approvals were granted, with rezonings being the most significant.

Building Plans

In light of property sales and land use approvals, little to no building work activity occurred over the past 10 years. However, a significant spike was observed in 2017, which correlates with the parts of the Sandown Road corridor being developed, which included Tafelberg Furnishers and other smaller portions along the corridor.

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

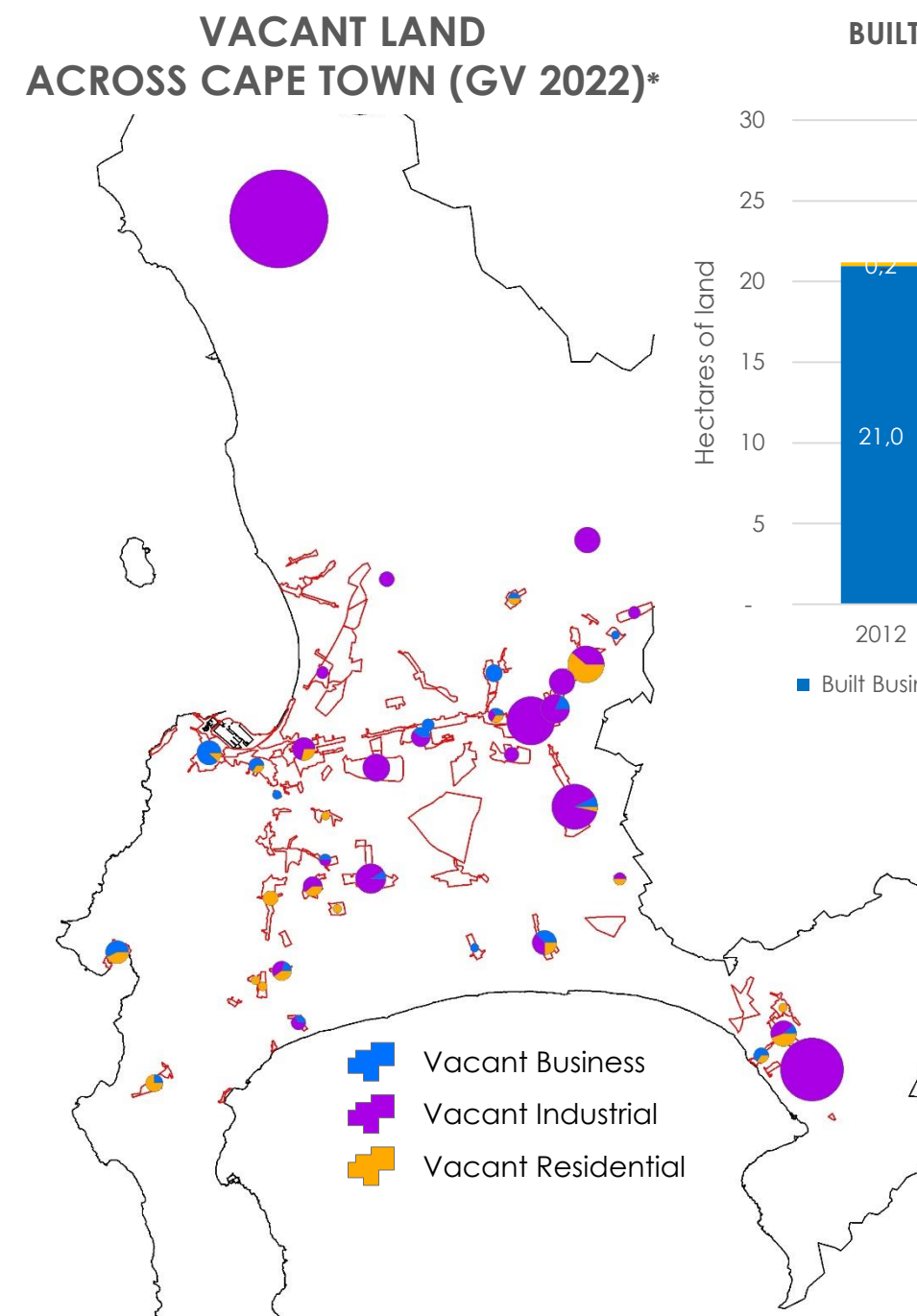Sidebar navigation: Policy & regulatory context · Conceptual framework · Introduction · Land use activities, employment overview & firm typologies · Development pipeline · Urban land markets · Agglomeration of industries · Market performance · Performance & Potential

VACANT LAND ACROSS CAPE TOWN (GV 2022)*

Legend:
- Vacant Business
- Vacant Industrial
- Vacant Residential

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

Hectares of land

	2012	2015	2018	2022
Built Residential	0,2	1,1	1,3	1,4
Built Business	21,0	25,1	26,4	26,3

Legend: ■ Built Business ■ Built Industrial ■ Built Residential

VACANT LAND EXTENT BY SECTOR (TOTAL ERF EXTENT)

Hectares of land

	2012	2015	2018	2022
Vacant Residential		0,3		
Vacant Business	3,7	1,3		

Legend: ■ Vacant Business ■ Vacant Industrial ■ Vacant Residential

AVERAGE VACANCY RATE OF EXISTING BUILDINGS

Vacancy rate (%)

Legend: Commercial · Industrial · Office

METRO AVERAGE: VACANCY RATES PER SECTOR FOR 2022*

- 4,9%
- 5,4%
- 6,5%

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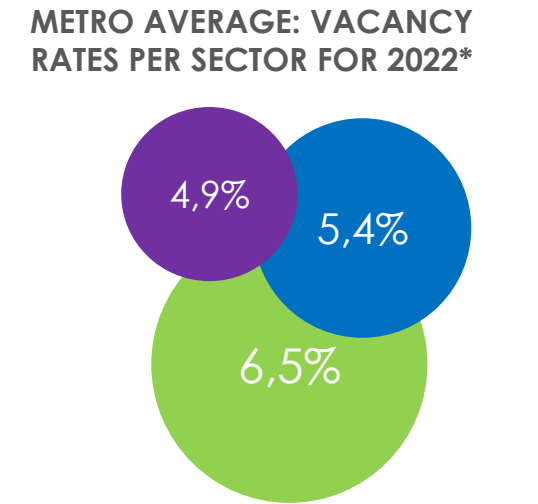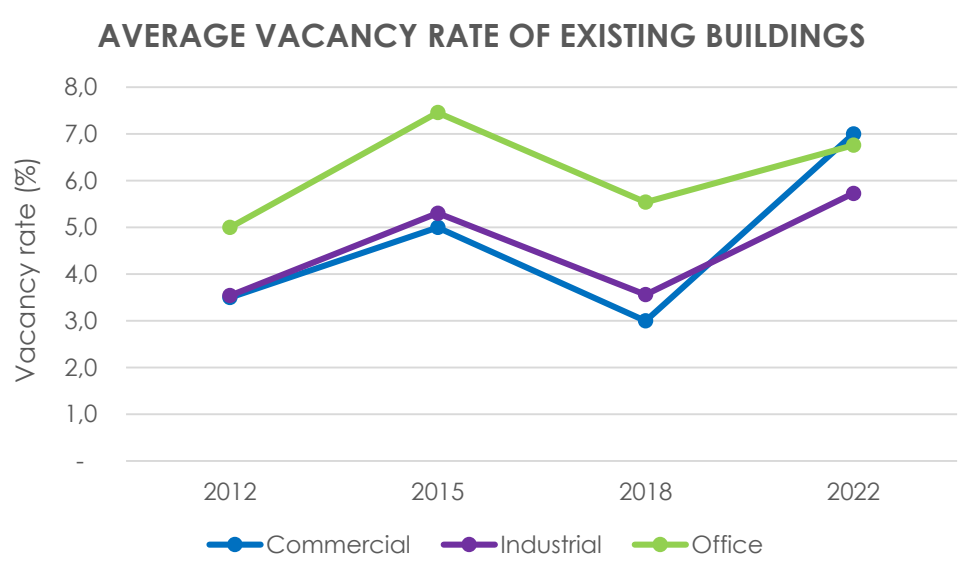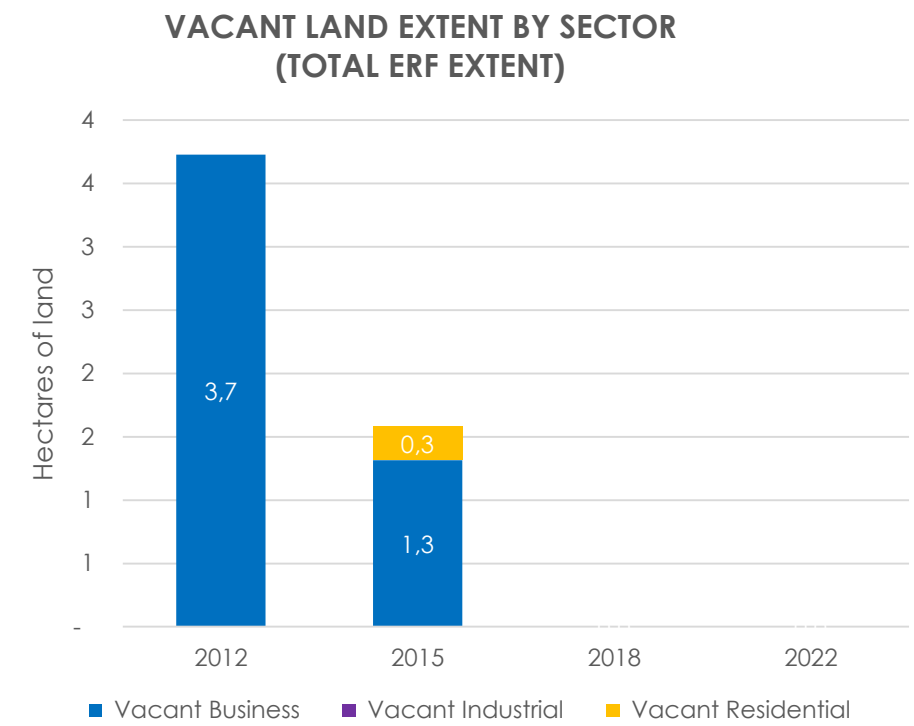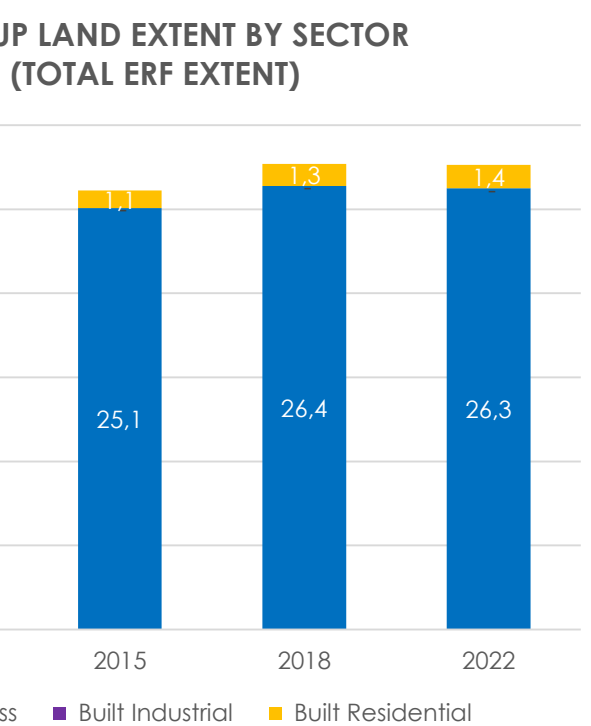
Vacant Land

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 regarding built-up land, with no vacant land available, as of 2022, indicating a well-developed commercial area. Additionally, any remaining vacant land would have been categorised based on the number and size of the land parcels and would be reflected in the accompanying table.

Vacancy Rates

Alongside vacant land, the vacancy rates for existing buildings in the commercial and industrial sectors increased from 3,5% in 2012 to 6,8% and 5,7% in 2022, respectively. Whereas the office sector has increased from 5% in 2012 to 6,8% in 2022.
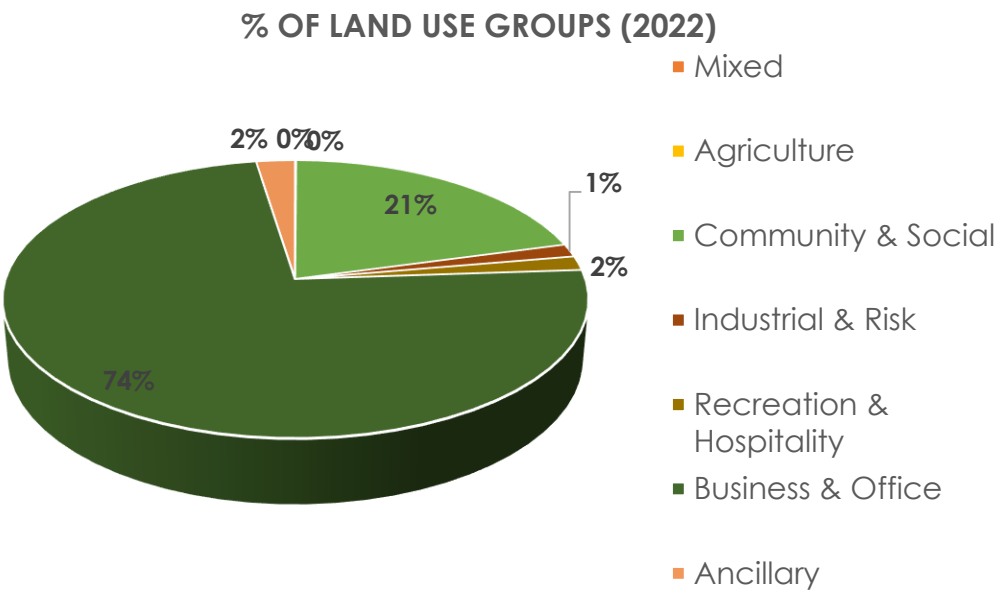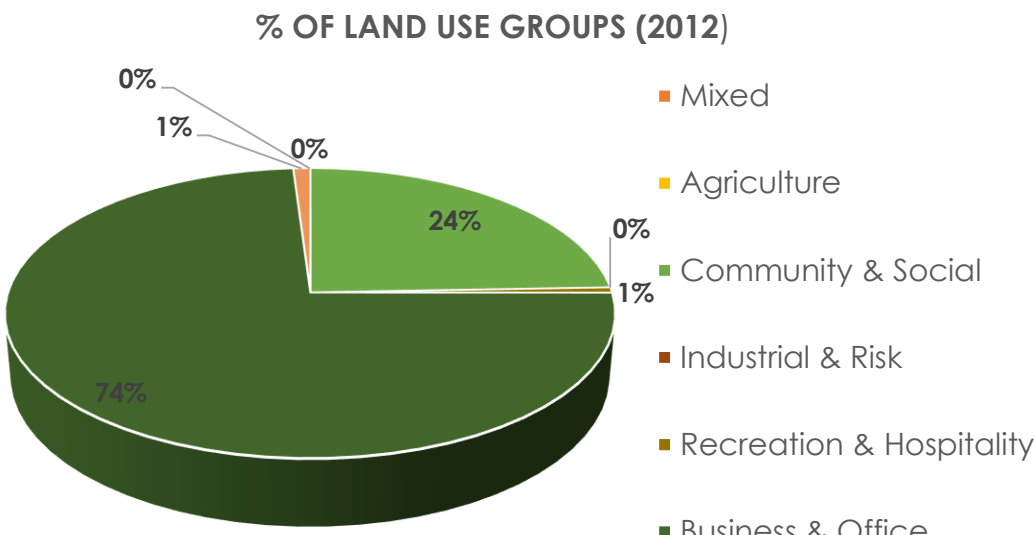
Source: City's General Valuation Roll and Market Reports

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

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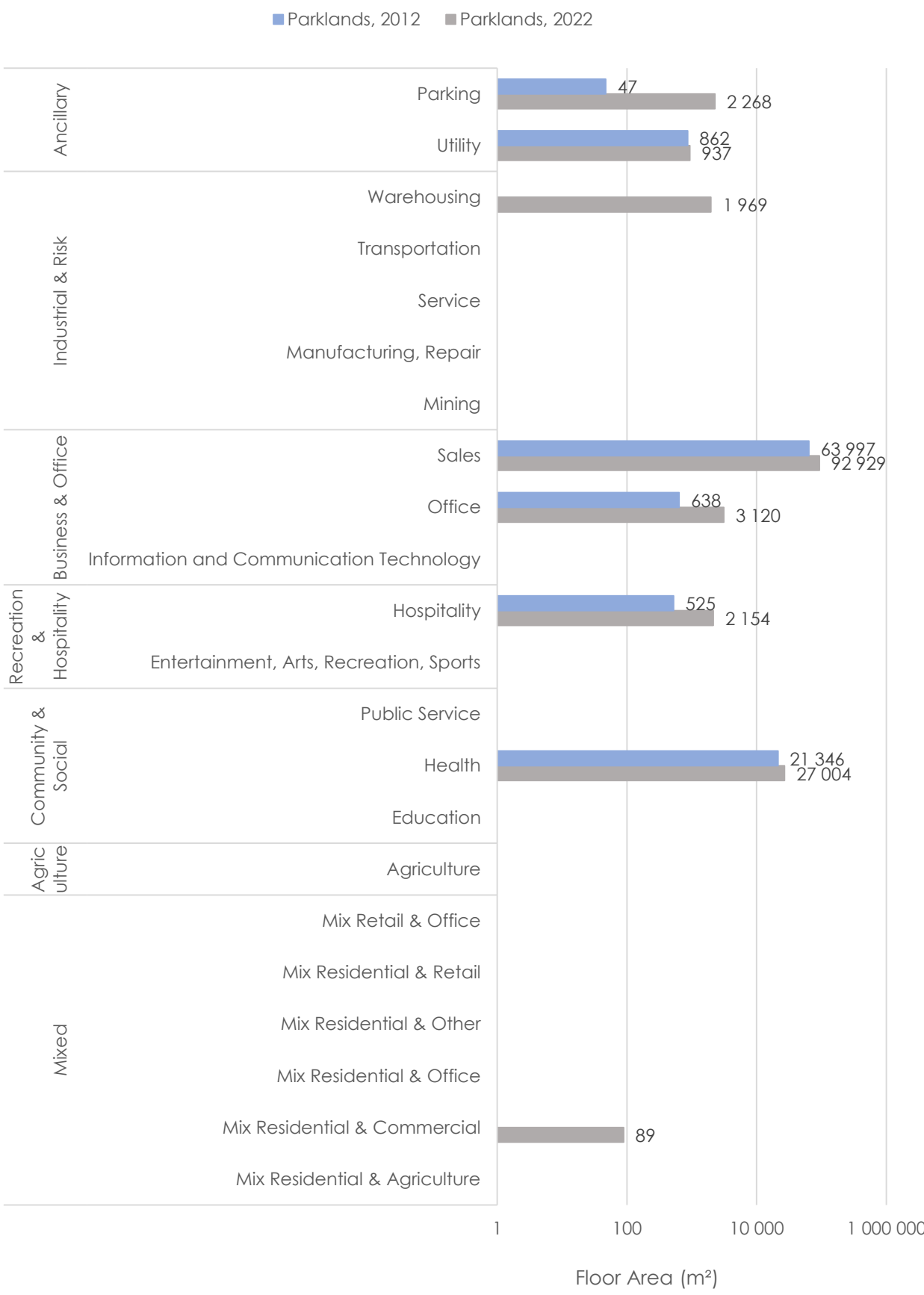- Performance & Potential

AGGLOMERATION OF INDUSTRIES

% OF LAND USE GROUPS (2012)

- Mixed
- Agriculture
- Community & Social
- Industrial & Risk
- Recreation & Hospitality
- Business & Office
- Ancillary

0% · 1% · 0% · 0% · 1% · 24% · 74%

% OF LAND USE GROUPS (2022)

- Mixed
- Agriculture
- Community & Social
- Industrial & Risk
- Recreation & Hospitality
- Business & Office
- Ancillary

2% · 0% · 0% · 1% · 2% · 21% · 74%

FLOOR AREA PER LAND USE CATEGORY FOR 2012 AND 2022

■ Parklands, 2012   ■ Parklands, 2022

Land use group	Land use category	Parklands, 2012	Parklands, 2022
Ancillary	Parking	47	2 268
Ancillary	Utility	862	937
Industrial & Risk	Warehousing		1 969
Industrial & Risk	Transportation		
Industrial & Risk	Service		
Industrial & Risk	Manufacturing, Repair		
Industrial & Risk	Mining		
Business & Office	Sales	63 997	92 929
Business & Office	Office	638	3 120
Business & Office	Information and Communication Technology		
Recreation & Hospitality	Hospitality	525	2 154
Recreation & Hospitality	Entertainment, Arts, Recreation, Sports		
Community & Social	Public Service		
Community & Social	Health	21 346	27 004
Community & Social	Education		
Agriculture	Agriculture		
Mixed	Mix Retail & Office		
Mixed	Mix Residential & Retail		
Mixed	Mix Residential & Other		
Mixed	Mix Residential & Office		
Mixed	Mix Residential & Commercial		89
Mixed	Mix Residential & Agriculture		

Land use categories by land use groups

Floor Area (m²)

The pie charts illustrate the percentage distribution of land use groups in Parklands, based on the cumulative floor area (m²) across various land uses. As shown in the charts, the Business & Office group has remained predominant in both 2012 and 2022, with a noteworthy proportion within the Community & Social group.

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 sales have maintained significant dominance, with a noteworthy presence in health spaces. 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.
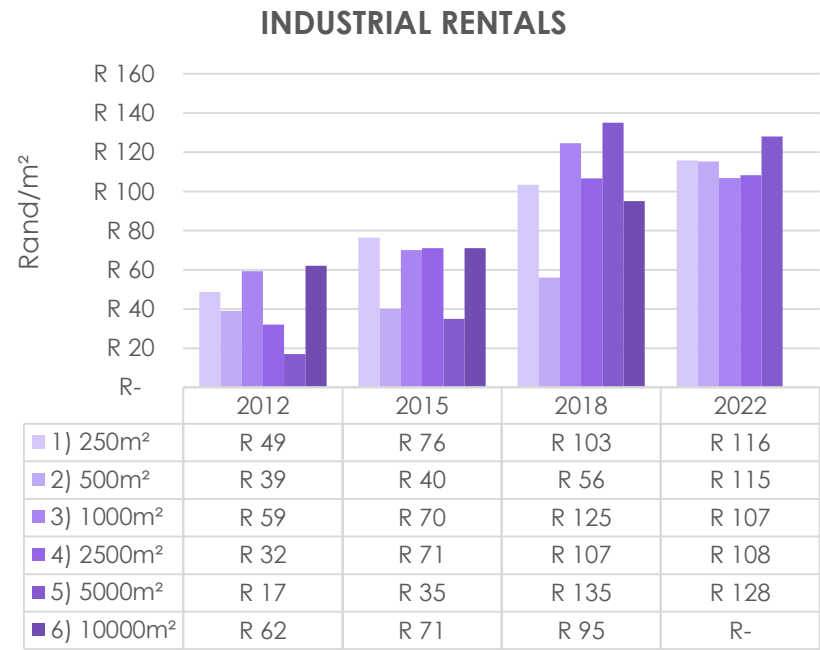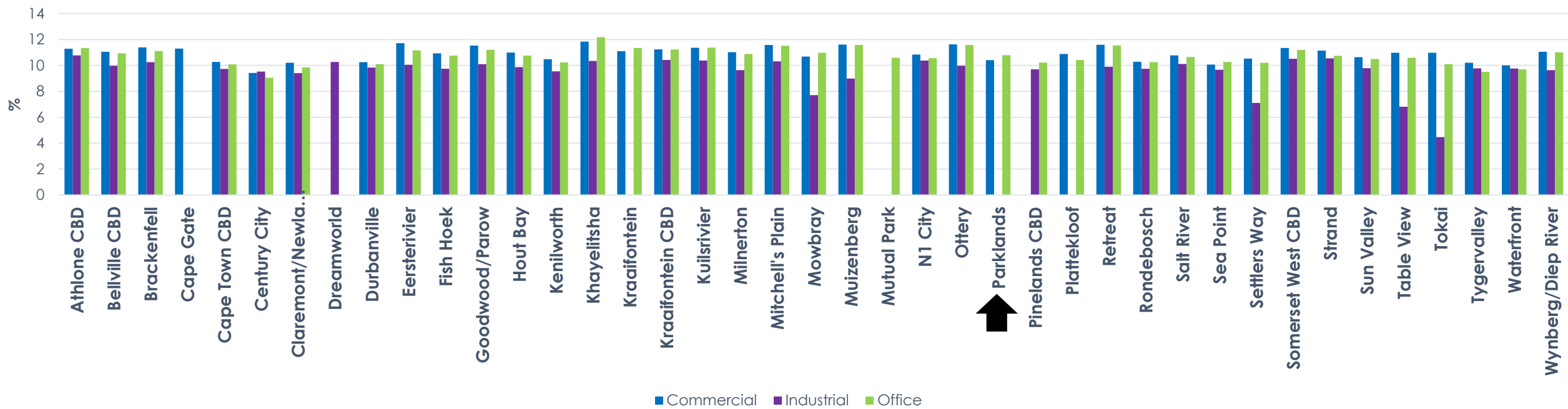
Source: Analysis of GV data (May 2024)

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

Legend: ■ Commercial ■ Industrial ■ Office

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INDUSTRIAL RENTALS

	2012	2015	2018	2022
1) 250m²	R 49	R 76	R 103	R 116
2) 500m²	R 39	R 40	R 56	R 115
3) 1000m²	R 59	R 70	R 125	R 107
4) 2500m²	R 32	R 71	R 107	R 108
5) 5000m²	R 17	R 35	R 135	R 128
6) 10000m²	R 62	R 71	R 95	R-

COMMERCIAL AND OFFICE RENTALS

	2012	2015	2018	2022
■ Commercial	R 31	R 58	R 94	R 155
■ Office	R 34	R 79	R 150	R 157

CAPITALISATION RATES

Legend: Commercial | Industrial | Office

Rental Rates

Rental rates across all industrial space mostly fluctuated from 2012 to 2022, with increases observed in the larger property sizes.

Both commercial and office rental rates increased significantly between 2012 and 2018, with office rentals being higher. Both office and commercial rentals were almost similar by 2022.
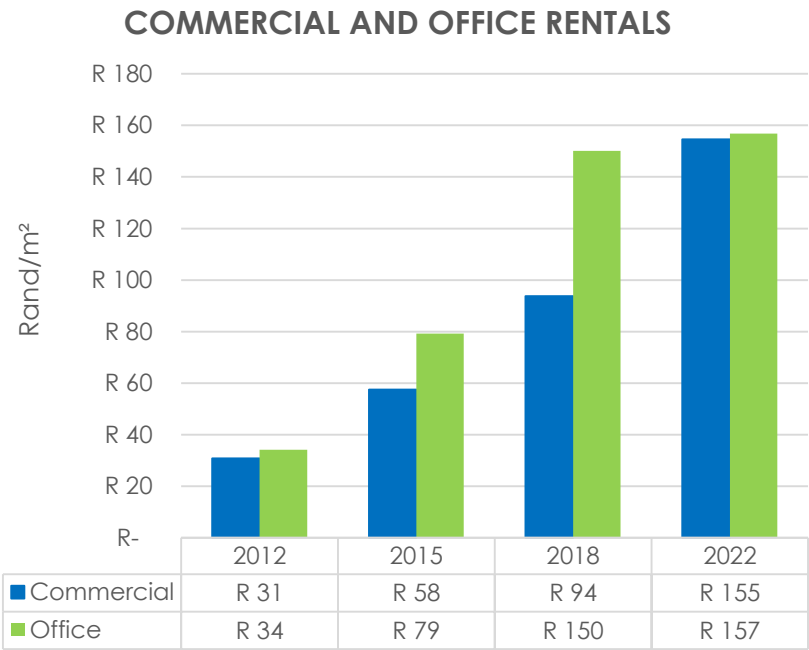
Comparative view on capitalisation rates

The average capitalisation rates from 2012 to 2022 for the commercial, industrial and office sectors were 10,41%, 9,95% and 10,79%, respectively and further indicate its competitiveness relative to other commercial areas.
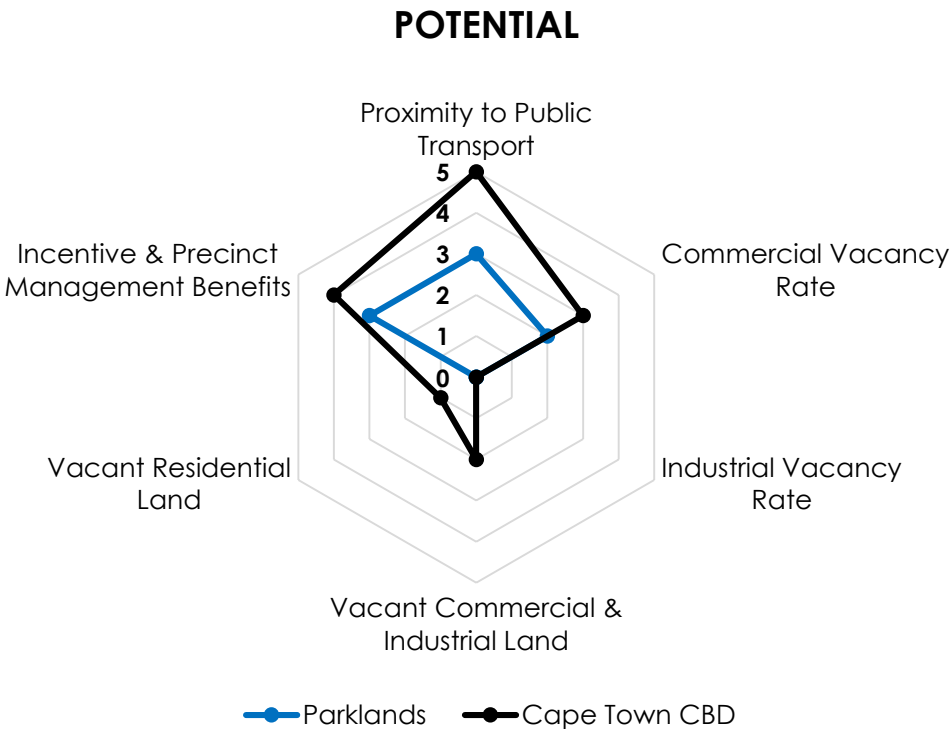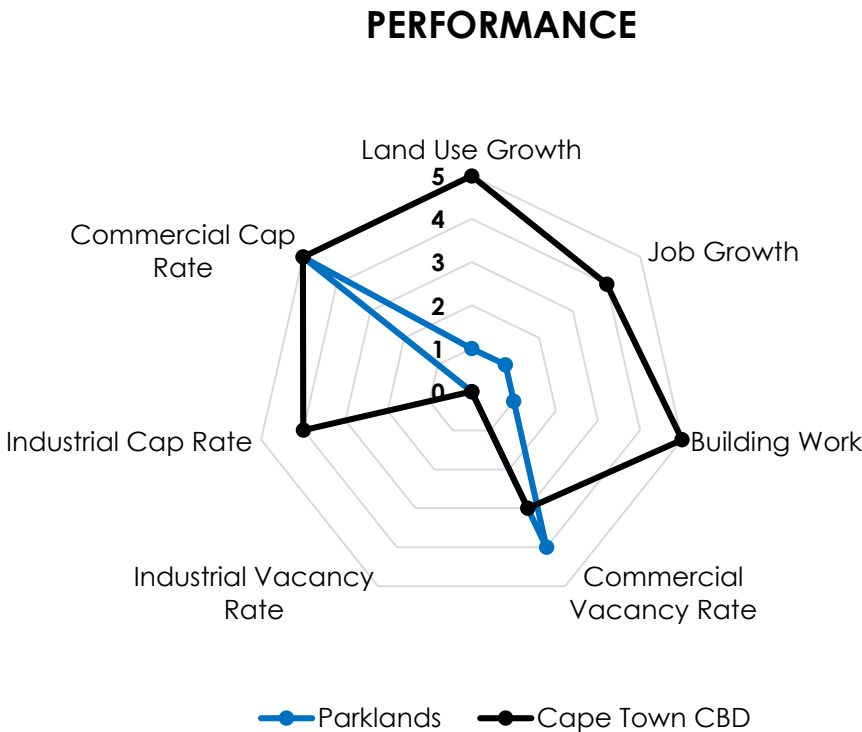
Year-over-year, capitalisation rates for the commercial and office sectors remained similar at 2012 and 2022, around 11,2%. While the industrial sector decreased from 11,2% in 2012 to 9,2% in 2022.

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

Source: 2012 – 2022 market reports
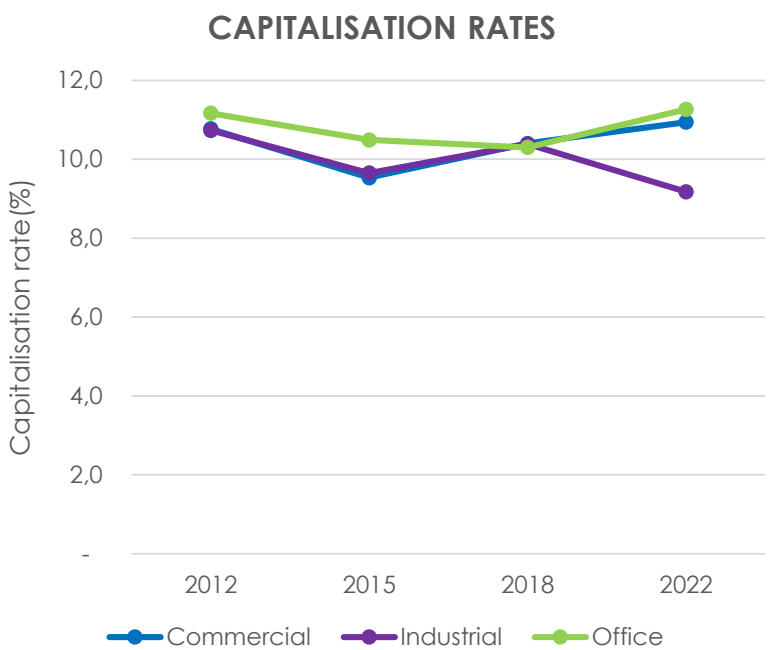
PERFORMANCE & POTENTIAL

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.

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

PERFORMANCE

Parklands — Cape Town CBD

POTENTIAL

Parklands — Cape Town CBD

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.***