

# PINELANDS CBD

## ECONOMIC AREA PROFILE

TREND ANALYSIS 2012-2022



Image source: Google Earth



June 2025



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# 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:





# 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

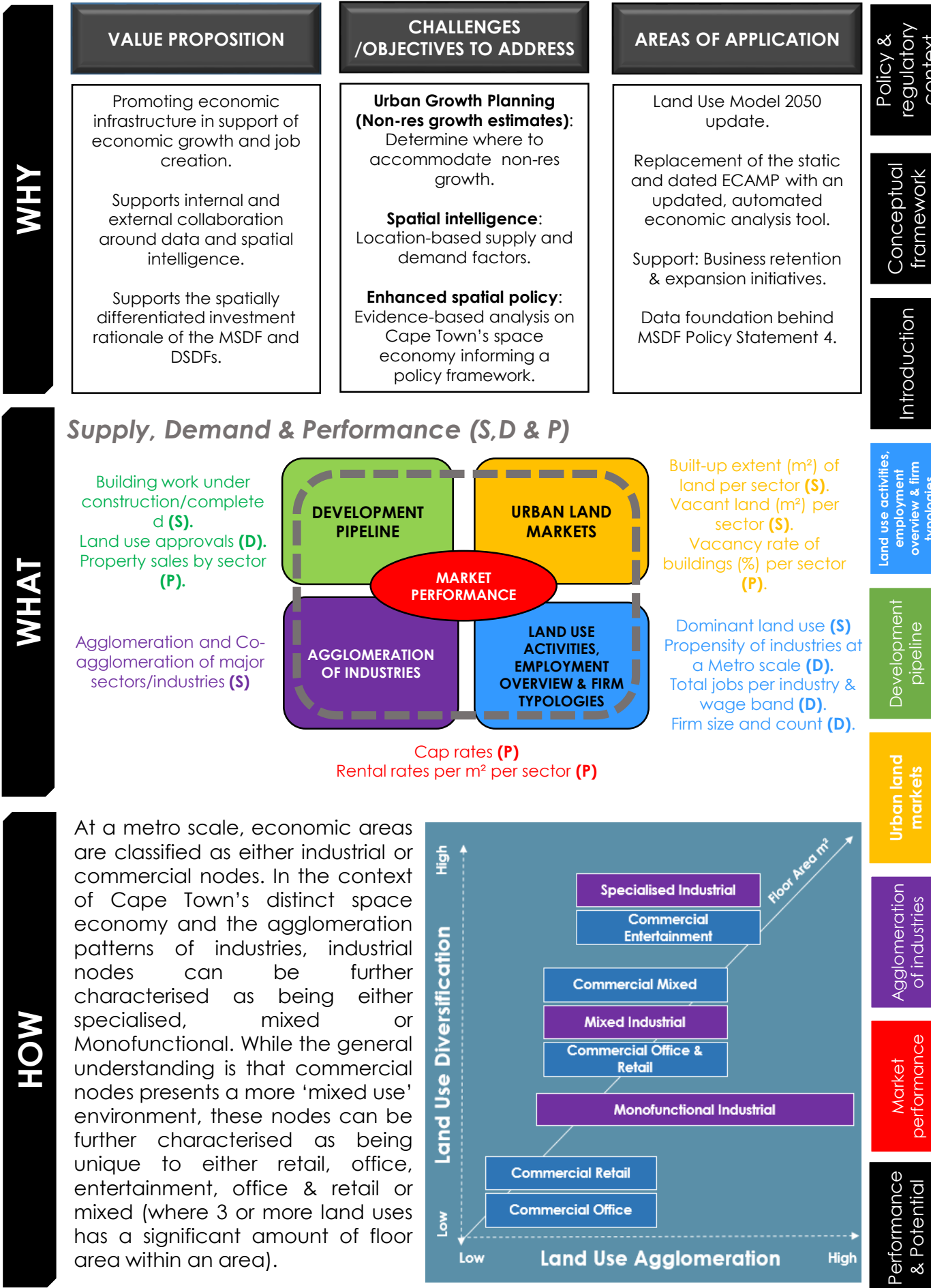
This profile examines a range of micro-economic indicators to highlight trends in supply and demand specific to the economic area. The indicators include:

- 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 \(MERO\)](#)







PINELANDS CBD

Location

- The area is approximately 11km northeast of Cape Town's Central Business District and the Port of Cape Town. Furthermore, it is located 15km from Cape Town International Airport.
- It is also situated near the M5 and N2 highways used to link to the N1, allowing access to other areas across Cape Town.
- The area is mainly serviced by taxis and GABS.
- Access to a skilled workforce from surrounding areas, includes the broader Pinelands, Goodwood, Thornton, Rondebosch and Maitland 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 community purposes.
- The area is mainly characterised by retail, office and residential, which include malls, recreation areas, office accommodation and school facilities.
- The average land parcel sizes in the area mostly vary between 2,500 – 7,500m², with a limited number of land parcels beyond 10,000m².

Spatial planning mechanisms

- None

Key highlights of the area include:

- The area started to establish itself from the 1950s and has developed into a commercial area.
- While Pinelands in its entirety was established since the 1920s based on the Garden City model and principles, within the economic area, Pinelands High School was the first development catalysing the immediate area to be developed into a commercial node over time.

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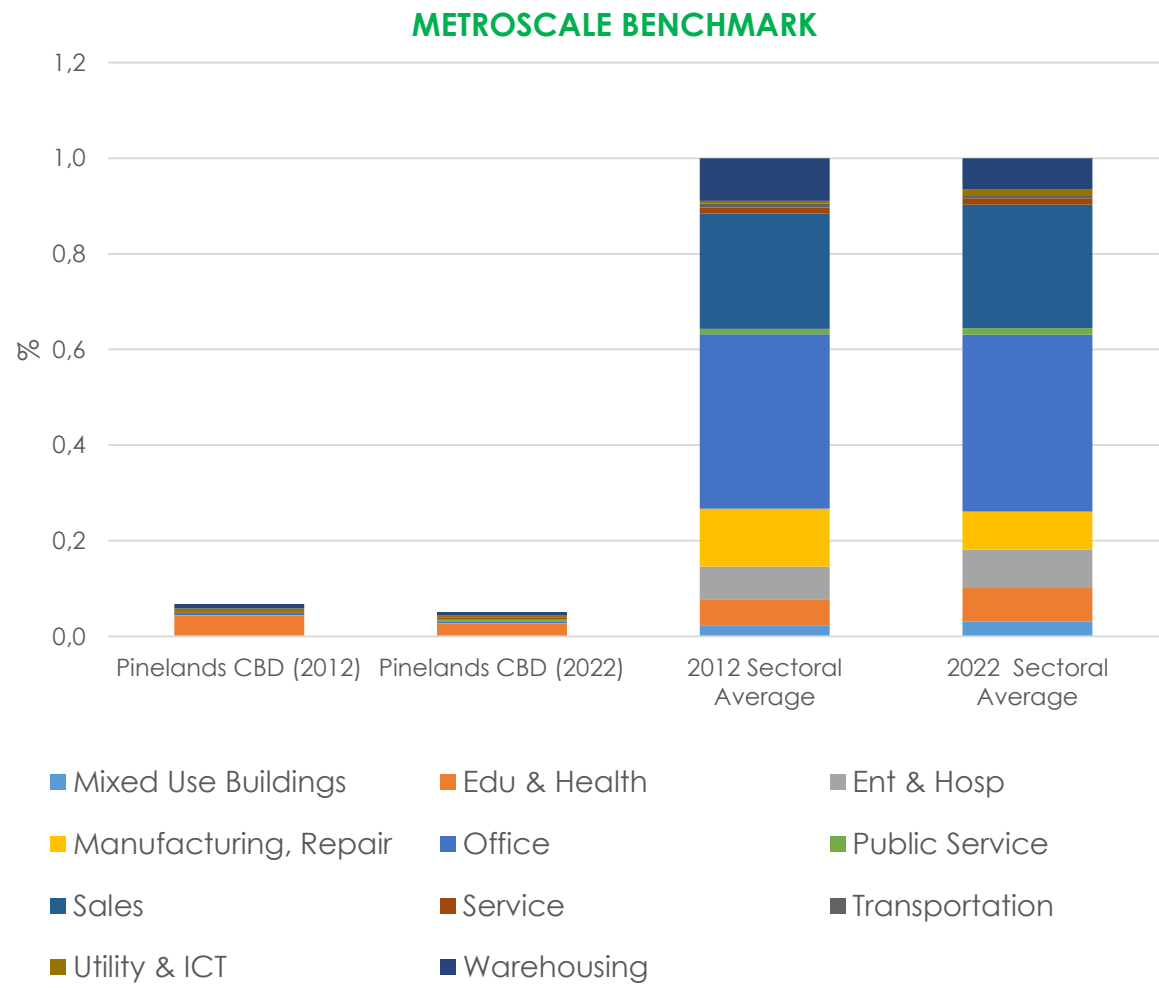
Performance & Potential



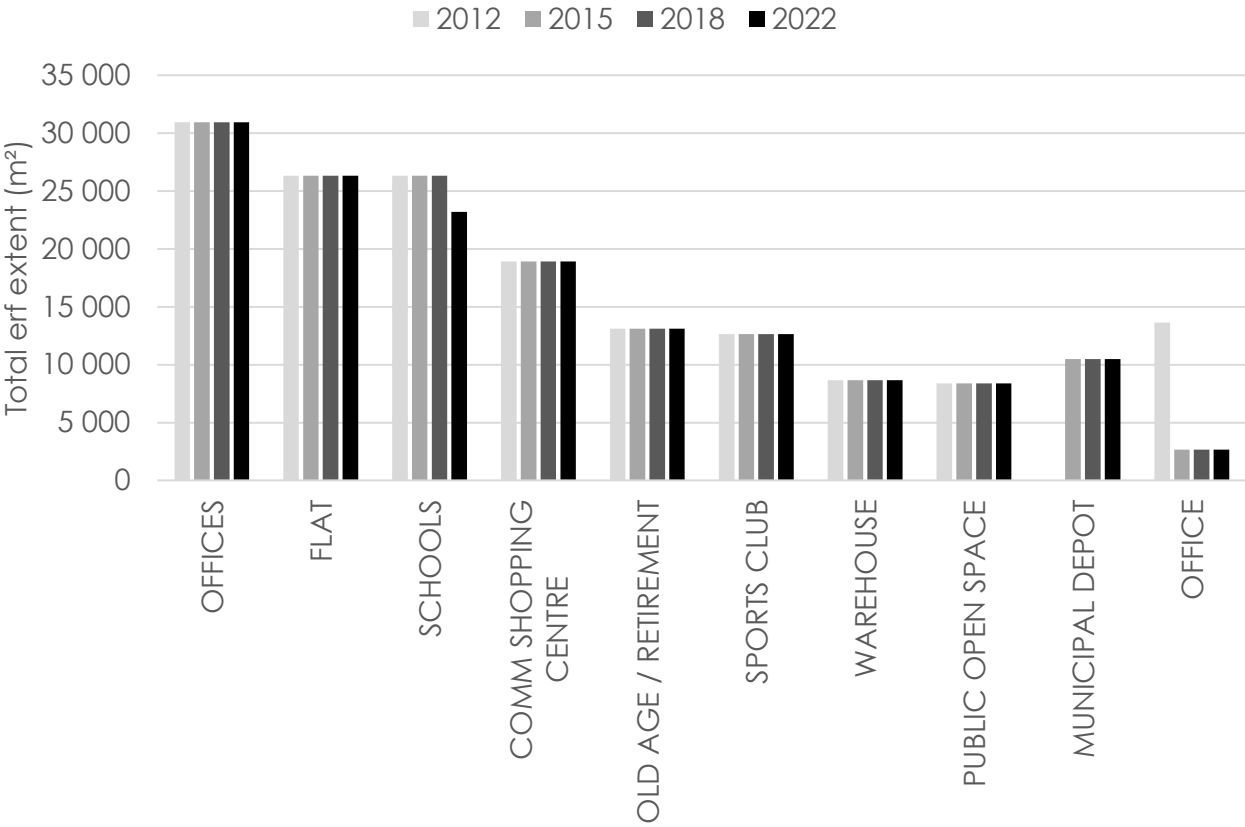
# LAND USE ACTIVITIES

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.

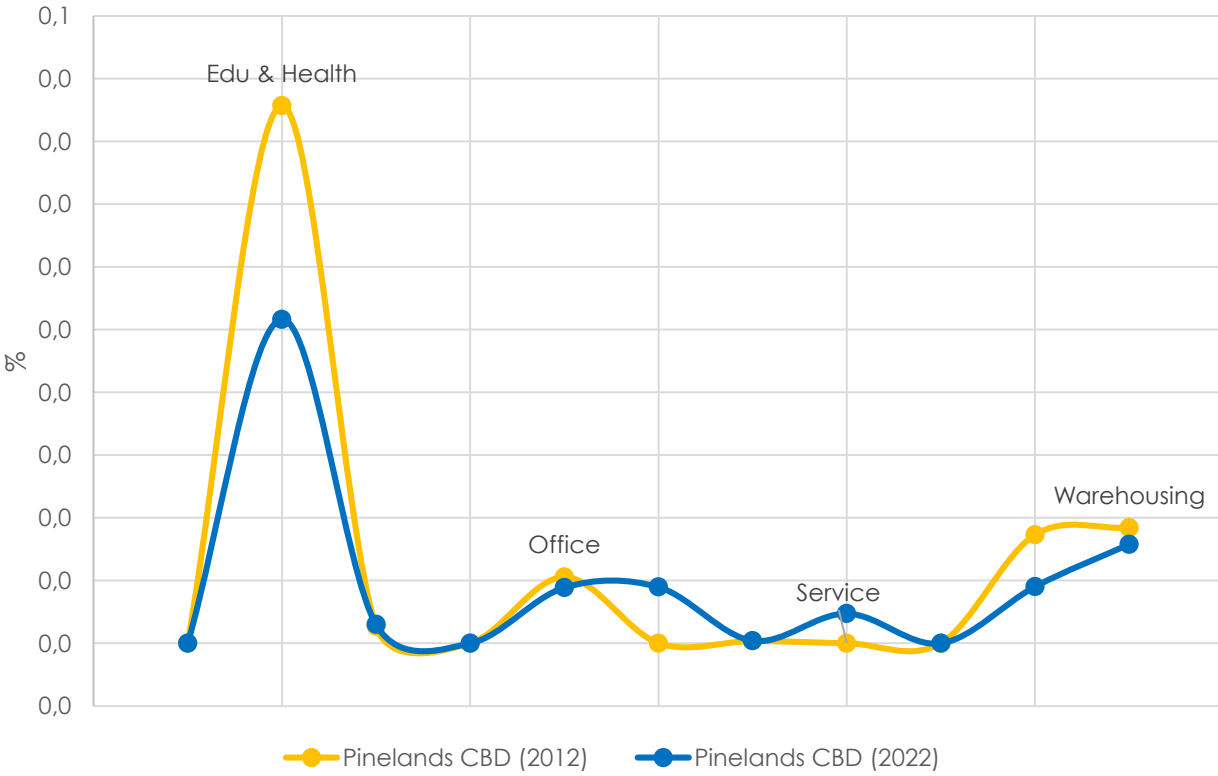
- Between 2012 and 2022, Pinelands CBD was mainly characterised by a greater propensity for education & health, office, general services and warehousing, as reflected in the **Nodal Typology**. The nodal typology highlights industries with the most floor area (m²) operating within an economic area.
- The **Metroscale Benchmarking** positions Pinelands CBD to being a contributor of education & health and mostly office, which performs lower mixed-use buildings (office, retail & residential) public service and general 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 based on the cumulative extent (m²) of floor area for office, flats, malls, warehousing, schools and open spaces.



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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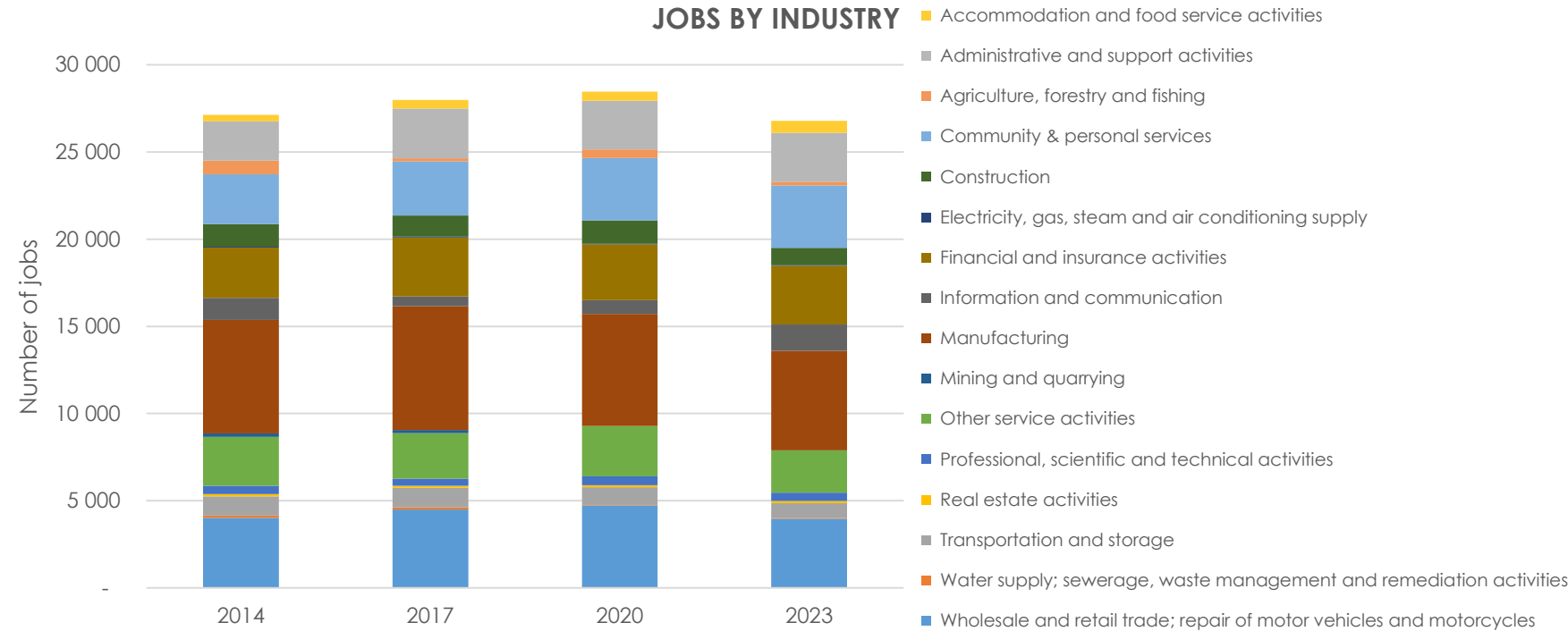
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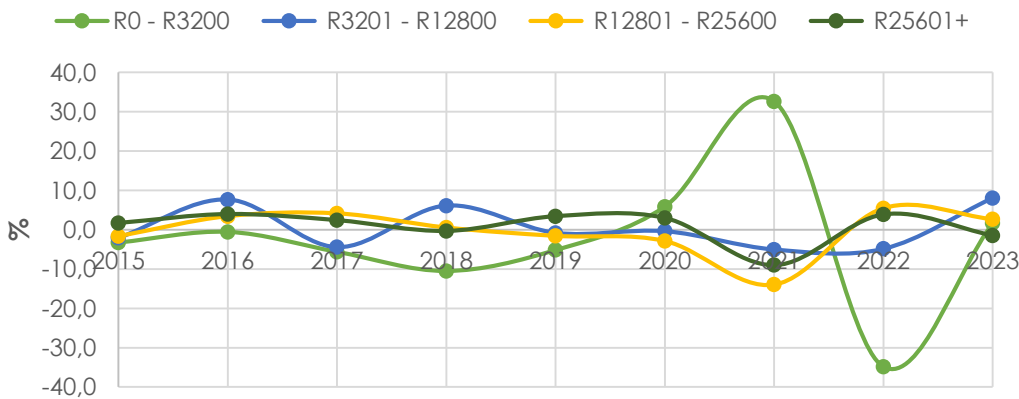
Performance & Potential

# EMPLOYMENT OVERVIEW & FIRM TYPOLOGIES

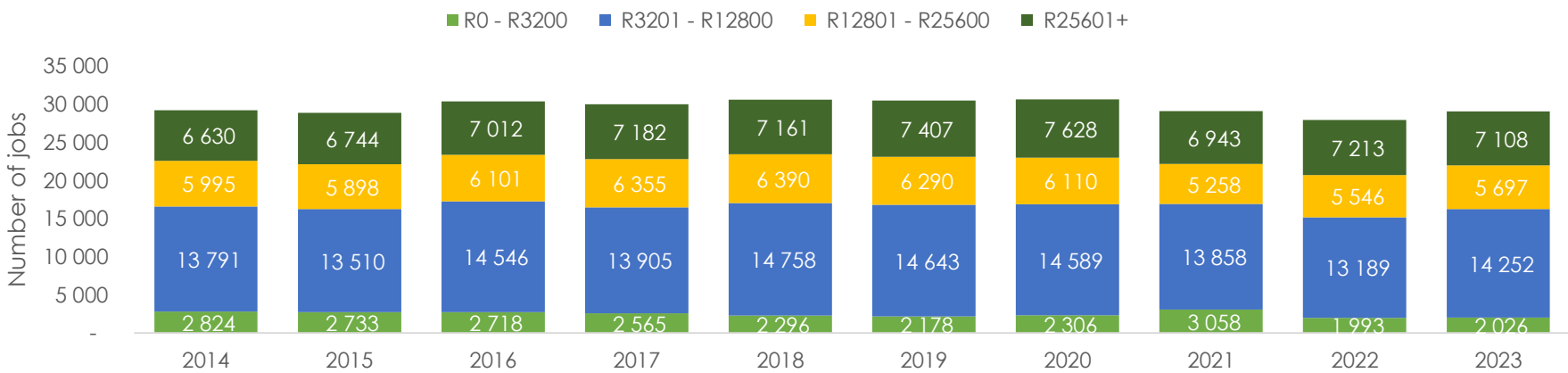
JOBS BY INDUSTRY



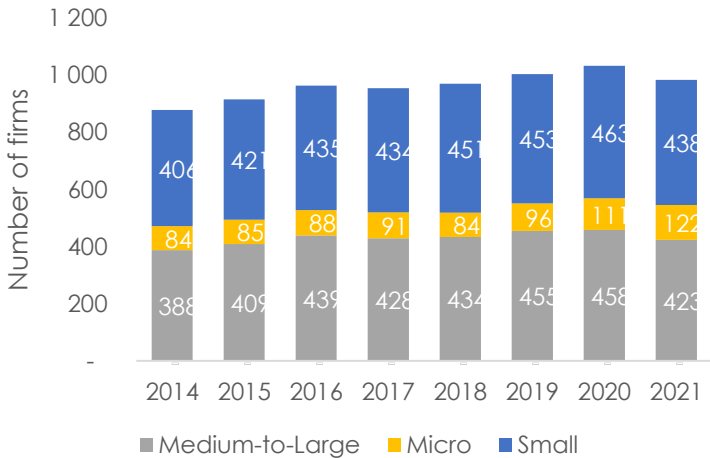
YEAR ON YEAR % CHANGE OF FULL TIME EMPLOYMENT  
WITHIN EACH WAGE BAND



FULL TIME EMPLOYMENT BY WAGEBAND



NUMBER OF FIRM TYPOLOGIES



## Jobs/Firms

The number of job opportunities in the Pinelands CBD area gradually increased from 24,000 to 25,000 between 2014 and 2020. Jobs in the area have decreased slightly to 23,500 in 2023. Over time, most jobs have been concentrated in manufacturing, wholesale & retail, community & personal services, financial & insurance services and administrative services.

The total number of firms in the area increased from 850 to 950 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 number of employees earning up to and above R25,600, respectively.



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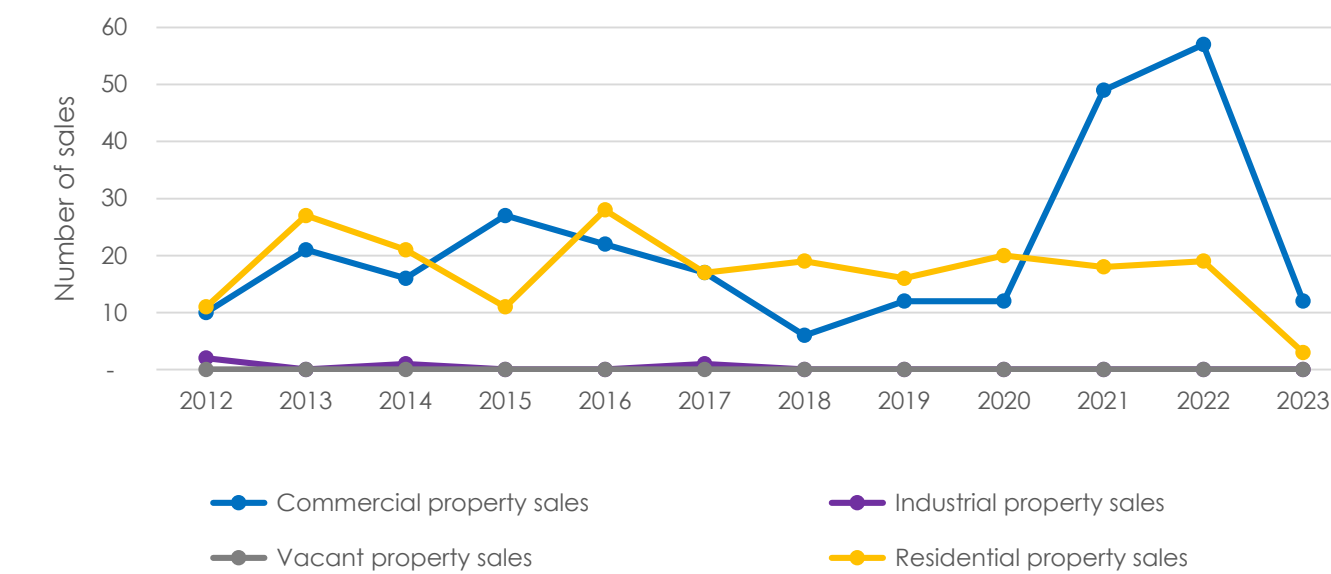
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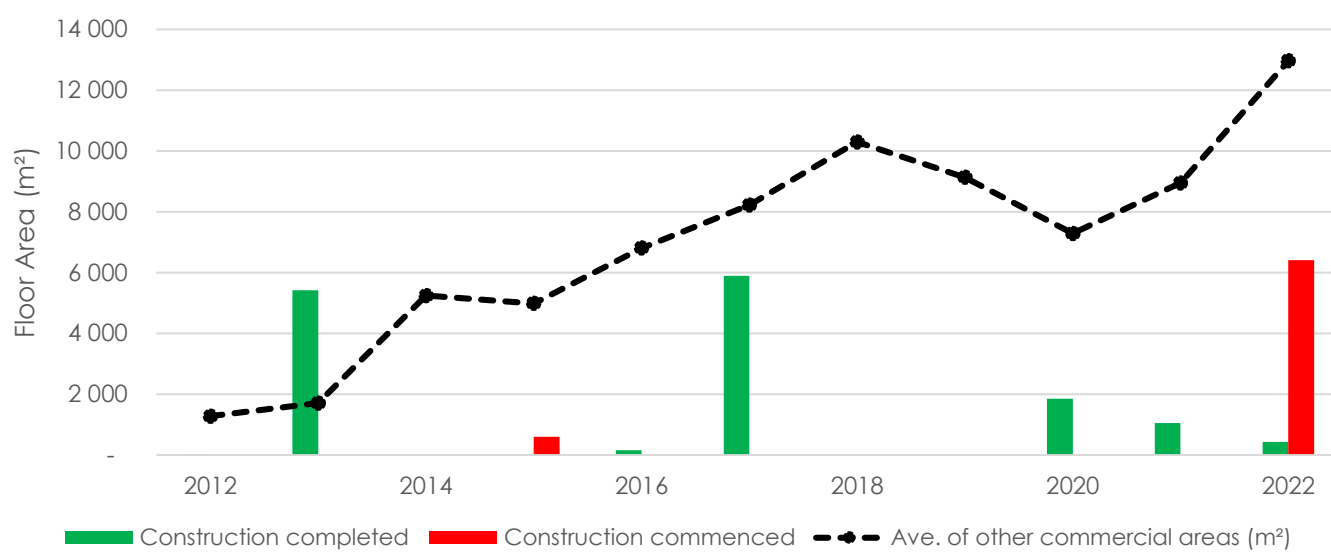
Source: SARS data extract for period between 2014 and 2023. Firm size data only available between 2014 and 2021.

# DEVELOPMENT PIPELINE

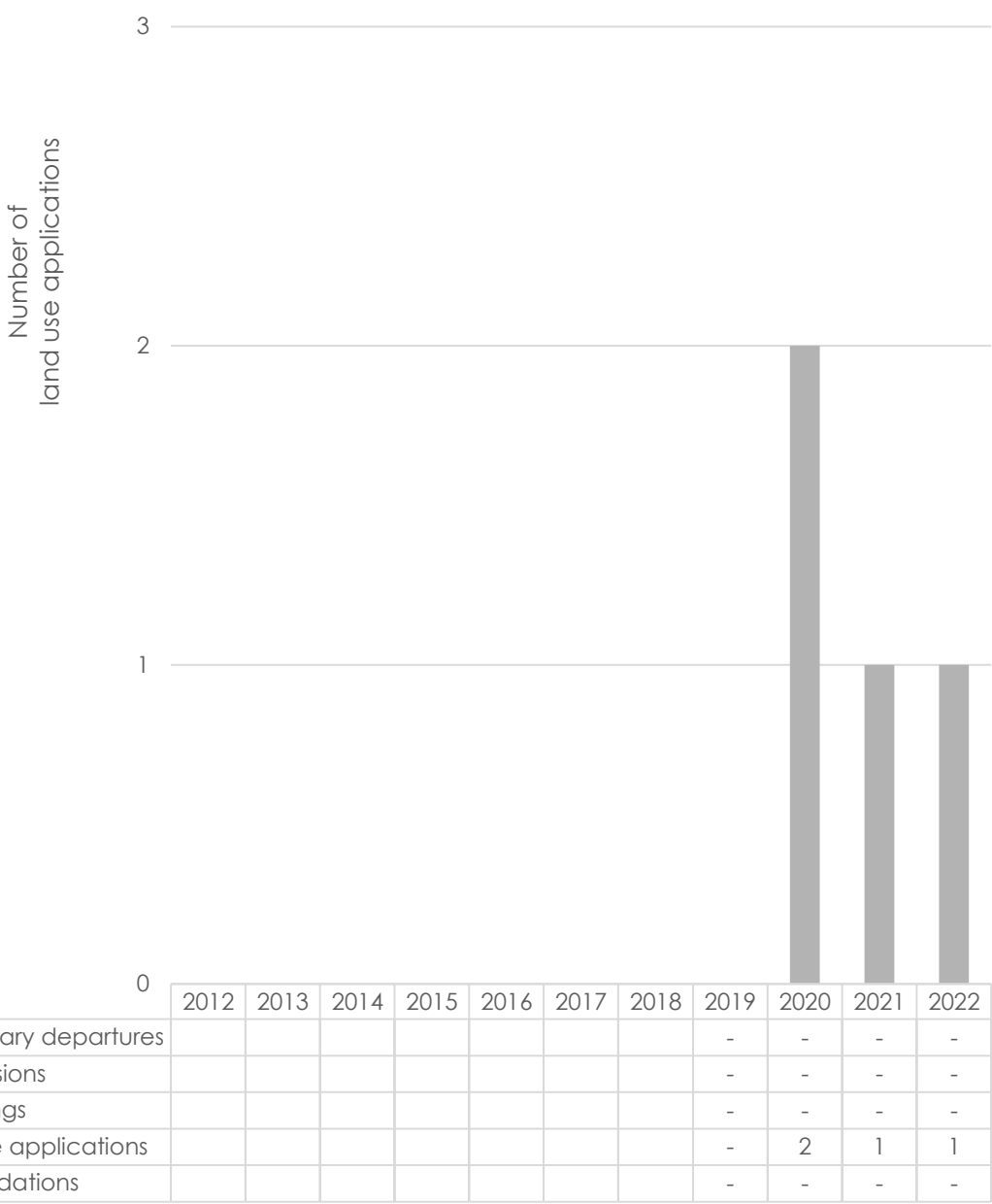
PROPERTY SALES BY SECTOR



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



APPROVED LAND USE APPLICATIONS



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

## Property Sales

Between 2012 and 2022, both residential and commercial property sales fluctuated over the 10 years, while commercial and residential sales were similar between 2012 and 2017. The commercial sector experienced a spike in 2021 and 2022, while both sectors started to taper down in 2023.

## Land Use Applications

There has not been a significant number of approvals granted during this period. Multiple applications may include a combination of the types seen in the graph. While approvals were reasonably steady, a significant spike was observed in 2017 and 2021.

## Building Plans

In light of property sales and land use approvals, building work activity was minimal and varied over the past decade, with a spike above the metro's annual average experienced in 2013 when compared to other commercial areas.

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

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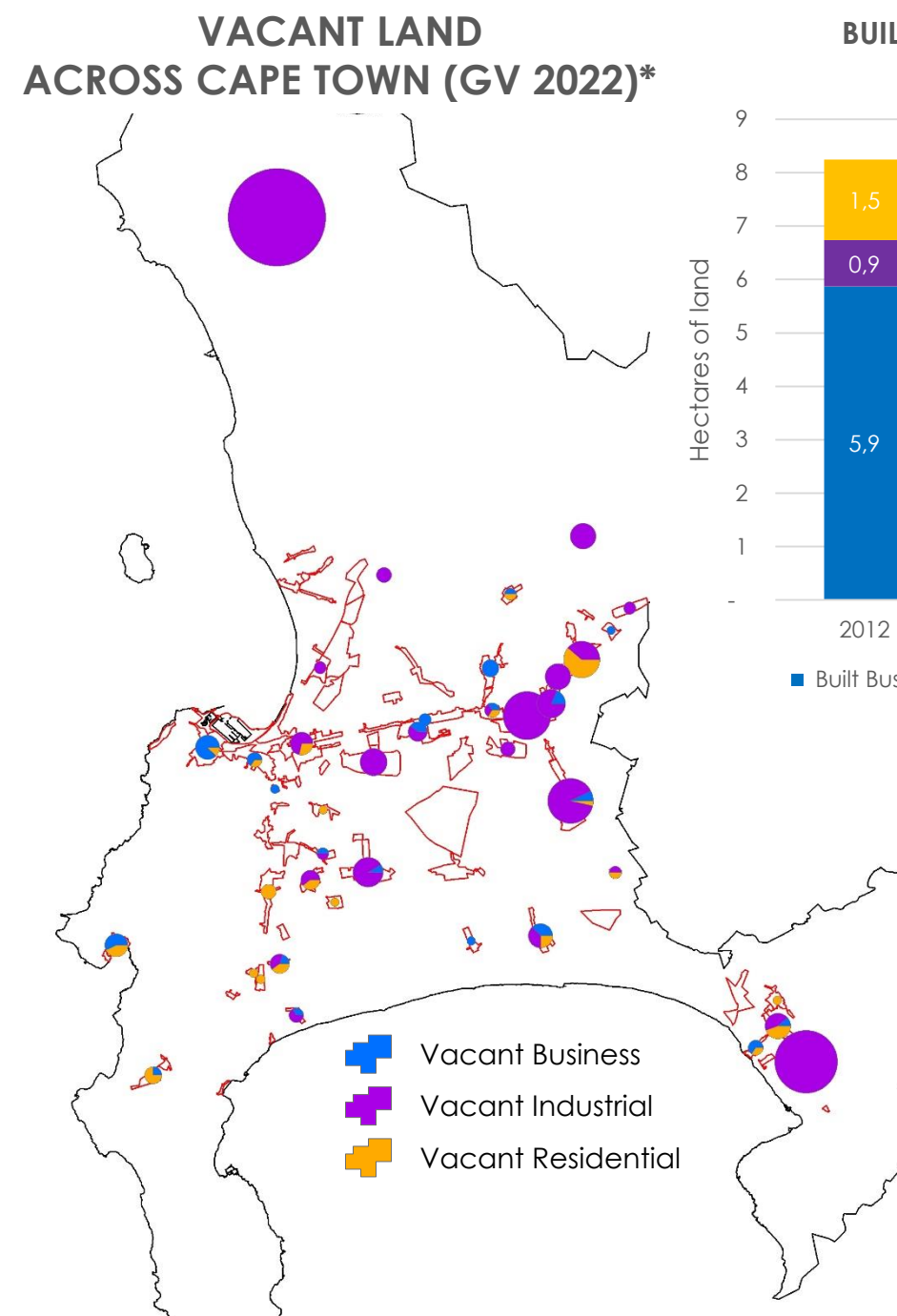
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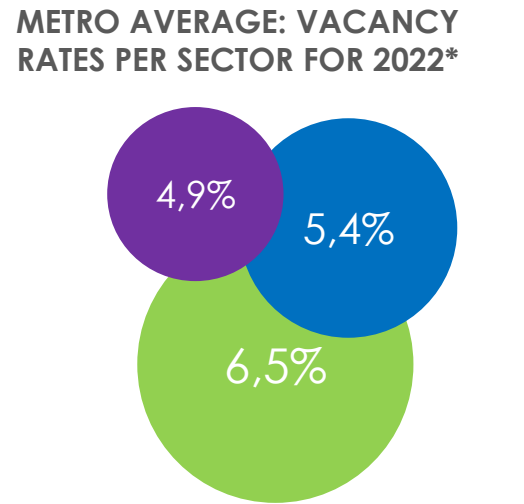
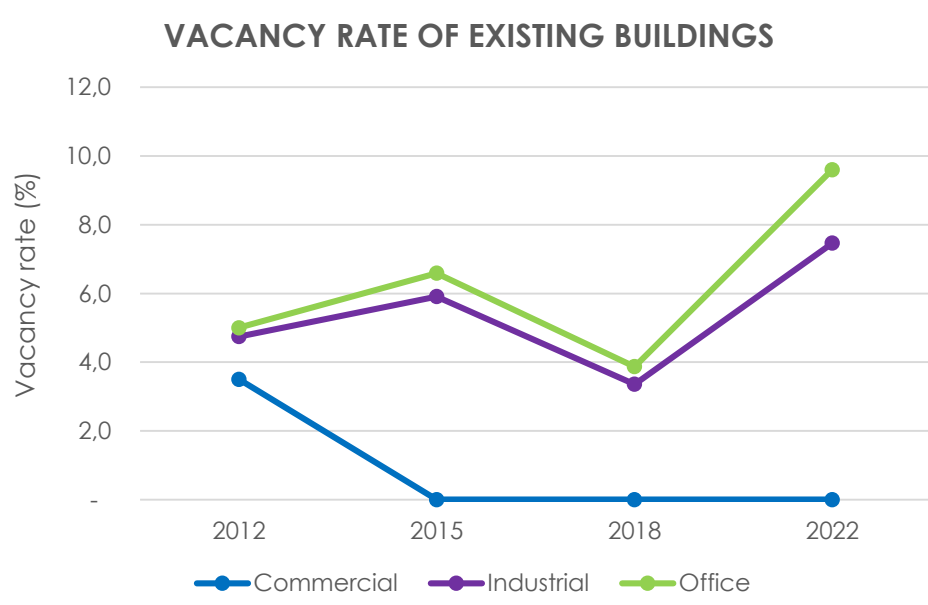
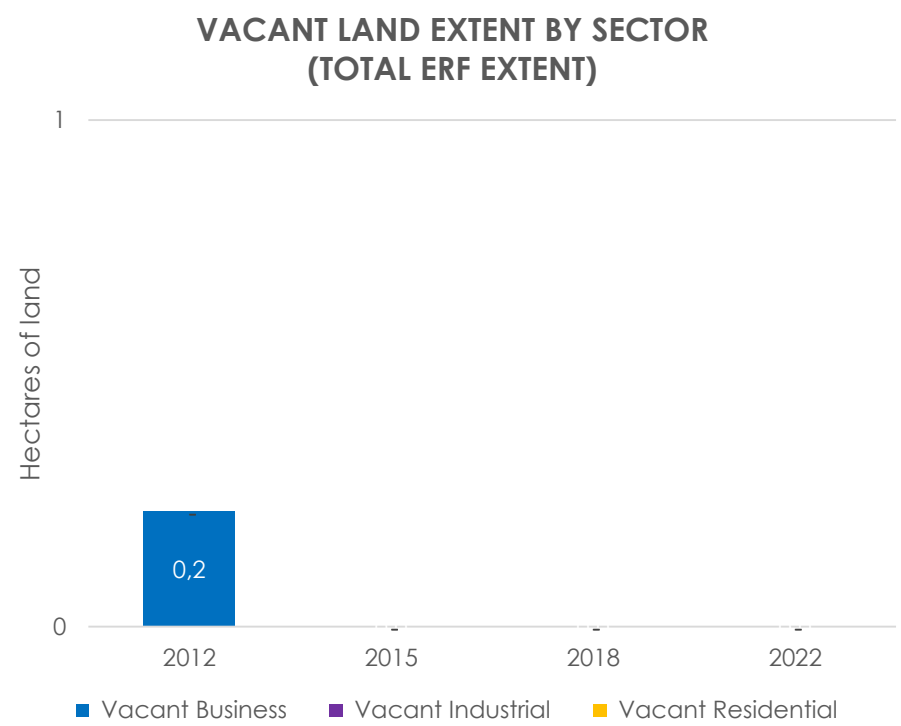
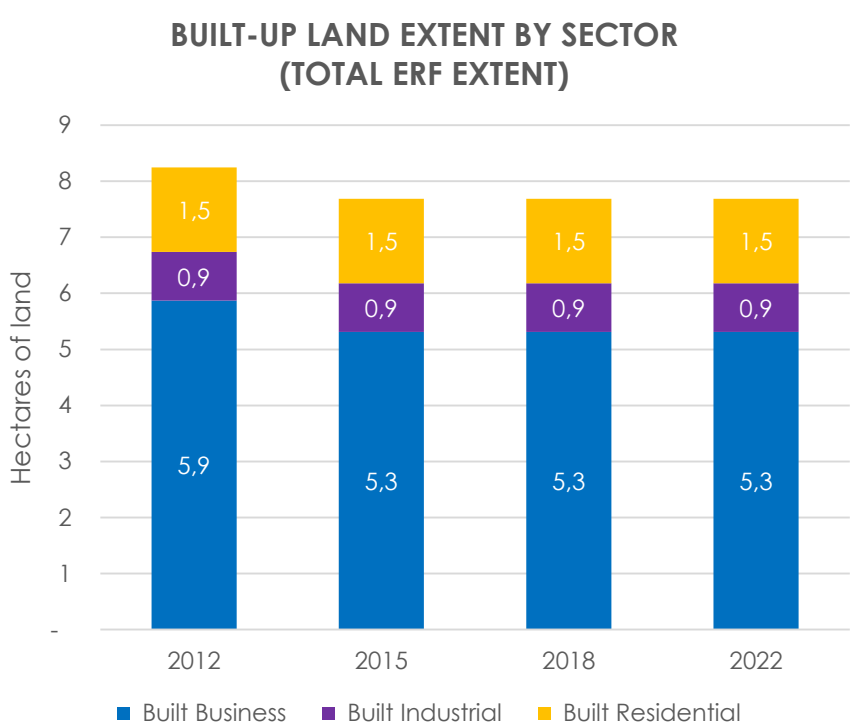
Performance & Potential





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>			
3) 501-1000m <sup>2</sup>			
4) 1001-2500m <sup>2</sup>			
5) 2501-5000m <sup>2</sup>			
6) 5001-10000m <sup>2</sup>			
7) >10000m <sup>2</sup>			

Source: City's General Valuation Roll and Market Reports



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 no vacant land available as of 2022, indicating a well-developed commercial area.

Vacancy Rates

Alongside vacant land, the vacancy rates for existing buildings in the office and industrial sectors have increased from around 5% in 2012 to 7.5% and 9.6%, respectively, in 2022. The commercial sector only recorded a vacancy rate in 2012 of 3.5%.

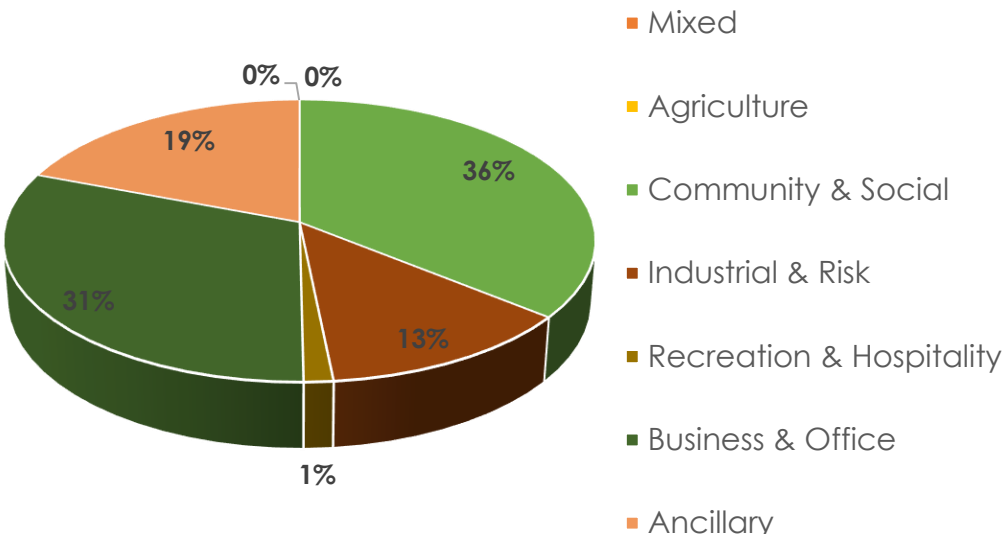
\*A metro view that provides further context relative to this economic area.

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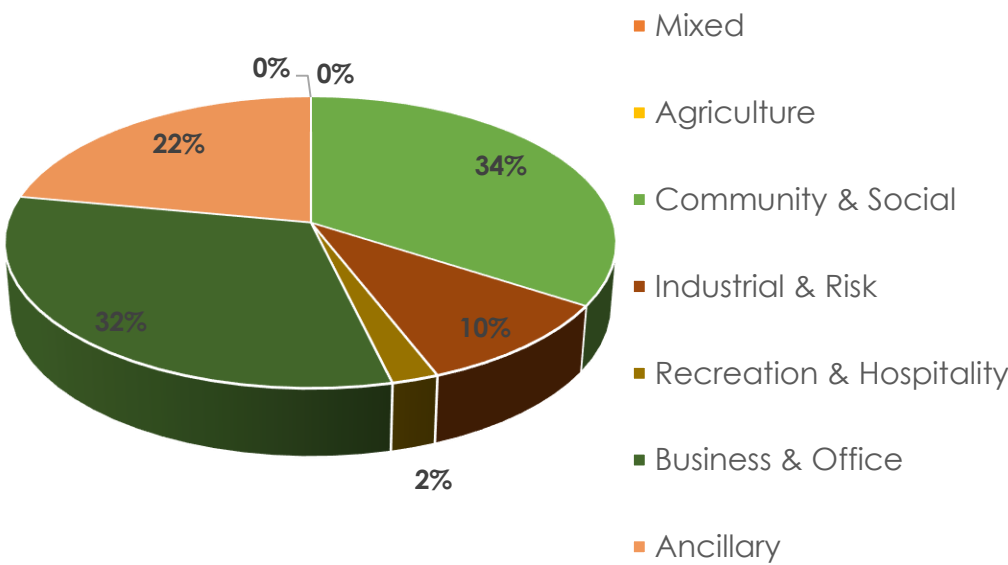
AGGLOMERATION OF INDUSTRIES

SECTORAL AGGLOMERATION AND CO-AGGLOMERATION RELATIONSHIPS

% OF LAND USE GROUPS (2012)



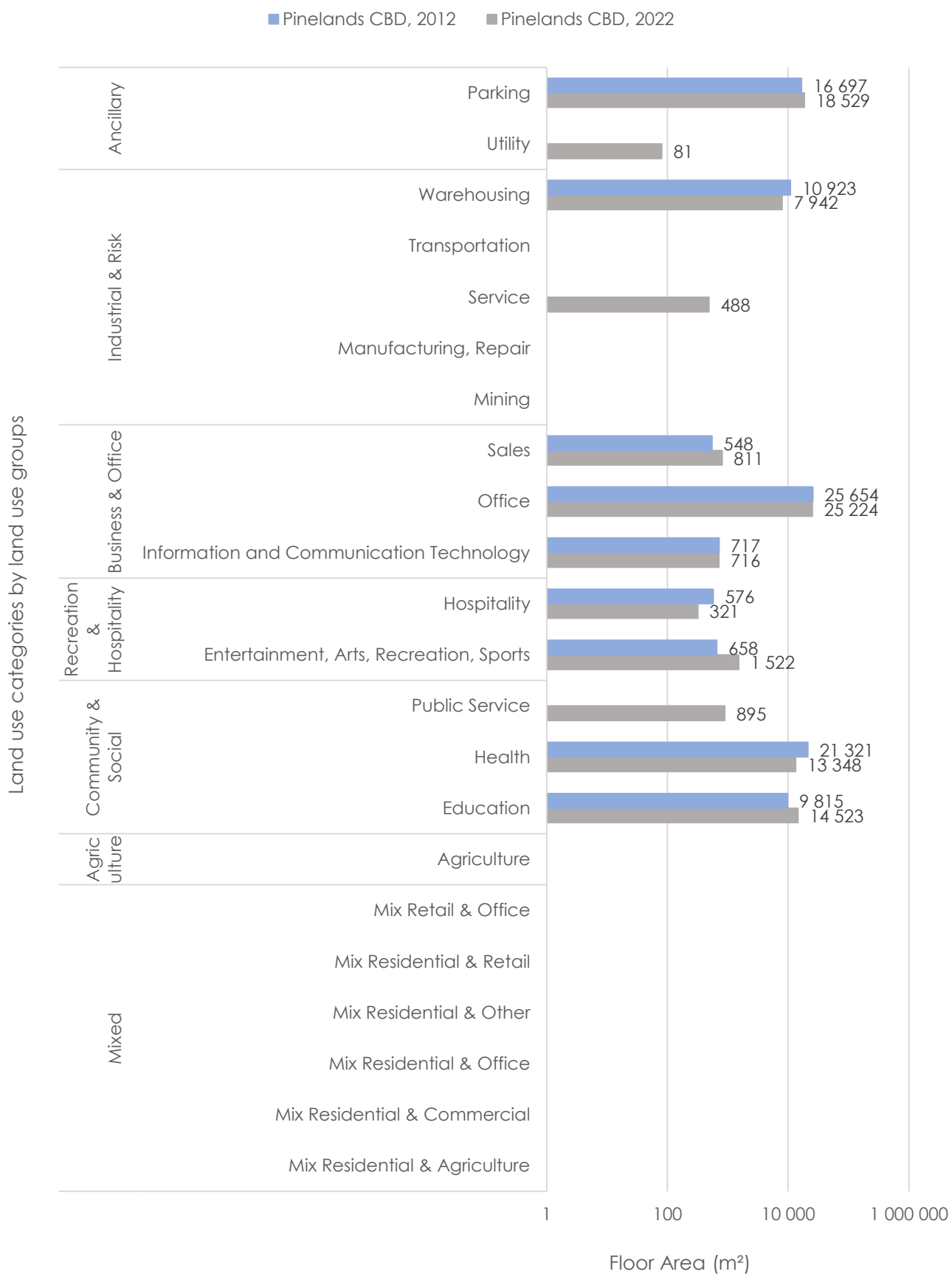
% OF LAND USE GROUPS (2022)



The pie charts illustrate the percentage distribution of land use groups in Pinelands CBD, based on the cumulative floor area (m²) across various land uses. As shown in the charts, the Community & Social group was the highest, with the Business & Office group being the second highest.

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, health, education and warehousing 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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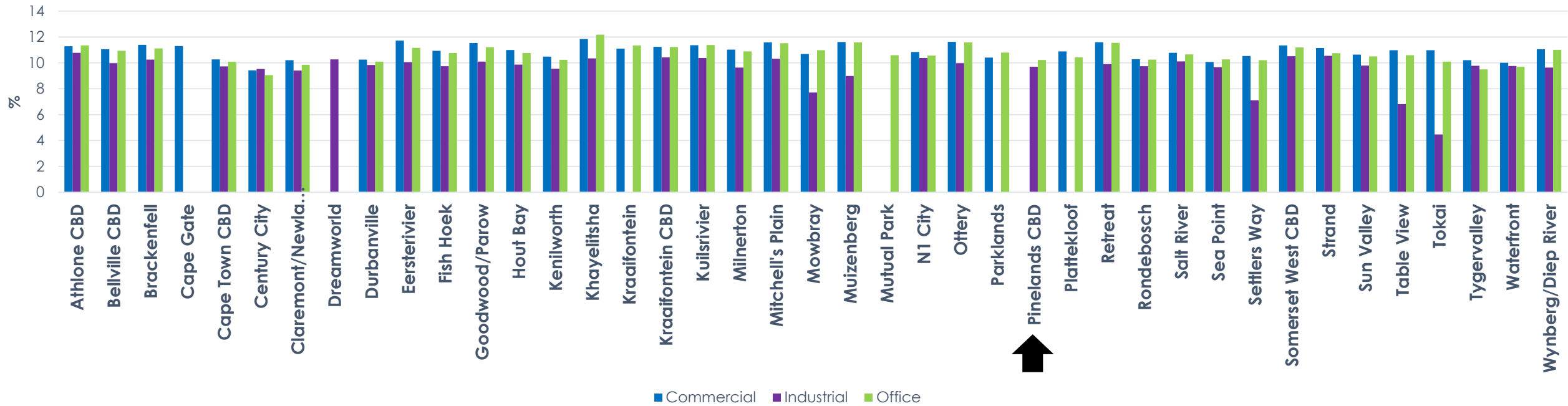
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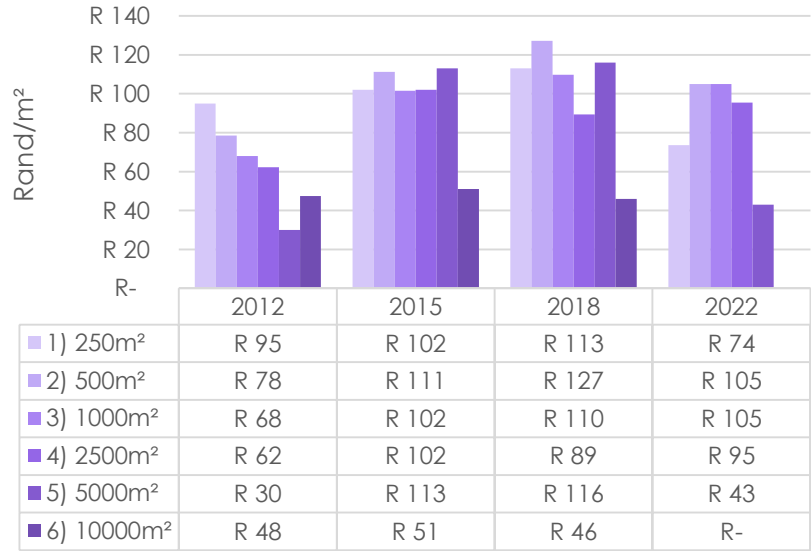
Performance & Potential



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



INDUSTRIAL RENTALS

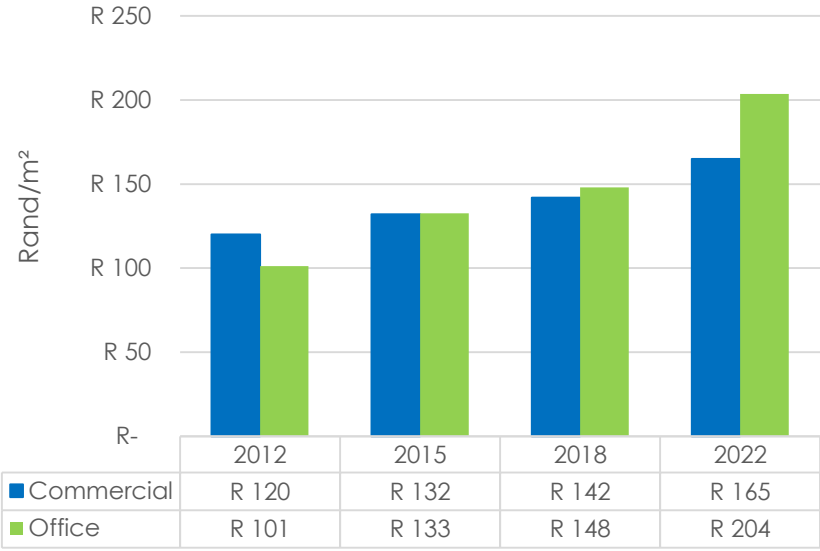


Rental Rates

Rental rates across all industrial space gradually increased from 2012 to 2022, with increases observed in the smaller property sizes, while a decrease was experienced in the larger-sized properties.

Both office and commercial rentals gradually increased between 2012 and 2022.

COMMERCIAL AND OFFICE RENTALS



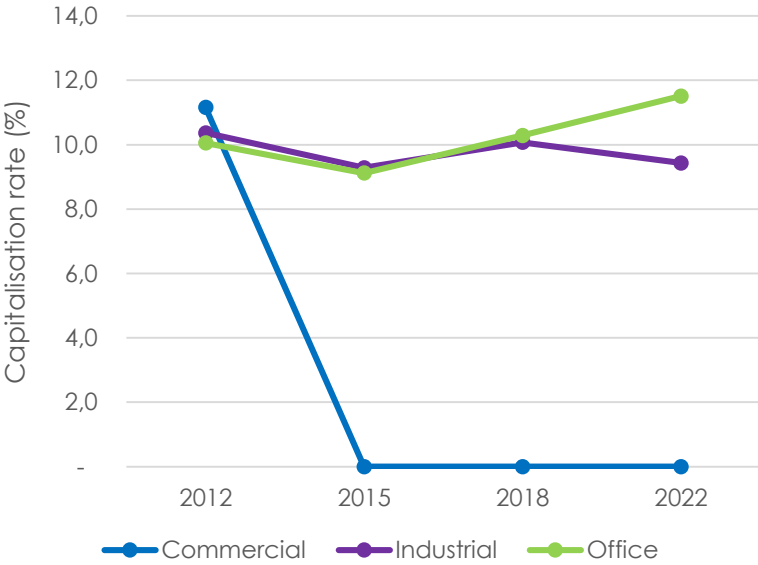
Comparative view on capitalisation rates

The average capitalisation rates from 2012 to 2022 for the industrial and office sectors were 9,7% and 10,22%, respectively and further indicate its competitiveness relative to other commercial areas.

Year-over-year, capitalisation rates for the office sector increased from 10,1% in 2012 to 11,5% in 2022 while the industrial sector decreased from 10,4% in 2012 to 10,47,6% in 2012 to 9,4% in 2022.

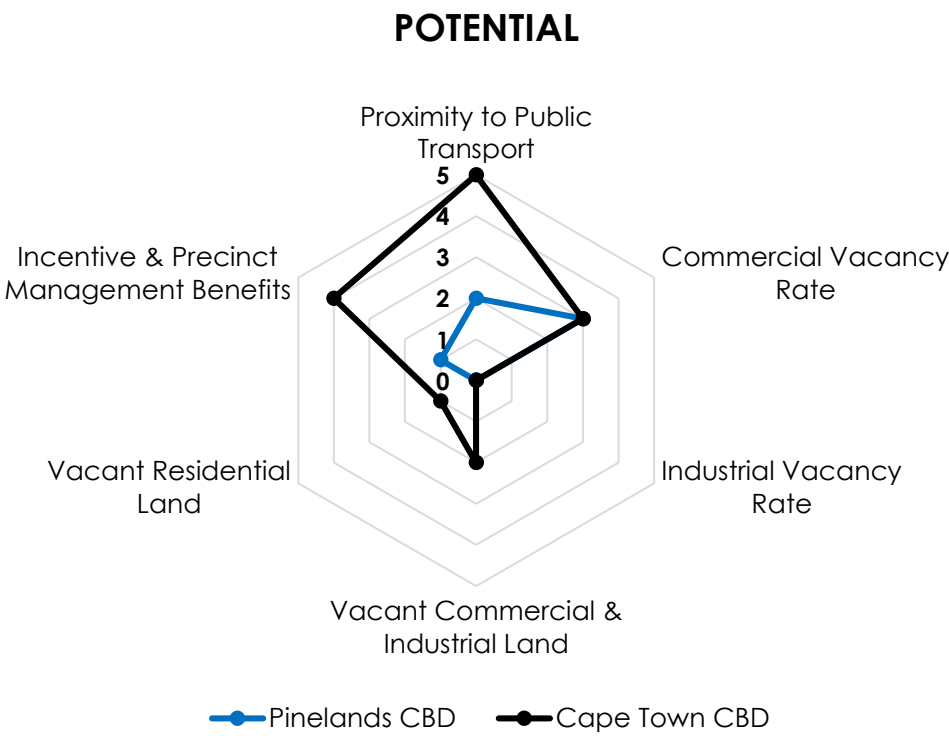
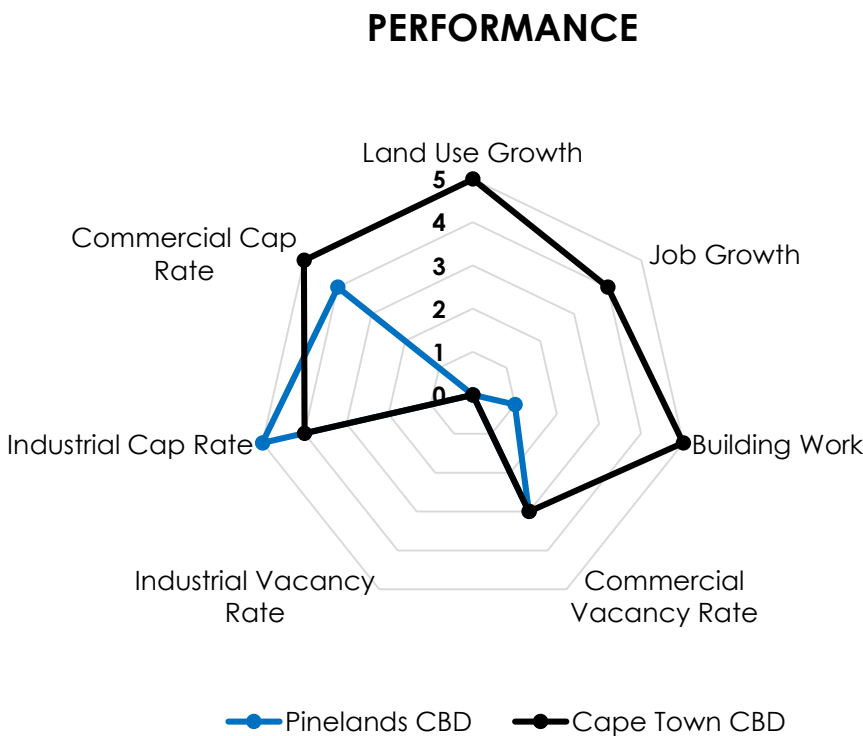
- Higher cap rates = higher investment risk.
- Lower cap rates = lower investment risk.

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.



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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