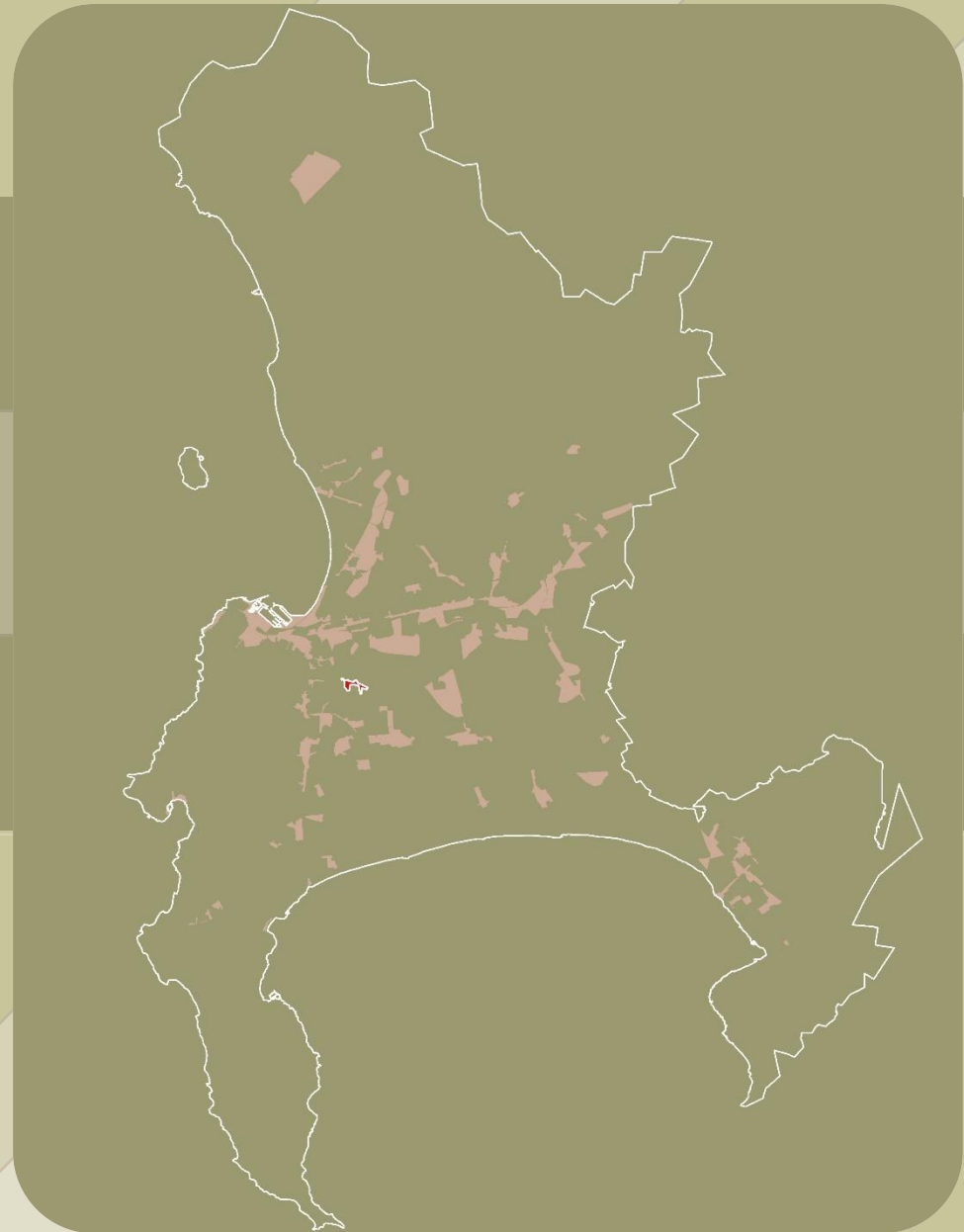# ATHLONE CBD
ECONOMIC AREA PROFILE

TREND ANALYSIS 2012-2022

June 2024

CITY OF CAPE TOWN
ISIXEKO SASEKAPA
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

- Cape Flats DSDF - Subdistrict 1: Greater Athlone:
  - Typologies and district elements – Development guidelines (page 83)
  - New Development Areas (page 98)
  - Consolidated subdistrict SDF (Figure 16: Greater Athlone area subdistrict)

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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.

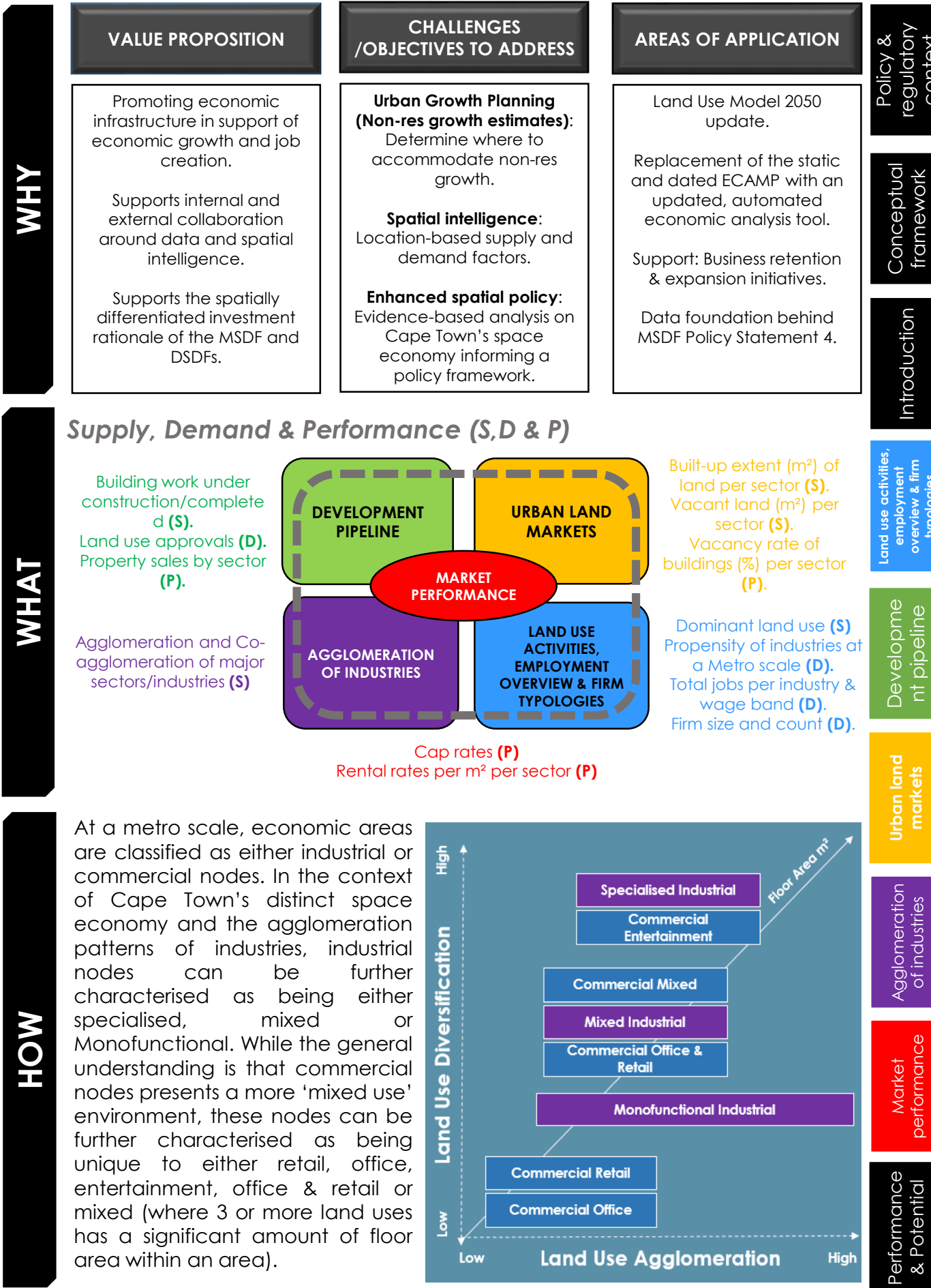**MICRO-ECONOMIC DEMAND & SUPPLY FACTORS**
This profile examines a range of micro-economic indicators to highlight trends in supply and demand specific to the economic area. The indicators include:

- 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 (vertical axis, Low to High)
Land Use Agglomeration (horizontal axis, Low to High)
Floor Area m²

- Specialised Industrial
- Commercial Entertainment
- Commercial Mixed
- Mixed Industrial
- Commercial Office & Retail
- Monofunctional Industrial
- Commercial Retail
- Commercial Office

Athlone Zoning
- Agricultural
- Community 1 : Local
- Community 2 : Regional
- Council To Deem
- General Business 1
- General Business 2
- General Business 3
- General Business 4
- General Business 5
- General Business 6
- General Business 7
- General Industrial 1
- General Industrial 2
- General Residential 1 : Group Housing
- General Residential 2
- General Residential 3
- General Residential 4
- General Residential 5
- General Residential 6
- Limited Use Zone
- Local Business 1 : Intermediate Business
- Local Business 2 : Local Business
- Mixed Use 1
- Mixed Use 2
- Mixed Use 3
- Open Space 1 : Environmental Conservation
- Open Space 2 : Public Open Space
- Open Space 3: Special Open Space
- Risk Industry
- Rural
- Single Residential 1 : Conventional Housing
- Single Residential 2 : Incremental Housing
- Transport 1 : Transport Use
- Transport 2 : Public Road and Public Parking
- Utility

- ● Major Hazardous Installations
- Economic Areas
- Special Rated Areas
- Urban Development Zone
- Development Focus Areas
- Draft: Incentive Overlay Zone

Transport Networks
- Existing Goods Rail
- Existing Passenger Rail
- Future Passenger Rail (Blue Downs)
- Future Road
- ● Existing Railway Stations
- ● Existing MyCITI Stops/Stations
- Metro South-East MyCITI Corridor
- MyCITI Network
- Primary and Secondary Roads

ATHLONE CBD

Location
- The area is approximately 11km southeast of Cape Town's central business district and Port of Cape Town. Furthermore, located 12km from Cape Town International Airport to allow for efficient import and export of goods.
- The area is in proximity to a Public Transport Interchange and is serviced by rail, taxis and GABS.
- Access to a skilled workforce from surrounding areas includes Athlone, Thornton/Pineland, Langa, Rylands and Crawford.
- Due to its location, the area also attracts skilled workforce from areas across Cape Town.

Zoning and Land Use
- The area is predominantly zoned for business and use allowing for various commercial type land uses which support the adjacent communities.
- The area is mainly characterised by retail, office and public services.
- Types of land uses include office, retail, education and health.

Plot Sizes
- The average plot sizes in the area mostly vary between 500 – 1 500m² with a limited amount of plots ranging beyond 3 000m².

Spatial planning mechanisms
- The area is serviced by a City Improvement District.
- The area has been identified as a Development Focus Area as part of the Cape Flats District Spatial Development Framework.
- Part of Athlone CBD is also incentivised as part of the National Treasury's tax incentive (Urban Development Zone).

Key highlights of the area include:

- The area established itself between 1925 and 1930 and developed into a central business district over time.
- Athcid was established in 2007.
- The South African Police Services (SAPS) and a number of City of Cape Town customer interface functions have established themselves in the area.

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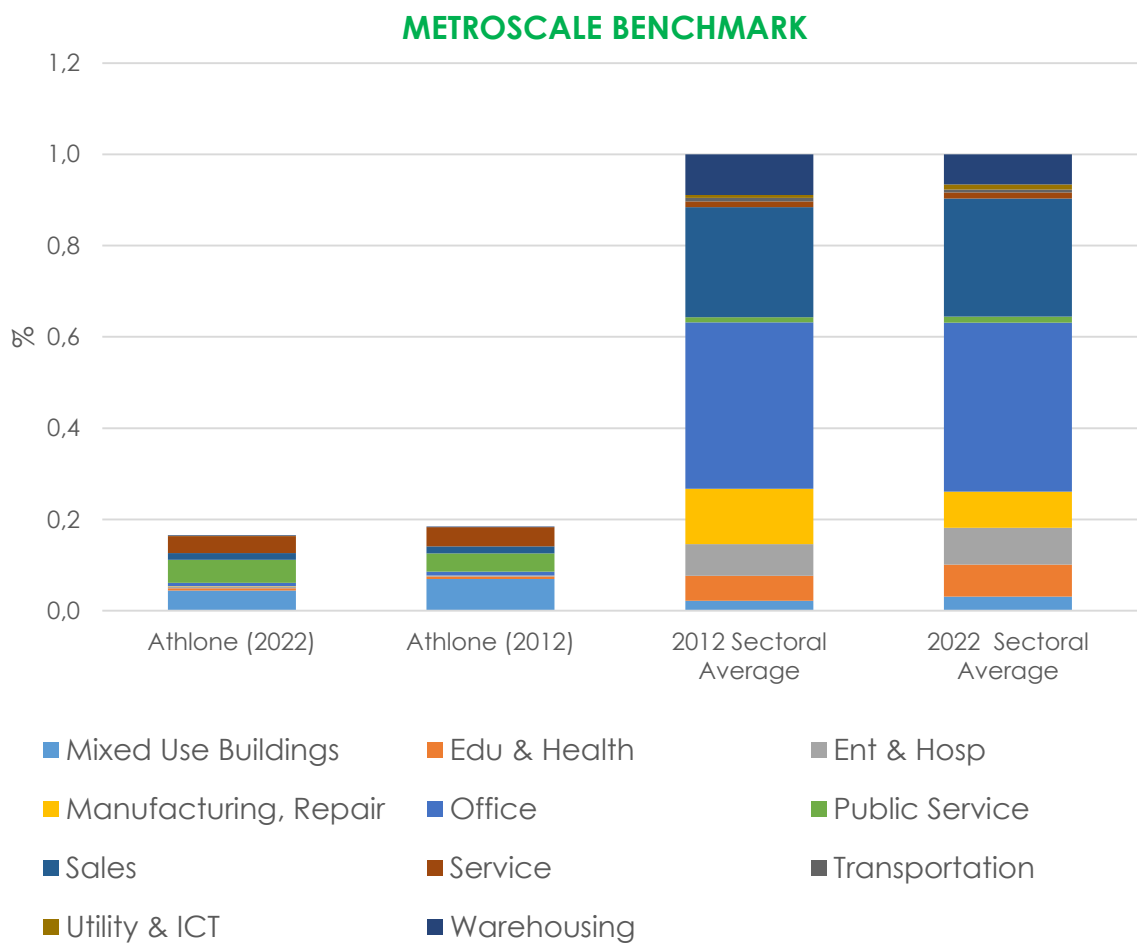Urban land markets

Agglomeration of industries

Market performance
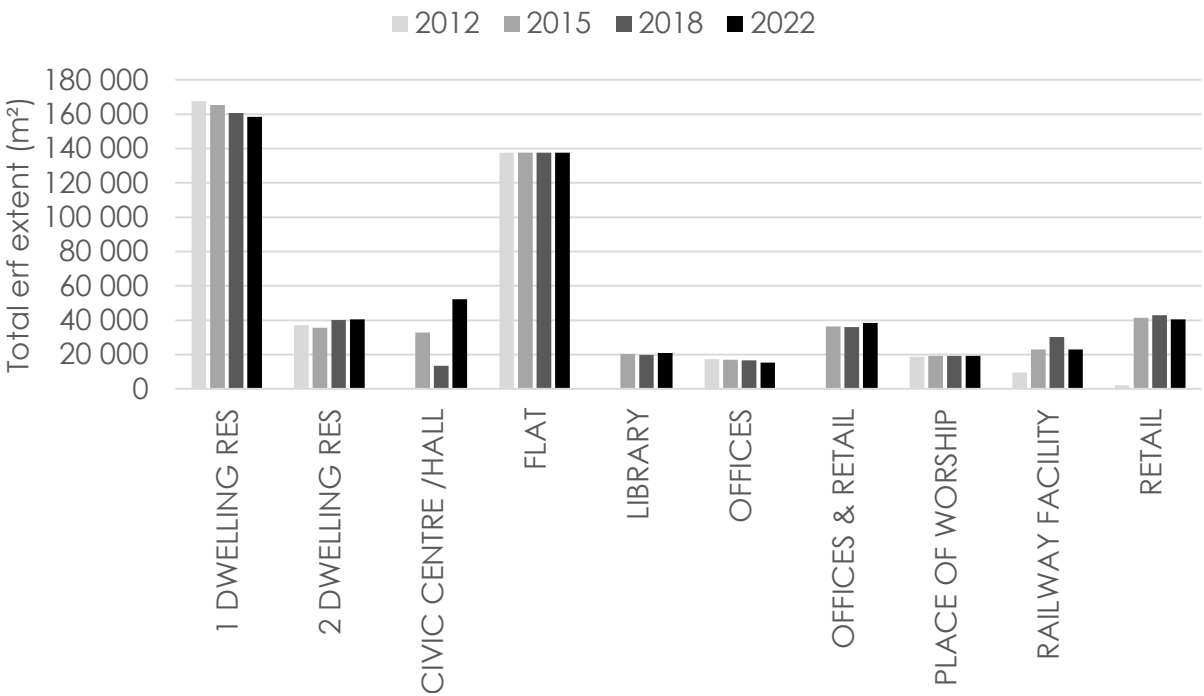
Performance & Potential

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.
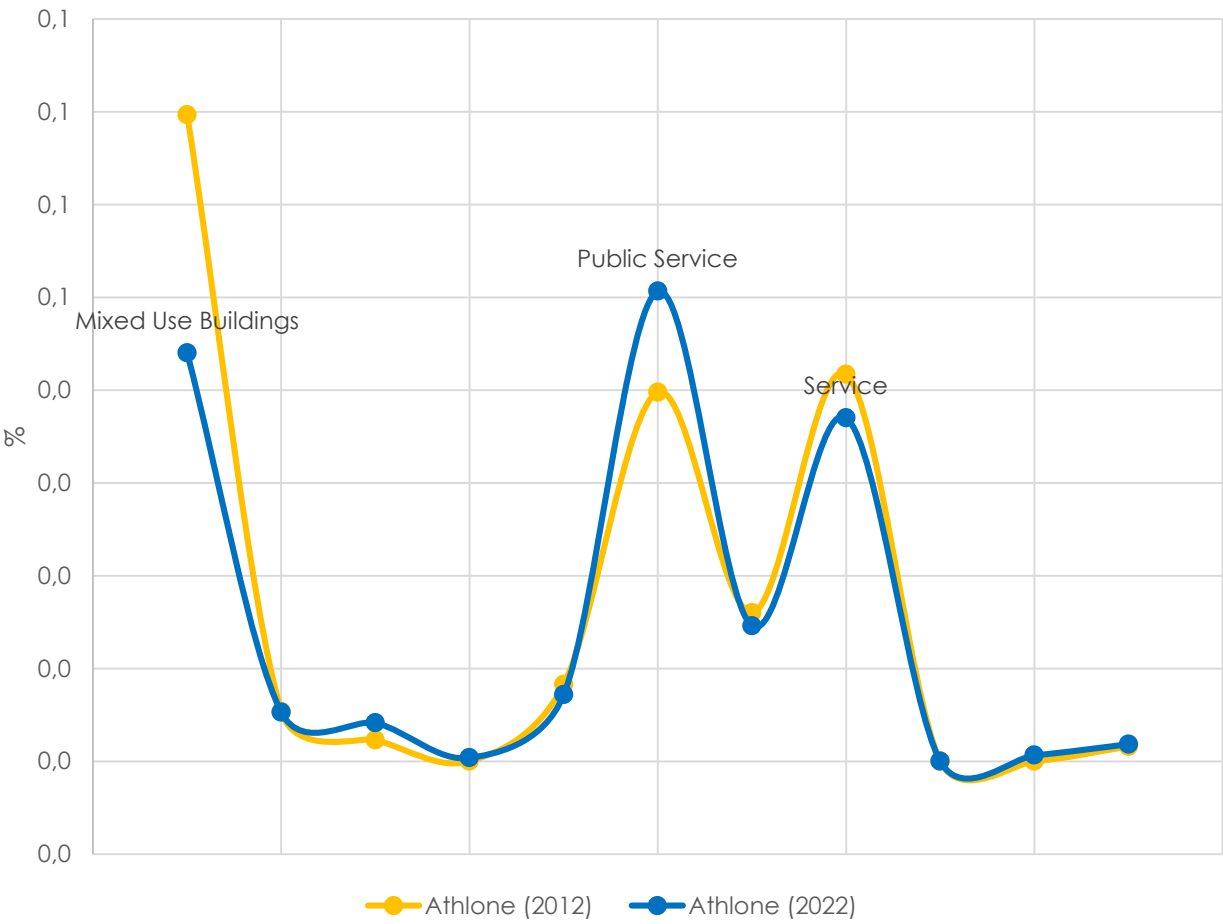
- Between 2012 and 2022, Athlone CBD was mainly characterised by a greater propensity for mixed-use buildings (office, retail & residential) public service and general service as reflected in the **Nodal Typology**. The nodal typology highlights industries with the most floor area (m²) operating within an economic area.

- The **Metroscale Benchmarking** positions Athlone CBD to being a contributor of mixed-use buildings (office, retail & residential) public service and general service which is higher than that of the sectoral average when measured against commercial areas across Cape Town.

- The GV Roll supplements the findings of the SIC level data by illustrating the **dominant land use** over time based on the cumulative extent (m²) of floor area for single dwelling residential, flats, office & retail, public services and retail.

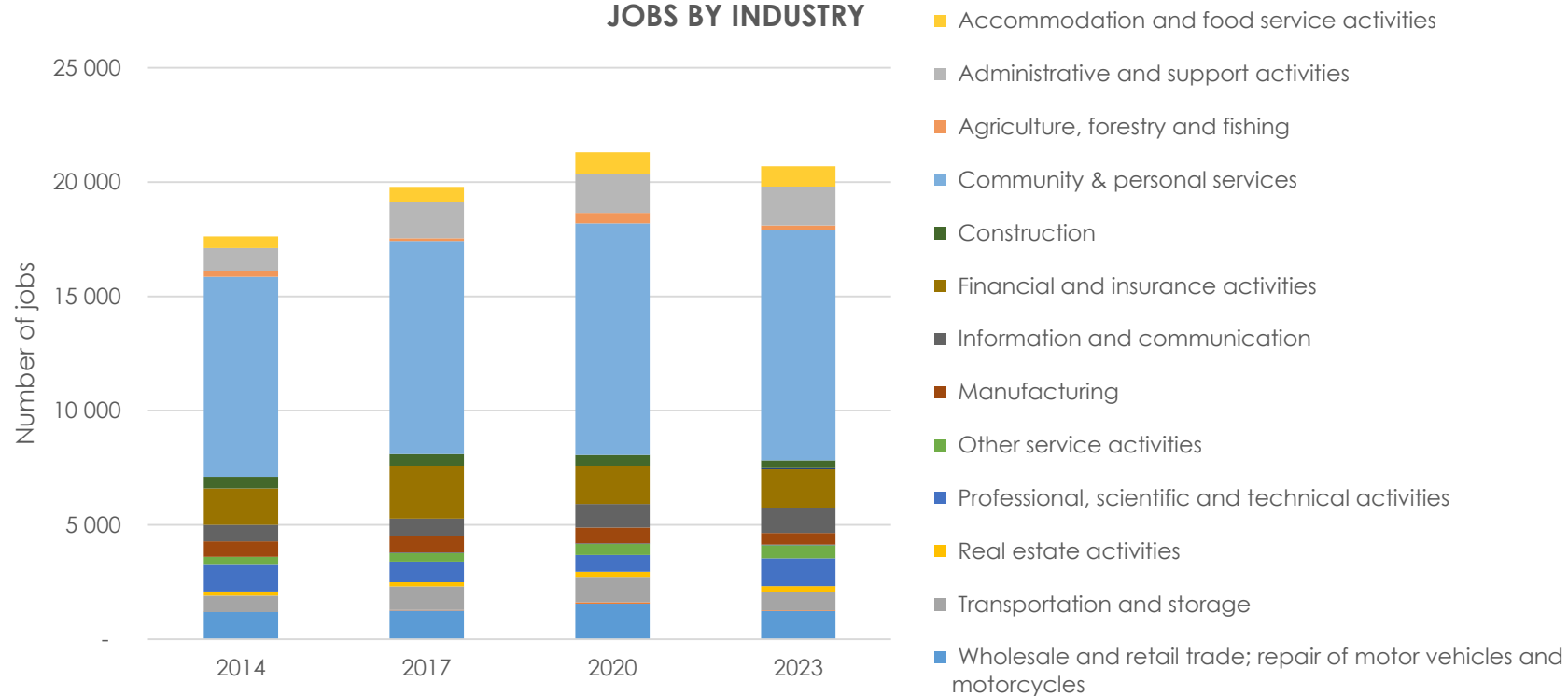## TOP 10 MOST DOMINANT LAND USES BETWEEN 2012 AND 2022

METROSCALE BENCHMARK

NODAL TYPOLOGY FOR 2012 AND 2022
(Office and Retail)

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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
- Financial and insurance activities
- Information and communication
- Manufacturing
- Other service activities
- Professional, scientific and technical activities
- Real estate activities
- Transportation and storage
- Wholesale and retail trade; repair of motor vehicles and motorcycles

(Years: 2014, 2017, 2020, 2023; Number of jobs axis 0–25 000)

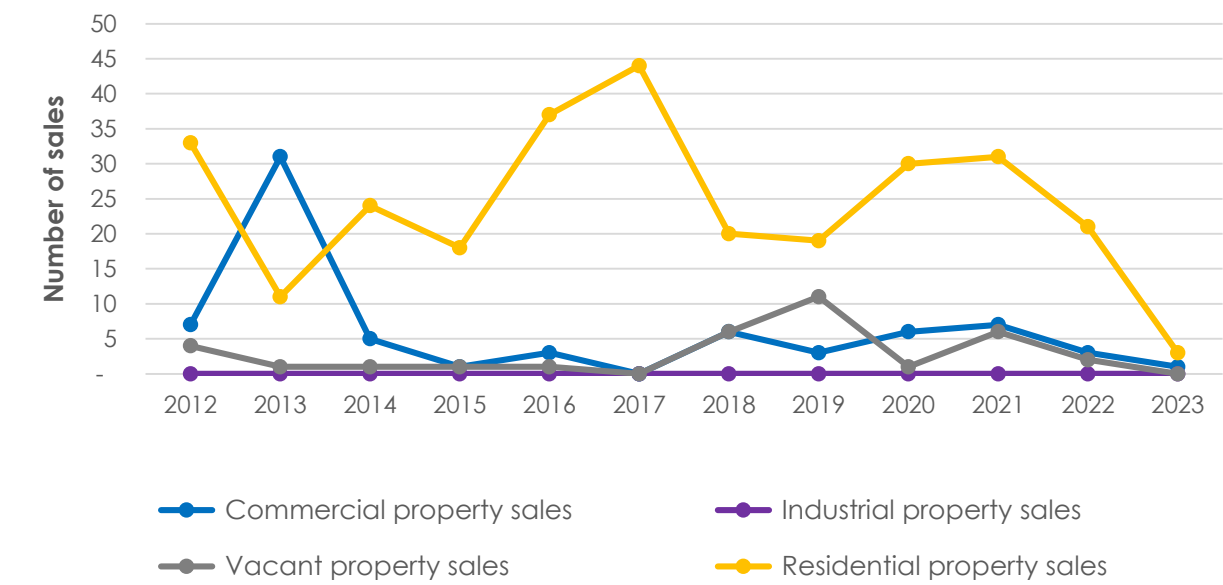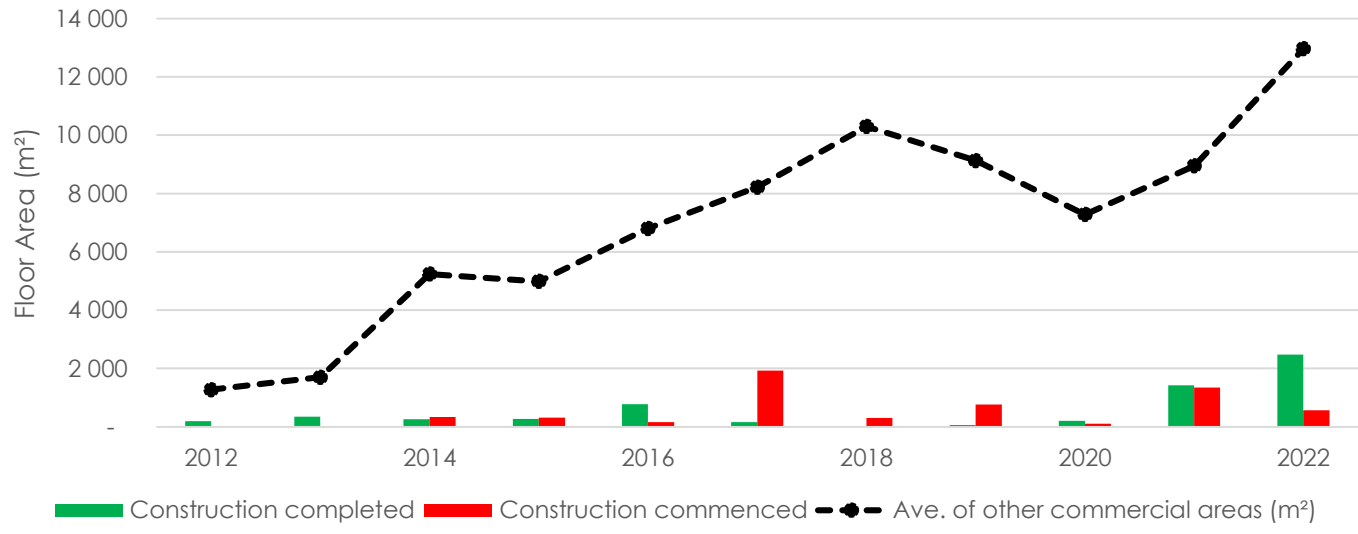## YEAR ON YEAR % CHANGE OF FULL TIME EMPLOYMENT WITHIN EACH WAGE BAND

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

(% axis -30,0 to 40,0; Years 2015–2023)
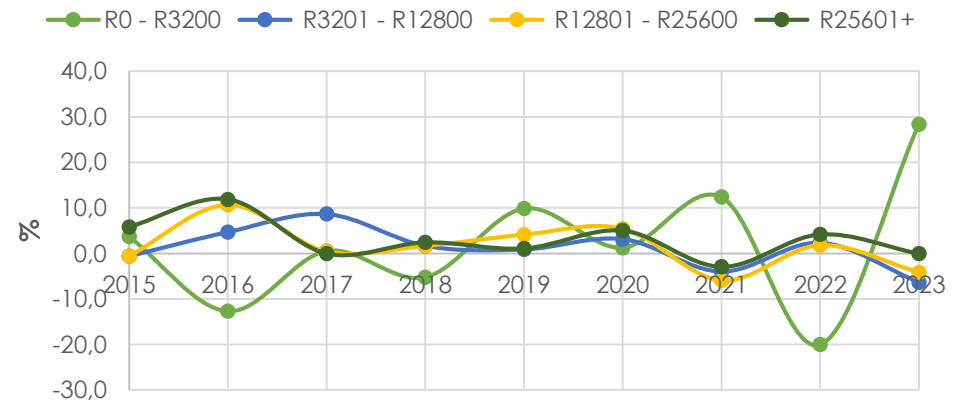
NUMBER OF FIRM TYPOLOGIES

Year	Small	Micro	Medium-to-Large	Dormant
2014	304	86	239	
2015	316	81	265	
2016	326	82	273	
2017	323	81	254	
2018	332	82	266	11
2019	343	93	269	
2020	342	103	281	
2021	316	122	258	

Legend: Dormant, Medium-to-Large, Micro, Small
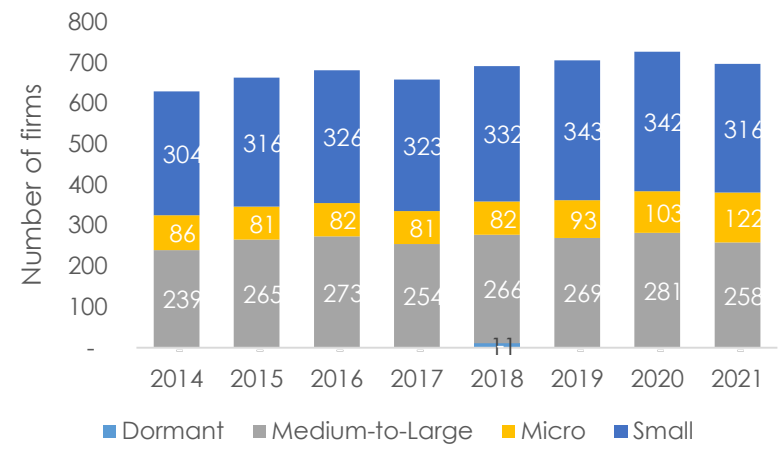
FULL TIME EMPLOYMENT BY WAGEBAND

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

Year	R25601+	R12801 – R25600	R3201 – R12800	R0 – R3200
2014	5 626	3 777	6 774	2 673
2015	5 953	3 755	6 732	2 771
2016	6 658	4 155	7 047	2 420
2017	6 658	4 172	7 657	2 433
2018	6 820	4 242	7 784	2 306
2019	6 894	4 416	7 852	2 533
2020	7 238	4 656	8 100	2 565
2021	7 027	4 380	7 777	2 883
2022	7 319	4 459	7 959	2 306
2023	7 315	4 281	7 455	2 959

Source: SARS data extract for period between 2014 and 2022. Firm size data only available between 2014 and 2020.

Jobs/Firms
Between 2014 and 2023, the number of job opportunities in the Athlone CBD ranged from approximately 17,500 to 20,000. A steady increase in jobs was observed from 2014 to 2020; however, a decrease in jobs occurred in 2023 due to the effects of the COVID-19 pandemic. Over the years, most jobs have been concentrated in the community and personal services, administrative, wholesale and retail, and professional industries.

The total number of firms increased overall from 600 to 700. While small firms dominate the landscape, there is also a significant presence of medium-to-large firms, as well as micro firms.

Income bands
The income bands reflect the skill levels of employed individuals. Data indicates that a larger proportion of employees earns between R12,800 and the upper-income brackets.

Legend: SARS Hexagon, Economic Area

Spatial hexagons in which SARS data has been captured and overlaid with Athlone Economic Area

DEVELOPMENT PIPELINE

PROPERTY SALES BY SECTOR

- 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

- 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	1	2	1	-	-	1	1	1	-	1	1
Rezonings	-	-	1	1	3	-	-	-	-	-	-
Multiple applications	-	-	1	-	1	1	2	2	2	-	-
Consolidations	-	-	-	-	-	-	-	-	-	1	1

Property Sales
Between 2012 and 2022, property sales and transactions of existing built-up industrial land were notably higher in the residential sector compared to other sectors. The only exception was in 2013 when there was a significant increase in commercial property sales. Overall, property sales have remained low, suggesting stability in the property market for Athlone.
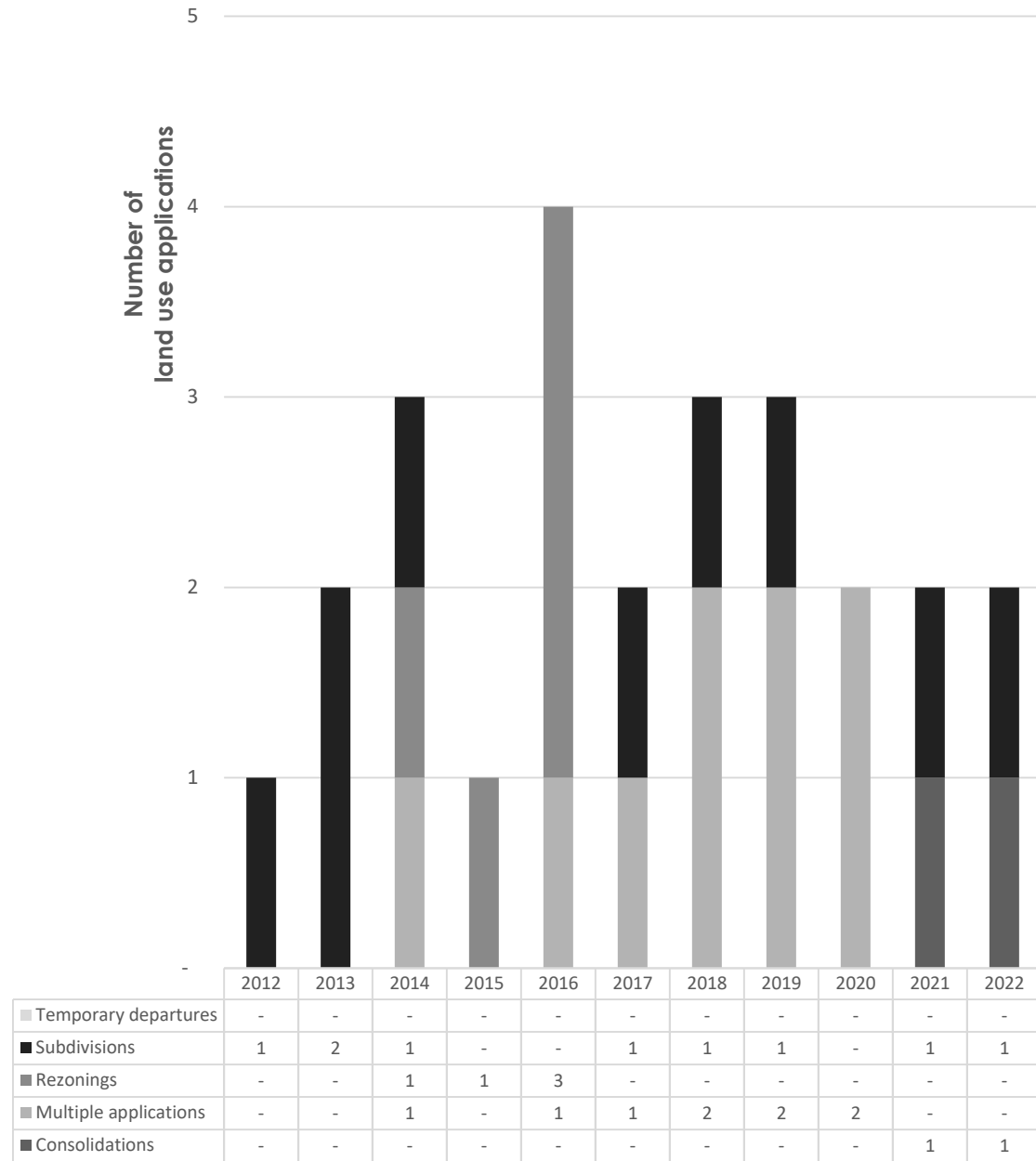
Land Use Applications
The majority of approvals during this period were for subdivisions, alongside several multiple applications and a few for rezoning. This indicates a demand for specific property sizes with minimal rezoning occurring in the area. In total, fewer than five approvals were granted based on the application types depicted in the graph.
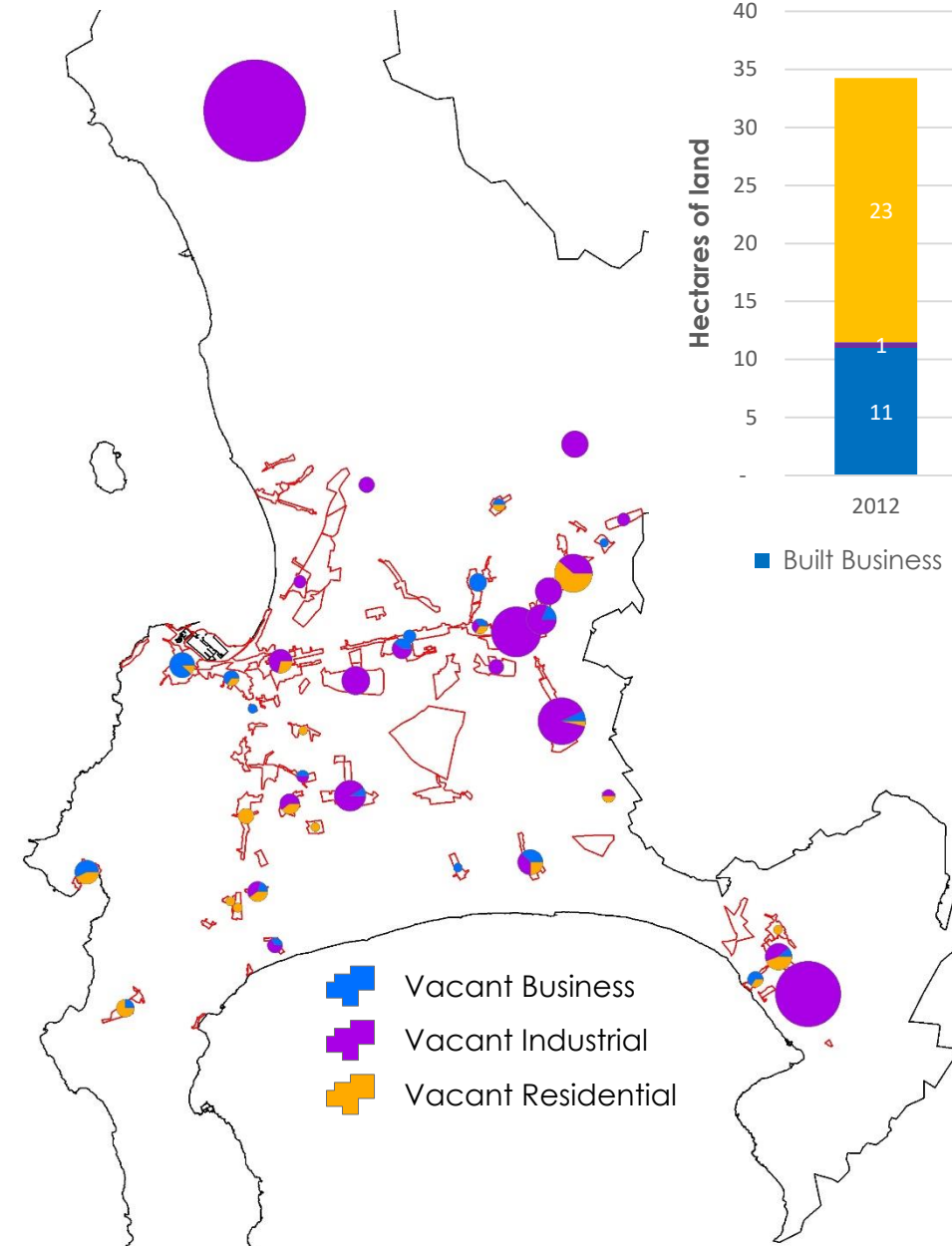
Building Plans
In light of property sales and land use approvals, building activity has been minimal over the past decade, remaining below the annual average when compared to other commercial areas.

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)

Legend:
- Vacant Business
- Vacant Industrial
- Vacant Residential

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

Hectares of land

Year	Built Business	Built Industrial	Built Residential
2012	11	1	23
2015	11	1	22
2018	12	1	23
2022	11	1	23

■ Built Business ■ Built Industrial ■ Built Residential
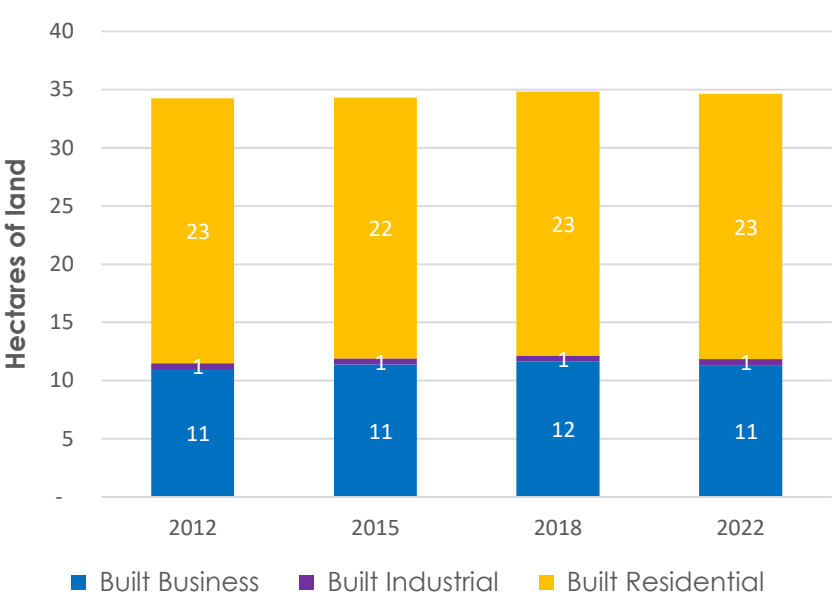
VACANT LAND EXTENT BY SECTOR (TOTAL ERF EXTENT)

Hectares of land

Year	Vacant Business	Vacant Industrial	Vacant Residential
2012	1		1
2015	1		1
2018	1		1
2022	0		1

■ Vacant Business ■ Vacant Industrial ■ Vacant Residential
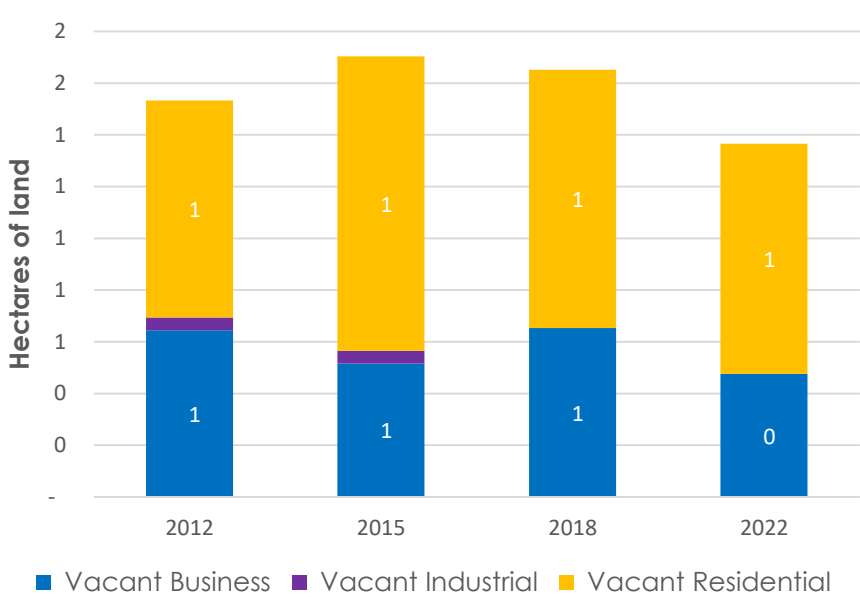
VACANCY RATE OF EXISTING BUILDINGS

Vacancy rate of buildings (%)

●—● Commercial ●—● Industrial ●—● Office
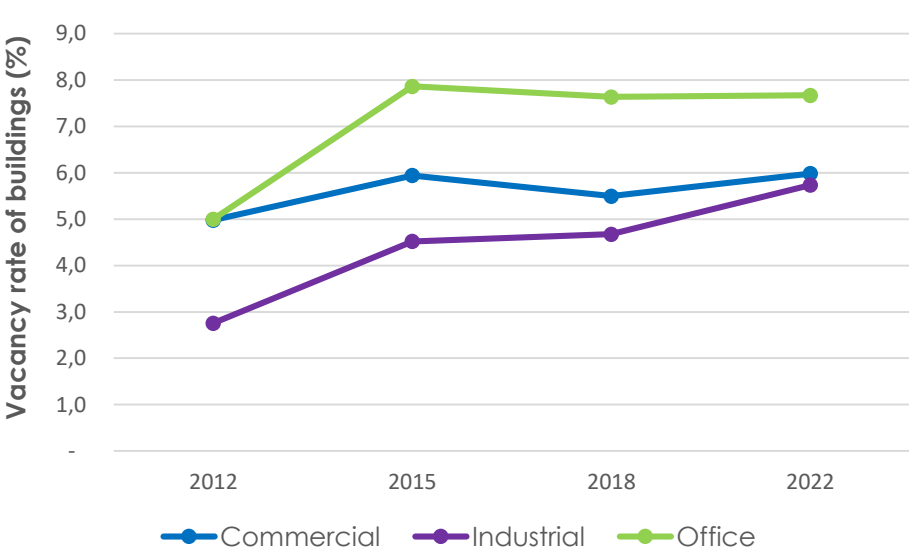
METRO AVERAGE: VACANCY RATES PER SECTOR FOR 2022

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

Number of land parcels that are vacant by size

Erf Size	Commercial	Industrial	Residential
1) 1-250m²			2
2) 251-500m²	3		7
3) 501-1000m²	4		7
4) 1001-2500m²			
5) 2501-5000m²			
6) 5001-10000m²			
7) >10000m²			
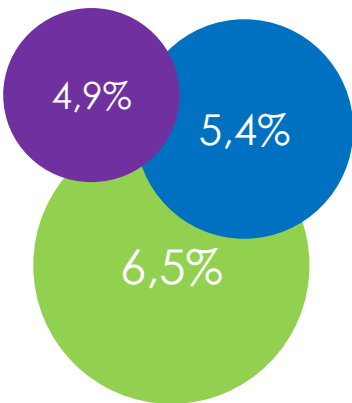
Vacant Land
The map illustrates the latest General Valuation Roll (2022) by showcasing vacant land across the metropolitan area. It complements the 2022 bar graph depicting available vacant land. The region has remained stable regarding built-up land, with very little vacant land available, indicating a well-developed commercial area. Additionally, the remaining vacant land is categorized based on the number and size of the land parcels, as reflected in the accompanying table.
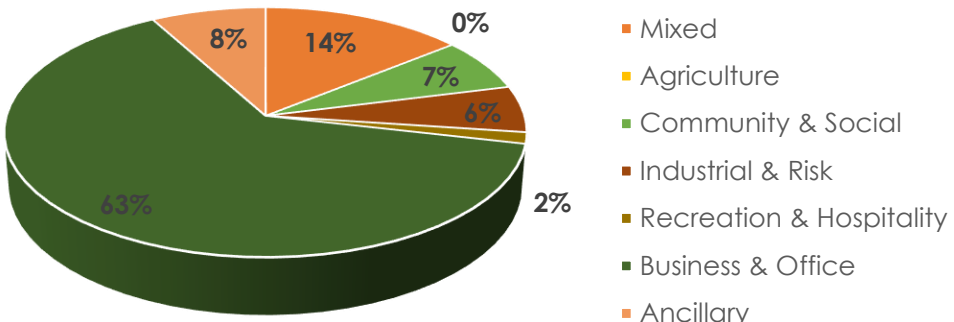
Vacancy Rates
Alongside vacant land, the vacancy rates for existing buildings in the commercial sector have fluctuated between 5% in 2012 and 6% in 2022. Specifically, the office sector has seen an increase from 5% in 2012 to 7.7% in 2022, while the industrial sector has risen from 2.8% in 2012 to 5.7% in 2022.

Source: City's General Valuation Roll and Market Reports

AGGLOMERATION OF INDUSTRIES

% OF LAND USE GROUPS (2012)

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

8% 14% 0% 7% 6% 63% 2%

% OF LAND USE GROUPS (2022)

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

11% 12% 0% 9% 6% 59% 3%

The pie charts illustrate the percentage distribution of land use groups in Athlone CBD, based on the cumulative floor area (m²) across various land uses. As shown in the charts, the Business and Office group has remained predominant in both 2012 and 2022, though it experienced a slight decline from 63% to 59%. In contrast, the mixed-use land group has seen growth over the same period.

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 and office spaces have maintained significant dominance, with a noteworthy presence of mixed retail and office spaces. Furthermore, public services have increased substantially by 2022. Other commercial land uses are also visible and seem to benefit from the most dominant land uses in the area.

FLOOR AREA PER LAND USE CATEGORY FOR 2012 AND 2022

■ Athlone, 2012   ■ Athlone, 2022

Land use group	Land use category	Athlone, 2012	Athlone, 2022
Ancillary	Parking	11 672	17 555
	Utility		114
Industrial & Risk	Warehousing	1 871	1 853
	Transportation		
	Service	6 855	7 629
	Manufacturing, Repair		610
	Mining		
Business & Office	Sales	51 504	57 868
	Office	40 282	40 860
	Information and Communication Technology		
Recreation & Hospitality	Hospitality	579	1 498
	Entertainment, Arts, Recreation, Sports	1 535	3 606
Community & Social	Public Service	6 040	10 121
	Health	2 973	2 313
	Education	925	3 390
Agriculture	Agriculture		
Mixed	Mix Retail & Office	16 264	16 143
	Mix Residential & Retail	2 265	2 336
	Mix Residential & Other	837	557
	Mix Residential & Office		
	Mix Residential & Commercial	1 230	1 664
	Mix Residential & Agriculture		

Land use categories by land use groups

Floor Area (m²)

1   100   10 000   1 000 000

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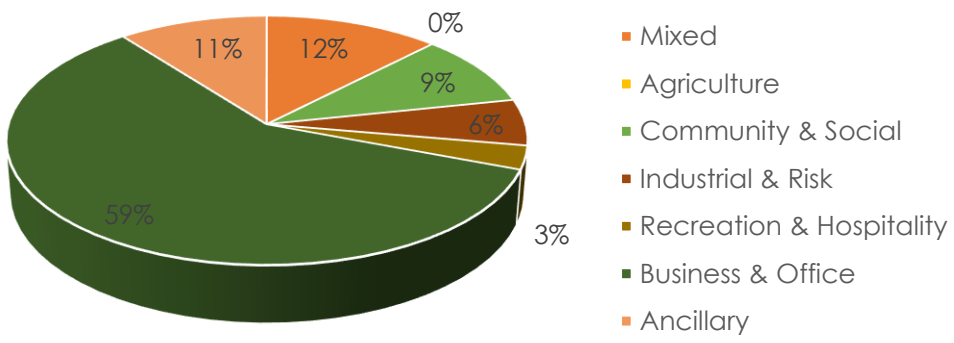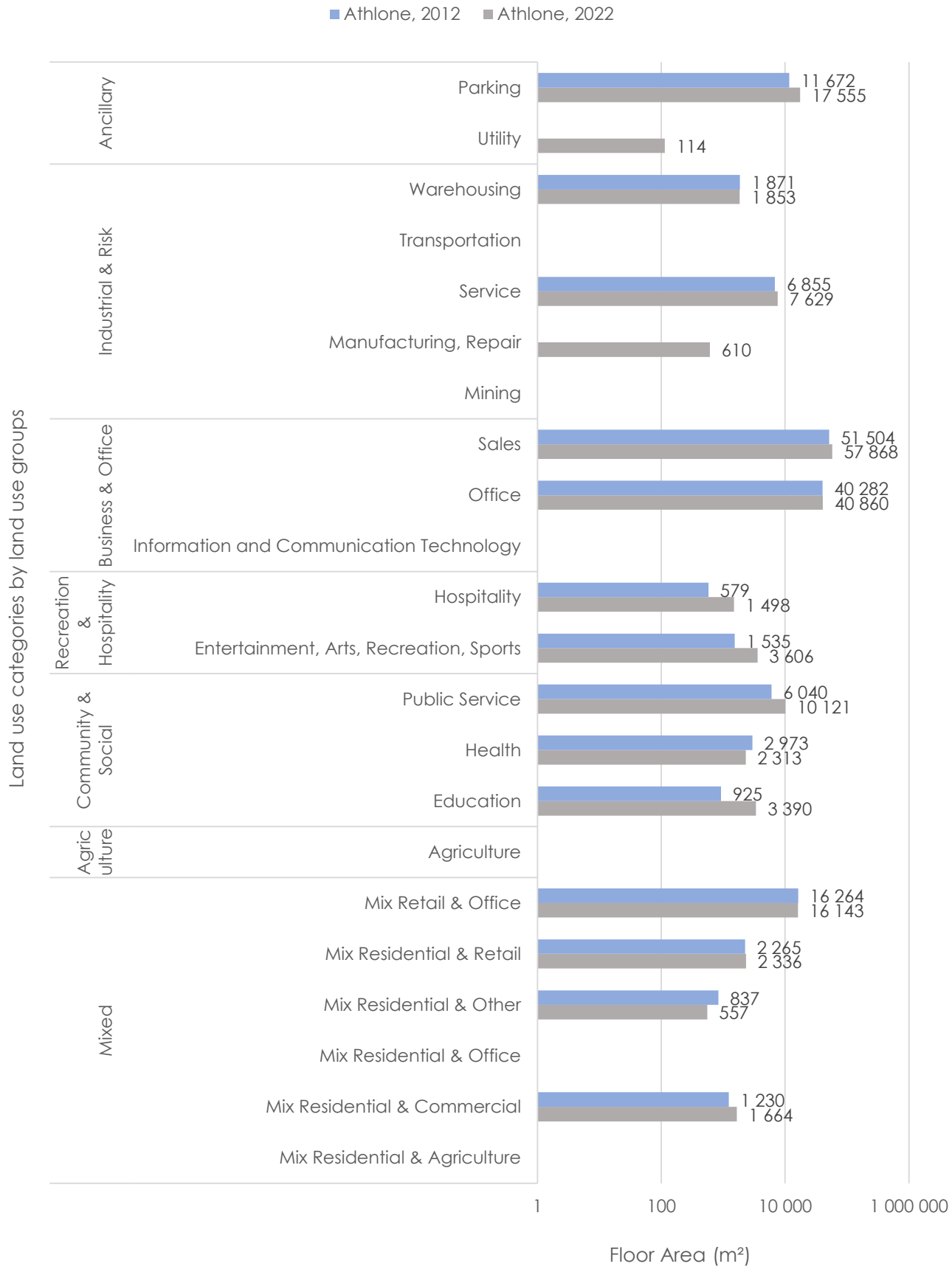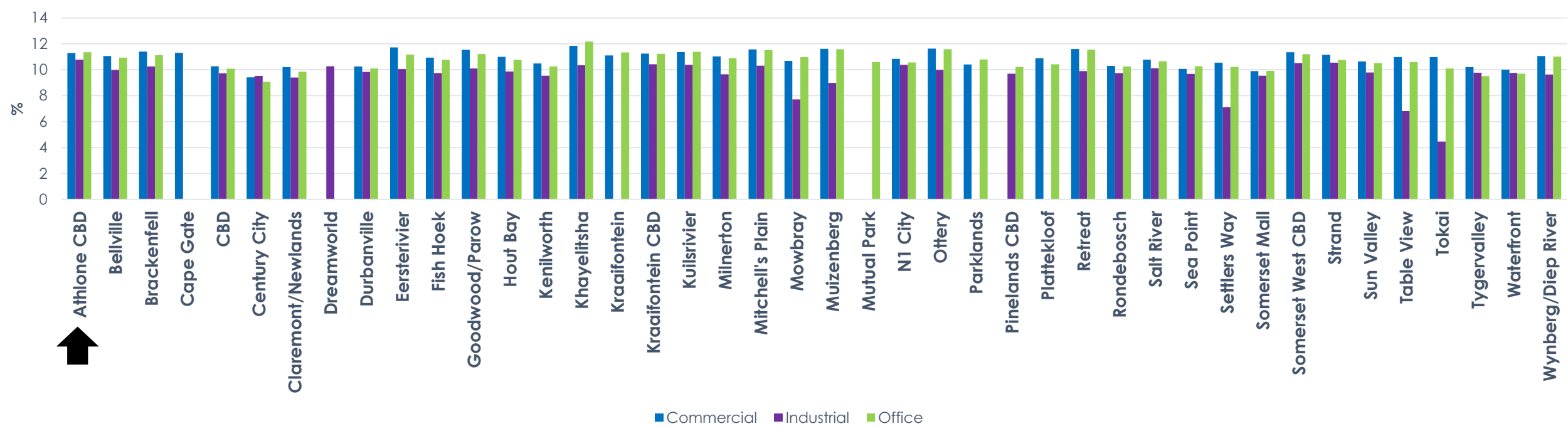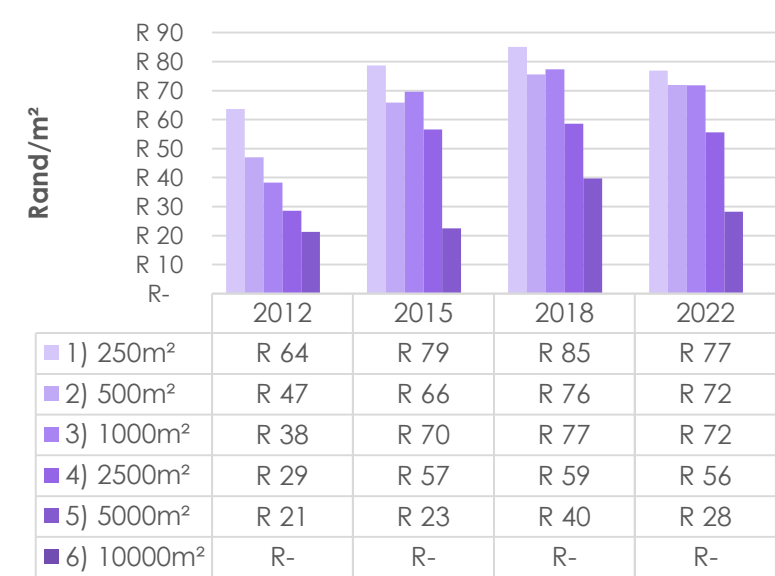Market performance

Performance & Potential

MARKET PERFORMANCE

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

■ Commercial ■ Industrial ■ Office

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INDUSTRIAL RENTALS

	2012	2015	2018	2022
■ 1) 250m²	R 64	R 79	R 85	R 77
■ 2) 500m²	R 47	R 66	R 76	R 72
■ 3) 1000m²	R 38	R 70	R 77	R 72
■ 4) 2500m²	R 29	R 57	R 59	R 56
■ 5) 5000m²	R 21	R 23	R 40	R 28
■ 6) 10000m²	R-	R-	R-	R-

COMMERCIAL AND OFFICE RENTALS

	2012	2015	2018	2022
■ Commercial	R 77	R 123	R 161	R 167
■ Office	R 73	R 126	R 166	R 145

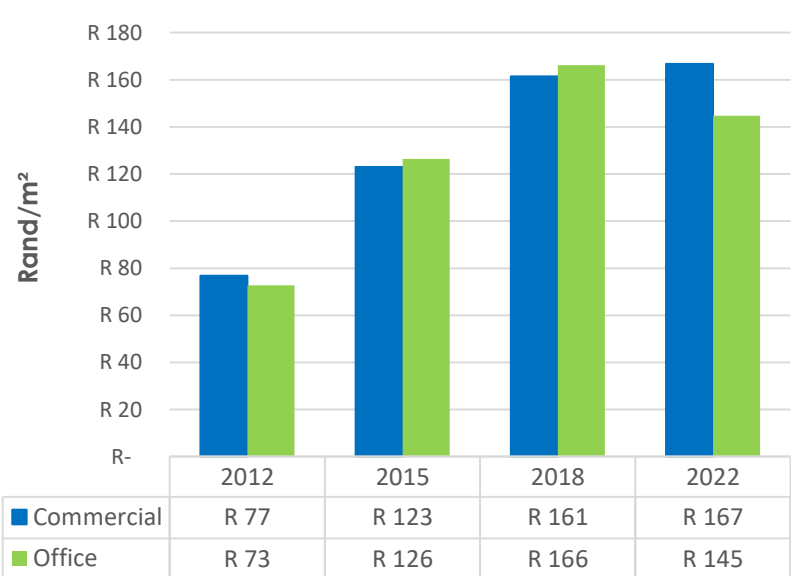### CAPITALISATION RATES

■ Commercial ■ Industrial ■ Office

Rental rates

Overall rental rates for all industrial property sizes increased between 2015 and 2018. However, they began to decline in 2022, indicating a decrease in demand for industrial space.

In contrast, office rentals experienced an overall increase from 2012 to 2022, although there was a decline in 2022. This suggests a stronger demand for commercial properties.

Comparative view on cap rates

The average capitalisation rate between 2012 and 2022 for commercial, industrial and office sectors has been 11,29%, 10,78% and 11,39%, respectively and further indicating its competitiveness relative to other commercial areas.

Year on year cap rates for the commercial sector has decreased from 11,5% to 8,8% while capitalisation rates for the office sector has increased from 11,5% to 12,5%.

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

Source: 2012 – 2022 market reports
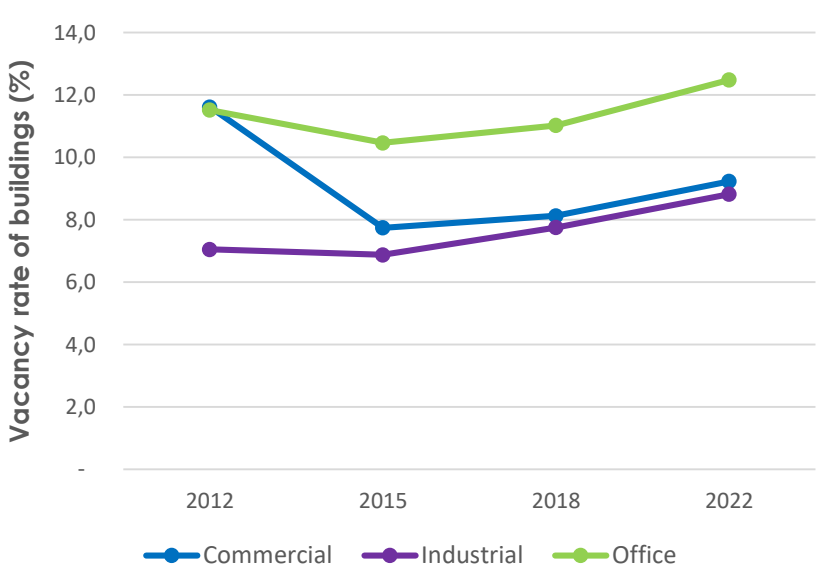
PERFORMANCE & POTENTIAL

The scores provided below summarize the detailed information presented throughout this profile. The scoring method used to calculate Performance and Potential is based on several measurable individual indicators. The **scoring range is from 0 to 5, where 0 indicates low performance and potential, and 5 indicates high performance and potential**. Each indicator is scored individually. Depending on the classification of an economic area, the profiles are compared either to Cape Town CBD (Commercial) or Montague Gardens (Industrial), as these two areas have attracted the most new floor space between 2012 and 2022 for their respective classifications.

PERFORMANCE — Radar chart comparing Athlone CBD and Cape Town CBD across: Land Use Growth (2012 - 2022), Job Growth (2014 - 2022), Building Work (2012 - 2022), Commercial Vacancy Rate (2022), Industrial Vacancy Rate (2022), Industrial Cap Rate, Commercial Cap Rate.

POTENTIAL — Radar chart comparing Athlone CBD and Cape Town CBD across: Nodal Typology, Proximity to Public Transport, Commercial Vacancy Rate, Industrial Vacancy Rate, Vacant Commercial & Industrial Land, Vacant Residential Land, Incentive & Precinct Management Benefits.

Indicator		Description
Performance	Land Use Growth	Measures the growth of new floor area (m²) between 2012 and 2022 within an economic area, compared to other economic areas. More growth indicates higher performance. (Source: General Valuation Roll)
	Job Growth	Measures the percentage change in job prevalence between 2014 and 2022 within an economic area, compared to other economic areas. A higher prevalence of jobs correlates with better performance. (Source: SARS as of May 2024)
	Building Work	Measures the activity of building work (new and improved m²) within an economic area from 2012 to 2022, compared to other economic areas. More building work activity indicates higher performance. (Source: City's DAMS)
	Vacancy Rate	Measures vacancy rates based on the latest 2022 market report across all economic areas. A low vacancy rate indicates higher performance. (Source: City's Market Reports)
	Capitalisation Rate	Measures % change in cap rate between 2012, 2015, 2018 and 2022 across all of the economic areas. The least % change between periods indicates greater maturity and in return, higher performance. (Source: City's Market Reports)
Potential	Proximity to Public Transport	Evaluate the economic areas that are close to public transport options. A higher number of transport modes indicates greater potential. (City's UPD, spatial analysis)
	Vacant Land	Assesses the availability of commercial, industrial, and residential vacant land. A greater amount of vacant land indicates higher potential. (Source: General Valuation Roll).
	Vacancy Rate	Measures vacancy rates according to the 2022 market report. Higher vacancy rates indicate greater potential. (Source: City Market Reports)
	Incentive & Precinct Management Benefits	Evaluates the overlap (partially or fully) of incentive areas and institutionalized precinct management tools within each economic area. A higher presence of incentive and precinct management tools indicates greater potential. (City's UPD, spatial analysis)

Policy & regulatory context

Conceptual framework

Introduction

Land use activities, employment overview & firm typologies

Development pipeline
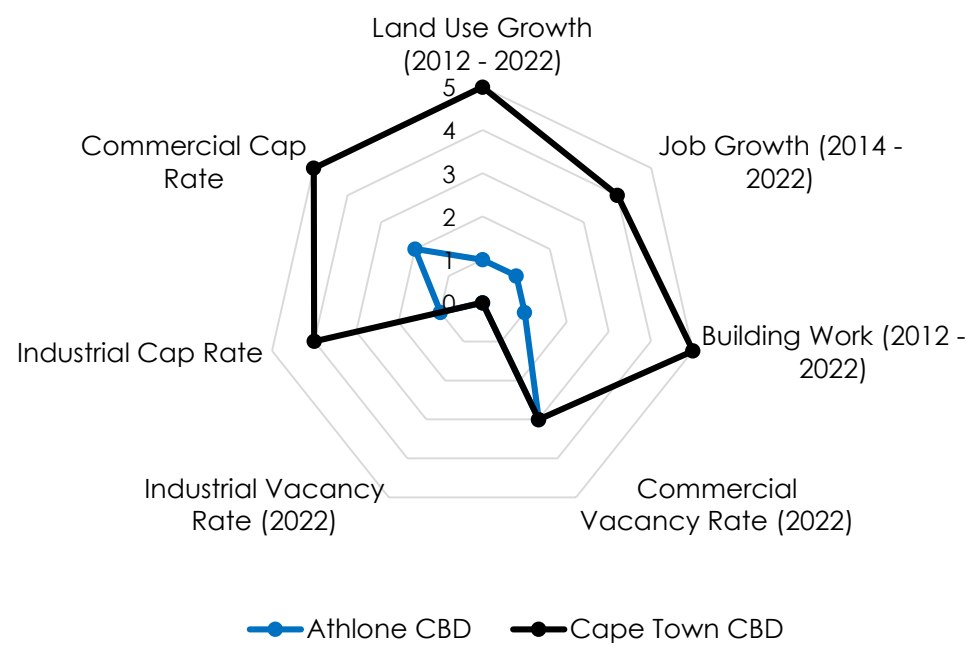
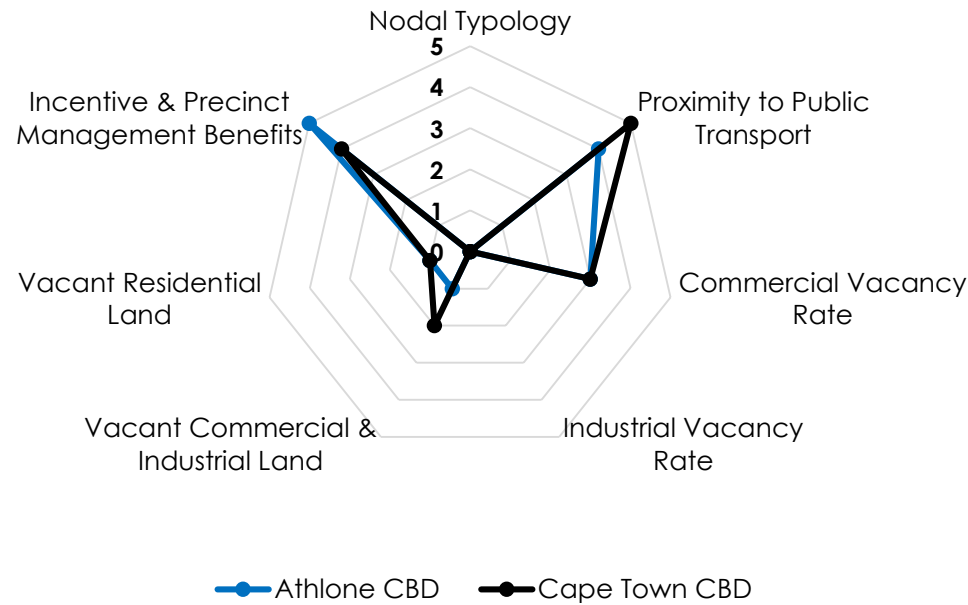Urban land markets

Agglomeration of industries

Market performance

Performance & Potential