



DISCOVER BELLVILLE



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ONE | HISTORY AND BACKGROUND TO BELLVILLE

Bellville has played an instrumental role in the City of Cape Town’s success story ever since it was established in 1860. The village once called Twelfth Mile Village started out as a wagon halt for farmers on their way to market in Cape Town. Over the years, the area developed and expanded. Despite its changing fortunes over recent times, it is now a bustling urban centre, rich with opportunity and potential.

1861	Twelfth Mile Village renamed Belleville
1904	Name changed back to Bellville
1953	Sanlam headquarters inaugurated in Bellville
1979	Bellville proclaimed a city
1960	University of the Western Cape founded in Bellville
2012	Greater Tygerberg Partnership and Voortrekker Road Corridor Improvement District established
2015	City of Cape Town identifies Bellville as an urban catalytic project

Bellville’s resilience — coupled with its pivotal transport links and well-established infrastructure — has ensured it remains a dynamic centre for commerce and production. Today, Bellville is a proven commercial engine that services businesses from multi-national corporates to small- and medium-sized enterprises. It’s a centre of academic excellence and a medical hub. It’s home to Cape Town’s busiest public transport interchange. It’s culturally and socially diverse, with residents living in free-standing homes, apartments, student residences and housing estates. It has a well-established services infrastructure, including the some of the fastest broadband speeds from multiple fibre networks. It’s also the place where some of South Africa’s leading musicians, artists and creative personalities launched their careers.

Bellville is growing fast in sectors like tertiary education, health services, high-density employment and retail. It is accessible, mature and affordable and transitioning into a modern African city with a diverse economy and multi-cultural social community.

Discover Bellville is the first edition of a report that showcases what the area has to offer. It reveals Bellville as a place of potential and opportunity.

This is an invitation to everyone who reads this report to take advantage of that opportunity; to discover the city and its surrounds; and to maximise that true potential.



A WORD FROM THE CEO OF THE GTP, WARREN HEWITT

I believe that Bellville is the most opportunistic area in South Africa. The Greater Tygerberg Partnership is working to create a new reality for the city that plays such an important role in Cape Town's broader success. Bellville is a city in transition, moving towards a thriving, prosperous and inclusive community within a more compact, sustainable and affordable radius. This doesn't mean that we're starting from scratch. Rather, we're building on what we have, and attracting investors who buy into the vision of a city and community that is connected, and that offers sustainable economic and inclusive social opportunities 24/7/365.

Facilitating such a visionary transition will invariably happen in smaller increments of progress alongside aspirational, longer-term initiatives. To achieve this, we've put down some plans designed to achieve the vision of Bellville as a leading African city.

We want Bellville to be an inclusive, progressive and innovative environment that lies at the centre of, and serves, the Cape Town metropole. A thriving secondary city to support Cape Town. But we are not the primary drivers. We are the facilitators, co-ordinators and connectors. We are here to find ways to ensure that those ideas and aspirations can come to life. In short: we are leading the transition to a prosperous, sustainable urban centre, in partnership with others and for the greater good of the communities who live, work and play here.

We invite you to join us.
Take advantage of the many opportunities that exist.
Maximise the area's immense potential.

COME AND DISCOVER BELLVILLE



TWO | INTRODUCTION

Business nodes like Bellville are enablers. They enable business owners to create jobs and workers to provide for their families. They enable connections and transitions. And they enable everyone to seek and achieve a more prosperous future.

Every component within the commercial ecosystem needs a strong pipeline of skilled talent, whether micro-entrepreneurs, small- or medium-sized enterprises or multi-national corporates — people who have the drive, motivation and ability to build businesses. Those people need to be able to access economic opportunities easily every day. On each of these points, Bellville delivers. Its businesses create jobs. Its universities create a pipeline. Its infrastructure provides access to those opportunities. With all of these elements already in place, Bellville's importance as an economic node cannot be understated.

A successful city is also defined by its ability to provide people with affordable housing, located close to public transport, jobs and public services. This is the key to creating, clean, safe, lively, well-planned neighbourhoods where people can afford to live, work and play.

The Greater Tygerberg Partnership (GTP) is stewarding this process in Bellville, broadening interest in the area and attracting more investment designed to stimulate the economy, create jobs and provide opportunities for affordable accommodation that can break the legacy of apartheid spatial planning.

As a public-private partnership, we are facilitating Bellville's urban transition, building a 24-hour economy that will inject new life into the area. We're growing Cape Town's secondary city, providing local opportunities that will relieve congestion and alleviate the spatial pressure on other major centres, supported by a physically and virtually connected community that enjoys a more sustainable lifestyle in a vibrant, leading African city.

Discover Bellville lays out those opportunities. It highlights the inherent potential of building on what already exists. When a strong foundation is in place today, a commitment to action and sustainable, intelligent development can only strengthen Bellville's future.

Join us. Discover Bellville.



THE ROLE OF THE SECONDARY CITY

Cape Town has grown in popularity, value and reputation over the last two decades. The city regularly tops the rankings as a desired tourism destination and property values in the CBD have increased. In 2018, the World Bank ranked Cape Town as the number one South African metropolitan municipality for the ease of doing business. It has also been named the top financial centre in Sub-Saharan Africa.

However, like most major successful urban centres, Cape Town is under pressure. Its population has grown from 2.7 million to 4.5 million in the past 20 years. This growing urbanisation has a direct impact on the central business district (CBD). Increasing congestion, rising accommodation costs and limited space for inclusive development places a strain on infrastructure, services and resources in the city centre.

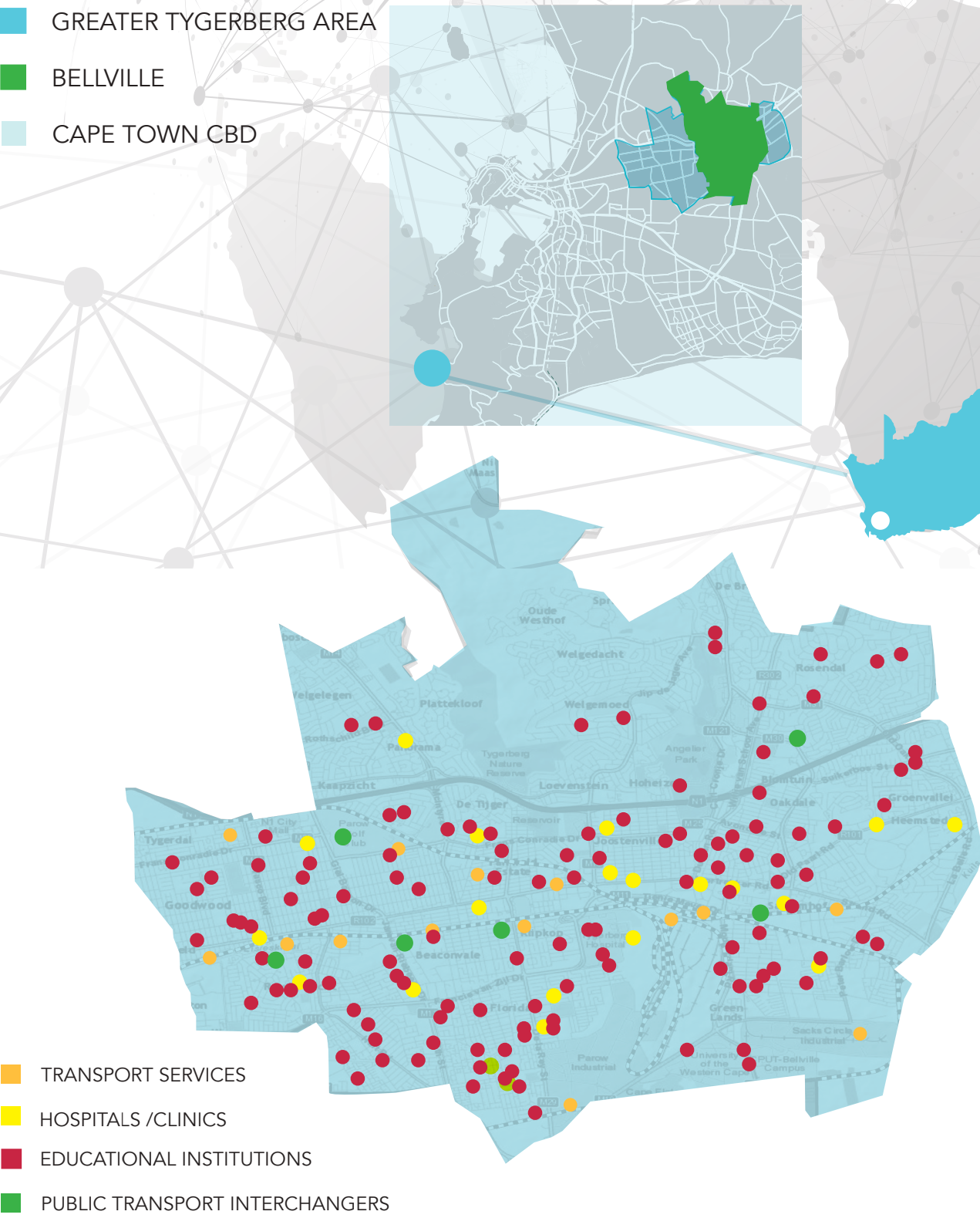
As regional services nodes, secondary cities have a critical role to play in the success and growth of major cities. They relieve pressure on the more densely populated urban centres they serve. they support and stimulate economic and urban development. In South African terms, they are also able to bridge apartheid-legacy social divides to facilitate greater urban inclusivity.

In line with global urbanisation trends, Bellville is a secondary node to Cape Town. It lies at the core of the Cape Town metropole. It hosts all the infrastructure and services required to supply a growing number of citizens who work, study and live in the area, enabling the population to access more affordable accommodation, more employment opportunities and also health, education and community services.

These assets demonstrate the important role Bellville plays in supporting Cape Town. It aligns with the City of Cape Town’s strategy to bring people closer to their workplaces, by shifting towards a mixed-use centre with well-connected, multi-modal transport linkages and well-established service infrastructure.

In short, Bellville, the Voortrekker Road Corridor and the Greater Tygerberg region as a whole, is the central nervous system that drives the Cape Town metropole.

THE FIRST STEP IN CHANGING A CITY IS IMAGINING WHAT IT CAN ONE DAY BECOME



MAPPING BELLVILLE'S POTENTIAL

Bellville is Cape Town’s secondary city. Its footprint spans over 100 square kilometres. Its infrastructure and services are equal, and in some cases, superior to major international cities, including Kigali, Manchester and Pittsburgh. Its package of assets, combined with the vibrancy and multicultural nature of a leading African city, highlights Bellville’s untapped potential.

HOSPITALS/CLINICS

- 23 GREATER TYGERBERG AREA
- 20 KIGALI
- 33 MANCHESTER
- 27 PITTSBURGH



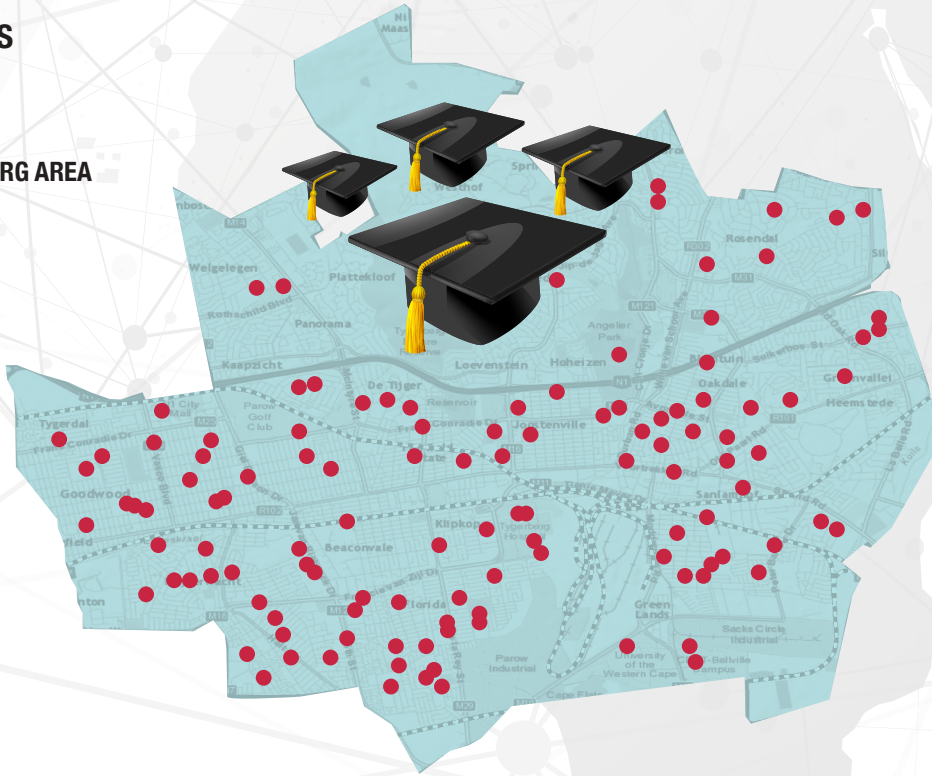
PUBLIC TRANSPORT INTERCHANGES

- 5 GREATER TYGERBERG AREA
- 2 KIGALI
- 17 MANCHESTER
- 11 PITTSBURGH



EDUCATION INSTITUTIONS

- 150 GREATER TYGERBERG AREA
- 31 KIGALI
- 72 MANCHESTER
- 73 PITTSBURGH



RAILWAY STATIONS

- 18 GREATER TYGERBERG AREA
- 0 KIGALI
- 16 MANCHESTER
- 14 PITTSBURGH



THREE | BRING YOUR BUSINESS TO BELLVILLE

“Urbanisation alone does not necessarily drive growth. The concentration of economic actors in space enables substantial productive advantages that can contribute to growth”...

• Economic Report on Africa 2017, United Nations Economic Commission for Africa

Bellville is Cape Town’s secondary city. Its footprint spans over 100 square kilometres. Its infrastructure and services are equal, and in some cases, superior to major international cities, including Kigali, Manchester and Pittsburgh. Its package of assets, combined with the vibrancy and multicultural nature of a leading African city, highlights Bellville’s untapped potential.

BUSINESS ENABLERS

Through numerous development incentives, the South African National Government, the Western Cape Government and the City of Cape Town actively support Bellville’s growth and development, not only as an important business node, but also as a solution to the spatial planning challenges of the Cape Town CBD.

Bellville presents a unique opportunity. It is a mature, easily accessible and affordable urban centre. Its investment potential is driven by the value of these distinct markers. Early investors, government and business owners in the Bellville CBD are recognising the opportunity and potential to deliver more affordable and accessible office space; higher-density accommodation for students and residents and supporting retail, entertainment and social amenities.

BELLVILLE AT WORK

The South African Property Owner’s Association ranks Bellville as the second largest office node in the Cape Town metropole, behind the Cape Town CBD, hosting 21.3% of all office space.

Bellville incorporates several distinct commercial centres. Long seen as a trade link between the Cape Town CBD and the northern suburbs, Voortrekker Road forms a primary commercial spine to the south of the national N1 highway. It links the Parow and Bellville CBDs, and the industrial and logistics hubs towards Bellville South. A newer, well-established commercial centre is on the north side, encompassing the popular retail and commercial centres of Tyger Valley and Willowbridge.

Bellville’s economic profile is diverse. Over 4 000 small- and medium-sized businesses create, manufacture and ship products from warehouses and small factories. Light industry and car dealers rub shoulders with discount bulk retailers and large shopping centres.

Multi-national corporates operating from impressive office blocks employ staff who shop with the informal traders en route to the public transport interchange. Corporate tenants include Africa’s largest financial services firm, Sanlam, headquartered in Bellville since 1953.

Proximity to reliable public transport, access to markets and access to loyal customers are the key drivers for businesses in Bellville, many of which have been trading in the area for over ten years.

SECTOR OPPORTUNITIES

The city’s primary assets are multi-directional, multi-modal transport links, prioritised development policies, fast fibre internet infrastructure and existing, available and affordable buildings with large floor-plates ideal for high-density employment.

BUSINESS PROCESS OUTSOURCING (BPO)

Between 2014 and 2018, the global services, or BPO, sector in South Africa grew at 22% per year. The country, named the Offshoring Destination of the Year in 2016, is a recognised BPO destination, with distinct advantages over its peers, including cultural affinity, skilled English speaking talent, affordability, quality of life, high customer empathy, first world infrastructure and enabling business environment.

Cape Town, in particular, compares favourably in terms of delivery-related operating costs, at 60% lower than cities in the UK. The city is a well-known destination for legal process services, as well as the banking, financial and insurance sectors. Other sectors such as healthcare are growing, too, with more operators landing in Cape Town.

Bellville’s existing infrastructure offers a significant opportunity for BPO and contact centre management (CCM) operators. This all forms a solid foundation for high-density employers seeking to create jobs and expand their operations away from high-value, congested, over-subscribed centres elsewhere.

Technology is a key driver for the BPO and CCM sectors. Goodwood and Parow, which fall within the Voortrekker Road Corridor, have recorded the fastest internet speeds in the country and multiple fibre networks have been laid across the Bellville CBD.



CORPORATES WITH A SIGNIFICANT PRESENCE IN BELLVILLE

FINANCIAL SERVICES

Sanlam	Capital
Santam	Metropolitan
PSG	Momentum
MMI	Outsurance
Capitec	Nedbank
Woolworths	Specsavers
McDonalds	

TELECOMMUNICATIONS

Vodacom
Telkom
T-Systems
MTN

RETAIL/FMCG

Pepkor	Pick 'n Pay
TFG	Sportman's Warehouse
Pioneer Foods	Spur
Checkers	

MEDICAL

Cipla
Mediclinic
Melomed

OIL AND GAS

PetroSA
TotalGaz

GOVERNMENT

South African Revenue Services
City of Cape Town
Western Cape Government

EDUCATION

University of Stellenbosch
University of Western Cape
Cape Peninsula University of Technology

HEALTH

Virgin Active

INDUSTRIAL SECTOR

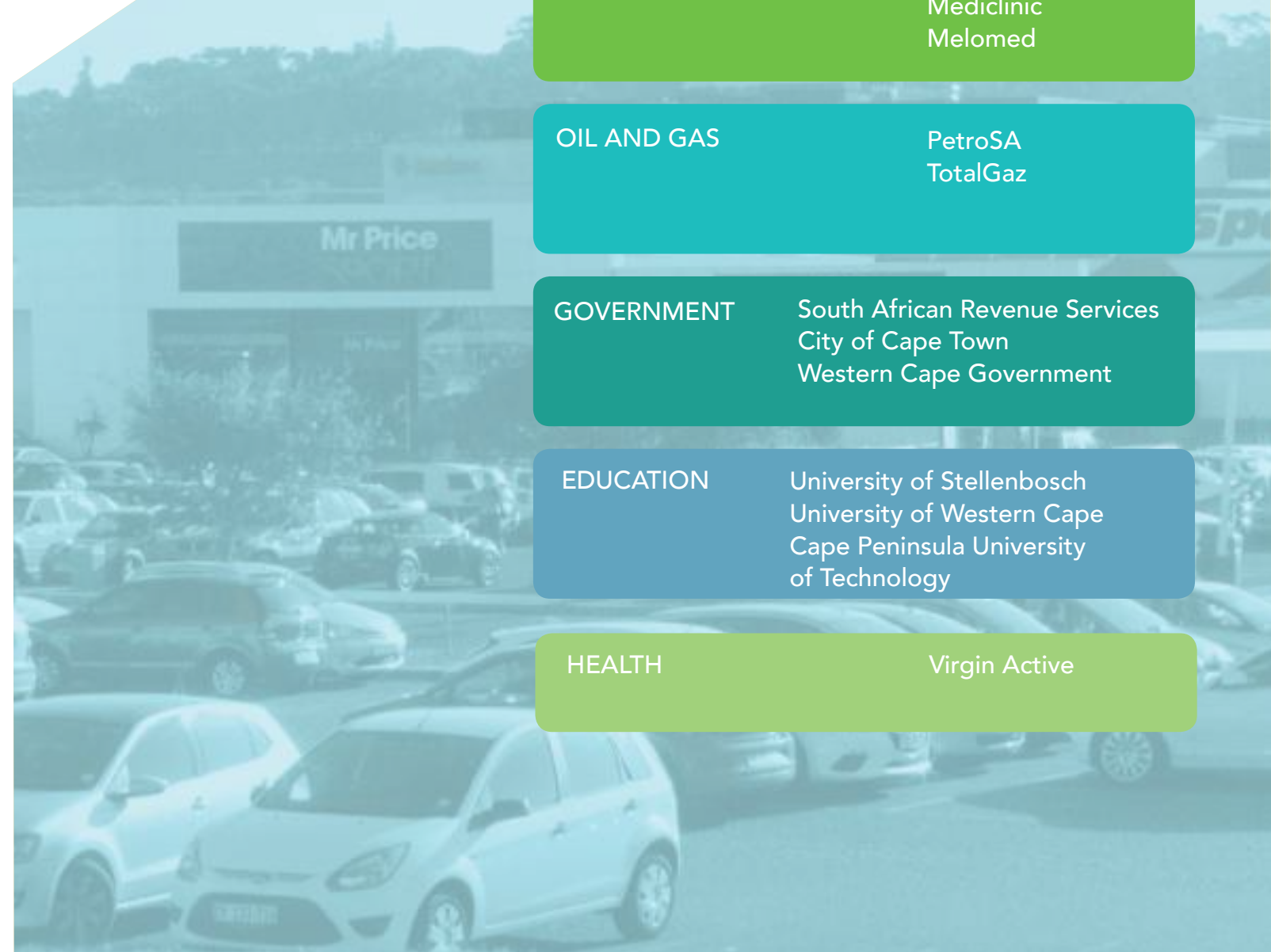
Bellville's industrial sector encompasses small manufacturing and production concerns as well as more established enterprises including Alstom, John Thompson, Nampak, Clover and Barloworld, Pepkor, SuperGroup and Peninsula Beverages.

BELLVILLE INDUSTRIAL SECTOR	PAROW INDUSTRIAL SECTOR
878 BUSINESSES	848 BUSINESSES
DOMINANT CLUSTER Manufacturing, repairs or sale of vehicles or vehicle parts. SECONDARY CLUSTER Manufacturing, metal goods, plastic goods and sale of food and beverages.	DOMINANT CLUSTER Manufacturing, repairs or sale of vehicles or vehicle parts. SECONDARY CLUSTER Manufacturing, repairs and sale of construction material and equipment, and production or sale of food and beverages.

LOGISTICS SECTOR

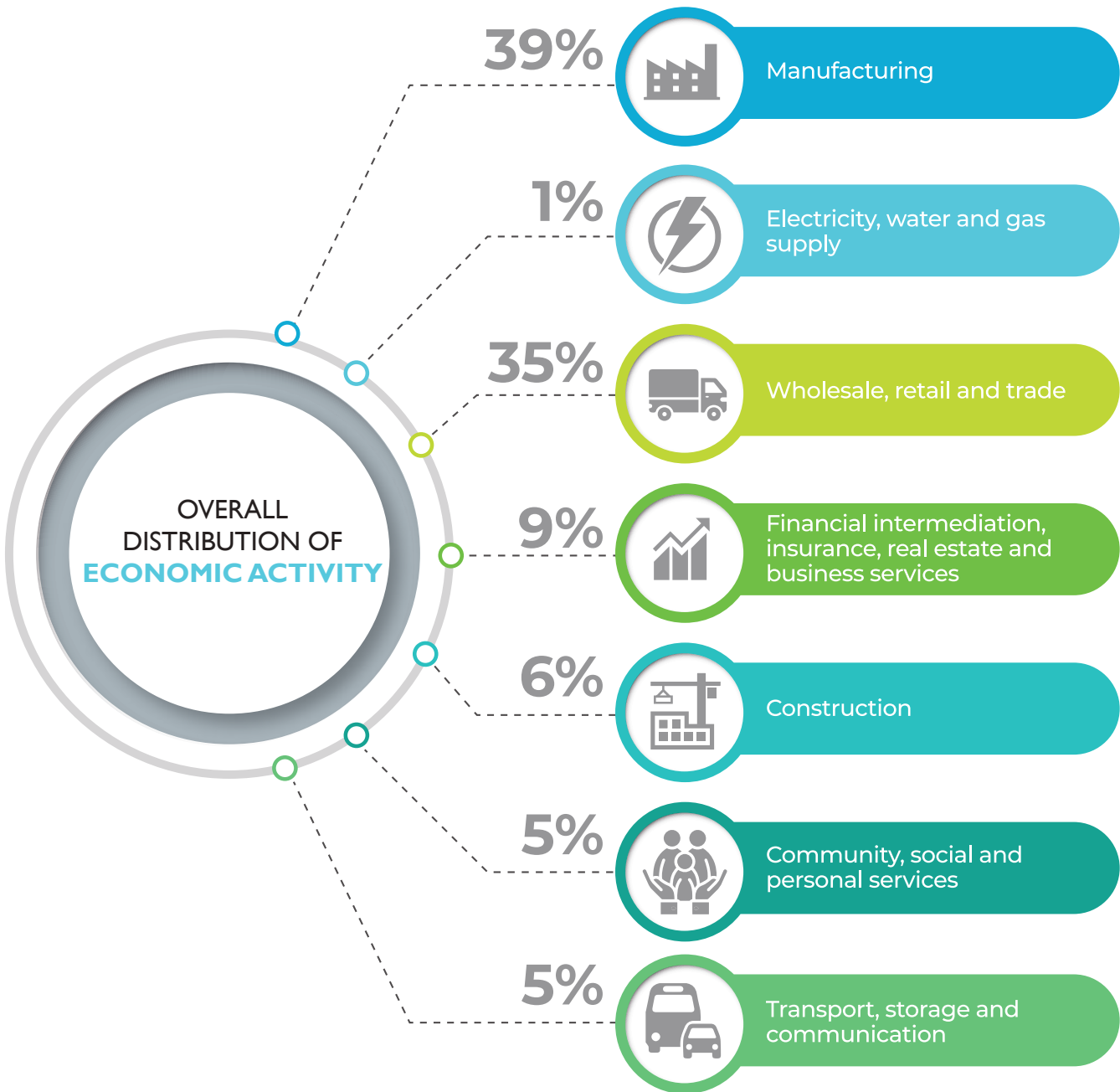
The logistics sector is heavily influenced by proximity to major centres of consumption, the regulatory environment, proximity to skilled and unskilled labour, transport infrastructure and the total cost to value, including the total supply chain.

Bellville falls into the centre of gravity for the logistics sector. Located 12 kilometers from Cape Town International Airport, it is also easily accessible from two national highways and several regional arteries. As a decentralised location with a major transport interchange, the area is accessible for skilled and unskilled employees who work in the sector. Affordable properties with large footprints, and access to other nearby industry, offer a compelling proposition for the logistics sector.



DOING BUSINESS IN BELLVILLE

“Bellville presents a unique opportunity. It is a mature, easily accessible and affordable urban centre. Its investment potential is driven by investors, government and residents who all recognise the value of these distinct markers.” - Warren Hewitt, GTP CEO



INFORMAL TRADE

The informal economy has a notable impact on Bellville’s economic profile. The sector is the fifth largest employer in Cape Town, offering good employment opportunities for traders, as well as affordable goods and services to locals. Some estimates suggest that the informal economy contributes around 28% of South Africa’s GDP.

The Bellville public transport interchange is the busiest in Cape Town, with over 400 000 daily trips. This presents a significant opportunity for retailers and for the development of mixed-use transit-oriented developments designed to draw in consumers at the beginning or end of their commute where they can access quality goods at affordable prices.



Upgrades to Public sector infrastructure help informal traders in Bellville to make an even greater sustained contribution to the city’s and the country’s economy. The GTP is working with traders to design additional improvements to their facilities, to offer a modern trading environment.

RETAIL FOCUS

Fifty-nine percent of businesses consider reliable public transport as a key advantage of running a business in the Bellville CBD. Furthermore, 51% of businesses consider Bellville’s physical location ideal for running a business. Forty-nine percent of businesses cite proximity to markets as an advantage to doing business in the area, while 49% of businesses regard customer loyalty as an advantage and 41% consider proximity to suppliers beneficial for their business.

FOUR | ACADEMIC HUB

Stanford academic Henry Etzkowitz writes, “The interaction among university, industry, and government is the key to innovation and growth in a knowledge-based economy. ... The competitive advantage of the university, over other knowledge-producing institutions is its students. Their regular entry and graduation continually bring in new ideas...”

The GTP promotes Bellville as a knowledge hub to unlock a living laboratory for businesses and academia to create, develop and test their ideas, concepts and new products on future users



IN ADDITION TO THE EARLY CHILDHOOD DEVELOPMENT CENTRES AND PRIMARY AND SECONDARY SCHOOLS, SEVERAL MAJOR LEARNING INSTITUTIONS OPERATE IN BELLVILLE AND THE GREATER TYGERBERG AREA, INCLUDING:

- University of the Western Cape
- University of Stellenbosch Business School
- University of Stellenbosch Faculty of Medicine & Health Sciences at Tygerberg Hospital
- Boston City Campus
- Northlink College
- Cape Peninsula University of Technology (CPUT)

These are in addition to the other tertiary, skills development and adult education centres, among others, that also operate in Bellville.

This presents a significant opportunity for Bellville as an innovation-driven centre of academic excellence.

Students lie at the intersection of government, academia and industry in Bellville. These students form a pipeline of talent from which industry can draw to develop and deploy commercial concepts. With strategic development, future Bellville is a city that both attracts students wanting to study at leading academic institutions, and retains them as they launch careers with corporates and industry in the area. And as a culture of innovation becomes more entrenched in the fabric of Bellville’s economic landscape, students will seek to forge their own entrepreneurial path in the city.

CENTRE FOR INNOVATION

In Bellville specifically, the three major educational institutions, Cape Peninsula University of Technology, University of the Western Cape and University of Stellenbosch, have recorded their own advancements, placing their institutions on the map of global innovations, and boosting the city’s reputation as a place for originating and advancing new ideas. Multi-cultural communities from diverse nationalities and demographics, coupled with strong educational institutions and modern technology, provides the perfect environment for these institutions and forward-thinking companies seeking to test their next generation products.

As one of its focus areas, the GTP promotes Bellville as a knowledge hub to unlock a living laboratory for businesses and academia to create, develop and test their ideas, concepts and new products on future users.

The ‘living lab’ has been adopted globally as an innovative and experimental practice for contextual product development, enabling new ideas to be tested in an active, real-world, relevant, live environment.

The findings can lead to open innovation that leads to ground-breaking ideas, products and systems. But key to the system is the user-adoption built into the model.

These ingredients offer a prime living lab for teams who want to test and develop their ideas in a lively, active urban environment. It’s a package that plays an important role in the success of the project.



STUDENT CITY

Around **100 000** students are enrolled at tertiary institutions in Bellville. In 2017, over **5 000** students were living in the area, presenting an attractive development opportunity for developers of student accommodation and student support businesses.

Many students travel from across the country and the continent to participate in the quality education these institutions offer. In 2017 over 5 000 students were living in Bellville, in 24 student residences, located both on and off-campus.

Bellville is an attractive development opportunity for student accommodation developers. Investors have begun to take advantage of this large student population, buying and refurbishing old buildings and converting them into student accommodation. Cheaper building stock and tax incentives such as the Urban Development Zone maximise the development potential of this sector.

Students need places to go, things to do, food to eat and services to support their studies. Their needs spur entrepreneurship and economic activity. A 24-hour economy requires people to be living, working and playing in an area both during the day and at night.

This means to provide sufficient amenity to serve people's needs, such as safe, well-managed transport and affordable accommodation, employment opportunities and accessible support facilities such as internet cafes, book stores and coffee shops.

This kind of vibrant environment could also be extended to offer more diverse yet affordable accommodation options for middle-income first-time buyers, especially young graduates.



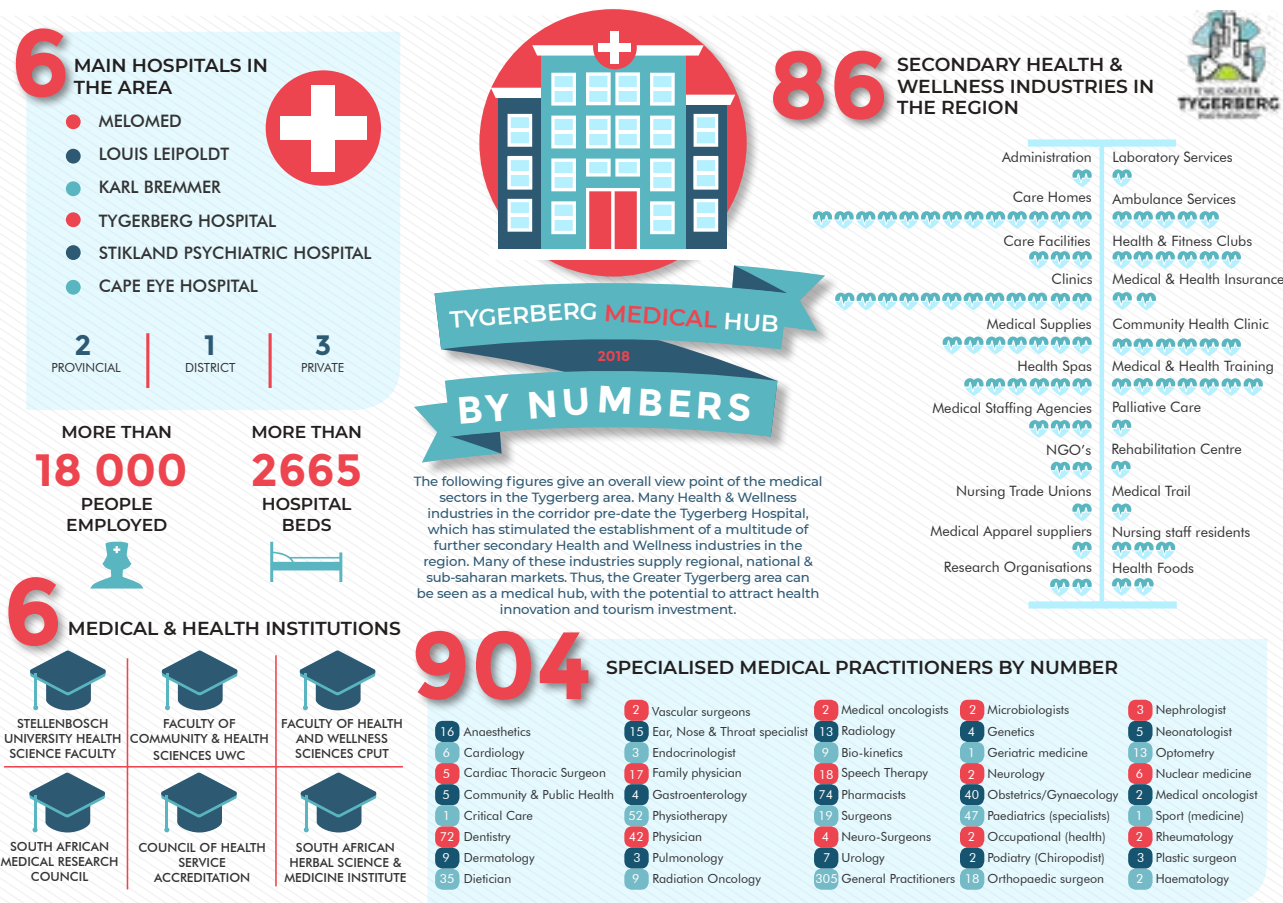
FIVE | MEDICAL HUB

Tygerberg Hospital is the medical anchor tenant in Bellville, with capacity for 1899 beds. It is the second largest public hospital in South Africa and the largest in the Western Cape. Around 10 000 work on the hospital grounds during a normal working day. Several secondary, specialist health and wellness services also operate around the complex. Over 18 000 people are employed in the medical sector. This clustering effect strengthens Bellville as a medical hub, with the potential to attract health innovation and health-related investment.

Major institutions such as the University of Stellenbosch, University of the Western Cape and the South African Medical Research Council have invested heavily in their health-related facilities in Bellville.

In late 2018, the University of the Western Cape opened a R244 million state-of-the-art Faculty of Community Health Sciences building in the heart of the Bellville CBD, containing world-class teaching facilities for its midwifery, physiotherapy, occupational therapy and natural medicine departments.

In January 2019, the University of Stellenbosch broke ground on its R1 billion biomedical research institute at the Faculty of Medicine and Health Sciences in January 2019. Research conducted at the University of Stellenbosch facilities will improve treatments for tuberculosis. In July 2019, the South African Medical Research Council launched a state-of-the-art Genomics Centre on its Bellville campus.



SIX | TRANSPORT

PUBLIC TRANSPORT

Bellville is well served by road and rail infrastructure, providing connectivity and accessibility on a suburban, metropolitan and regional scale. The existing road-rail transit-orientated system serves as a strong platform to support the future development of intense development across the area.

The Bellville public transport interchange is the busiest in Cape Town. Under a planned upgrade programme, it will become a new, vertically integrated public transport interchange for rail, future MyCiti bus trunk lines, bus services, minibus taxi operations, long distance bus services and non-motorised transport.

**BELLVILLE
PUBLIC TRANSPORT**

40 000 | Daily passengers

5 | Connected rail links

9 | Train stations in the area

50 000 | passengers daily
142 000 | passenger trips via 30 routes daily

**BELLVILLE
TAXI RANK**



ROAD NETWORK

Located at the centre of the Cape Town metropole, Bellville is an economic node connected by two national highways, the N1 and N2, with several major urban and regional arteries, a multi-award-winning international airport, multiple rail, bus and minibus taxi routes. It is also geographically close to the Cape Town port, linked to the rest of the continent by the N1, which cuts through Bellville.



The Bellville CBD, and particularly the area around the Bellville PTI, plays a key role on a metropolitan and city-region scale. It presents significant opportunities for the development of affordable, accessible residential and mixed-use development, particularly along the Voortrekker Road Corridor, which can overcome the legacy of apartheid spatial planning, fostering social integration and stimulating social cohesion.

This kind of vibrant environment could also be extended to offer more diverse yet affordable accommodation options for middle-income first-time buyers, especially young graduates.

The city's primary assets are multi-directional, multi-modal transport links, prioritised development policies, fast fibre internet infrastructure and existing, available and affordable buildings with large floor-plates ideal for high-density employment.



CONFIRMED AND PROPOSED FUTURE TRANSPORT DEVELOPMENTS PLANNED FOR BELLVILLE

Major transformation of Bellville station, with refurbishments to Parow, Tygerberg and Elsies River interchanges

Multi-million rand upgrade to the Parow PTI

New Blue Downs rail line is planned from Nolungile station to Kuilsriver station, providing a direct link between the Metro South East and Bellville

Proposed **future airport rail link** to Cape Town CBD



SEVEN | INVESTMENT OPPORTUNITIES

A mature, **affordable**, accessible centre, Bellville has a well-established services infrastructure. Existing buildings with 'good bones', and aggressive **investment incentives** are ripe for the development of affordable accommodation.

Stretching 17km west to east from Salt River Circle to Stikland Bridge, the Voortrekker Road Corridor forms a bridge between Bellville and the Cape Town CBD. The corridor is now the subject of a number of strategic interventions by public and private interests, designed to stimulate investments along the corridor.

- The National Government has identified the Voortrekker Road Corridor as a focus area to intensify development and deliver affordable housing for a large workforce.
- The City of Cape Town has prioritised investment in affordable accommodation through various national and City planning frameworks which consider Bellville's location, transport matrix, community amenities, education, health and retail profile. This investment equates to R1.4bn, allocated towards infrastructure upgrades and developments along the Voortrekker Road Corridor, spread over the 2016/17 and 2018/19 financial years.

These public sector commitments points to a city in transition; a city in the process of remaking.

URBAN DEVELOPMENT ZONE

The Urban Development Zone (UDZ) is a tax incentive designed to stimulate development and uplift and regenerate the urban environment. Under the UDZ, developers and investors who refurbish buildings or build within the boundary are rewarded with attractive tax incentives. The GTP is working with the City of Cape Town to extend the boundary, both in time and geography.



CITY OF CAPE TOWN LAND RELEASE FOR AFFORDABLE ACCOMMODATION

The City of Cape Town is seeking to regenerate four precincts across the Voortrekker Road Corridor using City-owned land holdings and older buildings for the development of social and affordable housing on brownfield and greenfield sites. These sites are part of a phased release of public land and buildings for the development of affordable accommodation, and social housing, on a precinct scale. The City and partners will also develop a masterplan for the entire area to grow investor confidence over the coming two decades.



PROPERTY TRENDS

Bellville property trends snapshot

- Highly attractive property prices compared with Cape Town
- Flourishing residential market
- Available affordable office space
- Well-established retail sector with premium shopping centres and shops
- Extended healthcare infrastructure and access to globally renowned medical services

Bellville attracts families moving closer to good schools and young buyers. Between September 2018 and August 2019, 75% of recent buyers were under the age of 49 years. Young adults, classified as 35 years or younger, made up almost a third (31%) of buyers. Many of these were most likely to be investing for the first time.

Property investors and residents are seeking a live-work-play, 24-hour lifestyle, to reduce congestion, reduce time in traffic and to find better investment yields. With property prices in Bellville more affordable than elsewhere, this is an opportunity for property owners, developers and investors.

Reflecting international trends, developers in Cape Town are bringing micro-apartments to the local private residential market. These units, which are 20% to 30% smaller than a conventional-sized studio, offer affordable rental options for those wanting to live close to work.

Property investors looking to beat the low growth in South Africa are also converting commercial properties into residential offerings. At Q3 and Q4 of 2017, several Grade B office vacancies in Bellville were identified, at below R100/m². These are prime opportunities for development into mid-market residential properties, for young professionals.



PROPERTY TRENDS

Rentals gradually and steadily increasing

Average flat rentals for both standard and upmarket units in Monte Vista, Goodwood, Parow and Bellville Central gradually increased in the past 10 years. Between Q4 of 2014 and Q1 of 2015 flat rentals increased significantly by between 32% and 42%

Greater demand for standard flats compared to upmarket flats

The demand for standard flat units has been much greater than for upmarket units. Rental increases for standard bachelor, one-, two- and three-bedroom units between 80% and 130% over 10 years

Steady demand for commercial space and significant demand for affordable accommodation

Grade A office vacancy rates have been decreasing in Bellville and Cape Town CBD since 2011/2012. Vacancy rates have been consistently lower in Bellville. Vacancy rates for Grade B office stock in Bellville peaked in Q3 of 2011 at 13.9%, decreasing since. In this same period, the vacancy rate for Grade B office stock in Cape Town CBD was at 8.5%

Property values steady relative to other suburbs

The average price per m² of residential property (full title) within Bellville and surrounds has remained relatively steady over the past 10 years, has kept pace with similar nodes in Cape Town.

Steadily growing investor confidence

The Annual Residential Index has increased gradually year on year for both full and sectional titles within the Greater Tygerberg Area





SEVEN | COMMUNITY AND DIVERSITY

"The Bellville CBD is a highly functional space, packed with opportunities for the local or foreign consumer and income generator alike. The area provides place to live, work and to be at a basic, functional level." - Future Cape Town

The time has come for cities to change the way they operate and the way they are structured to better serve the people who use them. The traditional model of a gridlocked, exclusively commercial megalopolis is shifting to mixed-use centres where people can live, work and play in close proximity. The new city is highly connected, driven by innovation and a thriving cultural tapestry, supported by a 24-hour economy.

Think of downtown Bellville as a palette, where space is made available for innovative ideas — music gigs, art installations, theatre performances, sports events, markets, mini film studios, webinars, fashion shows, and chef's tables. This is the GTP's vision for Bellville. A creative, vibrant, active and lively place, where people of all ages, nationalities, demographics and races gather to celebrate their city and their community. Its public spaces are created, maintained and used, safely, day and night. Art, play and commerce sit side by side.

It is also a sustainable city, with communities committed to reducing their waste and carbon footprints, by concerted, city-wide recycling efforts and safe passage for public and non-motorised transport.

This vision is within reach, through partnerships, investment and shared commitment to progress.

DISCOVER BELLVILLE

Bellville has played an instrumental role in the City of Cape Town's success story ever since it was established in 1860. Today, it is a vibrant, busy urban centre where people live, work and play every day.

It's a proven commercial engine that services **businesses** from multi-national corporates to small- and medium-sized enterprises. It's a centre of academic excellence and a **medical hub**. It's home to Cape Town's busiest **public transport** interchange. It's **culturally** and **socially** diverse. It has a well-established existing infrastructure, including **multiple fast fibre broadband networks**. It's also the place where some of South Africa's leading **musicians, artists** and creative personalities launched their careers.



This is Bellville. A place of potential, a place of opportunity. And it's ripe for development.

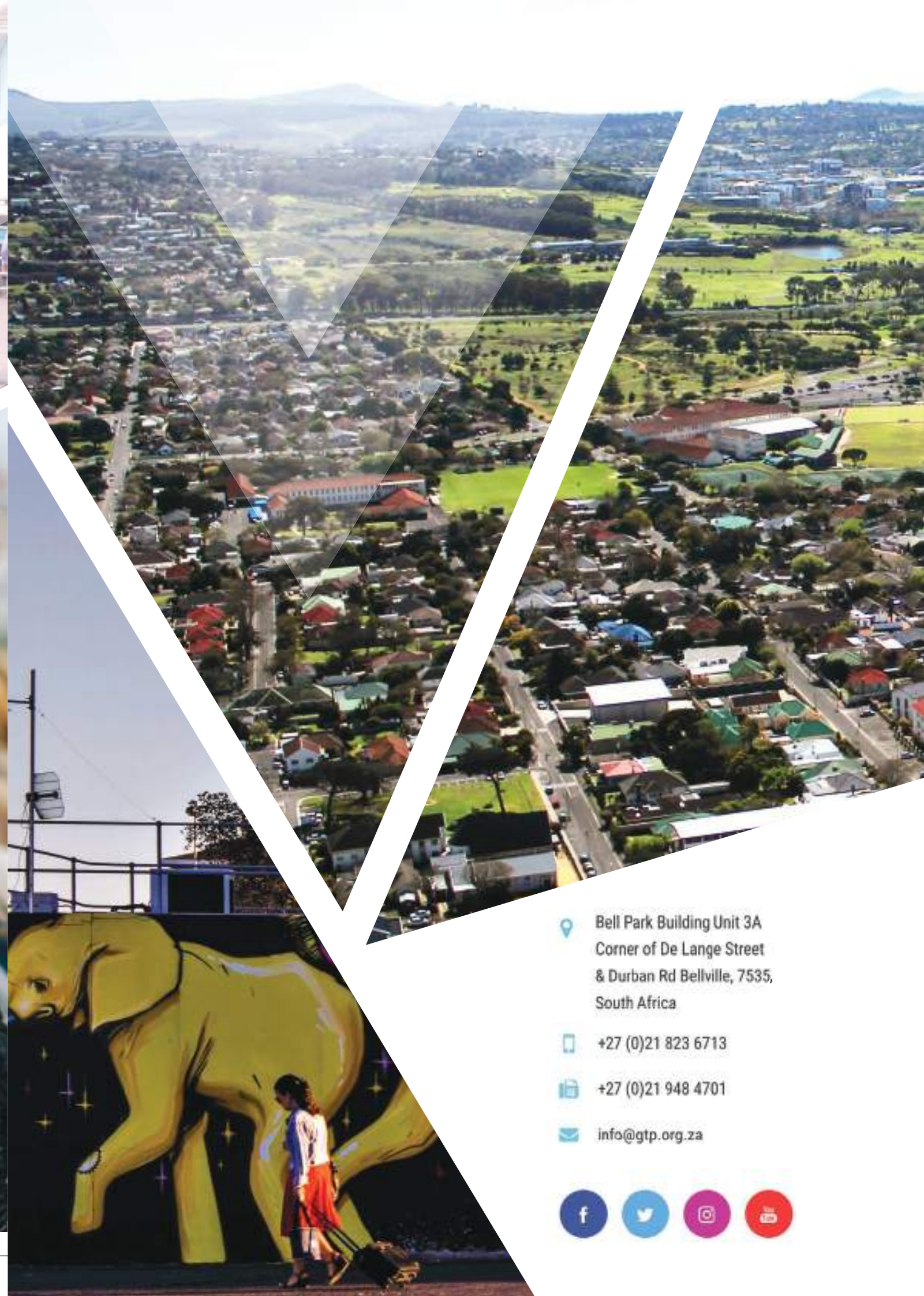


The Greater Tygerberg Partnership is working to create a new reality for the city that plays such an important role in Cape Town's broader success. We invite you to come and discover Bellville. Find out about the development opportunities. Explore what already exists here and its potential to be so much more.

Find out more. Get involved. Discover Bellville.

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