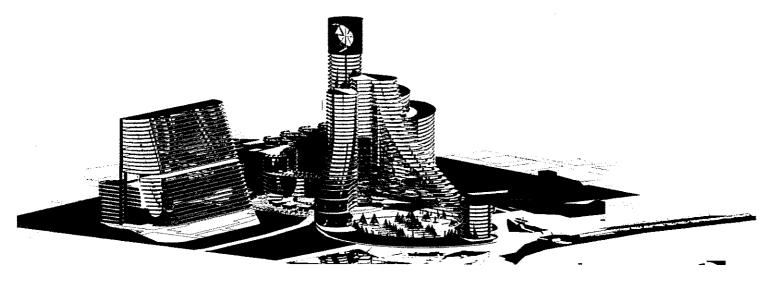




THIS STATEMENT HAS BEEN PREPARED BY STUDIO D'ARC ARCHITECTS WESTERN CAPE

in collaboration with

STRAND SECTIONAL TITLE ASSOCIATION
STRAND RATE PAYERS ASSOCIATION
SEA VIEW RATE PAYERS ASSOCIATION
MALAN LOURENS LEMMER VILJOEN ATTORNEYS
THE STRAND JETTY TRUST



1 SYNOPSIS

Our Brief by the Strand community

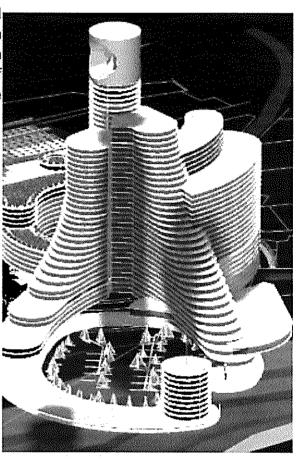
We prepared a master plan concept to lodge the necessary application to the local and central authorities to enable the development of the Strand Promenade site as a mixed use project. The project will focus on employment opportunities, sustainability, a total green concept, town regeneration, future water level rise challenges and tourism. The result of the project will be generation of private funding for a public and private participation project.

All the different priorities had to be linked into one solution. All the aspects had to blend in with the broader vision and priorities of the people of the Strand. We guarded against a one dimensional approach where the sensitivities of the rest of the Helderberg Basin are not taken into consideration. We strived to make this a winning project not only for the Strand but also for the total Basin and the Western Cape.

The de-generation of the Strand environment must be turned around to convince national and international corporate business to invest in the Strand.

We want to make it clear that we strongly support the projects of the local and central government to improve our environment and address the challenges. However we have to speed up the process to prevent our environment to fall further behind at an increasing pace.

The smaller the project size, height and floor space, the less money will be available to address critical issues. The project can be reduced without any negative influence on the concept. However, a smaller project will reduce the amount for environmental improvement.



The Site and location

The site can be described as the old Strand Pavilion and Promenade site plus the adjacent business sites linked to the parking lot in front of the municipal offices opposite the railway station. The project will transform the central business district into a highly visible focal point (Hereafter: the site).

The site is perfectly located for a sub-regional focal point.

The proposed development will be clearly seen when you arrive at Somerset West via the R44 from Stellenbosch, the N2 from Sir Lowry's Pass and the N2 from Cape Town

The Application

The application of the Strand Initiative will be the culmination of consultation between Studio D'Arc Architects and the private sector represented by the Strand Sectional Title Association, the Strand and Sea View Rate Payers Associations, businesses and a broad spectrum of professionals.

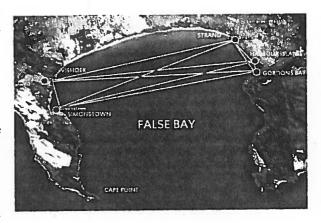
The zoning required will be a zoning of mixed use and agricultural application in the urban development.

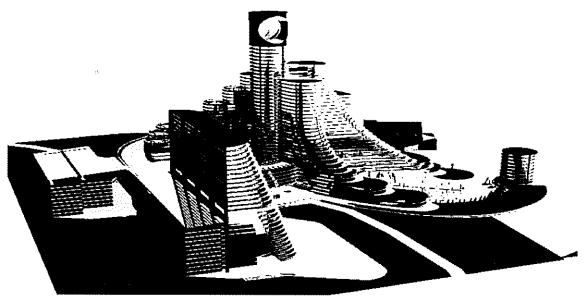
The Focal Point and the environment

The proposed focal point will yield the money to pay for the rejuvenation of the Strand centre and to overcome all the important challenges listed in paragraph 2 and quantified in paragraph 3.

Last, but not the least, the whole Helderberg Basin, the Wine Land Districts of the Boland, Overberg, the other established small boat harbours of False Bay and the Western Cape must benefit from the regeneration of the Strand town centre.







2 DEVELOPMENT MODEL

The Strand has urgent basic needs that do not correspond with the priorities of the government. It is clearly understood if the broad picture of the whole country is taken into consideration. The accelerated decay of Strand central area over the last ten years worsens the scenario.

We are in a fortunate situation, as a result of our environment, to be able to propose strong counteractions.

Consultation with central Strand businesses, the Sectional Title Association of the Strand with its 2750 households and 75 sectional title schemes, the Strand Rate Payers Association and The Sea View Rate Payers Association led to the identification and proposed solutions of challenges.

The direct stakeholders

Sectional Title Association of the Strand Rate Payers Association of the Strand Sea View Rate Payers Association

Businesses and owners of the Strand central business district

Strand Jetty Trust

The City Council as the present owners of the Land.

The Department of Public Works as the department dealing with structures below the high water mark.

Department of Tourism and Environmental Affairs of the central government and the Western Cape as the stakeholders on tourism facilities and the False Bay environment.

Considerations that resulted in the development model

Create a new focal point that can be the nucleus of future city regeneration and growth. In other words set the ball rolling.

Expect no public funding.

Initiate the public and private partnership process.

Plan for upgrading of derelict buildings.

Clean up the environment

Clean up the Lourens River.

Improve tourism to the Helderberg Basin and the Western Cape.

Alleviate future City traffic congestion.

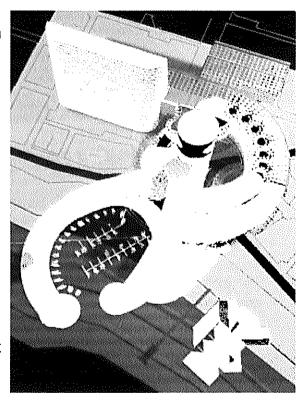
Address water supply challenges.

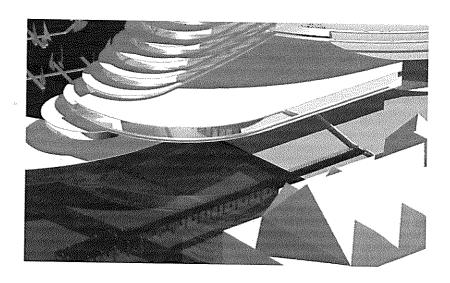
Address electrical supply challenges.

Create employment opportunities.

The unique False Bay with its established small boat harbours must benefit from the proposals.

We see ourselves as part of the total Helderberg Basin, False Bay with all its towns, the Boland wine district, the Overberg and the Western Cape.We are part of the City of Cape Town metropole.





3 FINANCIAL PRINCIPLES

All figures are present R value indicators Project aims:

To turn the rapid decay of the Strand business district around.

To establish the Strand as a tourist and business focal point.

To alleviate the financial burden on the government.

To provide private money for the regeneration of the Strand.

To enter into a public and private partnership agreement with the government.

Land and development rights are proposed in return for private capital injection on urgent projects which should have been financed under normal circumstances by local and central government.

The capital outlay on water and electrical supply will underpin sustainable development proposals and green approach.

The developer will have a programmed and not an upfront payment for the land as the project deploys. The following project components will be financed by private money.

Land value and development costs indication

All the future programmed money for any of the components by the local and central government, will be deducted from the followed total to form the value of the required land. The cheaper the land the smaller the town planning rights will be and the smaller the total scheme will be. The following project components will be financed by private money. The calculations include professional fees.

calculations include professional fees.	
Small boat harbour	R 200,000,000
Re-construction of old jetty	R 5,000,000
New recycling facilities depot in conjunction with Cape Town facilities	R 5,000,000
Cleaning of Lourens River and catchment area for first 20 years.	R 40,000,000
Parking garage for 1000 plus access roads and bridges (non project	
parking)	R 120,000,000
Greenhouses of 14250 sqm (agriculture/employment)	R 110,000,000
Electrical bus design development costs.	R 7,000,000
Electrical bus 8 transfer stations	R 8,000,000
Water harvesting infrastructure	R 75,000,000
Sun and wind harvesting infrastructure	R 75,000,000
Ferry design development costs	R 0
Upgrading of Strand Promenade sewer facilities.	R 40,000,000
Sea Wall and Beach Road	R 60,000,000
Town security and surveillance cameras	R 10,000,000
Total value of required Governmental land	R 755,000,000

Town planning scheme

Our calculations indicate the land must have the following town planning scheme limitations:

1 Total Bulk square metre:

2 Commercial bulk:

3 Residential bulk

3 Parking garage parking bays:(1000 parking garage excluded)

Calculated construction costs

262407

150051

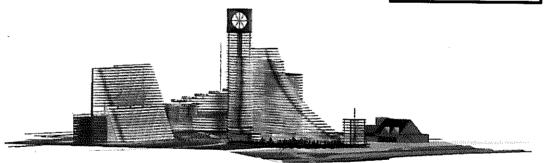
112356

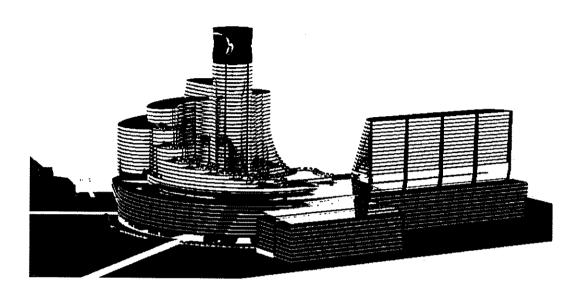
7363

R 3,600,000,000

Calculated development costs VAT and private land included

R 6,925,500,000





4 WATER

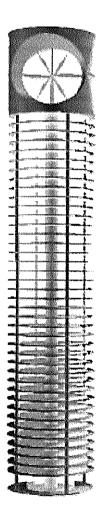
We live in an area where water is already a scarce commodity. It will become scarcer in the future and we must plan for it. We are in an extremely fortunate situation that we have specialists in the Helderberg basin that have been for a long time exporting their expertise to the United Arab world to provide fresh water from the sea. Their plans will form an integral part of our proposed project.

The topographical challenge

The ground level height of the Strand is too low for storm water disposal in the sea. Every spring tide is blocking the storm water outlets. The wind is also blowing sand into the outlets. This problem will get bigger in the future with rising sea levels.

Storm water: What is the solution?

There is no singular solution.



The following win/win approach will be applied:

- 1 Build a sea wall to suit our future needs.
- 2 Do not in future take the rain and storm water to the sea.
- 3 Channel the rain and storm water to reservoirs.
- 4 Purify the rain and storm water.
- 5 Put the water back into the system as fresh drinking water.

Desalination and filtered water

We will never have and we never have had rain all year round. We must provide water in times of drought. We already have experienced water scarcity in the past. The rain and storm water will be complemented by sea water.

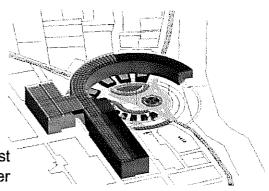
The beauty of the whole plan is the fact that the system will be built in phases and will grow as the need dictates.

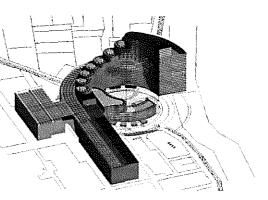
Harvesting of grey water

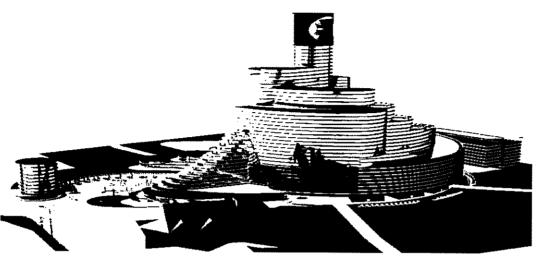
The grey water system will be linked to the sea water collection system and will all be treated for reuse in the same installation.

The green solution and conclusion

The harvesting of our rain water that is going to waste at present will support the government in their numerous efforts to save water and will, together with the electricity design, help to make our proposed development a sustainable and green project. It will help the Western Cape to save on our precious natural resources and to sustain us into the next century.







5 ELECTRICITY

The sun and the Western Cape wind conditions will be utilized to generate electricity. Modern technology expands at a rapid pace. Our electric and electronic engineers face a huge challenge. Our location is the best in South Africa to harvest the wind (weather bureau).

Wind turbines

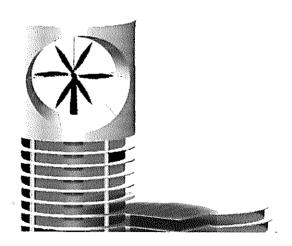
Wind turbines on the main central building or focal point will supply electricity to a central battery system.

Solar Water Heating

Solar panels will support hot water geysers for all apartments and offices and will form an integral part of the building facades.

Photo voltaic cells

All lights in gardens, walkways, streets and sides of buildings exposed to sun will be powered by photo voltaic cells. Roof areas will also be utilized for photo voltaic cells application. This electricity will be stored in a central battery facility.



Green house roofs

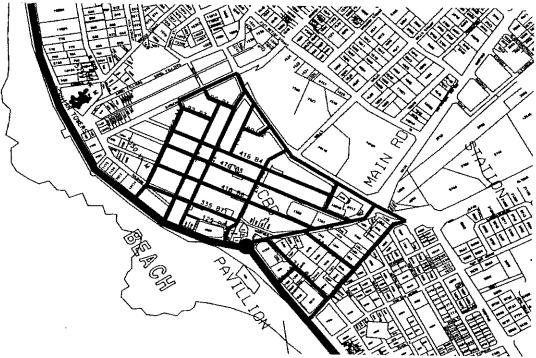
Belgium is a well known world leader in generation of electricity with their green houses. A thorough investigation of the Belgian approach and a visit to their green houses will assist us to plan properly and maximize our green houses.

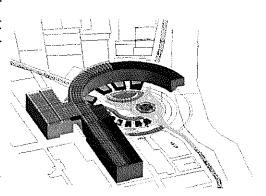
Transport

Our goal is to provide electricity not only for our buildings and the central Strand area but also to provide energy for our public transport system. The mini busses will recharge in the parking garage.

Conclusion

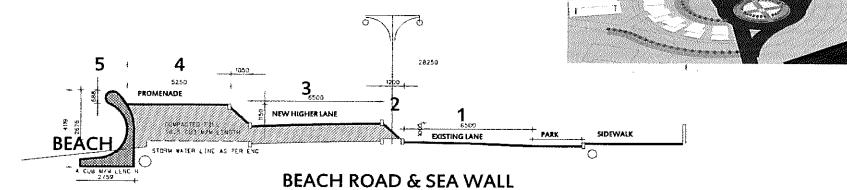
The electrical solutions will make the major contribution to sustainability of this project.





6 THE SEA WALL AND PROMENADE

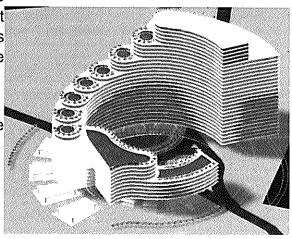
Our municipality already has a monthly programmed task to clean up the affects of spring tide in Beach Road. Blocked storm water outlets are continuously addressed. High water levels combined with the wind is responsible for this ongoing and costly public service.



What is the challenge?

The sea level is rising. We can not lift the natural ground level of the Strand. The easy part of the challenge is the sea wall solution. The difficult part is to design the sea wall to an optimum height and to design it to be as unobtrusive as possible. Beach Road will be redesigned as a sea wall. The idea is to design the wall in steps with the following components:

- 1 Pavement, parking and lowest lane(north to south)
- 2 Sloped landscaped area linking the lower N/S lane to the S/N north lane nearest to the sea.
- 3 Higher S/N lane
- **4** Elevated and landscaped pedestrian promenade bordering the beach included a bicycle lane.
- 5 The wall



The ideal solution will be to still have full views on the bay as a pedestrian from the low pavement and as a car driver from the higher S/N lane nearest to the beach. Ecological predictions will decide on the height of the wall.

Sustainability and the sea wall

Studio D'Arc Architects Western Cape have been involved with three Beach Road projects. Our experience in all cases was that we could use the excavated material as filling material. The material from the parking garage basements will be more than required for the fill on the promenade, sea wall and Beach Road.

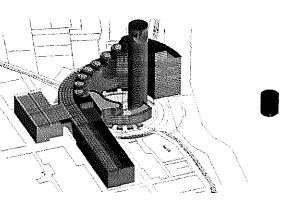
The concrete and brick of the buildings in the zone earmarked for demolition, will be processed in a hammer mill and re-used as base course for the new road.

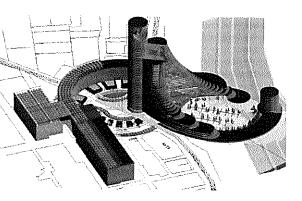
Hazardous weather

The proposed harvesting of water goes hand in hand with the sea wall. All sea water that might spill over during extreme stormy weather will be caught up in the storm water system which channels the water to reservoirs for purification and will be linked to the sea water line for desalination.

Existing topography

The length of the wall will be from Greenways to the Lourens River bridge. Well established dunes exist from Greenways to Harbour Island and from and beyond the Lourens River. The existing dunes on the Strand side of the Lourens River, at Da Gama Road and Alex Pienaar Street on the south side of the indoor swimming pool will all be incorporated in the promenade on strict ecological guidelines.





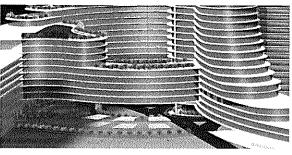
Conclusion

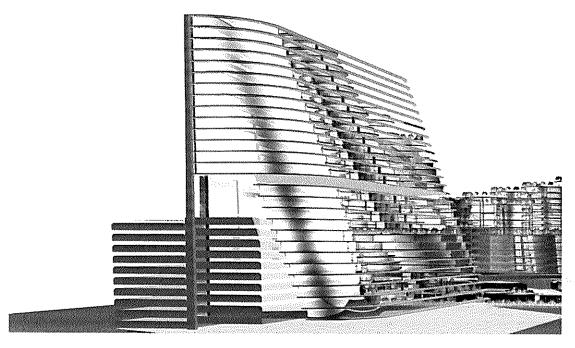
The sea wall will be incorporated in the costs of a new Beach Road which is already on the cards.

The sea wall zone will provide space for the upgrading of existing services.

The sea wall will remove the monthly maintenance of the municipality after spring tide. The shape of the concrete structure must reduce the sand accumulation.

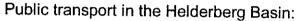
The sea wall will result in a much improved area for recreation. If the contours of the sand dunes is followed, extra areas between the road and the beach will be created. The Lourens River area, Da Game street on the beach and on the bend in Beach Road at the swimming pool are all areas with potential.





7 THE ELECTRICAL MINIBUS AS PART OF THE TRANSPORT SOLUTION

The proposed transport system of this project, if developed to its full potential, will impact on the Western Cape and will spill over to the rest of the country. It will have a positive effect on tourism, traffic congestion, and the environment. The proposed system can very easily be adopted by Cape Town to slot in with the new City Bus system to improve the service.



11-seater(10 plus driver) South African manufactured electrical buses will do circle routes in the basin. It will be charged in the parking garages with electricity generated on site.

The rail service into the city will be supplemented by the electrical buses by providing transport to and from the Strand train station.

The proposed traffic/transport philosophy could be divided into the following three components:

Private Transport

Private cars of visitors to the complex and the beach will be directed to parking garages. Easily accessible pedestrian routes will take the visitor to nearby destinations.

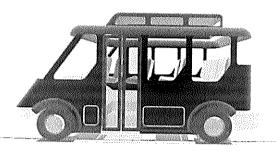
Public transport

The location of this site suits public transport for the following reasons:

It is a natural Helderberg basin focal point on the sea.

Walking distance from the train station.

Main Road terminates on the complex.



The electric minibus taxi will transport visitors to and from destinations in the basin, the beach front and the complex.

The Green Component

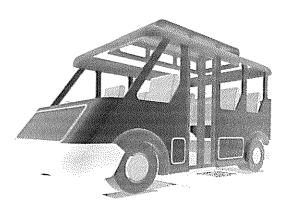
The minibus is proposed to be developed and built in SA. It will be driven by an electrical motor, the battery of which will be recharged with electricity generated by on-site wind and solar energy applications.

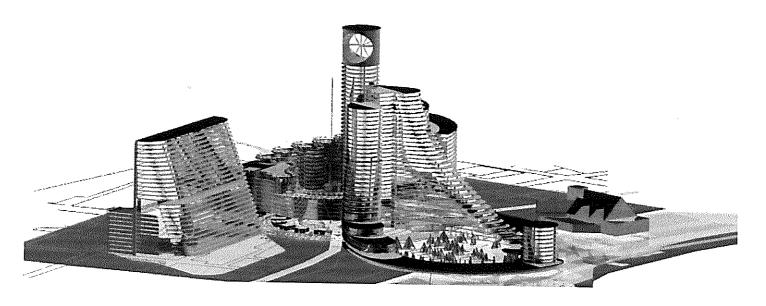
Provision of charging facilities for the Joule electrical car (designed and manufactured in SA) will be provided during office hours. Cars can be parked and recharged in the central parking garage while public transport is taken into Cape Town. Owners will find their cars recharged before being driven home in the afternoon.

The development costs of the minibus will be a fraction of the costs of the Joule. We have established on feedback of an authority on the Joule programme that development costs for a bus will be a fraction of the costs of a car.

Conclusion:

A rare opportunity exists where the transport component of our project will be a trigger for job creation and improvement of tourism, while at the same time contributing to our green objectives.





8 FERRIES

Apart from the Cape Town to Robben Island ferry, False Bay is the only other place in South Africa where ferry routes between small boat harbors can be exploited.

The new small boat harbour in the Strand will be linked to Kalk Bay, Simons Town, Gordons Bay and Harbour Island.

Limitations

The sea is very shallow.

The reef formations will allow boats only via one route into the small boat harbour.

The ferries will not be an economical option before the Strand is established as a national and international tourist destination. The need will dictate the initial number of ferries. It will grow as the viability increases.

Parameters

To accommodate the environment the following size parameters are proposed:

- 1 Draught: Not more than 1 metre
- 2 Capacity:50 tourists
- 3 On board crew: Captain, engineer, steward

Mechanical parameters:

It will be driven by electrical motors assisted by diesel engines. Batteries will be charged by photo voltaic cells.

Development

Competent local boat builders with the applicable local and international experience will be involved to provide the research, design and information around small boats and the specific challenges of the Strand.

Local boat builders will contribute to local job creation.

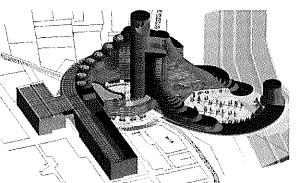
The development costs will be zero because the ferries will conform to boats already built by our local people that are operational all over the world.

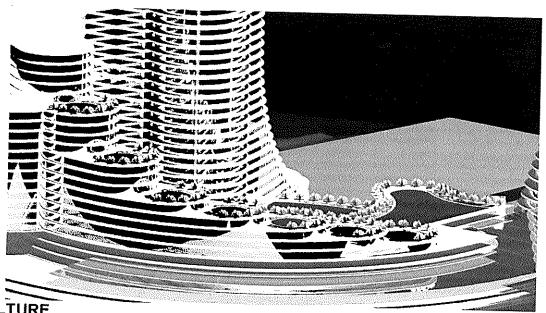
Marketing and tourism

The ferries will be marketed to provide the following, apart from ferrying tourists between the small boat harbours:

- 1 False Bay fishing
- 2 Shark watching
- 3 Scuba diving
- 4 Functions at sea
- 5 Whale watching

Although the proposed ferry parameters will put limitations on the system, smaller boats can also form part of the ferry organization to extend the services and make it more viable. The specific need to go out with smaller boats on fishing trips will be accommodated.





9 AGRICULTURE

Agriculture will be used to achieve the following:

Create a new agricultural sector in the Basin. Production, marketing and distribution of produce will focus on the local market.

New employment opportunities will be created.

Green Houses:

Roof tops of the parking garages are allocated as greenhouses.

Access to the greenhouses will be achieved via the parking garages.

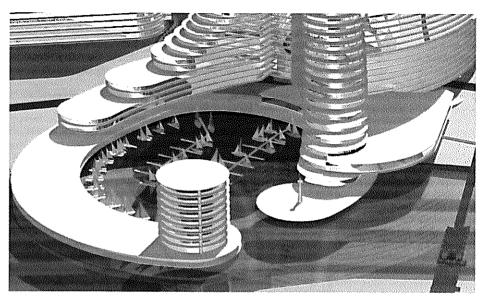
The greenhouses will also be used as living laboratories for academic institutions.

A weekly fresh produce market will fill a niche in the food and tourism industry.

Streetscapes:

The introduction of agricultural products in street landscaping is under

investigation.

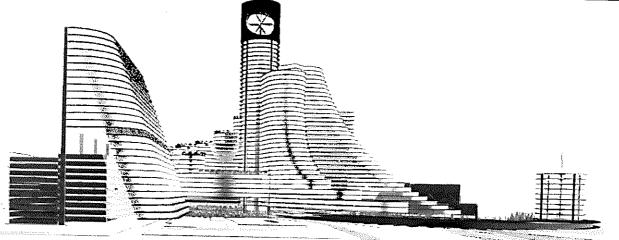


10 EMPLOYMENT OPPORTUNITIES: 900

The figure is calculated on the basis of an existing complex as an example. No opportunities are added for personnel of businesses or new businesses and any person in the tourism industry. If the latter is taken into consideration, also based on an existing complex, a figure of 2700 can be added to the 900 employment opportunities. The snow ball effect outside the 3600 opportunities and the tourism industry is not calculated.

	upportunities	Paid by
Building maintenance comparison with existing building complex	452	Body corporate
Wind turbines maintenance	. 5	Body corporate
Solar water heating maintenance	10	Body corporate
Solar cells maintenance	10	Body corporate
Cleaning of Lourens River for 20 years	160	Developer

Hothouses: Agricultural work force Five Ferries Water harvesting and desalination system Ten electrical buses dual shift Security for total complex Security 24/7 for the Town centre and Beach Road	27 10 36 40	Private enterprises Body Corporate & Gov Body Corporate & Gov Private enterprises Body corporate Body Corporate & Gov
TOTAL	900	body Corporate & Gov



11 SUSTAINABILITY AND THE GREEN APPROACH

All the following green components of the project will contribute to the sustainability of employment opportunities:

Wind for electricity generation

Solar power for electricity and water heating

Heat pumps for space heating

Site water harvesting

Storm water harvesting

Desalination of sea water

Grey water harvesting

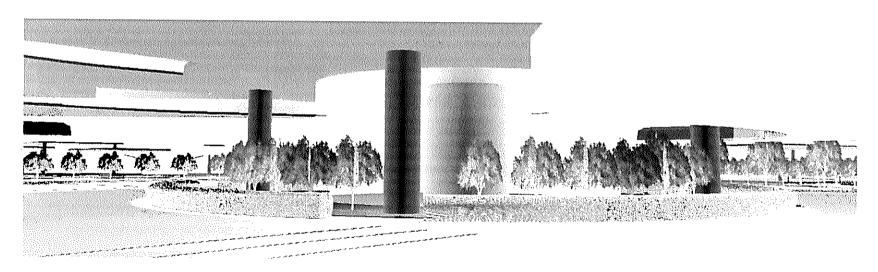
Electrical public buses

Recycling facilities (not on site) coordinated with Cape Town facilities.

Cleaning and maintenance of Lourens River and Lourens River catchment area up to Vergelegen.

The process itself will become sustainable once the value of an improved environment is appreciated by the public together with the revenue it will generate.

The hothouses will trigger a cycle where provision of fresh produce all year round will result in sustainable work force. Direct marketing and supply to businesses in the Helderberg Basin will result in a sustainable work force.



12 SMALL BOAT HARBOUR
Present environment

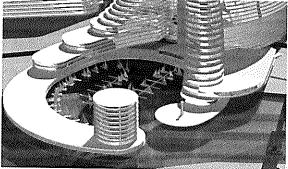
Present environment: Street vendors occupy the main focal point in the Strand with negative effect. They block the beautiful view on False Bay, litter in the parking lot and destroy the atmosphere that should be enjoyed at the fresh fish market. What was an historical point of congregation where tourists and inhabitants gathered to buy fresh catch, became an eyesore. You have to park in front of ugly dilapidated structures of vendors with cheap products. At the moment one has to buy fresh fish in an undesirable environment littered with hawkers refuse. Hawkers' cars are occupying public parking space. Packaging material and paper of the hawkers are blown away into Beach Road. This undesirable situation is a consequence of an absence of facilities. We can turn it around by creating an environment where the street hawkers can be an esthetic bonus.

The fishermen

The small boat harbour will reinstate the important facility where people can buy freshly caught fish on the quayside in a nautical environment. Cooling facilities will also be provided to assist the fishermen to redeveloped their fresh fish market as an important tourist attraction.

The small boat harbour will add an important visual component to the Strand focal point where tourists, local inhabitants and businesses will mingle.

Improved facilities will be a catalyst to employment opportunities where the environment, the vendors, the fishermen and the people of the Strand will all be the winners.



STRAND INITIATIVE MANAGEMENT LINE FUNCTIONS



13 PROFESSIONALS AND MANAGEMENT

The Management Committee of the *Strand Initiative* will have no direct financial responsibilities but will have the authority to guard over the interest of the Strand and the predetermined financial and project goals.

The abovementioned watch dog will be a constituted body representative of the Strand inhabitants. It is presently driven by the Strand Sectional Title Association, the Strand Rate Payers Association, the Sea Veiw Rate Payers Association and the City of Cape Town Councillors responsible for the Strand and Helderberg environment. All the businesses can be grouped under at least one of these organizations.

The financier, the developer and the project leader will also be represented on the Strand Initiative Management Committee.

The following professionals will be part of the project team up to completion and after construction completion for the latent defects period:

Architect and Project leader

Town Planner
QS Structural
Engineer Mechanical
Engineer Electrical
Engineer Civil
Engineer
Transport and Roads Engineer
Wet services Engineer

Oceanographic and Geotechnical Engineer
Property Attorney

Property finance Attorney

Property Management and Leasing Specialist

The following professionals will be part of the team mainly in an advisory capacity. These professionals can be appointed on the same basis as the first group. However they will mainly be academics providing a service via an Institute associated with a University:

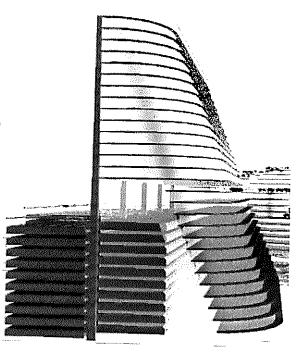
Sustainability advisor

Electricity from wind advisor Photo voltaic cell electricity advisor Sun water heating advisor Agricultural advisor

Agricultural economist

The following professionals will be part of the project team up to construction completion and delivery of project.

Land Surveyor
Environmental Consultant



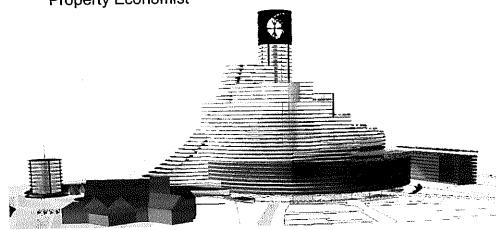
Landscape Architect

The following professionals will give sole attention to the development and commissioning of their products. They can also be appointed in an advisory capacity:

Ferry specialist
Electrical bus specialist
Water filtration and purification specialist

The following professionals will be part of the project team up to the time that the line functions are fully operational:

Heritage Consultant
Socio Economist
Public and Private Participation Consultant
Property Economist



14 DIRECT CONSEQUENCES OF THE STRAND INITIATIVE

Urban environment

The result will be a rejuvenated Strand and solutions to services problems

Financial bonus to government

Private money will be put aside to address issues normally done by government.

Fishing

Rejuvenation of fresh fish market

Agriculture

A new fresh produce sector will be created.

Education

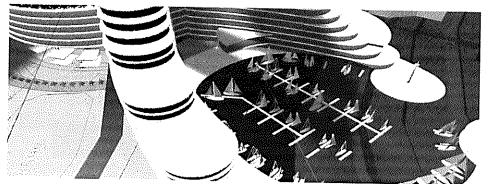
Educational opportunities linked to agriculture, green electricity, harvesting of water and tourism will be created.

Tourism

A destination that can complement the V&A Water Front and our other tourist destinations of the Western Cape and South Africa.

Employment

Creation of jobs in a sustainable manner



15 CONCLUSION

The Strand is now truly in a great position to make a formidable contribution to our country's needs and to technology.

The private sector went far beyond its line of duty to alleviate the financial burden of the local and central government in putting a plan on the table to address our future challenges. The public participation process over the last ten years has been intense. The opinion of the undersigned is that the legalities to conform to all the acts must start soon.

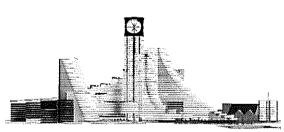
Only prompt and dedicated action by authorities will prevent our private initiative to wane. We trust that the government, local and central, will utilise this golden opportunity to raise private capital for funding urgent governmental projects without paying any premium. The result will be a rejuvenated Strand and a tourist jewel in the crown of our country.



16 ENDORSEMENTS

STRAND SECTIONAL TITLE ASSOCIATION

The Strand Sectional Title Association already put a long term strategy, The Strand 2020 Initiative, on the table in 1999. After we started to use Studio D'Arc Architects as consultants to investigate problematic aspects of the Strand, we realized that our goals were the same. In October 2008 we already approved of Studio D'Arc Architects' concept of taking hands with the government. The Strand Initiative model has since been refined and we fully endorse this document that was compiled by Studio D'Arc Architects. This document is in line with and recognizes our long term strategy to survive our urgent challenges.



Kobus Laing

Chairman: Strand Sectional title Association

9-3-2012

Date

Page 29

STRAND RATE PAYERS ASSOCIATION

We fully support the specifics and architecture of the Strand Initiative in this document. The broader concept of this proposed solution by Studio D'Arc Architects was already discussed and approved by The Strand Rate Payers Association in October 2008. The history of collaboration with all stakeholders by Kobus Coetzee of Studio D'Arc Architects must be applauded.

8/3/2012

Daantije Malan

Chairman: Strand Rate Payers Association

SEA VIEW RATE PAYERS ASSOCIATION

We have been in consultation with Studio D'Arc Architects on the problems and challenges of our environment. They mirror our sentiments. My personal input as a consultant and on behalf of The Sea View Rate Payers Association has been recognized and accommodated. We fully support this Strand Initiative and specifically the architectural solution and the unique way of creating employment opportunities.

THE THE PARTY OF T

Sedick Crombie

Chairman: Sea View Rate Payers Association

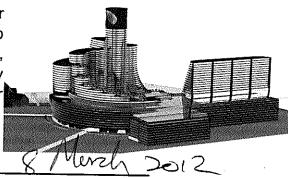
8.3.2012

Date

MALAN LOURENS LEMMER VILJOEN INC ATTORNEYS REPRESENTATIVE OF MAJORITY OF STRAND BUSINESSES IN THE CENTRAL BEACH FRONT **AREA**

We have been carefully investigating our environmental problems together with the affected business community for the last ten years. When Studio D'Arc Architects approached us with their ideas and requested our input, we realized that they were correctly addressing our core issues. They implemented our feedback in a satisfactory manner. We fully support their architectural and town planning proposals.

Director: Malan Lourens Lemmer Viljoen Inc



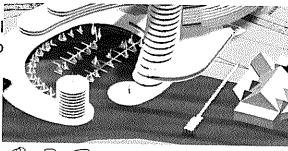
Date

STRAND JETTY TRUST

We are satisfied that the requests of the Strand Jetty Trust are all addressed and the small boat harbour, with the bigger project in relation to the jetty, is sensitively handled.

Chairman: Strand Jetty Trust

Kobus Coetzee



8-3,20/2

Date