



4. MOTIVATION IN SUPPORT OF THE APPLICATION

4.1. The Character of the Surrounding Area

- 4.1.1. The site is located within the Sunninghill Node along the new Rivonia Extension Road. The construction of this road has opened up the north western quadrant of Sunninghill which has made available prime sites for development.
- 4.1.2. Sunninghill is characterised by many large corporate head offices and is one of the regional nodes in Gauteng. Rivonia Road is also a proposed BRT Route.
- 4.1.3. The site is in the vicinity of two local shopping centres, namely Chilli Lane Shopping Centre and The Square. Thus the dynamics of this part of Sunninghill have changed and are now better suited to a range of land uses and other retail activities.
- 4.1.4. The proximity to the N1 Motorway and the on and off-ramps to the Motorway furthermore substantiate the use of the site for retail and office purposes.

4.2. The Need for and Desirability of Non-Residential Uses

- 4.2.1. There continues to be major urbanisation pressures in the metropolitan areas.
- 4.2.2. In view of the continual effect of urbanisation, it is logical that various business services are established to service the growing urban population. This residential growth is extremely prevalent north of Johannesburg and in Midrand, especially as this is one of the fastest growing areas in Gauteng, if not South Africa. The population of this sub-region is expected to virtually double by 2020.
- 4.2.3. The development pressures in Gauteng have resulted in Sunninghill becoming one of the largest nodes in greater Johannesburg.
- 4.2.4. The application to allow for offices, shops, showrooms and motorcar showrooms and related uses, is seen as being a more viable land use option for these properties. It will ultimately allow for a mixed-use development on the property and incorporate components of retail, places of amusement, places of instruction, places of refreshment, residential, offices, showrooms, car sales lots and a fitment centre.



- 4.2.5. The site's frontage and exposure onto the K73 results in an opportunity to utilize these sites for offices and retail activities. In the same light, the exposure to Rivonia Extension ensures the site has potential for showrooms, a fitment centre and car sales lots. All key visible locations along major arterial routes have a significant number of showrooms and car showrooms developed along its flanks. It is anticipated that this could also emerge along the new extension of Rivonia Road, hence the applicants desire to ensure that this need is catered for in the proposed rights.
- 4.2.6. The proposal represents an opportunity for the property to be used to its highest potential with more appropriate land uses. Considering the nature of Sunninghill in terms of the offices and residential developments, we submit that the application for retail rights and vehicle related uses will have little impact on the surrounding properties, in fact it will only complement the adjacent shopping centres. Furthermore we submit that the uses proposed better respond to the notion of developing the Sunninghill Node as a mixed use precinct.
- 4.2.7. It was also recommended that the best possible use be made of available land and existing infrastructure within accessible locations.
- 4.2.8. The proposed additional rights for the site will complement and strengthen the existing Sunninghill business node by making available a key site for non-residential purposes. Essentially, a degree of forward planning for the anticipated market demands is also required in this instance. However, as mentioned above Sunninghill is acknowledged as a regional node and permits mixed use developments in terms of the Regional Spatial Development Framework. The range of uses proposed will ensure it compliments Sunninghill as a balanced mixed use node.
- 4.2.9. Furthermore, the proposed thrust in increasing residential densities in Sunninghill and specifically on the adjoining townships immediately increases the population density of Sunninghill and hence a need for the additional non-residential uses. It is considered that the site meets all the specific physical, locational, transportation and service requirements for a business and office node if viewed in perspective with the development needs of Gauteng and northern Johannesburg. There remains a need to utilise vacant land within urban areas and hence create a more compact urban form.
- 4.2.10. The proposed use of the property for non-residential uses will be controlled in terms of a site development plan which will address amongst other issues the landscaping, access and proposed parking layout.
- 4.2.11. The site is suitably large to accommodate the proposed rights and its related parking requirements especially if developed in conjunction with the adjacent property. It is also considered that the anticipated volume of traffic, which could be generated by the proposed development can be accommodated in the existing traffic network and will ultimately become marginal within the context of the proposed road network in this area.



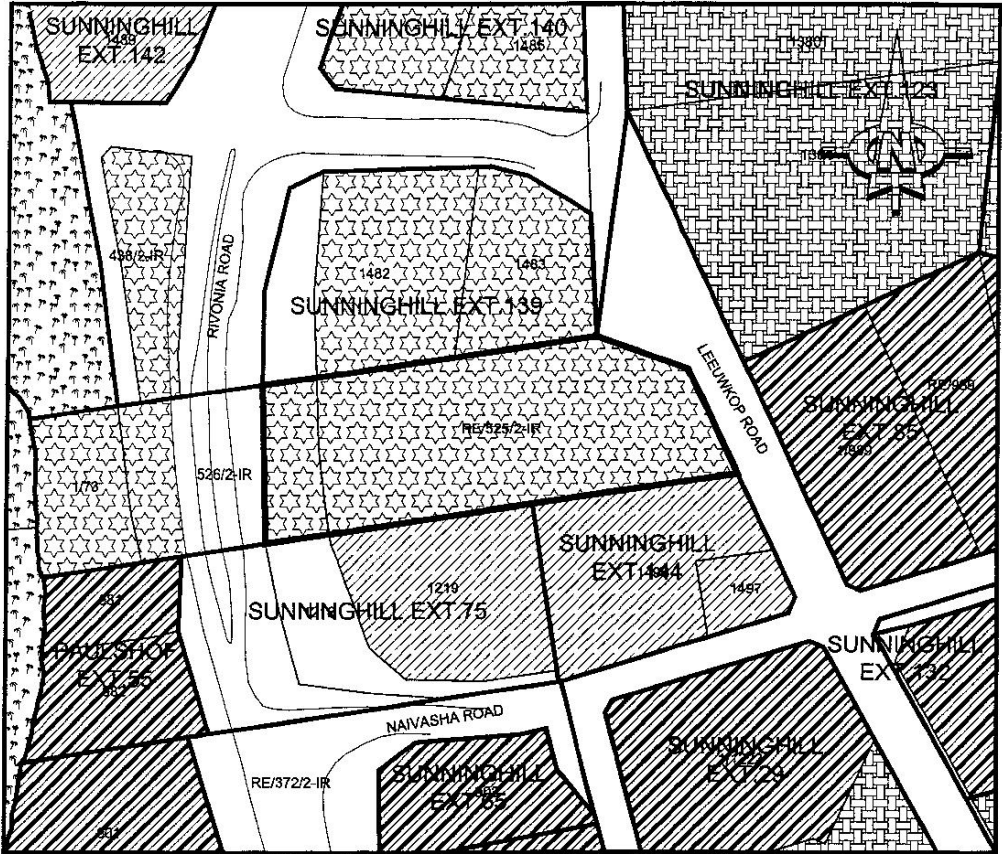
- 4.2.12. The proposed township can therefore accommodate further shopping and retail needs of a growing residential and office market in Sunninghill while at the same time also provide for an opportunity for showrooms and car sales lots to locate at this node. It is important to secure non-residential rights on this site to maximize the locational advantages and potential visibility that this site offers while it is desirable to locate shops, offices and showrooms such that they are visible from arterial routes.
- 4.2.13. The adjacent properties to the north and south also have non-residential rights, hence it makes town planning sense to also permit non-residential rights on this property to compliment this existing node. Its location to a major proposed arterial routes make the site an ideal location for the non-residential uses. There is little doubt that Sunninghill is a major node and therefore needs to provide for a full range of services and amenities.
- 4.2.14. In a growing urban situation and balanced town planning such land uses must be provided for in order to provide for a complete city with a full range of land uses.
- 4.2.15. Accordingly, it is catered that the application conforms to the principles of the said Ordinance and should be approved.







4.3. The Need for and Desirability of an Increase in Residential Densities

- 4.3.1. People at different stages of their life cycle require different forms of accommodation and as such, a residential area should offer a range of dwelling types to cater for the varying demands of the population.
- 4.3.2. The development of numerous apartments and townhouses within the Greater Johannesburg area has proved extremely popular, thus reflecting the need for an alternate range of dwellings in areas which are of high residential quality and close to a variety of urban amenities.
- 4.3.3. The demand for smaller residential stands has increased and factors such as security and the high costs of maintaining large properties play an ever-increasing role in the market place, hence also a strong shift towards apartment blocks within recognised nodes.
- 4.3.4. The rising costs of land and transportation, together with the sprawl of the metropolitan area, have resulted in the growing acceptance of the need for increased residential densities situated in or in close proximity to nodes and major arterials. The Council is now actively supporting residential density increases to ensure a more compact city.
- 4.3.5. Wealth and status are no longer solely equated with large residential properties, as is evidenced in the comparatively high prices paid for secure apartment blocks which are conveniently located in regard to urban facilities. In this regard the site enjoys excellent access to a wide range of urban facilities.



- 4.3.6. It is submitted that the prospective buyer will particularly look for accommodation in a residential suburb which enjoys easy access to the major shopping nodes with emphasis being placed on quality of the environment. The proposed development on the site will help fulfil this need.
- 4.3.7. There is clearly a need for the effective utilisation of available land and particularly vacant land within established nodes. In addition, the site is located on a major transport route, in close proximity to a number of business and shopping nodes, as well as a full range of urban amenities, important criteria for density increases. As a result of these factors, the Council policy recognises that the site is capable of supporting a density in excess of 100 dwelling units per hectare.
- 4.3.8. Sunninghill is a fine example of such an area that is well established and offers a wide range of community facilities in a well-developed infrastructure. The Sunninghill Hospital is located a short distance to the south-east of the site. There are also various schools such as Rivonia Primary, King David Primary and St Peter's College in the vicinity
- 4.3.9. There are numerous shopping centres in close proximity to the site and include The Square, Chilli Lane Shopping Centre, Sunninghill Centre and various facilities in Rivonia. The area is particularly well endowed with public open spaces and is also conveniently located in respect of local parks and recreational facilities, these include the Rivonia Sports Club, the Country Club of Johannesburg, Rietfontein Ridge and the German Country Club.
- 4.3.10. As described above, the application addresses these issues by providing for a range of housing types in areas where the residential amenity is of a high quality and excellent access exists to a number of urban facilities. The Council's policy across the board is to increase residential densities.
- 4.3.11. In view of the above facts, we submit that a density of 150 dwelling units per hectare is desirable for the site. This will ensure optimisation of the BRT bus route along Rivonia Road. In terms of the previous application on the property, there was support for 150 dwelling units per hectare, thus need for and desirability of such a density was accepted.



	APPLICATION SITE
	TOWN HOUSES
	SHOPS
	OFFICES
	VACANT
	PARK

SITUATED ON THE REMAINDER OF PORTION 525 AND PART OF PORTION 526 OF THE FARM RIETFontein 2 IR

**SUNNINGHILL
EXTENSION 171**

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DATE: APRIL 2011
SCALE: 1:2500
PLAN NO. 7620/3