



2025 Herolds Bay Country Estate Amendment Letter

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URBAN-ECON

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1.1. Introduction

Urban-Econ Development Economists (Pty) Ltd was appointed by Sharples Environmental Services cc to prepare a socio-economic amendment letter for the proposed Herold's Bay Country Estate development. The amendment is required in terms of Part 2 and Part 4 of Chapter 5 of the Environmental Impact Assessment Regulations, 2014, to update the existing Environmental Authorisation issued in 2021. Herold's Bay Country Estate (Pty) Ltd, intends to amend the EA and EMPr for the Proposed Development of Herold's Bay Country Estate on a Portion of Portion 7 of the Farm Buffelsfontein No. 204, Herold's Bay, George, to implement the new layout where the filling station (Business Zone VI) on portion 106 and office block (Business Zone IV) on portion 112 is removed; and portions 106 and 112 is consolidated as a shop (Business Zone II) with the following consent uses:

- Restaurant.
- Place of leisure (gymnasium).
- Liquor store.
- Flats.

Details of the initial development concept versus the current changes proposed are discussed in the following subsection.

1.2. Initial Development Concept versus Proposed Change

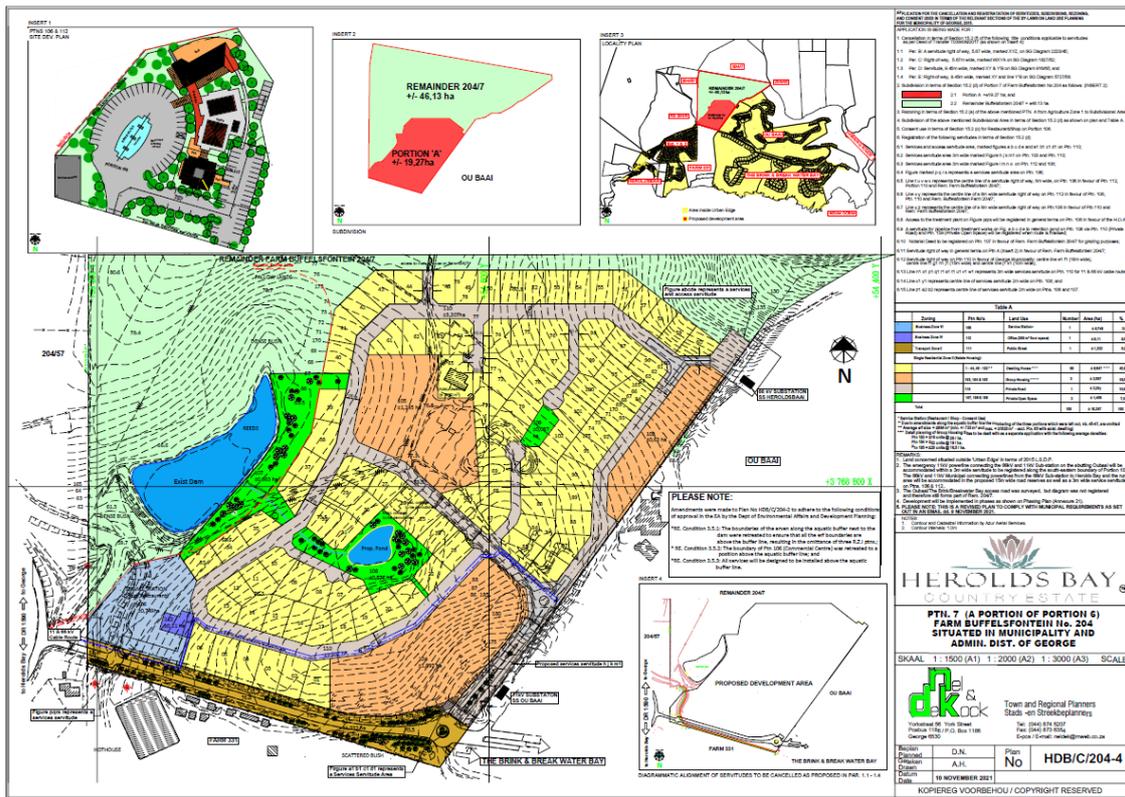
The initial development concept proposed the establishment of residential units along with a retail centre or supermarket, petrol station, restaurant, and office space. An Environmental Authorisation (EA) was granted in 2021 for the development of a residential estate comprising several key components. The residential area included 102 single residential erven (Single Residential Zone I) and 68 general residential erven (General Residential Zone II). The commercial component consisted of two erven designated for a filling station for the storage and handling of dangerous goods (Business Zone II), a convenience centre (Business Zone II), a restaurant (Business Zone II), and an office block (Business Zone IV). In addition, the development included one open space area (Open Space Zone II) incorporating the aquatic buffer, an erf designated for private roads (Transport Zone III), an erf for public streets (Transport Zone II), and servitudes registered for the sewerage package plants.

The rationale behind the initial development concept for the Herolds Bay Country Estate, authorised in 2021, was to address the limited availability of developable land in and around the settlement. At the time, high property demand combined with very low vacancy rates had caused prices in and around the seaside town to rise sharply. The development aimed to provide more affordable housing options to make Herolds Bay more accessible to a wider range of buyers. Historically, the Garden Route has experienced strong foreign demand for property, and the introduction of new units at Herolds Bay was expected to attract further investment. By adding affordable units, the estate sought to diversify the housing mix, strengthen the town's competitiveness in the regional property market, and appeal to a broader demographic. The developers also considered past mistakes made by others in the region such as developing on ecologically sensitive land or omitting features like double garages, to create a more thoughtful and market-aligned offering suited to the area's major buyer segments.

Alongside residential development, the 2021 concept also recognised the need to address significant commercial property constraints in Herolds Bay. Once catering primarily to retirees and seasonal visitors, the town had grown

without developing sufficient commercial space to meet the needs of its residents or holidaymakers. High land values limited the feasibility of converting or developing properties for retail or office use. To fill these gaps, the Herolds Bay Country Estate incorporated space for various commercial elements, including a retail centre with a supermarket, a petrol station, a restaurant, and dedicated office facilities. At the time, the town’s only small retail shop in Lower Herolds Bay was inadequate and poorly located for most residents, while the nearest petrol stations were situated 11.5 kilometres away in George and 21.6 kilometres away in Great Brak. The inclusion of a supermarket and petrol station within the estate was therefore seen as a major convenience for the local community. The plan also provided for a new restaurant to expand local dining options, particularly during the high tourist season when demand outstripped supply and visitors had to travel to neighbouring towns such as George or Wilderness. Additionally, the lack of fast-food and convenience outlets presented a clear market opportunity. The proposed office development would allow essential services, such as estate agents, medical practitioners, financial and legal professionals, and tourism operators, to establish a permanent presence within the town, supporting both local economic growth and long-term sustainability. The map below provides a visual illustration of the proposed development concept as authorised in 2021.

Map 1: Initial Development Concept as Authorised in 2021

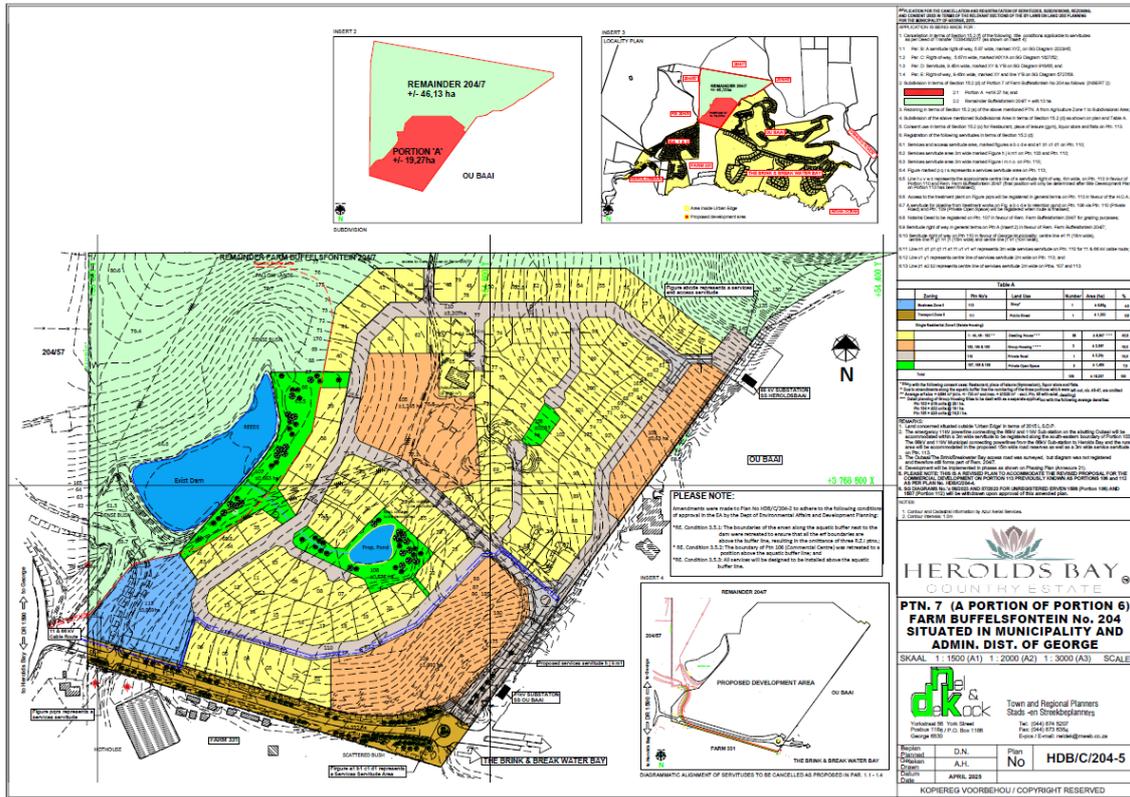


(Nel & De Kock, 2021)

As requested by the Applicant, as outlined in subsection 1.1, an amendment to the Environmental Authorisation (EA) and Environmental Management Programme (EMPr) for the proposed development of the Herold’s Bay Country Estate on a Portion of Portion 7 of the Farm Buffelsfontein No. 204, Herold’s Bay, George, is sought to implement a revised layout. In this new layout, the previously approved filling station (Business Zone VI) on Portion 106 and office block (Business Zone IV) on Portion 112 are removed. Portions 106 and 112 are to be consolidated and rezoned as a shop (Business Zone II) with the following consent uses: a restaurant, a place of leisure (gymnasium), a liquor

store, and flats. A visual of the proposed change within the broader development context is provided in the map below.

Map 2: Proposed Development Concept as Per 2025 Application



(Nel & De Kock, 2025)

Visual Compliance Statement: (Eco Thunder, 2025): The proposed modification to the commercial node of the Herolds Bay Country Estate does not extend the approved development footprint. It remains contained within the same erf boundaries, location, and visual envelope as the previously authorised Portions 106 and 112. The established design framework, comprising the estate layout, ridgeline management, dam buffer, open space configuration, and visual mitigation measures identified in the original Visual Impact Assessment (VIA), Basic Assessment Report (BAR), and Environmental Management Programme (EMPr), remains unaffected and continues to apply. The amendment involves replacing the originally approved service station and office components with a Business Zone II mixed-use development that will include retail outlets, a restaurant, a gym, a liquor store, and residential flats. This revised land use is expected to maintain the node’s role as a key gateway and activity hub for the estate, while also improving visual outcomes. By removing typical service station elements such as fuel pumps, canopies, large forecourts, pylon signage, and intense lighting, the proposal reduces visual clutter and creates opportunities for an architecturally cohesive, estate-appropriate built form, provided that existing design and mitigation controls are followed.

For external receptors including Herolds Bay Extensions 1 and 2, Oubaii, and adjacent local roads, the pattern and degree of visual exposure remain consistent with the original assessment. The revised development is likely to demonstrate similar or slightly lower night-time visibility compared to the previously approved service station,

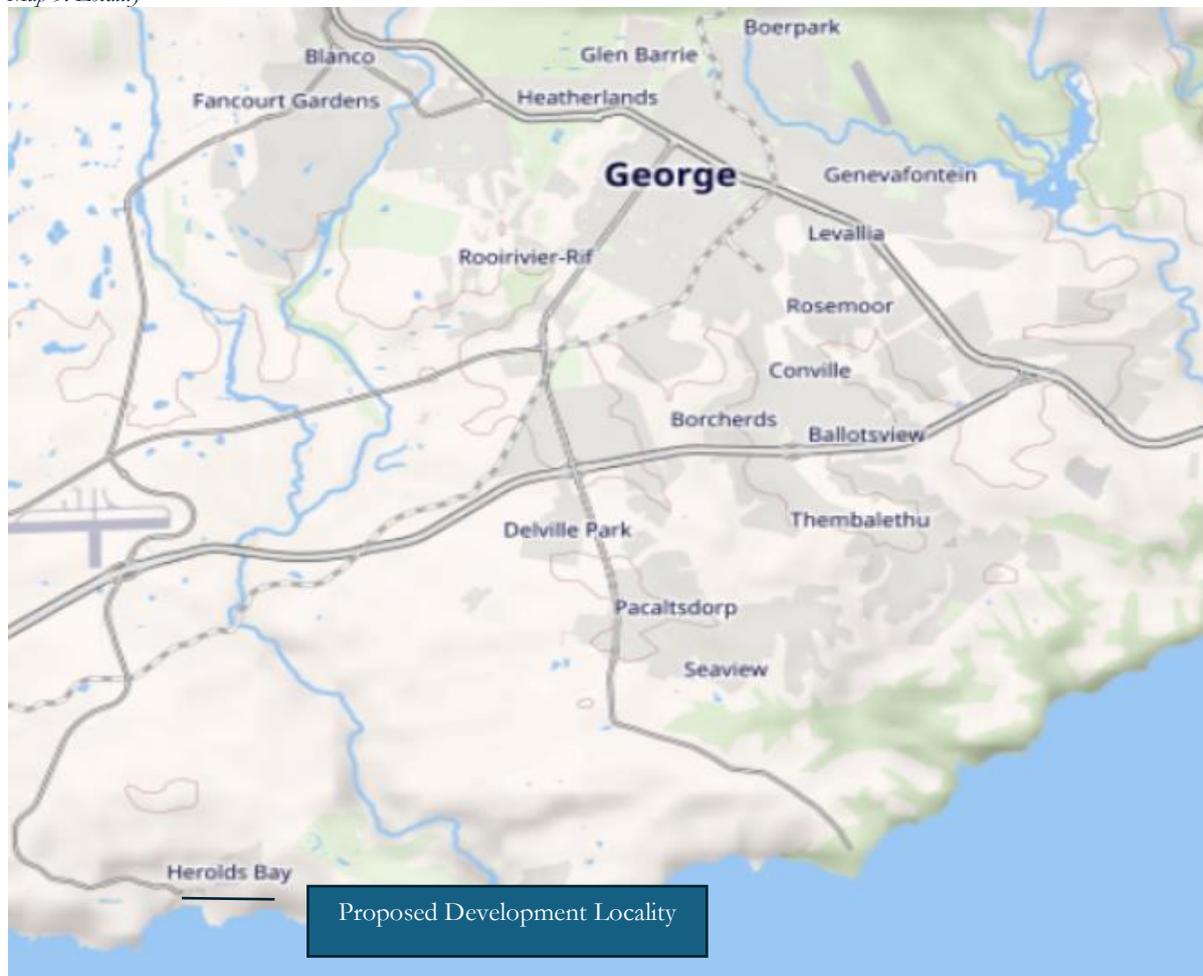
assuming lighting controls are fully implemented. The proposal also maintains the visual prominence of the estate's central dam and surrounding open space and does not encroach further into aquatic buffer zones or ridgeline areas. In visual terms, and subject to continued adherence to the previously approved mitigation measures, architectural guidelines, and EMPPr provisions, the amended commercial node is considered visually compliant with the assumptions and conclusions established in the original VIA and BAR. The amendment is not expected to increase the level of visual impact previously approved. Consequently, the overall residual visual impact significance of the estate, including the modified commercial node, remains within the medium significance range accepted in the initial assessment and may reflect a slight reduction in relation to night-time illumination and forecourt activity.

1.3. Herolds Bay Land Use Context

1.3.1. Area Understanding and Access

Herolds Bay functions as a coastal node situated within the George Local Municipality in the Western Cape. A visual illustration of Herolds Bay locality is provided below.

Map 3: Locality

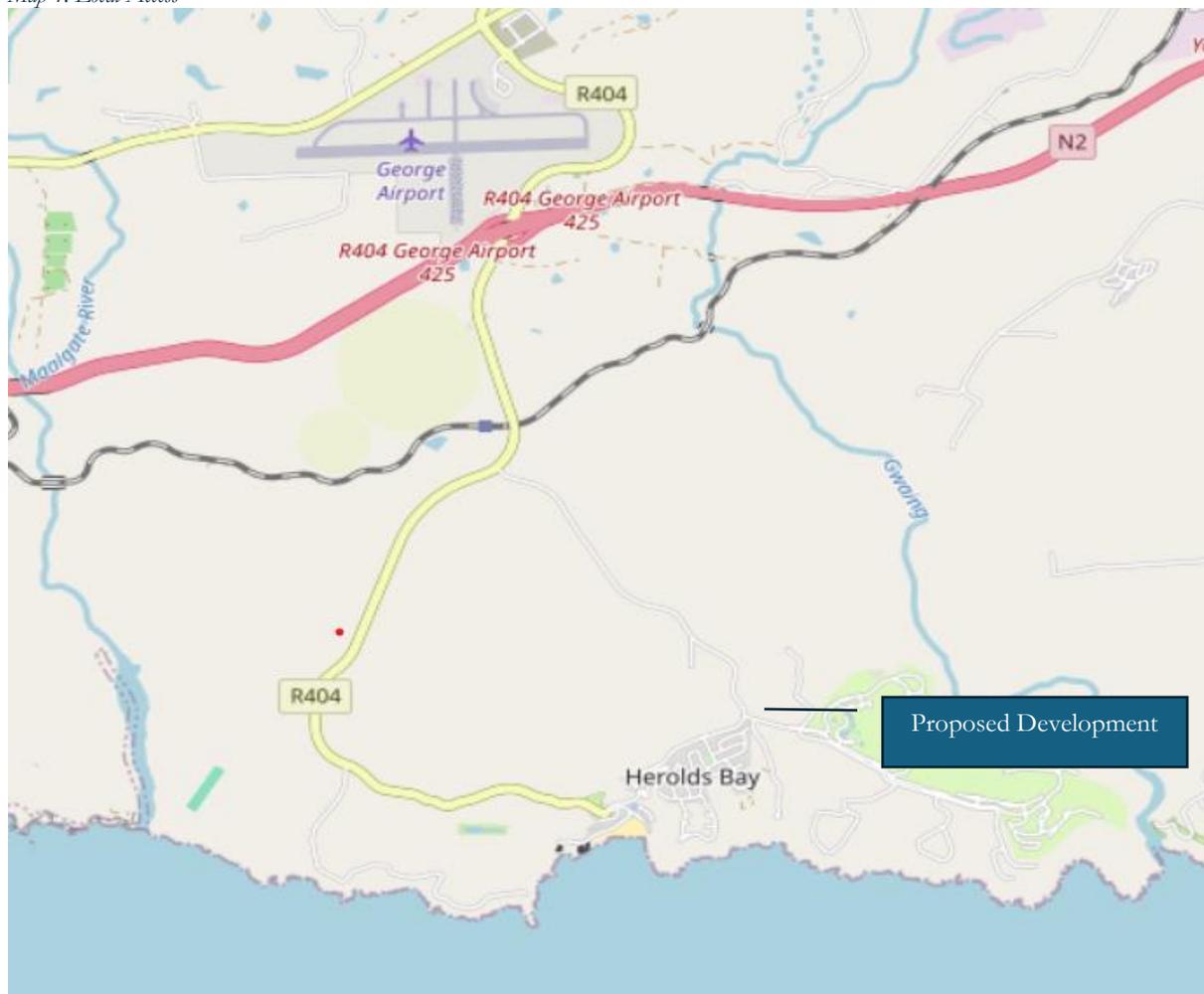


(Urban-Econ via MapAble, 2025)

The primary approach to Herolds Bay is via the R404, branching off the N2 highway close to George Airport, which enables road travel for both residents and visitors. The distance from central George to Herolds Bay is approximately

15 kilometers, with a drive time by private vehicle taking under 20 minutes. Herolds Bay is situated about 6.4 kilometers from George Airport, further enhancing accessibility for travellers. Wilderness lies to the east, about 31 kilometers by road, while Mossel Bay is found roughly 44 kilometers west of Herolds Bay along the N2. Knysna is approximately 65 kilometers to the northeast. A visual illustration of road access leading into Herolds Bay is provided below.

Map 4: Local Access



(Urban-Econ via MapAble, 2025)

Current access to Herolds Bay is via two divisional roads, Skimmelskrans Drive and Rooidraai Road (George Local Municipality, 2016). The proposed Herolds Bay Country Estate, in which the proposed amendment is applicable, offers dedicated access from Oubaai Main Road via the R404. Entry is managed via a secure gatehouse which ensures regulated access for residents, visitors, and service providers. The proposed site is situated approximately 2 minutes by car from the main Herolds Bay beach.

1.3.2. Property Dynamics and Surrounding Land Uses

Herolds Bay comprises of two distinct areas, including the “Herold’s Bay Lower,” as well as the current and approved urban expansion areas on the plateau above. These upper areas comprise “Herold’s Bay Extensions 1 and 2,” along with Oubaai, Breakwater Bay, and The Brink, together forming what is referred to as “Herold’s Bay Upper”. An understanding of Herolds Bay Lower and Herolds Bay upper is as follows:

- **Herolds Bay Lower** (Lightstone Property Group, 2025): Herolds Bay comprises 542 residential properties distributed across three ownership categories: 355 freehold properties (65.50%), 100 sectional titles (18.45%), and 87 freehold properties within estates (16.05%), with no sectional title schemes currently operating within estates. Ownership patterns demonstrate substantial stability, with existing owners showing the following tenure distribution: 45% have maintained ownership for over 11 years, indicating long-term commitment to the area; 12% have held properties for 8–10 years; 13% for 5–7 years; and 30% for less than 5 years. This ownership profile is further reinforced by recent sellers, whose historical tenure shows 32% held properties for over 11 years before sale, 25% for 8–10 years, and 43% for 5–7 years. The age composition of the owner population reveals a demographic balance across generational cohorts, with distinct patterns across ownership categories. Among stable owners (long-term residents), the cohort is distributed across pensioners over 65 (39.41%), mature professionals aged 50–64 (38.98%), middle-aged residents aged 36–49 (19.49%), and younger adults aged 18–35 (2.12%), with pensioners and mature professionals representing the largest segments. Recent buyers demonstrate representation across all age categories, with youth and adult (18–35) cohorts comprising a notable 30%, middle-aged residents at 28%, mature professionals at 22%, and pensioners at 20%, indicating the suburb's broad appeal across lifecycle stages. Recent sellers similarly span the age range, with pensioners representing 35% of sellers, mature professionals 32%, middle-aged residents 23%, and youth/adults 10%, suggesting that natural progression patterns as households age or lifestyle requirements shift are predominantly driven by older demographic segments, while younger cohorts show greater stability within the community.

During the 12-month period from November 2024 to October 2025, 25 property transfers were recorded, generating R83.84 million in transaction value at an average of R3.35 million per property. Over the most recent three-month period (August–October 2025), four transfers valued at R10.2 million (averaging R2.55 million) were registered. Freehold properties constitute the majority of transferred properties, followed by sectional schemes and estate units. Price clustering occurs between R1.5 million and R5 million, with premium properties exceeding this range. Nationally, freehold properties are positioned at rank 530 with a median valuation of R3.75 million, while sectional schemes rank at position 270 with a median value of R2.25 million.

- **Herolds Bay Upper (Oubaii, Breakwater Bay, and The Brink)** (Lightstone Property Group, 2025): Oubaii Golf Estate comprises 604 residential properties distributed across two ownership categories: 559 freehold properties within the estate (92.55%) and 45 sectional titles within the estate (7.45%), with no standalone freehold properties or sectional titles outside the estate structure. Ownership patterns demonstrate varying tenure distribution, with existing owners showing the following distribution: 21% have maintained ownership for over 11 years; 16% have held properties for 8–10 years; 19% for 5–7 years; and 44% for less than 5 years. This ownership profile is further reinforced by recent sellers, whose historical tenure shows 13% held properties for over 11 years before sale, 8% for 8–10 years, 18% for 5–7 years, and a substantial 63% for less than 5 years. The age composition of the owner population reveals distinct demographic patterns across ownership categories. Among stable owners (long-term residents), the cohort demonstrates representation across pensioners over 65, mature professionals aged 50–64, middle-aged residents aged 36–49, and younger adults aged 18–35, with specific percentage breakdowns reflecting established ownership. Recent buyers demonstrate representation across multiple age categories, while recent sellers similarly span the demographic range, suggesting that property transitions are influenced by varied lifecycle and investment dynamics across different generational segments within the estate community.

- During the 12-month period from November 2024 to October 2025, 40 property transfers were recorded, generating R260.527 million in transaction value at an average of R6.513 million per property. Over the most recent three-month period (August–October 2025), five transfers valued at R50.067 million (averaging R10.013 million) were registered. Freehold properties constitute the majority of transferred properties at 27 transfers valued at R213.832 million (averaging R7.919 million), followed by 8 estate land-only transfers valued at R32.605 million (averaging R4.075 million), and 5 sectional scheme transfers valued at R14.090 million (averaging R2.818 million). Price clustering demonstrates significant concentration in the premium segments, with 17 properties exceeding R5 million, 7 properties in the R3–R5 million range, and properties in lower price bands registering limited activity. Nationally, freehold properties at Oubaai Golf Estate are positioned at rank 75 with a median valuation of R8.2 million, while sectional schemes rank at position 103 with a median value of R3.15 million.

It was indicated through a discussion with a local estate agent that apartment stock in Herolds Bay is limited to a single block in the lower village and 128 units in Oubaai Golf Estate, both fully taken up. A new apartment block in Herolds Bay in the approximate R2.8–R4.0 million range would broaden appeal of Herolds Bay for buyers seeking more affordable permanent homes, lock-up-and-go coastal units or investment stock, complementing rather than displacing the existing free-standing house market.

Amenities are essential for a town’s liveability, attracting residents, businesses, and visitors by improving quality of life and convenience. They also support economic growth by increasing property values and encouraging local investment and development. An overview of surrounding amenities is provided in the table below.

Table 1: Amenities

Type	Name	Location	Distance from Estate
Restaurant	Duttons Cove	Herolds Bay	1.5 km
	Down to Earth	Herolds Bay	1.2 km
	The Bush Lapa	Herolds Bay	1.3 km
	Herolds Bistro	Oubaai	350 m
	Waterside Grill	Oubaai	70 m
	Cucina	Oubaai	550 m
Retail	Convenience Shop	Herolds Bay	2.2 km
	Garden Route Mall	George	19.2 km
Security	SAPS Pacaltsdorp Police Station	Herolds Bay	8.3 km
Health	Mediclinic George Hospital	George	16.5 km
Bus Station	Translux	George	16.5 km
Filling Station	Londt Motors	Pacaltsdorp	13.5 km
	Fourways Fresh Stop Caltex	George	12.0 km
Gymnasium	Oubaai Hotel & Golf Spa Gym	Oubaai	500 m
	Virgin Active George	George	17.0 km

Type	Name	Location	Distance from Estate
Liquor Store	Seaview Liquor Store	Pacaltsdorp	15.0 km
	Liquorland Ocean	Pacaltsdorp	16.0 km
	Prestons Liquor Store	George	18.7 km

(Urban-Econ via Google, 2025)

Herolds Bay is serviced by a range of amenities, including a small convenience café, several restaurants and hospitality venues, basic leisure facilities and nearby higher-order services in George; however, local provision remains limited and/ or presents gaps which could be further enhanced to benefit local residents and visitors. An understanding of gaps/ enhancements required is detailed below:

- **Retail:** Herolds Bay's on-site retail is limited to a single small café near the beach that provides basic convenience items and light takeaway, with residents routinely travelling approximately 15–20 minutes to George and the Garden Route Mall for supermarket shopping and higher-order retail. Incorporating a convenience-scale retail component within the development would directly address this structural under-provision, reduce the frequency of trips to George, and improve day-to-day self-sufficiency for both estate residents and the wider settlement.
- **Restaurant / Coffee shop:** The local market is served by a small number of restaurants and hospitality venues, several of which operate seasonally or on a part-time basis, with Duttons Cove trading strongly and often at or near capacity, while estate-based venues such as Herolds Bistro & Bar and Cucina mainly serve residents due to security access control limiting interest from visitors to Herolds Bay. The lack of a dedicated, modern coffee-shop or bistro-style facility indicates potential for an all-day restaurant that provides a meeting, working and socialising space for permanent residents and visitors throughout the year, not only in peak holiday periods.
- **Place of leisure (gymnasium):** The closure of the former gym within Oubaii Golf Estate resulted in its relocation to an old farmhouse within Herolds Bay Country Estate. A purpose-designed gym or boutique wellness facility within the proposed scheme could formalise this displaced demand, raise the quality of facilities, and offer accessible year-round membership to residents of Herolds Bay Country Estate and surrounding estates as well as tourists to Herolds Bay.
- **Liquor store:** There is currently no liquor outlet within Herolds Bay, with residents travelling to George to access liquor stores. Introducing a managed bottle store within the development would fill a clear spatial and functional gap, capture local spend presently leaking to George, and improve convenience for residents.

Herolds Bay, with a lower coastal village and a series of gated upper estates framed by agricultural land, means that most residents enjoy attractive environmental quality but must travel to George for a wide range of higher-order services. The growing proportion of permanent residents in residential estates has reduced seasonality and created more stable demand for secure, conveniently located amenities close to home.

1.4. Spatial Development Framework Context and Alignment

The municipal spatial development framework (MSDF) for George Municipality (George Local Municipality, 2023/27) describes Herold Bay as a settlement with a permanent local population that acts as a hub for both community activities and recreational functions. Within this context, Herold Bay typically a focal point for tourism with its beach been awarded Blue Flag Status (George Local Municipality, 2025). Herold Bay Lower comprises the old seaside village and Herold Bay Upper consisting of more recent residential development on the higher plateau.

The municipality intends to maintain the current environmental, rural, and settlement character of the area, permitting only very limited additional development in Herold Bay Lower, primarily for redevelopment and alterations that are sensitive to the village-style character, the amenity of adjoining properties, and view-sheds (George Local Municipality, 2023/27). The MSDF supports compact development in areas approved for further residential growth, with a focus on addressing the need for a neighbourhood commercial and services centre, as well as ensuring adequate parking provision and alleviating traffic pressure. The framework also emphasizes the improvement of public transport and non-motorised transport access and facilitates tourism development in Herold Bay. Expansion, densification, or development of buffer zones for residential, eco, or golf estates is resisted, and higher density developments are limited as defined in the local spatial development framework. Detailed directives for the management and development of Herold Bay are contained in the Herold Bay Local Spatial Development Framework, 2016, and the MSDF reinforces the importance of protecting the area's unique character and environmental assets.

In the context of the George Municipality, the Herolds Bay Local Spatial Development Framework (George Local Municipality, 2016) provides a structured approach to managing the future growth and character of Herold Bay. The framework places substantial emphasis on the preservation of the area's historic features and natural setting, alongside safeguarding agricultural land that is central to the distinct rural landscape. Its key objective is to ensure that development proceeds in a manner that secures long-term sustainability and protects Herold Bay's reputation as a sought-after holiday destination. The document acknowledges that, in recent years, the character of Herold Bay has shifted due to the development of residential and eco-estates, notably on the plateau that forms Herolds Bay Upper. Such trends have raised new development pressures, but the LSDF recommends only restricted expansion. Instead, the planning approach calls for careful spatial management, including architectural guidance and strict controls to retain the village feel of Herolds Bay Lower, protect scenic and ecological resources, and address community issues such as parking, aesthetics, and public amenities. Economic activity in the area remains focused on a mix of limited-scale tourism, hospitality, and agricultural enterprises. Policy directions emphasize supporting small commercial establishments, particularly those serving neighbourhood needs, and propose improvements to the public realm to enhance visitor and resident experience. The LSDF indicates the importance of limiting high-density development and maintaining infill within the boundaries of already permitted sites, while also resisting any ad hoc expansion into buffer zones or along sensitive coastal stretches. Environmental considerations run through all aspects of the LSDF, with explicit reference to retaining ecosystem services, conserving biodiversity, and managing land use to sustain both the visual and functional integrity of Herold Bay's natural assets. Recommendations relate not only to the preservation of core conservation areas but also to strategies for resilient land management in the face of climate change, rehabilitation of degraded habitats, and integration of the area's ecological function with surrounding landscapes. Overall, the LSDF supports a vision for Herold Bay that balances community needs, economic opportunity, and environmental stewardship, ensuring that any future development aligns with these guiding principles. The resulting approach positions Herold Bay to retain its unique coastal and rural identity, even as it adapts to evolving pressures and opportunities within the George municipal context.

Implication: The amendments to the development concept for Herold's Bay Country Estate closely reflect the spatial logic and policy direction set by both the George Municipality's MSDF and the Herolds Bay LSDF. These frameworks prioritise the maintenance of Herold Bay's unique sense of place by strictly managing land use intensities and forms of development. The MSDF and LSDF explicitly recommend limiting large-scale commercial operations, protecting the rural and village atmosphere, and only allowing modest expansion or densification within already defined

settlement boundaries. The amendments' emphasis on a small-scale commercial node, select leisure amenities, and additional residential opportunities addresses local needs, such as convenient access to daily goods, enhanced social and recreational offerings, and some additional housing, without crossing the threshold into the type of regional nodal development the policies are designed to avoid.

The change from a more business-intensive model (including a petrol station and office park) to a retail, dining, leisure, and residential accommodation focus is in line with best-practice rural node management as set out in the policy documents. This shift is expected to have a softer landscape and visual impact, and reduce the risks associated with hazardous land uses (such as fuel storage), aligning with the environmental and amenity values the municipality seeks to achieve. Furthermore, the revised concept makes provision for new retail, dining, leisure, and residential facilities that will generate additional jobs and stimulate consumer and investment activity in Herold Bay. The new amendment provides a response to local demand for enhanced community amenities, supporting Herold Bay's into a resilient and sustainable coastal village.

1.5. Prior Impact Statement Overview

Urban-Econ Development Economists (Pty) Ltd conducted a socio-economic impact analysis for the proposed Herolds Bay Country Estate in 2018 to assess how the construction and operation of this property development would influence both the local village of Herolds Bay and the broader George Municipality area. The study specifically focuses on measuring the direct and indirect economic benefits, such as business growth, employment creation, household income increases, and market activity as well as the social advantages, including enhanced property diversity and amenities for residents and visitors. The report also highlights how the estate is expected to strengthen the regional property market and meet key local needs by addressing housing shortages, providing new retail, service, and recreational opportunities, and supporting ongoing economic development in this high-growth region. The table below provides an overview of the initial impacts identified for the proposed Herolds bay Country Estate.

Table 2: Prior Identified Impacts

Construction Phase Impact	Nature	Operation Phase Impacts	Nature
Temporary Impact on Gross Domestic Product	Positive	Sustainable Impact on Gross Domestic Product	Positive
Temporary Impact on Production	Positive	Sustainable Impact on Production	Positive
Temporary Impact on Household Income	Positive	Sustainable Impact on Household Income	Positive
Temporary Impact on Employment	Positive	Sustainable Impact on Employment	Positive
Temporary Impact on Property Values	Negative	Sustainable Impact on Traffic	Negative
Temporary Impact on Tourism	Negative	Sustainable Impact on Tourism	Positive

		Sustainable Impact on Local Government Revenue	Positive
		Sustainable Impact on Infrastructure	Negative

The report details comprehensive management strategies to both mitigate potential risks and enhance positive impacts associated with the development. Key mitigations include a park-and-ride facility and traffic management systems to address congestion, careful construction scheduling to minimize disruption to local residents and tourism and limiting the impact on municipal infrastructure capacity through ongoing collaboration with service authorities. Positive impacts are further maximized by prioritizing local employment and using area-based suppliers, which strengthens economic benefits within the community. Enhancements also include diversified housing supply for broader market appeal, establishment of new commercial, retail, and recreational amenities, integrated safety and security infrastructure, and public accessibility improvements such as shuttle services to the beach and strategically designed entry points. Strategic tenant selection and promoting local business partnerships are additional measures to stimulate long-term economic development and community well-being.

1.6. Amendment Impacts and Influence

As previously stated, Herold's Bay Country Estate (Pty) Ltd, wishes to amend the EA and EMPr for the Proposed Development of Herold's Bay Country Estate on a Portion of Portion 7 of the Farm Buffelsfontein No. 204, Herold's Bay, George, to implement the new layout where the filling station (Business Zone VI) on portion 106 and office block (Business Zone IV) on portion 112 is removed; and portions 106 and 112 is consolidated as a shop (Business Zone II) with the following consent uses:

- Restaurant.
- Place of leisure (gymnasium).
- Liquor store; and
- Flats.

Amending the application to remove the filling station and office block, and instead establish a consolidated shop (Business Zone II) with consent uses for a restaurant, gymnasium, liquor store, and residential flats, will influence the project's impacts as follows:

- **Economic Impacts:** The shift away from fueling and office services toward a consolidated shop with a gym, restaurant, liquor store, and flats will redirect capital expenditure from specialized infrastructure to broader retail, residential, and leisure facilities. This investment is likely to drive higher foot traffic, support local suppliers, and broaden economic activity across retail, hospitality, leisure, and residential sectors. Operational costs and revenue streams will become more diversified, promoting sustained commercial turnover and municipal income through rates and service fees. The expanded mix of amenities and services is expected to deliver a positive economic impact through increased local spending, job creation, and economic stimulation, supported by a more service-oriented expenditure profile and local sourcing.

- **Employment and Household Income:** There may be slight variations in construction employment due to the revised building requirements, but construction and operational employment is expected to remain strong. Job opportunities will shift towards a broader array of roles in retail, hospitality (restaurant), leisure (gym), and residential services, replacing those connected to the previous fueling and office functions. As a result, household income levels are likely to stabilise or increase modestly, supported by steady year-round employment and a wider range of income-generating opportunities. This diversified mix increases staffing demands and service delivery, fostering sustained economic activity throughout the year.
- **Social Impacts:** The consolidation and introduction of new amenities, such as a restaurant, gym, and flats, will broaden local service offerings and attract a more diverse mix of residents and visitors, improving community life and increasing local housing diversity. Removing the filling station could alleviate traffic and potential environmental concerns, while the liquor store enhances commercial diversity but requires effective management and by-law compliance to mitigate social risks.
- **Improved Housing Supply:** Herolds Bay's apartment supply is limited, with only one block in the lower village and 128 units in Oubaai Golf Estate. The inclusion of sectional-title options in Herolds Bay Country Estate would assist in meeting demand for lower-maintenance, more affordable units. Introducing more affordable apartments in relation to what is currently provided within Oubaai Golf Estate would broaden market access for permanent residents, investors, and buyers seeking lock-up-and-go coastal homes, complementing rather than competing with existing free-standing houses.
- **Visual Nature (Sense of Place):** The proposed amendment to the Herolds Bay Country Estate's commercial node retains the same erf footprint, location, and spatial extent as previously approved, without altering the estate layout, road structure, dam configuration, or visual mitigation measures. The key change involves replacing the approved service station and separate office with a mixed-use commercial and residential building accommodating retail outlets, a restaurant, gym, liquor store, and residential flats as a consent use. The node will continue to function as the estate's gateway and activity hub, maintaining its role in the overall layout. Visually, the amendment does not expand the development's footprint or visual envelope and remains consistent with the estate's established character. The shift from a forecourt-dominated service complex to a more building-focused mixed-use development is expected to better integrate with the estate's suburban, country-estate aesthetic, provided design and landscaping adhere to existing guidelines. Overall, the visual and character changes are minor and compatible with the original approved development.

The following table provides an overview of the impacts identified based on the proposed amendments.

Table 3: Identified Impacts Based on Proposed Amendments

Construction Phase Impacts (Temporary)	Nature	Likely Significance Rating (Post Mitigation)	Operation Phase Impacts (Sustainable)	Nature	Likely Significance Rating (Post Mitigation)
Impact on Production and GDP	(Positive)	Low	Impact on Production and GDP	(Positive)	Low to Medium
Impact on Employment	(Positive)	Low	Impact on Employment	(Positive)	Low to Medium

Construction Phase Impacts (Temporary)	Nature	Likely Significance Rating (Post Mitigation)	Operation Phase Impacts (Sustainable)	Nature	Likely Significance Rating (Post Mitigation)
Impact on Household Income	(Positive)	Low	Impact on Household Income	(Positive)	Low to Medium
Impact on Sense of Place	(Negative)	Low	Impact on Social Amenities	(Positive)	Medium
			Impact on Improved Housing Supply	(Positive)	Medium
			Impact on Sense of Place	(Negative)	Low

Overall, the proposed amendment to the commercial node does not expand the authorised development footprint and remains within the same erf extent, location and visual envelope as the originally approved Portions 106 and 112. The amendment removes the provision of a filling station (Business Zone VI) and office block (Business Zone IV) and instead consolidates Portions 106 and 112 into a shop (Business Zone II) with consent uses for a restaurant, place of leisure (gymnasium), liquor store and residential flats, thereby shifting the focus from fuel and office functions to a neighbourhood-scale mixed-use node that responds more directly to local convenience and lifestyle needs.

Economically, this change redirects investment from specialised fuel and office infrastructure towards diversified retail, leisure and residential components, which is expected to increase footfall, broaden local spending, support a wider range of employment opportunities and strengthen long-term municipal revenue through rates and service charges. Socially and in amenity terms, the introduction of a shop, restaurant, gym and liquor store addresses gaps in convenience retail, fitness facilities and liquor outlets in Herolds Bay, while the addition of flats introduces a currently under-supplied residential typology at lower entry price points than freestanding estate housing, thereby enhancing local housing diversity. From a visual perspective, the removal of typical filling station elements such as fuel pumps, canopies, large forecourt areas and intense night-time lighting is anticipated to reduce visual clutter and night-time illumination, resulting in a visual impact that is similar to or marginally lower than the originally approved scenario, provided that existing estate design guidelines and mitigation measures remain in force.

From a socio-economic perspective, and subject to continued adherence to the original SEIA mitigation measures, the proposed amendment to the commercial node of the Herolds Bay Country Estate remains consistent with the assumptions and conclusions of the original SEIA and BAR and is not anticipated to generate any adverse socio-economic impacts. The amendment retains the approved development footprint while replacing a more intensive petrol and office precinct with a context-sensitive mixed-use node that improves local amenity and economic resilience and softens visual impacts, in line with the spatial planning and socio-economic intent of the original authorisation. Overall, the influence of socio-economic impacts is expected to remain within the previously accepted ranges, with reasonable potential for marginally altered (more positive or less negative) ratings where the revised land-use mix reduces risks associated with fuel operations and strengthens local amenity and economic performance.

References

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