

Communique to UIP Property Owners and Press Release

21 January 2014

The Urban Improvement Precinct (UIP) establishment process has had significant progress since November 2013 in securing support. However there has been insufficient time given the Festive Season to secure the required 51% support of the 525 commercial owners by the end municipal deadline of end January 2014. So far 44% of the total value of commercial owners which represents 18% of property owners committed their support. The initial thrust has been to secure the support of the larger property owners and thereafter to focus on the large number of sectional title units. The Steering Committee is confident the necessary support will be achieved given adequate time and has therefore decided to continue driving the petition process to achieve the official 51% support threshold. Importantly the intention is to not only secure significantly more than 51% support but to build collective support for the UIP establishment which will take place in 2015.

The establishment of the Ballito UIP has been driven by the fact that Metro's and smaller municipalities are competing to retain existing investment while attracting new investment, which is critical to business confidence and the strengthening of commercial and residential property values. A review of competitive business, mixed use and tourism nodes such as the Cape Town CBD, uMhlanga Rocks and Ridge and Sandton Central will reveal the success of these nodes is largely attributed to a collective effort by property owners through a non-profit urban management structure funded by the private sector.

The boundary of the Ballito UIP does not include all of Ballito instead it focusses on the commercial and tourism nodes including the Ballito Business Park, Ballito Drive and Compensation Road and beachfront Salmon Bay to Willard beach.

The residential properties within the UIP are limited to Compensation Road and will not be included in the official UIP / SRA establishment process with the municipality. Instead residential body corporates are being approached to become voluntary members of the UIP. We will be presenting at AGM's over the next six months to secure the required support.

A reminder that the aim of the UIP is to provide an accountable governance and management structure which will significantly improve public areas and quality of life thereby creating an environment that supports vibrant business, builds investor confidence and secures property values.

The core functions of the UIP is to establish municipal partnerships which optimises service delivery, motivates collective property owner efforts to improve the precinct as a whole, provides privately funded supplementary services including cleaning, maintenance, greening and security, implement a communication network and fault report / service request system, serve as a catalyst for social and environmental responsibility, and to ensure appropriate branding and marketing of the precinct.

We would like to thank all the owners who have come on board so far and look forward to the continued support in making Ballito a better place for business, tourist and residential community.

You are encouraged to attend the regular UIP presentations at the Chamber offices, please email Clare Swithenbank-Bowman to confirm attendance or to send her your signed form – clare@ilembechamber.co.za

Total number of properties (freehold and sectional title combined)	Number of signed Support for UIP Establishment forms in hand	% signed Support for UIP Establishment forms in hand	% of property value who have signed Support for UIP Establishment forms
525	94	18%	43.53%

