



for a living planet[®]

WWF South Africa
World Wide Fund For
Nature

Reg. No: 003-226 NPO
VAT NO: 4820122481
Web: www.wwf.org.za

Head Office:
Boundary Terraces
Bridge House, 1st Floor
Mariendahl Lane
NEWLANDS 7700
P O Box 23273
CLAREMONT 7735
Tel: +27 21 657 6600
Fax: 086 535 9433

Gauteng Office:
Ground Floor
President Place
1 Hood Avenue
ROSEBANK 2196
Postnet Suite 436
Private Bag X9
BENMORE 2010
Tel: +27 11 447 1213
Fax: +27 11 447 0365

20 March 2014

Mr Philip Bam
Chairman: Princess Vlei Forum
c/o The League of Friends of the Blind
94 Klip Road
Grassy Park
7945
Cape Town

Per email: philipbam@mweb.co.za

Dear Mr Bam

Cape Town is blessed with unique and globally significant biological riches. This treasure trove reveals to us that, on the Table Mountain chain alone, we have nearly as many species of plant found in the entirety of British Isles.

In Cape Town, where many cities might have streets named after indigenous flora & fauna, we name our suburbs after indigenous vegetation. Neighbourhoods such as Heathfield, Lotus River, and Grassy Park itself, was the source of much of the thatching reed for Cape Town in the early days of the City's history.

But, while much of this biodiversity has been lost or is imperilled, there is still much left to fight for. It is hence that we provide our full support to the *Imagine Princess Vlei: The People's Vision* initiative.

It represents in many respects the best approach for urban conservation: a coming together of diverse parts of our society to develop an exciting and innovative common vision for what is a public asset – Princess Vlei. It is only with full community participation and ownership that we can fully harness the potential of our precious urban conservation spaces. WWF experienced this with the Cape Flats Nature Project and we see the same elements of good practice in place here.

Topical, but by no means the only focal point, is the potential inappropriate commercial development of a waterside shopping mall with associated parking lots and taxi ranks at the Vlei.



The " People's Vision", which was developed and submitted for consideration as a World Design Capital 2014 project, was drafted around placing people and their well-being at the centre of nature-based development of the space, involving restoration of the natural vegetation around the littoral zone, development of nature based recreational space, recognition of the cultural heritage value and historical community use of the site.

We see all of this as being in line with the spirit of the City's aspirations to be a global leader and innovator in urban design capital. This could not be more appropriate, since the City and its citizens are already custodians of globally significant and important biodiversity.

We therefore wish the Princess Vlei Forum, its Management Committee, the leaders and the diverse contributors, the very best in developing the initiative and delivering on its vision.

Yours faithfully

Dr Morné du Plessis
Chief Executive Officer

About WWF

WWF is one of the world's largest and most respected independent conservation organisations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

WWF South Africa

WWF South Africa is a national office that is part of the WWF network. We are a local NGO that for more than 40 years has worked towards the aim of inspiring all South Africans to live in harmony with nature, for the benefit of our country and the well-being of all our people.

WWF stands for the World Wide Fund for Nature

See www.wwf.org.za for more information

Follow WWF on twitter <http://twitter.com/WWFSouthAfrica>

Join our Facebook page <http://facebook.com/WWFSA>