



New beginnings



THE VISIONS
OF A NEW EVATON HAVE
COME TOGETHER IN THE
EVATON RENEWAL PROJECT

VUSA





VUSA MALL >>> New Beginnings 3

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INTRODUCTION

THE VISIONS OF A NEW EVATON HAVE COME TOGETHER IN THE EVATON RENEWAL PROJECT

For the past 103 years, the people of Evaton have struggled for freedom and toiled against inhuman conditions for their daily survival. Today the people of Evaton have taken control of their destiny to rebuild Evaton and rejuvenate their community. The visions of a new Evaton have come together in the Evaton Renewal Project.

Evaton Renewal Project

The Evaton Renewal Project is a government initiative aimed at renewing or regenerating Evaton to improve the quality of life of the Evaton community, by creating a sustainable human settlement.

The priority areas of this project include:

- the development of infrastructure, such as the resurfacing of roads and building of pavements
- the development of the local economy through job creation and Small, Micro and Medium Enterprise (SMME) projects
- and social upliftment through the upgrading of dilapidated houses, providing community halls and municipal offices with better facilities to service the community of Evaton

The Evaton renewal Project is a partnership of various stakeholders – the Evaton community, the Evaton Development Forum, the Emfuleni Municipality, the Sedibeng District Municipality, the Gauteng Department of Housing and other provincial and national government departments, as well as private sector businesses.

WHAT IS THE EVATON RENEWAL PROJECT?

The development framework for Evaton renewal project emphasises five precincts that enables structured development, these are:

- Eastern Precinct
- Western Precinct
- Government and sports Precinct
- Heritage Precinct
- Over arching Precinct

REGENERATING EVATON TO IMPROVE THE QUALITY OF LIFE OF THE EVATON COMMUNITY

ADVANTAGES OF THE PROPOSED DEVELOPMENT

THIS HAS A POSITIVE IMPACT ON THE PROPOSED RETAIL DEVELOPMENT CENTRE AS IT CONTRIBUTES TO THE FUTURE EXPANSION OF THE RESIDENTIAL AND RETAIL MARKETS

The proposed development is located within the Eastern Precinct in a market characterised by middle to high income household, primarily in LSM categories 1 to 10. The location situated at the Residensia Rail Station is rated high as a suitable location and complies with the set of retail criteria. A proposed development measuring 30 000 m² is proposed for the Eastern Precinct, an annual sales potential of R735 million is estimated.

The development will create approximately 1 250 permanent jobs, both during construction and after completion. Future directional growth is strong in the area with several housing projects in the pipeline. This has a positive impact on the proposed retail development centre as it contributes to the future expansion of the residential and retail markets.

Vusa Mall will include approximately 30 000m² of retail and service offering.

Approximately 697 667 people and 195 315 households reside within the market. The average household size within the trade area amounts to approximately 3,6 people per household.

Of the total market population in the trade area, 63,3% are within the economically active market segment of which 44,3% is formally employed – largely within occupations varying from elementary occupations, plant and machine operators and assemblers, craft and related trades workers, clerks, technicians and associate professionals to other occupations.

PROJECTED MARKET EXPENDITURE

Market area retail	2012	2017	2020
	R	R	R
Bulk groceries	1 016 038 777	1 108 468 153	1 209 305 860
Top-up groceries	303 736 460	331,367 464	361 512 069
Clothing, shoes, accessories	448 884 856	489 720 057	534 270 049
Furniture and home ware	131 708 730	143 690 316	156 761 871
Hardware goods	48 382 799	52 784 198	57 585 993
Gifts, books and confectionery	99 453 531	108 500 851	118 371 208
Specialty / value goods	32 255 199	35 189 465	38 390 662
Restaurants, entertainment	333 303 726	363 624 473	396 703 510
Personal care	104 829 398	114 365 762	124 769 652
Other personal goods and services	169 339 796	184 744 692	201 550 977
Total	2 687 933 271	2 932 455 431	3 199 221 851

ATTRIBUTES OF THE PROPOSED DEVELOPMENT

LSM

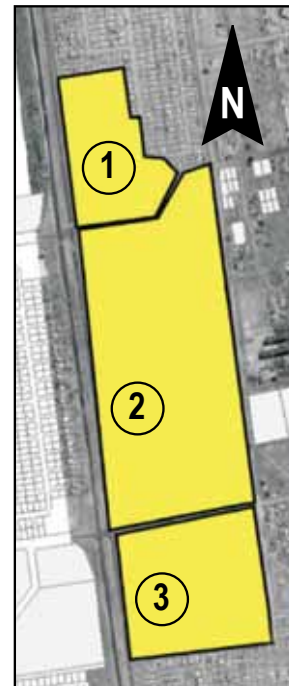
- 6,6% of the households in the market fall within the LSM grouping 7 and 9 category
- 25,7% of households in the market fall within the LSM 4 and higher category
- 89,7% of the market fall within the LSM 1 to 5 category
- The segment of the households in the market that fall within the lower LSM groups (LSM <3) categories is 74,3%

UPCOMING RESIDENTIAL

Development potential (residential, higher bonded)

- | | | |
|---|----------|--------------------------------------|
| ① | ±4,5 ha | 150 at 40du/ha net (80% residential) |
| ② | ±17,7 ha | 425 at 40du/ha net (60% residential) |
| ③ | ±7,7 ha | 250 at 40du/ha net (80% residential) |

The proposed development is adjacent to Residentia Rail Station



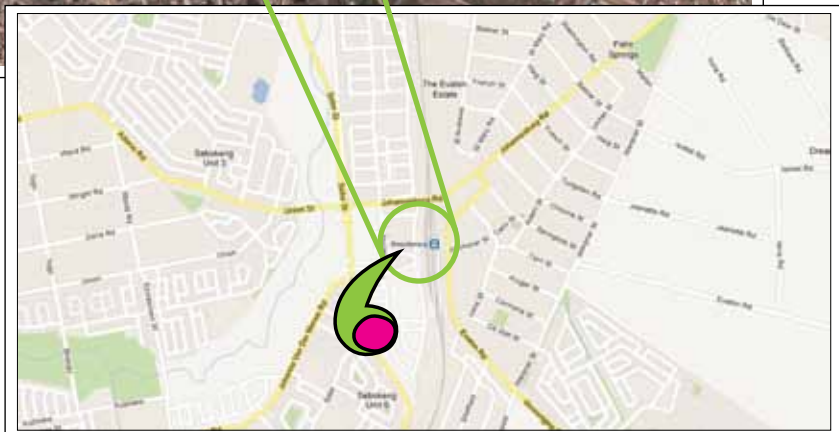
LOCATION AND ACCESS

The proposed Eastern Precinct is located next to the Residencia Train Station. A large section of the eastern activity precinct comprises vacant land, and the precinct is to transform this area into a commercial node. The following elements of the commercial area have been planned for this location:

- Construction of bus and taxi rank
- Shopping centre
- High density mixed housing developments
- Community facilities
- Medical consulting rooms
- Town Square and roads, parking, paving, kerbs and landscaping
- Greenfield housing development



27° 32' 3,5" E
26° 32' 3,5" S



New beginnings



Property Developer

Development Managers

Property Managers

Architects

Ishnana Investments

3D Projects

Prominent Properties

Boogertman and Partners Architects

CONTACT INFORMATION

Annalese Manickum

M +27 (0)8 772 6874

E Annalese@prominentprops.co.za

Dale Masher

M +27 (0)8 928 2060

E Dale@prominentprops.co.za

Candice Boozyen

M +27 (0)8 499 7322

E Candice@prominentprops.co.za

La Rocca Block D Ground Floor 321 Main Road Bryanston 2037

PO Box 653229 Benmore 2010

DISCLAIMER

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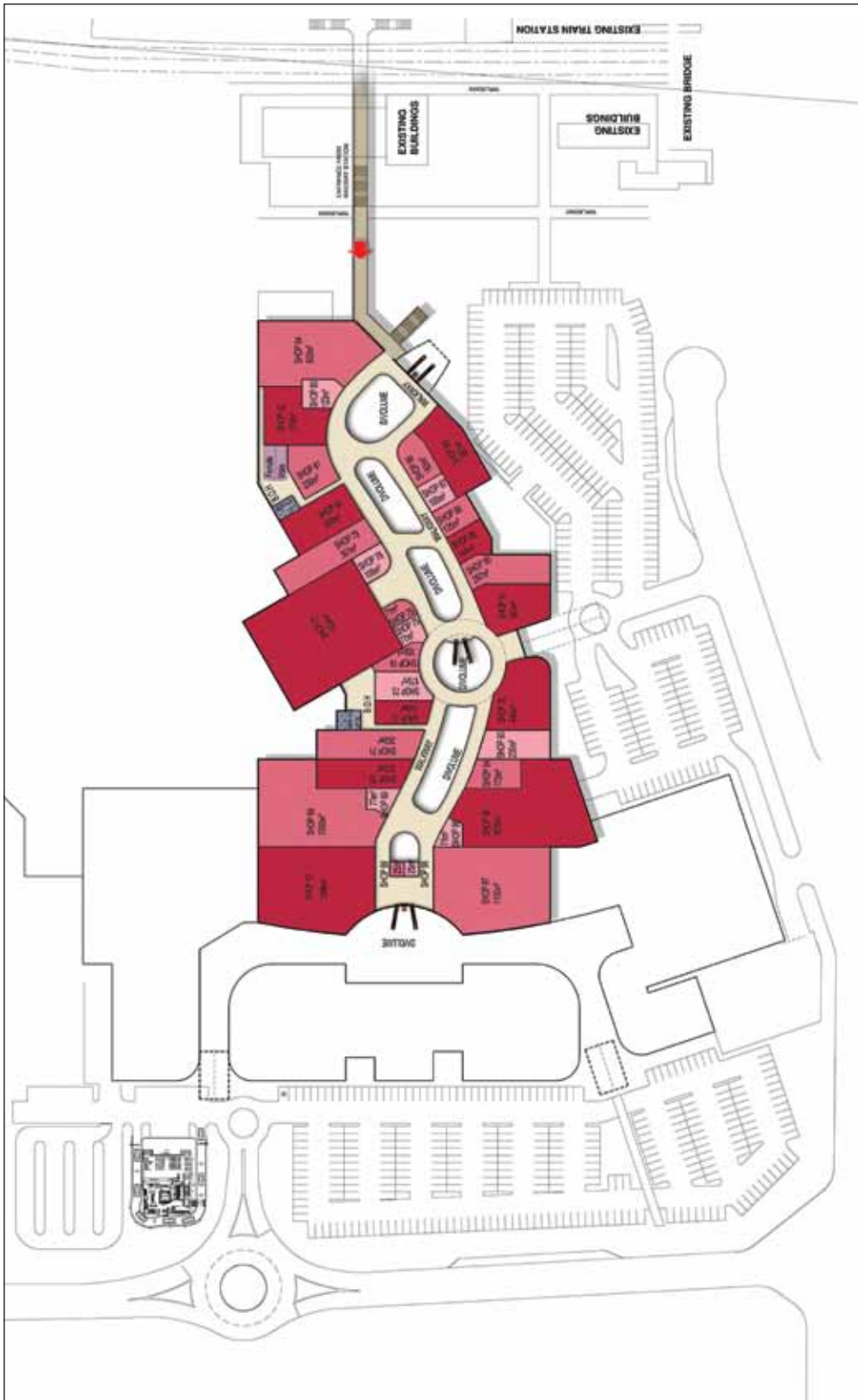
GROUND LEVEL



Vusa Mall	
Shop number	m ²
1	350
2	50
3	800
4	3 300
5	175
6	175
7	993
8	200
9	144
10	120
11	340
12	300
13	950
14	1 150
15	300
16	250
17	50
18	100
19	800
20	219
21	125
22	44
23	312
24	150
25	650
26	150
27	675
28	125
29	268
30	278
31	50
32	351
33	2 794
34	100
35	50
36	1 542
37	81
38	141

UPPER LEVEL

Vusa Mall	
Shop number	m ²
37	81
38	141
39	178
40	25
41	600
42	50
43	584
44	559
45	784
46	450
47	449
48	62
49	108
50	180
51	402
52	603
53	303
54	201
55	162
56	158
57	141
58	1000
59	250
60	350
61	761
62	263
63	300
64	351
65	110
66	252
67	999
68	351
69	340
70	1054
71	460
72	806





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