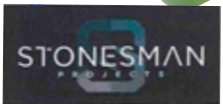


Development
Marketing
Brochure



RONDEBULT
SHOPPING CENTRE



RONDEBULT Shopping Centre

Stonesman Projects and Retail Network Services are delighted to announce the launch of Rondebult Shopping Centre, a 25,000m² community shopping centre, 25km south-east of Johannesburg's CBD. Its modern design and exciting tenant mix will make it the heart of this rapidly developing area.

The selected site is already home to the Vegieland Centre which houses Shoprite, Roxana Fruit Market and Liquor City. It has been trading successfully for many years and is a well-known landmark in the area. The site is further enhanced by the Rondebult Flea Market which has a strong following.

Rondebult falls within the Ekurhuleni Metropolitan Municipality. It is experiencing significant growth in terms of new residential developments on what was previously agricultural land. The demand for housing is being driven by an increase in the number of middle-income Rondebult residents who are employed in the formal sector.

Rondebult Shopping Centre is ideally positioned to fulfil the surrounding community's shopping and leisure-time needs. The designated site borders Van Dyk and Heidelberg Roads, both of which are busy thoroughfares, and lies in close proximity to the N3 and N17 highways as well as arterial roads.

The centre will be anchored by three supermarkets, namely Shoprite, Boxer and Roxana Fruit Market. They will be complemented by a vibrant mix of fashion, health and beauty, eateries and service-oriented retail. Build-It will also be opening a 4,500m² flagship superstore, which will add to the retail offering.

Rondebult Shopping Centre is scheduled to open in April 2025.

Location:

<https://goo.gl/maps/xLWx24G4yCUrFF1G7>

Coordinates:

26° 17' 25.8" S 28° 13' 43.0" E

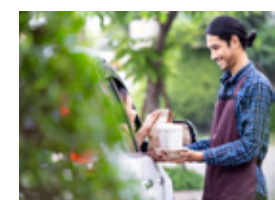


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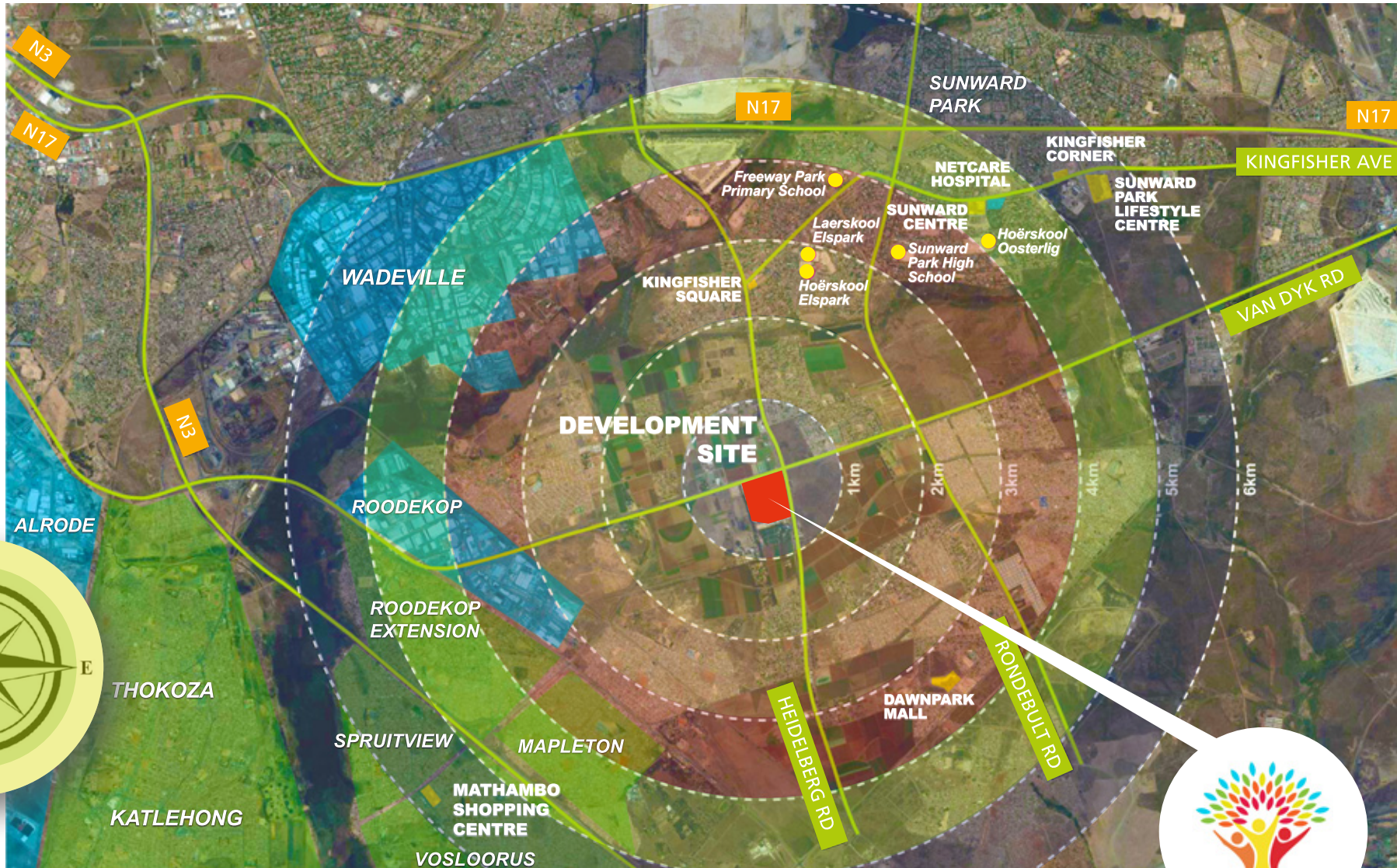


need to know

OPENING DATE:	APRIL 2025
GROSS LETTABLE AREA: Retail	± 25,000m ²
NUMBER OF STORES: Retail	± 84
NUMBER OF PARKING BAYS:	±1,275
FREE PARKING	✓
EXCELLENT SECURITY	✓
DRIVE-THRU TAKE-AWAYS	✓
DOMINANT COMMUNITY CENTRE IN THE TRADE AREA	✓
SUPERB SITE ACCESS	✓



macro location



the **value** proposition

Rondebult Shopping Centre offers a strong value proposition to prospective retailers. Here are eight excellent reasons why.

1. Rondebult Shopping Centre, situated adjacent to the already successful Vegieland Centre, will incorporate the existing Shoprite, Roxana Fruit Market and Liquor City into its tenant mix, and will add a Build-It superstore to the site.



2. The retail potential in the primary target market is some R2,5bn, of which Rondebult Shopping Centre will realistically capture 18%.



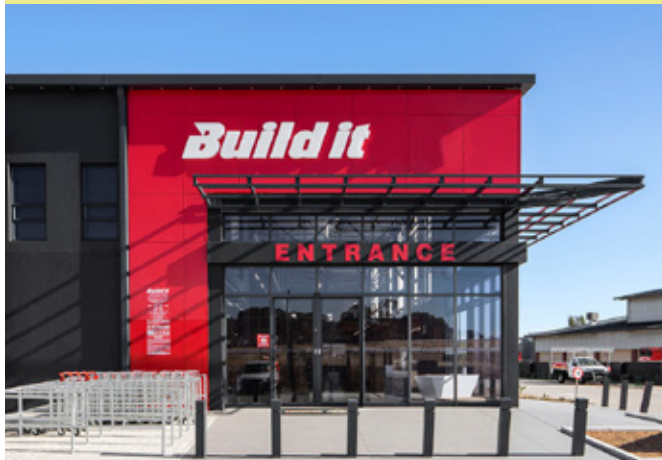
3. Rondebult Shopping Centre with ± 84 shops and a Build-It superstore will comprise approximately 29,000m². It will become the dominant community centre in the node with its superb retail offering.



4. Ideally located on the corner of Van Dyk and Heidelberg Roads, Rondebult Shopping Centre is highly visible and easily accessible to the high traffic volumes using these roads.



7. Rondebult Flea Market has traded successfully over the years on the adjacent site and draws further consumers to this strong retail node.



6. The centre will provide ample free, secure parking and taxi facilities for its customers.



5. Rondebult Shopping Centre is situated in a high-growth node, with numerous residential developments either under construction or planned for the adjacent erven.



8. The primary catchment area has in excess of 24,000 dwellings and an estimated population of 76,995 people and is growing quickly.

micro location map



our shopper

Housing developments have sprung up rapidly in Rondebult over the past five years with Dawn City, Sun Rock Village and Windmill Manor adding more than 1,000 new households to the existing 23,000, a number which is anticipated to grow steadily.

The vast majority of these middle-income households occupy houses and more than half of Rondebult's residents are formally employed. There is also a strong youth component living in these mini-suburbs.

INCOME POTENTIAL	%	INCOME GROUP (MONTHLY NET HSE INCOME)
A++	0,0%	> R100,000
A+	0,2%	± R50,000 – R99,999
A	4%	± R30,000 – R49,999
B	13%	± R18,000 – R29,999
C	28%	± R11,000 – R17,999
D	21%	± R3,500 – R10,999
D LOW	22%	± R1,200 – R3,499
D ZERO	11%	± R1,200



more about our shopper

AREA POPULATION	76,995
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NUMBER OF HOUSEHOLDS	24,061
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AVERAGE HOUSEHOLD SIZE	3.2
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DWELLING TYPE	
HOUSE	77%
SHACK	9%
BACKYARD	5%
PLOT	5%

RACE PROFILE	
BLACK	81%
WHITE	13%
COLOURED	5%
INDIAN AND ASIAN	1%
OTHER	1%

GENDER PROFILE	
MALE AND FEMALE – EACH	50%

EMPLOYMENT STATUS	
EMPLOYED	52%
UNEMPLOYED	23%
NOT ECONOMICALLY ACTIVE	24%

LANGUAGE:	
AFRICAN	71%
AFRIKAANS	16%
ENGLISH	10%
OTHER	3%

AGE PROFILE		
CHILDREN	0 TO 19	35%
YOUNG ADULT	20 TO 29	22%
ADULT	30 TO 44	26%
MATURE	45 TO 59	13%
PENSIONER	60+	4%



the **RONDEBULT** vision

Rondebult Shopping Centre

will be a flagship community centre, aligning with the aspirations of a growing and youthful community. It will meet the daily convenience shopping needs of its market and embrace a family-orientated focus.

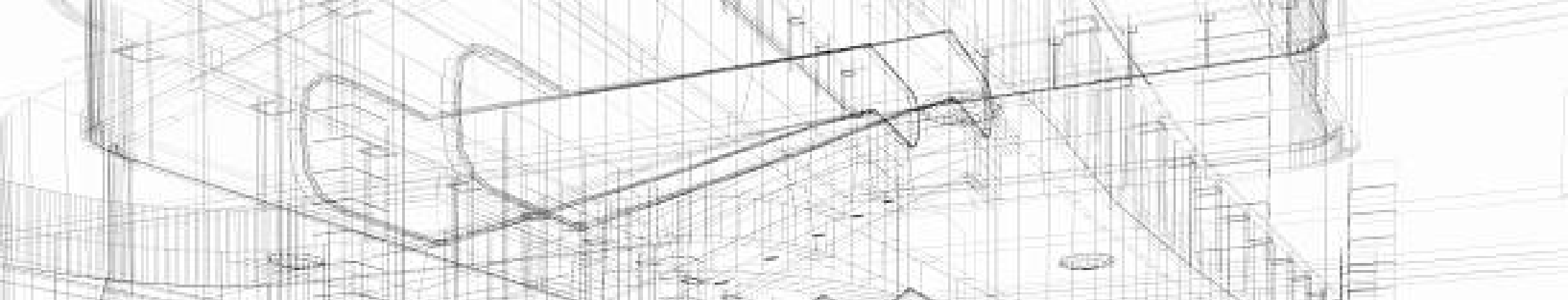
This is where the neighbourhood will gather in a welcoming and safe environment to celebrate life's special moments, watch children play, make new friends and enjoy a retail experience designed especially for them.

The modern, light-filled and spacious design of this highly-anticipated new community centre will provide residents of the surrounding areas with a shopping and meeting space they can really make their own. For many Rondebult shoppers it will offer a retail experience unlike anything they have ever experienced, and will have wide appeal across all age and income groups.

We've crafted a tenant mix which will combine supermarket favourites with a good sprinkling of exciting new-on-the-block retailers, a fabulous range of fashion stores, and easily accessible services. Our aim is to surprise and delight up-and-coming shoppers while providing a convenient and congenial shopping experience for everyone.

A selection of eateries will ensure that customers enjoy lingering while socialising with friends and family in a relaxing, upmarket and upbeat environment.

Convivial. Convenient. A go-to-space where you can shop-til-you-drop or simply unwind and breathe. Rondebult Shopping Centre will be all of this – and more.



access made easy

NEW ROADS

The centre is located conveniently close to a growing shopper community and will provide easy access to vehicles, via a number of new roads under construction, as well as to passing traffic.

EXISTING RETAIL = EXISTING INFLOW

The current feed onto the site from Van Dyk Road and Heidelberg Road is substantial because of the limited but well-established retail already trading exceptionally well there. In fact, the existing inflow of shoppers strongly supported the decision to establish additional retail.

HIGHWAY FEED

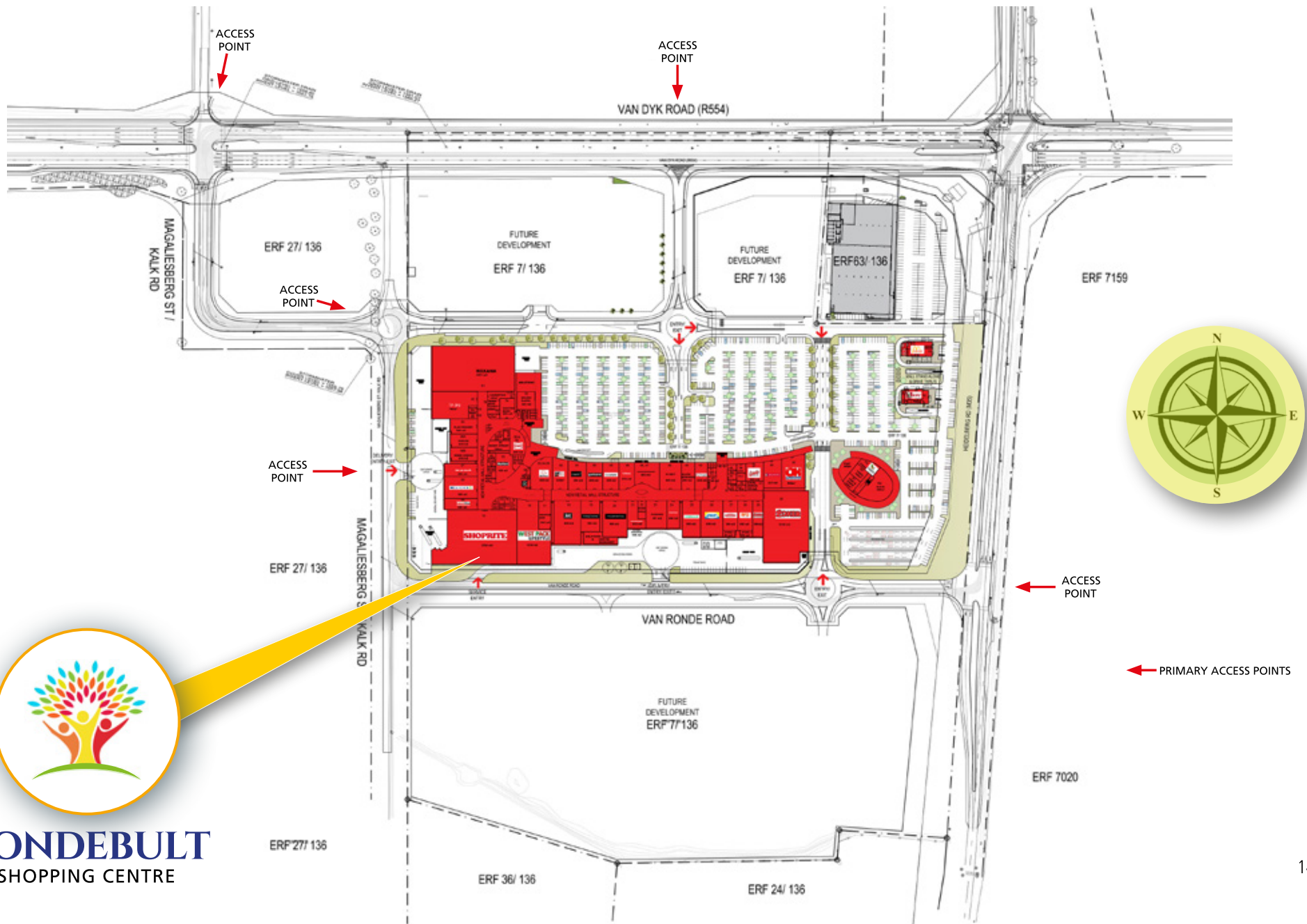
The N3 and N17 highways also contribute to traffic onto the site, bringing vehicles from secondary catchment areas to the retail node.

PLENTY OF PARKING

The development of a formal shopping centre will include $\pm 1,275$ parking bays as well as generous parking for taxis.



concept site development



RONDEBULT
SHOPPING CENTRE

who's in

The single-phase development of the shopping centre will consist of ±84 stores which will fully meet the immediate needs of Rondebult in terms of grocery and supermarket shopping as well as lifestyle retail.

- New and modern retail will feature strongly.
- Popular fast food restaurants are in.
- Two drive-thru eateries will cater for grab-and-go customers.
- Boxer, Shoprite and Roxana Fruit Market will anchor the centre.
- Fashion as well as Health & Beauty will dominate as categories.
- Convenience-related tenants will further boost the convenience offering.
- Banks and ATMs will round off a comprehensive retail mix.



concept leasing plan



now **leasing**

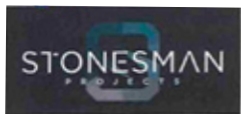


“Rondebult Shopping Centre, like so many of our other community retail developments, is ideally positioned for success. We have seen over and over again how robust this retail model is. We are very excited by what we are going to create here.”

– Gavin Tagg: CEO of Retail Network Services



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