


Opening October 2024





Leasing brochure

“Yes, the rhythm of life is a powerful beat Puts a tingle in your fingers and a tingle in your feet.”



 Welcome to iTonka Square in Selcourt, Springs, KwaThema, where the rhythm of life will pulsate along the walkways, through the malls, in the coffee shops and around the piazzas of this exciting NEW community centre.

 Be part of a vibrant, harmonious retail hub. Convenient and safe for your customers. Highly profitable for you.

 Think upbeat and mellow • Classic and funky •
Relaxing and electric • Good energy • Great vibes •
The best shopping experience – EVER

Discover iTonka Square





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the WHAT... about iTonka Square



-  Landmark and Retail Network Services are launching iTonka Square, a sparkling redevelopment of Tonk Meter Crossing which is an existing 8,156m² shopping centre on the corner of Tonk Meter Road and Rhokana Street in Selcourt, Springs, KwaThema.
-  The announcement that a fresh and modern 22,000m² community shopping centre will be established on the Tonk Meter site, is music to the ears of shoppers in the surrounding areas, and from much further afield.
-  iTonka Square's promise of top-quality grocery shopping, stunning on-trend fashion stores, nurturing wellbeing stores and glamorous beauty offerings, as well as a selection of handpicked coffee shops and eateries won't disappoint.
-  iTonka Square will become the driving rhythm of a vibrant retail experience in Selcourt.

iTonka Square at a glance

Shops

89



Drive-thru take-away



A formal taxi rank

Supermarkets



Filling station

Eateries and coffee shops



Free parking



the WHERE... macro orientation



Main Place	Approx Distance (km) from Site
Nigel	17
Brakpan	16
Tsakane	13
Springs	7,3





Putting iTonka on the map

- Situated in Springs within the Ekurhuleni Metro Municipality
- Situated between KwaThema to the west and Selcourt to the east
- 7,3km from Springs CBD
- Excellent macro access via the N17 and the R51

Linking iTonka to the community

- The shopping centre site is located on the corner of Tonk Meter Road and Rhokana Avenue in Selcourt Ext 20.
- Tonk Meter Road links the centre to the N17 to the north and Dunnottar to the south.
- Rhokana Avenue connects the site to the R51 (Nigel-Springs Road) to the east and KwaThema to the west.

iTonka on a winning streak

- iTonka Square is very favourably placed between two markets: a low-to middle-income market to the west and a middle to affluent market to the east.



the **WHERE...** micro orientation





iTonka's micro-dynamics

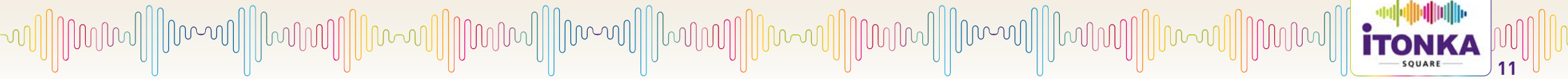
- iTonka Square is bordered by Tonk Meter Road to the north-west, Rhokana Avenue to the north-east and Atlanta Street to the south-east.
- Tonk Meter Road and Rhokana Avenue dominate in terms of passing traffic in both directions.
- The existing access points are on Rhokana Avenue and Atlanta Street.
- The current centre is strongly supported by vehicular custom. Therefore, the planned filling station and drive-thru take-away are expected to perform superbly well on this site.



WHO... is the iTonka shopper?



- The iTonka catchment area has experienced good household growth over the past ten years with Selcourt Estate and infill growth as the primary contributors.
- The estate is home to Black middle- to low-income consumers. Its first six phases sold out while 85% of Phases 7 and 8 have been snatched up, with Phase 9 still selling and developing.
- The average household size in the catchment is 3.3 with $\pm 28,449$ dwellings and $\pm 93,882$ people.
- Excitingly, iTonka Square is confident that its cutting-edge design and winning retail mix will prove a strong drawcard for higher income shoppers from the Nigel area.
- Retailers who make their home at iTonka Square will experience something very special – an authentic rainbow mix of South Africans bringing their unique rhythm to a warm and welcoming home-away-from-home.



the iTonka shopper



Area Population 93 882

Number of households 28 798



Income Profile	%
A++	0,0%
A++	0,3%
A	3%
B	11%
C	10%
D	21%
D LOW	30%
D ZERO	25%



Type Dwelling	%
House	75%
Shack	11%
Backyard	8%
Plot	5%



Race Profile	%
White	9%
Coloured	0%
Black	90%
Indian & Asian	0%
Other	0%



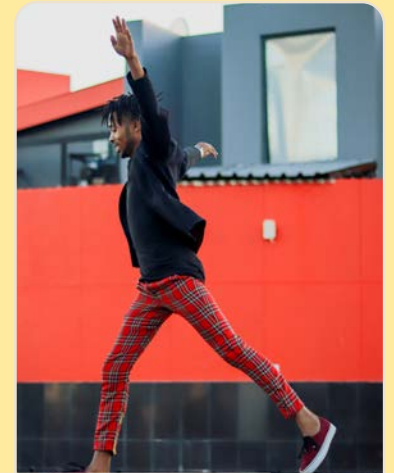
Age Profile	%
Children 0 to 19	34%
Young Adult 20 to 29	20%
Adult 30 to 44	21%
Mature 45 to 59	16%
Pensioner 60+	8%



Language Profile	%
English	8%
Afrikaans	4%
Other Language	1%
African Language	86%



Education Profile	%
No schooling	3%
Some primary	20%
Complete primary	5%
Some High School	34%
Matriculated	24%
Tertiary Education	15%



Gender Profile	%
Male	50%
Female	50%



the iTonka shopper








Employment Status	%
Employed	44%
Unemployed	26%
Not Economically Active	30%

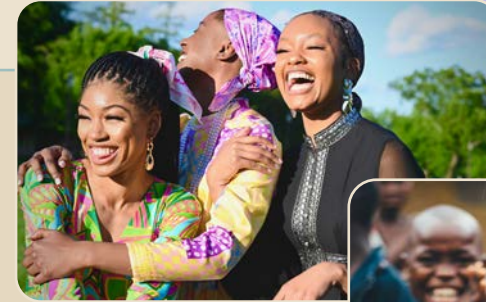


Employment Sector	%
Formal Sector	85%
Informal Sector	7%
Private Household	8%



Demographic overview:

-  The majority of people living in the catchment area are Black.
-  The data indicates that 58% of the population is aged between 20 and 59 years.
-  39% of the population have completed Matric or have tertiary qualifications.
-  44% of the population are employed primarily in the formal sector.
-  75% of the population lives in houses.



WHY you should consider iTonka Square


- With more than 1,000 parking bays, a formal taxi rank and an outstanding leasing plan, iTonka Square will strike just the right chord as a shopping and leisure destination of note in the Springs area.
- Convenient. A breath of fresh air. Fun. Zesty. Family-orientated but trendy and neighbourly enough to make everyone feel appreciated – that's iTonka.
- We're looking for the best retailers to show how we get retail right!

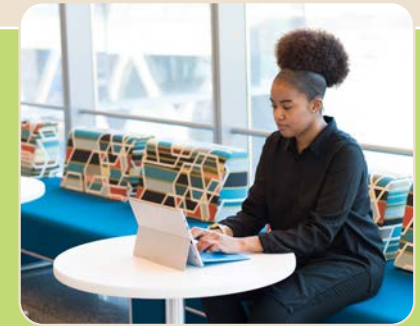


PROPOSED
LAYOUT PLAN



Compelling reasons to be at iTonka Square

- The retail potential in the primary market is some R2.1bn of which iTonka Square will realistically capture 17%.
- iTonka will appeal to a blended shopper model: both aspirational and well-established. 
- 75% of primary market residents live in formal housing.
- Competition in the catchment area is limited to smaller shopping centres.
- The existing centre on the site is already receiving 30% inflow support from areas outside the catchment area.
- Visibility of the centre will be optimised.
- Easy access to iTonka Square via cars and taxis will be fully enabled.
- Retail Network Services has delivered hugely successful retail developments for over 30 years. It 'gets retail right'.
- **iTonka Square is a success story waiting to happen. Be part of it.**



2024 Catchment Area Demographics		
No. of households by income group		
HIGH	A++	10
	A++	75
	A	905
MEDIUM	B	3 063
	C	2 929
	D	6 186
LOW	D LOW	8 532
	D ZERO	7 098
TOTAL DWELLINGS		28 798



CONTACT us

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 LANDMARK 

 RETAIL
NETWORK
SERVICES