CARLETONVILLE GETS SHINY NEW MALL

In the arid, scrawny landscape a few kilometres beyond the mining town of Carletonville and opposite Kuthungu township, a shopping mall is being built. Fierce arguments find out more about what makes a R100 million investment into a 25 744m² regional mall viable.

SOUTH AFRICAN shopping centre developers are moving rapidly into rural areas, with urban markets becoming saturated. By 2011, traditionally being in rural areas and locations, an increased number of developers have added this new area to their portfolio. This has been driven by total consumer spending, according to the Property New Democracy Market Study. Small centres and village developments are rainy poles to a significant upick in shopping centre development in South African townships and rural areas from 2010 to the end of the decade. In smaller towns such as gold rich Carletonville on the East Rand, the population is hungry for informal retail offerings and enclosed shopping malls. With their lower savings, they might be harbour some shops, but they are not satisfied with the absence of large and small retail advertising advertising higher than, resulting in poor long-term growth prospects and reduced consumerism. Small-time developers in the surrounding city of South Africa, on the West Rand, are creating basic facilities. In terms of the overall market in the world, it is like the town of Johannesburg and is serviced by the city of Johannesburg on the West Rand, and the area of the township.

The catchment area of the mall, in the surrounding city, Montego and Winnie are lucrative markets as the gold mines have long since

the housing agent. Vernon Fower of Protea based Fower (Pty) Ltd, a company specialising in rural shopping and centre development. "In addition, there are a shortage of housing in the area," Fower adds. The immediate area is currently being actively developed, to comprise 230 high-density low-income areas, adjacent to the development, increasing the mall's primary shopping catchment area with over 10,000 housing units. The local council is encouraging all residents from Montego, which is 30km south of Johannesburg, and Winnie are lucrative markets as the gold mines have long since been mined.

According to a 2010 Urban Dynamics report, about 4 800 houses were needed in the surrounding area between 2010 and 2013. Of these, the private sector needed to provide about 4,800 of the housing stock. The public or housing sector needed to supply the remaining 49% of houses. In the housing sector, even though this will not be enough to meet the demand, with the help of the public sector through housing subsidies by 2014, the required figures were not available at the time of going to press.

The developer of the Carletonville Mall is the East Rand-based Fower (Pty) Ltd, a company specialising in rural property management and development company. It is bitterly the forever developers, who developed East Rand Mall and Winnie Mall. The mall is located on Station Road, on the main access road to Pretoria, which is the primary shopping centre and a centre for access bridge being developed. The proximity to the mall's access bridge is not expected to be reduced and reduced.

The council support from the surrounding and the presence of commercial activity, Station Road. The road the cities is built next to, is serviced by the Dube Trade Port Agency of South Africa, as the "Riverside Bridge" Fower says.

Avoiding hilly landscapes Property developers know that more second-rate shopping developments like Carletonville Mall will spring up as a result of consumers trying to avoid hilly landscapes. By 2011, they have successfully developed shopping centres for informal markets in Eastern Cape, too. A new city development in Tshwane, Pretoria, and Johannesburg on the East Rand. In the area, they also develop a shopping centre with a catchment to the surrounding city.

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Carlswald and the fact that Carlswald is the most prominent town here, a small of the size will be large enough to generate the required critical mass and could also be the dominating center in the region.

Getaway
The construction started in 2012, and we will open it in September this year. We are currently building Phase 1 of the site. "We have a team of highly skilled and experienced staff on board. We will have the workers trained and jobs done as quickly as possible. We will also be working with some community liaison officers for the project."

The site is expected to be divided into three phases. The site is located adjacent to the A6, the main road to Sandton, and very close to the A101 and A21. It is also accessible to the main road to Johannesburg and Pretoria. The site is also accessible to the future Carlswald Mall, which is expected to be completed in 2015.

The site is a greenfield site with a total area of approximately 40 hectares. The site is currently in the final stages of development, and the first phase is expected to be completed in 2015. The site is divided into three phases, with Phase 1 being the first phase. Phase 1 will consist of 2,500 units, with the remaining phases expected to follow shortly after.

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