







Kaalfontein
CORNER

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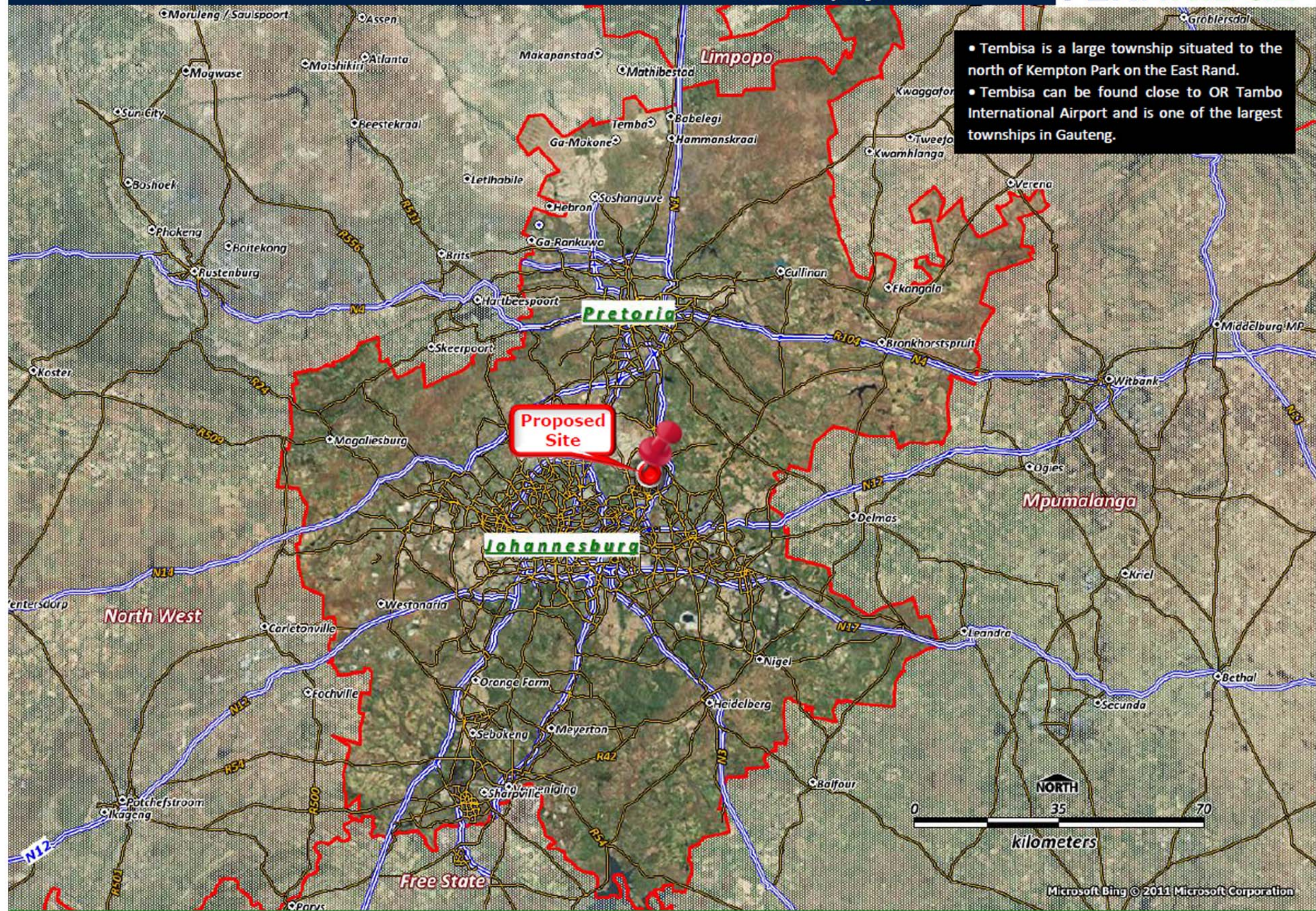




LOOK 'n FEEL

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CORNER

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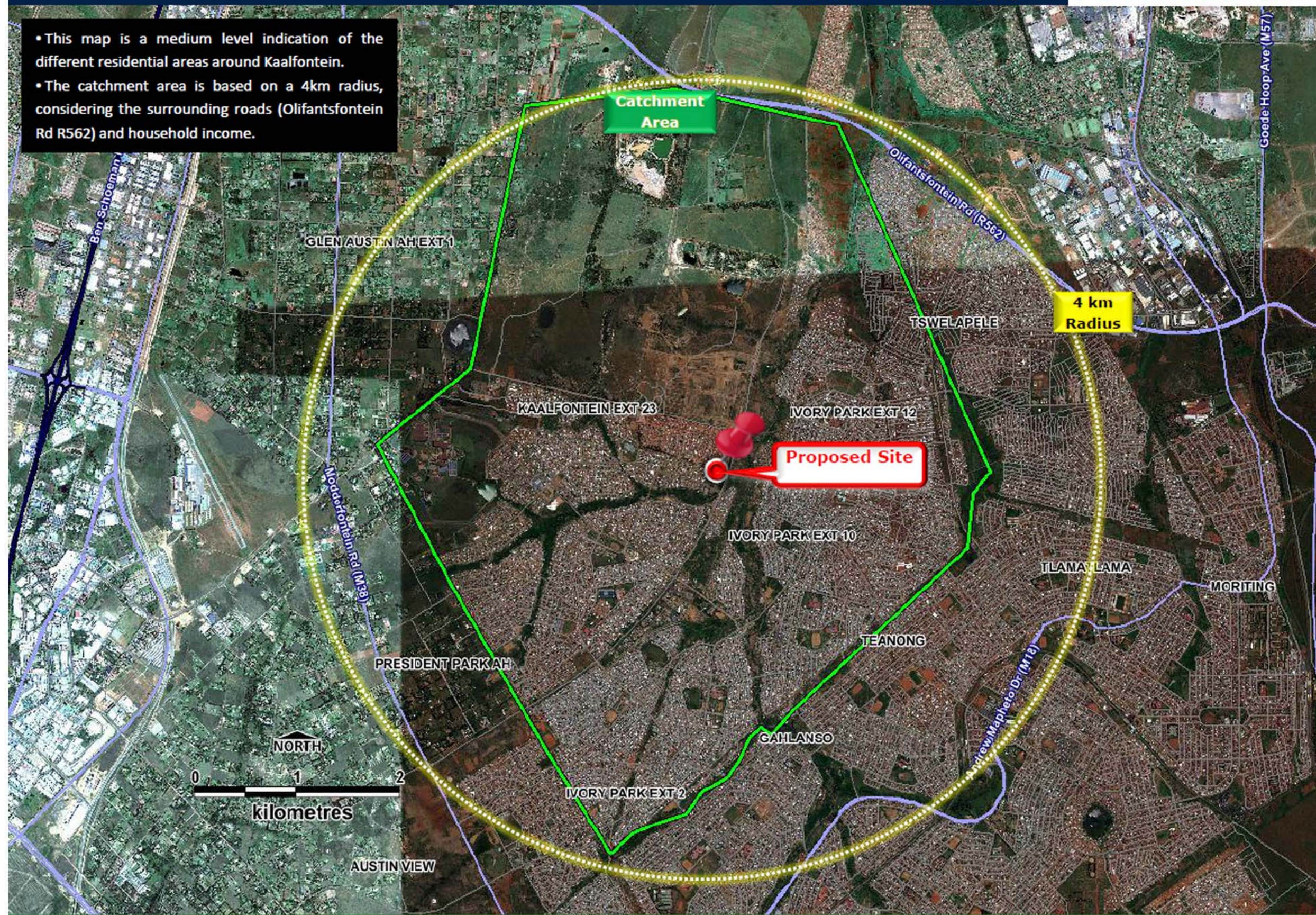
Micro Orientation

Copyright 2013: Fernridge Consulting
Source: 2007 and 2009 aerial photography

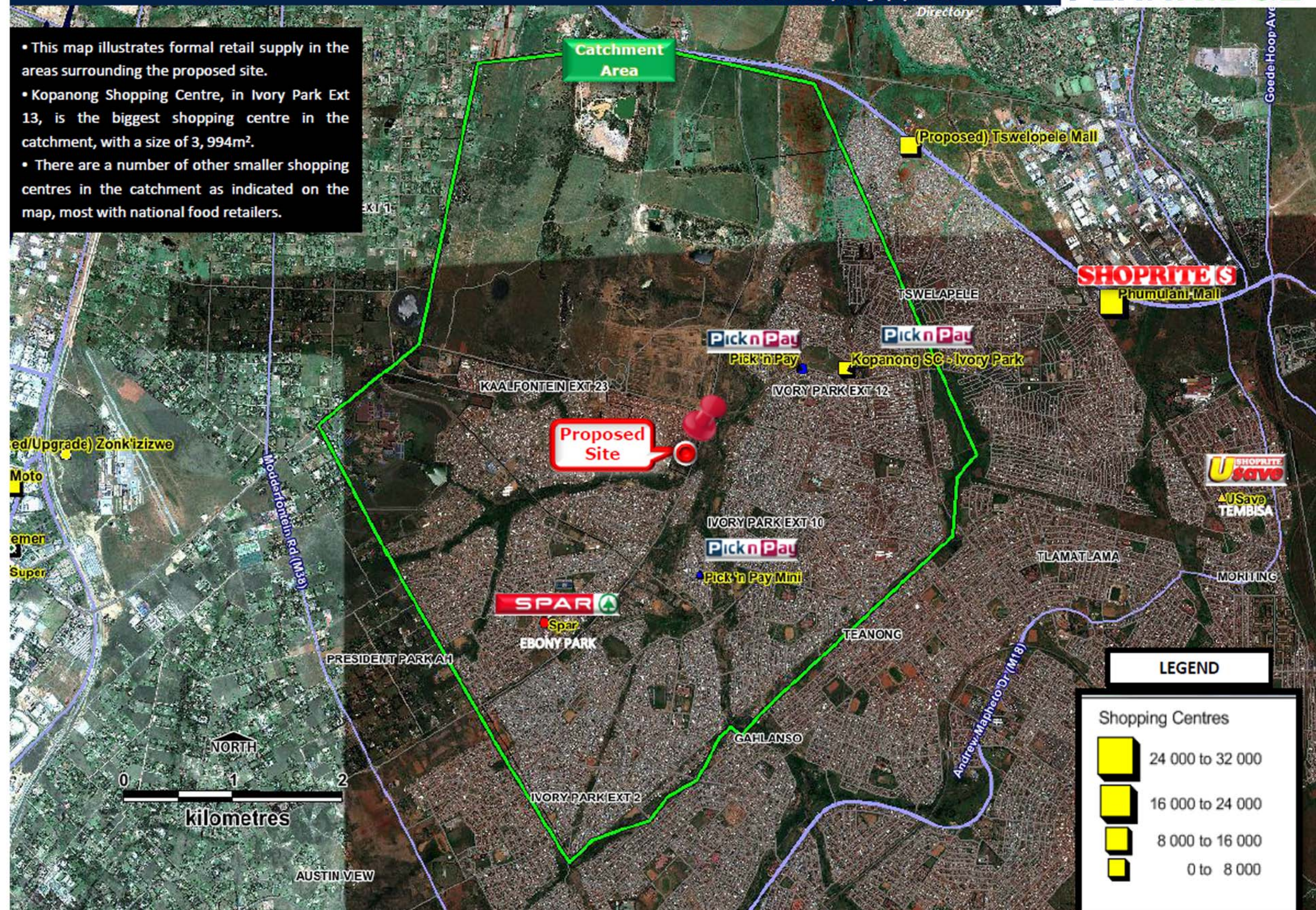
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- This map is a medium level indication of the different residential areas around Kaalfontein.
- The catchment area is based on a 4km radius, considering the surrounding roads (Olifantsfontein Rd R562) and household income.



- This map illustrates formal retail supply in the areas surrounding the proposed site.
- Kopanong Shopping Centre, in Ivory Park Ext 13, is the biggest shopping centre in the catchment, with a size of 3,994m².
- There are a number of other smaller shopping centres in the catchment as indicated on the map, most with national food retailers.



2013 Projected Catchment Demographics

					Rural setting	20%	higher trading density
					Town setting	50%	higher trading density
					Metro setting	60%	higher trading density
Main Retail Category	Total Expenditure / month	Total Expenditure / year	AREA: AVERAGE Trading Density (Rand / m² selling per year)	Area Total Retail Demand GLA (25% more than selling areal	Centre estimated capture rate (market share or MS)	CENTRE: @ HIGHER Trading Density (Rand / m² selling per year)	Centre Potential m² GLA
Food & Groceries	R 57 773 245	R 693 278 941	R 30 000	28 887	15%	R 48 000	2 708
Fashion - High end (A++ to B)	R 13 738	R 164 851	R 20 000	10	0%	R 32 000	0
Fashion - Low end (C to DZero)	R 15 448 217	R 185 378 607	R 10 000	23 172	5%	R 16 000	724
Health & Beauty	R 5 495 432	R 65 945 183	R 20 000	4 122	20%	R 32 000	515
Furniture & Appliances	R 7 597 145	R 91 165 737	R 8 000	14 245	0%	R 12 800	0
Home Retail	R 5 444 268	R 65 331 217	R 14 000	5 833	10%	R 22 400	365
DIY/ Outdoor	R 689 808	R 8 277 698	R 12 000	862	10%	R 19 200	54
Building Material Supplies BM	R 15 099 508	R 181 194 091	R 9 000	25 166	10%	R 14 400	1 573
Computing & Software	R 684 293	R 8 211 519	R 30 000	342	15%	R 48 000	32
Other Speciality & Services	R 9 353 359	R 112 240 309	R 22 000	6 377	25%	R 35 200	996
Entertainment	R 2 031 873	R 24 382 474	R 6 000	5 080	0%	R 9 600	0
Wine & Dine	R 2 855 813	R 34 269 751	R 14 000	3 060	15%	R 22 400	287
Fast Foods	R 6 324 384	R 75 892 602	R 18 000	5 270	25%	R 28 800	823
	R 128 811 082	R 1 545 732 980	R 16 385	122 426	12%	R 26 215	8 078 m²
	Total	Total	Average	m² area retail demand	Average	Average	Sub-total
					Add 10% for non-retail (banks, post office, etc.)		808 m²
					Additional inflow for support from outside catchment area		0%
					Total Centre GLA warranted		8 885 m²

2013 Catchment Area Demographics		
No of Households by income group		
HIGH	A++	0
	A+	2
	A	1
MEDIUM	B	4
	C	3 563
	D	7 409
LOW	Dlow	19 732
	Dzero	32 447
Total		63 159

- The projected 2013 catchment area demographics warrant an estimated centre potential of 8 885m² GLA, if the centre can capture 12% market share in the catchment area.
- Based on this high level desktop findings, we believe the indicated market share could potentially be achieved. The +- 9 000m² GLA centre will be the dominating centre within the catchment area.
- Please note that this feasible size is based on benchmarks and desktop data – no fieldwork.

Kaalfontein is located in northern Tembisa, Gauteng Province. The proposed site is located in Kaalfontein Extension 3, corner Angel-fish street and K111.

A catchment area was delineated for the purpose of this assessment. The presence of surrounding retail in the region and travelling distances are some of the main factors that influenced the delineation of the catchment.

Demographics for the catchment area were calculated by using 2007 and 2009 Africa Eye household counts which are based on aerial photography.

Growth in the proposed catchment area was calculated at 2% per annum between 2009 and 2013. According to the 2001 National census, the combined catchment area is dominated by a Black profile (±99.6%) mostly within the lower income segment (D & D Low income groups).

A 2% growth rate from 2009 will result in an estimated total of ±63,159 households in 2013. These households can sustain a total of ± R 57.8 million per month food & grocery expenditure potential (2013).

We believe the site can sustain a centre of +- 9 000m² GLA. Such a centre could achieve the required 12% market share, accounting for the retail competitors within the catchment area and outflow, and provided low vacancies, good tenant mix and a well supported taxi rank.

Banking facilities at the centre are crucial as they will add much needed service for workers in the area. Take-away offers at the centre should also be good as it could increase worker support at the centre.

The ideal layout of the centre would be that the retail centre face the passing trade at corner Angelfish street and K111 and public transport users to see the centre tenants. This layout would motivate potential shoppers to walk to the centre, considering that the proposed site is within a residential area.