

## **Ballito Junction Regional Mall redevelopment opens in March 2017**

The major redevelopment and expansion of Ballito Junction Regional Mall is increasing its current size by eight times, to 80,000sqm and its anchor tenants will grow to six - Checkers, Woolworths, Edgars and Game and its existing anchors Pick n Pay and Dis-Chem. The development will be complete by March 2017.



Owned and developed by the consortium of South African property companies, Menlyn Maine Investment Holdings and Flanagan & Gerard Property Development & Investment, Ballito Junction Regional Mall is the major expansion of an existing 10,000sqm shopping centre.

To ensure the mall's success, prior to its development the owners undertook comprehensive market research. Carl Jankowitz, director at Menlyn Maine explains, "We wanted to position Ballito Junction for local residents and our assessment supports this strategy. Of course, with the area's significant tourist appeal it will attract holidaymakers too. This will be a bonus for Ballito Junction retailers, but the mall's success won't depend on tourist trade."

### **Suburban paradise between two ports**

Ballito Junction is in the heart of Ballito, 40kms north of Durban on KwaZulu-Natal's North Coast, in the KwaDukuza local municipality, between the two major ports of Durban and Richards Bay. The municipality itself is home to a quarter-of-a-million people with a highly diverse population, rich in Indian heritage and Zulu culture.

KwaDukuza is the development engine of the ILembe district and contributes the highest percentage to the district's economy with industries such as sugar, paper, packaging, logistics, and agriculture, all supporting the growing business, industrial and residential areas. It is near King Shaka International Airport and the Dube Trade Port, which have boosted employment, infrastructure, empowerment, development and housing in the area.

From its roots as a small holiday town, Ballito has grown exponentially to become a suburban paradise. It

falls within the N2 and coastal development corridors, with growing business and industrial sectors and increasing residential development.

Its primary market comprises over 65,000 people in the 25,000 households in the immediate area. Here, around half of shoppers are high-end consumers. Its secondary market includes more than 510,000 people from around 140,000 permanent households. Some 40% are higher-end shoppers.

## **Serving large cross-section**

Responding to this, Ballito Junction has been positioned to serve the large cross-section of shoppers from the area's permanent population.

Pat Flanagan, co-chairman of Flanagan & Gerard comments, "As a large, dominant shopping centre with a super-regional pull, Ballito Junction will have something for everyone. Upmarket shoppers make up a smaller, but important, part of the Ballito Junction shopper market. The mall will also benefit from the cash economy and regular spend from the largest portion of our shopper market. The mall's retail, restaurant, entertainment and services will cater for a diverse mix of shoppers."

Currently, there is nothing that compares to Ballito Junction in the area. It will introduce a mix of leading retail and leisure choices. The mall's 130-store shopping variety will also feature an array of international brands independent retailers and entertainment for the entire family, to complement its line-up of national retailers

This retail variety gives it the power to attract shoppers from all over the region, and its easily accessible location supports this. Positioned one kilometre from the N2 highway, Ballito Junction enjoys excellent accessibility in its immediate vicinity as well as north, south and inland.

The owners' research shows that, as a result of its location, Ballito Junction's primary area will span about a 10km radius, from south of Tongaat to north of Sheffield and inland to areas such as Shakaskraal, Sandfields, Fairbreeze, Mitchell Village and Chelmsford Heights. Its secondary trade area extends beyond Zinkwazi and Darnall in the north to La Mercy in the south.

Ballito Junction is itself located in the middle of an upper market residential area, in a high growth region. In recent years, there has been a population boom, with various safe and gated estates built in and around the town. Indications are that this is set to continue. The result: a massive large demand for retail and recreational facilities from the local permanent population that Ballito Junction is designed to satisfy.