



WATERFALL CITY LAUNCHED

This development is driving Africa's fastest-growing urban node



From Left to Right: Natasha de Villiers, James Ehlers (MD - Atterbury Property Developments), JT Foxx, Solet Viviers and Coenie Bezuidenhout (Director - Atterbury Property Developments).

Last month, Atterbury Property Development, together with Attacq Ltd, officially launched the mixed-use Waterfall City™ development to the market. This launch marks the next wave of ambitious commercial development within Waterfall Business Estate.

Waterfall City™ is at the heart of Waterfall Business Estate, Atterbury's staggering 1,6 million square metre mixed-use commercial development. The exciting 800 000 sqm mixed-use Waterfall City™ occupies around 60% of the entire Waterfall Business Estate.

Leading JSE-listed capital growth property company, Attacq is the major investor in Waterfall Business Estate and holds an 81% stake in Waterfall City™. "This ground-breaking development is the highlight of our portfolio. The continued roll-out of Waterfall Business Estate™ supports Attacq's sustainable growth and performance. It has gained excellent market traction and is making pleasing progress," says Morné Wilken, CEO of Attacq.

As many of you may already know, the tailor-made 330ha new Waterfall City™ will feature everything expected from a



vibrant modern city of today. It embraces integrated, new urban living to the fullest with retail facilities, offices, homes, hotels, a hospital, parks, take-aways, restaurants, entertainment and more. “Waterfall City™ is the whole package. It is more than a city, it’s a truly connected, fully-integrated lifestyle,” says Atterbury Property Developments MD, James Ehlers. “Its design is inspired by the principles of walkable, energised, mixed-use environments to create a truly trailblazing city.”

At the launch event held last month, Atterbury invited guest speaker JT Foxx, from the US, to address the audience about the opportunities that Africa holds. JT Foxx is a globally renowned entrepreneur and real estate investor and is considered to be one of the top speakers and strategists globally, as well as a phenomenal coach in business, wealth and real estate management.

JT Foxx gave his insights into future investment trends, highlighting that he believes Africa to be a future investment hub to watch – citing that the Waterfall Business Estate development is creating a true legacy for Africa. What was rewarding to hear is that he spoke about how he views the Waterfall Estate development as one of the most ambitious of its kind, one that offers some exceptional opportunities.

“Waterfall City™ is an unique proposition and we certainly agree with the sentiments of JT Foxx. Not only does it offer a vibrant mixed-use environment and convenient contemporary lifestyle, but it also has a great location and it is affordable. This is a development that is truly expanding,” says Ehlers.

Under construction at the nucleus of Waterfall City™ is the super-regional Mall of Africa. At 116 000 sqm, this is South Africa’s largest single-phase shopping mall development to date. The R3,5 billion, two-level mall is set to commence trading in April 2016.

In November 2014, a 4100 sqm, 150-bed City Lodge Hotel will welcome guests to the city. Furthermore, Atterbury has the rights to develop 1200 urban residential units in Waterfall City™.

In addition to premium-grade corporate offices, Waterfall City™ will further accommodate tenant-driven low-density office developments, including Maxwell Office Park, as well as motor dealerships and other businesses hand-picked to benefit those who come to Waterfall City™ to work, live, shop, stay and play in the fastest growing urban node in Africa.

For businesses, Waterfall City™ – like the rest of Waterfall Business Estate – has the flexibility to respond to specific tenant requirements, creating efficient, tailor-made premises.

The list of leading companies that recognise the impressive benefits of offices in Waterfall City™ is already impressive, and growing. Novartis has just concluded a deal for its new corporate offices at Waterfall City™ – the area will span some 7000 sqm and the expected occupation date is April 2015. From December 2014, Covidien will operate its distribution centre of 11 000sqm at the Waterfall Distribution Campus.

In fact, development at Waterfall City™ is ongoing, with work already commencing on offices for Dräger, Angle Shack (Giant Leap Group), Westcon and Premier Foods.

To date, four large projects have been completed in Waterfall Business Estate: the 44 200 sqm Cell C Campus, the 26 286 sqm premises for MBT Technologies, the 23 139 sqm head office for Group 5 and the 6 198 sqm head office for Golder and Associates. In addition, the Mall of Africa is attracting top international, national and bespoke retailers to Waterfall City™.

Besides having everything needed for safe, quality everyday living within walking distance, Waterfall City™ is linked to public transport both within and around the precinct. It also enjoys easy access to major routes and benefits from detailed planning for effective traffic flows.

Waterfall City™ also connects seamlessly with the outdoors, featuring refreshing green spaces and parks. The design takes cognisance of the environment, making it both green and efficient. “Waterfall strives to promote an integrated, eco-friendly environment which provides good quality of life. Waterfall City™ will embody this,” says Ehlers.

With all this, it is no surprise that Waterfall Business Estate is poised to become one of the strongest and most successful nodes within the Gauteng market and in South Africa, with positive and far-reaching socio-economic benefits.

“This vibrant city, with a modern new urban framework, is growing to become an exciting contemporary landmark at the forefront of development and lifestyle,” says Ehlers. 