

Parklands sales remain strong – Rivergate unbelievable!

Dave Macleod-Elliott (Sales Director – Dec 2013)

At the end of October we achieved two goals – we opened the Sandown Road Link through Parklands and we launched Rivergate. During November, the Aska sales team concluded 53 land sales in these developments with a sales value in excess of R90 million ...with many more sales in the pipeline!

Parklands accounted for 28 of these sales. 27 of these were zoned for single residential homes confirming that this suburb remains a popular choice for individuals and developers.

Whilst there are guidelines in place in Parklands, the guidelines offer sufficient flexibility in the design ensuring that homeowners can create an individually styled home to suit their requirements. Prices for plots in Parklands range between R300,000 and R650,000.

The remaining Parklands sale was for a commercial site situated at the intersection of Sandown Road and Parklands Main Road - where the Parklands Plaza is planned.

The plaza will be anchored by Shoprite and has been designed to allow for excellent flow and good access to line shops as shoppers walk to and from Shoprite. A food court has been planned in the middle of the centre.



But it's the sales in Rivergate that blew us away! Rivergate is a mixed land use development, with a commercial strip on either side of Sandown Road, a business and light industrial area to the north of the commercial strip, and a more affordable residential area south of the commercial strip extending down to the Diep River. There are some big parcels of land here and there is big interest!

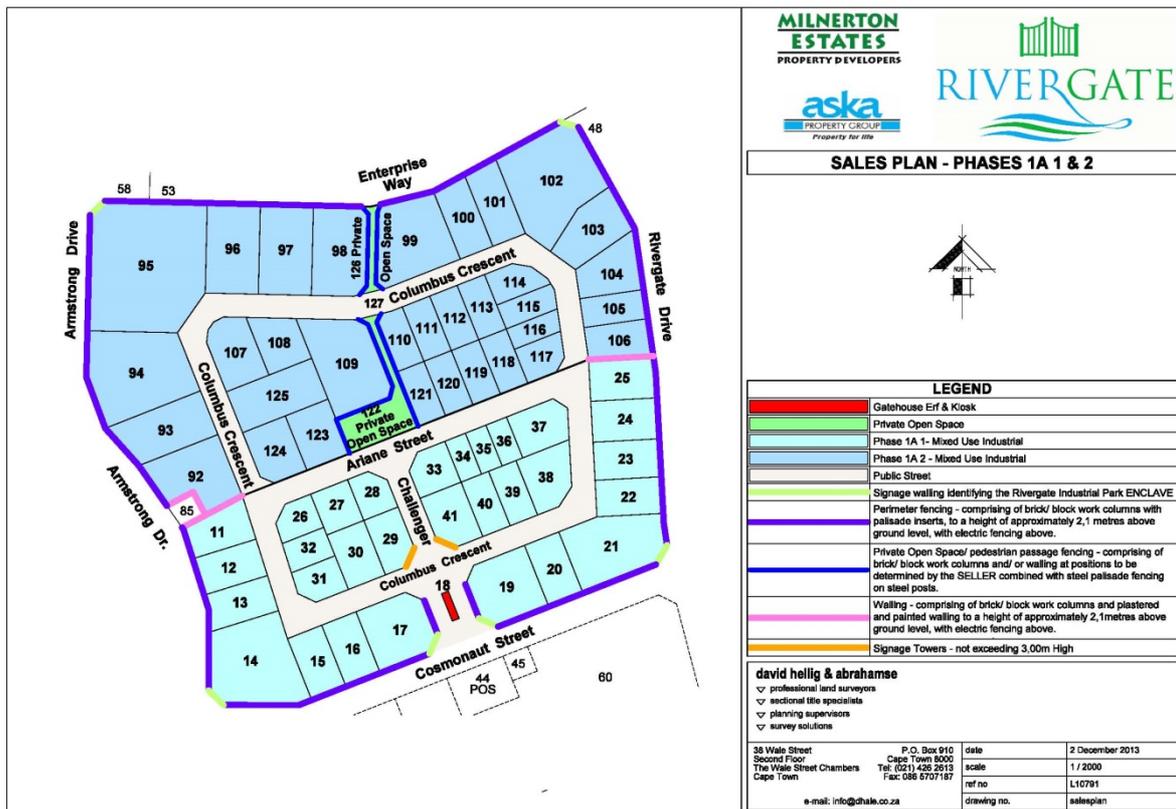
Whilst we'd expected strong interest in the area, particularly the Industrial Park which was launched with the road opening, we couldn't anticipate that the entire park would be spoken for within the first month.

Of the 30 plots launched in the park we'd concluded 25 sales by month-end and are now finalising the remaining few.



To accommodate the commercial and light industrial interest here, the joint developers, Milnerton Estates and the Aska Property Group, have increased the Rivergate Industrial Park by introducing a second phase to the park.

The initial phase launched is positioned in the bottom half of the illustration below. The second phase now introduced is positioned above that and is shaded in a darker blue.



The “now-increased-in-size” industrial park will be securitized by an electric palisade walling/fence combination with a guard house positioned at the entrance off Cosmonaut Street. A centrally positioned landscaped park and pedestrian passage to the north are planned.

In addition to a security guard observing access to the park, cameras are planned around the perimeter of the park with off-sight monitoring provided by a specialist company.

This second phase offers plots ranging from 533m² to 6,764m² with prices from R798,000 to R8,560,000 VAT inclusive.

Interested parties can contact the writer at Aska’s Sales Office on 021-556-2333 or visit www.rivergate.co.za