

platzammeer



*Swakopmund Waterfront: New Namibian Landmark*



# platzammeer

This new development is designed in harmony with the environment and offers luxury apartments and penthouses all linked to fashionable shopping with beachfront views, green walkways and child-friendly play areas. Elegance and comfort, taken to new heights by the beauty of the Namibian coastline, is what makes Platz am Meer development the place to be.



**70**  
shops



**12**  
restaurants



**16**  
fashion &  
beauty



**3**  
banks



**36**  
luxury  
apartments



**1**  
Health &  
fitness centre



**595**  
parking  
bays



## *Platz am Meer - Swakopmund Waterfront*







Trading since	September 2016
Total built area	29,500m <sup>2</sup>
Investment Value	R547 444 938
National Tenants	84%
Major Tenant	Checkers
Trading Density/m <sup>2</sup>	R32 200/m <sup>2</sup> p/a
Number of Shops	70
Luxury Apartments	36

#### TENANT LIST

Ackermans, Au Bord de 'Leau – French Cuisine, Asian Star, Aviary Coffee Shop, Bank Windhoek, Biltong Den, B&D Clothing and Accessories, Bluegrass Seafood restaurant, Cell-U-Link, CNA, Cape Union Mart, Checkers, Chinese Clinic, Christian Mobile Literature, Circulation Namibia Trading, Clicks, Crazy Store, Cross Trainer, Debonairs, De Wilde Pap en Grill, Dis-Chem, Edgars, Execuspec, Eight Plates Health and Fitness Gym, First National Bank, Fishaways, Gracies Beauty Parlour, Jaiting Sushi Bar, KFC, Liquor City, Milky Lane, Monsieur Mens Boutique, Mugg & Bean, MTC, My Home Properties, Nanodog (istore), News Cafe, Novacambios Bureau De Change, Outdoor Centre, Pandora Jewellery, Pep Stores, Pep Home, Sabine's Hair, Seeff Holdings, Shoe City, Signature Cosmetics and Fragrances, Standard Bank, Streethouse Clothing, Steers, Studio 88, The Vault Emporium, Outdoor Centre, Vetsmart, Woolworths, WKH Law Firm,

## Convenient Shopping





## Sustainability features

Shopping Centres normally have large roofed areas making them ideal for photovoltaic electricity generation. We are retro-fitting all our Centres with solar power systems. In Swakopmund, with its high electricity price from the grid, this was an even more sensible option. All apartments and restaurants have access to or are supplied with natural gas, which is a cleaner fossil fuel than the diesel used to generate electricity in Walvis Bay.

The Shopping Centre's walkways are naturally ventilated with the airflow controlled by the opening and closing of clerestory windows according to the need of the day. Natural light is as important in managing the electrical demand, so great care was given in flooding the mall with natural light from all sides.

Only high quality materials and suitable techniques for this unique environment were used in its construction. With the Sulphur rich mist in Swakopmund causing aggressive and corrosive conditions, innovative installations were crucial. Imported self-adhesive roof tiles, with no metal were used. Such finishes will enhance the lifespan of the building and simultaneously reduce the need for costly maintenance works and frequent improvements.



*Naturally ventilated - Solar Panels - Durable finishes*







## Some interesting facts about Platz am Meer

- First two escalators for Swakopmund/Erongo area
- First Dis-Chem and Checkers in Erongo area
- ± 920 000 man hours of construction work
- Rock placed for break-water: 135 000 tons
- Concrete placed: 15 866m<sup>3</sup> (2 644 truckloads of 6m<sup>3</sup> each – 13km queue of trucks)
- Bricks used: 2 764 951 (923 truckloads, a 5,5km queue of trucks)

- Form work: 100 579m<sup>2</sup> (16 rugby fields)
- Brick force: 70km used
- Reinforcing bar (Rebar) used: 1 129 tons
- Bags of cement: 135 565 bags/6 780 tons (226 truckloads of 30 tons each, a 2,48km queue of trucks)
- Plaster: 43 139m<sup>2</sup> (7 rugby fields)

### Swakopmund's market population:

**2014:** 16,400 households  
**2020:** expects to increase to 21,700 households

### Target Market

Monthly average household income: N\$31,000 in a highly educated population with 83.6% part of the local labour force.

### Retail Demand

**2014:** 60,289m<sup>2</sup>  
**2016:** increase to 66,268m<sup>2</sup>

Nett effective demand: (shortfall) of ±37,000m<sup>2</sup> by 2016

### Current Retail Supply

**2014:** 29,373m<sup>2</sup>  
**2016:** Platz am Meer added 29,500m<sup>2</sup>

## Demand and Supply





Walvis Bay: 42km

Henties Bay: 67km



## Swakopmund development and routes to the Waterfront





Safari is confident that the Waterfront will become a popular destination of choice

#### CHECKERS & WOOLWORTHS

These two stores were overwhelmed with their performance as they exceeded their target, although they mentioned that their stock prediction was far too low – they were not expecting the stores to do so well!

#### DIS-CHEM

The other huge draw card for this centre was the first Dis-Chem for the coastal area, with the pharmacy which also opened their doors in January 2017.

#### PEPKOR

The store traded extremely well and all their stores performed above their targets and very little cannibalisation took place between the CBD and new Platz am Meer stores.

#### SHOE CITY:

Swakopmund were thrilled with having Shoe City in town. This was realised not only from direct customer feedback, but also in the performance of the store being well above expectations, in fact for the opening week performance was over 150% of the sales target.

#### CAPE UNION MART

Jennifer Coetzee, Cape Union Mart's Marketing Executive said: "Being the first Cape Union Mart store in the area, we are thankful for being so well-received by the community"



*Platz am Meer - Luxury Seafront Living*







*Platz am Meer - Luxury Seafront Living*



### **PANDORA**

Pandora which is a 39m<sup>2</sup> store, did close to a million N\$ turnover during Dec 2016.

### **FAMOUS BRANDS**

They relocated all their take away stores to Platz am Meer from the CBD and they have more than doubled their turnovers at Milky Lane alone, compared to their old CBD store, this is all due to ample parking and a one-stop shopping centre for Swakopmund.

### **FIRST NATIONAL BANK**

It is quite a privilege to have FNB part of the Platz am Meer's tenant mix, due to the fact that they have won the award for the Best Bank 8 consecutive times and 9 times overall.

### **BANK WINDHOEK**

With the opening of the second agency in Swakopmund Platz am Meer, Bank Windhoek now has a branch, sub-branch and agency network of 56, making it the bank with the largest banking footprint in Namibia.