

Abland opens fully let Central Blue Shopping Centre in Blue Downs

Central Blue Shopping Centre opened its doors today in Blue Downs, Cape Town, bringing everyday shopping, services and dining closer to home for residents of Central Blue Estate and the surrounding neighbourhood.



▲ 27554_Aerial view of Abland Property Developers' Central Blue Shopping Centre .JPG

Developed by Abland and its investment partners, the fully let centre offers approximately 8,000m² of gross lettable area on a 1.8-hectare site at the corner of the M54 and Endurance Road. Anchored by Superspar, it combines national retailers with a range of specialist shops and services, complemented by a restaurant pavilion.

Abland director Grant Silverman says the centre was planned as the retail heart of Central Blue Estate, with the daily needs of residents shaping its location, layout and tenant mix.

“Central Blue will ultimately accommodate approximately 1,800 homes across its residential villages. The centre was designed around the everyday shopping needs of those households,

while also being easily accessible to the wider Blue Downs community,” says Silverman.



Its position provides access from within the estate as well as visibility and convenience for customers travelling along the adjoining main roads. The layout connects the centre to the estate’s parks and planned private school, enabling residents to incorporate shopping into their daily routines on foot. The site is also well located for future MyCiTi bus route extensions.

For Silverman, understanding the people who will use a centre is fundamental to developing a successful neighbourhood retail offering. *“You need to understand the community you are serving and what residents need from their local centre. That understanding informs the mix of shops and services, and how the centre fits into everyday life,”* he says.

Alongside Superspar, the tenant mix includes Clicks, Cashbuild, Capitec, PEP and OBC Better Butchery. Services and specialist retailers include 24hr Laundry, Aux London Cell, Home Plus, Vintage Barber and House of Spices. Tops at Spar is also confirmed as a tenant and will begin trading at a later date.

The food offering includes KFC, while Hungry Lion, Fish Co and Jowa’s Coffee occupy the restaurant pavilion. With its distinctive design and artwork, the pavilion provides a focal point

for the centre and a place for customers to meet and enjoy a meal or coffee alongside their shopping.

The centre's fully let status reflects both Abland's retailer relationships and the commercial opportunity identified by tenants in this growing residential area.

"While relationships remain extremely important, retailers are also well informed about gaps in the market and make strategic, informed decisions when selecting retail developments in which to establish a presence," says Silverman.



▲ 27554_Abland Property Developers' Central Blue Shopping Centre .JPG

Construction was completed over 11 months and created approximately 200 construction jobs. Local participation included general labour, wet trades, and the hire of plant and equipment.

The centre incorporates solar photovoltaic panels, backup power and a backup water supply to help maintain trading during service interruptions.

The professional and delivery team included architects Boogertman & Partners and main contractor CDP, with Broll responsible for property management.

The opening follows Abland's recent completion of Saxdowne Shopping Centre, approximately five kilometres away on Stellenbosch Arterial, and forms part of its continuing pipeline of retail developments in the Western Cape.

"With Central Blue, the aim is to bring a useful combination of shopping, services and places to eat into the neighbourhood," says Silverman. "We look forward to seeing the centre become part of daily life for estate residents and the surrounding community."

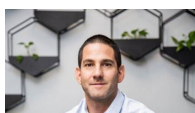
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About Abland Property Developers:

Abland Property Developers continues to shape the South African landscape for the better, with prestigious mixed-use precincts and premium office, retail, industrial and motor spaces. As a result of its commitment to creating world-class property developments, Abland's quality spaces have attracted top local and international businesses for over 30 years. With an innovative approach to property development, Abland considers every detail from sustainable building practices, transport links, connectivity, state-of-the-art security, accessibility, green surroundings and improved work performance to be able to create spaces in which South Africans can break new ground.

Image Captions:

- **Aerial view of Abland Property Developers' Central Blue Shopping Centre**
- **Abland Property Developers' Central Blue Shopping Centre**
- **Grant Silverman, Director of Abland Property Developers**





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