

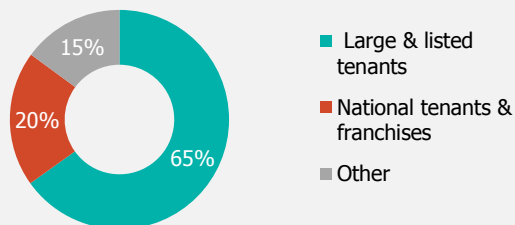
Alexandra Plaza

Cnr 3rd Street and 1st Avenue, Wynberg, Gauteng

An established small regional centre in Wynberg



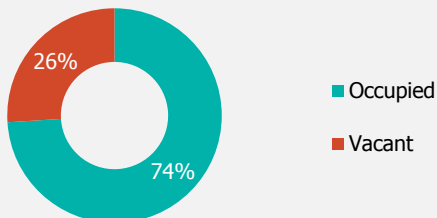
Tenant analysis by GLA (m²)



Key facts

Classification	Small regional centre
Region	Gauteng
LSM	3 - 6
Total GLA	21 590m ²
Occupancy	74%
Anchor tenants	Shoprite, Superspar

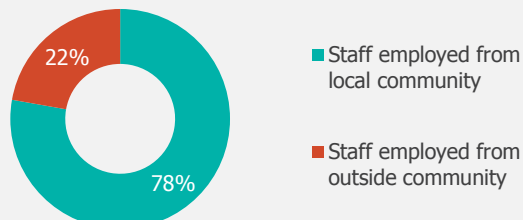
Vacancy rate (retail as % of retail GLA)



Highlights

- Recently refurbished shopping centre situated in the busy Wynberg node.
- Anchored by a Shoprite store with a successful trading history.
- Newly built on-site taxi rank.
- Easily accessible via public transport and on foot from the surrounding community.

Staff employment analysis*



*relates to centre management staff & retailers' staff

A total of 549 people are employed at Alexandra Plaza – 424 people are from the local community and 129 people are from other communities.



Location	Alexandra Plaza is located in Wynberg which is situated east of Sandton.
Design	Alexandra Plaza is single storey shopping centre with on-site parking. A refurbishment of the centre, which included the addition of main and secondary signage towers, an upgrade of the ablutions facilities, and the development of an on-site taxi rank and taxi offices was completed in February 2018.
Access	The centre is easily accessible from Pretoria Main Road from the M1 highway.
	National tenants account for approximately 85% of the occupied gross lettable area. The centre is anchored by a Shoprite store. Other national tenants include FNB, Capitec Bank, Standard Bank, Absa Bank, African Bank, Beaver Canoe, Shoe Zone, Webbers, Jet Mart, Jam Clothing, Joshua Doore, Pep, Ideals, Pep Cell, Ackermans, Fashion Freak, Rage, Liquor City, CB Stores, KFC and Autozone.
Social impact	<p>The Academic Prize Programme has been implemented at five schools in Alexandra: East Bank High School, Ekukhanyiseni Primary School, Dr Knak Primary School, Gordon Primary School and Carter Primary School. The academic prize is awarded annually to the top academic student in Grade 6 for junior schools and Grade 11 for high schools. The prize consists of a floating merit board which is engraved with the prize winner's name, a certificate of achievement, a gift voucher from a selected shop at Alexandra Plaza and fully paid school fees for the next academic year.</p> <p>Barefoot No More has developed a unique school shoe which is the perfect solution for children located in rural areas. Most of these children have not had the opportunity to own a pair of new shoes, let alone have the resources to maintain them. To date, 1 496 pairs of school shoes, together with centre branded book bags and stationery sets, have been donated to Dr Knak Primary School.</p> <p>Cangro is a proudly South African 'green' initiative in the progressive educational and food security space which teaches children how to grow food, upside down. Their vision is to empower children with the knowledge, skills and capacity to successfully nurture and care for their very own upside-down tomato plant, simultaneously teaching them to nurture and care for themselves and their environment. In 2017, 348 Grade 3 scholars from Carter Primary School and Ekukhanyiseni participated in the two-month programme.</p>
Media and promotions	Alexandra Plaza has two double-sided billboards, one tri-sided billboard and an advertising tower in place. Promotions and activations at Alexandra Plaza are being driven by a full time promotions manager to increase the income at the centre.

Alexandra Plaza

Centre layout

