

MARKET ANALYSIS

REDEVELOPMENT OF THE KING DAVID MOWBRAY GOLF COURSE AND SURROUNDS

A Market Analysis was conducted, and the demand and proposed development supply are summarised below.



Residential

Affordable Housing

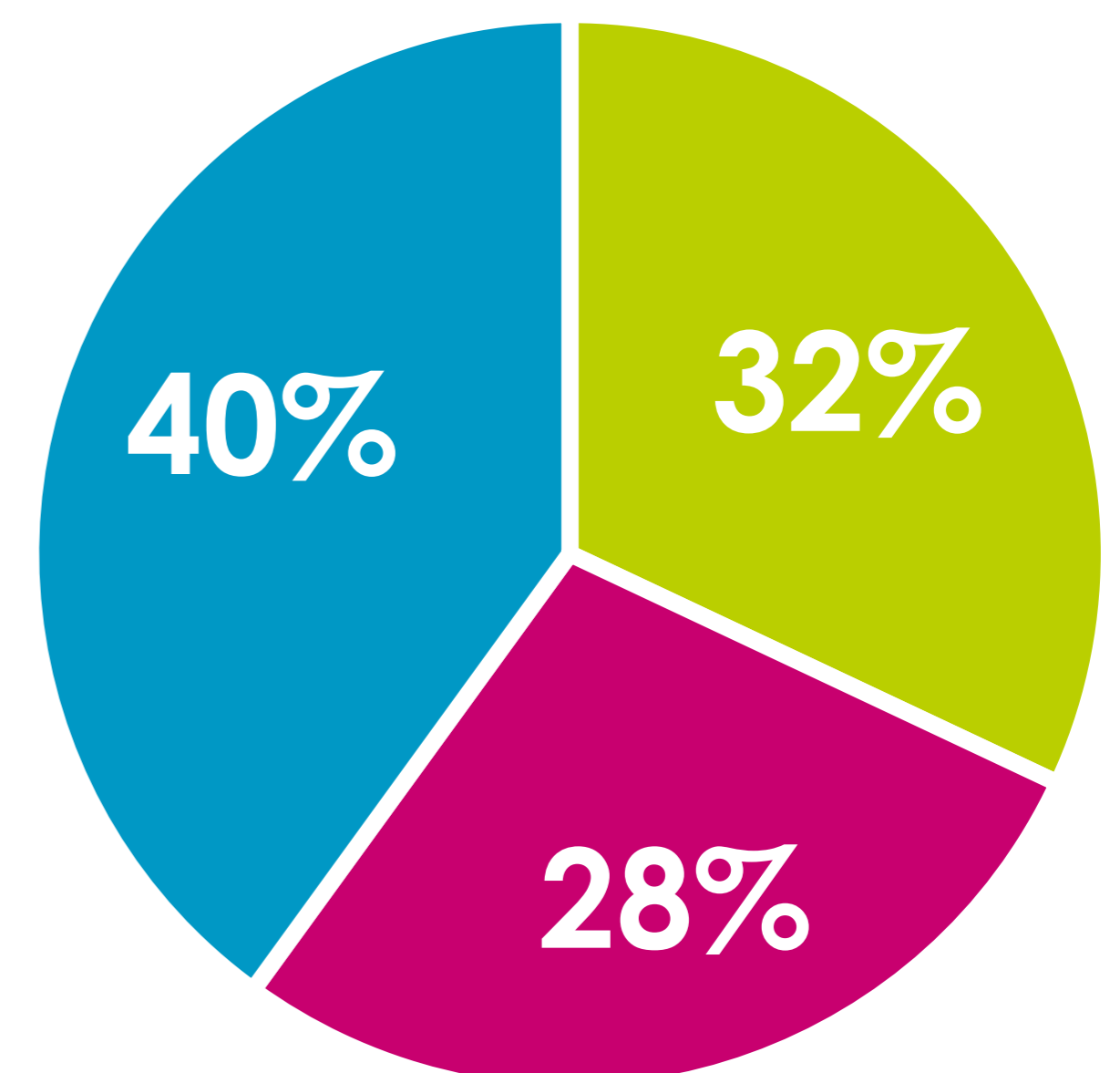
32% of the residential demand is expected to be affordable housing. Lower range of this income category would require subsidisation. These households are unlikely to qualify for a bond to purchase.

Middle Income Households

28% of the residential demand is expected from middle income households. Both bonded and rental options at market-related sizing would be in demand for the full income range.

High Income Households

40% of the residential demand is expected from high income households for bonded and/or rental options. Strong potential for financial feasibility should units be made available that cater to their needs.



Office

The **demand for office space** is anticipated to be approximately **85 000 sqm in 2035**.

The best fit for these offices would be companies in **finance, insurance, real estate, business services, and community services**, since these types of businesses are expected to have the highest demand in the future.



Industry

The **demand for light industrial space** is anticipated to be approximately **12 000 sqm in 2035**, mainly for businesses like **food and drink manufacturing** and companies that handle **transport and storage**.

Importantly these spaces should **exclude loud and hazardous industries**, as these could make the area less attractive for other uses.

Being close to major roads, and the proposed **Jan Smuts link**, could make these spaces even more desirable for these uses.



Retail

By 2035, the **demand for retail space** is anticipated to be approximately **101 000 sqm**.

The most suitable retail development for the site would be a **small convenience centre** with 5 - 25 stores, designed to meet the community's needs.