

GMI adds new mall to stable

GMI Properties Adds a New Mall to its Stable: Bronkhorstspruit Mall

GMI Property Group announces the development of the much-anticipated Bronkhorstspruit Mall, ideally situated with excellent visibility from the N4 and the R25. The Mall will service some 42 thousand households in this catchment area. With a footprint of 24 000 square meters of lettable space, with some 60 stores, visitors can look forward to refreshingly new and familiar offerings covering the spectrum of fashion, food and lifestyle in this distinctive retail destination.

GMI Property Group Managing Director, Gerald Dros says, "After two years in the making, we're confident this mall will bring verve and vigour to communities in the surrounding area. Our vision was to create an experience and turn this into the area's most vibrant shopping destination."

The total investment is R360 million with the architectural design process an interactive to ensure that the layout, unit sizes and mix meet the demands of the local market. Dros says, "it is not just about building a shopping mall anymore, it is about offering retail therapy." Dros believes that hitting on the right formula for success and being part of an integrated development plan, which includes consultation with the local community is core to a successful retail development.

Key Tenants

With 144 000 potential consumers in the surrounding area, Dros says an important consideration for the GMI Property Group is to find the right kind of retailers and have a balanced mix between generic and exclusive brands. GMI property Group is in talks with double anchor tenants Shoprite and Checkers: "We talk to retailers and work hard to understand their consumers, what their purchasing trends are," he adds.

GMI Property Group focuses on a younger, aspirational demographic, with a high percentile of interest in grocery and fashion shopping. "We must also plan properly so that tenants can thrive."

Driven by the promise of delivering outstanding service, visitors will enjoy contemporary amenities and modern conveniences with distinctive outdoor recreational areas.

Bronkhorstspruit Mall is expected to be open to the public towards the end of 2024.



For any enquiries please contact
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