



# LONG BEACH LEASING GUIDE

OWNED &  
MANAGED BY

**GROWTHPOINT**  
PROPERTIES



01



# GROWTHPOINT OVERVIEW



## 01 GROWTHPOINT OVERVIEW

# MANAGER & OWNER OF MALL

Our extensive and diverse portfolio of retail assets consists of quality, well-supported malls in major metropolitan areas that have a high renewal success rate.

From community shopping centres and lifestyle retail parks to large regional malls, they are a positive force for the local economy and society through their charity and community work, building strong connections with our shoppers.



# RETAIL PORTFOLIO OVERVIEW

Our retail properties give us access to valuable property data and retail statistics.

The data offers key insight into consumer behaviour patterns and allows us to offer an optimal mix of retailers that best serve the surrounding communities.

In addition, our shopping centres regularly undergo refurbishments and extensions, ensuring that they remain relevant and appealing to our shoppers.



02

# MALL PROFILE



## LONGBEACH MALL

Nestled between the fynbos-scented Silvermine Mountains and famed Long Beach, Longbeach Mall is a must stop for any visitor travelling on the Ou Kaapse Weg or historic Chapman's Peak Drive.

The mall is situated in one of the most picturesque areas in the Cape, an oasis of leafy lanes and meadows just 30 minutes from the City Centre.





## OFFERING

Longbeach Mall lies at the heart of what is known as the Far South, an area that is best-known for the Cape Point Nature Reserve. The Far South is unusually relaxed. Life moves to the ebb and flow of the tide as both the chilly Atlantic and the warmer Indian Ocean are a ten-minute drive from each other.

The centre epitomizes this relaxed and caring approach to life. It offers visitors an unforgettable shopping experience with more than 80 stores, all on one level. Longbeach Mall is in its 23rd year of retail success and a firm favourite within the community.

Longbeach Mall has 24hour security, undercover parking, baby friendly facilities and facilities for the disabled. All in all, it's a fine place to drop anchor offering 31,647m<sup>2</sup> of retail therapy in the Far South.



Small Regional Mall



TOTAL RETAIL GLA:

31 647m<sup>2</sup>



ANCHOR/MAJOR TENANTS:

Pick n Pay  
Woolworths  
Food Lover's Market



CATCHMENT AREA:

Fish Hoek  
Ocean View  
Noordhoek  
Sun Valley  
Kommetjie



12 Fashion outlets

82 Retail stores & eateries



7 Eateries



11 ATMs

6 Branches



39 National retailers



1699

FREE Parking Bays

# SHOPPER PROFILE



AVERAGE  
Shopper Age  
**25 - 65**

**76%** **24%**  
Female Male

FOOT AVERAGE  
ANNUAL TRAFFIC  
**5.74 million**  
Shoppers

FOLLOWERS  
Facebook  
**13 600**

HOUSEHOLD CYCLE  
**100%**  
Full Nest

LSM (LIVING STANDARD MEASURE) **5 - 10**

LANGUAGES MOST SPOKEN

**Afrikaans English**



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# FLOOR PLANS



# 03 FLOOR PLANS



04

# STORE LISTING



## 04 STORE LISTING



### Banks & Services

ABSA  
African Bank  
Capitec  
First National Bank  
Nedbank  
Standard Bank

### Department Stores

Food Lover's Market  
Pick n Pay  
Woolworths

### Fashion & Accessories

Ackermans  
American Swiss  
Feel Good Bazaar  
Foschini  
Juliana Jewellers  
Miladys  
Markham  
Mr Price  
Pep  
Pick N Pay Clothing  
Refinery  
Senqu  
Shoe City  
Supreme Leather  
Truworths  
Woolworths

### Health & Beauty

Cannafrica  
Carlton Hair  
Clicks  
Dischem  
Hearing Aid Labs  
Hi-brow Face & Waxing Saloon  
Longbeach Eye Studio  
Nature's Lore  
Spec-savers  
Sorbet  
The Cutting Room  
The Legend Barber

### Cellular & Electronics

AJ Electronics  
Cash Crusaders  
Cell C  
City Mobile  
Eden Tech  
MTN  
Telkom  
Vodacom  
Yasir Cell & Repairs

### Food & Drink

Cape Nibble & Nuts  
Chops Biltong  
Picardi Rebel

### Restaurants

Kauai  
King Pie  
Michigan Spur  
Mugg & Bean  
Peacock Tea & Coffee  
Pizzaman  
Tong Lok Chinese  
Vida E Cafe  
Wimpy

### Gifts & Specialty Stores

Cube Cigar Emporium  
Debbie Lindup Ballet School  
Feel Good Beads  
H20  
Jawits Properties  
Print Tech  
Longbeach Craft Market

### Interior & Home

Jet Home  
Mr Price Home  
Ottoman Oriental Carpets  
Pep Home  
White House  
Verimark Direct  
Volpes

### Books/Stationery & Toys

The Crazy Store  
Valueco  
The W'rite Shoppe  
Wordsworth Books

### Services

Fix-a-shu & Keys  
iTailor  
Postnet Sunvalley  
Saay Laundry  
Longbeach Car Wash  
We Buy Cars

### Sports & Outdoor

Sportscene  
Tekkie Town

### Pet Care

Absolute Pets  
Longbeach Vetshop

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# EXHIBITION, ADVERTISING & MARKETING OPPORTUNITIES





### EXHIBITION OPPORTUNITIES

View the list of exhibition space options at Longbeach Mall and secure short-term space to get your brand or products in front of our high traffic areas within the mall.



### ADVERTISING OPPORTUNITIES

Get your product or brand in front of millions of shoppers while they're in shopping mode with media and promotional opportunities.



### MALL MARKETING

Find out about shopper-focused marketing and promotional activities designed to drive footfall and maximise retail performance.



LONGBEACH MALL

# LEASING ENQUIRIES

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PROPERTIES



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