

Ideally located Hertford Office Park in high demand

Demand is proving to be high for space at Hertford Office Park, a new A-grade office park currently under development by Abland in the Waterfall Ridge area of Midrand. The 60 000 square metre development was launched to the market some three years ago and with five buildings already fully let, its attractiveness is obvious. Located on one of the last prime commercial sites in the vicinity, Hertford Office Park has already attracted blue chip clients such as SABRIC, Kyocera, EOH, Roche Holdings and Cosmopolitan Housing.

Positioned at the intersection of Allandale Road and Pretorius Road, Hertford Office Park is situated right in the heart of the growing Waterfall Ridge node, opposite the Mall of Africa. It is immediately accessible from the Allandale Road offramp on the N1, giving it highly desirable freeway exposure. The upgrading of the Allandale intersection, together with the improvement of other road infrastructure in the surrounding area, has unlocked commercial development potential in this node, which is part of the fast-expanding greater Waterfall Ridge Precinct. A great deal of land in the immediate neighbourhood has been developed for residential purposes, resulting in limited remaining commercial sites.

With its attractive modern architecture, magnificent views of the surrounding area and its easy accessibility, Hertford Office Park is the ideal office location for companies wanting to consolidate separate Johannesburg and Pretoria offices, or who want to be positioned in a central location between the two cities. A state-of-the art office park with sophisticated security features, high bandwidth and connectivity availability, and various value-added amenities such as a communal coffee shop, a lunch and braai pavilion, a proposed health club and attractively landscaped gardens, it caters perfectly for the needs of the modern business whilst providing a comfortable environment in which to work.

The value-added facilities, together with back-up generators, rain-water collection and storage tanks, are part of every commercial Abland development. Abland has a strong focus on energy efficiency and environmental responsibility, employing energy efficient measures in all buildings. Harvested rain-water is used for irrigation purposes, and all landscaping is done with indigenous and water-wise vegetation. Indigenous trees are not removed, and developments are designed around them. Roof gardens, which have a strong green aspect to them but which also provide pleasant outdoor spaces for tenants, can be designed for each building on request.

Chris Roberg, Projects Director for Abland, says that another particularly attractive feature of Hertford Office Park is that the rentals and operating costs are extremely competitive for this area. This is thanks to various cost saving initiatives such as the harvested water irrigation system, bulk water supply from Johannesburg Water and reduced security costs due to the critical mass of the park. The market has obviously cottoned onto this. Roberg reports that enquiries have been phenomenal, and that 19 000 square metres are on track for completion in the next 15 months.

The strength of the Waterfall Ridge Precinct is only going to grow, with developers such as Abland and the local authority upgrading many roads in and around the area. The main roads to Kyalami and Olievenhoutbosch are being upgraded, as are the perimeter roads

around Hertford Office Park (which Abland is involved in), and new roads are being planned to extend access through Waterfall Ridge towards Harry Galaun Drive. All this forms part of a bigger plan to improve the area from an urban planning perspective. Add to this the proximity of the Gautrain Midrand station and the Gautrain bus route running past the site, and its position couldn't be better.

Hertford Office Park will undoubtedly be an asset to the neighbourhood, which includes the massive Mall of Africa as well as a motor city (also under development by Abland) and a mix of other commercial and retail developments. Abland has been waiting for an appropriate time to develop the site for some 23 years, but never felt that the opportunity was quite right until the past two years. Roberg and his team believe that as an office location, this is a highly competitive site in the Waterfall area – and that certainly seems to be proving true judging by the highly favourable market response to date.

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About Abland

Abland is a South African based **property development** company which provides fully integrated property development. Our mission is to create sustainable long-term value through cutting-edge commercial, industrial and retail property development. Abland strives to create best-in-class, sustainable buildings which meet our clients' exacting requirements both as investors and occupiers. We will continue to be trend-setters and innovators, responsibly developing property assets which enhance clients' and investors' businesses. Building on the cornerstones of excellence, commitment and enthusiasm, we tirelessly pursue new growth opportunities, combining the wisdom gained from 20 years' experience with fresh new ideas. Our expansion into the many and varied spheres of property development allows us to share our 360 degree insight into the continually evolving property development industry in South Africa.

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