



LONG BEACH

LEASING GUIDE

LONG BEACH MALL

2023



OWNED &  
MANAGED BY

**GROWTHPOINT**  
PROPERTIES





# 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 neighbourhood shopping centres 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



JSE LISTING:

**Largest**

Listed Property Group



TOTAL RETAIL ASSET VALUE:

**R24.9B**



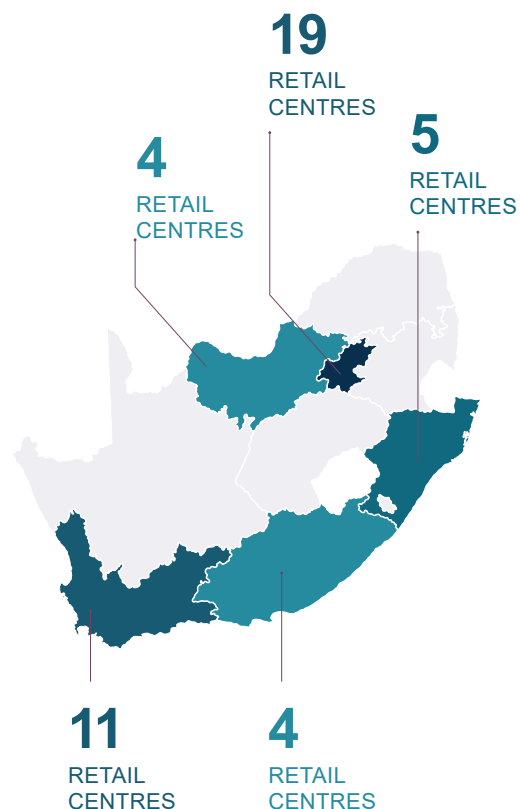
TOTAL RETAIL GLA:

**1,357,000m<sup>2</sup>**



TOTAL RETAIL CENTRES:

**43**



**OUR EXTENSIVE PORTFOLIO OF RETAIL PROPERTIES GIVES US ACCESS TO VALUABLE PROPERTY DATA AND RETAIL STATISTICS.**

This data offers key insight into consumer behaviour patterns and allows us to offer an optimum 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.



## MALL PROFILE



# LONGBEACH

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.

LONGBEACH  
MALL





**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 20th year of retail success and a firm favourite within the community.

Longbeach Mall has 24 hour 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.

# MALL PROFILE



**Small  
Regional  
Mall**



TOTAL RETAIL GLA:

**31,647m<sup>2</sup>**



ANCHOR TENANTS

Pick n Pay  
Woolworths  
Foodlover's Market



CATCHMENT AREA:

Fish Hoek  
Ocean View  
Noorshoek  
Sun Valley  
Kommetjie



**7** eateries

**12** fashion  
outlets



**11** ATMs

**6** branches



**1699 FREE**  
parking bays



**82** retail stores  
& eateries



**39** national  
retailers

Longbeach  
Mall







# SHOPPER PROFILE

AVERAGE  
SHOPPER AGE  
35 ..... 50

76%  
female



24%  
male



R214 AVERAGE  
MONTHLY SPEND  
PER HEAD

AVERAGE  
Annual foot traffic  
4.35 MILLION  
shoppers



4-10

Living  
Standard  
Measure



20 460

FACEBOOK  
FOLLOWERS

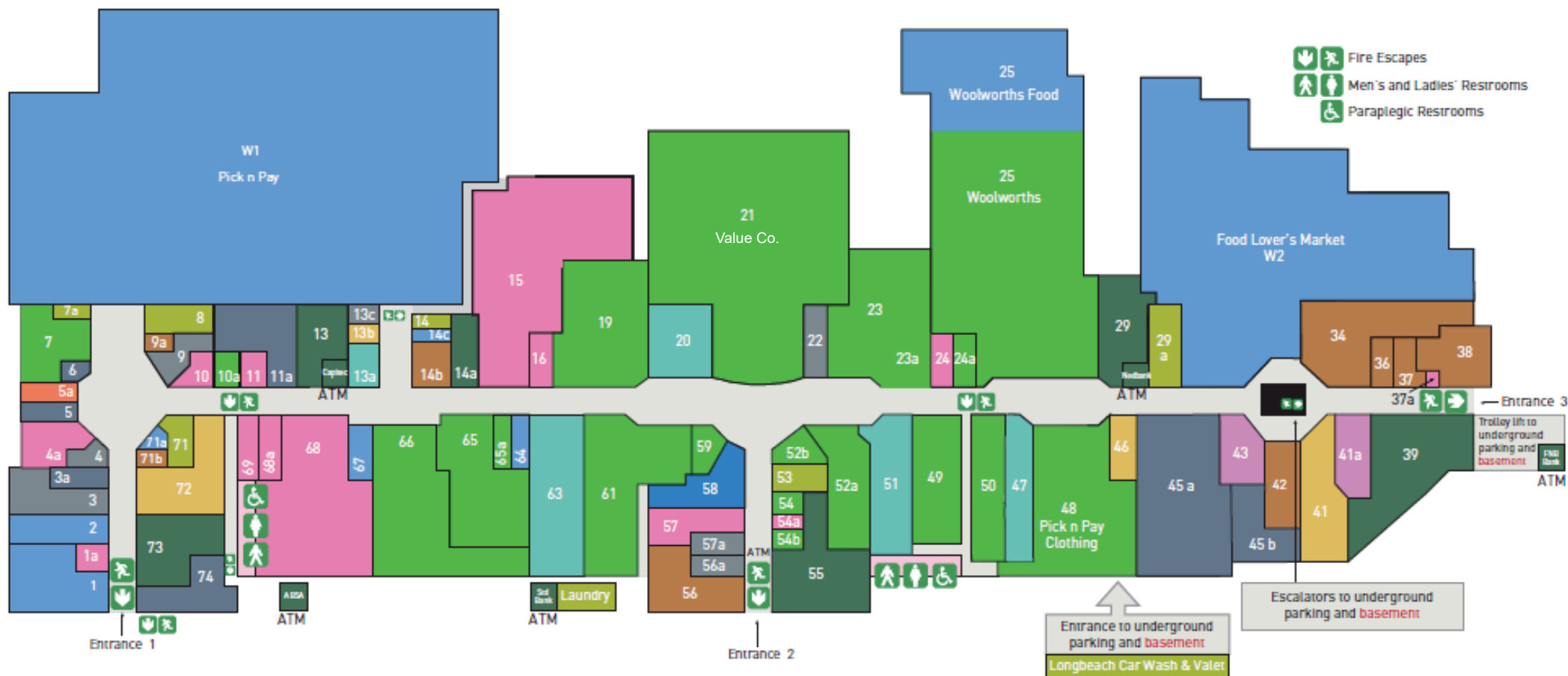
MOST SPOKEN  
Language  
Afrikaans  
English  
Xhosa



Long Beach  
Mall



# FLOOR PLAN





# STORE LISTING

## Banks & Services

Absa  
African Bank  
Capitec  
First National Bank  
Nedbank  
Standard Bank

## Department Stores

Absolute Pets  
Cape Nibble & Nuts  
Chops Biltong  
Food Lover's Market  
Longbeach Vetshop  
Picardi Rebel  
Pick n Pay

## Fashion & Accessories

Ackermans  
American Swiss  
Feel Good Bazaar  
Foschini  
Juliana Jewellers  
Miladys  
Markham  
Mr Price Weekend  
Material  
New Fashion  
Pep  
Pick N Pay Clothing  
Refinery  
Shoe City  
Supreme Leather  
Truworhs  
Woolworths

## Gifts & Specialty Stores

Cuba Cigar Emporium  
Debbie Lindup Ballet  
School  
Feel Good Beads  
H2o  
Jawitz Properties  
Longbeach Craft Market  
Peacock Tea & Coffee

## Cellular & Electronics

AJ Electronics  
Cash Crusaders  
Cell C / Cellular Y2k  
Cellfoneshoppe  
City Mobile  
Eden Tech  
MTN  
Telkom  
Vodacom

## Interior & Home

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

## Services

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

## Health & Beauty

Carlton hair international  
Clicks  
Dischem sunvalley  
Hearing aid labs  
Hi-brow face & waxing  
saloon  
Longbeach eye studio  
Nature's Lore  
Spec-savers  
Sorbet  
The Cutting Room  
The Legend Barber

## Books / Stationery / Toys

Dealz  
The Crazy Store  
Valueco  
The W'rite Shoppe  
Wordsworth Books

## Restaurants

King Pie  
Michigan Spur Steak  
Ranch  
Mugg & Bean  
Pizzaman  
Tong Lok Chinese  
Vida E Cafe  
Wimpy

## Sportswear

Sport Scene  
Tekkie Town



# EXHIBITION, ADVERTISING & MARKETING OPPORTUNITIES



## EXHIBITION / KIOSK OPPORTUNITIES

Download the list of exhibition and kiosk 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.

[DOWNLOAD PDF](#)



## ADVERTISING OPPORTUNITIES

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

[DOWNLOAD PDF](#)



## MALL MARKETING

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

[MALL SOCIAL MEDIA](#)

Longbeach  
Mall







## LEASING ENQUIRIES

### Longbeach Mall



**Deborah Jacobs**

Leasing Manager

074 239 0009 | 021 785 5955  
djacobs@growthpoint.co.za




**Stefan Roodt**

Centre Manager

082 445 1196 | 021 785 5955  
sroodt@growthpoint.co.za

Cnr Buller Louw Drive &  
Sunnydale Road, Noordhoek

 [www.facebook.com/longbeachmall/](https://www.facebook.com/longbeachmall/)  
[www.longbeach.co.za](http://www.longbeach.co.za)

OWNED &  
MANAGED BY

**GROWTH-POINT**  
PROPERTIES

