

Pick n Pay opens new store in Alexandra

PICK N Pay has opened a new store in the township of Alexandra, east of the Sandton CBD in Gauteng. The store is the anchor tenant of the recently opened – amidst much fanfare – Pan Africa Shopping Centre, which is part of the Alexandra Renewal Project that aims to improve living conditions and upgrade human skills and housing in Alexandra.

The opening of the shopping centre on 24 May, which was attended by President Jacob Zuma, Gauteng Premier Nomvula Mokonyane and Deputy Minister of Arts and Culture Paul Mashatile, has brought to Alexandra a fully integrated shopping mall and taxi facility, the first of its kind in South Africa.

The 16 000m² shopping centre is located on the corner of 3rd Ave and Watt Street, in one of Alexandra's busiest areas. OK Furniture, Jet Mart, Markham, Link Pharmacy, Multiserve, Vodacom, MTN, McDonalds, KFC, King Pie, Steers and Debonairs Pizza are just some of the other retailers adding to the offer, which spans everything from fashion and beauty to medical and DVD rentals.

Alexandra, which was established in 1912, lies less than 5km east of the Sandton CBD and is home to some 470 000 people.

A taxi rank has been integrated into the shopping centre and taxis are able to drop commuters and shoppers at a shuttle on the top level of the retail mall, which is joined to the taxi facility by a bridge.

The Pan Africa centre, which was developed by Pan Africa DevCo, a company established by Tebfin developments in partnership with local entrepreneurs and the two main taxi associations in Alexandra, ATA and ARMSTA, will compete with other malls such as Balfour Park, Greenstone Mall, Sandton City, Midrand and the Johannesburg CBD. The Gauteng Department of Housing, Department of Public Transport, Roads and Works, the Department of Finance and Economic Affairs and the City of Johannesburg are



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also involved in the project.

Darlene Louw, deputy director of the Alexandra Renewal Project, says the shopping centre will improve quality of life for the people of Alexandra and boost the local economy by attracting visitors.

“In addition to the 2800m² Pick n Pay store, 61 other retailers are represented in the centre.”

“Pan Africa Shopping Centre represents the dreams and aspirations of the Alexandra people. We developed it for them,” says Tebogog Mogashoa of the Pan Africa Development Company.

The centre has received an “excellent

response” from retailers, according to its strategic development consultant, Retail Network Services, and is fully let. In addition to the 2800m² Pick n Pay store, 61 other retailers are represented in the centre, 80% of which are national retailers. For many, this will be the first time they open their doors in Alexandra.

The opening of the Pan Africa mall was celebrated on the rooftop of the centre, with a number of musicians entertaining guests.

Pick n Pay adds Alex to the mix

Pick n Pay's property and operations director, Izak Joubert, says that Pick n Pay has been entering markets in which it was previously not established. “Last year was our first entry into the Soweto market and we are pleased to follow this up with Alexandra, which is one of the oldest suburbs of Johannesburg. It is therefore fitting that Pick n Pay Alexandra is opening early in the Pick n Pay rollout to these markets.”

Sources:
www.alexandra.co.za