

# Garden Cities in the Media...

The media releases that have gone out over the years from Garden Cities map the vicissitudes of the residential property industry in the Cape. Garden Cities has had a profound influence on the history of the local market in terms of standards setting and as a leader in the field of community building. This reflects in this small sample of reports that have emanated from the company's press office.

## GARDEN CITIES MAKES PROGRESS ON CAPE'S MASSIVE SCHOOL HALL BACKLOG

CEO calls for corporates to join major relief project  
March 18 2008

In a programme that started only five years ago, 20 school halls for children in disadvantaged communities of the Western Cape will have been built by July this year as part of a social investment pledge by Garden Cities, the 89-year-old property development company based in Edgemead.

The company's CEO, John Matthews formed a foundation, called The Archway, that is dedicated to alleviating the staggering backlog of over 700 school halls in the Western Cape.

But, says Matthews, the efforts of one company are never going to be sufficient to make a significant dent in the backlog, in spite of the willing co-operation of the Western Cape Education Department (WCED).

Nevertheless more than 20 000 Western Cape schoolchildren have now got, or will shortly have, a place to gather, and to develop skills and talents that are denied to those who don't have the facilities, normally considered essential in enlightened communities.

## HOME MARKET CHANGES CREATE A NEW INVESTMENT OPPORTUNITY

Cape developer Garden Cities opens sales to wider sector  
June 17 2008

Garden Cities, the 89-year old development company responsible for some of the Western Cape's most popular suburbs, including Pinelands, Edgemead and Sunningdale, has lifted its restraint on buyers wanting to invest in the company's houses for the rental market in its northern areas development, Pinehurst.

Pinehurst occupies former agricultural land on a spectacular viewsite overlooking the Durbanville Hills and the Simonsberg. The five-year-old development has a range of beautiful single residential homes and group houses priced from R800 000 to R1.7 million.

'Our primary objective as a Section 21 company has always been to provide home ownership for the people of the Cape,' says CEO John Matthews. 'And as a result of conservative pricing and high quality, the market demand has always exceeded availability of our new houses, creating the necessity for waiting lists.

'But with factors now impacting adversely on some levels of the market, we can open sales up to investors who were previously prevented from buying our houses in favour of owner-occupiers. We now have a limited number of homes available to investors who have consistently seen good opportunities for themselves in a strong, enduring rental market.'

## GARDEN CITIES HELPS CREATE CONVENIENT NEW ROAD SYSTEM IN DURBANVILLE AREA

Section of Brackenfell Boulevard extension  
completed by end August

By the end of August, a key new section of Brackenfell Boulevard, passing through the Langeberg area to the east of Durbanville town centre, will have been completed as part of a 5km link road programme undertaken by Garden Cities, developer of Pinehurst, the company's new suburb to the west of Okavango Road.

Pinehurst, on which work started five years ago, and which is already nearly 50% completed and occupied, will eventually number 3 000 homes varying from group housing and some sectional title projects, to large freehold family homes in gated villages. A school site with land for sporting facilities has also been provided.

The section of Brackenfell Boulevard that will be open for use at the end of August stretches between Langeberg Road in the north, to Belami Road to the south. It will eventually be



part of an entire extension of Brackenfell Boulevard between De Bron Road near the N1, right through to Wellington Road in the north.

## NEW BUILDING PROGRAMME KICKS OFF AT SUNNINGDALE ON W.COAST

Municipal services delay now over for Garden Cities

Feb 2 2009

City Council approval has been given for the development the 25-hectare Phase 9 of Sunningdale, the highly successful housing development by Garden Cities off the West Coast road, north of Table View. The R40 million services contract has begun.

The new building programme, which will commence within the next six months, will respond to a pent-up demand for homes in the area, following an eight-month development hiatus as a result of a lack of municipal services for the land.

The latest development phase will take place off Tryall Road, a new access to the suburb from the West Coast Road, where over the next five to six years, a further

1 100 new homes will be built in stages.

The approval for the extension of the 12-year-old development where so far 3 000 houses have been built, came after the company cut back on building to accommodate a fast-dwindling availability of serviced land. 'Now that council has approved services we can go ahead with our schedule to provide housing in this quarter of the metropole where, since the launch more than a decade ago, the population of Sunningdale has escalated by more than 9 000 people,' said John Matthews, CEO of Garden Cities.

## SOLID EVIDENCE OF NEW HOUSE MARKET UPSWING

Garden Cities reports brisk sales in

its two major developments

January 2010

An unmistakable sign of improvement in the housing market in the Western Cape is the sell-out of the first 48 houses at Breckenridge in phase 9 of Sunningdale the Garden Cities' West Coast suburb where 3 000 houses have been completed and sold in the past 12 years.

And adding to the evidence of better times, in the northern areas, at the company's Pinehurst development, between eight and 10 houses have been sold every month for the past five months.

'During the best times, we keep a buyers' list, allocating houses as they are completed, but the quieter housing market over the past year changed that, and our building programme was able to keep up with demand. Now, with the upsurge in sales we have experienced recently, it looks as if the market has definitely turned,' said John Matthews, CEO of Garden Cities which has just celebrated its 90th anniversary.

The houses at Sunningdale are in a new group housing village called Breckenridge where the houses are priced between R655 000 and R879 000. There will eventually be 168 houses in the village within an electric fenced enclosure, and building on the first houses starts shortly.

