

THE VIBRANT, REVITALISED BANKCITY PRECINCT.



Step into a physical space
**THAT VIBRATES WITH
A UNIQUE ENERGY.**

A GEOGRAPHICAL LOCATION
THAT IS GOVERNED ONLY BY
**THE LAWS OF
ATTRACTION.**

WHERE LIKE-MINDED
THINKERS AND CREATORS
ARE DRAWN IN
AND PROPELLED TOWARDS
SYNERGY THAT PRODUCES OPPORTUNITY.

A SPACE WHERE CREATIVITY THRIVES,
BUSINESS FOLLOWS
AND HUMAN GROWTH IS THE UNDENIABLE OUTCOME.

OUR MANIFESTO



2018/2019 BankCity Precinct REVITALISATION Project

Welcome to the heart of Joburg's pulsating inner city. BankCity has a 30-year history and has become a landmark within the CBD of Johannesburg. The precinct is located on the main arterial routes into the city and forms part of the experience for visitors to historical buildings like the JSE, City Hall, Ghandi Square, Maboneng and government buildings such as Luthuli House.

PEOPLE.
OPPORTUNITY.
BUSINESS.





Today, BankCity is a fashionable, contemporary space that moves to the rhythm of the + 12 000 people who work, eat and play here, and attracts residents from all over the inner city. The Johannesburg CBD has 275 000 residents living in 55 000 dwelling units and some 1.5-million commuters enter the city every day. All of this creates endless entrepreneurial opportunities.



CREATIVITY.
ENERGY..
CONNECTION.





BankCity and all of our adjacent buildings form part of the north-western renewal node that, together with the Newtown district, houses some of Joburg's newest hotspots, fashionable rooftop bars, weekend markets and artists' studios. This district is also pivotal to the city centre, providing access to major transportation hubs including the Gautrain and Rea Vaya bus services.

We are looking forward to driving the precinct revitalisation project and sharing in the entrepreneurial growth with our neighbours and business community. Our invigorated local businesses will not only provide a fun, safe, accessible variety of retail alternatives for shoppers, but will also help build a sustainable ecosystem.



SHOPPERS.
TOURISTS.
RETAILERS.



The revitalised BankCity retail space will provide more convenience and variety for our staff as well as attract shoppers from the surrounding buildings. The objective is to turn the precinct into a tourist destination and to create a lifestyle environment.

The pedestrian corridors of Kerk and Fraser Streets are a conduit for foot traffic through BankCity and create the opportunity for more retail space as well as more open spaces.



VIBRANT.
ACCESSIBLE.
ENTREPRENEURIAL.



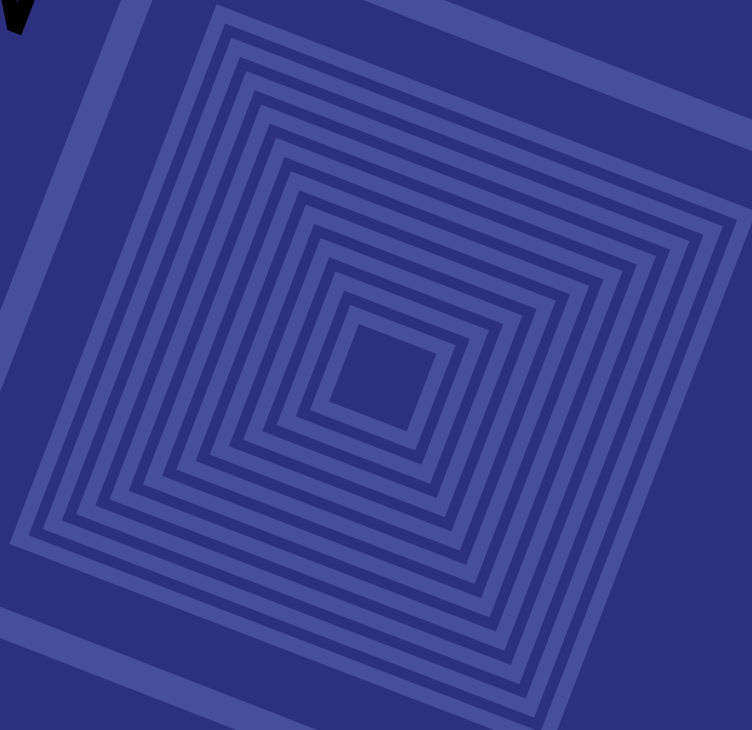
The vision for the development is a vibrant street trade that will activate the beautiful precinct of BankCity. This will both support the existing retailers and bring more retail opportunities to the area. The convenience of public transport such as the Rea Vaya Bus Rapid Transit (BRT) walkway and Bree Street Taxi Rank 250m north of the precinct makes it a preferred destination in the CBD.

The BankCity catchment area can be walked in a mere five minutes, and stretches from Gwigwi Mrwebi Street on its northern border, to Commissioner Street in the south, Rissik Street in the east and Ntemi Piliso Street to the west of the precinct. The catchment area features mixed-use spaces, including residential, retail, educational and various commercial offerings.



THE FRASER STREET

ACTIVATION





This inspiring revitalisation of the inner city of Johannesburg was precipitated by the BankCity precinct. Fraser Street will form part of the new living and working environment that will become the new mixed-use node within the inner city.

INNOVATIVE.
ACTIVE.
MAGNETIC.





The majority of stakeholders in the CBD support the initiative of urban development. There are numerous developments targeted at 'inner city regeneration', which aims to upgrade the suburb to a safer, more attractive and accessible area. This will include the redevelopment of old buildings into new residential apartments, creating new opportunities and attracting new businesses to the node.

The activation for Fraser Street includes the following:

- Inspiring spaces for visitors and stakeholders to meet, collaborate and generate ideas
- Coffee shops and restaurants that double up as laidback co-working spaces with their cosy atmosphere and complimentary Wi-Fi
- The incorporation of retail brands that will further complement and enhance the existing ecosystem within the precinct



CONTACT US TODAY

to secure your place in this exciting development.



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