

Keeping you in the loop: Updates of key projects:

Waterfall CBD and Waterfall Hospital Update

The rights to 800,000sqm for the Waterfall CBD have finally been approved! The new development will be completed in different phases over a period of 10 to 15 years and will commence in 2012. In the meantime the construction of the exciting lifestyle centre offering a neighbourhood convenience centre, stand-alone depot stores and upmarket office suites will commence early 2011 with planned completion in 2012. The centre will be located on the Maxwell Kyalami side of the Waterfall Estate. These components have been designed and will be constructed and leased by Atterbury, who are well-known for developments like Clearwater Mall in Ruimsig Centurion Lake Mall in Centurion and the Brightwater Commons in Randburg.

Building is going full steam ahead on the new Netcare Waterfall hospital with the exterior of the building already being completed. With only the fittings and finishings to be finalised, the hospital's cosmetic completion has been earmarked for April 2011. After which Netcare will fine-tune it to be a world-class medical facility, having stated that it is scheduled to be opened on the 1st of September 2011 with no foreseen delays. The medical industry has already embraced the planned project with all the consultancy rooms already being occupied. The hospital will be the closest ICU facility to the M1, with a bed occupancy of 200 and 8 theatres. In line with the Century strategy the Hospital has been built on 5 hectares of land to ensure green belts and an environmentally friendly association. The aesthetics is an extension of the Waterfall architectural style and has been built to the same standard as that of Century Property Developments.



Waterfall Country Estate/Village Clubhouse and Facilities

Set to become a real landmark in the Midrand area, the clubhouse at Waterfall Country Estate/Village is arguably the most ambitious architectural structure that Century has ever conceptualised. Many prospects and purchasers have commented in absolute awe when observing the colossal gatehouse at Waterfall Country Estate for the first time. But we believe that it is the main clubhouse that will be the development's real pièce de résistance. It will feature the same architectural vernacular which translates into tons of exposed glass, wood, metal and of course stonework. This 3500sqm curved building will literally interact with its direct surrounds as it is cut into the hillside. The roof will blend seamlessly with the landscaping as it will have the same indigenous grasses growing on it. Upon arrival, visitors will park in a large circular boulevard which is detailed with Century's trademark cobble paving and railway sleepers. An impressive water feature will cascade from this area as a large waterfall, through the centre of the clubhouse, towards the main lake. A pedestrian walkway will lead from the boulevard into the main entrance which is located on the upper level of the clubhouse. From here, the entire front elevation, which overlooks the lake, will consist of glass. Towards the left is the estate's private gymnasium on two levels. Facilities within the private gym include a cardio-vascular studio, free weights area, spinning studio, indoor pool, aerobics studio, body assessment office, general toning circuit, two squash courts and even a double storey climbing wall. This facility will be implemented by Century Property Developments and its operation will be overseen by an independent operator at the discretion of the home owners association. Towards the right of the main entrance is the wellness cafe with plenty of seating as it overlooks the main lake. This half of the building will also have a children's play area with various indoor amusement equipment. Upstairs will be broken into the estate's administration offices and a sales office from where re-sales of houses will take place. There will be cascading lawns in front of this clubhouse, which will house tennis courts, volleyball courts and numerous other recreational facilities. Construction of this clubhouse has already commenced with the shell of the first floor nearing its completion. The first floor slab has just been cast, and already one can get an idea of the magnificent views that the building will have over Waterfall Lake. It is scheduled to be completed towards the end of March 2011 with only final interiors to be installed in the following month.



Century Staff Catches the 2010 Soccer Spirit

Our Century Property Developments head office staff has been described as "die-hard-soccer-fans-that-are-feverishly-following-the-count-down-to-the-greatest-sporting-event-that-has-ever-hit-this-continent!". It is within this soccer spirit that Century management ordered Official Bafana-Bafana Supporters Shirts with Century branding on it for staff to wear on "Soccer-Fridays". The blowing of Vuvuzela's inside the office space was, surprisingly, not encouraged! Most motorists have one reason to be relieved that the Soccer World Cup has finally come to an end; no more flags, mirror caps, branded scarves and soccer jerseys at robot intersections. The Century flyer team, on the other hand, have taken their cue from these street vendors. In the spirit of the uniquely South African soccer fans, they have created their own Century makarapa's from construction hardhats. These have been moulded, cut and painted for the distinctive red, white and blue team that they represent. The hats will be displayed at Century's head office to commemorate the spirit of our staff during this historical event.



Waterfall Lake is Now Complete

Touted to be larger than Emmarentia and established to host a myriad of non-motorised water sports, the Waterfall Lake is open for business! Construction of this dam was no small feat and took months of careful planning. Our historical records show that there was a dam on that site, but its wall was either demolished or it failed somewhere in the 1950's. The new dam wall is much larger and even carries a roadway. The planned clubhouse for Waterfall Valley will overlook the dam, allowing residence to remove them self from the bustle of the outside world. These vistas over the large waterway will be seen from within the large gymnasium, coffee shops and other gathering areas within the clubhouse. The dam is now full and a host of local birdlife has begun flocking to the area. Congratulations to Mr Carl Marais who predicted the correct date of 5 November as the day when the lake will be completely filled up. He won an all-inclusive dinner for two people at the exclusive Feedroom restaurant, located in Tintswalo At Waterfall Boutique hotel. On 27 November 2010 the lake saw the first social function taking place on its embankments. This took place in the form of a 'Family Fun Day' where estate residents and their families enjoyed picnics on the grassy embankments of the lake. Four lifeguards were on duty as people floated, splashed and swam in the water of the newly completed lake.



"Greening Midrand Campaign" – a New Initiative

A well known Cree Indian prophesy claims that: "Only after the last tree has been cut down, the last river been poisoned, and the last fish caught – only then will you find that money cannot be eaten." At Century Property Developments we have taken heed of the environment and strive to keep our footprint on this planet to a minimum. Our research has shown that there is a wide embrace of a green consciousness, but very little understanding amongst the general public of how to implement these strategies. We at Century Property Developments decided to use Waterfall Country Estate and Village as a newsworthy platform to contribute to efforts to 'greenify' our surrounds with particular focus on Midrand. This campaign consists of numerous components; Firstly we have pledged to plant over a million trees in the Waterfall area. This is done with the principal that only indigenous planting will be propagated. Already we have reached close to half of this target with our nurseries filled to capacity. Secondly we encourage our purchasers to live more environmentally green lives on our estates. This is enforced by mandatory recycling, passive climatic design of home dwellings, solar energy, gas reticulation and grey water recycling. We have numerous projects to rehabilitate the Jukskei River with several tons of plastic and litter already removed from its magnificent embankments. Traditionally, Midrand was seen as the link between Pretoria and Johannesburg. It was characterised by office parks, show rooms and light industrial areas. Today, Midrand and its surrounds has become an urban suburb as well. Waterfall City is leading the frontier to encourage people to live close to where they work, this will lead to reduced carbon emissions from shorter commuting times as well as alleviate pressure on the road infrastructure. At Century Property Developments we have pledged to have as many residents as possible live and work within the same surrounds. Our campaign is divided into two main strategies; Building more office parks and showrooms within the direct Waterfall area; and encouraging people, whom already work in the Midrand area, to live at Waterfall. We aim to achieve the second goal by approaching businesses in the immediate area to encourage their employees to live closer to work. These employees will be offered a great discount on property purchases at Waterfall. The discount will be calculated according to the proximity of the business in relation to the location of Waterfall. In short, we are willing to offer a discount for your employees to live closer to your organisation. Our goal is to have at least 20% of residents at Waterfall working within a 15km radius of where they live.



A Brand Spanking New Century Website

After three weeks of careful planning and development, the in house Century Marketing Team has successfully completed the task of upgrading the Century website. Since the upgrade went live in July of this year the site has enjoyed an average of over 600 000 hits a month with an impression view of approximately seven minutes, which are extremely impressive statistics for a website of any form. We have also linked a system that is permanently connected to our sales records, meaning that prospects can view stands that they are interested in and see if the stand is available and what they cost. This translates into the fact that if a stand is sold, it immediately becomes unavailable on the website, or if a price increase is implemented, the stand reflects its accurate price. This forward thinking has resulted in a cutting edge website that is easy to use and always contains up-to-date and relevant information. Please feel free to visit us at www.century.co.za and tell us what you think.

