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the RIDGE

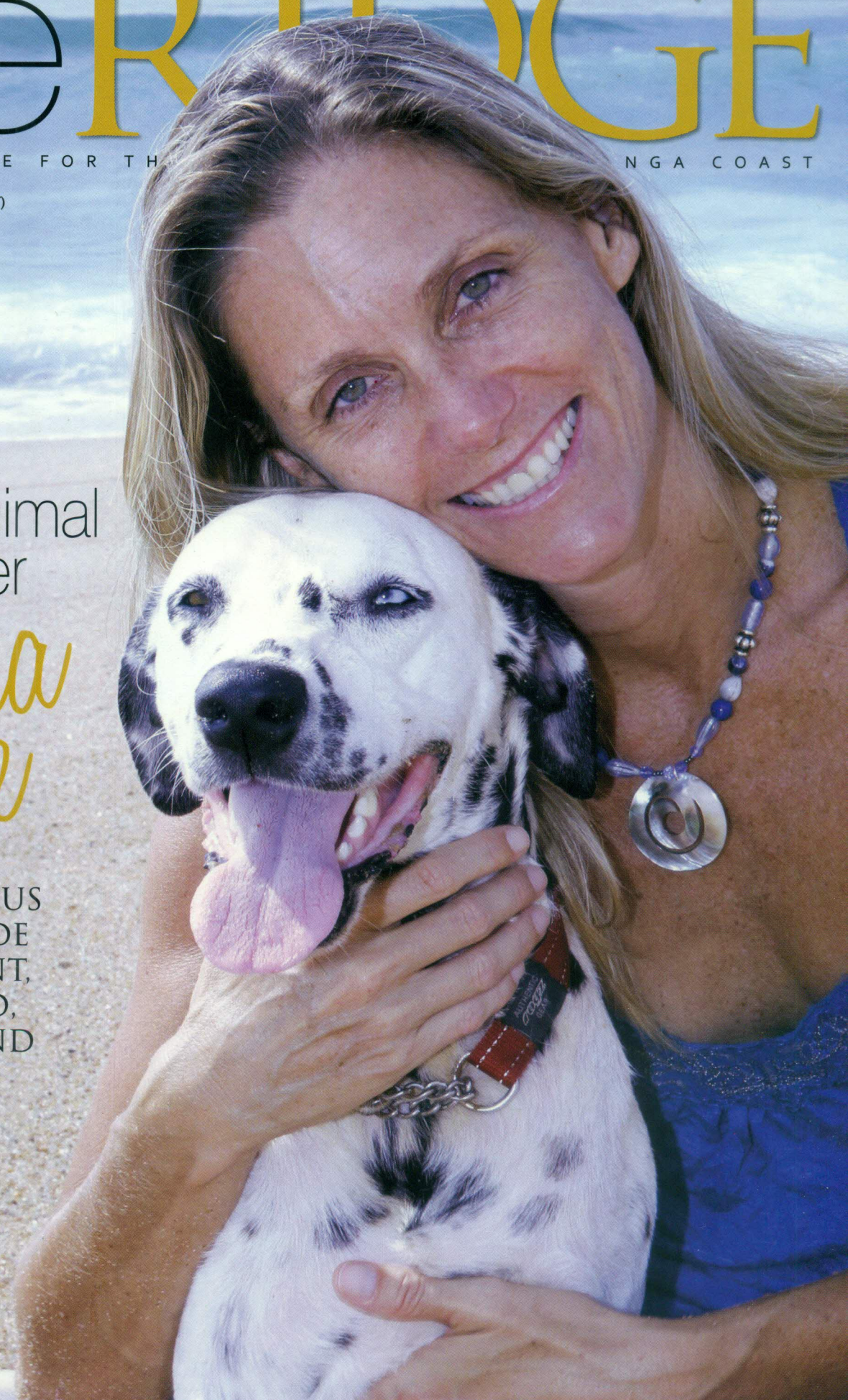
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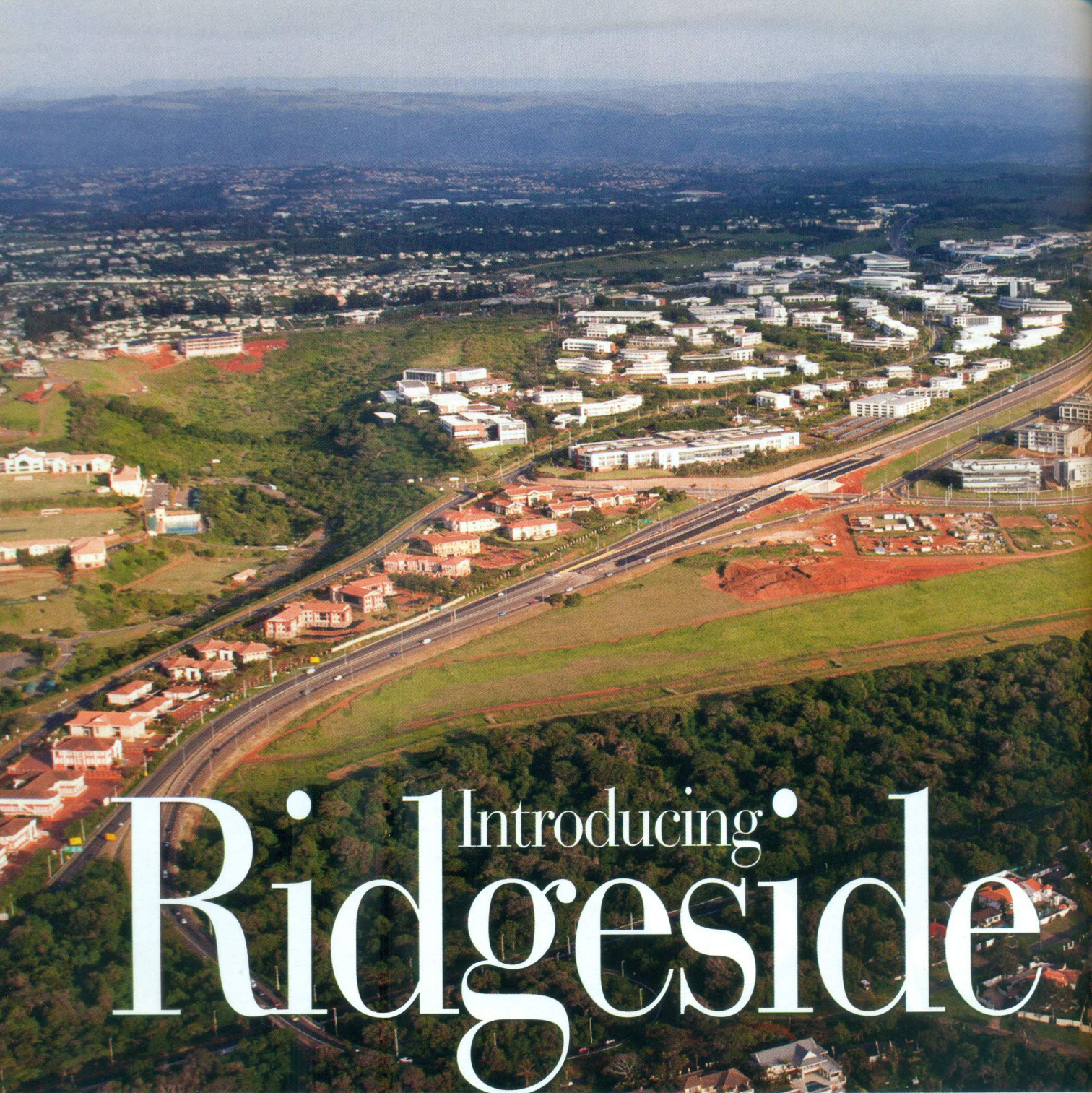
*Cara
Wade*

» **INSIDE:** FOCUS
ON RIDGESIDE
DEVELOPMENT,
GOOD FOOD,
WINE, ART AND
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Introducing Ridgeside

LESLEY VAN DUFFELEN LOOKS AT THE BIRTH OF A STUNNING NEW UMHLANGA SUBURB

The transformation of Umhlanga into a cosmopolitan city-like area will continue apace this year with the ongoing development of Ridgeside.

With the expertise of Tongaat Hulett Developments (THD), the 140ha of sugar cane bordered by the M4, M41 and Umhlanga Rocks Drive in a rough triangle is being transformed into a modern live, work and play suburb – Ridgeside – that will link the Umhlanga Ridge to the Umhlanga Rocks village, and

attract investment estimated at about R10 billion.

Given the existing market conditions the time frame to completion is expected to be five to seven years, and will provide 65 700 construction jobs, 16 400 permanent jobs and a rates base for the eThekweni Municipality estimated at R65 million a year. Ridgeside, an extension of the Umhlanga Ridge Town Centre (Gateway and the La Lucia Ridge Office Park) is divided into four precincts to be developed in phases. Precinct



☀ KEEPING IT
CLEAN AND GREEN

Trevor Pierce-Jones, managing
director of SID Urban Management,

likens management associations to medical insurance. They proactively look after the health and care of the public environment, assisting neighbourhoods and by association, buildings to maintain their value, he says. Managed Precincts in their various forms have become common worldwide as part strategies focused on retaining urban health as opposed to reactively treating urban decay. Ridgeside is no exception. Iain Laing, formerly estate manager at Mount Edgecombe and Simbithi, has been appointed estate manager for all four precincts covering a massive 140 hectares which fall under the Ridgeside Management Association.

Main priorities for the association, apart from design review and setting up rules and protocols, are currently safety and landscaping. Ridgeside already has its own mobile security patrol, a 24/7 security line, two large gates under construction (Precinct 3 – Office Park) which can seal off the entire fenced office precinct, and by November a permanent control room. CCTV is planned for later this year.

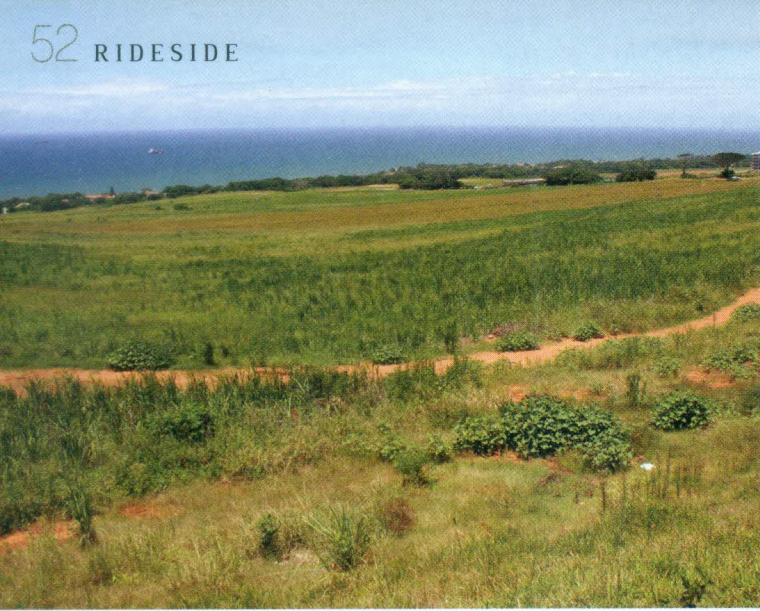
Mowing of verges, removal of alien plants, cleaning of roads and stormwater drains are in hand. The beautiful forest reserve at the foot of Ridgeside has been fenced off and cleaned up. This will be accessible by key to owners for walks and rambles in the future.

☎ **USEFUL NEW NUMBER:** *Ridgeside security control 08600-74343 (Ridge).*

one is earmarked as mixed use commercial and retail; precinct two is residential, precinct three is offices and precinct four is residential. The office park, currently under construction, hit a resounding note with developers and is sold out. Five office blocks are already occupied and 10 are under construction. "We expect this area to be fully occupied within the next two years," said Lawrence Kirkman, THD project development manager for Ridgeside.

The list of confirmed tenants includes Cox Yeats (attorneys), Shepstone & Wylie (attorneys), accounting firm BDO, >>





GOBA (consulting engineers), Investec Bank and Vodacom. It is expected that more attorney and accounting firms may move to the office park, forming a professional corner.

The mixed use commercial and retail precinct has land available for purchase and while keen interest has been shown by developers this will be THD's focus for the next two years. The Holiday Inn Express recently opened its doors and a Butcher Block restaurant has been established. A five-star hotel is planned and a third prestigious hotel might be built, although it

“A challenge to the residential segment is the need for public transport, not only for Ridgeside but for the benefit of Umblanga”

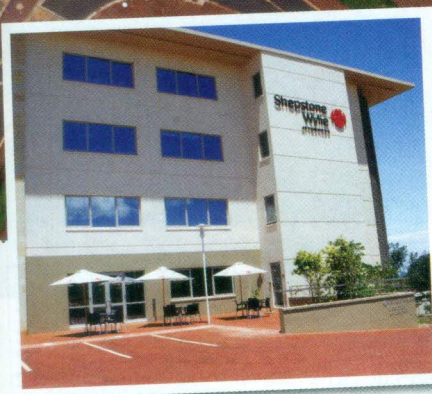
seems that the acclaimed Marriott Resort will no longer happen. In all there will be 250 000m sq of retail and office space, 3 000 residential units and 80 000m sq of hotel and entertainment. Parking will be above and below ground – a ratio of 1.5 bays per residential unit, four bays per 100m sq of office space and six bays per 100m sq of commercial and retail space.

The residential precinct, which runs east of the Umhlanga Ridge Boulevard to the forest and the M4, is likely to be the >>



★ SOLD OUT SIGN AT OFFICE PARK

The Sold Out sign for Precinct 3, the Ridgeside Office Park, is going up. Since being zoned for offices, a host of high profile buildings has shot up: corporate offices for Investec, BDO Spencer Steward, Vodacom, Cox Yeats, Goba Engineering, the Grid Group, Shepstone & Wylie, and there are many under construction. Eris, the Rand Merchant Bank property arm, is erecting a building sprawled over two sites. There are still some empty plots, but they have all, in fact, been sold, some to developers. Absa has bought three adjacent properties to establish



“ Corporate offices for Investec, BDO Spencer Steward, Vodacom, Cox Yeats, Goba Engineering, the Grid Group, Shepstone & Wylie, and there are many under construction ”

its regional headquarters next to the M41, but this is still in the planning stage. Another empty stand at the northern end of the precinct will be the home of a striking 10-storey office building to be built by a consortium of investors under the leadership of FWJK quantity surveyors. Tongaat Hulett's Brian Cole, who is retiring, was responsible for many of the sales.

What is the value of YOUR Trademark?

The president of Coca-Cola, the world's 3rd most valuable trademark, has publically remarked that should all of the company's buildings, vehicles, factories and equipment be destroyed, Coca-Cola Inc. would emerge from the ruins and rebuild itself around the trademark. The loss of the Coca-Cola trademark would however, damage the company beyond repair.

This puts the value of a trademark in perspective and should provide enough motivation for one to seek professional advice in registering a trademark. Sure you may not be in the same league as Coca-Cola right now... but who knows what your brand may grow to be in the future?

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▲ The aerial picture above was taken in November



★ **NEW INTERCHANGE EASES TRAFFIC**

After months of early morning traffic congestion, the spanking new multi-million interchange easing access to Ridgeside and linking it to La Lucia Office Park is now open. New signage indicates it is also where you peel off the

M41 now to reach the Umhlanga Ridge and Gateway. The interchange was a joint venture between Tongaat Hulett Development and the city. The interchange leads into what is currently known as Ridgeside Drive, which will eventually bisect Ridgeside to join Umhlanga Rocks Drive in the north (where it runs down towards the sea). Before that happens a stylish bridge (already designed), will have to be built over a water attenuation dam, which will become a beautiful feature of the area. Progress on this will depend on an improvement in the economy.



final phase of the development and comprises exclusive individual properties along the coastal forest edge and medium and high density apartment blocks closer to the Boulevard. At present there is no firm date for when sales of the property will be launched as it is linked to bulk infrastructure requirements. However, THD hopes to start on the residential component by 2013. "Probably one of the challenges to the residential segment is the need for public transport, not only for Ridgeside but for the benefit of the entire Umhlanga area," said Kirkman. "To meet the eThekweni Municipality's requirement for affordable entry level accommodation within the development, 15% or 450 units of the residential component will be progressive lifestyle units. While there are no concrete plans yet, it is possible these could be studio, bachelor and one bedroom flats that will fit neatly into the upmarket surrounds while meeting entry level requirements. These will also carry specific

"Durban Electricity is in the process of building a new substation on the site that will support the growing needs of the greater Umhlanga area"

buyer requirements including income level and first time buyer criteria." Key to any development of this nature is infrastructure. Durban Electricity is in the process of building a new substation on the site that will support the growing needs of the greater Umhlanga area. After a full traffic study and a Record of Decision with the Municipality, THD will upgrade several peripheral roads in conjunction with the development. Completed during December 2010 was the M41 interchange. Further upgrade of Armstrong and Umhlanga Rocks Drive (from Seaview to Umhlanga Manors) to provide additional lanes and turning lanes will take place in the future. Matters of telecommunication and water are also being tackled concurrently.

Ensuring that a sustainable environment is created, buildings will be interspersed with lush green parks, tree-lined boulevards, beautiful piazzas, a network of walking and cycling trails and areas of natural vegetation that will bring people together. >>

GARLICKE  BOUSFIELD

NEW APPOINTMENTS

The Directors of Garlicke & Bousfield are pleased to announce the appointment of Bongani Mgaga, Victoria McDonald, Victoria Hodgson as Directors and Irshaad Moidheen as a Senior Associate.



Bongani Mgaga
Bongani studied at the University of South Africa where he obtained B Proc in 1995 and an LLB in 2003. He began his career as an Employee Relations Consultant with Telkom in 1994, becoming Regional Legal Services Manager in 2002. In 2005 Bongani joined a local law firm where he completed his articles and was admitted as an attorney in October 2006. With his vast experience in and passion for Labour Law, Bongani developed and headed their Labour Department until he joined Garlicke & Bousfield's Employment Law Department in February 2011. Bongani's passion, however, is not only for Labour Law as he is an avid chess player, having played in and won a variety of tournaments over the past 5 years. Bongani is currently a member of the Durban Chess Club and Chairperson of the Durban Metro Chess Academy (DMCA). The DMCA

promotes and develops chess playing amongst previously disadvantaged communities, in particular junior primary school learners from townships. Bongani is married with a daughter and granddaughter.



Victoria McDonald
Victoria has been appointed a Director in the Commercial Litigation Department. Having studied at the University of KwaZulu-Natal she graduated with a Bachelor of Social Science and an LLB in 1993. Victoria served her articles in Durban and was admitted as an attorney in 1996. In 2007 she joined Garlicke & Bousfield as an Executive Consultant, specialising in property/lease disputes, insurance litigation and general commercial litigation. She is a member of the Royal Durban Golf Club and was the first female member of the Garlicke & Bousfield golf team. Victoria is

pleased to have introduced a few more ladies to the team since she joined!

Victoria Hodgson
Victoria has become a Director in the Property & Conveyancing Department. Victoria attended the University of KwaZulu-Natal where she graduated with an LLB in 2001. She served articles with a local firm of attorneys and was admitted as an attorney in 2004. She qualified as a conveyancer in 2006 and was admitted as a notary in 2007. In 2006 Victoria joined Garlicke & Bousfield as an Associate and became Senior Associate in 2008. She specialises in developmental work including both sectional title and freehold ownership.



Irshaad Moidheen
Irshaad has been promoted to Senior Associate in the Commercial Department. He obtained an LLB degree at the University of Durban-Westville and thereafter completed his LLM at the University of KwaZulu-Natal. Irshaad served articles at Spoor and Fisher and was admitted as an attorney in 2004. He joined Garlicke & Bousfield as an Associate in 2005 specialising in Intellectual Property Law which includes Trade Mark, Patent, Design, Copyright and Advertising Law. Irshaad has had articles published in various law and business journals as well as The Network column of the Natal Mercury on aspects of intellectual property. He has recently been involved in research into new legislation regarding the labelling of foodstuffs and was interviewed by the Advertising Standards Authority on Radio Today in October 2010. He is looking forward to his new responsibilities.

