

New project caters to first time buyers

Affordable Belladonna Estate takes off as homeowners step up to take occupation of their units

BELLADONNA Estate, the Western Cape's largest new affordable housing development is changing the housing delivery landscape, according to MSP Developments chief executive Riaan Roos.

At a recent site visit attended by key stakeholders including the development professional team, financiers Mettle Property Solutions Securitisation (MPSS), community leaders and local government, MSP welcomed one of the first new homeowners to take transfer of his single residential home.

"Designed as a community-friendly estate, the development delivers secure single residential and sectional title homes in a people-friendly landscape. We build communities not just homes and part of the MSP development ethos is to deliver an environment

where residents can live with dignity," says Roos.

"The dire need for quality affordable housing solutions in South Africa means that developers must tackle the challenge from a different perspective. The old formula of mass development with cluster homes and complexes set in low-maintenance concrete environments, is no longer acceptable.

"We have seen this approach fail on a global level, where instead of creating a stronger middle-class, who can own or rent quality homes, unhealthy and anti-social living conditions have spawned an underclass rife with social problems. To build strong communities, developers have a responsibility to adopt a new-generation approach," says Roos.

According to Hendrik Bruinette of MPSS, the Belladonna Estate development makes

sense in the current environment as the housing units are quality products at very competitive pricing and the development layout lends itself to a healthy and safe environment. These factors bode well for buyers' long term value appreciation.

Councillor Wilma Brady, chairperson of Sub-Council 21 of the City of Cape Town, said: "We are delighted with the progress so far and believe that MSP with its Belladonna Estate development is pioneering a new approach to delivering homes and building strong communities."

Belladonna Estate in Blue Downs was launched in May 2010 and will consist of 740 individual housing units including 460 single residential and 280 sectional title units. Five show units were completed by November 2010 and

phase one of the project was recently completed, delivering 44 completed single residential units to homeowners.

Construction on the second phase has started and this will include 30 houses and two sectional title complexes, which MSP plans to deliver by August.

"Hibiscus Village will consist of 29 sectional title apartments and Ivy Village 24," says Roos.

"Buyers can choose between houses, which will range in size from 42m² to 60m² and sectional title units ranging from one to three bedrooms, sized from 30m² to 60m². Each apartment will have a single parking bay and optional garages will be for sale with the freestanding houses."

MSP managing director John Coetzee says seven percent of the total development area is designated as public



GOOD MOVE: John Coetzee of MSP, new homeowner Roderick Swartz, Wilma Brady of the City of Cape Town, Riaan Roos of MSP and Hendrik Bruinette of MSP.

space for recreational use.

"More than 1 000 trees will be planted, and lawns and two play areas with benches and play equipment will form part of the recreational areas.

The 6 066m² central recreational park is visible from the properties overlooking it, making it a safe place in which to relax and exercise.

Pedestrian paths are lit at

night by pole-top lights for security. Houses all have street-facing gardens and apartment complexes have communal garden areas," says Coetzee.

All landscaping at Belladonna Estate will be maintained by the Belladonna Master Home Owners Association. A small levy will be paid by each owner, which will be used for security and maintenance of the gardens.

The developers also provide security measures throughout Belladonna Estate. Each sectional title complex will have remote access control and the perimeter of the estate will have an electrified wall.

A dedicated 24-hour patrol vehicle is provided and each house will have an alarm system.

"Belladonna Estate is conveniently placed for daily commuters, 4km from the R300 free-

way, 10km from the Bellville urban node and 26km from the Cape Town CBD. There are established public transport routes in the region with rail transport, buses and taxis. The Blue Downs Mall near the development has Shoprite as its main anchor complemented by various other smaller national brand shops," says Coetzee.

"MSP plans to spend a further R34 million to upgrade the infrastructure surrounding Belladonna Estate and the next two planned developments, making it even more accessible and creating more job opportunities."

Belladonna is designed for end-users and buy-to-let investors. Apartments are priced from R279 900 and houses from R399 900. Call 021 801 5400, SMS your name to 32171 or visit www.msps.co.za