

DIEMERSFONTEIN MARKT

Premium Shopping Experience — EST. 2026

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ABOUT Wellington

Wellington is a charming town in the Cape Winelands of the Western Cape, South Africa. Surrounded by vineyards, mountains and historic farms, it’s known for its natural beauty and welcoming community.

The town’s roots lie in agriculture, especially wine, fruit and brandy production, making it an important part of the region’s agri-processing industry. Wellington is also recognised for its strong educational institutions and skilled leather craftsmanship.

As part of the dynamic Western Cape, Wellington enjoys excellent infrastructure, access to transport routes and a talented local workforce, making it a growing hub for both business and lifestyle opportunities.

The Drakenstein Municipality recorded 90 611 employed residents in 2024.

Over the past decade, Wellington has grown steadily as more families and professionals settle in its affordable and scenic surroundings. This influx has increased local spending power, driving demand for new shops, restaurants and services. With a rising middle-income population, strong agricultural roots and investment in infrastructure, Wellington offers a balanced mix of lifestyle and economic opportunity, making it an attractive location for both residents and investors.

ABOUT Diemersfontein Markt

Set in the heart of Wellington’s wine country, Diemersfontein Markt is a vibrant new 27 000m² retail destination designed to become the region’s commercial and social hub. Anchored by Woolworths and Food Lover’s Market, the centre combines everyday convenience with a premium shopping experience tailored to the needs of both locals and neighbouring communities.

Rooted in Wellington’s rich legacy of trade and agriculture, Diemersfontein Markt reimagines the town’s gathering spirit for a new generation. Positioned along the R44 with excellent visibility and access, it will attract visitors from Wellington, Hermon, Gouda and surrounding areas.

Diemersfontein Markt will be a place where commerce meets community, supporting local enterprise, creating shared spaces and shaping the economic future of Wellington.

FAST FACTS

 PRIME LOCATION ON THE R44 WITH EXCELLENT REGIONAL ACCESS

 TOTAL GLA 27 000m²
THE DEVELOPMENT WILL CONSIST OUT OF THREE PHASES

 ANCHORED BY WOOLWORTHS, PICK N PAY & FOOD LOVER’S MARKET

 ANTICIPATED OPENING DATE:
OCTOBER 2028

 ADDRESS: CORNER OF PIET RETIEF STREET AND WELTEVREDE STREET, WELLINGTON, 7654

 POSITIONED IN A GROWING RESIDENTIAL AND ECONOMIC HUB

 FAMILY-FRIENDLY AND COMMUNITY-FOCUSED DESIGN

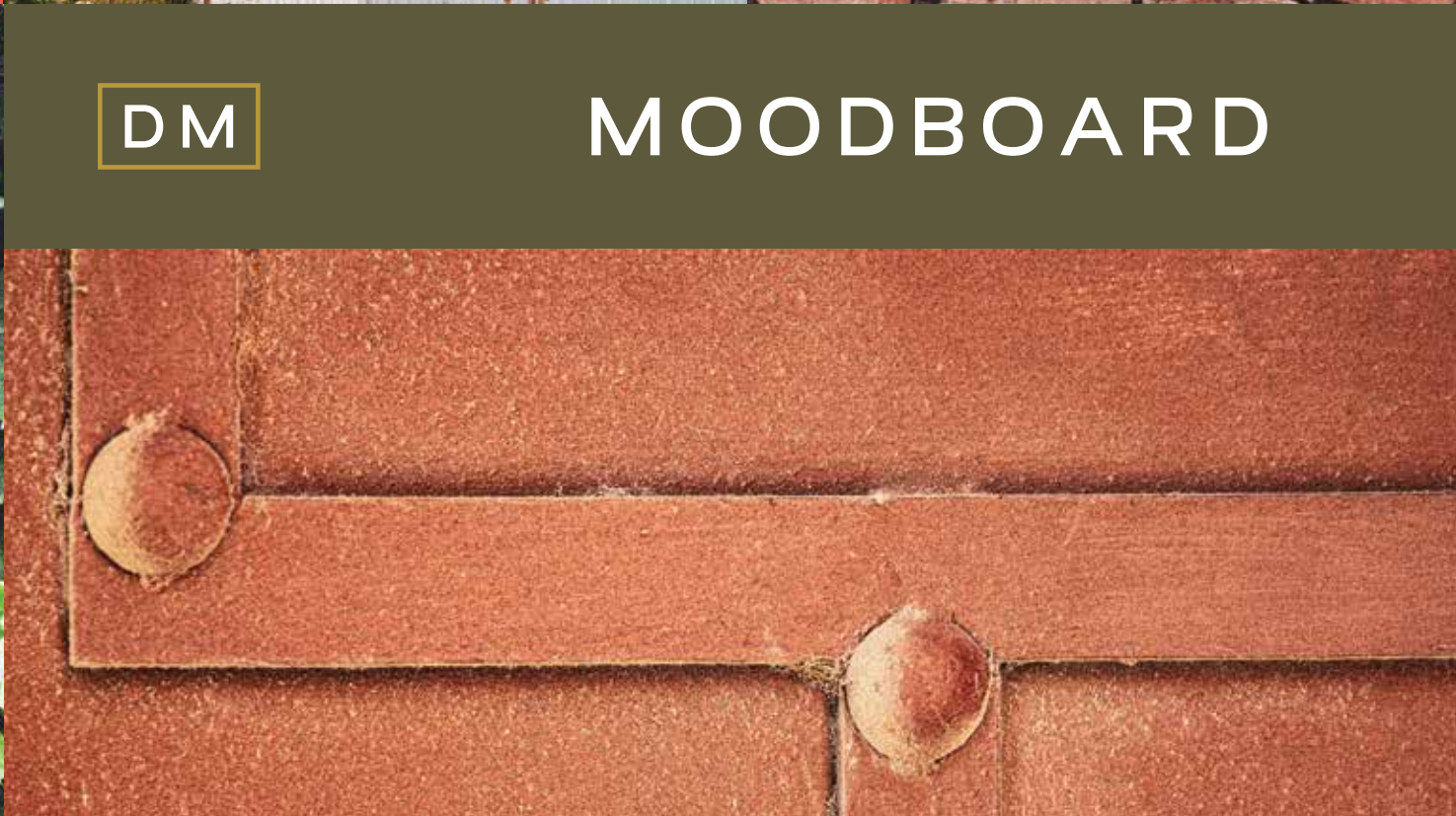
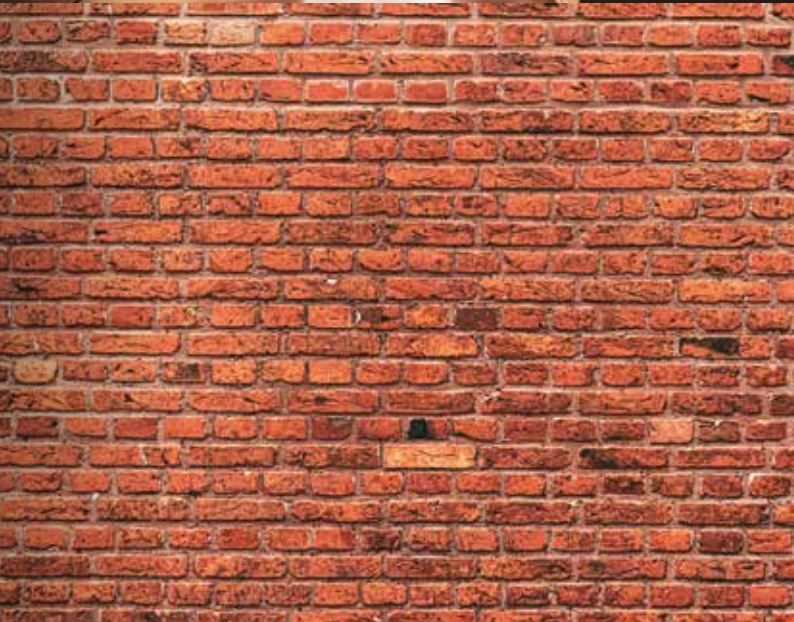
 CELEBRATES WELLINGTON’S RICH AGRICULTURAL HERITAGE

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Anchor
Tenants:



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MOODBOARD

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MACRO *Location*

POINTS OF INTEREST

01	Wellington CBD	± 3 km
02	Paarl	± 10 km
03	Franschhoek	± 30 km
04	Stellenbosch	± 35 km
05	Ceres	± 45 km
06	Durbanville	± 45 km
07	Worcester	± 55 km
08	Cape Town International Airport	± 65 km
09	Cape Town CBD	± 75 km
10	Cape Town Stadium (Green Point)	± 80 km



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MICRO *Location*

The site is located in a well-established residential neighbourhood, with easy access to surrounding suburbs. The location on Piet Retief Street, a popular commuter route with consistent traffic flow, ensures high visibility and accessibility.

LANDMARK SCHOOLS & INSTITUTIONS

PRIMARY SCHOOLS

01	Berg River Primary School	± 2.8 km
02	St Albans Primary School	± 3.3 km
03	Wellington Preparatory School & College (Primary Phase)	± 5.1 km

HIGH SCHOOLS

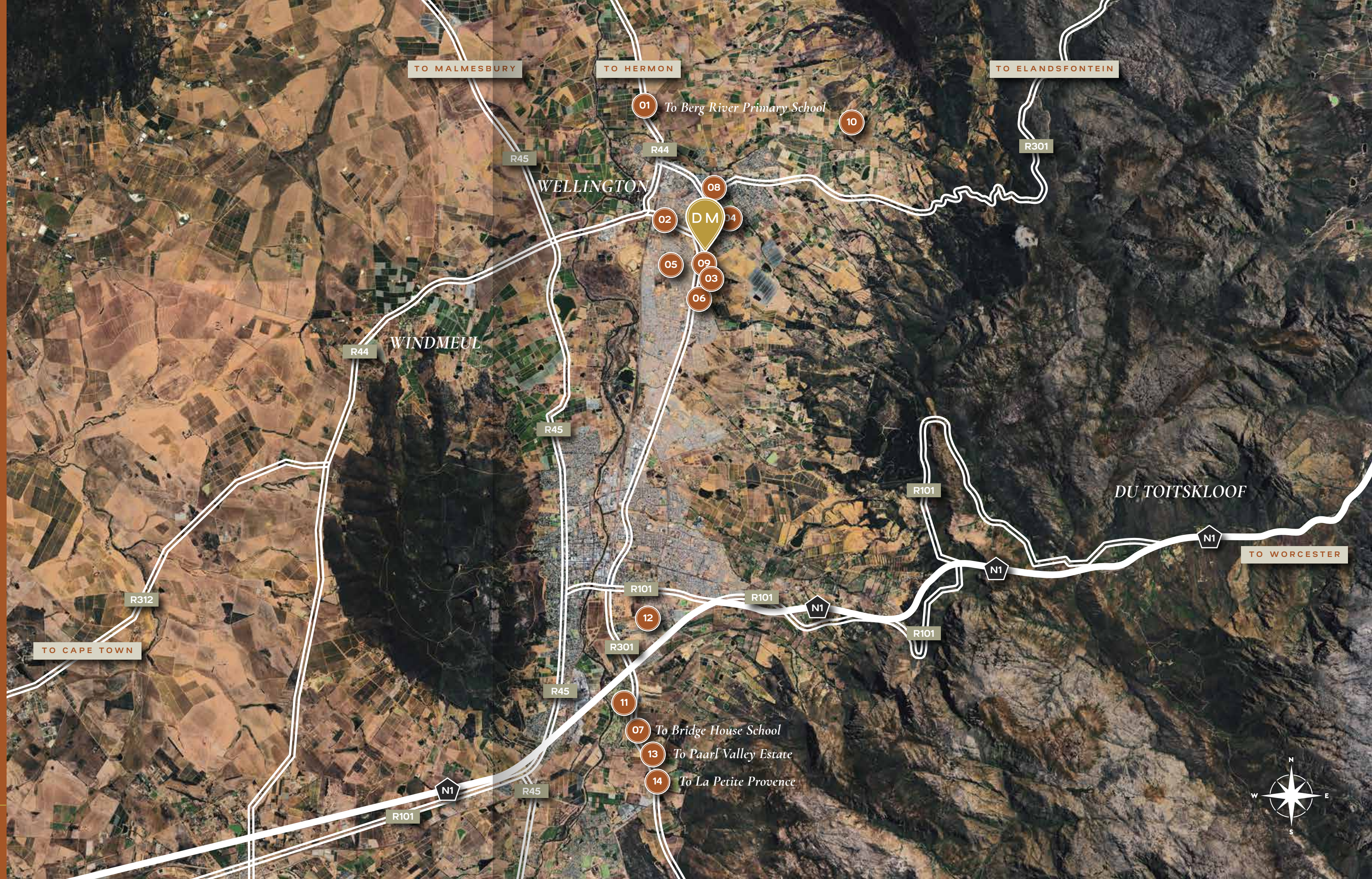
04	Huguenot High School	± 2.6 km
05	Weltevrede Secondary School	± 5.2 km
06	Wellington Preparatory School & College (High School Phase)	± 5.1 km
07	Bridge House School (Franschhoek)	

TERTIARY & EDUCATIONAL INSTITUTIONS

08	Breytenbach Centre (Creative & Cultural Hub)	± 2.2 km
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ESTATE LIVING

09	Diemersfontein Wine & Country Estate	± 1.2 km
10	Val du Charron Estate	± 3.5 km
11	Boschenmeer Golf Estate	
12	Kleine Parys Estate	
13	Pearl Valley Estate	
14	La Petite Provence	



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MICRO Location

HOSPITALS & HEALTHCARE

- 01 Wellington Provincial Hospital ± 2.8 km
- 02 Mediclinic Stellenbosch ± 38 km

RETAIL & CONVENIENCE

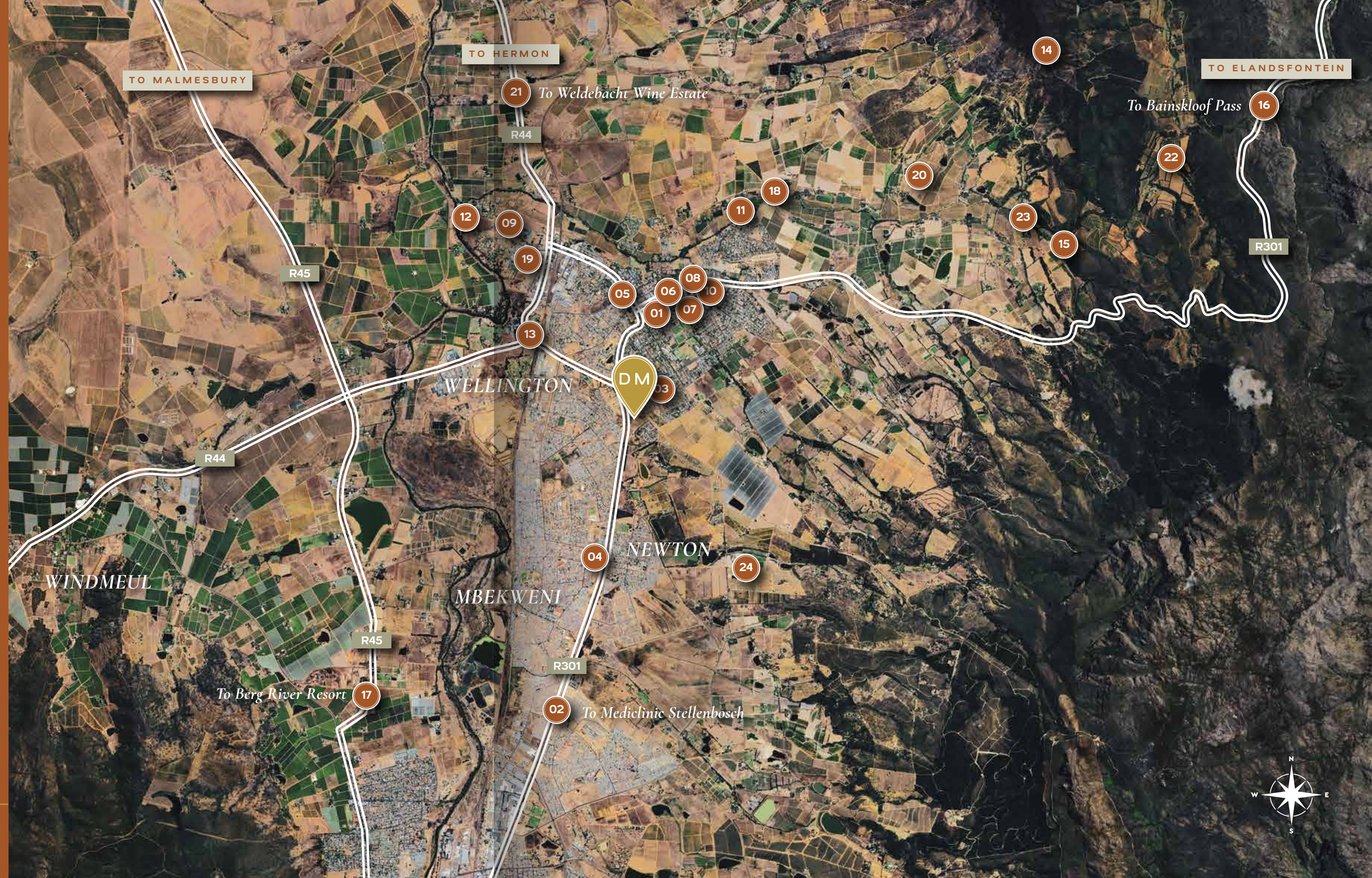
- 03 Welgelee Plein Shopping Centre ± 0.5 km
- 04 Midway Centre ± 1.9 km
- 05 Market Square ± 2.2 km
- 06 Shoprite Wellington ± 2.5 km
- 07 Spar Wellington ± 2.6 km
- 08 OK Minimark Centre ± 2.7 km
- 09 Lady Loch Road Retail Nodewe ± 4.3 km

LEISURE & ATTRACTIONS

- 10 Wellington Museum ± 2.3 km
- 11 Bosman Family Hiking Trail ± 2.5 km
- 12 Lady Loch Bridge (Historical Landmark) ± 3.3 km
- 13 Wellington Golf Club ± 4.0 km
- 14 Groenberg Nature Reserve ± 6.7 km
- 15 Bains MTB Trails ± 9.8 km
- 16 Bainskloof Pass ± 10.2 km
- 17 Berg River Resort ± 19.2 km

WINE FARMS

- 18 Bosman Family Vineyards ± 2.2 km
- 19 Wellington Wines (Bovlei Cellar) ± 2.9 km
- 20 Val du Charron Wines ± 3.5 km
- 21 Welbedacht Wine Estate ± 3.9 km
- 22 Doolhof Wine Estate ± 4.5 km
- 23 Nabygelegen Private Cellar ± 5.3 km
- 24 Imbuko Wines ± 6.1 km



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SITE

*Site Location,
Orientation
& Entry*

ENTRANCES

- 01 Entrance from Piet Retief Street
- 02 Entrance from Weltevrede Street





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MALL LAYOUT

FUTURE
PHASE

FUTURE
PHASE

DIEMERSFONTEIN MARKT

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