

de POORT

GATEWAY TO PAARL



L I F E S T Y L E C E N T R E

Corner of Main Road and
Pine Street, Paarl,
Western Cape

WELCOME TO DE POORT

Situated at the gateway to Paarl, De Poort is a new retail development, designed to serve one of the Cape Winelands' fastest-growing regions. Anchored by leading national retailers and supported by a strong local economy, De Poort offers a convenient, accessible, and vibrant shopping experience for residents

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ABOUT THE DEVELOPERS



MOOLMAN GROUP

Moolman Group is a family-founded property investment and development company established in 1967, with a long-standing reputation for developing and managing high-quality retail, commercial, and industrial property assets. Over more than five decades, the Group has grown its portfolio through a combination of strategic acquisitions, greenfield developments, and active asset management. With developments across South Africa, Moolman Group focuses on creating sustainable, well-positioned retail and mixed-use environments that support thriving communities and economic growth.

GO GROUP

GO Group is a diversified group of businesses based in Firgrove Business Park, Somerset West, focused on creating a self-sustaining ecosystem of shared resources, services, and business opportunities. The group operates across several sectors, including storage solutions, property development, business coaching, social development, elderly care, and project management. Their vision is to create value through collaboration between business units while contributing positively to the broader economy.

ABOUT PAARL

Welcome to Paarl, a picturesque town nestled in the heart of the Western Cape, South Africa. Known for its breathtaking landscapes, rich cultural heritage, and vibrant community spirit, Paarl offers a unique blend of historical charm and modern amenities.

The Western Cape province, of which Paarl is a part, has emerged as a leading economic hub in South Africa, attracting investment and fostering innovation across various sectors. With its strategic location, robust infrastructure, and skilled workforce, the province continues to attract businesses and entrepreneurs seeking opportunities for expansion and development.

Paarl's economy thrives on a diverse range of industries, with agriculture playing a significant role in the region's prosperity. The fertile soils and favorable climate support a flourishing wine industry, producing world-renowned wines that have garnered international acclaim. In addition to viticulture, Paarl is also home to thriving sectors such as tourism, manufacturing, and services, contributing to its economic dynamism and growth.

ABOUT DE POORT

In 1880, De Poort, known as De Oude Renbaan, comprised of two expansive Outspans situated along the western bank of the Berg River. These areas served as camps where distant farmers gathered for communal activities and shopping / trading. For some, reaching these outspans via ox-wagon required a lengthy journey lasting 2 to 3 weeks, as noted by De Bosdari in 1964.

140 years on, the vision for the De Poort precinct stands unwavering. Our proposal is dedicated to fostering the enduring prosperity of the De Poort Development. Our goal is to establish a dynamic, integrated mixed-use space that prioritizes a tourism hub, complemented by retail, commercial ventures, community amenities, residential apartments, and recreational facilities. This vision aims to craft a vibrant, accessible community center that caters to both tourism needs and local communal engagements.

The development is favourably located on Main Road just off the N1 highway as you enter Northern Paarl, and have access from the R44, R45 and the R101 roads, coming from Franschhoek, Stellenbosch and outlying areas.

FAST FACTS



Located in an expanding economic hub



Excellent location with easy access



Convenient retail and lifestyle solution



Rich history and tourism hotspot



Modern amenities, including children's entertainment and sporting facilities

ANCHOR TENANTS

Checkers

Dis-Chem
PHARMACIES

Pharmacists who care

OPENING DATE

**OCTOBER
2027**





DE POORT LIFESYLE CENTRE

The development will feature 9,000 m² of retail space, creating a vibrant mix of shopping, dining, and lifestyle experiences. Complementing this offering, 1,200m² of recreational facilities will provide spaces for leisure, wellness, and community engagement.

Approximately 120 residential apartments will introduce a convenient, walkable lifestyle, bringing together living, retail, and recreation within a dynamic mixed-use precinct. Together, these elements position De Poort as a destination where people can live, connect, and experience the best of the Cape Winelands.

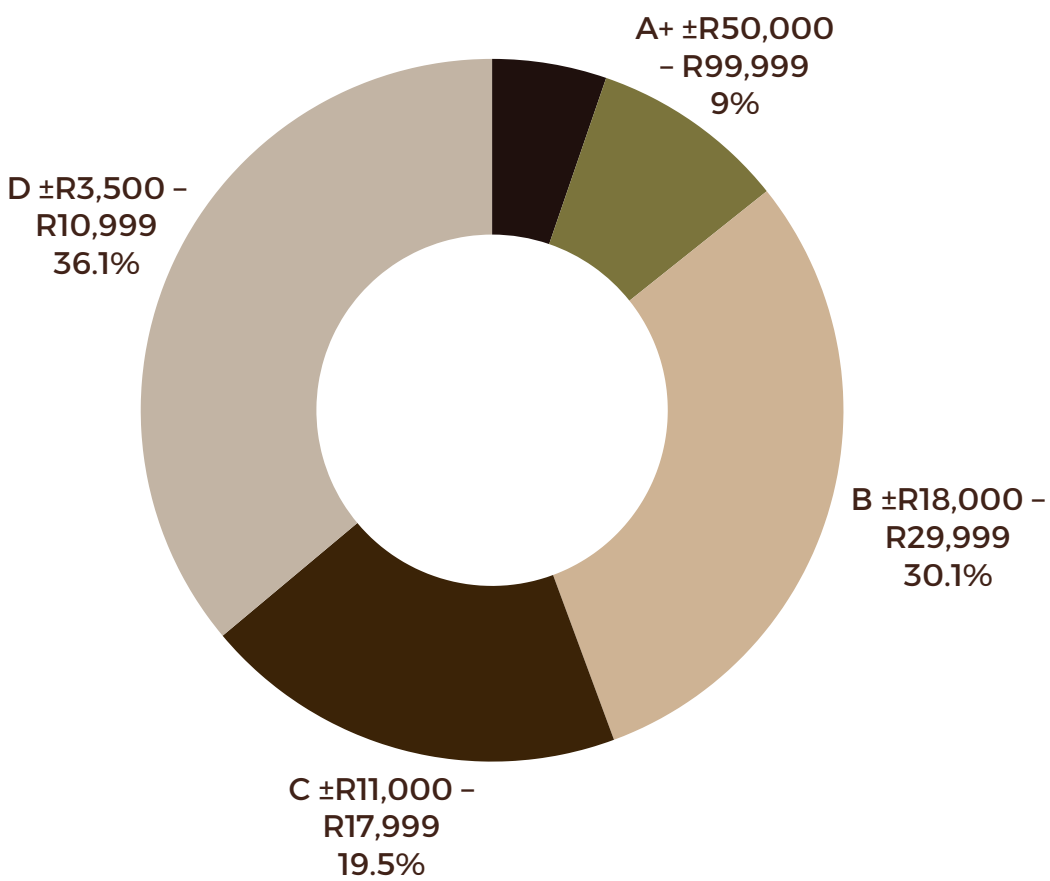
RETAIL SIZE :
9 319 m²

RECREATIONAL SIZE :
1 200 m²

FUTURE RESIDENTAL DEVELOPMENT :
120 units²

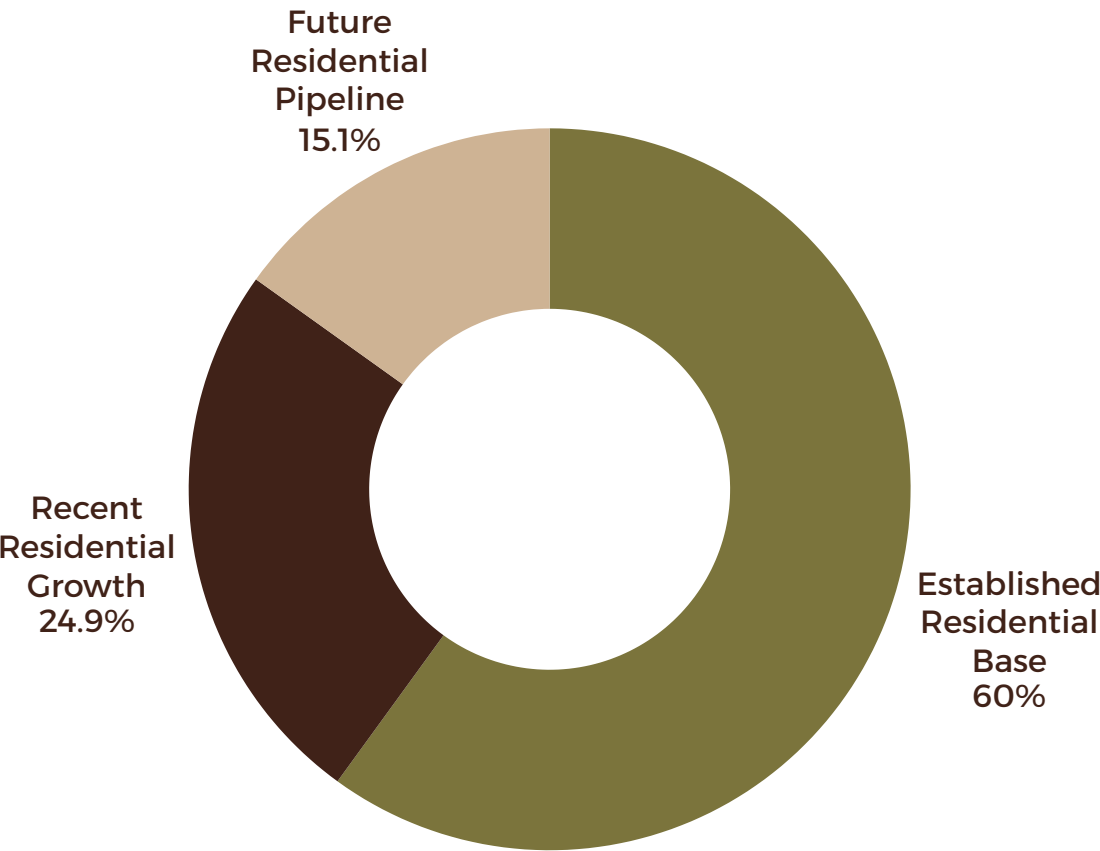
INCOME GROUP

De Poort is positioned to attract an affluent consumer market with strong spending power, including professionals, families, residents, and visitors. The precinct is designed to meet the demand for quality retail, dining, and lifestyle experiences in the Cape Winelands.



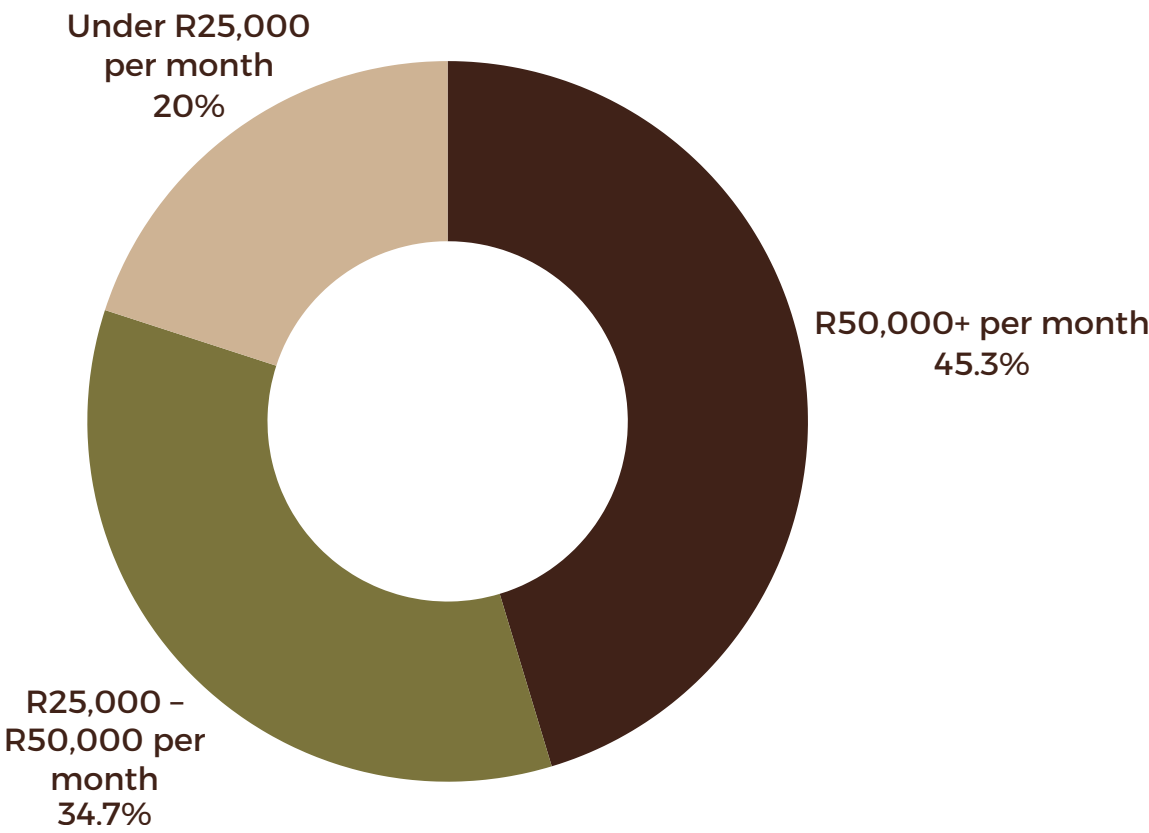
RESIDENTAL CATCHMENT

45% of De Poort's residential catchment is driven by recent and future residential growth, reflecting a rapidly expanding consumer market. This ongoing growth supports long-term demand for quality retail, dining, and lifestyle offerings.



CONSUMER MARKET

De Poort is positioned to serve an affluent and aspirational consumer market, with 80% of its target audience earning more than R25,000 per month.

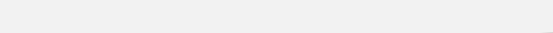


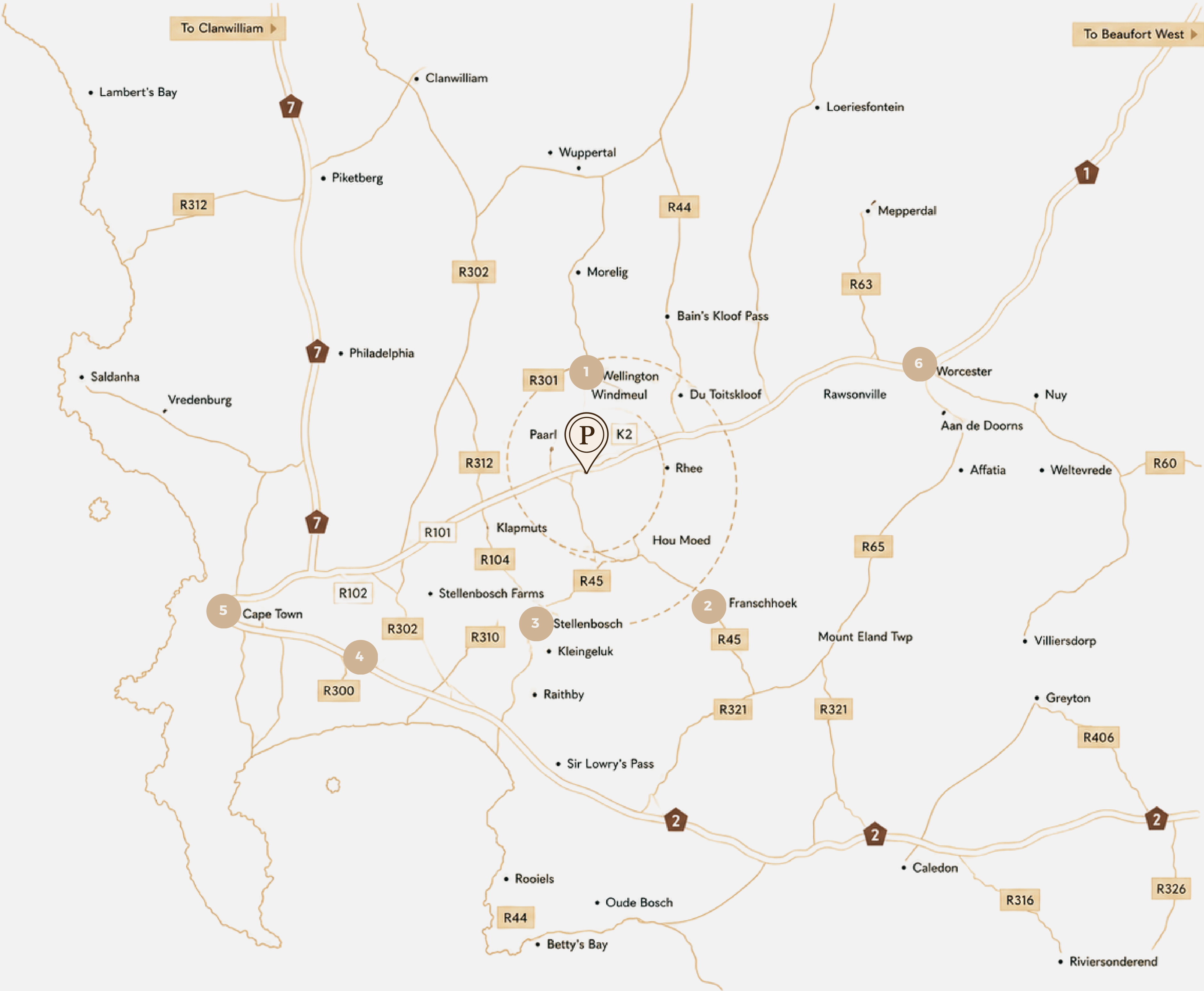
MACRO LOCATION

DISTANCE TO:	
01 Wellington	12.0km
02 Franschhoek	26.7km
03 Stellenbosch	27.1km
04 Cape Town	54.7km
International Airport	
05 Cape Town	56.2km
06 Worcester	58.5km

ESTATE LIVING:	
07 Zanddrift Lifestyle Estate	4.3km
08 Boschenmeer Golf Estate	5.8km
09 Bretagna Estate	6.8km
10 Val de Vie Estate	7.0km
11 Paarl Valley Golf Estate & Spa	6.1km
12 La Paris Estate	7.0km

WINE FARMS & ATTRACTIONS:	
13 Laborie Wine Estate	1.0km
14 Fairview Wine & Cheese	12.8km
15 Spice Route Destination	12.9km
16 Babylonstoren	14.1km
17 Nederburg Wines	16.1km

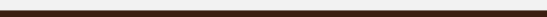
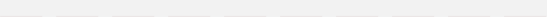
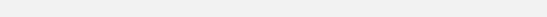
HIGHWAYS	
MAIN ROADS	
5KM RADIUS	
10KM RADIUS	



MICRO LOCATION

OTHER RETAIL:		
01 Laborie Centre		1.1km
02 Paarl Mall		1.6km
03 The Precinct		3.4km
04 Shoprite Centre Paarl		4.7km
05 Drakenstein Centre		5.0km
06 Rembrandt Mall		5.1km
07 Paarl East Shopping Centre		8.0km

LANDMARK SCHOOLS:		
08 Paarl Girls' High School		3.0km
09 Paarl Boys' High School		3.5km
10 La Rochelle Girls' High School		3.7km
11 Paarl Gimnasium		5.4km

HIGHWAYS	
MAIN ROADS	
5KM RADIUS	
10KM RADIUS	



SITE LOCATION

POINTS OF INTEREST

01 Laborie Wine Estate	1.0km
02 Picardie Guest Farm	1.0km
03 Southern Paarl	1.0km
04 Paarl Mall	1.6km
05 De Zoete Inval	1.9km
06 Courtrai	2.2km
07 Firwoods Farm	2.5km
08 Taal Monument	4.0km
09 Boschenmeer Golf Estate	6.7km

HIGHWAYS	
MAIN ROADS	
RAILWAY	



SITE ENTRANCE

ENTRANCE:
01 Entrance from Turk St
02 Entrance from Tabak St

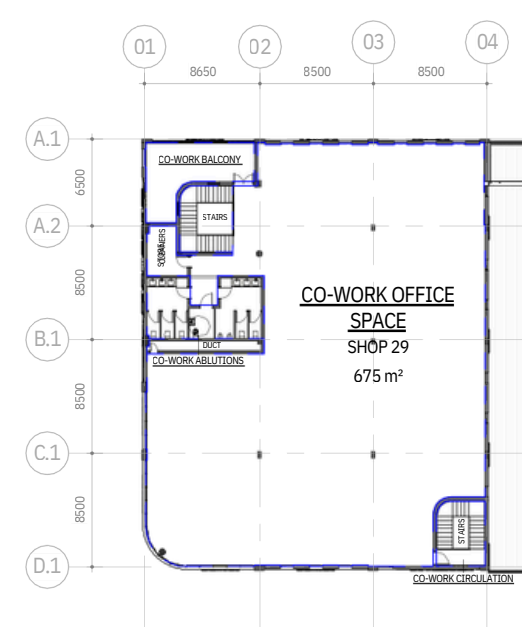
HIGHWAYS

MAIN ROADS

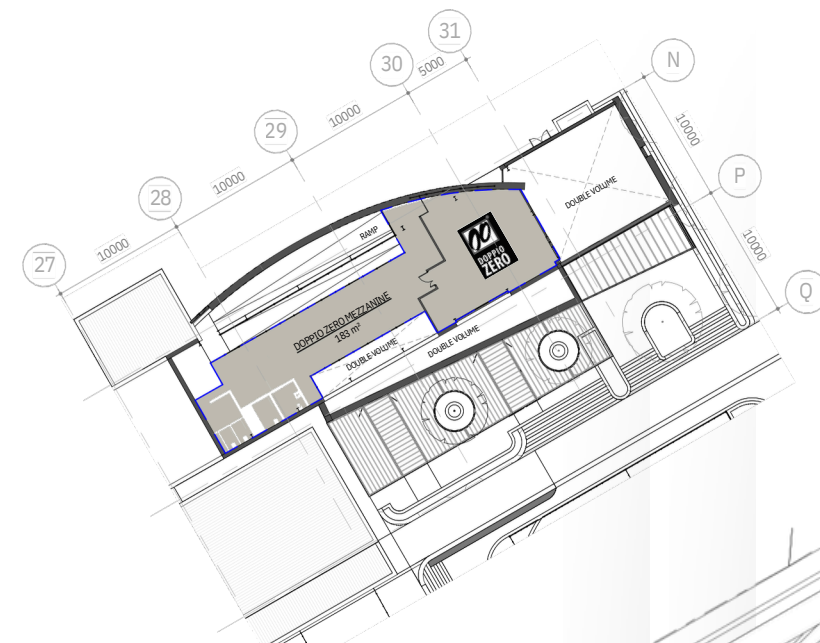
RAILWAY



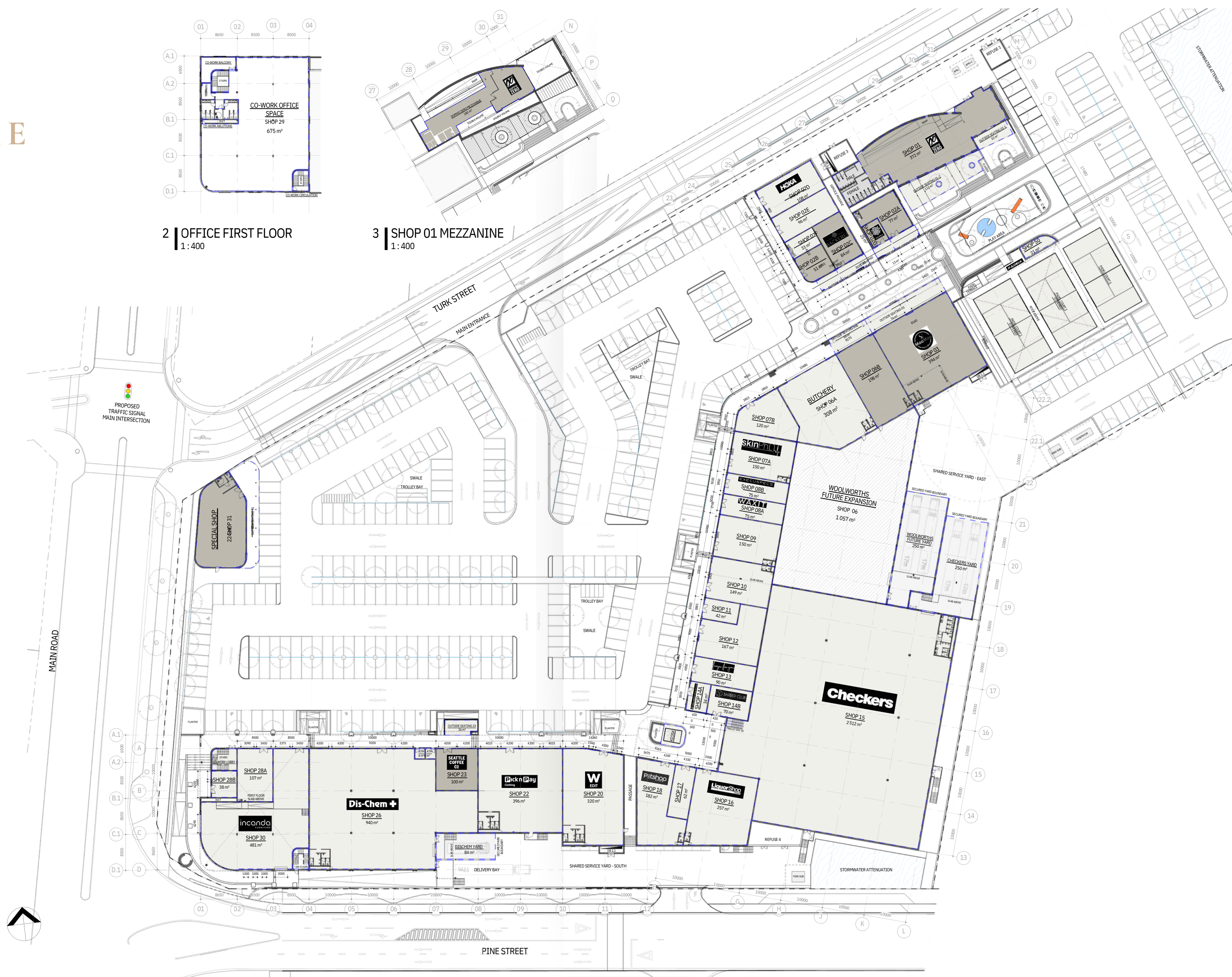
LIFESTYLE CENTRE MAP



2 | OFFICE FIRST FLOOR
1:400



3 | SHOP 01 MEZZANINE
1:400



DE POORT
RETAIL CENTRE



DE POORT
RETAIL CENTRE



DE POORT
RETAIL CENTRE



DE POORT RETAIL CENTRE



de POORT

GATEWAY TO PAARL

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