MEDIA RELEASE FROM EAST RAND MALL

26 May 2021

***East Rand Mall will soon deliver the first phase of its major taxi rank upgrade***

**The first-phase upgrade of East Rand Mall taxi rank in the retail heart of Boksburg, Ekurhuleni, by the mall’s co-owners, Vukile Property Fund and Redefine Properties, will soon be complete.**

The two-phase R12 million modernisation of the rank is the final element of the 68,400sqm regional mall’s recent major upgrade programme. It brings this important amenity in line with the excellent experience of the mall for the thousands of commuters who depend on this mode of transport. The eagerly-awaited taxi rank update project was delayed due to the Covid-19 pandemic lockdown, which stalled the construction industry for several months from March 2020.

East Rand Mall is the heart of a significant super-regional retail node that enjoys superb road access from major highways and is only seven kilometres from OR Tambo International Airport. As an extension of the mall, the rank has grown to become a landmark public transport point in the area. It serves the mall, employees of the mall’s tenants and surrounding businesses, and links to destinations near and far. It is used by shoppers, retail workers, commuters, long-haul travellers and the local community. Its users have steadily increased in number over the years, driving the need to upgrade the rank to keep pace with commuter demand and expectations.

East Rand Mall Taxi Rank is, in fact, two taxi ranks - one for local commuters and the other for cross-border travellers.

The general rank serves no less than a five-kilometre radius via three associations: The VBTA Association, Boksburg District Taxi Association, and Reiger Park Taxi Association. It is 8.4 kilometres from Dunswart, the main regional rank that interlinks all destinations on the East Rand.  It easily connects customers to 15 destinations in a radius ranging from 27 kilometres up to 49 kilometres: Tsakane, Vosloorus, Katlehong, Kempton Park, Reiger Park, Daveyton, Thokoza, Thembisa, Johannesburg, Germiston, Ivory Park, Dunswart, Wattville, Springs, and Boksburg.

It is also the main pick-up point for commuters travelling to Mozambique, Malawi and Zimbabwe from the cross-border rank with the Boksburg Cross Border Taxi Association, which offers journeys ranging from 500 to 5,000 kilometres. This association is also a courier of goods to its destinations.

The first phase of the refurbishment includes a wider entrance and new steel structures over the taxi lanes, which increase the area for more commuters and taxis to wait undercover protected from the elements. Resurfaced roadways feature new islands and fresh markings. A new wash bay area has also been integrated.

The ablution block received a major refresh. Vibrant splashes of colour in reds, oranges and yellows bring its walls to life. More natural light brightens the building’s interior, which features fun colour blocks in its new epoxy floors.

The second phase, which is scheduled to take place from August to October 2021, will introduce further improvements and add elements designed to activate the ranks’ retail complement.

“We are proud to be working with our owners, Vukile Property Fund and Redefine Properties, the rank’s taxi associations, the metro, and our customers and communities to create a bright, modern space that supports a more enjoyable trip. The taxi rank’s customers are our customers, they work in our stores and nearby businesses and live in our neighbourhood. We are pleased to create a more positive experience for all who make up the East Rand Mall ecosystem. The first phase of the new rank is already looking great, and providing a quality experience that complements that of the mall. We believe it will mean a lot for our customer, and this upgrade has the potential to attract even more customers to the rank and the mall,” says Petra Foord, General Manager of East Rand Mall.

**/ends**

Released by:

East Rand Mall Shopping Centre

Petra Foord, General Manager

Tel: 011 823 1110

Email: petra.foord@jhi.co.za

Facebook: @EastRandMall

Instagram: @eastrandmall\_

Twitter: @EastRandMall

Website: www.eastrandmall.co.za

For more information, or to book an interview, please contact Mahlatse Bojanyane on 083 453 6668 or email [Mahlatse@marketingconcepts.co.za](mailto:Mahlatse@marketingconcepts.co.za).