

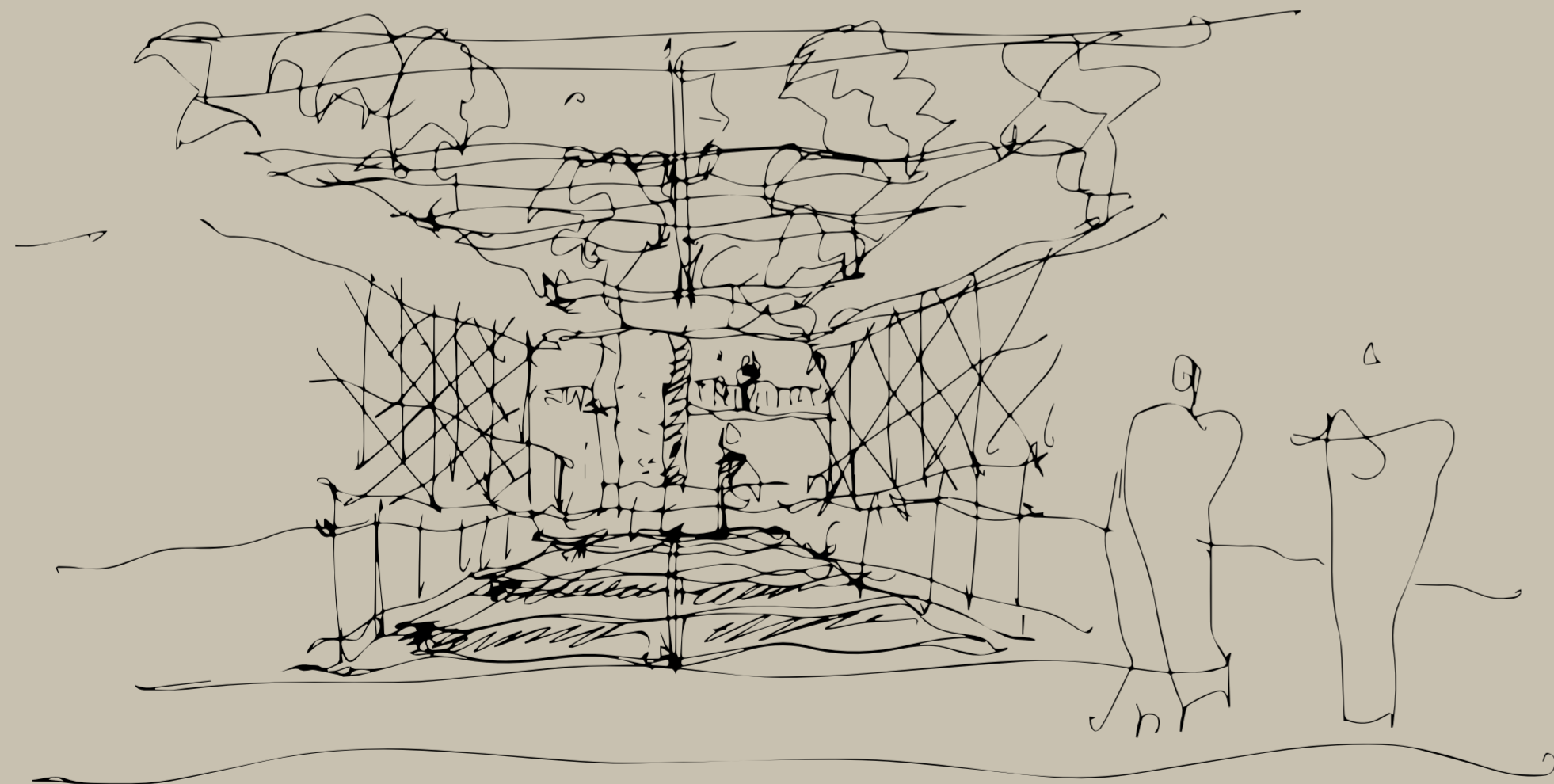
BLACK
BRICK
GARDENS



BLACKBRICK

RD

Introducing BlackBrick Gardens.



Our Journey

In 2018 Jonathan met Moritz. They set out on a mission to create a **global network of apartment hotels** where people could stay, work and be free.

At the time, Johannesburg was their home. A city with a growing **African energy** co-anchored by a new CBD in Sandton which was ready for a cultural infusion after having had a few decades of homogenous corporate development.

BlackBrick was presented to the market in 2019 after a deep and considered design and planning period. It was met with unprecedented demand; the investor market identifying the value on offer in Sandton's first ever office conversion. In 2020, during the height of the Covid pandemic, Jonathan and Moritz traveled to the USA to lay the foundations for their second part of their network plan- **connecting Africa to the world.**

On the way to the US, they visited Mexico City for their mandatory 15 day quarantine period. Here, they met with Andrew, a South African architect living in Mexico with his family since 2015. For 15 days, they immersed themselves in the city's culture by walking the streets and discussing the possibilities for an **elevated design** of a BlackBrick building.

BlackBrick Gardens is the first edition born from this collaboration. We think it captures the needs of the geographically-liberated generation and we look forward to developing this building into a place that becomes an important part of the Cape Town city urban fabric.



Why BlackBrick?

BlackBrick is building a global network of urban villages for our growing community of digital nomads to live and work freely between cities.

Who We Are.

BlackBrick has established itself as the fastest growing apartment hotel network in Africa with **over R1 billion** in sales since our inception in 2019.

As a brand with a strong investor focus, we have completed 3 buildings in Joburg and Cape Town with another 4 buildings currently under development. BlackBrick offers astute investors a hands-free solution delivering maximum yields and long term capital growth.

Our Edge

- ✂ **Network effect**; as an investor, you have access to all BlackBrick facilities nationwide.
- ✂ **10 Free days*** for hotel investors, and 15% off all reservations made through the network.
- ✂ We are a **360-degree platform** that designs, develops, and operates the product post completion at a stage where other developers typically remove themselves from a project.
- ✂ We are the first developers to provide investors with **managed services** that allow guests and residents total freedom in terms of duration of stay, resulting in a higher than market return on your investment.

*Terms and Conditions Apply

The BlackBrick Network.







Development Overview.

Roodehek Street, Gardens, in the Cape Town City Bowl is the latest location within our growing BlackBrick network.

BlackBrick Gardens is the conversion of a **1960's industrial building** previously occupied by jewelry and hat makers into 93 apartments set across six storeys overlooking **Table Mountain, Lion's Head, Devils Peak** and the city skyline.

By converting a building and utilising the existing structure, we ensure a more sustainable approach to development. The facade has been pulled back to allow for passive cooling and heating, reducing the operating costs of the building.

Every BlackBrick building design is a response to the unique character of the neighborhood. In the case of Gardens we have taken a white and brick building and extended this language with 3 storeys above the existing structure.

As comes standard in all BlackBrick buildings, our club facilities give the community space to connect:

- **Workspaces and Meeting Rooms**
- **Library**
- **Outdoor Cinema**
- **Ground floor Courtyard Restaurant**
- **Rooftop Terrace**
- **Wind-protected Swimming Pool**
- **Concierge Service**
- **Tech-enabled Secure Access**
- **Back-up Power to every apartment**

The Courtyard overlooking an Artwork by Lazli Mathebula



The Apartments

A new apartment typology has been invented to create a new way of living. With inspiration from the **Victorian row houses** in the neighborhood, the units are designed with a **stoep at the entrance** and a **terrace at the back** creating a seamless experience between living, working and sleeping spaces.

The entrance to each apartment is **framed in breezeblock** to allow for natural light and ventilation on both sides of the apartment. On the opposite end of the apartment, a planted outdoor space connects you to one of the most well-known nature reserves in the world right outside your door.

Our top two floors of apartments introduce a whole new way to stay, with a **connected modular design** consisting of **interleading doors** and **interchangeable furniture pieces** enabling up to four apartments to be merged, accommodating multiple user needs including larger families and groups of travelers looking for the balance between a home and a hotel.



1-Bedroom Apartment
"Mountain Facing"
Screed Floor
Total sq m



2-Bedroom Apartment
"Signal Hill/City View"
Screed Floor



1-Bedroom Apartment
"Mountain Facing"
Timber Floor



1-Bedroom Apartment
"Lions Head View"
Courtyard



1-Bedroom Apartment
"City Facing"
Timber Floor



1-Bedroom Apartment
"Lions Head View"
Courtyard





The Neighbourhood.

Gardens is an urban neighborhood in Cape Town **steeped in heritage**, nestled on the footsteps of Table Mountain & Lion's Head. Home to a young dynamic growing population, diverse restaurants, and artisanal shops - it has become a hub for the Capetonian **creative economy**. Housing film makers, record producers, advertising agencies, content creators, production companies and publishing houses. Gardens gives its community everything it needs to experience an **integrated living and working environment** punctuated by views of the city's landmark mountain.

Roodehek on The Rise.

Investing in BlackBrick Gardens is an investment into the next big **neighborhood growth story**. Our mix-used development forms part of a planned **R1 billion precinct** with multiple developers committing to large scale projects across Roodehek Street.



BlackBrick Gardens



Food & Drink

- Deluxe Coffee
- Truth Coffee
- Dogs Bollocks
- Mount Nelson
- Yours Truly
- The Company's Garden
- Dunkley Square



Shopping

- Gardens Shopping Centre
- Food Lover's Market



Culture & Education

- Kleine Kloof Early Learning Centre
- Language schools
- Tutu Museum
- House of Parliament
- iziko South African Museum



Entertainment & Relaxation

- Book lounge
- Labia theatre



Shared Work Spaces & Creative

- Chips
- Craft & Go
- Orms Pro Photo Warehouse



Public Transport

- BRT gardens stop



Outdoors & Active

- Oranjezicht farm
- Virgin Active
- Padel tennis
- Mountain trails
- Beaches
- Parks



Healthcare

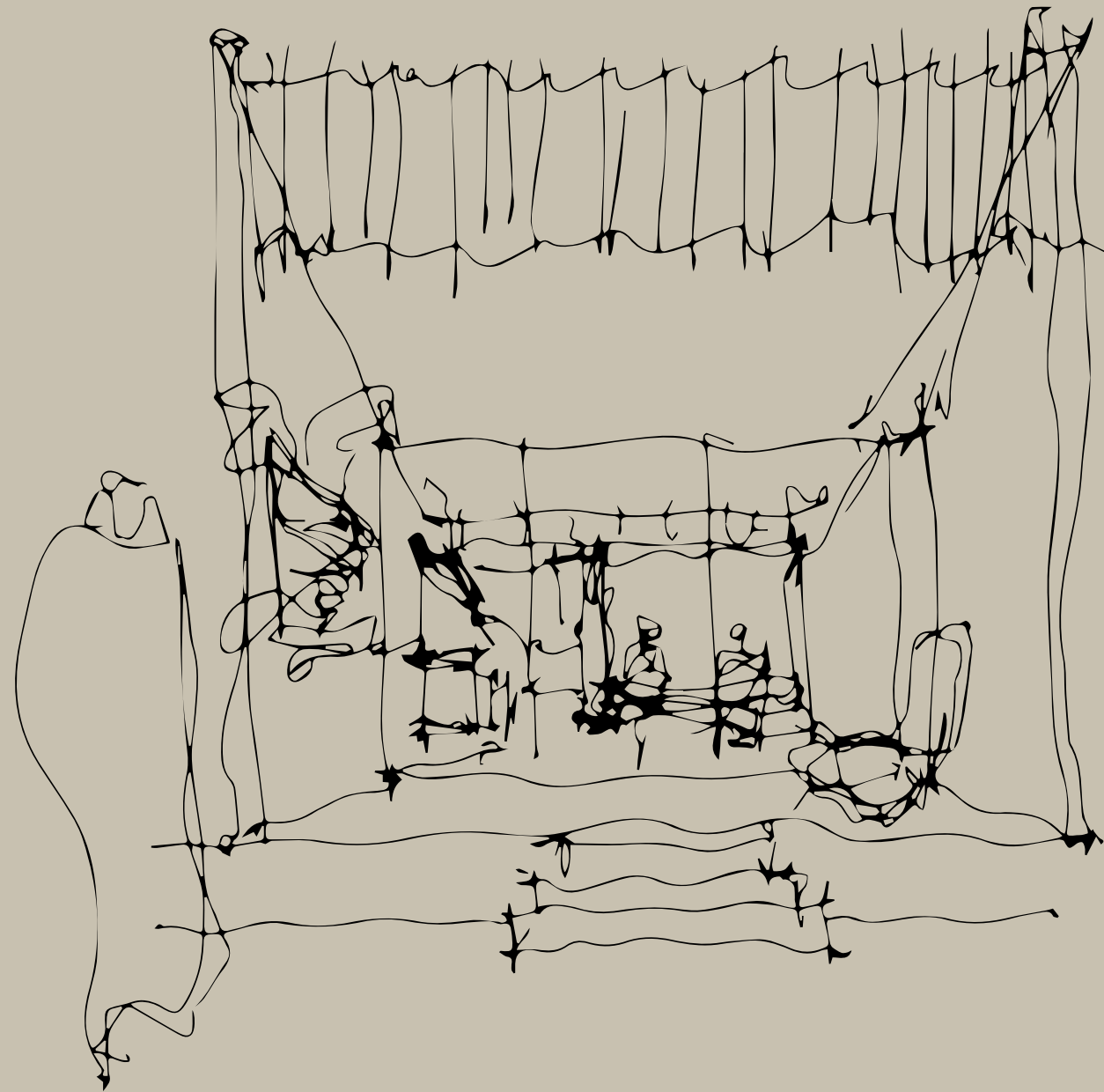
- Mediclinic Cape Town Hospital



Upcoming Projects by our neighbours



A Word from Andrew Makin, Design Workshop Architect



Least Consumption for Greatest Value Creation.

High ceilings, big open floors flooded in light, massive views of the Mountain and the City. Spaces originally made for the creation of hats.

Now empty of that careful craft, it finds itself in a totally new context of urban transformation from light industry to mixed-use city fabric.

Once closer to the edge of the city centre, now closer to its core, its framework of white columns, profiled concrete beams and flat slabs waiting for its next incarnation.

Value Creation Through Connectivity.

The building is being developed as a physical connectivity platform, just as the internet is a digital connectivity platform.

Just Enough Essential Parts.

Accessed directly off the **network of streets** around it, the **neighbourhood piazza is at the core** of the project, activated and enlivened by a community restaurant, workspaces, a library and meeting spaces, with accommodation above that.

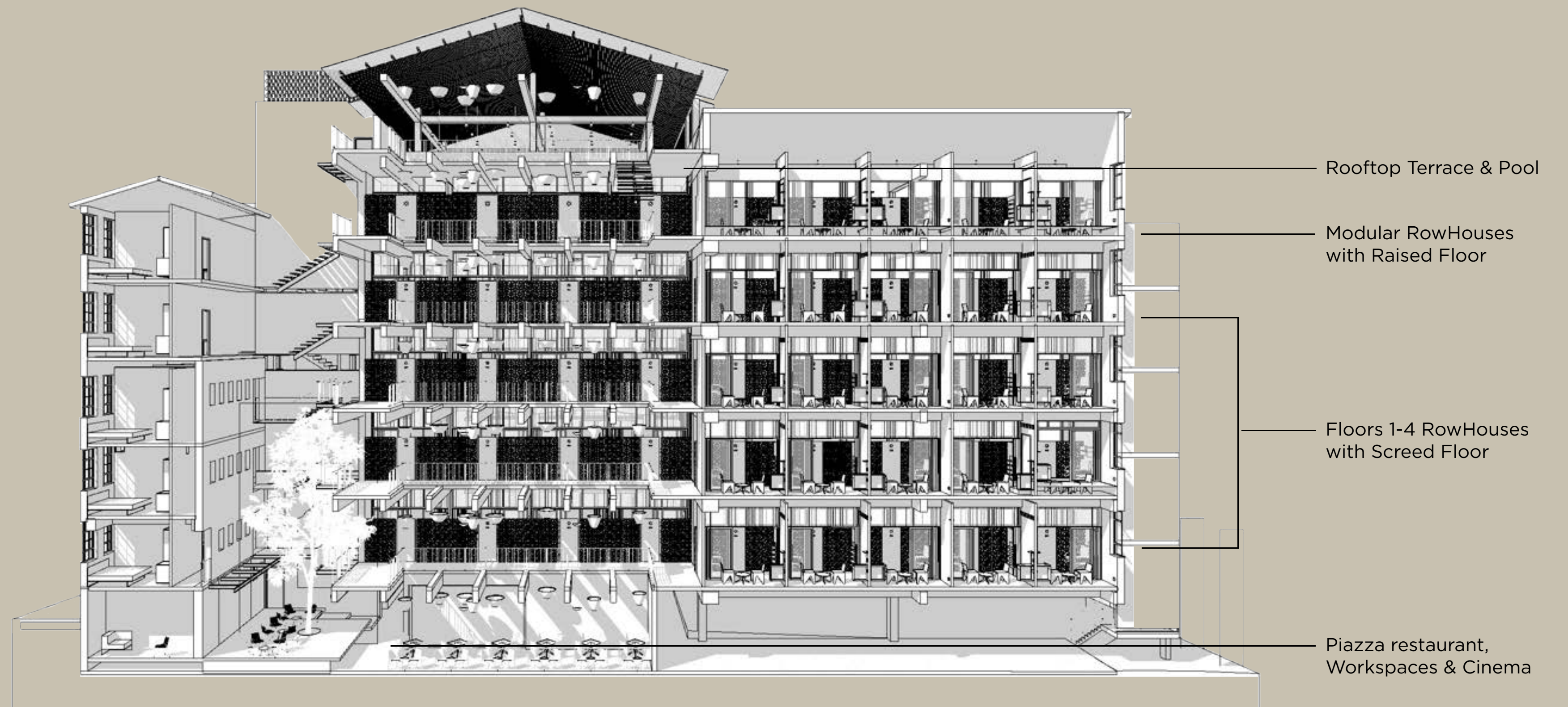
The **neighbourhood park** becomes a six-story open-to-sky **Hanging Garden** overhead the piazza. This is made possible by excavating from ground to sky through the existing slabs with the remaining beams forming planting trellises at every level.

A **naturally climatically moderated** green oasis just a few meters from the revitalising light industrial streets outside.

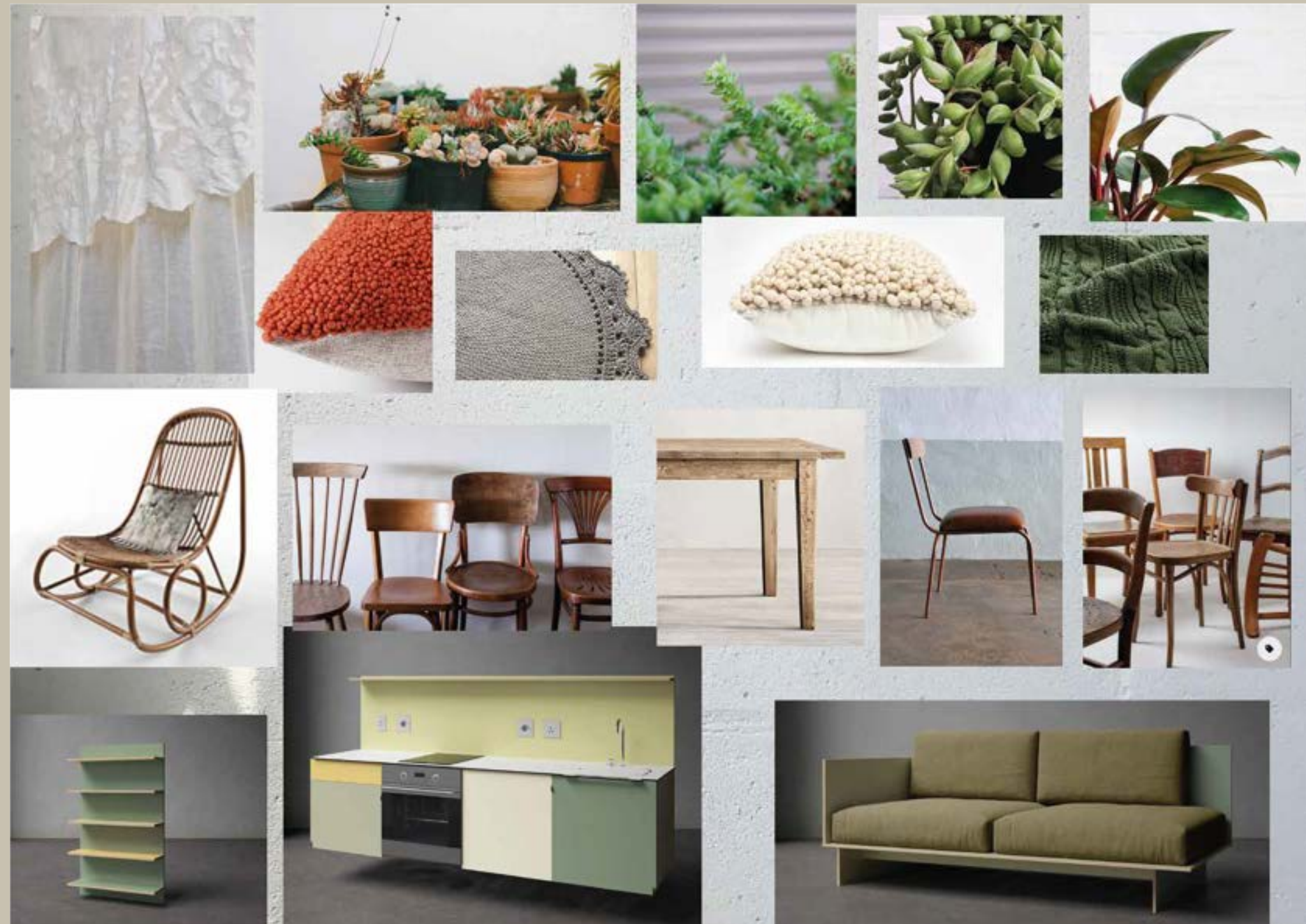
Passages are Sidewalks. Each is covered, stacked one atop the other around the hanging garden, as well as around a second **open-to-sky courtyard**.

Along the sidewalks are streets of **RowHouses**, each containing the essential vital elements of any Bokaap or Karoo rowhouse.

On the top 2 floors, the Rowhouses have the potential to aggregate from a one-bedroom module, in any multiple upward to four or five bedrooms, or home-office, or separate kitchen, dining and lounge spaces. Taken to its logical conclusion, **an urban villa**.



Furniture Concept.



With precisely the same approach of inserting the essential elements of the city into the inherited structural framework of the building, at the next scale down, furniture is also seen as **installation artwork** inserted within the primary components.

Almost always light, breezy, and in the colours of the surrounding natural environment, here the furniture is in the richly gentle colours of **Fynbos**, Proteas, with accents of their flowers in bloom.

This colour approach, set against the pure white walls and simple floors so synonymous with one period of the city's history continues into the **RowHouses**.

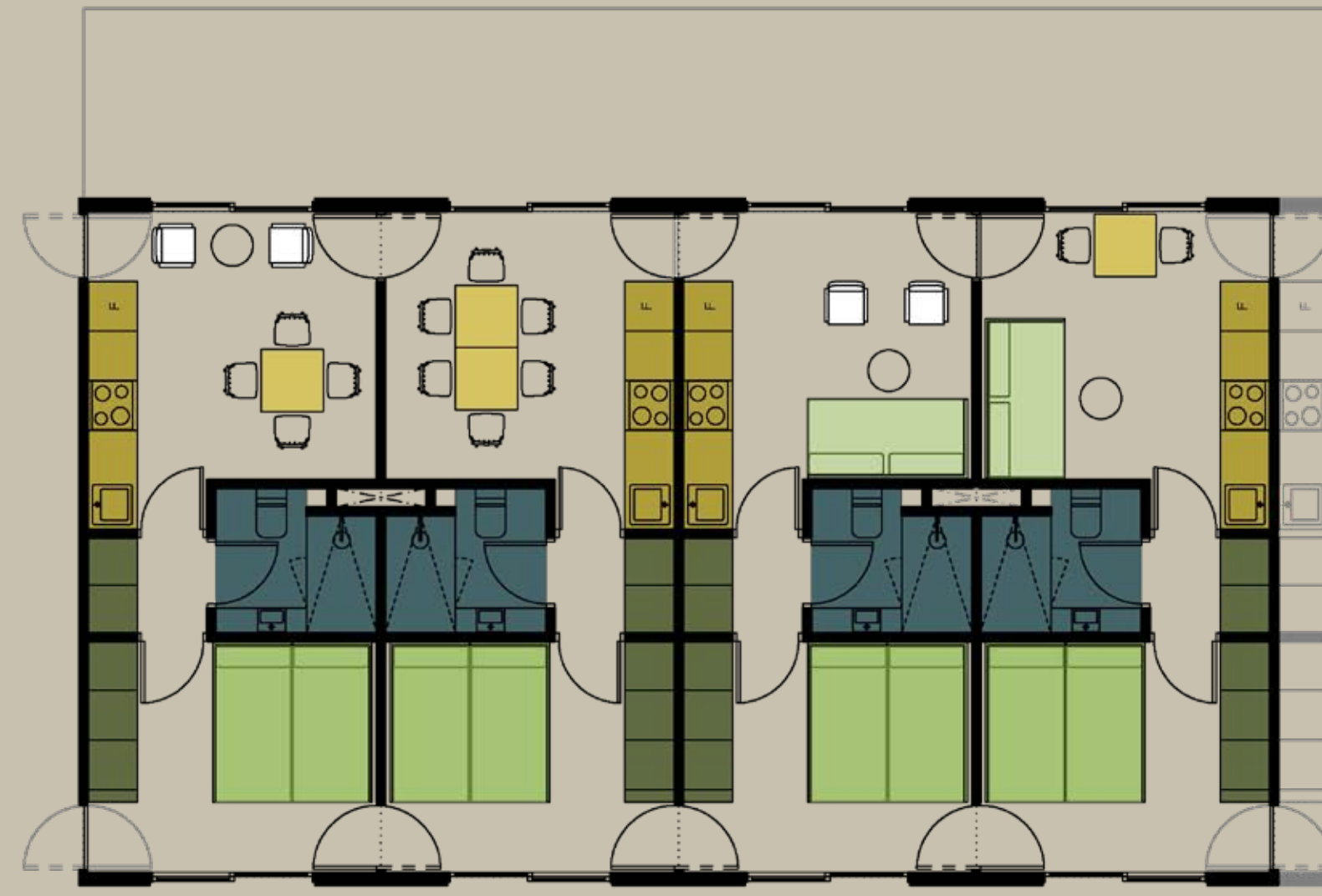
In a mix of old and new, pieces from across much of the city's diverse history are discovered in re-use and re-purposing shops, warehouses and markets, and combined with kitchens, cupboards, beds and couches, bookshelves and planters from **Modular-Made**.

Beds are platforms for the day & the night, for sleeping & now for working on a laptop or tablet with a coffee close at hand.



Furniture by Modular-Made





4 module
8+2 beds



Flexibility

The top 2 floors have interlocking doors allowing for **total customisation** to suit a number of accommodation needs.

Our **modular apartments** can be tailored for any living situation, catering for individual, group, family or work stays.

The hybrid mix of short and long stays provides **excellent downside protection** to investors looking to gain an additional financial edge.

A Hotel Network with Culture at its Core.

BlackBrick Artist Collective

Murals and public art are a distinguishing part of public history and evolving culture. At BlackBrick we're doing more than just developing buildings. Every BlackBrick building is a **multidimensional environment** and art adds to the depth of that experience.

The BlackBrick Artist Collective gives **emerging local artists** a platform to exhibit their work to an international market and simultaneously bring each building to life.

Every BlackBrick building has a number of **original artworks** by local artists, specifically created for each development as a response to the architecture in that location.

Sandton I : Fhatuwani Mukheli | Sarah Grace

Sandton II : Grey Room | Sadie Clayton | Atang Tshikare | Lazi Mathebula

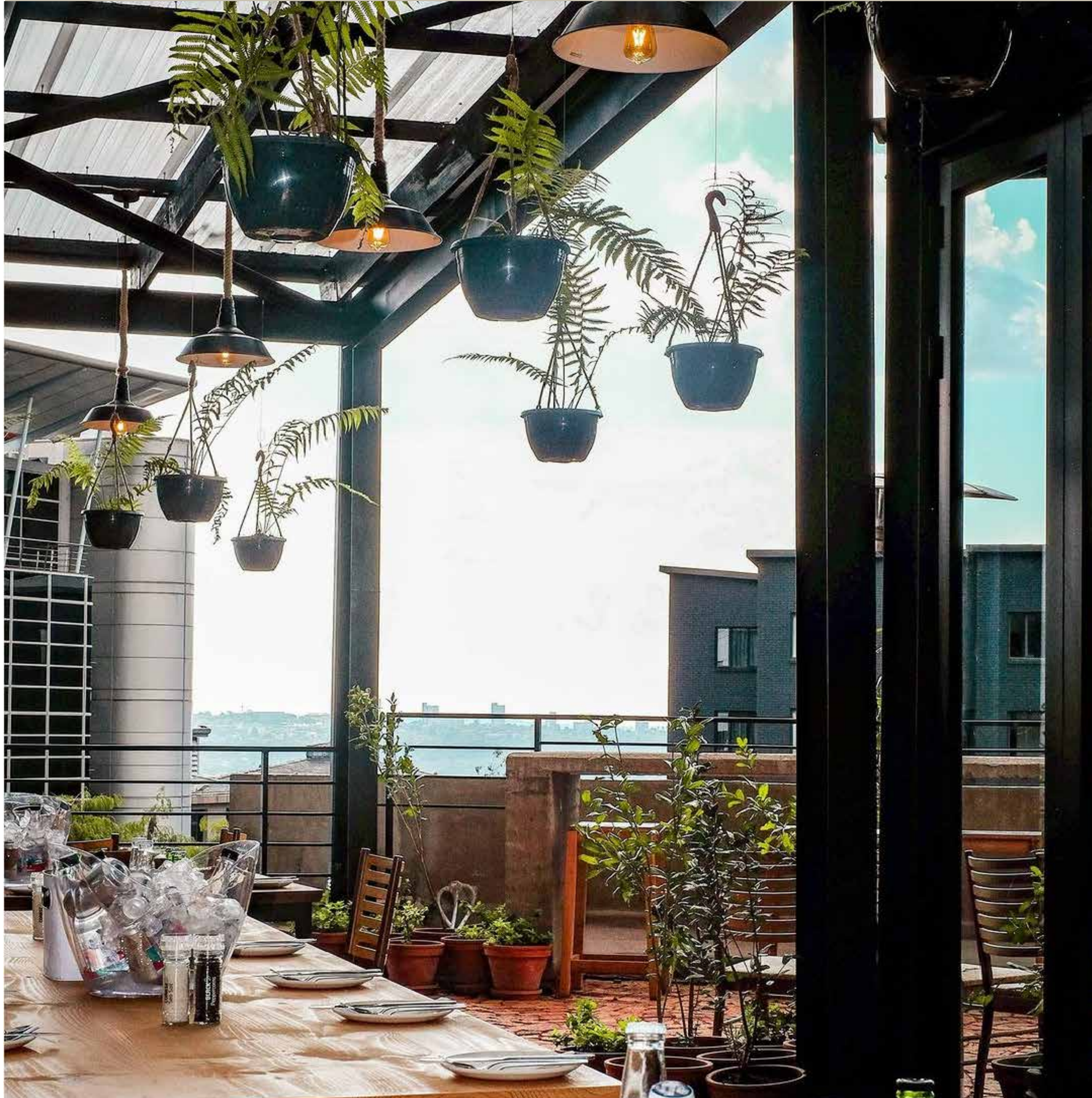
Cape Town Foreshore : Farai Samurai | Ian Albertyn | Mac Clements

Bedfordview : Naledi Modupi | Jay Carson

Gardens : Lazi Mathebula



Mural at Artistry by Atang Tshikare



Join the BlackBrick Club.

Invest in the BlackBrick Network

Investing in BlackBrick provides you with the opportunity to **capitalise on a proven performer**. Our **occupancy rate is 75%+** on average at our locations in Sandton and Cape Town's Foreshore together with impressive capital appreciation for those who have bought at the launch stage of our projects.

Gardens is our **5th building** to be developed in four years since our launch in Sandton. Our apartment hotel model proved to be the most defensive type of hotel category over the past few years due to our **smart revenue management** and our ability to flip between short, medium, and long stays.

Investing into BlackBrick gives you much more than a typical property development. Buyers become members of our club and get **access to the full network**. Each new building that we develop drives additional value to all of our members.

Your investment can turbocharge your lifestyle with the ability to travel and work in **Johannesburg, Cape Town, or Durban**. You get access to each property's workspaces as well as our members-only rooftop bars and all of our other facilities.



Investing in BlackBrick delivers great returns with two management solutions to choose from.

Short-Term Letting Management

- To ensure smooth operations of the building, all short term letting is undertaken by BlackBrick.
 - In order to join our short-term letting management service you will be required to purchase our furniture package (from R140 000).
 - BlackBrick takes care of all marketing and logistics to do with short-term letting.
 - At the end of the month, we deduct all of the expenses and the 15% BlackBrick management fee.
- **Net Yield for 2025 projected at 9%***.

Long-Term Letting Management

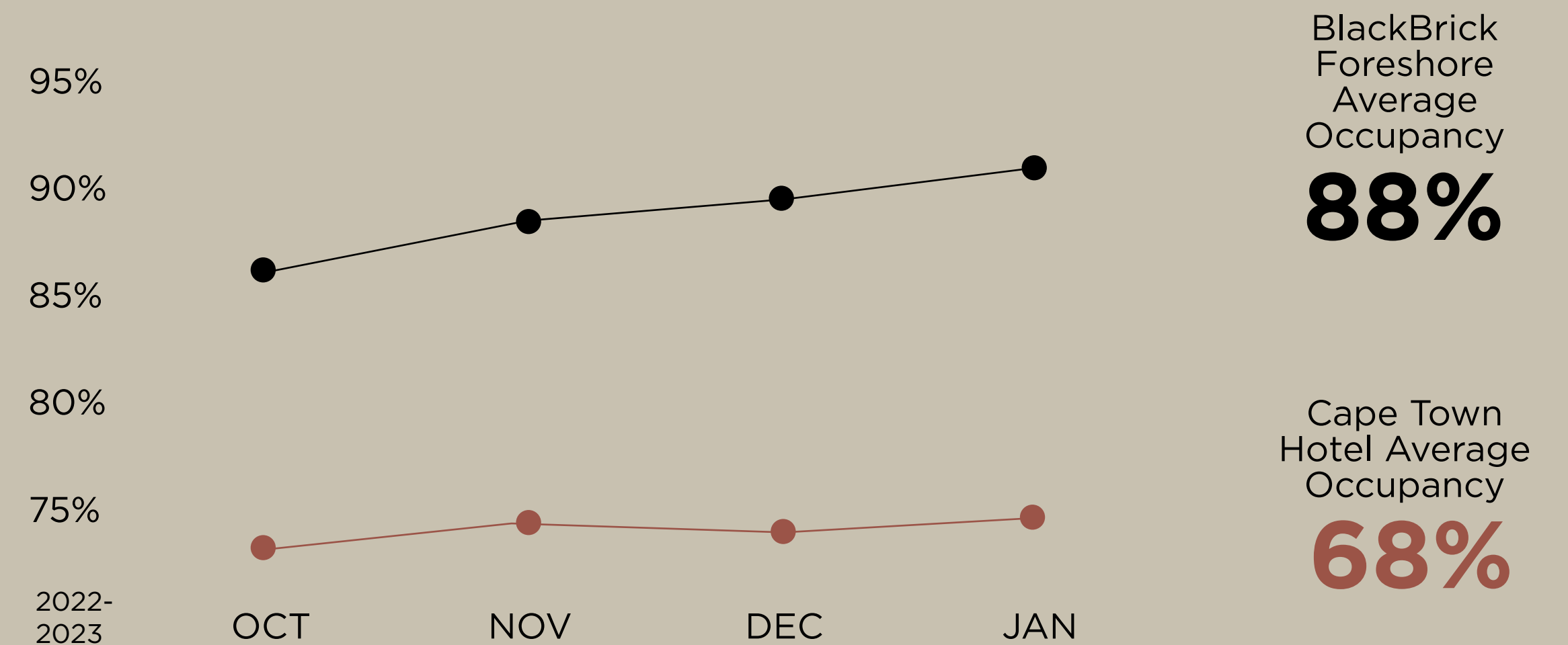
- BlackBrick offers a long-term (6-months plus) placement and letting management service on-site.
 - You are not required to use BlackBrick, and you are able to self-manage or utilize external agencies at your discretion.
- **Net Yield for 2025 projected at 6%***.

*For projection purposes only

A Case Study.

Foreshore, Cape Town CBD.

BlackBrick demonstrated market-leading success in 2022, outperforming both the Sandton and Cape Town markets in occupancy numbers all while achieving increasing room rates as we accelerated through the post-Covid recovery phase.





Invest in a Growing Economy.

The Western Cape.

For the first time ever **Cape Town is now outstripping Johannesburg** in economic growth and the Western Cape's annual building plans passed at the end of 2022, exceeded those of Gauteng for the first time in recorded history.

According to John Loos, FNB's Commercial Property Finance Economist, "Cape Town is a good location to buy an investment property. The real estate market in the city has **high-growth potential**, ensuring a good return on investment when you're ready to sell your property."

Loos believes the shift in relative share of the development market away from Gauteng towards the Western Cape, points towards a longer term **"economy shift" towards the coastal regions.**

Jackie Smith, head of Buyers Trust (a subsidiary of the ooba Group) says the Western Cape is currently the region **experiencing the most home buying activity.** It is also the region which has the highest average deposit coming in at 17%. The national average for a deposit on a property is 7.8%.

Building a Product for Digital Nomads

At BlackBrick, we're breaking down investment barriers with flexible living and working options that meet the lifestyles of a **new generation of mobile citizens**.

Our integrated living-working spaces offer the freedom to **customise your life**- from short stays to long stays without any contracts tying you down.

In line with global trends, our spaces are designed for both work and life after work- giving our members across the platform a unique opportunity to **remain dedicated to their craft while exploring the city**.

A recent study by Nestpick.com reports that global populations of digital nomads have risen to a staggering **35 million individuals**, creating an economic benefit worth near **\$800 billion annually**.

This signals the start of a burgeoning '**subscription living**' movement, allowing those who are location-independent for work more freedom and flexibility than ever before.

Of the 75 cities researched in this report, **Cape Town** ranks as one of the **most attractive destinations for digital nomads** looking to shape their own unique lifestyle; proving that this market don't need to limit themselves within traditional business hubs if they want high earning potential.

With its **increasing popularity** amongst aspiring professionals around the globe you can expect subscription living trends only grow stronger over time.



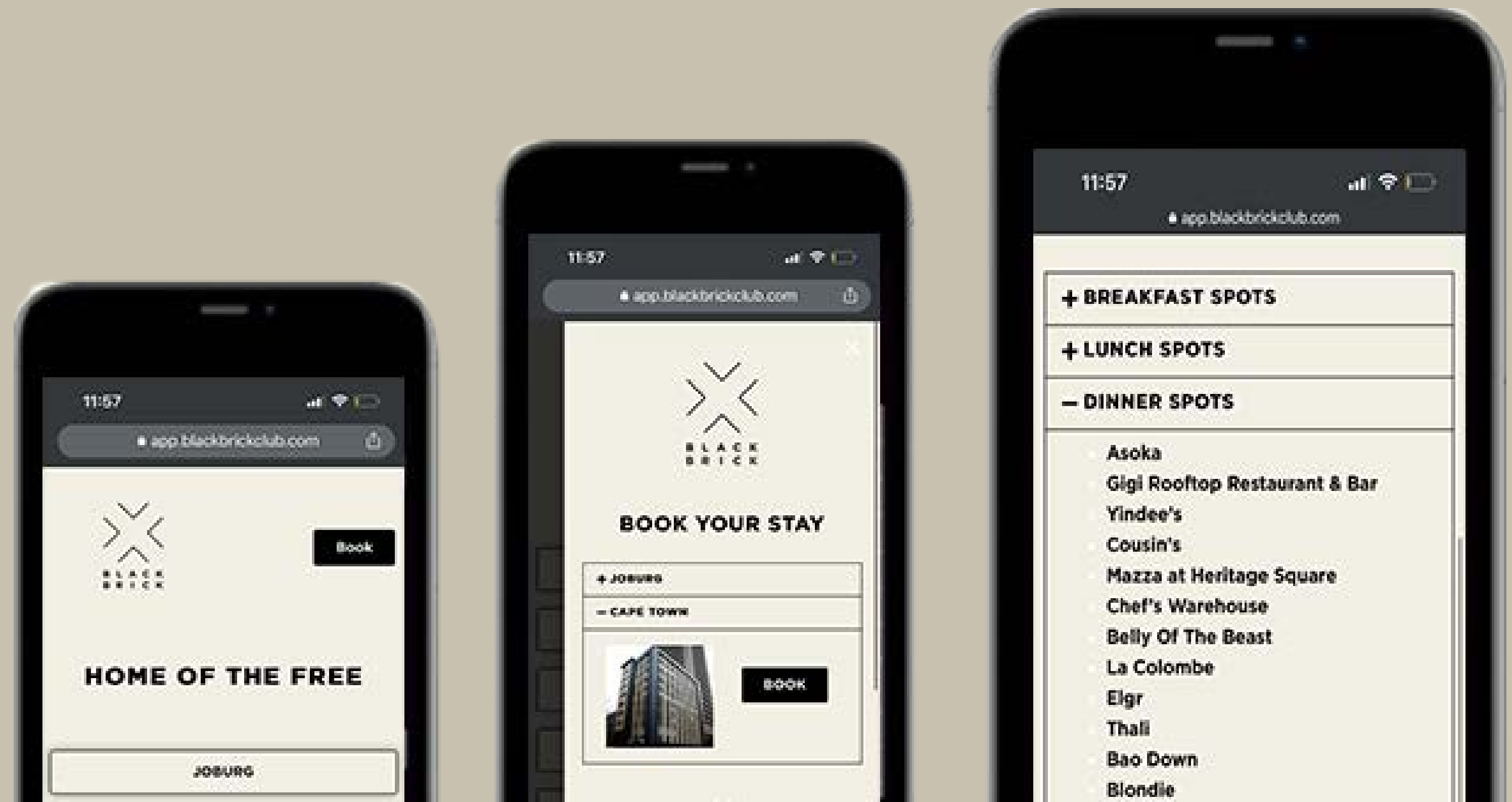
Meet Agent X.

Unlock the power of **technology-led streamlined hospitality** with Agent X - BlackBrick's digital concierge app. From onsite amenities to neighborhood hotspots, users can experience curated convenience, **keeping them engaged within the urban context**.

The app includes dynamic updates including event calendars complete with program notifications, local experiences for food & drink ordering as well as flight booking facilities, with a long roadmap of additional functionality on track to be rolled out as the network expands.

Our Tech Roadmap

- ✗ Your digital concierge
- ✗ In room control
- ✗ On-demand services
- ✗ Event calendars
- ✗ Program notifications
- ✗ Facilities
- ✗ Services
- ✗ Experiences
- ✗ Manage your booking
- ✗ Order food & drink
- ✗ Neighbourhood navigation
- ✗ Book your flights
- ✗ Chat to us





Development Team



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