Parklands North
- What’s in a name?

"Parklands North is a very desirable suburb to live in, with upmarket houses and good value for money in a modern home market. Houses here are sought after teasing to good returns. I just don’t understand why they have called it Parklands North as it entirely different to the original Parklands,” says Mr David Thomas, a resident of Parklands North.

Parklands vs Parklands North. What’s the difference you ask? It’s a question many pose and yet remains seemingly unclear. Well, the names may be similar, but that’s where the similarity ends. They are very differing suburbs.

Different Strategy
Dave Macleod Elliot, Sales Director of Aska Property Group, maintains that the strategy applied to the launch of Parklands North differed somewhat from those adopted to the initial phases of the development, given the changing market conditions and consumer trends.

The Parklands Joint Venture comprising the land owners Milnerton Estates and Aska Property Group, launched the original Parklands suburb in 1997 and remain responsible for the rollout of the greater Table View, Parklands, Sandown, Rivergate and Parklands North development frameworks.

“The focus for Parklands North has been to provide a vibrant suburb in an excellent location, offering value for money, quality product, flexibility and designer homes with modern aesthetics for the prospective home owner. Given there is limited quality stock available on the open market, many prospective purchasers now opt to buy new homes. In fact, Parklands North has seen the growth of many larger designer family homes, some of which are now reaching values close to 4 Million Rand. The Joint Venture has concentrated on developing at a lower density comprising single residential homes in Parklands North, rather than develop high rise apartment blocks as in other areas”

The uptake from the market has been extraordinary with homeowners looking for something different than what the original Parklands has to offer. Frankly, what Parklands North offers is resonating with buyers not only from the greater Cape Town area, but also with those from Johannesburg and surrounds taking up a large portion of available stock.

Dave goes on the mention that this suburb has been a major contributing force to the area continually being declared “the fastest growing area in the Western Cape.”

Modern living close to amenities
Parklands North is tailor made for convenient and modern living. And modern it is, with some elegant architectural buildings flowing through this new suburb. The emphasis has been on earthy tones with clean, linear designs and light spacious interiors. Simply put, it’s been a hit with buyers. Closely planned emphasis on landscaping of verges and public areas and the monitoring thereof by the neighbourhood governing body is an added bonus for residents and future buyers. It ensures that the streetscapes are not only beautifully crafted, but are also maintained to a high level.

A vital factor about this neighbourhood is that it’s a phenomenal school district. Exclusive private schools such as Parklands College High school and Elkanah House have impeccable reputations as educational facilities, as too do a host of other senior and primary schools in the area. As Nathan Green of Aska points out, “Residents are spoilt for choice with regard to amenities around Parklands North and in close proximity thereto. The Virgin Active, Food Lovers Emporium, Checkers Hyper Centre, Blauwberg Private Netcare Hospital, the Sunningdale Sports Complex and the soon to be completed Table Bay Mall to name but a few. It literally has everything on offer.”

Position is extremely important when looking to invest in an area, and the position of Parklands North is without question an excellent one. This suburb enjoys the proximity to the coastline, of which advantages are endless, and the immediacy to major roads such as Sandown road and the R27 (West Coast road) are helpful as they offer quick access to surrounding suburbs.

Security
There is a massive emphasis on security, particularly in the gated villages within Parklands North, which is proving to be a key ingredient to buyer comfort. Certain of these gated villages have taken prospective purchaser needs seriously. They comprise not only the standard offering of walls with electric fencing, but also added extras such as surveillance cameras and facilities for manned 24hr security. The growing need for South African residents to feel safe and secure in their homes make such security complexes in Parklands North a major attraction. Mr Ricky Mitchell of Parklands North sums it up perfectly, “A safe and secure neighbourhood, new and exciting. With great parks for the kids.”

It’s clear that Parklands North offers a great variety for residents. Of getting value for money there’s no question. Purchasers that have already invested in the area to date have experienced an attractive return on their investment and as a result many have reinvested.

So, back to the beginning. In short, Parklands