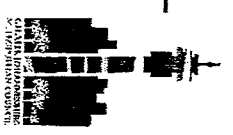


Baralink Marketing Strategy



9. MOVING FORWARD

The Baralink Economic Impact Assessment and Implementation Strategy needs to be approved by the GJMC as the framework to guide development in the Baralink area.

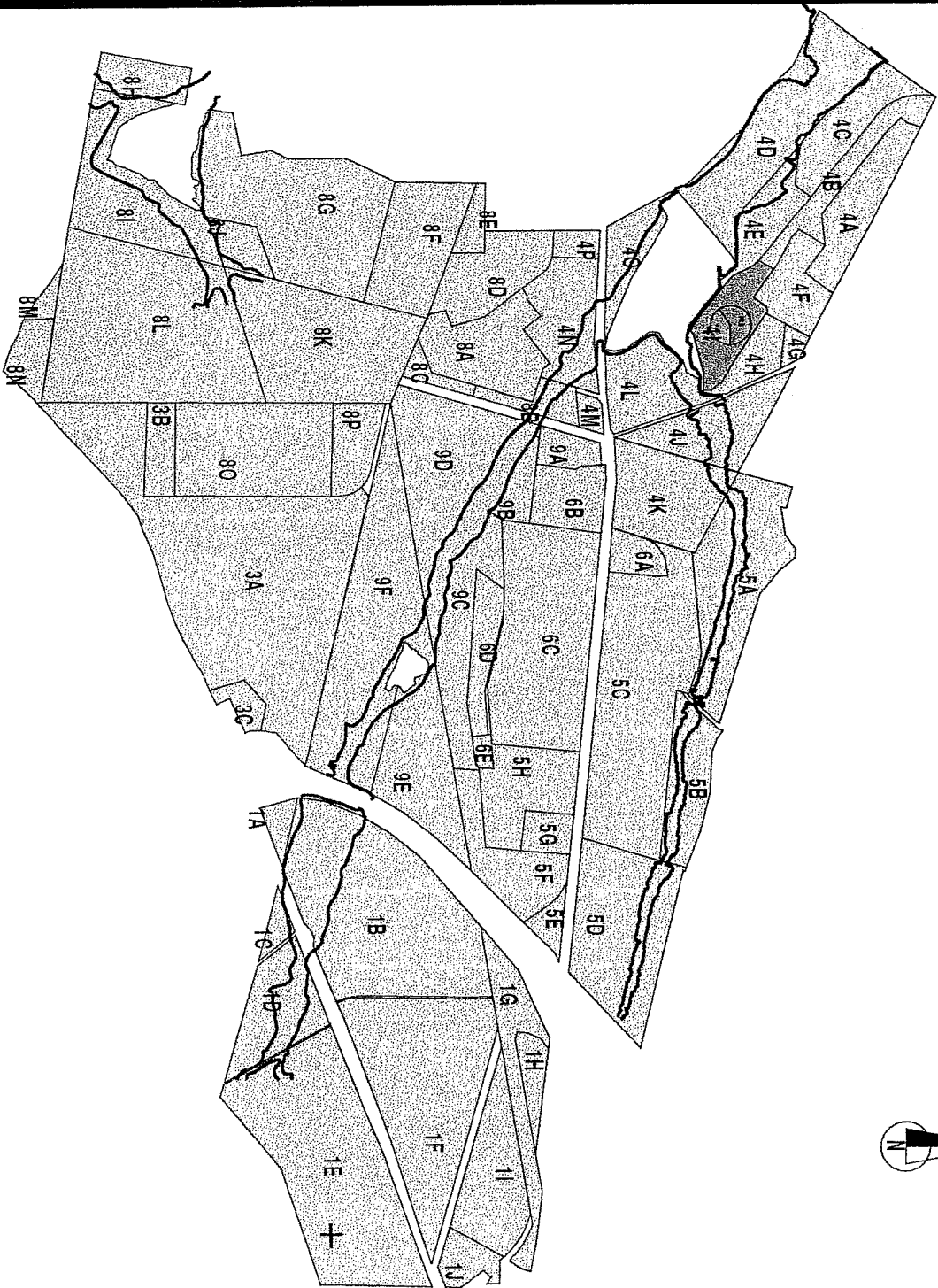
The establishment of the Baralink Development Agency is a crucial step in setting the development process in motion. This will require the commitment of the GJMC together with the local authorities and other roleplayers that have an interest in being part of the development initiatives.

An implementation strategy has been drafted to provide an initial plan to drive the development process. The BDA should be mandated to action the necessary steps, particularly the assembly and release of land parcels that have been identified as suitable for development in the immediate timeframe. The necessary actions to initiate the assembly of land that is earmarked for development in the longer timeframes must also be co-ordinated so as to attract potential investment.

Baralink Marketing Strategy

APPENDIX 1.

DRAWINGS 2-11



Barratink



Land Use Allocation and Take Up
 Rate Over Time to Meet Market
 Demand

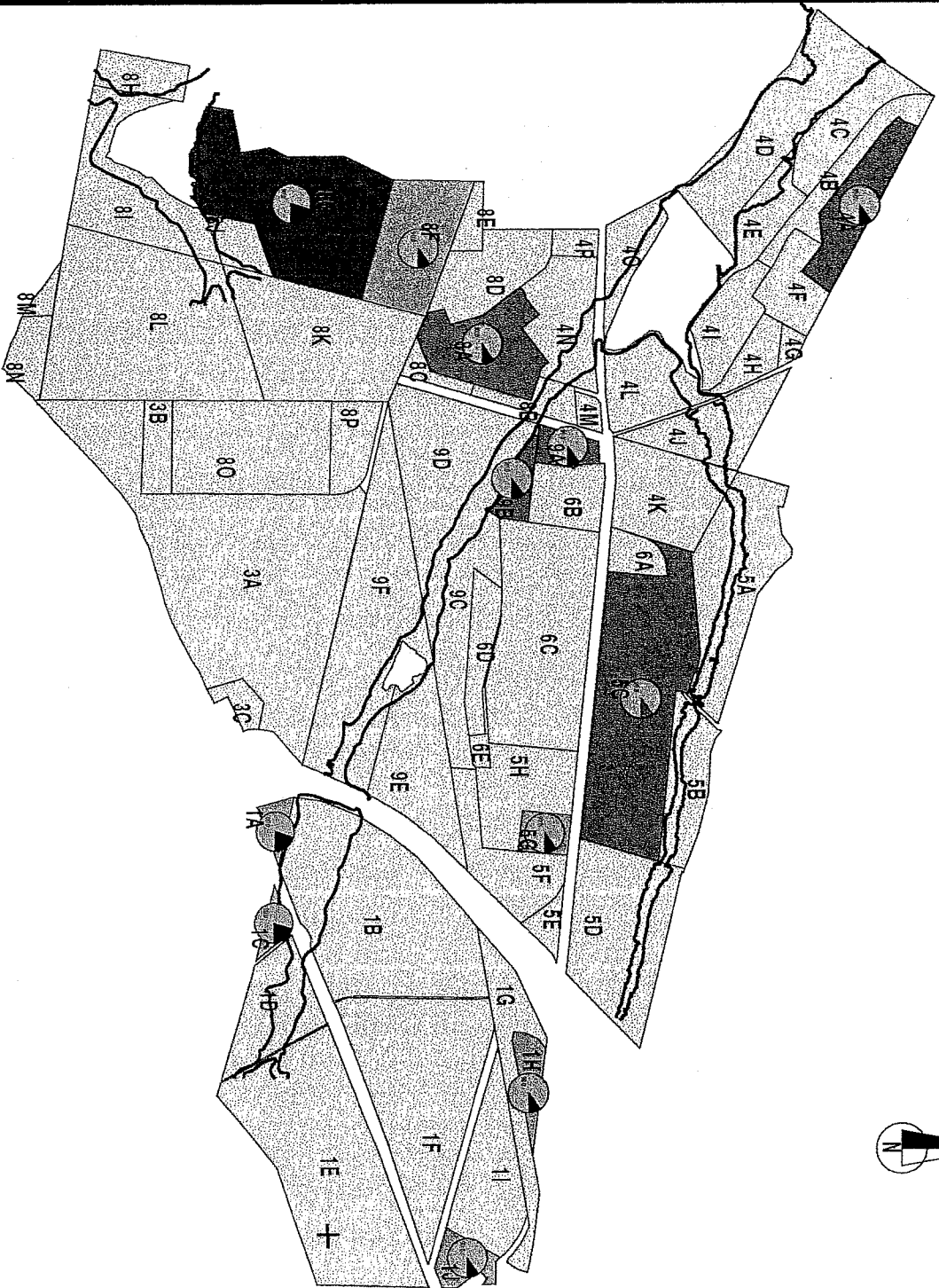
LEGEND

- Land Use : Retail (Regional) Area
 - Immediate Term
 - Short Term
 - Medium Term
 - Long Term
 - Not Utilized
 - Other Land Use Allocations
- Background Colour indicates Availability of Land Parcel
- Pie Chart indicates Initial Take Up of Land Parcel

**Section IV
 DRAWING 2**

ARUP
 CONSULTING ENGINEERS
 PLANNING & DEVELOPMENT

ARUP (Pty) Ltd
 CONSULTING ENGINEERS
 Pica E Private Bag 24040 Sandton 2106
 Telephone: 011 261 2500
 Fax: 011 261 2501



Land Use Allocation and Take Up
 Rate Over Time to Meet Market
 Demand

LEGEND

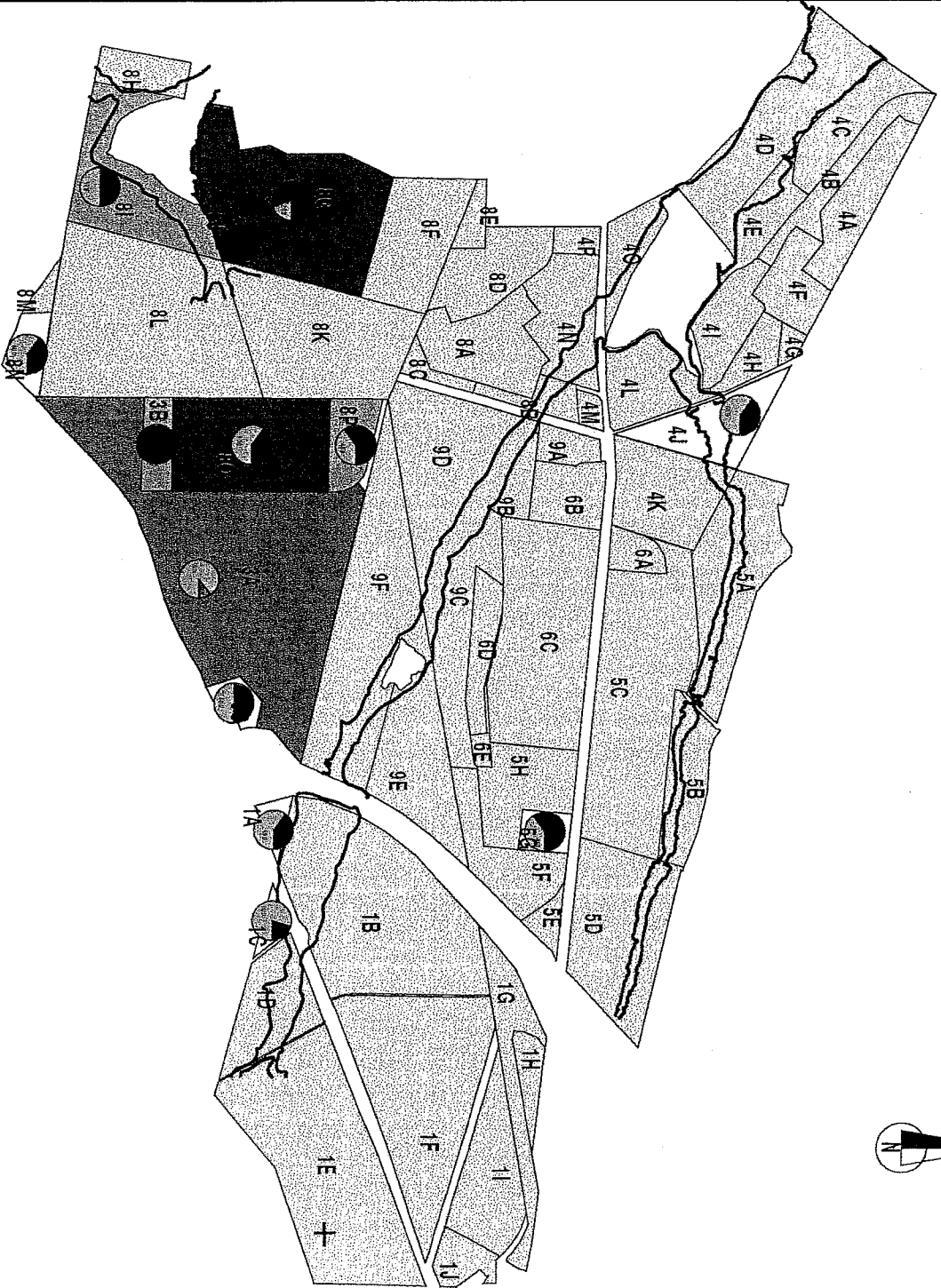
Land Use : Retail (Neighbourhood) Area

- Immediate Term
 - Short Term
 - Medium Term
 - Long Term
 - Not Utilized
 - Other Land Use Allocations
- Background Colour Indicates Availability of Land Parcel
- Pie Chart Indicates Initial Take Up of Land Parcel

Section IV
 DRAWING 3

ARUP
 ARUP Pty Ltd
 CONSULTING ENGINEERS
 Suite 5 From 1st Floor 88, Richmond St
 Richmond BC V6V 2R9
 Telephone (604) 273-2000
 Fax (604) 273-2001

PLANNING & DEVELOPMENT



Barratink



**Land Use Allocation and Take Up
Rate Over Time to Meet Market
Demand**

LEGEND

Land Use : Industrial Area

- Immediate Term
 - Short Term
 - Medium Term
 - Long Term
 - Not Utilized
 - Other Land Use Allocations
- Background Colour Indicates Availability of Land Parcel
- Pie Chart Indicates Initial Take Up of Land Parcel

**Section IV
DRAWING 4**

ARUP
ARUP (Pty) Ltd
CONSULTING ENGINEERS
Bank 5 Prudman Street Sandown 2106
Private Bag 228 Roseburg 2100
Republic of South Africa
P.O. Box 200
0111 200 2001



Barratink



**Land Use Allocation and Take Up
Rate Over Time to Meet Market
Demand**

LEGEND

- Land Use : Office Park Area**
- Immediate Term
 - Short Term
 - Medium Term
 - Long Term
 - Not Utilized
 - Other Land Use Allocations
- Background Colour Indicates Availability of Land Parcel
- Pie Chart Indicates Initial Take Up of Land Parcel

**Section IV
DRAWING 5**

ARUP
ARUP (Pty) Ltd
CONSULTING ENGINEERS
Bank & Forestburg Rd, Roseburg 2010
Telephone (011) 522 2500
Fax (011) 522 2591