



A NEW VISION FOR UMHLANGA ROCKS – THE TANGIBLE BENEFITS

A much-loved village and an iconic destination on KwaZulu-Natal's North Coast, uMhlanga Rocks has recognised the changes underway and has developed a unified vision expressed through a single place-identifier, that captures the essence of this multi-layered place.

UMHLANGA ROCKS

More than just words and a logo, this place-making vision has some tangible benefits too:

Greater investor confidence, higher property values, larger municipal rates base:

- Investors from all spheres from residential to commercial have more confidence in places that know what they stand for and are well organised
- Since the inception of the Village UIP in 2008, the value of reinvestment and upgrades in uMhlanga Rocks is estimated at +R1 billion, with new or current developments totaling a conservative R5billion.
- Reinvestment + new investments = + R6 billion and an additional R105 million p/a to the municipal rates base.

Preserving And Enhancing The Village Lifestyle

- As uMhlanga Rocks develops and the landscape changes, it is critical to have a collective vision of a new village that can align investors, developers and property owners.
- This alignment not only impacts the built environment, but also the caliber of tenant's property owners attract to the area. Understanding that people choose to live in or visit an area because of their experience of it, and that they will choose not to come for the same reason, uMhlanga Rocks needs to ensure a quality from start to finish. This starts with the location itself and the perception people have of it, which is supported by the value of the beaches, forests, public walkways and pavements, as well as the hotel, dining and shopping experiences. These elements are what contribute to making the uMhlanga Rocks Village unique and iconic.

Protecting Our Open Spaces

- The beaches, nature reserve, lagoon, and Havaan forest are critical assets, and this vision looks at how best to maximize their value without compromising environmental integrity.
- Open spaces extend to hard surfaces such as pavements and squares too, where people connect. These are elements that the uMhlanga Rocks vision will work to protect.



2/ Well-Planned Public Space....



Well-Planned Public Space Development and Management:

- From ways of installing signage, to creating iconic entrance features, upgrades to the lagoon Nature Reserve, and other public infrastructure, the uMhlanga Rocks brand DNA will guide design, funding and implementation within our public spaces.
- Understanding the uMhlanga Rocks' experience means management organisation like UIP and the municipality are better able to provide the relevant public space services.

Greater Sense of Community

- Well-defined places impact the people who live in, work in and visit them, building a sense of community and common identity, strengthening the bonds between people.
- uMhlanga Rocks is a place where memories are made. From our hotels who are seeing four generations of families making memories and establishing traditions to local families who are proud and protective of this special place. So while uMhlanga Rocks is evolving, the new vision is mindful of this great sense of community and the importance of being able to deliver that feeling to locals and visitors alike.
- A single uMhlanga Rocks brand identity and vision pulls together all the structures that make uMhlanga Rocks work, further enhancing this sense of community.

A unified identity = accurate positioning = well-planned marketing spend:

- A clear brand / story and positioning means that only can we better sell uMhlanga Rocks and the experience we offer, and we can also manage perceptions of the place that are incongruent with the DNA and vision.
- The uMhlanga Rocks vision aligns with that of the City, which means that Durban is able to use the uMhlanga Rocks identity / DNA as part of its' total offering and goal of being the most caring and liveable City by 2030.

Appropriate Eventing and Activations

- As uMhlanga Rocks grows so are requests for events and activations. Knowing who we are allows us to better understand what is and isn't appropriate for uMhlanga Rocks.
- With the vision talking to family and community, events that compliment this principle such as the current uMhlanga Tourism Festivals, and new ideas for artisan food festivals, family beach activations and eco-tourism opportunities, will be attracted to the area.

Long-term funding and support

- With so many projects and initiatives both locally and nationally looking for endorsement / support and funding, being able to pitch well-planned vision makes all the difference.



3/ The unified vision...

- The unified vision for uMhlanga Rocks including what it stands for, what it plans to deliver, who is involved and the marketing and publicity opportunities on offer, mean that projects in uMhlanga Rocks offer compelling sponsorship opportunities.

The uMhlanga Rocks vision is mindful of its history as it shapes a new Village, and a new experience, one with better pedestrian accessibility and connections to green spaces and beaches; a higher quality retail and dining offering, a raised level of security, cleaning, greening and maintenance through the UIP and municipal structures, and a greater range of activations bringing life to uMhlanga Rocks.