

Bruma offering competitive rentals to office space seekers

With a variety of macro-economic factors, including rising energy costs, placing increasing pressure on the need to reduce operating costs such as transport and office rental, businesses are looking to achieve maximum value for money in the most convenient, accessible locations, said Ross Hunter, leasing consultant of JHI Properties in Johannesburg.



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"In this regard, an area that is experiencing increasing interest is Bruma, where very competitive rentals in the region of R65/R75 per square metre are being offered for B Grade office accommodation in appealing surrounds.

"We have already seen movement into Bruma by large office users from nearby Bedfordview and Edenvale, as well as from businesses from the nearby Kensington area, as there is better quality office space available at a better price. The area is also popular among medium to small office users, including start-up businesses seeking affordable rental space," said Hunter.

Well positioned

Bruma is well positioned in the greater Joburg area with good transport links via the R24 - with OR Tambo International Airport approximately a 15-minute drive away, as well as the N12 and N3. The suburb includes an attractive residential area, while Eastgate Shopping Centre is close by.

Hunter said that some R40 million in infrastructure development is imminent for the Bruma Lake area; however the process has been slowed due to land restrictions and environmental aspects raised by Ekurhuleni Municipality. "In the meantime the City of Johannesburg has implemented various measures to treat the water in Bruma Lake and to develop a sustainable rehabilitation plan. Further positive moves for the area include participation among the business sector in clean-ups in parts

of Bruma that are experiencing reduced popularity," he says. "With businesses looking for good value and convenient location, the Bruma area has the potential to really come into its own."

He said that currently there are attractive options available to tenants in three appealing, B-Grade office buildings, where space is available at rental rates of R75 per square metre. In the two-storey Finance House in Ernest Oppenheimer Avenue, office space from 88 to 340m² is available at present. With high road-front visibility, the property is tenanted by mainly small companies including travel agents, finance consultants and legal consultant, among others.

Another well-maintained office building in Ernest Oppenheimer Avenue in Bruma - Waterview Corner, offers space ranging from 662 to 1800m² and includes a large, open parking area. In Zulberg Close, a quiet street just off Ernest Oppenheimer Avenue, Bruma Boulevard has medium-sized space of 200 to 685m².

Said Hunter: "All these properties are within walking distance of each other in an attractive business node comprising primarily office buildings. In the current market, landlords are offering competitive rental incentives to better the tenant's position."

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