

PROJECT FEATURE

# WHALE COAST MALL

**WHALE COAST MALL**  
Hermanus

**CLIENT**  
Dorpstraat; Checkers; Sea & Shore Projects;  
HCI

**PROJECT MANAGERS & PRINCIPAL AGENTS**  
MDSA Project Management

**ARCHITECTS IN A JV**  
Bentel Associates International  
JLDesign

**QUANTITY SURVEYORS**  
MLC Quantity Surveyors

**STRUCTURAL ENGINEERS**  
SMC Consulting Engineers

**MECHANICAL ENGINEERS**  
BVi Consulting Engineers

**FIRE, ELECTRICAL AND WET SERVICES CONSULTANT**  
SolutionStation Consulting Engineers

**CIVIL & TRAFFIC ENGINEER**  
Integrate Consulting Engineers

**CINEMA CONSULTANT**  
Kappie Cinema Consultant

**LEASING AND MARKET RESEARCH**  
Retail Africa

**MAIN CONTRACTOR**  
Isipani Construction

**PHOTOGRAPHY**  
Philip Mostert

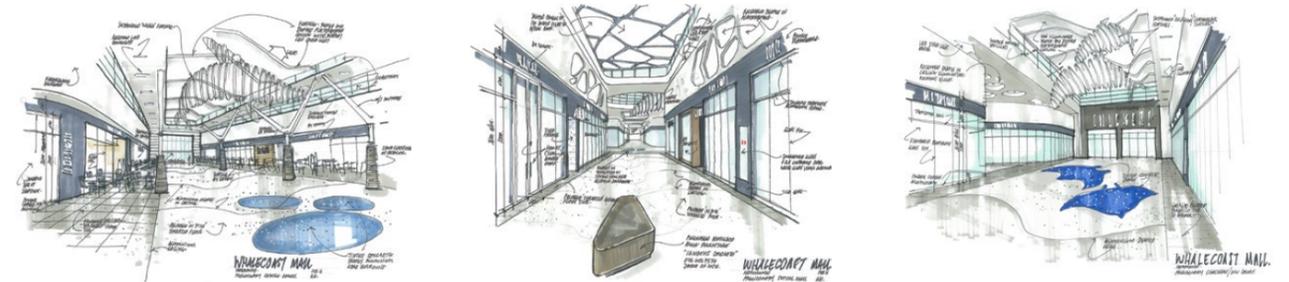
Situated in the seaside town Hermanus in the Western Cape, Whale Coast Mall was designed by Bentel Associates International (Bentel) as a regional centre that focuses on convenience for customers. Whale Coast Mall is located in a highly visible position on the R43 in Sandbaai, which lies at the entrance to the picturesque Hemel-en-Aarde Valley in Hermanus. Offering 80 stores, this A-grade centralised retail hub provides stress-free shopping and entertainment for the whole family.

**Brief**

The brief from the clients was to design a Mall that fills a niche in the market previously unoccupied, as well as not competing with existing retail to the detriment of all. The undoubted success of the development during its operating time has underlined this crucial factor.

**Features**

Whale Coast Mall offers safe shopping combined with restrained contemporary architecture and striking visual focus points making it the best shopping and leisure experience in the Overberg region. With 4 easy access entrances, 2 lifts, 2 escalators, full facilities for the disabled and lots of convenient parking one is effortlessly able to navigate through the 30,000m<sup>2</sup> mall.



Whale Coast Mall is a 30,000m<sup>2</sup> mall area that is defined by high volumes and enhanced by natural light. The building is restrained and not disruptive to surrounding building structures.



The architecture is light, airy, contemporary and pleasant with no architectural features competing for attention with the retail displays. The crucial factor is in providing an amenity that fulfils a need previously not catered for.

Originally designed and budgeted for as an open but covered centre without air-conditioning – the prevailing weather necessitated a re-think and all consultants had to work together to convert it to a fully air-conditioned environment within the existing budget without compromising finishes or

overall ambiance. This was difficult to achieve as the relatively small size did not allow for excessive aesthetic treatment – the cost of which is easier to absorb on larger projects. The fact that it can hold its own in the appearance stakes given the limited budget is quite exceptional. Select works were undertaken by local community. The contractor employed labour from the area. A community project was lodged whereby children from the community created glass mosaics for the male/female ablutions that were installed in the mall.



The building is restrained and not disruptive to surrounding building structures. The inside of the mall boasts a multi-use area which consists of a large volume food court, cinema and theatre.

The mall itself adheres rigidly to retail principles in terms of flow and layout. The architecture is contemporary and modern. The main façade is designed to announce itself to the passing traffic. Large features that could be interpreted as inspired by Whale tails denote entrances without being too literal.

Because of the location a cinema complex was not possible. Bentel designed a 179 seat cinema that can also double as a theatre with a stage and dressing facilities for actors/performers. Due to the conflicting requirements they had to carefully design a complex with the necessary flexibility so as to not compromise either function. There is a second cinema area also known as the 'Beanbag Theatre' which has 30 extra-large beanbags for younger moviegoers and mostly screens child appropriate movies.



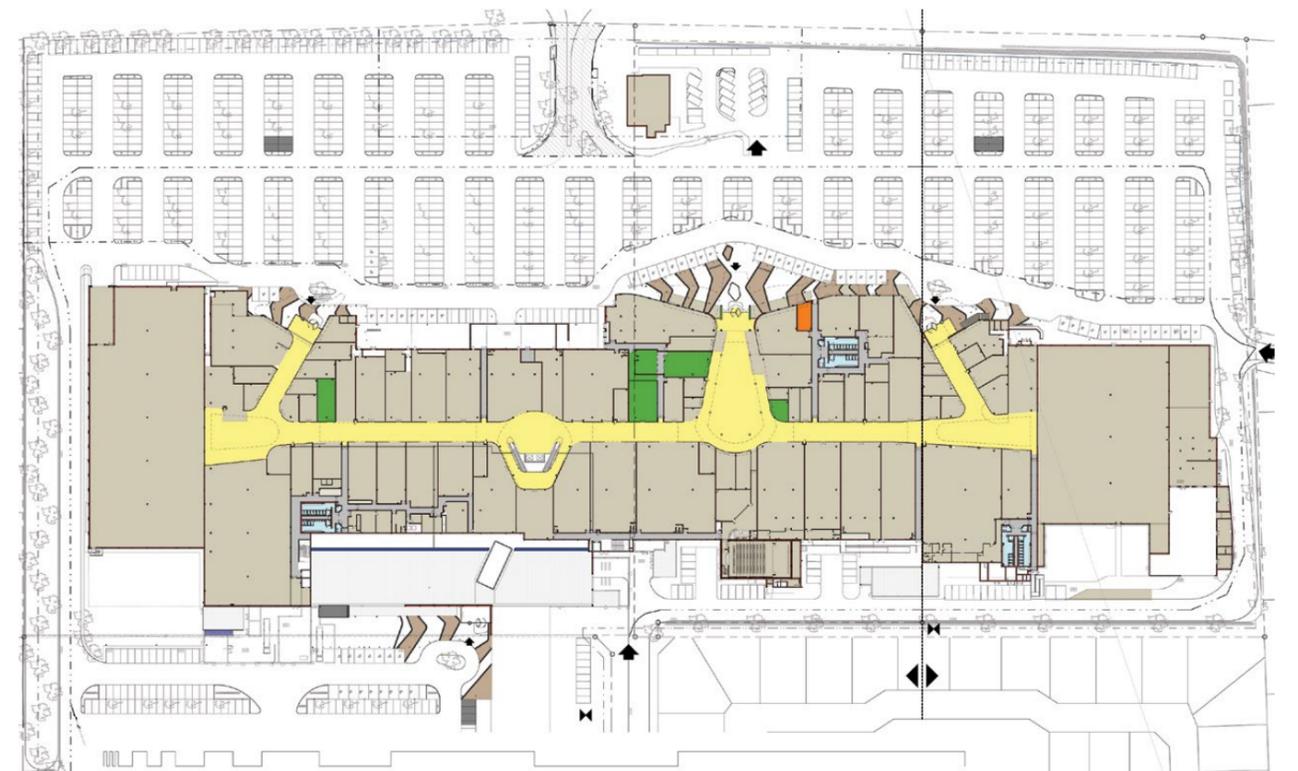


The architects are very happy with the development and how it turned out. They would have liked more budget to soften the façade with warmer elements such as timber. However, given the origin as explained previously and the change of scope they are very happy with how the building turned out visually. It could be said that "The money was spent in the right places".

In order to be energy efficient and eco-friendly as possible, the following measures were implemented: water saving fixtures, Sensor lights and LED lights.

Many areas in the Mall make use of natural light in this way there is less electrical demand. The main focus was to make the mall more energy efficient in terms of practical design as opposed to the high-technology/expensive route.

#### GROUND FLOOR PLAN



WHALE COAST MALL