*Press Release*

*For Immediate Release*

**Riverfields Precinct Unveils Plans for A Community Park with an Action Sports Centre**

In a recent announcement that is igniting excitement throughout the Riverfields, Kempton Park and surrounding communities - masterplans for a community park with an Action Sports Centre in the Riverfields Precinct have been officially unveiled. This ambitious project, a collaboration between Riverfields Developments and various stakeholders, promises not only to be a haven for sports enthusiasts but also game-changer for the community and economic landscape.

The Action Sports Centre is not your run-of-the-mill sports facility. It's a multi-phase initiative designed to transcend conventional concepts of community engagement. Gideon Van Der Vyver, Head of the Riverfields Precinct, highlighted the project's origin and significance, stating, "We're not just building a sports centre, we're creating a communal space that caters to diverse needs and fosters positive community influences. Our goal is to provide an area where people can participate in various sporting codes, enjoy a picnic in the park, or perhaps attend a concert within the amphitheatre."

Central to this ground-breaking initiative is the unique collaboration between Riverfields Developments, Maranatha Church and, the team at 4 Ideas Architects. Van Der Vyver emphasised the pivotal role of the church in the initiative, explaining how this partnership exemplifies a shared vision for community development, showcased in the inclusive nature of the Action Sports Centre. “The emotional connection between the church, the proposed educational facilities, and this sports facility is at the core of the development team’s desire to create and foster a positive impact within the community," he said.

Adrian De Waal Ritter, Director of 4 Ideas Architects, offered insights into the master planning process and the careful consideration of urban design principles. The outline includes a meandering road connecting the church, school, and park, fostering a sense of community cohesion and multiple layers of security. “The Centre aims to go beyond being a facility, and instead be a catalyst for job creation, economic growth and most importantly a centre that creates community engagement. The project's comprehensive master plan envisions a multi-phased approach, ensuring integration with residential developments and collaboration with local schools,” says De Waal.

De Waal further highlighted the unique appeal of the development, adding, "We're creating a holistic experience that combines outdoor and indoor sports facilities such as a pump track, climbing wall, 5-a-side-soccer, padel, and an outdoor gym with amenities like an amphitheatre, restaurant, coffee shop, sports shop and a children’s play area for families to enjoy. The design of the outdoor sports facilities and the indoor sports centre is such that none of these components overshadows the other. They exist in synergy, co-existing harmoniously. It's not a case of one taking away from the other, instead, they complement and enhance each other."

While there are other sporting centres in the region, the sports centre at Riverfields will be extraordinary in the way it has merged all the different needs of a community into an all-in-one solution. This concept draws inspiration from popular attractions around the country, such as Kirstenbosch and Greenpoint Stadium, and incorporates them into this unique vision. “I am amazed by the amount of teamwork and collaboration that has already been seen in the development of the master plan. The inclusive nature in which all the stakeholders contributed to this master vision is very indicative of the passion that lies in the creation of a community centre that brings together everyone in the community,” concludes De Waal.

The unveiling of the Action Sports Centre marks a transformative pledge to further enhance Riverfields' landscape and community dynamics while creating a holistic living environment. Riverfields Action Sports Centre will engage with the community and stakeholders in the coming months of 2024 to refine the project's details.

**ENDS**

|  |
| --- |
| **Words**: 627**Images**: Renders of Riverfields Precinct’s Community Park and Action Sports Centre**Distributed on behalf of**: Riverfields Precinct**Date**: December 2023 |

**Notes to the editor:**

**About Riverfields Precinct**

Riverfields Precinct is a vibrant mixed-use development in Ekurhuleni, offering a thriving environment for families, professionals, and businesses. With ongoing construction of logistics centres and planned developments, the precinct is expanding rapidly. Over 1,000 residential units worth R2 billion have already been delivered, with more under construction and in the planning phase. The retail node is flourishing, with the Harvest Place development and future expansion plans. Riverfields Precinct is a dynamic destination, providing unmatched opportunities for growth and a vibrant lifestyle. The growth of Riverfields is truly phenomenal, with an impressive 255,000m2 of logistics and distribution centres currently under construction and an additional 450,000m2 planned for development.

For more information or visuals, please contact Janna Strang on

 janna@rainmakermarketing.co.za / 082 551 3865 or email Mbali Mpofu on mbali@rainmakermarketing.co.za