

Cape Quarter mixed-use centre attracting top tenants

The Cape Quarter Lifestyle Village, situated in Green Point, Cape Town, has recently undergone several changes and has experienced rapid regeneration through the efforts of managing agents Spire Property Management and the owners of the building, the Tower Property Fund. Among the changes is a new line-up of retail and office tenants.



One of the most recent to sign a rental agreement is internationally represented advertising agency JWT, which has secured 827m² of office space.

"We have noticed that the area is increasingly attracting creative-based businesses such as advertising and design agencies," said Sean Paul, MD of Spire Property Management.

JWT's new offices are currently undergoing a complete fit out and revamp, which is been undertaken by R+N Master Builders, who were responsible for the original redevelopment of the Cape Quarter as well as the development of the Cape Quarter Extension in 2009.

Specialist tenant installation teams

"R+N has, in addition to its core mainstream construction activities, developed specialist tenant installation teams, which have successfully completed all the commercial office fit-outs at Cape Quarter and are, thus, perfectly suited to execute the requirements of the JWT installation," said Paul.

"In addition R+N has for many years been closely associated with the preservation of heritage buildings and is highly respected for the notable expertise, skill and craftsmanship it has developed in this very specialised field. This is important when it comes to sympathetic renovations within the historical Cape Quarter."

JWT joins Deloitte, Lindt chocolates and Pernod Ricard as some of the new faces on the block at Cape Quarter.

Bill Grantham of Grantham Commercial Properties, who brokered the rental agreement with both JWT and Deloitte's Cape

Town office, said that both organisations selected Cape Quarter for their offices as they felt the location, facilities and general ambience of the development not only aligned to their brand, but also positioned them well for client interactions and in recruiting the best available talent.

Cape Quarter is situated within walking distance of the CBD, yet within the trendy residential neighbourhood of De Waterkant, making it a popular choice of businesses who want to connect with their surrounding environments. Cape Quarter also has numerous open balconies, making this connection with the neighbourhood even easier.

"Our team worked hard to revitalise the unique Cape Quarter and to maximise on the opportunities for tenants and customers. We revived the Cape Quarter's marketing strategy and brand positioning, as well as revisited the tenant mix. It is pleasing to see that our efforts are reaping rewards and that the centre is moving from strength to strength," concluded Paul.

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