

Heathway Centre under new management brings new vision

Heathway Centre situated on the corner of Beyers Naude and Castle Hill Drive, Blackheath, is a retail centre with high visibility and easy accessibility, and set to become a destination for families in this region.

Early 2014, the shopping centre was transferred to new owners, Sizanai General Trading Company and is subsequently under new management.

Family centric catering

The new owners have exciting plans for the centre to make the focus family centric catering to parents with children of all ages. Investing R2,5-million in a new outdoor play area, management has attracted new tenants including popular frozen yoghurt 'Smooch' franchise which is setting up store overlooking the new Playland and Seemans, which has taken over 760m² space accessing the new outdoor quarter. Seemans is launching a flagship delicatessen where customers can be seated and enjoy a meal while their youngsters enjoy the new playground or simply visit to purchase their favourite deli meat and bakery supplies. The new outdoor play area will attract families from afar with their extraordinary choice of playground equipment unique to the area.

Coupled with their refreshed centre vision, the management company is also giving the centre an exterior makeover to further attract new customers.

A centre of convenience

The tenant mix is being carefully planned to make Heathway Centre become a centre of convenience and a destination for families looking for an ideal place to shop, make essential visits to medical practitioners and able to eat at leisure while their children of all ages are entertained.



During the past few months while the centre is undergoing an external facelift, the new management team has successfully filled all the office space including a medical suite with two doctors and two dentists. In the centre, they have secured school outfitters, School and Leisure that supply uniforms to 35 schools in the region and PNA stationers, both complementing the existing Toys 'R Us store, therefore capturing a wide market in terms of families with school-goers within a 5km radius. The lower ground also comprises a Master Maths Centre and a public library as well as Pick 'n Pay to enhance the centre's mix for shoppers with school learners of all ages.

Cash Converters recently increased their retail space from 400m² to 1,200m² making it the largest Cash Converters store in the world.

Two prominent retail units available

There are currently two prominent retail units available: the one adjacent to Toys 'R Us is 560m² and ideal for a convenience grocery store, as this space offers internal and external access for shoppers and will be close to an outside stairwell to the new Cross Fit gym targeting professionals and mothers who want to train while their children are entertained. The second unit comprising 213m² is also on a prominent corner near the escalators on the mezzanine level with excellent pedestrian traffic and exposure and would be ideal for kitchen appliances, gift store or banking outlet.

The centre is split over two storeys comprising 22,464m² of retail space and offers free parking. Heathway Centre, Blackheath is situated close to the affluent suburbs of Northcliff as well as the nearby established neighbourhood, Fairlands with visitors from the commuter belt on the other side of Beyers Naude.

Heathway Centre's prominent address, together with its fresh new look and exciting appeal to make this a major destination for families with children of all ages in this region, will be a great investment opportunity for existing and new tenants.

For more, visit: <https://www.bizcommunity.com>