



Making Claremont  
a better place for all

# The Claremont Clarion

Official newsletter of the Claremont Improvement District Company (CIDC)

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## The Quadrant on fast track after delays



The Quadrant, part of the redevelopment of the Claremont Civic Precinct, is another successful phase in urban regeneration within the Claremont Central node. As a public/private development initiative between the City of Cape Town and the fully empowered consortium of Corevest, Commlife Properties and BL Williams Construction, rejuvenation of the precinct has had a tremendously positive effect on the immediate vicinity and surrounds.

A further spin-off for Claremont residents will be the improvements proposed to the area's road infrastructure, where traffic is a major concern. Included in this initiative is the completed closure of Bath Road and widening of Main Road, as well as upgrading of traffic light systems at affected intersections.

Planning of the Claremont Civic Precinct started in November 2000 and the processes undertaken to ensure compliance with world class environmental, town planning and architectural standards were exhaustive. The commercial phase - Library Square - was developed from 2004 to 2007 and the residential phase started last year. "Although the entire project will only be complete in 2010, the development has already revitalised the entire area," says Gary Moore of Corevest, which is undertaking the development, management and construction of The Quadrant residential development,

Completion of The Quadrant was initially anticipated by the end of 2008, but due to extended negotiations with relevant parties, as well as inclement weather conditions, significant delays were experienced.

Today The Quadrant 3-phase development is finally on track with a total of 250 sectional title units planned.

According to Moore all services including electricity for all phases is in place and occupation of Phase 1 including the Lifestyle Centre, retail component and 44 residential units is expected this month. Occupation of Phase 2 with 110 units is anticipated for July next year, while Phase 3 with 100 units will take place in September 2010.

The Quadrant is a classic example of the "new-urbanism" architectural trend, designed by architects, dhk, with a focus on texture, light and quality lifestyle community living. With an emphasis on high security, The Quadrant's focus is on a self-contained healthy lifestyle, with 24-hour concierge access. Its prime position within the CBD limits, together with the Claremont Civic Precinct's innovative combination of residential and commercial property in an attractive green environment, makes for an all-inclusive lifestyle development.

The Quadrant adjoins the new state-of-the-art Library Square and includes a public square bounded by gardens, parking and the new A Tavola Italian restaurant. Other amenities within The Quadrant include its Lifestyle Centre, a premium-grade gym with five-lane 25m heated pool operated by Transfit, a boutique health and beauty spa, medical rehabilitation centre, large secure landscaped courtyards, laundry and clubhouse, as well as retail outlets which include NOOD – an new concept and upmarket Wine Bar, Absolut Hair, health/juice bar and an interior décor store.

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## From the Executive Manager's desk



How time flies! Yet another year bites the dust and the Festive Season is upon us once again after a year of many challenges. Early in the year xenophobia erupted and we had to deal with displaced foreign nationals dumped at very short notice into our Civic Hall. Thanks to Lorenzo Davids of the CIDC and UCT's Jammie Shuttle bus we were able to relocate them compassionately to more suitable accommodation at Youngsfield military base. Yet, in the midst of this and other challenges such as the heavy winter rains, which drastically slowed up building construction and the slowdown in the economy, we have seen major progress in Claremont this year.

Claremont has remained a building site with the Boulevard roadworks and the Taxi and Bus interchanges steadily moving towards completion. On 22nd October Mayor Hellen Zille officially opened both interchanges, which undoubtedly have made a massive difference to our commuting community.

Our Chairman, Chris Drummond's company, New Property Ventures has completed and occupied their two fine new buildings on the corner of Vineyard and Main Roads and 91 on Main. In September Growthpoint Properties and their tenants began to move into MontClare Place, the massive and significantly redeveloped former Pick 'n Pay building adjacent to the Campground Road Bridge. The highlight of this was the opening on 16th September of the brand new Pick 'n Pay flagship store which attracted huge crowds into Claremont to take advantage of their amazing opening offers.

The best news unquestionably is that, the roadworks of the Claremont Boulevard project will be completed for use by vehicular traffic by Friday 19th December (see adjacent pics). We therefore look forward to the major difference this promises to make throughout the Claremont CBD. However, please bear in mind that the finishing touches, landscaping and traffic lights etc. will be completed in January when the contractors return from their builder's holidays. How about taking a drive from Letterstedt Road right through to the Stanhope Bridge to see for yourself?

It remains now for me to wish all our readers of The Clarion a peaceful Christmas, happy holidays to those who are on leave, a prosperous and successful 2009 in spite of all the "doomsayers!"

**Anthony Davies, Executive Manager**

## 'Tis the Season to be Jolly



The Clarion wishes all its readers a peaceful and joyful Festive Season and a prosperous New Year.

## Citycard

### An alternative payment method for motorists parking in Claremont now available

The City of Cape Town, together with the interim kerbside parking service provider for Claremont, will be phasing in the 'citycard' as an alternative payment method for motorists parking in Claremont.



The citycard is a cashless smartcard system and is available to be purchased from the parking marshals at a cost of R30.00, which does not include any parking credit. On request, a receipt will be issued by the marshal for the purchase of the card. Parking credit can be uploaded by the on-street parking marshalls, using the hand-held electronic parking meter device. Parking tariffs for Claremont are currently set at R5.00 per hour or part thereof.

Any queries can be addressed to the City's Transport information Call Centre on their tollfree number 0800 65 64 63.

## Claremont Boulevard's completion



The much anticipated completion of phase 2 of the Claremont Boulevard is upon us as these recent photographs, taken looking south from the Letterstedt Road intersection with the Main Road, clearly show. The Boulevard is expected to be operational for vehicular traffic by 19th December, with finishing touches to be finally completed in January 2009.

## NOOD - A new concept wine bar



NOOD (pronounced 'nude') was born out of the desire to create ... to create the physical in order to create the experience. "A glass of wine and some bruschetta was where it all started," says owner, Andrew Hill. "The creativity may have started on the second bottle which ironically gave us the courage of our convictions – and so we went forth," he adds. "We wanted to create a space that gives one the feeling of drinking and eating simple, fresh ingredients as if in one's own home or kitchen."

Patrons can lounge around on the sofa, chill at the bar counter, eat and chat to the very knowledgeable staff or just quaff away leisurely in the outside garden area. "You may well ask why it has taken so long for the Southern Suburbs to deliver such a unique experience on your doorstep," quips Andrew. And the name? "Well to be honest, it's not a name," says Andrew, "it's an experience bordering on a verb!"

The Nood team look forward to welcoming you to their exciting new venue.

*Nood is situated in the Claremont Civic Precinct in The Quadrant, Wilderness Road. Tel. 021 671 7842 For private functions, please call Andrew on 082 333 55 44*

## Southern Sun Newlands upgrades

Southern Sun Newlands is undergoing a multi-million rand investment to upgrade their banqueting rooms and parking lot. The approximately 140 on-site parking bays have recently been completed and are now operational.

The Old Garden Court breakfast room has been re-engineered to accommodate additional banqueting facilities and will boast Newlands Forest 1 and 2 which, when combined, will seat 120 people cinema-style or 60 and 50 respectively. Facilities will include a dedicated state-of-the-art boardroom with data connections on the boardroom table, linking to a plasma screen suspended on the wall. Three meeting rooms, all with the same plasma connectivity, will be available for numbers ranging from 6 – 30 people. A dedicated team room has been created to cater for the hotel's extensive sport market. In light of these changes the kitchen will also undergo a revamp and face lift to cater for the expected additional visitors.

The hotel has indicated that the renovations will be complete end December and the upgraded facilities available to the market in early January 2009.



## CapeStorm now open in Cavendish



CapeStorm opened the doors of its new Cavendish Square store earlier this month to eager shoppers looking for quality outdoor apparel. The Cavendish store is CapeStorm's 10th concept store and the fourth it has opened this year, with new stores in Clearwater Mall and Bedford Centre, Johannesburg and Somerset Mall, Somerset West, Cape Town.

"We are delighted to open our 10th store in a prestigious centre such as Cavendish. Our customers have been asking us to open in the centre for a number of years and I hope we can offer them the level of quality and service in this store that is the cornerstone of our brand," says Ian Little, Marketing Manager, CapeStorm.

Started as a garage operation 11 years ago, CapeStorm's roots are in the mountain and a desire to be able to buy quality South African clothing for the outdoors. Managing Director Andrew Baxter's vision for CapeStorm has led to that fledgling operation now taking in 10 concept stores and almost 100 independent retailers all selling CapeStorm apparel. The company is also exporting to the UK, Canada, Norway, Spain and Argentina.

Selling an extensive range of apparel, footwear and accessories, it caters for anybody who experiences and enjoys the outdoors from trail runners, to cyclists, trekkers, travellers and climbers. With large women's and children's ranges, CapeStorm also offers apparel for the whole family.

For more details of CapeStorm's products, services and ethos visit [www.apestorm.com](http://www.apestorm.com)

# Thinking global, acting local

Gloria Jean's Coffees, the world's second largest gourmet coffee company, has partnered with six year old local family owned business, the Chilla Beverage Company, to bring consumers exciting and refreshing new product flavours available exclusively at Gloria Jean's Coffees outlets this summer.

The real, smooth fruity taste of the Marula Chiller and Citrus Chiller will be an extension to the fruit chiller section of the Gloria Jean's Coffees 'grab-and-go' menu, which also currently includes other flavours such as mango, strawberry, mixed berry and tropical. Described as being tart, sweet and refreshing, the Marula fruit pulp serves as an excellent base for soft drinks, nectars and teas, given that each Marula fruit comes packed with Vitamin C. As an organic berry from the wild and as a Fairly Traded product, the Marula fruit pulp adds to Gloria Jean's Coffees product profile as a delicious environmentally and socially friendly juice product.

"With our international experience and expertise, we are committed towards bringing the ultimate coffee experience to the South African consumer in the form, style and panache that it deserves," says Gloria Jean's Coffees CEO, Stephen Gersowsky. "Launching the two new flavours is strategically necessary to satisfy consumer interest, as well as appealing to health conscious consumers as the drinks are 97% fat free! For the first time we will be bringing South African consumers tastes to gratify a South African palette, with the Chilla Beverage Company's exotic 'guava-like' Marula and zesty Cape Citrus product flavours," he adds.

Stephen continues: "Our partnership with the Chilla Beverage Company enables us to take the Gloria Jean's Coffees brand to the discerning South African consumer who values excellence and nothing less than the highest standards of quality." Managing Director of the Chilla Beverage Company, Neil Levitt, adds: "The partnership with Gloria Jean's Coffees is an innovative approach to expand our company's retail offering. The two brands are a great fit as innovators in our respective categories and we look forward to making a big impact with our product this summer.

*Gloria Jeans Cavendish Connect Tel. 021 674 5276*



## Small Change, Big Difference

Cigar Clothing has moved - but not so that you'll need a map! The Claremont store has relocated a few doors up at 12B Prospur House, providing the kind of spatial layout that showcases this season's fabulous-fit denim brands, beautifully cut summer tops and elegant dresses perfectly.

Says Cigar co-owner, Debbie Taylor, "Our new Claremont store provides a more inviting environment, allowing for a more pleasant shopping experience all round. However, the move has been eclipsed by the launch of our online shopping platform which allows Cigar customers to window shop and purchase online no matter where they are in the country. That's a move we're all very excited about!"



Cigar online makes shopping easy and convenient – and includes a customised style and size guide that allows the client to make the perfect choice. Cigar's summer range of exquisite imported clothing, accessories and custom made jewellery can be accessed via [www.cigarwomen.co.za](http://www.cigarwomen.co.za). Delivery is national.

Shoppers are invited to subscribe to Cigar's newsletter and to be the first to hear about new products, latest online offers, store discounts and more. Call 021 683 3582 to register.

*Claremont Store  
12B Prospur House, Cavendish Street,  
Claremont  
Tel: 021 683 3582  
Web [www.cigarwomen.co.za](http://www.cigarwomen.co.za)*



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