

A NEW WORLD OF SHOPPING IN FLAGSTAFF



Turning the sod is the Municipal Manager, Mr M. Fihlani, Cllr P. Dutshwa, Cllr S. Vatsa while the Planning & Development Director, O. Pantshwa, the business people and Contractor looks on

The Eastern Cape town of Flagstaff turned a new chapter in its History, on Monday September, 09, 2013, when it broke ground to formally launch the construction of the new 4 500 square meter shopping complex in the area. The construction of Flagstaff Square, the largest shopping complex in the town of Flagstaff has already started.

This lifestyle shopping complex, the first of its kind in Flagstaff, was designed by Evolution Architects and will be under the careful direction and expertise of Commercial property experts and managed by Sedtrade Project Managers.

The shopping complex has been designed to reflect a fresh, contemporary look and feel. The architecture will have a timeless character and utilise quality materials and finishes to enrich the shopping experience. The aim of the new shopping complex is to bring the city lifestyle experience to the doorstep of the locals in Flagstaff and surrounding area.

A major investment in the developing town, the ten month long project was carefully designed to specifically cater for the needs of the people of Flagstaff, with the best offering in mind that the community can benefit from.

The Flagstaff Square Shopping Complex will feature:

- 10 line stores
- Tentatively, the Checkout supermarket
- ALS Hardware store
- Honchos Chicken outlet
- COSMIX Cosmetic and Beauty store and
- Various other food outlets and convenience stores

Onsite will include:

- A primary healthcare Clinic
- Ample parking bays 60 open parking bays
- Recycling bins and
- Security making it a safe and friendly environment to shop in

A golden opportunity exists for the community to take advantage of approximately fifty temporary job positions during construction and an average of one hundred permanent job positions post construction.

Further, the Flagstaff Square Shopping complex will provide alternatives for sustainability. This local shopping complex will play a vital role in both environmental as well as economic sustainability, in that

shoppers who purchase locally will be supporting members of the community who also have a vested interest in the success of the community.

Local commuters will also be travelling less, meaning less carbon footprint, pollution and traffic congestion.

Easy access to the shopping complex and sufficient parking space is available which promises to alleviate the traffic congestion of the main road for local travellers and commuters.

The strategic location of the shopping complex has also been identified to increase the surrounding value of homes and properties in Flagstaff, by enabling a more vibrant urban lifestyle contributed by the offerings of the shopping complex.

It is certain and most encouraged that with the opening of small stores within the complex, small businesses are likely to employ locals from the community, thus boosting skills development and the economic growth of Flagstaff and surrounding areas.

Most expectant of the many opportunities and ready to eagerly steer the Flagstaff Square Shopping Complex is General Manager Yacoob Latiff, formerly of Old Mutual Properties.

"The Flagstaff Shopping Complex will become the place to shop for the residents and visitors alike. Not only will the Flagstaff Square be setting precedent in shopping centre trends within the area, but it will most definitely open the doors for future developments by other big potential developers and overall boost the property value in Flagstaff in general. It will surely add new energy to Flagstaff. I am just pleased that we have taken the lead in boosting the economy within Flagstaff and improving the quality of life for all in the community," said Latiff.

Latiff was confident that the high standards in design would not only make the shopping centre easily noticeable and accessible, but would increase convenience and alleviate the long distance travelling that locals faced when driving to city centres. He was sure that passing travellers and trade would also be attracted and pass through the new shopping centre's doors.

Customer-friendly amenities along with easy parking and access will enhance the comfort and convenience for all.

Located in the seat of the Ingquza Hill Local Municipality, Director: Planning and Development, Owethu Pantshwa, said that the shopping complex has long been awaited in areas like Flagstaff and as the municipality they ensured that they create conducive environment for the private sector to invest in our localities.

This development will address the issues of unemployment and underdevelopment. In areas like flagstaff, there is approximately 60 % of people unemployed mostly the youth and this leads to people migrating to KwaZulu Natal. Employment is expected to be during the construction phase and post construction phase.

The municipality will advocate for our local SMME to be part of the development of the shopping complex must at least have running businesses in the center.

Furthermore, the municipality was sure that Flagstaff Square would also become a tourism feature in the area that is home to the Msi-kaba Campsite which offers a peaceful atmosphere with unspoilt natural features from beaches to indigenous forests and a number of local trading B&Bs; lodges and guesthouses.

