



OWNED &  
MANAGED BY

**GROWTHPOINT**  
PROPERTIES



# HOWARD CENTRE LEASING GUIDE



01



# GROWTHPOINT OVERVIEW



## 01 GROWTHPOINT OVERVIEW

# MANAGER & OWNER OF MALL

Our extensive and diverse portfolio of retail assets consists of quality, well-supported malls in major metropolitan areas that have a high renewal success rate.

From community shopping centres and lifestyle retail parks to large regional malls, they are a positive force for the local economy and society through their charity and community work, building strong connections with our shoppers.

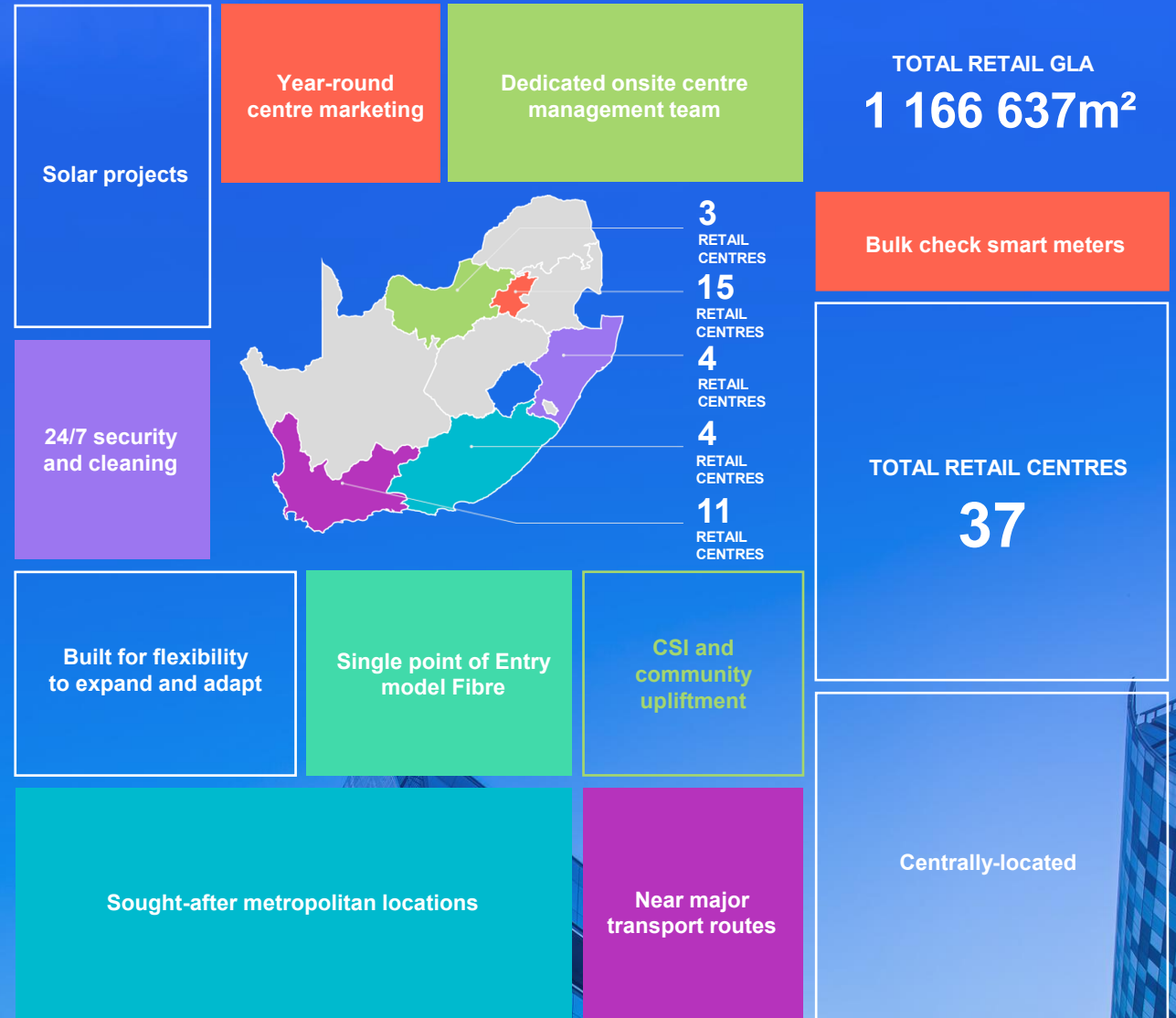


# RETAIL PORTFOLIO OVERVIEW

Our retail properties give us access to valuable property data and retail statistics.

The data offers key insight into consumer behaviour patterns and allows us to offer an optimal mix of retailers that best serve the surrounding communities.

In addition, our shopping centres regularly undergo refurbishments and extensions, ensuring that they remain relevant and appealing to our shoppers.



02

# MALL PROFILE



## HOWARD CENTRE

With over 40 shops including Woolworths, Clicks and Pick n Pay, you'll find everything you need at Howard Centre.

Thanks to its friendly staff and their helpful assistance, this light and breezy centre has become a trustworthy beacon in the community.



## OFFERING

For more than 30 years, Howard Centre has met the needs of the community with services that include tailoring, dry-cleaning, hair services, travel and much more.

All within the centre's 14800m<sup>2</sup>. Add a choice of delicious eateries and you'll find shopping at the Howard Centre is really a breeze.



Community Centre



TOTAL RETAIL GLA:

**14 800m<sup>2</sup>**



ANCHOR/MAJOR TENANTS:

Pick 'n Pay Clothing  
PEP  
Ackermans  
Woolworths  
Pick 'n Pay  
Clicks



CATCHMENT AREA:

Pinelands  
Thornton  
Kensington  
Mowbray  
Observatory  
Maitland



**5** Fashion outlets

**81** Retail stores & eateries



**8** Eateries



**12** ATMs

**5** Branches



**6** National retailers



**825**

**FREE**  
Parking Bays

# SHOPPER PROFILE



AVERAGE  
Shopper Age  
**35 - 55**

**80%** **20%**  
Female Male

FOOT AVERAGE  
ANNUAL TRAFFIC  
**3.94 million**  
Shoppers

FOLLOWERS  
Facebook  
**4 260**

HOUSEHOLD CYCLE  
**100%**  
Full Nest

LSM (LIVING STANDARD MEASURE) **6 - 8**

LANGUAGES MOST SPOKEN **English**



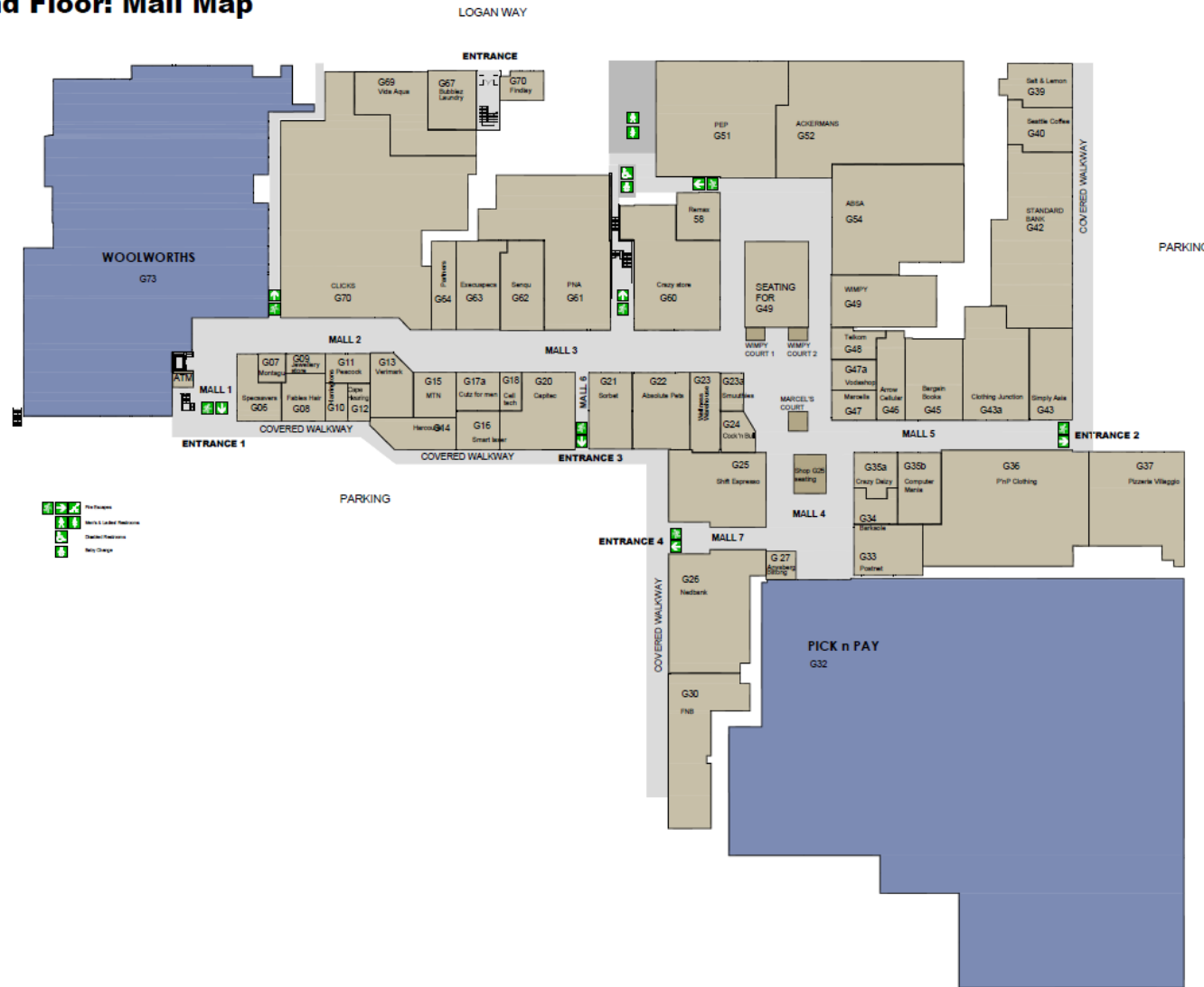
03

# FLOOR PLANS





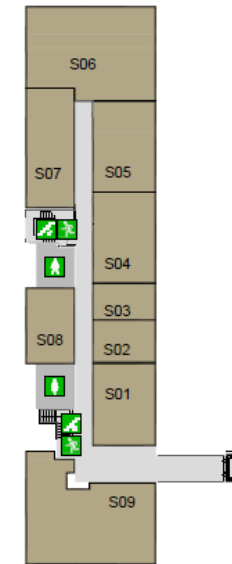
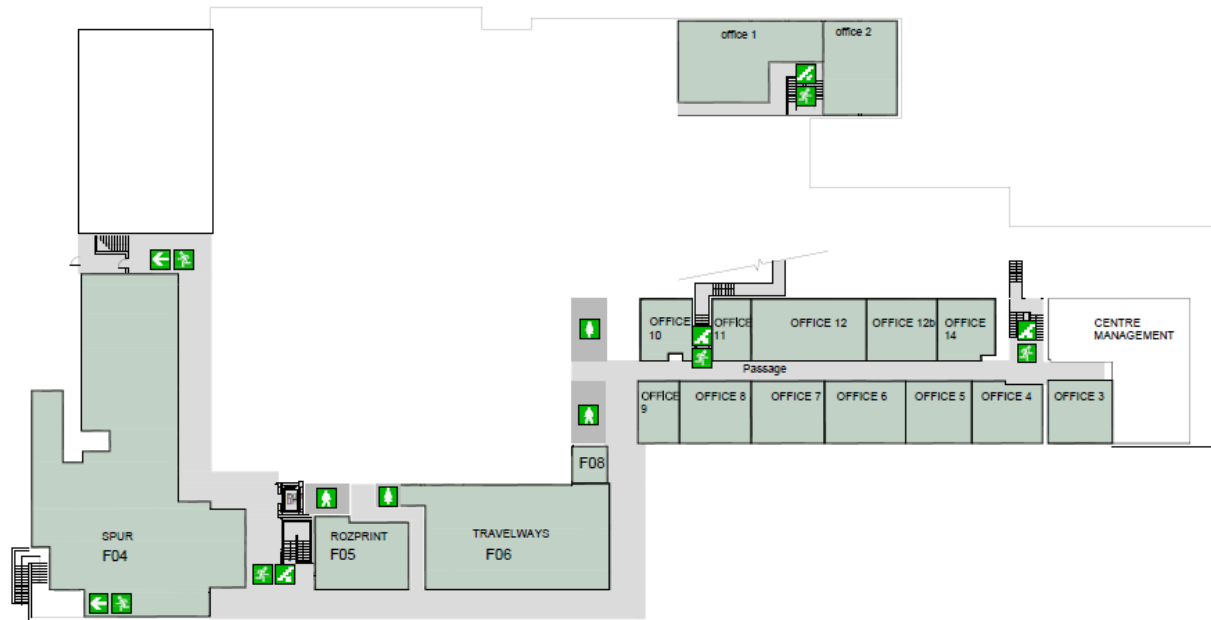
Ground Floor: Mall Map





### First Floor: Mall Map

### Second Floor



- Fire Escape
- Men's & Ladies' Restrooms
- Disabled Restrooms
- Baby Change



04

# STORE LISTING



## 04 STORE LISTING



### Fashion & Accessories

Ackermans  
Clothing Junction  
Pep  
Pick n Pay Clothing  
Senqu

### Cellular & Electronics

Cell C  
Cell Tech  
Arrow Cellular  
Vodashop  
MTN  
Telkom  
Cape Hearing Aids  
Computer Mania

### Speciality Stores

The Crazy Store  
Sure Travel

### Banks & Services

Absa Bank  
Pinelands  
Capitec Bank  
First National Bank  
Nedbank  
Standard Bank

### Department Stores

Woolworths

### Optometric & Eyewear

Spec-savers  
Execuspecs

### Sports

Curves

### Health & Beauty

Carma Beauty & Nail Spa  
Sorbet  
Fables hair design  
Cutz for Men  
Partners Hair Design  
Clicks  
Wellness Warehouse

### Services

Harringtons Dry-Cleaners  
Barksole  
Bubblez Laundry  
Pinelands Tailors  
Postnet  
Mutual Valet Centre

### Jewellery

The Jewellery Design Store  
J Findlay  
Watchmakers

### Books & Stationery

Bargain Books  
PNA

### Food Services

Sommer Lekker  
Howard  
Anysberg Biltong  
Crazy Daizy  
Pick n Pay  
Peacock Tea & Coffee  
Seattle Coffee Company  
Smoothies  
Marcel's  
Cincinnati Spur  
Pizzeria Villaggio  
Salt And Lemon  
Seafood Café  
Simply Asia  
Wimpy

### Offices

Harcourts  
Remax Properties  
Candice Sumner (Physiotherapist)  
Dr Smith (Dentist)  
Dr Wilbraham & Burmeister (Dentist)  
Dr Rhode (Chinese Acupuncture)  
SWI (Financial Services)

05



# EXHIBITION, ADVERTISING & MARKETING OPPORTUNITIES





### EXHIBITION / KIOSK OPPORTUNITIES

View the list of exhibition and kiosk space options at Howard Centre and secure short-term space to get your brand or products in front of our high traffic areas within the mall.



### ADVERTISING OPPORTUNITIES

Get your product or brand in front of millions of shoppers while they're in shopping mode with media and promotional opportunities.



### MALL MARKETING

Find out about shopper-focused marketing and promotional activities designed to drive footfall and maximise retail performance.



HOWARD CENTRE

# LEASING ENQUIRIES

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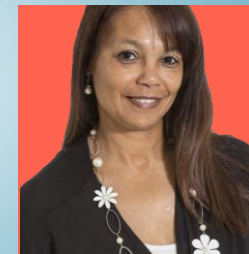


**Melvina Walters**

**CENTRE MANAGER**

021 531 4339

[Mwalters@growthpoint.co.za](mailto:Mwalters@growthpoint.co.za)



**Debbie Jacobs**

**PROPERTY ADMINISTRATOR**

021 531 4339

[Dejacobs@growthpoint.co.za](mailto:Dejacobs@growthpoint.co.za)

Corner Howard & Forest Drive,  
Pinelands, Cape Town

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