



Press Release – December 2011

## **Umhlanga UIP Lights The Way**

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Thanks to the collective efforts of the Umhlanga Urban Improvement Precinct (UIP) and the Beverly Hills Hotel, Oyster Box Hotel, Chartwell Centre, Lighthouse Mall and the Umhlanga Plaza, feature trees in the Umhlanga Village are shining bright with ice white festive lights.

According to UIP project leader Brian Wright, this year's lighting project is simple but effective and is a base upon which a much larger 2012 festive season lighting project will develop. "Lighting is such an effective way of bringing spaces to life and creating a positive feel in an environment."

While this is a small project for 2011, Wright says the UIP has big plans for festive lights throughout the precinct in coming years, but are prepared to work slowly and carefully with property owners and business to create a sustainable vision for the precinct, with a festive project that can grow year on year.

The Umhlanga Urban Improvement Precincts (UIPs) were established by the Umhlanga property owners to retain existing investment in Umhlanga; stimulate new investment; create economic opportunity; improve safety and quality of life, and respond to the challenge of environmental sustainability.

In terms of structure, there are two UIPs or Special Ratings Areas (SRA) as they are official termed by the municipality namely, The Umhlanga Promenade UIP established in March 2003 and the The Village UIP, established in July 2008. These UIPs, collectively known as the Umhlanga UIP represent 29 large erven. In addition to the two UIPs, there are a further three Associate Managed Areas namely the Southern Promenade Properties (SPP) – established 2004; the Northern Promenade Properties (NPP) – established 2010, and Park to Park (Durban View to Eastmore Crescent) – established 2010. These three areas represent approximately 42 large erven.

The UIP partners with the eThekweni Municipality to ensure that this key node delivers an exceptional experience of public space. The UIP management team is constantly responding to the ever evolving needs of Umhlanga, whether it be service levels or special projects.

The 2011 festive project is more than a lighting project, it marks the start of the UIP's place-marketing initiatives which will intensify in 2012. "For the last few years, the UIP has focused its efforts on securing and maintaining the public space within its boundaries and developing solid relationships with the municipality and property owners alike," said Wright. "While

these services remain the foundation of the UIP's strength, we are now ready to step up our efforts and are in the process of developing a place-marketing strategy. Wright said he was happy to announce that Cara Reilly, who previously worked for the Sandton equivalent of the UIP as the marketing manager has been brought on board to assist in crafting a strategy to combine short-term high visibility projects and long-term brand development that, together, will deliver an exceptional sense of place, creating memorable experiences for those visiting, working and living in the precinct," said Wright.

The UIP will be launching its website in January 2012 so be sure to log onto [www.umhlangauip.co.za](http://www.umhlangauip.co.za) for news and information on this growing precinct.

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