

**UPTOWN**

Uptown

**SHAPE**



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# 01 Introduction

# Welcome to Uptown

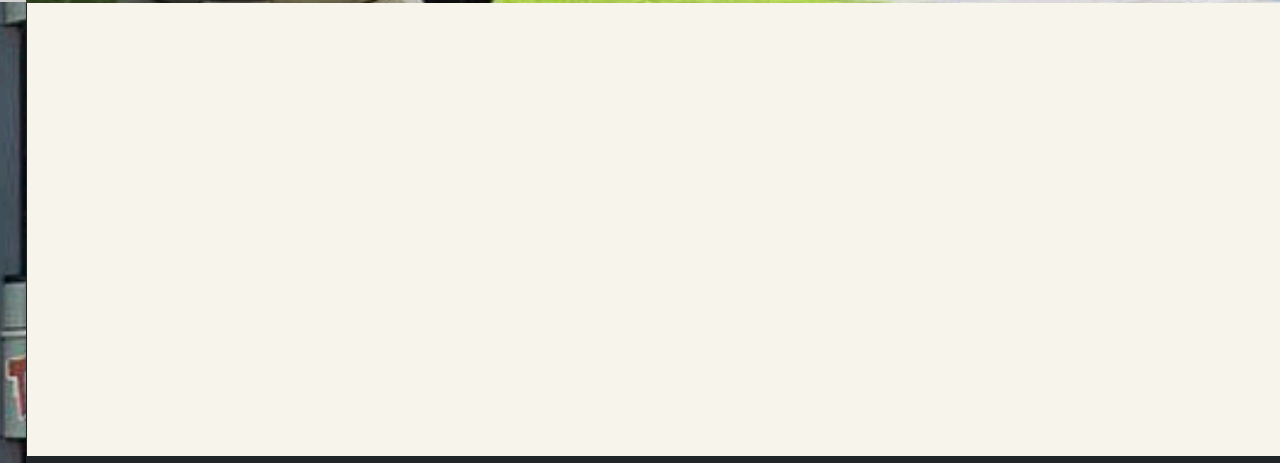


# Victoria's Premier Open-Air Retail Centre

Uptown brings almost 600,000 SF of international brands, local boutiques and celebrated restaurants together with 268,374 SF of premium office space in a lushly landscaped outdoor environment unlike anything else in the region. The signature Uptown Boulevard and Plaza are brought to life by celebrations and social gatherings year-round.



UPTOWN BOULEVARD



# Located in the Heart of Greater Victoria

Central to all areas of Greater Victoria, surrounded by transit lines with direct access to the major regional hiking and biking trail networks, Uptown offers the most desirable location on Vancouver Island.

UPTOWN

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# Future Residential Will Complete Uptown's Community

Uptown is evolving into a premier community for world-class urban lifestyle. With the addition of 318 homes in its next phase, Uptown will be a hub for commerce and culture where you can shop, dine, work and soon, live.



# 02 Property Overview

## PROPERTY TYPE

Retail Destination, with future residential

## GLA

Total: **864,575 SF**  
Commercial: **596,201 SF**  
Office: **268,374 SF**

## ANNUAL VISITORS

4.9M visitors

## SALES PSF

\$578

## KEY TENANTS

90+ retailers with a unique mix of international brands and local boutiques



Walmart 

WHOLE  
FOODS  
MARKET

PETSMART

H&M

BEST  
BUY

TOYS R US

Michaels



# 03 Location & Demographics

## ACCESS

Conveniently positioned between **Hwy 1 and Patricia Bay Hwy**

Surrounded by major bus routes

**10 minutes** to Downtown Victoria, **20 minutes** from Victoria Ferry terminal

## POPULATION

**353,995** Residents live within a 20-minute PTA

Close to **500 residents** will eventually live at Uptown and become a built-in audience for shops, restaurants and entertainment on-site

## AUDIENCE

**Household Income:** Average **\$115,204**, 43.5% above 100K

**Average Age:** 43

**Dwell Time:** 121 minutes





THE LAWN, SUMMER ACTIVATION

OFFICE SPACE

SIGNATURE HOLIDAY EXPERIENCE

THE COURTS PICKLEBALL INSTALLATION

BE A PART OF THE STORY

# 04 Leasing Opportunities



## COMMERCIAL LEASING

Join **596,201 SF** of open-air, streetfront commercial retail space with unique local boutiques and international brands like H&M, Urban Barn, Whole Foods, Toys R Us, Petsmart, Walmart, PLENTY, Browns Socialhouse and **268,374 SF** of professional office space.



## SPECIALTY LEASING

Find opportunities in temporary in-line spaces, kiosks, and activations at Uptown.

Take advantage of peak shopping seasons, gain exposure or expand an existing business without the long-term commitment of a permanent lease.

[Specialty Leasing Application](#) →

# SITE MAP

Contact For Site Plans →



## 05 Why SHAPE

# The Relentless Pursuit of Better

### **WE MANAGE LIKE OWNERS**

We are invested  
in our properties  
long term.



### **ASPIRATIONAL RETAIL ENVIRONMENTS**

World-class design  
and architecture



### **EXPERTLY CURATED BRANDS**

Meticulously  
curated retail  
collections



### **DATA-DRIVEN EXPERIENCES**

Signature  
celebrations and  
guest experiences



### **5-STAR HOST PROGRAM**

Hospitality  
training for all  
staff, from  
janitorial  
to security



# Future-Forward Leasing

SHAPE Leasing specializes in creating design-forward, branded environments that merge tenants' brand values and the local communities they serve.

- + CUSTOMER-CENTERED
- + SUPERIOR REAL ESTATE FUNDAMENTALS
- + LOCAL & AGILE
- + PROVEN MARKETING PLAYBOOK

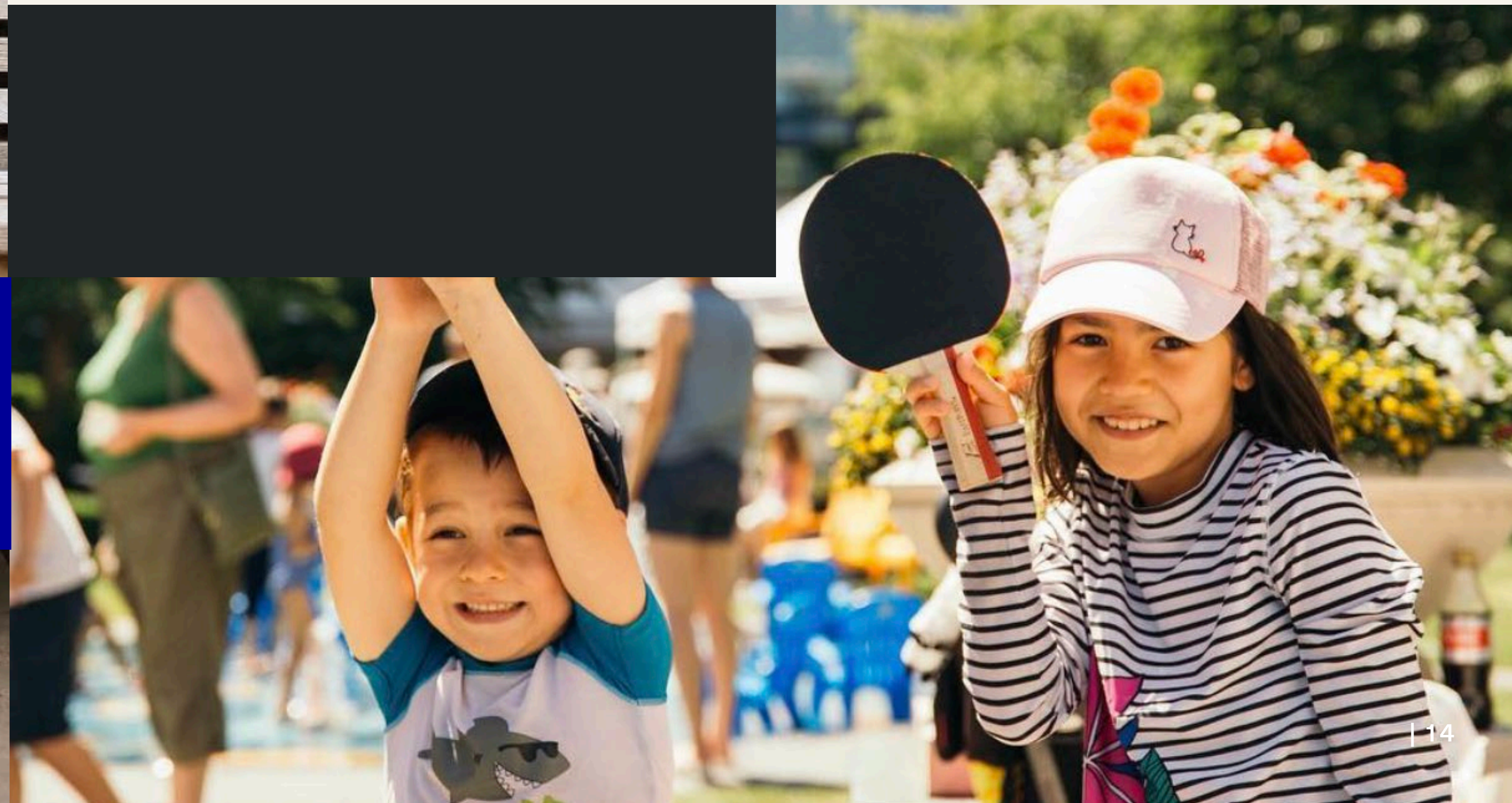
Learn More →





# Exceptional Retail Experiences

The SHAPE Retail Management team comes with an in-depth understanding of local community needs and excels at building exceptional retail experiences. Our best-in-class property teams are committed to your success.



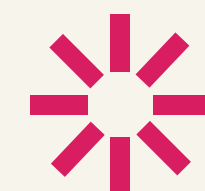
# Doing Well by Doing Good

SHAPE is committed to an Education, Environment, Social and Governance (EESG) strategy that maximizes progress, social impact and long-term sustainability. Our actions have a positive impact on our carbon footprint, operational costs, and resource efficiency. Here are a few of our property initiatives:

- ✦ **IRRIGATION MANAGEMENT CONTROL SYSTEM**
- ✦ **EV CHARGING STATIONS**
- ✦ **ROOFTOP BEEHIVE PROGRAM**
- ✦ **RAIN WATER HARVESTING**
- ✦ **GREEN ROOF TECHNOLOGY**



[Learn More](#) →



Environment Awards  
LEED Gold Certification

# Magnetic Urban Centres

SHAPE is the real estate investment, development and management company behind Canada's most significant centres of gravity. From master plans to retail destinations, we raise the bar for industry, quality of life and return on investment.



The City of Lougheed, BC



The Amazing Brentwood, BC



Uptown, BC



Nanaimo North Town Centre, BC



Destination: Deerfoot City, AB



Westhills Towne Centre, AB



Emerald Hills Centre, AB



Skyview Centre, AB

[View Portfolio](#) →



## CONTACT

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# Uptown



[SHOPUPTOWN.CA](http://SHOPUPTOWN.CA)

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