

UPTOWN

SPECIALTY LEASING
OPPORTUNITIES

Uptown

SHAPE

Property Overview

PROPERTY TYPE

Retail Destination, with future residential

GLA

Total: **864,983 SF**
Commercial: **590,460 SF**
Office: **274,523 SF**

ANNUAL VISITORS

4.9M visitors

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

Michael's



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



Victoria's Premier Open-Air Retail Destination

UPTOWN



THE LAWN, SUMMER ACTIVATION



OFFICE SPACE



SIGNATURE HOLIDAY EXPERIENCE



Be a Part of the Story

SPECIALTY LEASING AT UPTOWN

SHAPE offers many different leasing options. Whether you are looking for a way to test or launch a new product or concept, wanting to take advantage of peak shopping seasons by opening a pop-up store, developing your omnichannel strategy, or simply seeking to gain exposure or expand an existing business without the long-term commitment of a permanent lease, we can help.

At SHAPE, our goal is your business's success. We can get you started with multiple local leasing options and help build your business to a more permanent establishment. Whether you're an experienced business owner or someone who's just starting out, we're here for you every step of the way.

BE A PART OF THE STORY

Opportunities



TEMPORARY IN-LINE STORES

Temporary In-Line opportunities are for businesses geared toward traditional mall space that are turn key built out and move in ready. The square footage can range in size and availability can be varied.

Temporary In-Line stores offer the ability to test the market before making a long-term commitment or to incubate and expand your business. Lease terms can be as short as one month or as long as one year.

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KIOSKS

Kiosk locations are free-standing, stationary merchandising structures that are provided by the tenant and are placed in common area locations with high foot traffic.

The kiosk can be either unmanned non-digital kiosks used for promotional messaging or manned kiosks setup providing businesses with cost-effective ways to display and sell products. Some benefits of kiosks are low start up costs, minimum overhead, and great exposure.

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ACTIVATIONS & EVENTS

We'd love to be the venue for your displays, brand activations, events, product drops, workshops and more. In this era of social media and constant digital connectivity, it is becoming increasingly hard to grab the attention of people.

Event Activation gives you that extra 'Wow' factor. Brands can activate in key areas with the highest traffic and rich engagement to secure a longer-term emotional connection between the brand and the customers.

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Markets

With wide, open-air spaces, Uptown is the perfect backdrop for market groups and collectives. Bring your carefully curated mix of local makers, artisans and vendors to our unique indoor and outdoor spaces such as The Boulevard.

Leverage our Centre's existing shopping traffic and offering to bring awareness to your vendors. Uptown is home to several local boutiques and we love to celebrate artisans and makers from the area.

Apply Here



SITE MAP



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



CONTACT

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Uptown



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