

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 more than 250,000 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.



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: **864,330 SF**
Retail: **594,506 SF**
Office: **269,824 SF**

ANNUAL VISITORS

5.9M 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

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

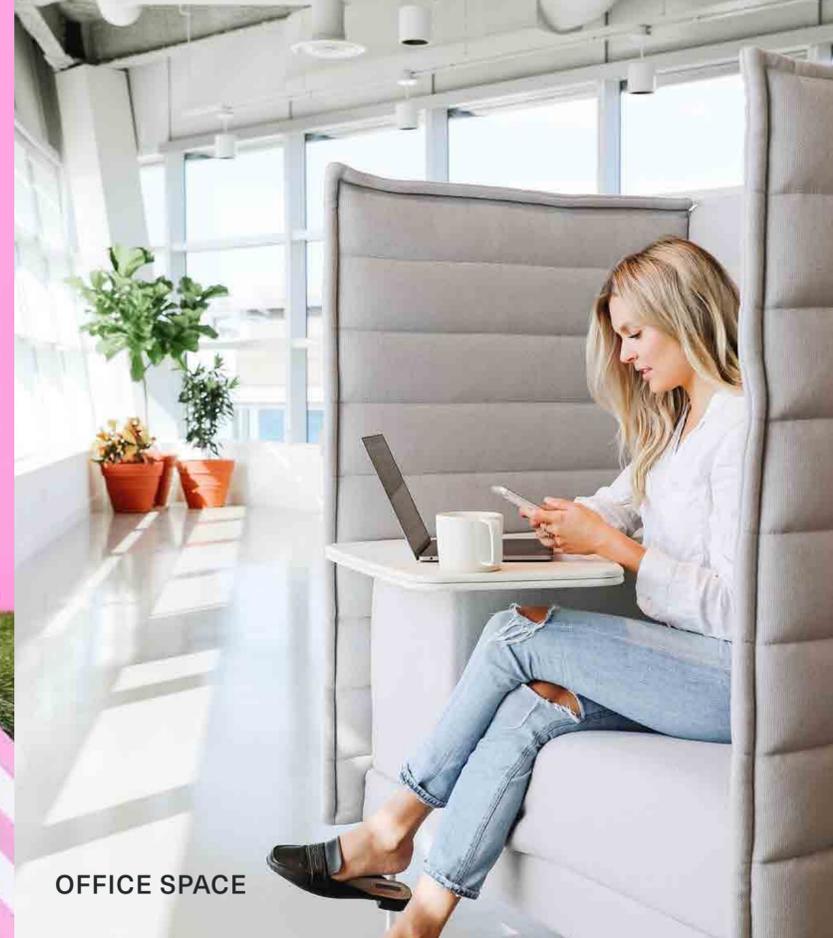
Household Income: Average **\$115,204**, 43.5% above 100K

Average Age: 43

Dwell Time: 121 minutes



THE LAWN, SUMMER ACTIVATION



OFFICE SPACE



THE COURTS PICKLEBALL INSTALLATION



SIGNATURE HOLIDAY EXPERIENCE

BE A PART OF THE STORY

04 Leasing Opportunities



COMMERCIAL LEASING

Join **590,460 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 **274,523 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.



SITE MAP



UPTOWN



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.

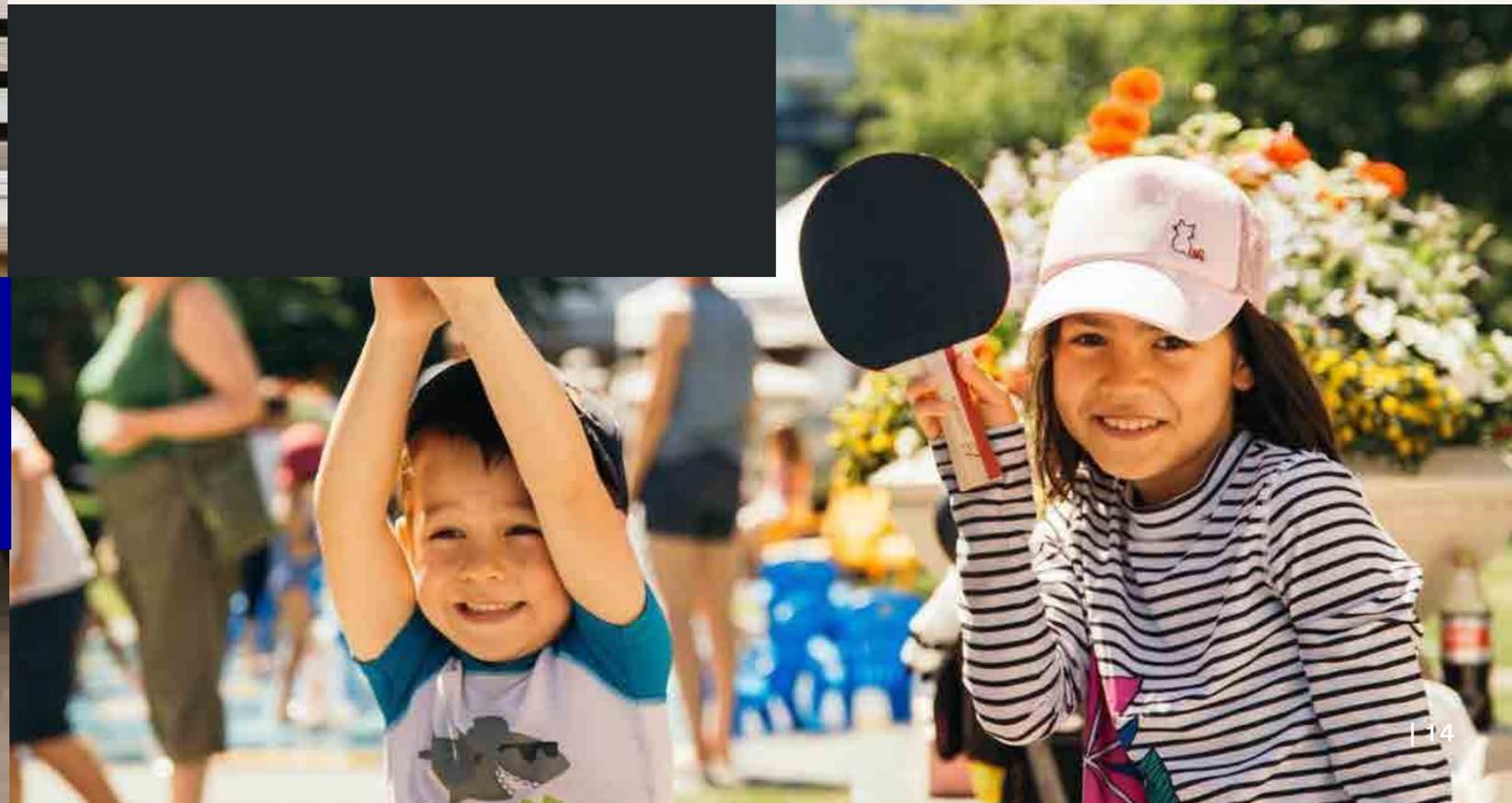
- ✦ CUSTOMER-CENTERED
- ✦ SUPERIOR REAL ESTATE FUNDAMENTALS
- ✦ LOCAL & AGILE
- ✦ PROVEN MARKETING PLAYBOOK





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**



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



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