

Uptown

GREATER VICTORIA, BC



UPTOWN PHASE 4:

Preliminary Development Information

December 2020

www.shopuptown.ca/development

SHAPE | Uptown

ABOUT US

SHAPE

**PROPERTY MANAGER &
DEVELOPMENT MANAGER**

SHAPE is a Vancouver-based fully-integrated real estate development firm that focuses on transit-oriented developments that enhance the built urban form in communities that include: Nanaimo, Port Alberni, Richmond, Burnaby, Saanich among others.

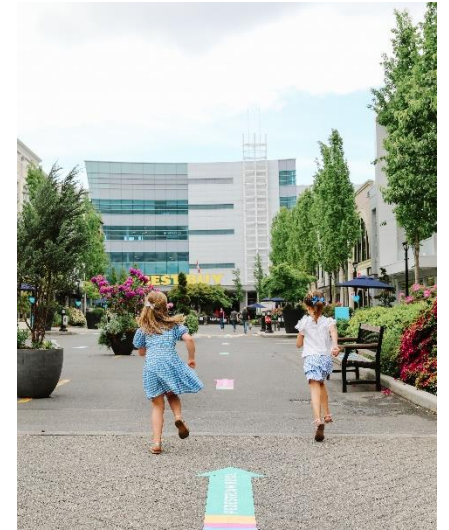
INTRODUCTION

PRESENT DAY UPTOWN:

Uptown is a shopping centre that's also been designed to be a social gathering place. It serves as a hub for commerce and culture where visitors can shop, dine and work. Easily accessible and located at the centre of the Greater Victoria region, it has Vancouver Island's best mix of shops, restaurants and entertainment. First-to-market international brands and local independent shops are thoughtfully combined to create Victoria's most desirable destination. With significant office space and future residences, Uptown is evolving into a premier community with an urban lifestyle.

NEXT PHASE OF DEVELOPMENT AT UPTOWN:

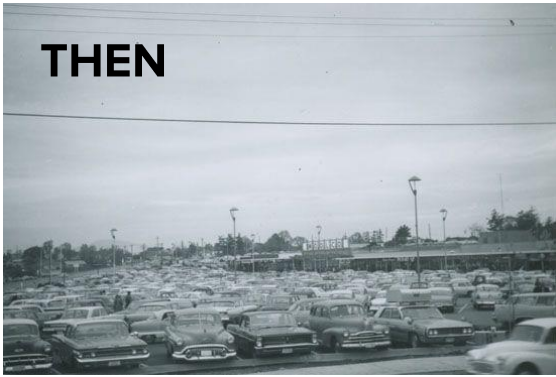
SHAPE, the property manager and development manager at Uptown, is working on plans for a signature mixed-use building with over 300 new homes above shops and restaurants. The new building will complete the Uptown development and satisfy the desire to see residential homes as part of the Uptown mix of uses. The development parcel's strategic location at the terminus of Uptown Boulevard, directly across the street from BC Transit's future multi-modal transit hub, provides an opportunity to construct an exciting and dynamic gateway at the north end of the property.



QUESTIONS + FEEDBACK:

As part of the Uptown community, we are looking for your initial feedback and commentary on this package.

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PHASE 1-3 TIMELINE

1961-2006 Town and Country Mall

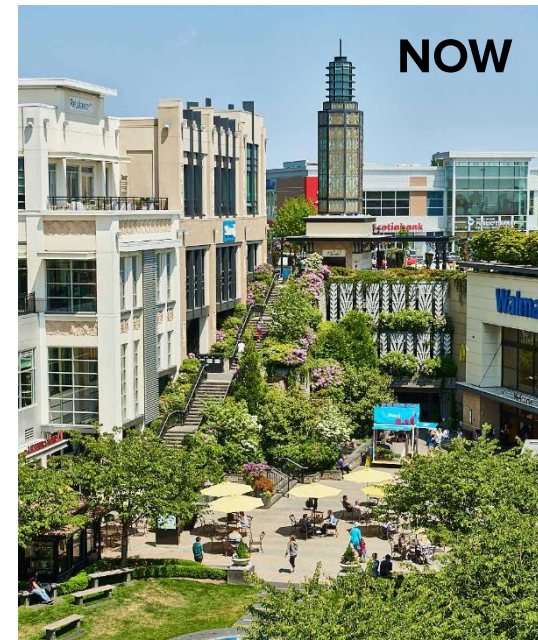
Phase 1 Starts Construction **2007**

2010 Phase 1 Opens to Public
Phase 2 Starts Construction

Phase 2 Opens to Public **2012**

2014 Phase 3 Starts Construction

Phase 3 Opens to Public
Phase 4 Development Permit Application Approved **2016**



Next Phase of Development (Phase 4)



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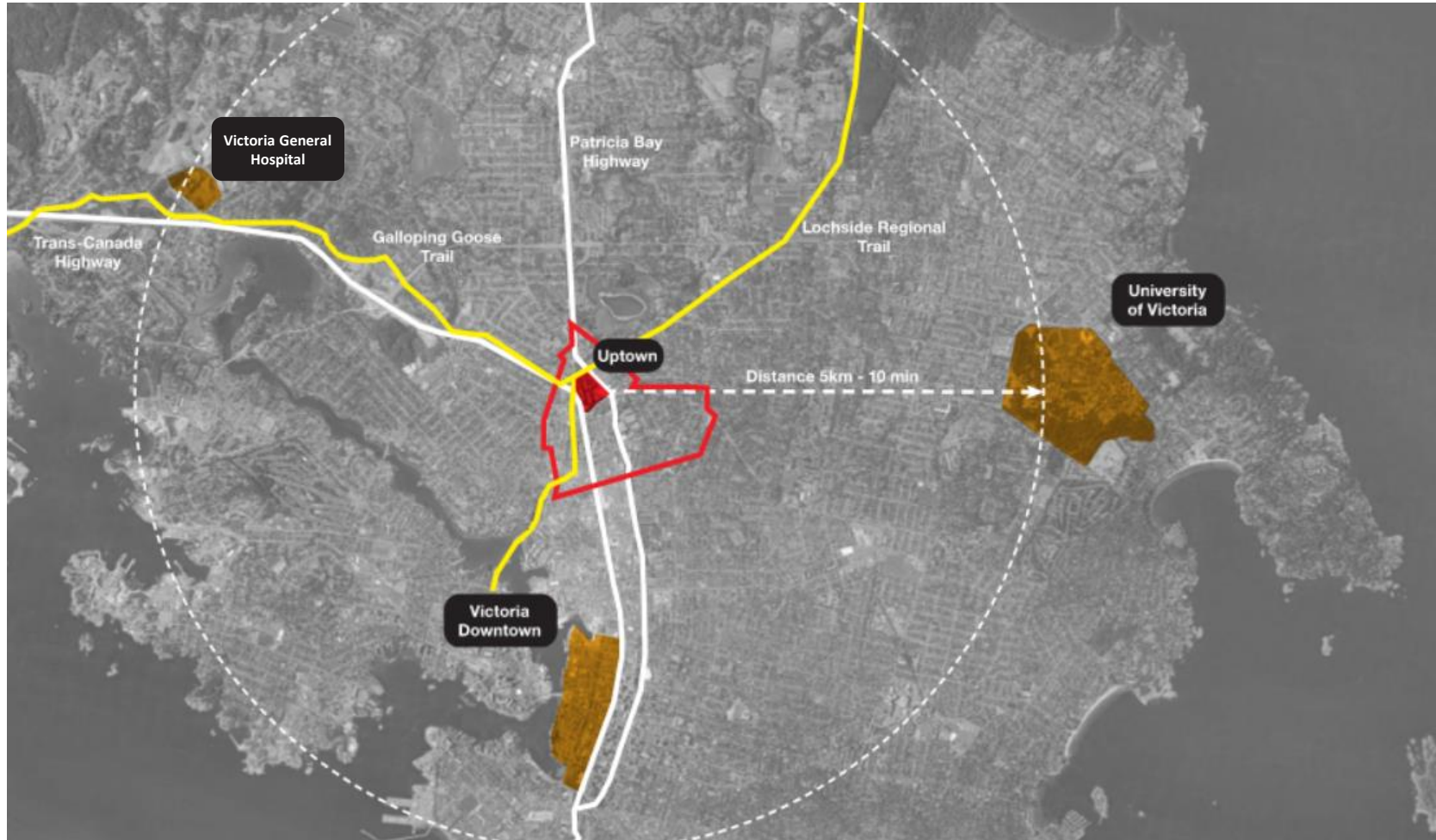
Phase 4 Development History & Next Steps

A development permit was approved in 2016 for Phase 4.

A revised development permit is proposed to address changing retail market conditions and community housing needs.

- **2016:** Phase 4 Development Permit Application Approved (Morguard Submission – REZ00568; DPA00863 – 3440 Saanich Road) - 231 residential units and 5,157 m² / 55,509 sq. ft. of commercial space
- **2017:** Development Management and Property Management changed from Morguard to SHAPE
- **August 2020:** Uptown-Douglas Plan endorsed, in principle, by District of Saanich Mayor & Council
- **2021:** Development Permit Amendment to be submitted to reflect the new vision for the Saanich Core

Urban Planning Location Context



Uptown's location is at the geographic centre of Greater Victoria and the crossroads of major transportation routes making it a key urban node that services both the community and the region.

Urban Planning Site Context

Uptown is a compact mixed-use development containing 850K+ square feet of retail and office uses on 18+ acres of land with 10MM+ visitors a year.

The centre is built over two levels; the upper level containing retail shops surrounding open parking, the lower level consisting of a retail and office high street with underground parkade.

The architectural and urban design of Uptown is characterized by a range of exterior building materials and design elements that create variety and visual interest.

The Phase 4 lands provide an opportunity to realize the original vision of Uptown as a complete community with the addition of residential homes.



5 Key Design Initiatives

01. Realize the Complete (live-work-play) Community with the Addition of Residential Homes

02. Improve Connectivity to the Surrounding Community & within Uptown

03. Complete Uptown's Retail High Street

04. Encourage Multi-Modal Transportation & Sustainable Practices

05. Respond to the Unique Context with Thoughtful Architecture & Urban Design

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1. Realize the Complete (live-work-play) Community with the Addition of Residential Homes

- Support existing and future local demand for homes
- Build homes in a walkable community, adjacent transit, trails and close to shops, services & restaurants



Rendering of SHAPE Project Amenity Space – RC at CF Richmond Centre

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1. Realize the Complete (live-work-play) Community with the Addition of Residential Homes (Cont'd)

- Design efficient homes that can be flexible for the future of living
- Plan indoor and outdoor amenity spaces that encourage socialization and community building



Photo of SHAzPE Project Home – RC at CF Richmond Centre



Rendering of SHAPE Project Amenity Space – The Amazing Brentwood Three



Photo of SHAPE Project Amenity Space – The Amazing Brentwood One



Photo of SHAPE Project Amenity Space – The Amazing Brentwood One



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2. Improve Connectivity to the Surrounding Community & within Uptown



- Provide logical, safe connections to adjacent streets, pathways and future transit
- Improve the connectivity between the Upper & Lower Levels at Uptown
- Create enhanced wayfinding signage

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3. Complete Uptown's Retail High Street



Artist Future Vision of Uptown Blvd, looking north



- Complete the Uptown retail experience by animating the terminus with flexible commercial space
- Initiate dynamic and vibrant social zones
- Provide a convenient linkage from Uptown Blvd to the Upper Level of Uptown

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3. Complete Uptown's Retail High Street (Cont'd)

- Provide opportunity for outdoor patios and seating
- Plan retail spaces to accommodate restaurants
- Design a well thought-out pedestrian friendly public realm



Inspiration Images Only



Image Credit: https://www.nanawall.com/sites/default/files/gallery/2016-03-02-2/2048x1365_SL70_Gansevoort_Hotel_NY_03.jpg

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4. Encourage Multi-Modal Transportation & Sustainable Practices

- Uptown's location provides the unique opportunity for practical use of multiple modes of transportation
- Have homes that will allow residents to satisfy their daily and weekly shopping needs on foot
- Design convenient bike parking, electrical charging, maintenance equipment and storage to support resident cyclists
- Implement additional electrical vehicle charging stations



Image Credit: <https://images.app.goo.gl/WZYqfCpW8YxyAL368>



Image Credit: <https://images.app.goo.gl/y4QayxRqkxArqjSA>



Image Credit: <https://images.app.goo.gl/WZYqfCpW8YxyAL368>



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4. Encourage Multi-Modal Transportation & Sustainable Practices (Cont'd)

- Add parking, waiting and loading areas for ride-share, ride-hailing & deliveries
- Site planning will address the connection to and from the future BC Transit transit hub
- Install conveniently located bike parking for residents and visitors
- Most of the car parking needs will be satisfied by existing parking stalls that are currently underutilized



Image Credit: <https://images.app.goo.gl/HL58s577vFSj6QJb6>



Image Credit: <https://images.app.goo.gl/8nAR98kpgSnzSVku6>

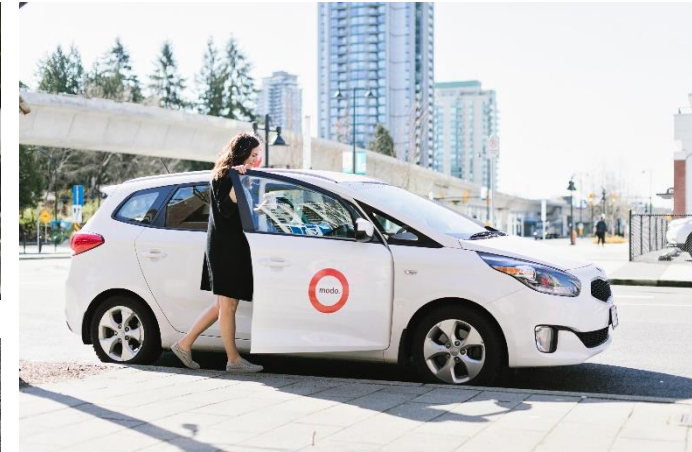


Image Credit: <https://images.app.goo.gl/vXBamxRvXkhDohs3A>

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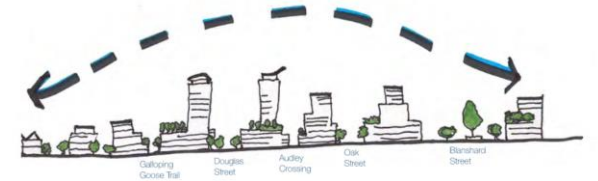
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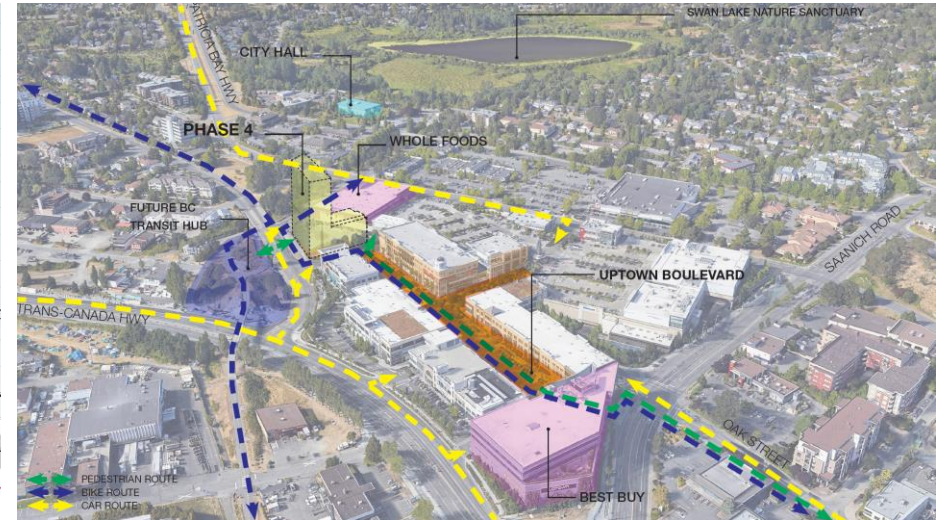
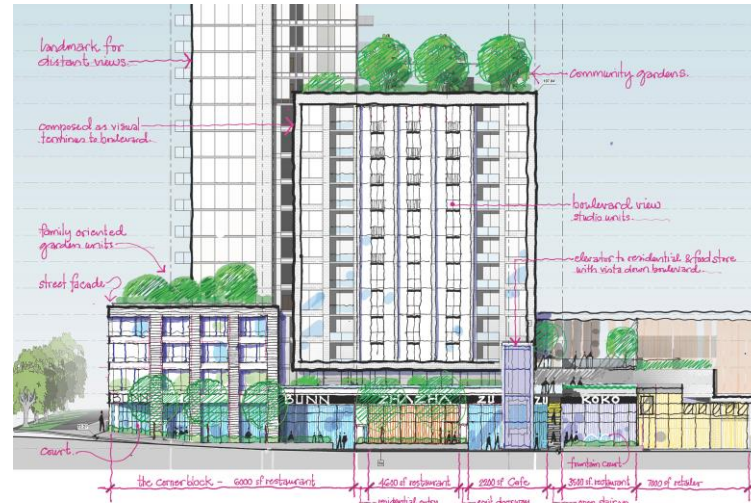
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5. Respond to the Unique Context with Thoughtful Architecture & Urban Design



- Utilize high quality and durable building materials
- Height and massing that reflect the site location as the heart of the Saanich Core



INSPIRATION IMAGES ONLY

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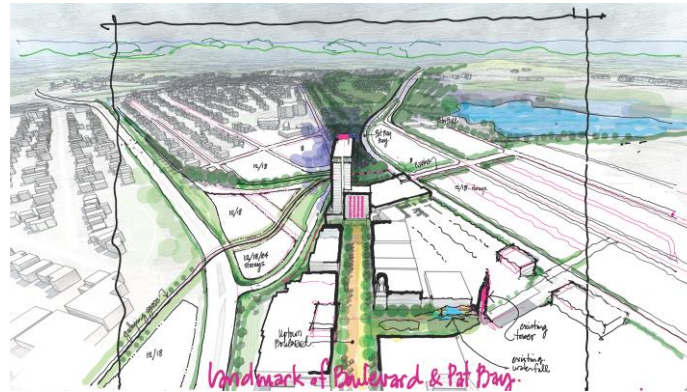
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5. Respond to the Unique Context with Thoughtful Architecture & Urban Design (Cont'd)



- Activate and animate all street fronts
- Create a building design that will respond to the current built environment and future vision for the area

FEEDBACK REQUESTED

As part of the Uptown community, we are looking for your initial feedback and commentary on this package.

- Visit www.shopuptown.ca/development to provide your feedback
- Or write to us at:
 - UptownFeedback@shapeproperties.com or
 - **Uptown Administration Office** at #221 – 3531 Uptown Boulevard (M-F 8am to 5pm)

