

# Georgian MALL

LEASING BROCHURE

OWNED AND MANAGED BY  
RIO CAN



**Georgian Mall** opened its doors in 1968 and since then has been the best destination for friends and family to shop, eat and socialize. We're more than a mall, we're a commercial hub that's home to over **150 brands** like L.L. Bean, Lululemon, Roots, Sephora, and The Hudson's Bay Company – with so much under one roof, it's no wonder we draw a crowd.

HUDSON'S BAY

L.L.Bean

lululemon  athletica

  
Roots

  
SEPHORA



## IN THE HEART OF THE ACTION

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There's an important fact that no retailer should ignore – we're located in the heart of Canada's **fastest growing metropolitan area**. Barrie's population has grown by **5.4% in the last five years**. This places Georgian Mall squarely in the centre of an existing, thriving community of hardworking, upwardly mobile Canadian families who have made this place a destination for so many.

IN THE HEART OF THE ACTION

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*aerie*



Bath  
& Body  
Works®



HOMESENSE

**H&M**

HUDSON'S BAY

**L.L.Bean**

lululemon  **athletica**

**MOXIE'S**  
GRILL \ BAR

PANDORA



*Saje*  
NATURAL WELLNESS

  
SEPHORA

**SoftMoc**

SPORTCHEK  


**TORRID**

## THE AREA WE SERVE

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Our trade area is enormous and unmatched in Ontario. From Owen Sound, Orillia, and Toronto in the south to Sudbury, North Bay and Huntsville to the north Georgian Mall is the only shopping centre of its kind, providing a retail destination for the people of the surrounding communities.

## ALL ROADS LEAD TO BARRIE

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There's a non-stop flow of traffic into Barrie from Highway 400 along with Highways 11, 12, and 26. Plus, Barrie is integrated into the Greater Toronto Area's GO Transit network with regular train service that's improving every day, with ridership doubling in just two years.



## BARRIE BY THE NUMBERS

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**Population**

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261,426

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**Total Households**

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93,563

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**Average Household Income**

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\$111,718

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**Home Ownership**

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77%

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**Housing Type**

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71%  
Single Detached

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**Median Age**

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39

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**Median Age of Children**

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15-19

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**Households with Children**

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48%

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**Language**

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93%  
English

7%  
Both Official Languages

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**Vehicular Traffic**

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80k  
Cars Pass Georgian Mall Daily

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# INCOME BREAKDOWN

## LUXURY SHOPPERS

Executives, business owners, and other professionals with a home in the region. (Income over \$150,000)

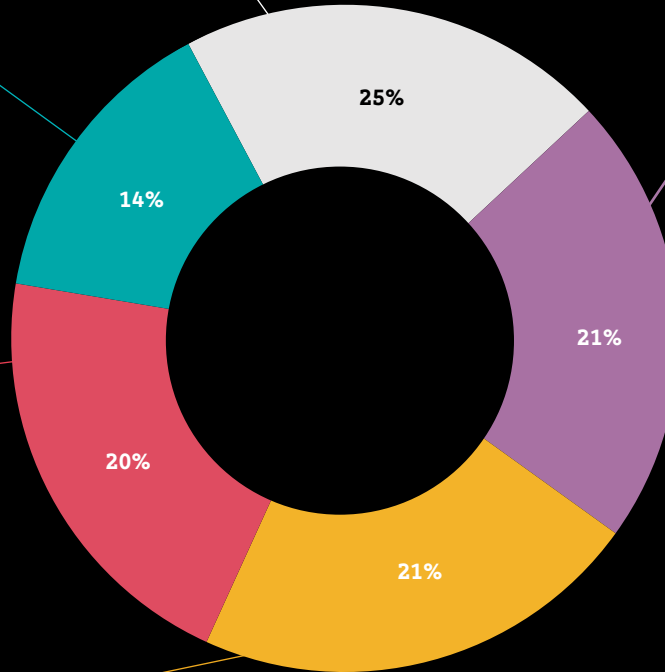
## NON-TARGET

## ESTABLISHED PROFESSIONALS

Primarily families, active and style conscious with multiple children. (Income \$100,000 to \$149,000)

## COMFORTABLE FAMILIES

Primarily dual income households, home owners, and professionals. (Income \$70,000 to \$99,000)



## UPWARDLY MOBILE

Established families primarily with manufacturing jobs and lower-middle to upper-middle incomes. (Income \$40,000 to \$69,000)

## YOU SHOULD KNOW

1. We service over 600,000 people in our trade area and we attracted 4.2 million shoppers last year
2. Because we're the only shopping centre of it's kind north of Vaughan
3. And we're connected to the region by Highway 400, Highways 11, 12, and 26 with GO Train service to the GTA



## LOCATION

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Georgian Mall is the only shopping centre of its kind north of Vaughan, serving a massive community.



## SHOPPING

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We're home to over 150 retail stores whose brands service an impressive range of over 27 different shopping categories, attracting over 4.2 million shoppers last year.



## COMMUNITY

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Barrie's downtown is transforming into a cultural hub for the entire Georgian Triangle and Northern Ontario region with art galleries, performance centres, new restaurants, and more education programs for Georgian College students.



## ACCESSIBILITY

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We're centrally located with easy access from the 400, meaning we're not just a shopping destination for Barrie but for everyone passing through, too.



## GROWTH

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With a \$24 million investment in waterfront revitalisation underway and over 20 new residential developments being built in Barrie, the unprecedented growth in the area puts us in a unique position to grow our customer base.



## LIFESTYLE

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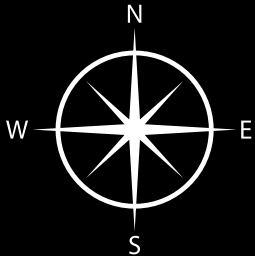
Our shopping centre attracts one of the youngest shopping populations in Canada. Easy access to the Greater Toronto Area and the shores of Kempenfelt Bay put Barrie right in the centre of the action for city dwellers and cottagers alike.



## FOOD & DINING

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Georgian Mall offers a wide selection of eateries to appeal to every palate, taste, and time with 21 different food offerings that range from quick service staples like Subway and Tim Hortons to fast-casual and sit-down fare like Moxie's Grill & Bar.



**Estimated Distances from Major Markets**  
33km SW from Orillia  
44km E from Collingwood  
86km NW from Toronto

Georgian  
MALL

400

## A RECORD OF SUCCESS

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### About

RioCan is one of Canada's largest real estate investment trusts. RioCan owns, manages and develops retail-focused, increasingly mixed-use properties located in prime, high-density transit-oriented areas where Canadians want to shop, live and work. As at December 31, 2020, our portfolio is comprised of 223 retail and mixed-use properties with an aggregate net leasable area of approximately 38.3 million square feet (at RioCan's interest) including office, residential rental and 14 development properties.

To learn more about us, please visit [www.riocan.com](http://www.riocan.com).

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#### Oakville Place

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Located just north of the Queen Elizabeth Way at Trafalgar Road, Oakville Place is anchored by Hudson's Bay, L.L. Bean, SportChek, Goodlife Fitness, PetSmart and buybuy Baby, among others. Featuring over 100 retailers, Oakville Place has a variety of national and specialty brands.



#### Burlington Centre

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The largest enclosed shopping centre in Burlington is located in the heart of the Golden Horseshoe with an annual traffic of 5.6 million and includes brands like East Side Mario's, Goodlife Fitness, Indigo, Denningers, Winners, PetSmart, and Marks.



#### The Well

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Spread over seven and a half acres, this mixed use contemporary neighbourhood will border Wellington, Spadina and Front. With over 1.5 million sq. ft. of residential, 1 million sq. ft. of office and 500,000 sq. ft. of retail planned, this new neighbourhood will be a major hub for Toronto's downtown west.

Landlord reserves the right at any time to relocate, rearrange, alter or expand the building and structures, other premises, the Common Areas, and any part of the Leased Premises from that shown on these architects' concepts. All information, dimensions, sizes and areas are approximate only and are to be verified on site. Any references on this plan to specific tenants are subject to change from time to time and shall not be deemed to be any representation as to the tenants that are within the Shopping Centre. E and OE.