



BC BUSINESS

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Retailers wishing to differentiate themselves in the highly lucrative Richmond market needn't look any further than the new Aberdeen Centre at Hazelbridge Way (at Cambie Road), developed by Fairchild Group.

A \$130-million redevelopment and expansion, the Centre's new look is set to open by the end of 2003. When complete, it will boast 500,000 square feet of area including 380,000 square feet of retail space (280 stores) in three distinctly designed levels, plus a hotel component.

Among the new features of the Centre is a 'projected ceiling' (designed by the same company that did the ceiling at Caesar's Palace in Las Vegas) that takes visitors slowly from daylight into star-filled evening. In keeping with the Las Vegas theme, the Centre will also feature the province's first indoor musical water fountain with lighting effects. Other features that are the first of their kind in Canada include an amphitheatre-styled central atrium with a programmable special-effects light show, an indoor ski and snowboard training centre, an 800-seat food court with wireless Internet access capabilities, streaming video in designated areas that can project feeds from around the world, as well as live on-line web camera surveillance in the parking areas.

Tenants will have instant business from Aberdeen's previous customer base, together with the growing number of Lower Mainland shoppers and tourists, many of whom have high disposable incomes. Owing to the international tenant mix, the Centre will attract both East and West clientele. In

addition to traditional Canadian festivals, special promotion of Asian events such as the Dragon Boat Festival, Japanese Flowers Festival and the Chinese New Year will also bring people to the Centre. Promotion of these events will be facilitated through Fairchild's various media holdings in television, radio, print and the Internet. The Centre has even received a rare endorsement from renowned Buddhist Feng Shui leader Professor Lin Yun, who believes it will be a perfect blend of the timing, location, design and people, which will ultimately bring success to the tenants.

Space in Aberdeen Centre will be leased, compared with the strata-titled strip malls in the area, which should be less expensive for retailers because of lower property taxes. The Centre will be centrally managed by the developer, who has a commitment to bringing success to operators in the mall.

The new Aberdeen Centre has already garnered attention from the community and the corporate world. Science World will be setting up an educational centre and regular exhibitions in the mall and HSBC Bank of Canada will open a sizable branch there as well. Cathay Pacific Airways is also planning to facilitate the Centre's merchants with its frequent flyer program and the shoppers with mileage points.

Staying abreast of trends and demand is key to the ongoing success of the mall, particularly in a weak economic climate, where tenants need an unique facility that will capture the attention of potential customers. This ensures a win-win scenario for every participant in the Aberdeen Centre. ■



**Take a virtual tour of the new
Aberdeen Centre at
www.aberdeencentre.com**

**To view the model presentation, contact the
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