



Hillcrest Mall

Hillcrest is home to an exceptional mix of sought-after fashion and lifestyle brands such as Sporting Life, Indigo, Uniqlo, Aritzia, lululemon, HomeSense/Marshalls, and Sephora. Strategically located in Richmond Hill, the centre provides an unparalleled opportunity to capitalize on York Region's extremely affluent and diverse population that continues to grow.

By the numbers

7 million

annual shoppers

\$210 million

total annual sales

127

stores and services

87,363

daily vehicle traffic

2,640

parking stalls



Highlights

Located in the heart of Richmond Hill, Hillcrest serves one of York Region's most affluent and fast-growing communities, with a strong mix of brands including Sporting Life, Indigo, UNIQLO, Aritzia, lululemon, HomeSense/Marshalls and Sephora.

Hillcrest is evolving into a mixed-use destination with 578 new purpose-built rental residences, expanding the on-site customer base and strengthening its position along the growing Yonge Street corridor.

1974

year built

2016-2018

redevelopment

\$122 million

annual cru sales

618,457 sq ft

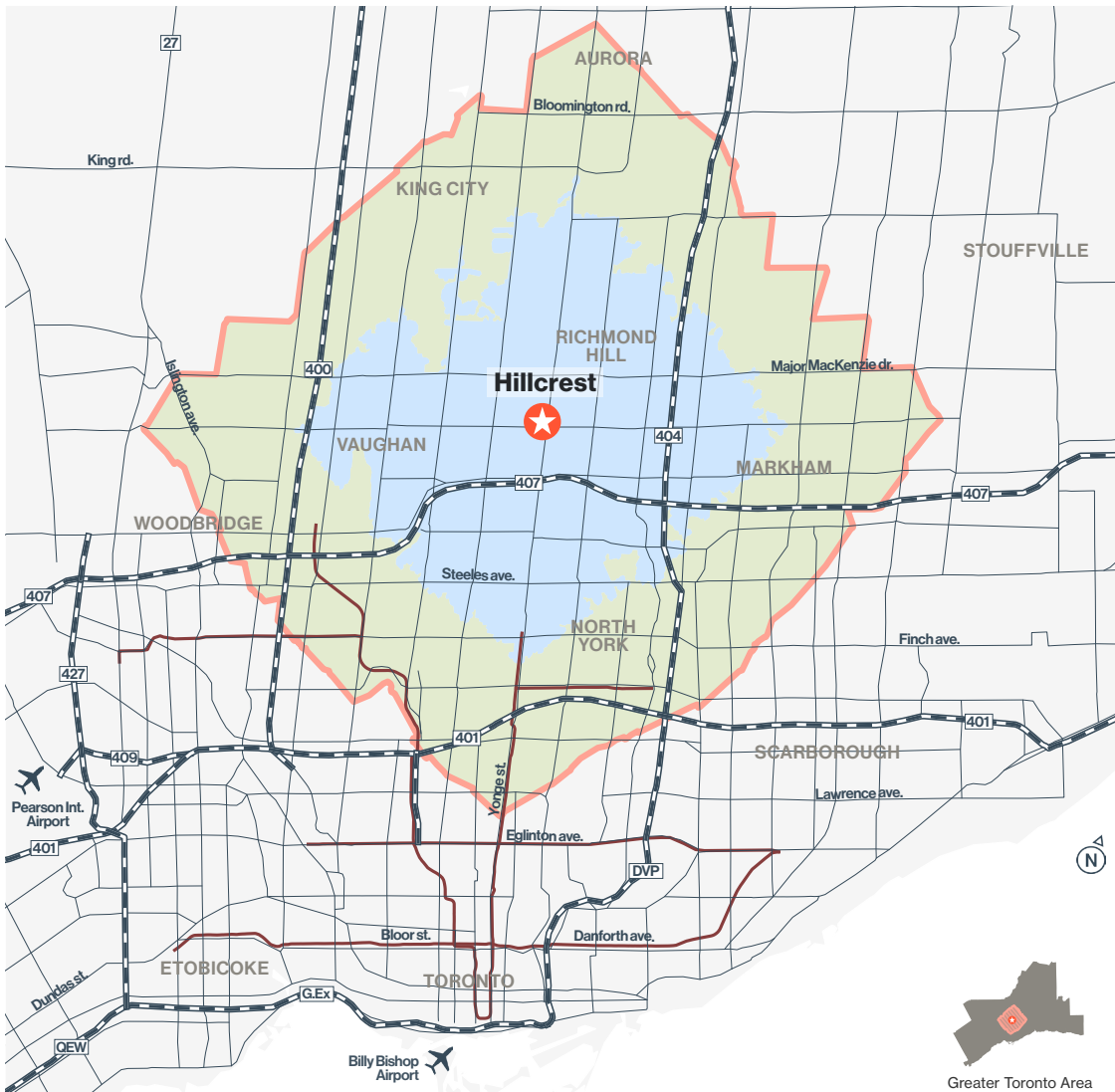
gross leasable area

\$735/sq ft

sales (2026)

Location

Strategically located on the Yonge Street Corridor, Hillcrest Mall serves a trade area of 1.3 million people across York Region, with exceptional household incomes and strong spending power.



Greater Toronto Area

Population:	7,597,103
Households:	2,736,565
Avg. HH Income:	\$162,581
% HH Inc. > \$100k:	53.8%
Fashion expenditure	\$9.38 Billion
Fashion exp. per HH:	\$3,428

Primary Trade Area

Population:	545,245
Households:	198,051
Avg. HH Income:	\$169,187
% HH Inc. > \$100k:	54.9%
Fashion expenditure	\$736 Million
Fashion exp. per HH:	\$3,715

Secondary Trade Area

Population:	790,738
Households:	284,523
Avg. HH Income:	\$173,552
% HH Inc. > \$100k:	53.0%
Fashion expenditure	\$1.04 Billion
Fashion exp. per HH:	\$3,660

Total Trade Area

Population:	1,335,982
Households:	482,574
Avg. HH Income:	\$171,761
% HH Inc. > \$100k:	53.8%
Fashion expenditure	\$1.78 Billion
Fashion exp. per HH:	\$3,683

Source: Environics, Stats Canada, 2026

- Primary Trade Area
- Secondary Trade Area
- Total Trade Area
- Highways
- Major Roads
- TTC Subway and LRT



The customer

1,335,982

total trade area population

42%/58%

male/female shoppers

\$171,761

average household income
in total trade area

73 mins.

average length of visit

53.8%

trade area households with
incomes \$100k+

\$226

average spend per visit

Be in good company

SPORTING life



HOMESense



ARITZIA



lululemon  athletica

PANDORA™



SEPHORA



westcoast kids



Marshalls



KIT + ACE

YAKINIKU LEGEND



PARIS BAGUETTE

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