



24/7 mixed-use hub for food,  
retail and curated experiences.

Vendor Prospectus



Placement. Visibility. Scale.

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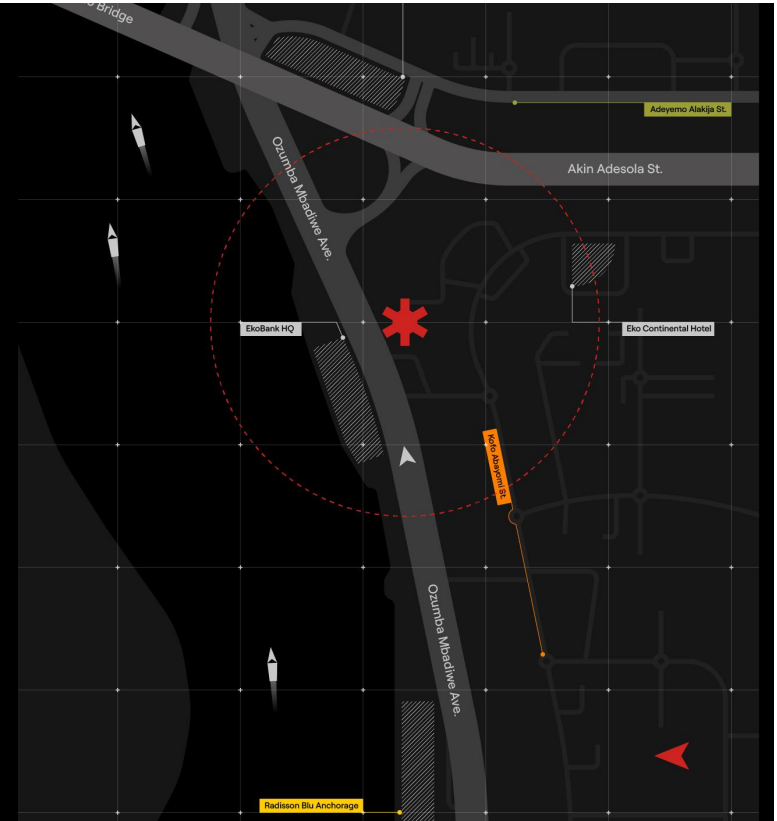


## Executive Summary

ALL ROADS LEAD HERE  
6.43739, 3.42190 CCPC+WQ Lagos

HighStreet is a twenty four hour mixed use hub coming to Ozumba Mbadawe Avenue designed to help vendors grow through consistent footfall, long dwell times and a curated mix that avoids duplication.

The space blends food, retail and social activity into a high throughput environment where quality operators can scale with confidence.



HighStreet brings a modular approach to mixed use development with small footprint vendors, shared infrastructure and a layout that adapts to the needs of the city. Positioned on Ozumba Mbadiwe in Victoria Island, it anchors one of the busiest corridors in Lagos and creates steady activity throughout the day. Designed as a repeatable model for Lagos and other growing cities.

**HighStreet, VI will open to the public in February 2026.**



## Opportunity

### Daily Footfall Projection

#### Walk ins

- **1,800 to 2,600** guests per day
- Capacity supports **450** guests at once
- Event peaks reach **650 to 700** on site

#### Deliveries

- **350 to 600** daily orders
- Driven by pickup hub, late night demand and weekend ordering

#### Total Daily Reach

- **2,100 to 3,200** people
- Monthly footprint **60,000 plus** visitors

### Vendor Revenue Potential

- **Conversion and Spend**
- **30 to 40 percent** walk in conversion  
Blended spend **5,000 to 8,000** naira per head

#### Daily Revenue Range

- **9 million to 20 million** naira across all vendors
- Programming can lift this by **15 to 25 percent**

Figures are based on capacity, daypart turnover and comparable Lagos destinations with conservative assumptions.

## Guest Profiles

### Professionals

Office workers, hybrid teams and freelancers.

### Social Groups

Friends, couples and after work gatherings.

### Night Economy

Late night customers seeking reliable food options.

### Weekenders

Families, leisure groups and event attendees.

### Health and Lifestyle

### Community

Fitness and wellness focused visitors.


### Commuters

Daily pass through traffic from Lekki, VI and Ikoyi.





# Designed To Be A True Third Place...



A layout built for flow and comfort. Open air pathways, flexible seating, shared tables and a central foodcourt create natural circulation and long dwell times. Vendors benefit from clear sight lines, high visibility and multiple entry points that feed continuous movement into the space.



## Key Components

### Vendor Modules

Modular units designed for efficiency and throughput.

### Demo Pod

A flexible space for product showcases, trials and spotlight moments.

### Pickup Hub

A central point for delivery orders to improve speed and volume.

### Upper Deck

Additional dining and viewing space that enhances ambiance.





## Zones

A balanced layout that supports fast service, high visibility and smooth guest movement, ensuring every vendor benefits from predictable foot traffic.



### Front Line

Street Façade

- Ground Level — Street quick serve stations **x3**
- Upper Level — Premium street facing retail unit **x3**

**6 Spots**

### Main Courtline

Ground Floor

- Kitchens **x9**
- Bar **x1**
- Event Plaza **x1**
- Retail unit **x2**

**13 Spots**

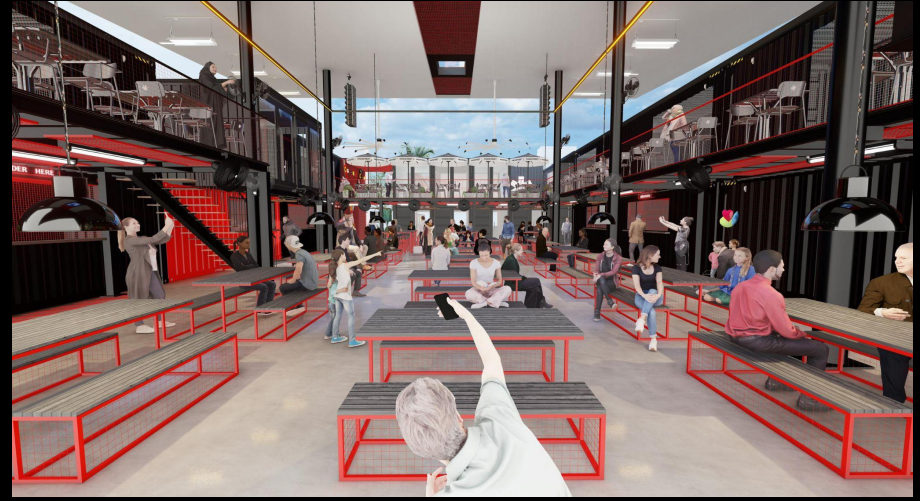
### Upper Level

- Bar and lounge **x1**
- Destination restaurant **x1**
- Upstairs deck **x1**
- Coworking zone **x1**
- Retail unit **x2**
- Open recreation space **x3**

**9 Spots**

## Main Courtline

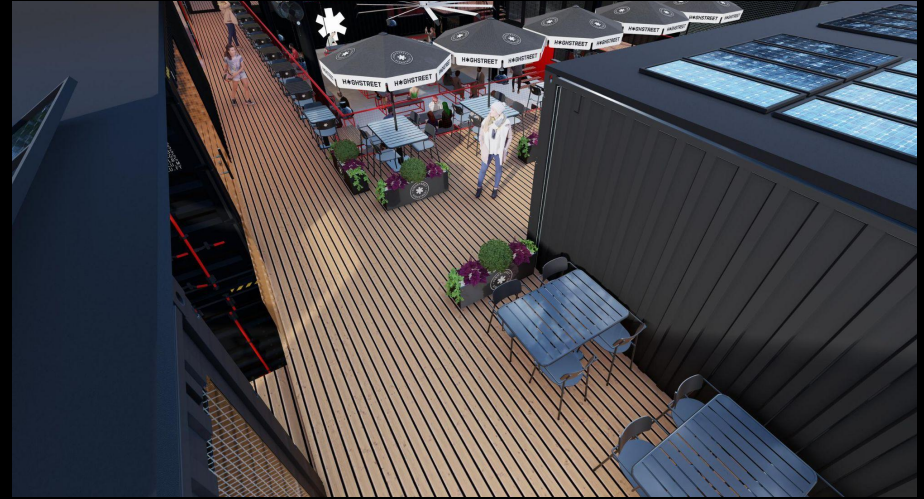
*Ideal for food businesses and quick service restaurants offering eat in and delivery.*





## Upper Level

*Main retail floor, hosting a deck with a view, co-working and lounge area*





## Spaces and Pricing

Vendor spaces are organised by placement and flow, allowing operators to choose what suits their business. Starting prices for each tier are shown below.



### Front Line Street Façade

- Direct street visibility
- Strongest natural movement and night economy flow
- Ideal for high demand food formats and anchor concepts

**Starting from**  
**₦22,000,000 per year**

### Main Courtline Ground Floor

- Clear visibility from central seating
- Balanced weekday and weekend traffic
- Suited for kitchens, bars and high throughput vendors

**Starting from**  
**₦20,000,000 per year**

### Upper Level

- Elevated destination view with steady movement
- Ideal for desserts, baked goods, specialty retail and niche brands
- Strong brand expression with lower setup cost

**Starting from**  
**₦14,000,000 per year**

# Each Unit Includes

- Fully serviced vendor module
  - Power, water and waste management
  - Security support
  - Shared seating areas
  - On site signage visibility
- Marketing and communications inclusion
- Vendor support desk
- Pickup hub access for delivery orders
- Maintenance of shared zones
- Compliance and safety oversight

## Optional Add Ons

- Event day features
- Extra storage
- Content creation support
- Expanded seating where available

## Vendor Onboarding Requirements

- Business registration
- Proven product quality or tested menu
- Brand assets
- Daily operations plan
- Fit out concept
- Capable service team

# H\*GHSTREET

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