



# REACHING RETAIL POTENTIAL! MAXIMIZING RENTAL INCOME AND TRAVELLER COMFORT

17-18 October 2013

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Session 2A Business and Services

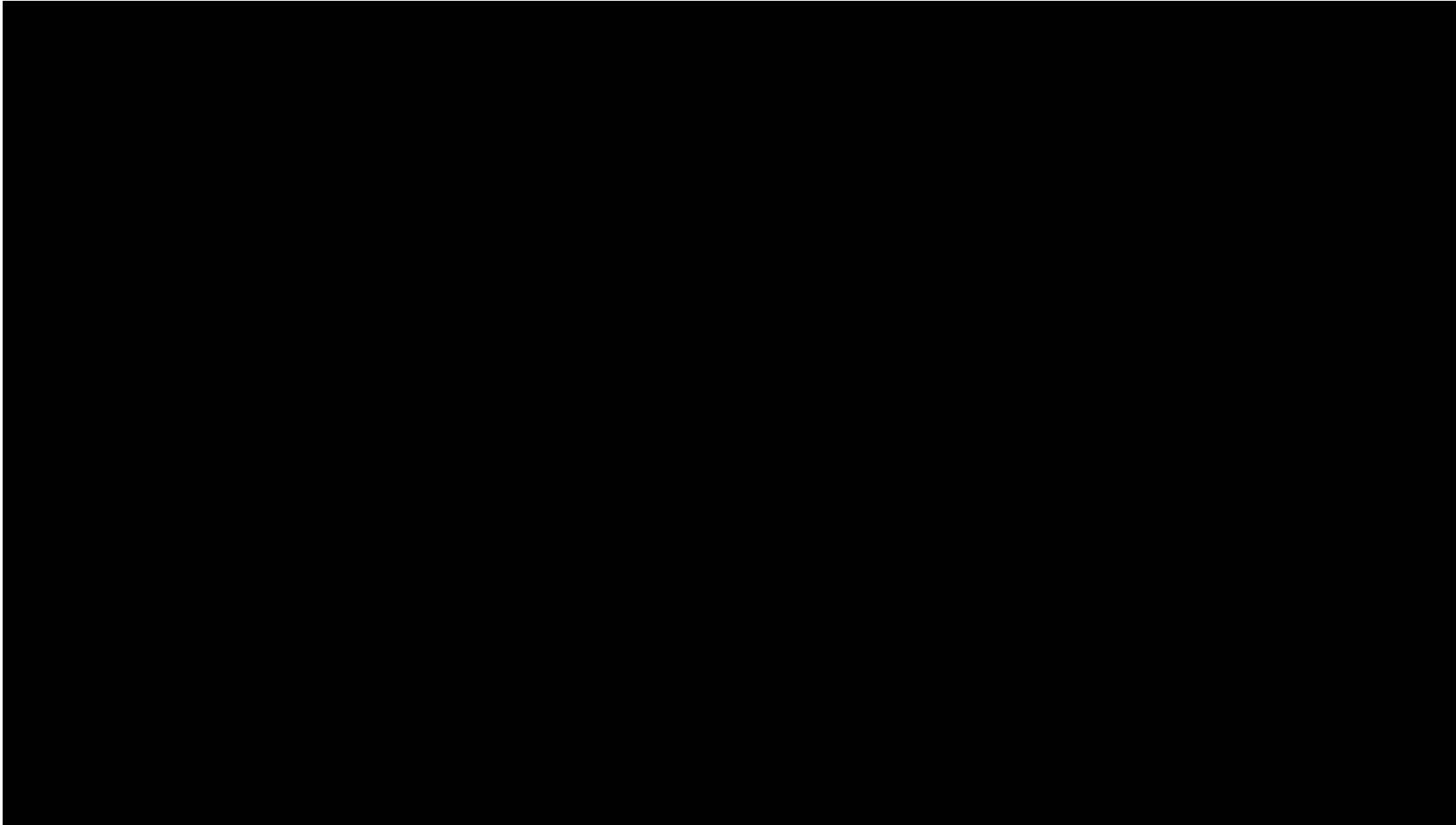
# Toronto Union Station

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- Trains, subways, buses
- 35,000 m<sup>2</sup> roof
- 43 → 80 million passengers per year
- Toronto 6.5 million people
- \$640 million; finished 2014





# The Situation

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- Aging equipment
- Peak traffic volumes
- Historic building needs repairs
- Safety



# Plans to Balance Two Requirements

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## #1 NEED TO:

- Complete replacement of tracks
  - New roofing
  - Modern passageways
- } = growth  
= efficiency  
= safety

# Plans to Balance Two Requirements

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## #2 ADD:

- Positive experience from retail and food services
- Help calm busy travellers
- Major income source

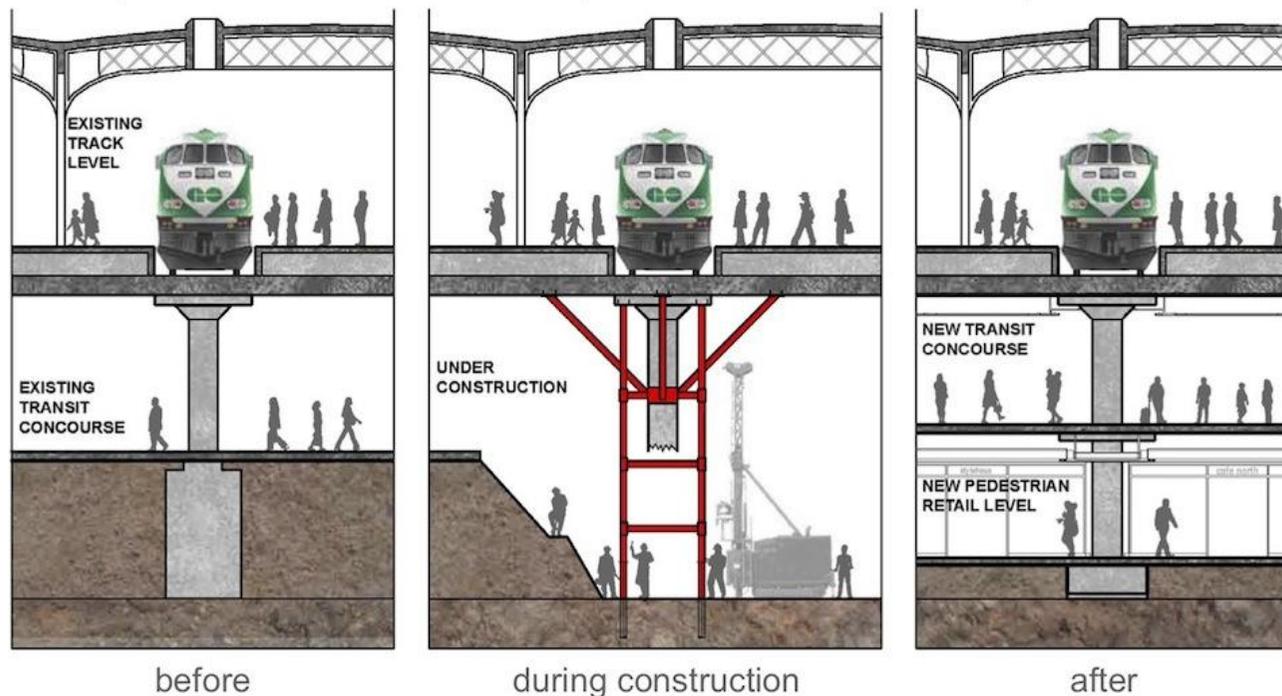
= fund capital costs  
= positive experience



# The Solution

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- Create a retail concourse
- Serve both travellers, local offices, residents



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# Professional Retail Planning

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1. Traffic and types of users and flow
2. Station-user spend per product category
3. Sales revenue potential per category
4. Space required for type of store
5. Create layout, traffic flow
6. Specify best cafes and stores

# Retail Plan

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# Planned Retail

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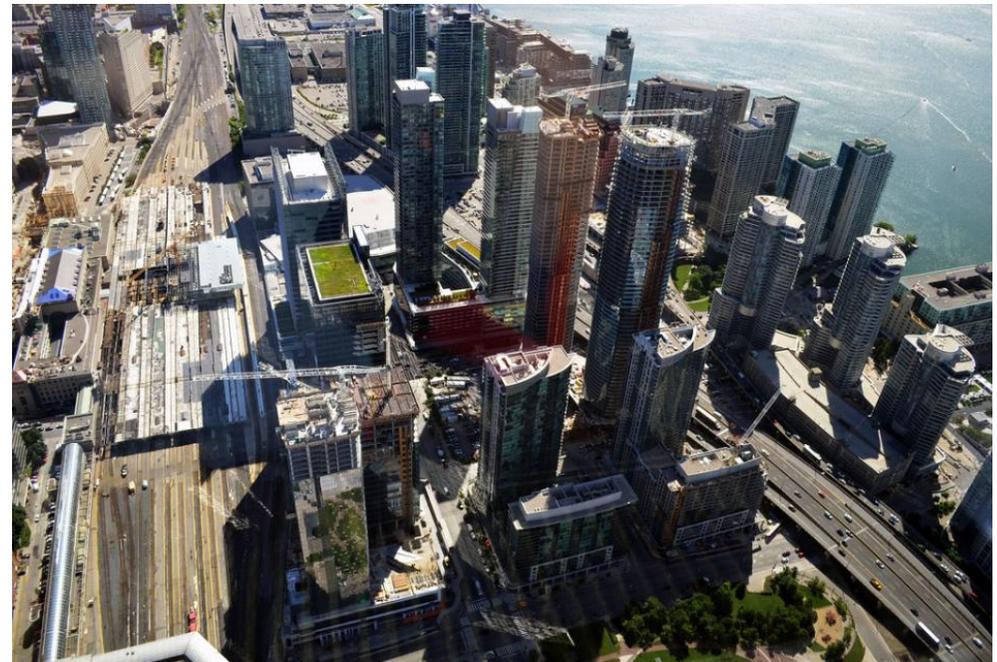
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# The Results

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- Huge revitalization around the station
- Leasing is going well at full rents (\$2,000/m<sup>2</sup>+)
- Historic building rejuvenated
- New tourist attraction and social hub



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...Thank you

for your kind attention

**J.C. WILLIAMS GROUP**

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