REACHING RETAIL POTENTIAL!
MAXIMIZING RENTAL INCOME AND TRAVELLER COMFORT

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Toronto Union Station

- Trains, subways, buses
- 35,000 m² roof
- 43 ➞ 80 million passengers per year
- Toronto 6.5 million people
- $640 million; finished 2014
The Situation

- Aging equipment
- Peak traffic volumes
- Historic building needs repairs
- Safety
Plans to Balance Two Requirements

#1 NEED TO:

- Complete replacement of tracks
- New roofing
- Modern passageways

= growth
= efficiency
= safety
Plans to Balance Two Requirements

#2 ADD:

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

= fund capital costs
= positive experience
The Solution

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

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
Planned Retail
The Results

- Huge revitalization around the station
- Leasing is going well at full rents ($2,000/m²+)
- Historic building rejuvinated
- New tourist attraction and social hub
...Thank you for your kind attention

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