

J.C. WILLIAMS GROUP**John C. Williams**
President and Senior Partner

John is the founder of J.C. Williams Group. He worked in supermarkets and department stores before founding his consulting company. John has written *Getting Retail Right* for the International Council of Shopping Centers, *A Guide to Retail Success* for the National Retail Federation, and most recently, *The Strategic Compass Model* – a digital book, downloadable for free from www.jcwg.com. He graduated from the University of British Columbia and has an MBA from the Kellogg School of Management at Northwestern University.

J.C. Williams Group is one of North America's foremost retail and retail-related consultancies with offices in Toronto, Montreal, Chicago, St. Petersburg, Russia, and South East Asia with joint ventures in Egypt and Iran. The company has Senior Advisor specialists in market research, strategy/new concepts, branding, retail operations/merchandising/human resources, website and social media/omni-channel, real estate, supply chain, and financial that are attuned to retailers' transportation authorities' needs.

J.C. Williams Group Limited

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J.C. WILLIAMS GROUP**Revitalization of Toronto Union Station, Toronto Canada
REACHING RETAIL POTENTIAL!
Maximizing Traveller Comfort and Rental Income**

Some 80 years ago massive steam trains rolled into the train shed at Union Station. This was covered by a low-slung 35,000 square meter roof. Sunlight came through the roof in narrow cracks.

Then in the mid-1950s a city-wide subway system joined the station along with a regional bus system.

Because the station is a heritage building it is being restored to its original condition.

It is a major gateway to central Canada and the hub for commuters in the Greater Toronto Area (population 6.5 million).

However, the mechanical equipment had become in need of replacement and the forecast of traffic going from 43 million to 80 million per year has forced action. Plus the Pan Am games will be held in Toronto in 2015.

The engineering side of the project would be getting a totally modern, safe and efficient transportation hub. What was missing was a funding method for the City of Toronto.

J.C. Williams Group worked with the transportation and economics consultants to plan the creation of a new concourse. Because of the track levels, the concourse is being built on a newly created lower retail level. This was carefully and professionally planned by:

1. calculating the different types of users in the station (commuter, long distance train, local office workers, residents, and tourists),
2. what each type of station-user would consumer (for coffee, snacks, meals, basic merchandise, fashion, and gifts,
3. calculating the sales volumes this would generate,
4. relating this to space required and rental income,
5. creating a layout that would serve station-users and ease the flow of the thousands of people in the station every hour,
6. Specify the best cafes and stores for all of the space

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These plans were obviously done in close cooperation with the engineers who understand J.C. Williams Group's system and the revenue income that would be generated.

The results speak for themselves. The retail space is 100% leased at premium rates, a historic building is restored to perfection, Toronto has a new tourist destination, and surrounding area is being infilled with over 40 high-rise residential condominiums and office towers.