



CASE STUDY

Yorkdale Shopping Centre

OXFORD

Yorkdale



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The Client

Yorkdale Shopping Centre has revolutionized retail in Toronto. As a leading shopping destination with a diverse mix of more than 270 shops and services, shoppers from throughout the Greater Toronto Area worldwide look to Yorkdale for an exceptional selection of the world's best fashion, technology and luxury brands. Recent expansions now bring Yorkdale to nearly 2 million square feet, and the centre continues to serve as a platform for new and innovative brands. Yorkdale is co-owned by Oxford Properties and Alberta Investment Management Corporation (AIMCo) and managed by Oxford Properties Group, Canada's leading real estate investment, development and management organization.

The Challenges

Until the mid-2000s, Yorkdale did not operate a paid parking system. Being connected to the Yorkdale subway

station – the main artery for Toronto transportation – the free parking system was an incentive for commuters, making it difficult for shoppers to locate available parking.

Yorkdale's recent expansions to nearly 20 million square feet have made it an even larger global attraction. The challenge? How to welcome all motorists (both commuters and visitors) with available parking while offering some paid and some complimentary.

The Solutions

In 2014, Oxford Properties chose to partner with Precise ParkLink to transcend the luxurious Yorkdale experience to their multi-level parking garages. They decided to invest in gated parking technology in all four of their parking garages, choosing to configure the system to provide 5 hours of complimentary parking. This was to maintain an elevated shopping experience while ensuring that TTC commuters paid for parking.

It also gave TTC commuters the option to register for a monthly parking permit, providing them access to a designated TTC parking garage.

The Result

Yorkdale's parking expansion is state-of-the-art and ensures each visitor's first impression matches its premium brand. Finding parking at Yorkdale is now a breeze, with user-friendly parking equipment

- Skidata gated parking system
- Maintenance and technical service
- Signage
- Financial revenue processing
- Park Assist guidance system