

YORKVILLE VILLAGE



Media relations / social media / stakeholder relations / events

Assignment

One of Canada's largest retail real estate owners and developers, First Capital Realty, is undergoing a \$100 million redevelopment/ retrofit of the iconic Hazelton Lanes. Rebranded as Yorkville Village and merchandised with a curated selection of luxury fashion and lifestyle retailers, the urban shopping centre is a highly prized asset in First Capital's portfolio. We work with the developer and property management at Yorkville Village to support the centre's new brand positioning and communicate its unique value proposition to multiple stakeholders.

Strategies

Media training with company spokespeople, a message development session and a targeted media relations strategy were employed to communicate the project and rebrand to influential national and regional media. Key journalists were offered tours of the property with senior executives and profiles were secured in major media outlets. In addition, a proactive communications strategy was rolled-out to foster relationships with important stakeholders, including tenants, investors and the Yorkville community.

To further communicate the rebrand and highlight the shopping centre's new retail mix, we developed a comprehensive social media strategy and are responsible for the ongoing community management of the Yorkville Village social platforms.

Results

- Yorkville Village featured and senior executives quoted in The Globe and Mail, National Post, Toronto Star, Bisnow, Retail Insider, Urban Toronto and more
- Grown Instagram from 0-147 followers in five weeks with an average of 17 likes per post
- Notable new social media followers (after month one of community management) include:
 - Rick Campanelli, ET Canada host (+63k followers)
 - Cynthia Loyst, The Social co-host (22.8k followers)
 - Cheryl Hickey, ET Canada host (22.6k followers)
 - Syed Sohail, The Prep Guy - Leading men's style influencer (21k followers)
 - Aaron O'Bryan, The Marilyn Denis Show hair expert (10.1k followers)
 - Dames Nellas, Virgin Radio host (8.7k followers)
 - Liza Fromer, The Global Morning Show host (8.3k followers)

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Open House



To support the shopping centre's ongoing relationship-building efforts with its neighbours, we developed a community open house concept hosted in the centre's new Oval Square, and worked with the Yorkville Village marketing team to manage the event. An opportunity to showcase upcoming plans for the exciting redevelopment, senior executives were in attendance to mix and mingle with the community and answer questions. A gourmet Whole Foods brunch was served and branded coffee mugs were gifted to attendees. The invited event hosted 100+ neighbourhood residents and business owners.

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Media Highlights



FINANCIAL POST

TRENDING | Hydro One | TPP | Taxes | Retirement | Pipelines | TFSA | Oil | Housing

Yonge and Busy! Big deals are on tap that will reshape Canada's hottest retail corner

GARRY MARR | November 9, 2015 1:22 PM ET
More from Garry Marr | @DustyWalnut

Republiq Report

The jumping off point for Toronto's famed Mink Mile, the hottest retail corner in Canada is about to get even hotter with big name tenants like Apple and Nordstrom close to deals, sources say.

TORONTO — It has been called the busiest intersection in the country. The traffic alone is relentless — in a 24-hour span 401,250 subway riders, 51,392 pedestrians and 31,600 vehicles pass through where Toronto's Yonge and Bloor streets connect.

Now developers have plans to add even more to the mix at the intersection, the cross-section of the city's two subway lines and a growing destination point for tourists from around the world visiting the city.

THE GLOBE AND MAIL

RETAIL

Vintage Hazelton Lanes getting more than a facelift

Artificially configured inside and out, 1970s mall being rebuilt, reorganized and rebranded as Yorkville Village

WILLIAM DUNN

Toronto's Hazelton Lanes was a phenomenon when it was built in 1976. The city's only indoor shopping mall near the corner of Avenue Road and Bloor Street, it was a high-end store about a stone's throw from Toronto's best hotels.

But like a large number of shopping malls built in Canada in the 1970s, the mall, which opened in 1976, was a victim of its own success. It was built to be a mall, not a neighbourhood. It was built to be a mall, not a neighbourhood. It was built to be a mall, not a neighbourhood.

An architectural rendering shows Toronto's Yorkville Village shopping mall as it will look in 2017 along Avenue Road after the renovation. The new project ranges from 100 to 150 metres.

MEASURING MALL HEALTH

First Capital has renovated a number of urban shopping centres, including Metropolitan Mall in Scarborough. It is the biggest challenge the company has ever faced, the report says.

Planning and designing by Kohn Pedersen Fox Associates and Planning Ltd took two years. Construction began last year with completion scheduled for 2017. The renovation includes structural, electrical, plumbing, heating and air conditioning — all to be replaced and replaced from scratch.

Hazelton Lanes' location within a tight residential area has also posed significant problems. People and traffic have had to



Hazelton Lanes is Officially Rebranded

Rendering: First Capital Realty

Toronto's Hazelton Lanes Shopping Centre is officially a thing of the past. Earlier this week, landlord First Capital Realty officially changed the shopping centre's name to Yorkville Village, as it integrates the renovated mall into the adjacent neighbourhood.

Hazelton Lanes' first phase, at 55 Avenue Road, was built in 1976 and measured only 60,000 square feet. Because it opened before CF Toronto Eaton Centre, it managed to secure more upscale retailers than it may otherwise would have. Hazelton Lanes almost tripled in size in 1988 by adding address 87 Avenue Road to its north portion, hosting even more luxury retailers such as Hermes, Gianni Versace, Valentino, Fogal of Switzerland, Emanuel Ungaro, Givenchy, Yves Saint Laurent Rive Gauche, and others.

The recession which hit Toronto a couple of years later resulted in many luxury stores eventually closing at Hazelton Lanes. The mall's awkward configuration, low ceilings and inconveniently-located entrances further contributed to the mall's downfall. Hazelton Lanes eventually became more of a neighbourhood shopping centre (albeit an upscale one) of almost 237,000 square feet.

RETAIL BRICKS & MORTAR

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