



# Lakeside Joondalup Shopping City

Perth, Australia

**Everything about Lakeside Joondalup Shopping City is designed to make the experience of shopping more enjoyable. Crucial to maintaining this level of satisfaction is a comfortable indoor environment that will attract shoppers and drive traffic to the stores. To help realize these ambitions, the owner awarded TAC the contract to install and integrate a centralized building management system.**

The Lakeside Joondalup Shopping City is a major regional retail center in Joondalup, 20 minutes north of Perth. A prominent feature of the center is the ‘Great Space’ – a gigantic open indoor area protected by a distinctive tent roof structure clad with sail-like, Teflon-coated fiberglass and covering a total area of 42,936 m2. In addition to main anchor tenants such as Kmart, Target and Big W, the center has around 110 independent specialty stores offering a broad range of consumer products and services. Other attractions at the center include cinemas and a popular food court housing different restaurants.

## The Challenge

Lakeside Joondalup Shopping City is professionally managed by Jones Lang LaSalle on behalf of owners,

ING Real Estate, one of the largest property fund managers in Australia. The primary concern of both parties was retailer and customer comfort. In Lakeside’s case, that meant installing a building management system which would offer the highest levels of stability and flexibility to ensure optimal environmental conditions for visitors. It would also need to interface and integrate with many other systems such as a people counting and reporting system. This last point was vital since the owners used traffic reports when renegotiating leases with retailers in the center. Other important issues the owners wanted addressed and solved were quick system response times, back up support and scheduled preventative maintenance to secure the center’s daily operational performance.

### Customer Benefits

- Lower energy consumption
- Optimal indoor comfort for improved shopping experience
- High level of interoperability with third-party systems
- Maintenance agreement reduces servicing and call out costs
- Integrated people counting system allows owner to charge premium rental rates

# Retail

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## The Solution

After carefully reviewing the client's requirements, TAC recommended its I/NET integrated control system. Using industry-standard applications, I/NET offers wide-ranging connectivity and numerous features that make it easy to install, operate, integrate, expand and maintain different systems throughout the lifetime of the center.

At Lakeside, I/NET connects together HVAC, lighting, a chiller plant, metering and people counters, and provides rich and flexible reports customizable to management's specific operational needs. All information is stored and accessible via a workstation in the facility manager's office in the center. Besides local monitoring capabilities, remote system access was also provided via a modem link-up thereby allowing TAC engineers to assess system integrity and respond to alarms.



## The Bottom Line

TAC leveraged its extensive knowledge of the retail market to provide a building control solution that will consolidate Lakeside Joondalup Shopping City's reputation as a top-ranking retail center. Although management is already assured many benefits through the installation of I/NET, both financial and operational, it also decided to sign an annual maintenance contract with TAC to further secure its investment.

## Retail Profile

In addition to product range and pricing, today's educated consumers make informed decisions about where they wish to shop based on matters like indoor store comfort, convenience and staff friendliness. In short, they seek a pleasurable shopping experience.

TAC can help retail professionals and storeowners achieve this goal thanks to its global experience of designing and installing sophisticated building information technology systems that have a proven track record of adding value to infrastructure investments while reducing high operational costs.

[www.tac.com](http://www.tac.com)

For more information, send your questions or comments to [corporatemarketing@tac.se](mailto:corporatemarketing@tac.se)  
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