

An aerial photograph of San Francisco, California, featuring the Salesforce Tower and other skyscrapers. A large, semi-transparent architectural rendering of a modern building is overlaid on the right side of the image. In the center, a green park area with trees and walkways is visible, representing the Salesforce Park project. The background shows the city's dense urban landscape and the Golden Gate Bridge in the distance.

SALESFORCE PARK PROGRAMMING OVERVIEW

BRV BIEDERMAN
REDEVELOPMENT
VENTURES

September 14, 2017

WHERE WE STARTED

BRYANT PARK CIRCA 1970s-80s



BEFORE



AFTER

WHO WE ARE TODAY



Klyde Warren Park, Dallas, TX



Occidental Park, Seattle, WA



Levy Park, Houston, TX



Holladay Park, Portland, OR



Canalside, Buffalo, NY



LeBauer Park, Greensboro, NC

OUR VISION



WHY PROGRAM?



Activate at less busy times
(late mornings, nights, weekends)



Attract visitors and keep them longer



Develop an identity



Make park safe and welcoming for all



Raise revenue/sponsorship potential

PROGRAMMING VISION

Free and open to the public



PROGRAMMING VISION

Emphasize daily activation



PROGRAMMING VISION

Activate during off-peak times



PROGRAMMING VISION

Appeal to a diverse audience



PROGRAMMING VISION

Showcase local culture and talent



OUR PROCESS



OUR PROCESS: OUTREACH AND FOCUS GROUPS

Transit Rider Interviews



Focus Groups



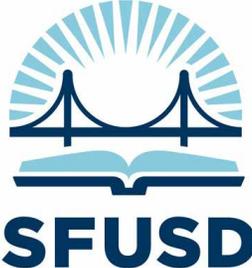
Outreach to Neighborhood Groups



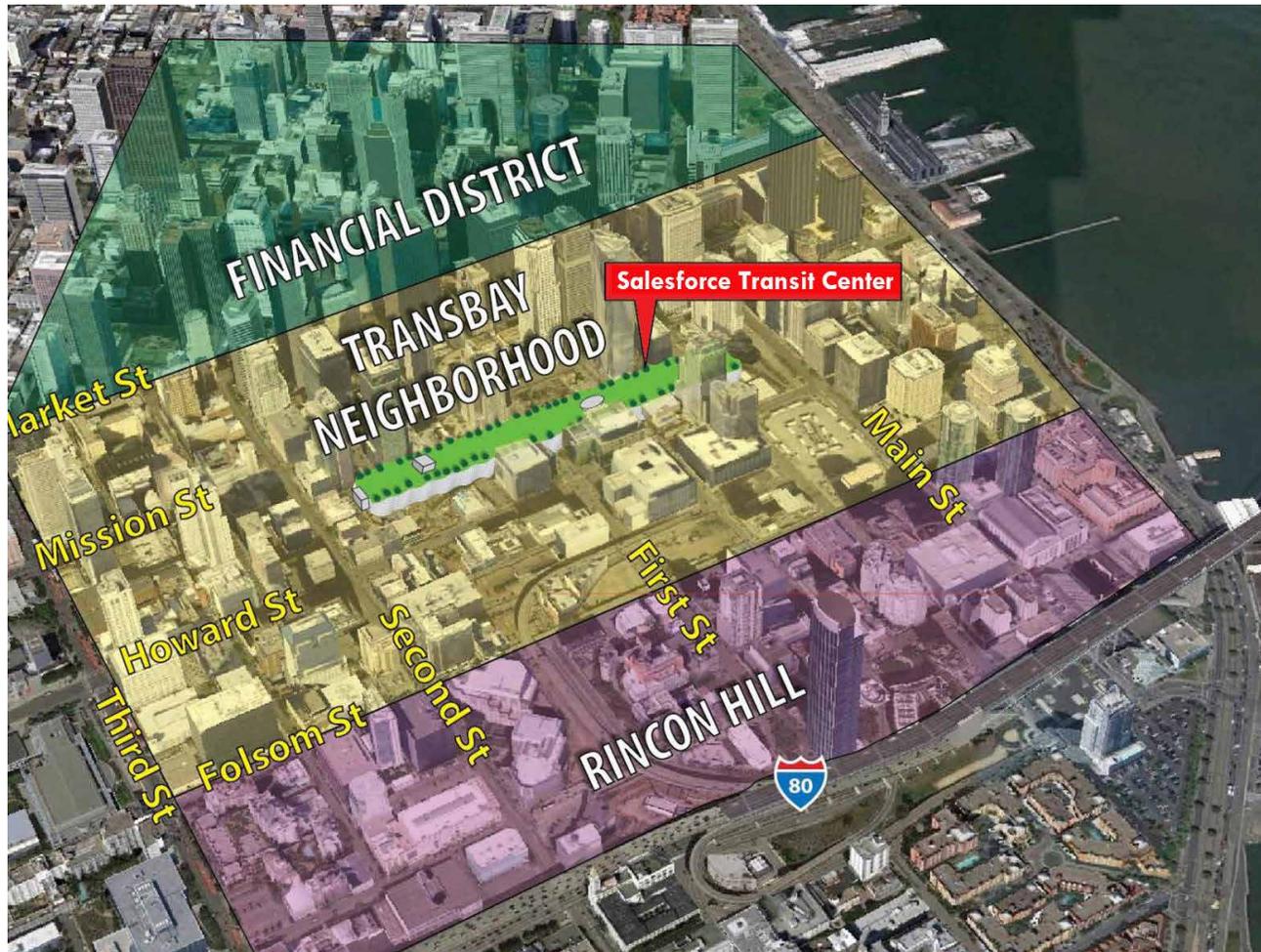
Chinatown Community
Development Center
華協中心



Respect The Tenderloin



OUR PROCESS: TARGET MARKET SHARE ANALYSIS



Who are the people most likely to use the public spaces?

How many of these people does it take to make a public space feel like the place to be?

What is the share of the target population most likely to use the public spaces?

How can we reach that target market share?

Estimated Worker Population:
18 mil sf class A office;
~80,000 employees
(Transbay neighborhood)

Estimated Residential Population:
9,400 (Transbay neighborhood)

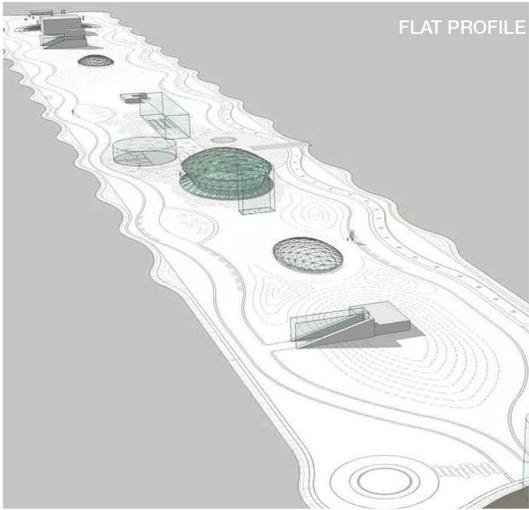
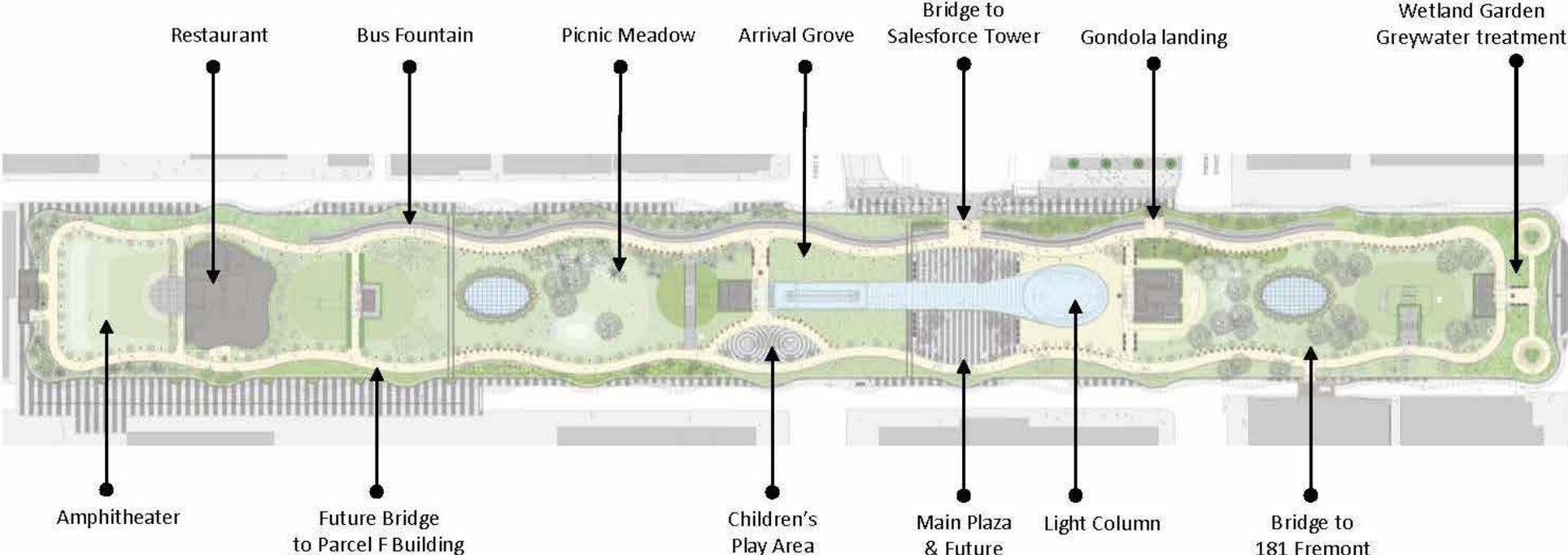
...all within a 5 minute walk

Sources:
ESRI Business Analyst Online. Business Summary.
"Transbay Transit Center: Key Investment in San Francisco's Future as a World Class City," Seifel Consulting.

OUR PROCESS: PROGRAMMING PARTNER DEVELOPMENT

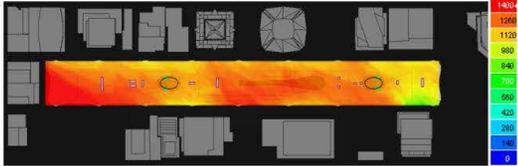


OUR PROCESS: UNDERSTAND THE PHYSICAL ELEMENTS



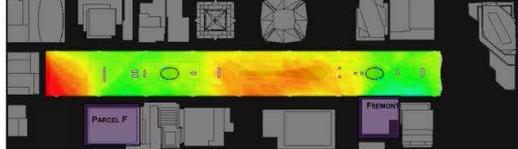
SUN EXPOSURE

- No trees
- No Parcel F & Fremont developments



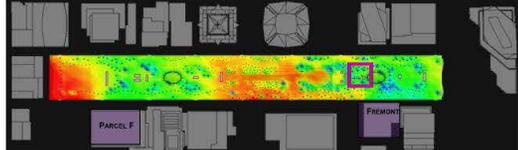
• Existing surrounding buildings block some daylight across the roof park

- No trees
- Parcel F & Fremont developments included



• Parcel F and Fremont developments significantly decrease daylight available in the roof park

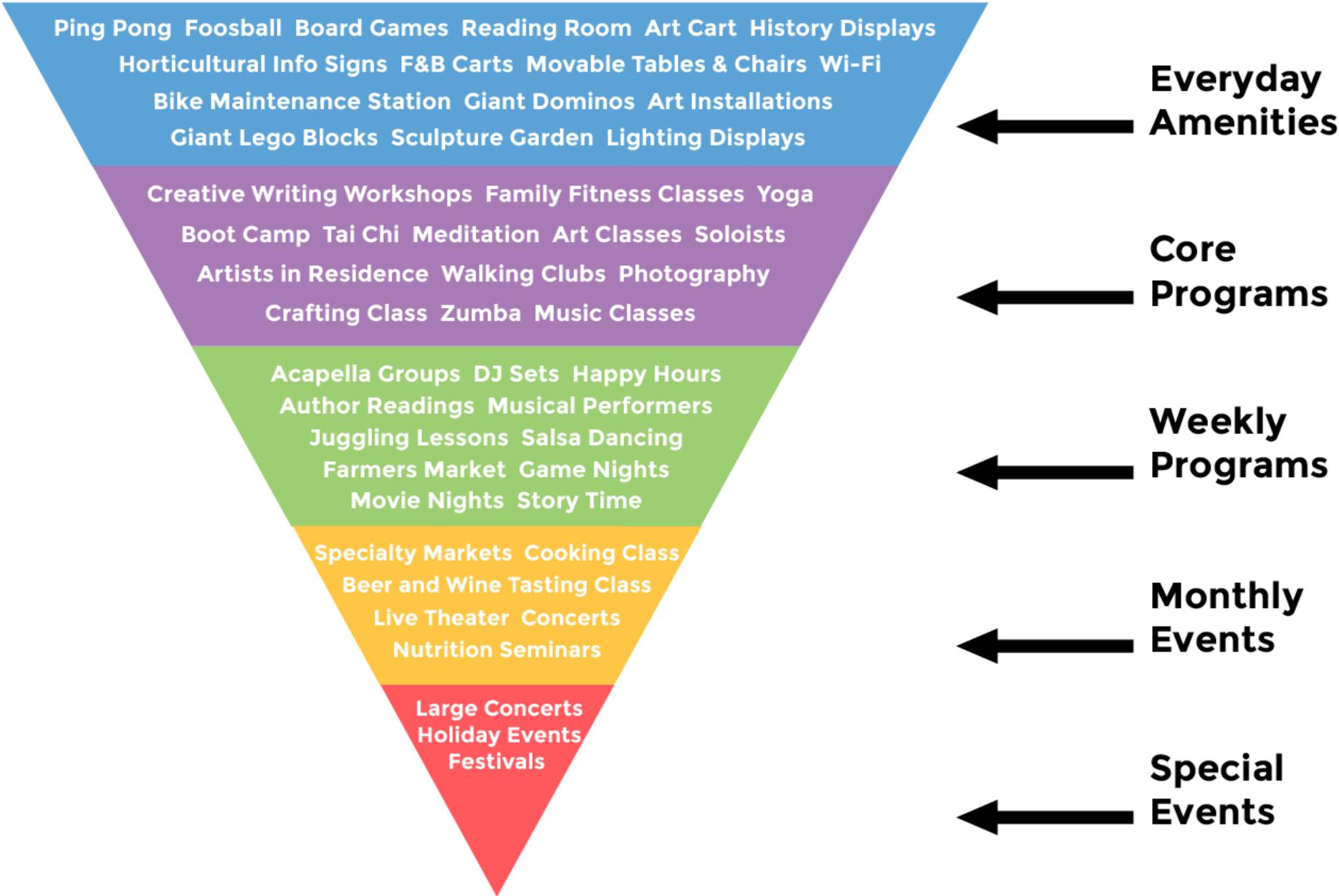
- Trees included
- Parcel F & Fremont developments included



• Trees have an impact on directly surrounding areas.
• Solutube collectors in "forested" areas should be relocated or raised to height of surrounding trees.

■ Solutube Collector

OUR PROCESS: DEVELOP PROGRAMMING PYRAMID



OUR PROCESS: DEVELOP PROGRAMMING PLAN

Amphitheater

live theater
concerts
larger events
films
DJs/dance
f+b carts/kiosks
musicals

Picnic Meadow

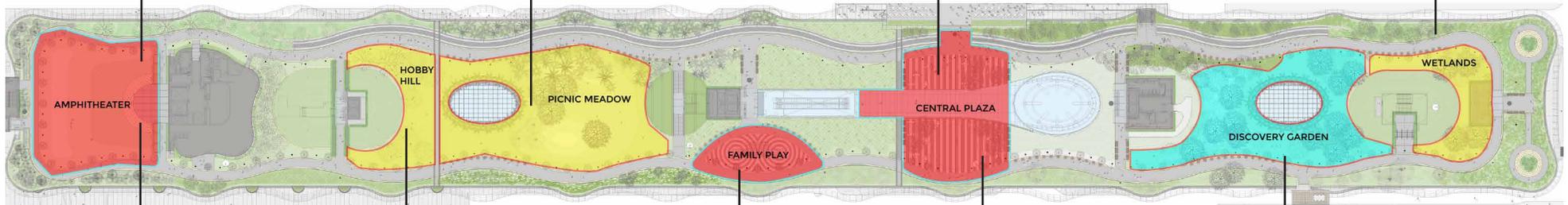
wellness seminars
nutrition workshops
origami folding
drum circles
blankets
hammocks
adirondack chairs
massage
tai chi

Main Plaza

reading room
craft corner
music corner
games area
markets
f&b carts
rotating art
book fair
dj dance parties
silent discos
street performers
social dancing
flash mobs
architecture exhibits
giant lego blocks
popup dinners

Wetland Gardens

nature classes
bird watching
ecology classes
biology classes



Stage

fitness
f&b carts
dancing

Hobby Hill

meetups
beach balls
"LARP"
astronomy
photography

Family Play

imagination playground
chalk art
coloring books
kiddie concerts
instrument petting zoo
puppet shows
balloon artists
juggling
magic shows

Cafe

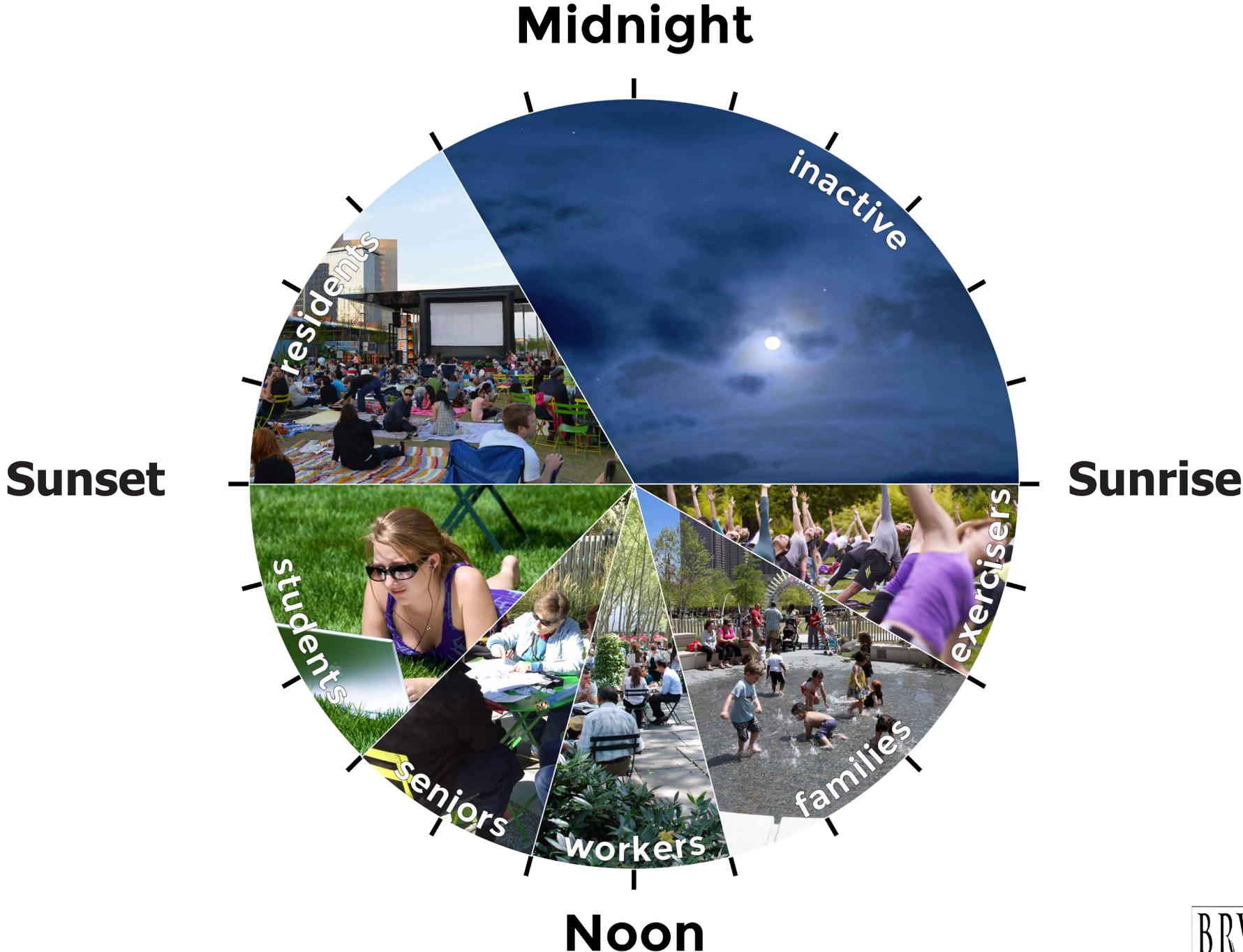
outdoor bar
coffee
light food
rotating art
music
happy hour
trivia
bingo night

Discovery Garden

art installations
sculpture
tree painting
yarn bombing
lighting displays
wind chimes
interactive art

■ Actively programmed
 ■ Passively programmed
 ■ In between

OUR PROCESS: ACTIVATE ALL DAYS, NIGHTS, WEEKENDS



TYPES OF PROGRAMMING

An aerial photograph of a city skyline, likely San Francisco, featuring the Transamerica Pyramid and a large green rooftop garden. The text "TYPES OF PROGRAMMING" is overlaid in large white letters. A semi-transparent architectural rendering of a tall, rectangular skyscraper is overlaid on the right side of the image. The background shows a dense urban environment with various buildings, a bridge, and a body of water under a clear blue sky.

CULTURAL PROGRAMMING

Bryant Park, New York, NY



CHILDREN'S PROGRAMMING

Klyde Warren Park, Dallas, TX



FITNESS PROGRAMMING

Bryant Park, New York, NY



ENTERTAINMENT PROGRAMMING

Military Park, Newark, NJ



GAMES PROGRAMMING

Holladay Park, Portland, OR



HOBBIES/INTEREST PROGRAMMING

Bryant Park, New York, NY



FOOD & BEVERAGE PROGRAMMING

Military Park, Newark, NJ



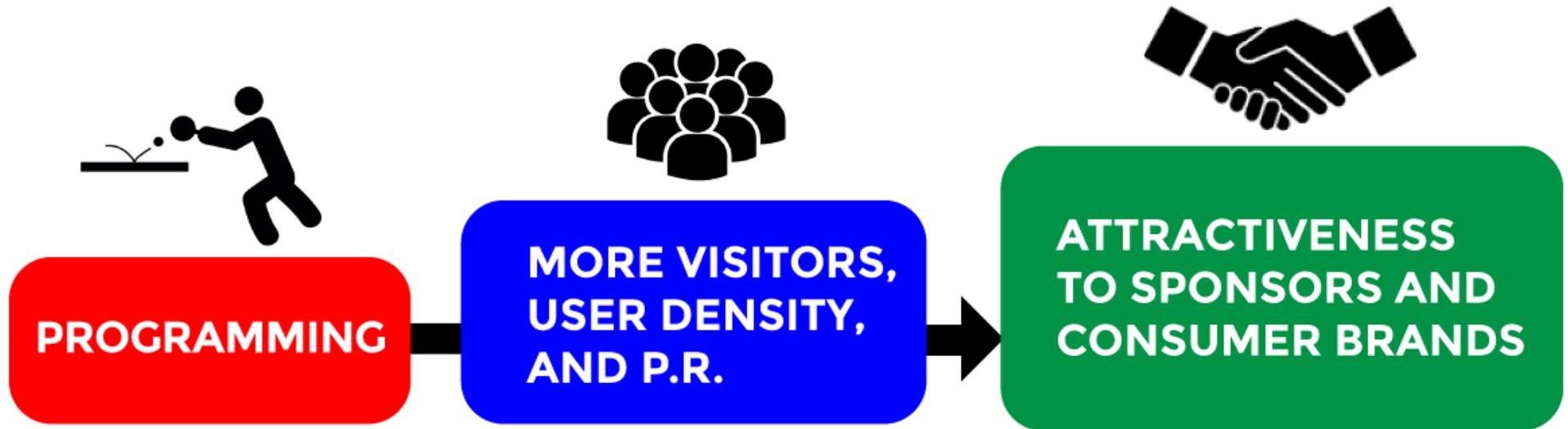
An aerial photograph of San Francisco, California, featuring the Transamerica Pyramid and a large, lush green rooftop garden on a building. A tall, grey, rectangular skyscraper is overlaid on the right side of the image. The text "CONNECTING PROGRAMMING AND REVENUE DEVELOPMENT" is superimposed in large, white, bold, sans-serif capital letters across the center of the image.

CONNECTING PROGRAMMING AND REVENUE DEVELOPMENT

DIRECT LINKS BETWEEN PROGRAMMING AND REVENUE GENERATION



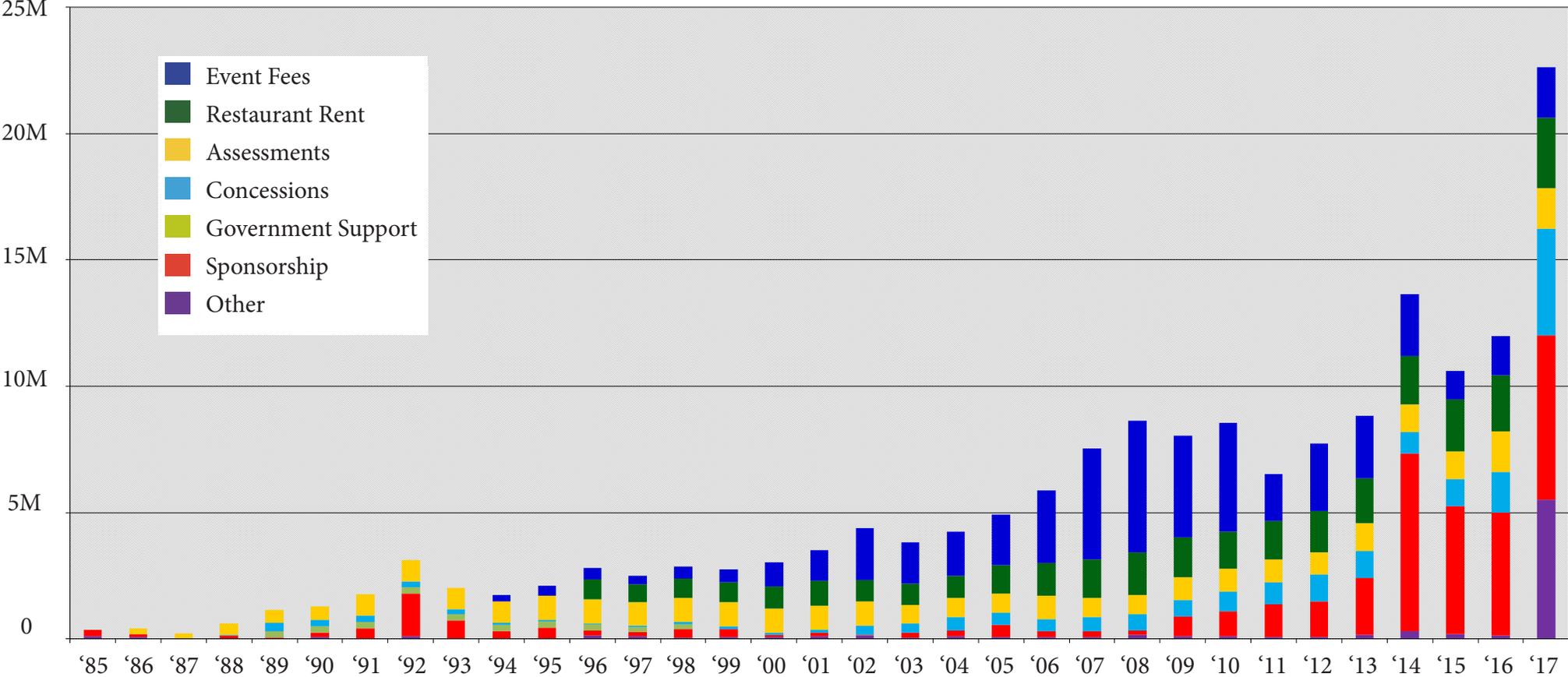
INDIRECT LINKS BETWEEN PROGRAMMING AND REVENUE



FINANCING STRATEGIES

DIVERSIFIED REVENUES

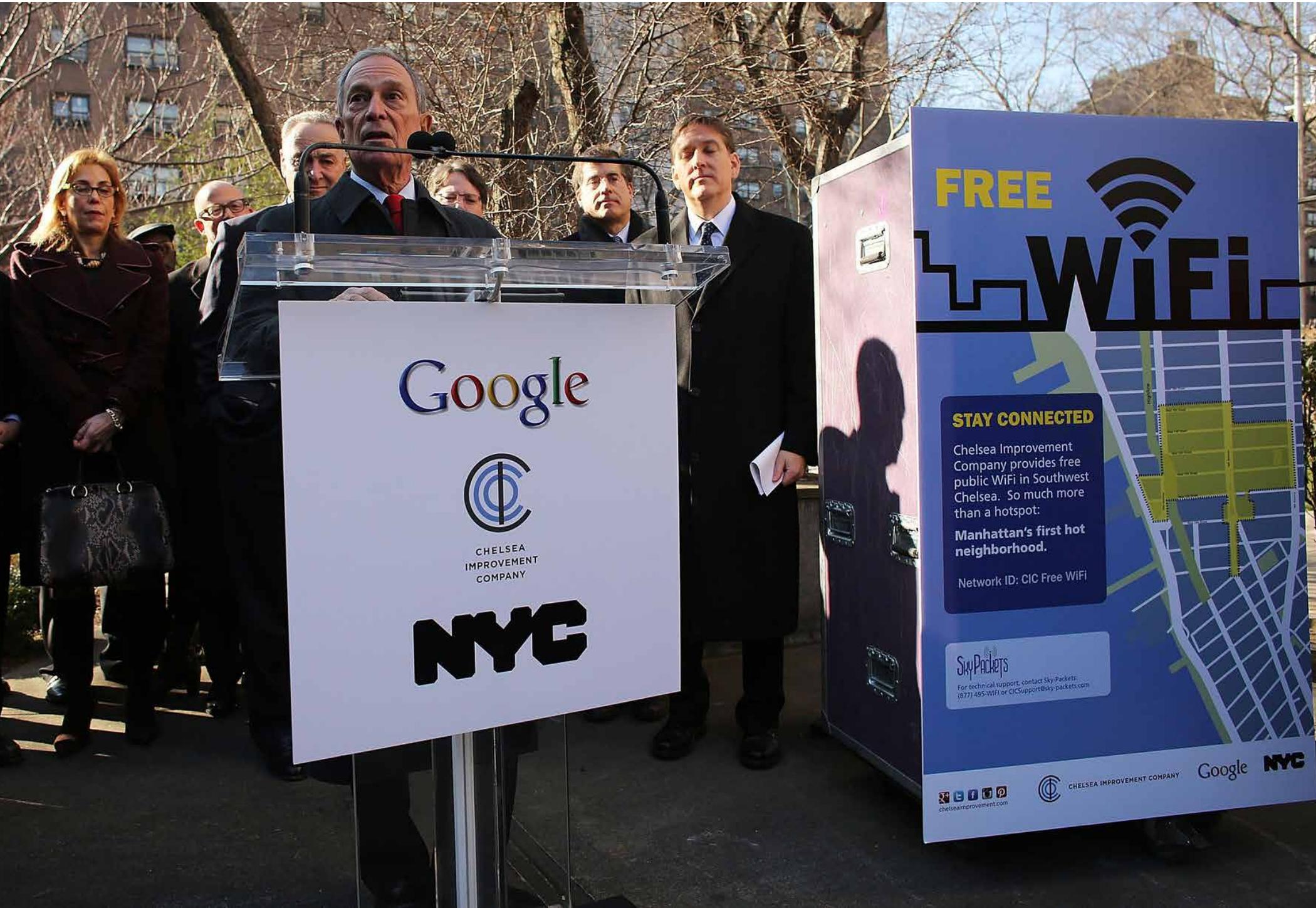
Bryant Park Revenues Over Time



REVENUE STREAMS: SPONSORED EVENTS



REVENUE STREAMS: SPONSORED AMENITIES



Google



CHELSEA
IMPROVEMENT
COMPANY

NYC

FREE



WiFi

STAY CONNECTED

Chelsea Improvement Company provides free public WiFi in Southwest Chelsea. So much more than a hotspot:

Manhattan's first hot neighborhood.

Network ID: CIC Free WiFi

SkyPackets

For technical support, contact sky-packets (877) 495-WIFI or CICsupport@sky-packets.com



CHELSEA IMPROVEMENT COMPANY

Google

NYC

REVENUE STREAMS: SPONSORED PARK AREAS



REVENUE STREAMS: SPONSORED PROGRAMMING



REVENUE STREAMS: EXPERIENTIAL MARKETING



REVENUE STREAMS: FOOD & BEVERAGE ACTIVATIONS



NEXT STEPS



SCHEDULE

PROGRAMMING TIMELINE

