
GETTING SOCIAL & CREATING LOYALTY IN OUR COMMUNITIES

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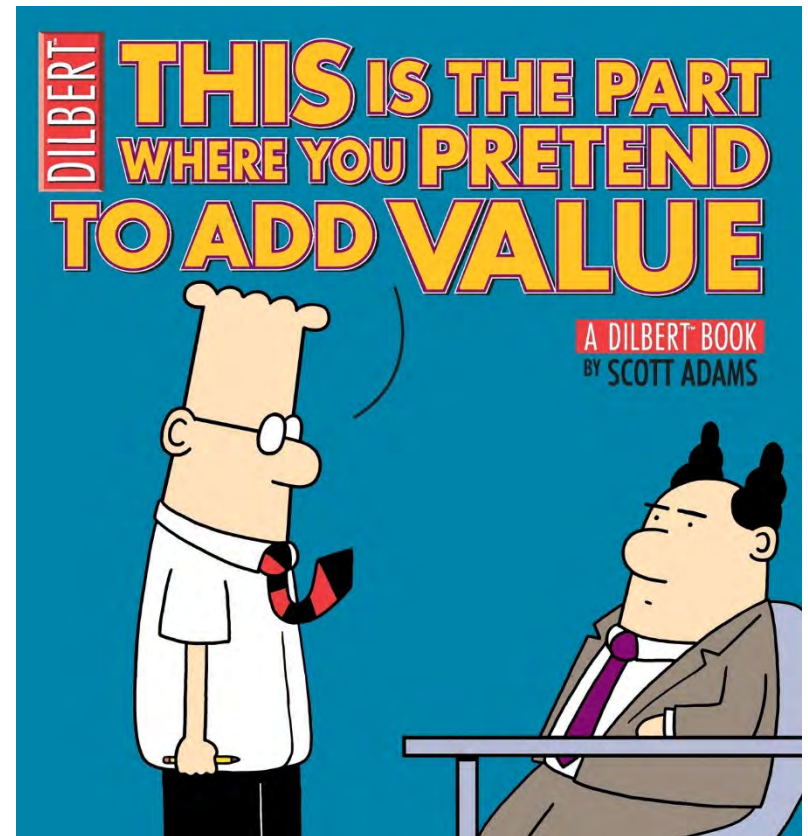


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VP Asset Management
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INTRODUCTION

- Recap audience – Poll & Contest
- Creating public gathering places in our local shopping centers
- The Good, The Bad, The Fugly
- How to stay connected in a disconnected society



WHAT MAKES A SUCCESSFUL PLACE?



- Places where celebrations are held
- Social and economic exchanges occur
- Friends & family run into each other
- Cultures mix
- Transactions take place

WHAT MAKES A SUCCESSFUL PLACE?

SOCIABILITY

SOCIABILITY

**USES &
ACTIVITIES**

**ACCESS &
LINKAGES**

**COMFORT
& IMAGE**

- Wi-Fi Hot Spots
- Selfie Stations
- YELP Check-Ins
- Amphitheatre
- Play Areas
- Water Features
- Play Areas
- Charging Stations

Sociability is Wi-Fi Hot Spots

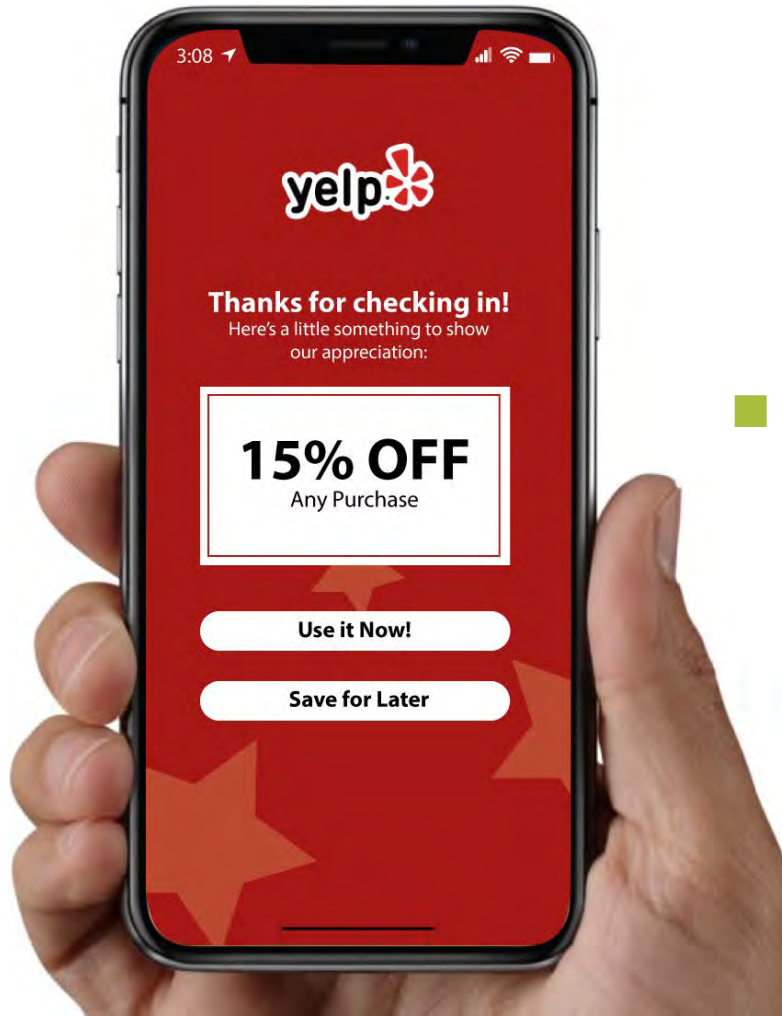
- Integrate push notifications



Sociability is Selfie Stations



Sociability is YELP Check-Ins



- Provide a FREE merchant bounce back

Sociability is having an Amphitheatre



Sociability is integrating a Play Area



Sociability is integrating a Play Area



Sociability is having Water Features



Sociability is introducing Charging Stations



Sociability is introducing Charging Stations



WHAT MAKES A SUCCESSFUL PLACE?

USES & ACTIVITIES



- The more activities going on and opportunities to participate in, the better
- Good balance between gender, ages, groups and singles
- Space is utilized all day
- Well managed places = success

Uses & Activities

Bubble Gum Alley



Uses & Activities

Corn Hole Night



Uses & Activities

Cater To Your Audience



Uses & Activities

Cater To Your Audience



WHAT'S MAKES A SUCCESSFUL PLACE?
USES & ACTIVITIES

Questions To Consider

- Are people using the space or is it empty?
- Which parts of the space are used and not?
- Is it used by people of different ages and groups?
- How many activities are occurring?
- Are there choices of things to do?

WHAT MAKES A SUCCESSFUL PLACE?

ACCESS & LINKAGES



- A successful public space includes the following:
 - Accessibility by its connections to its visual and physical surroundings
 - Easy ingress-egress
 - Safety
 - Image
 - Access to public transportation
 - Wayfinding Signage

Access & Linkages

Location



Access & Linkages

Wayfinding Signage



Access & Linkages

Wayfinding Signage



Access & Linkages Transportation



Access & Linkages

Avoid Blank Walls





WHAT MAKES A SUCCESSFUL PLACE?
ACCESS & LINKAGES

Questions To Consider

- Can you see the space from a distance?
- Is its interior visible from the outside?
- Do vehicles dominate over pedestrians?
- Is the connection good between the space and adjacent buildings?
- Do the roads and paths, through the space, take people where they actually want to go?
- Are transit spots conveniently located next to destinations?
- Is there security present?

WHAT MAKES A SUCCESSFUL PLACE?

COMFORT & IMAGE



- Safety
- Cleanliness
- Availability of places to sit

Comfort & Image Soft Seating Simplified



Comfort & Image

Soft Seating Not So Simplified



WHAT MAKES A FAILED PLACE?



**DESIGN &
CONSTRUCTION**

MAINTENANCE

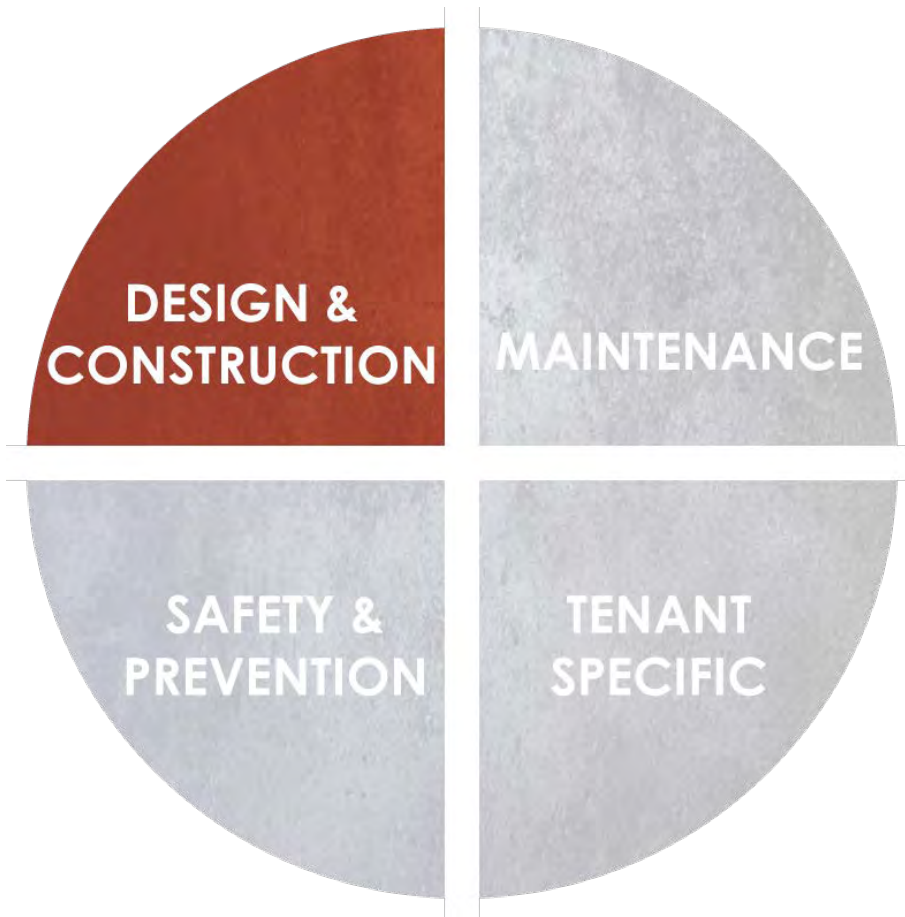
**SAFETY &
PREVENTION**

**TENANT
SPECIFIC**

- Not easily accessible
- People can't get comfortable
- The image is failing
- People can't be seen
- Not relevant and cool – nothing fun to do
- Dirty, not maintained, unsafe
- Bad tenant mix

WHAT MAKES A FAILED PLACE?

DESIGN & CONSTRUCTION



- Location of construction
- Type of furniture used
- Aesthetically pleasing features

Design & Construction Location



■ Taking up parking or landscape


■ Taking up existing sidewalk

Design & Construction Location



WHAT MAKES A FAILED PLACE? DESIGN & CONSTRUCTION

Questions to Consider

- Parking impact concerns and/or shade requirements?
- ADA issues – 
 - Has got to be accessible. And don't forget the path of travel.
- Is this going to be paid as CAM or Capital item?
- Type of furniture – Commercial Grade (*Not Home Depot or Lowes*)
- How about potted plants, music, proper lighting, shade (*umbrellas or something more dramatic*)?

WHAT MAKES A FAILED PLACE?

LACK OF MAINTENANCE



- It's going to hurt your CAM Budget for sure!



Successful Maintenance Includes Day Porters

- Daily cleaning and weekly power washing at minimum.



Successful Maintenance Includes Pet Waste Station



Successful Maintenance Includes Security

- Monitoring for vandalism and people problems.



WHAT MAKES A FAILED PLACE?
MAINTENANCE

Questions to Consider

- Additional liability insurance coverage
- Common area use (Non-commercial Expressive Activities Policies)
Problem or solution?
- After hours – New beds for homeless? New furniture for the guy up the road? How to secure everything at night.
- When it wears out?
More CAM expense,
but can't let it get dangerous or ratty.



WHAT MAKES A FAILED PLACE?

CUSTOMER SAFETY & ACCIDENT PREVENTION

**DESIGN &
CONSTRUCTION**

MAINTENANCE

- Orient patios away from parking stalls and traffic

**SAFETY &
PREVENTION**

**TENANT
SPECIFIC**

- Include bollards, walls, rocks, fences, and benches

Customer Safety & Accident Prevention

Custom Drive Through Patios



Customer Safety & Accident Prevention

Custom Drive Through Patios



Customer Safety & Accident Prevention

Orient Away from Parking Stalls/Traffic



Customer Safety & Accident Prevention

Orient Away from Parking Stalls/Traffic

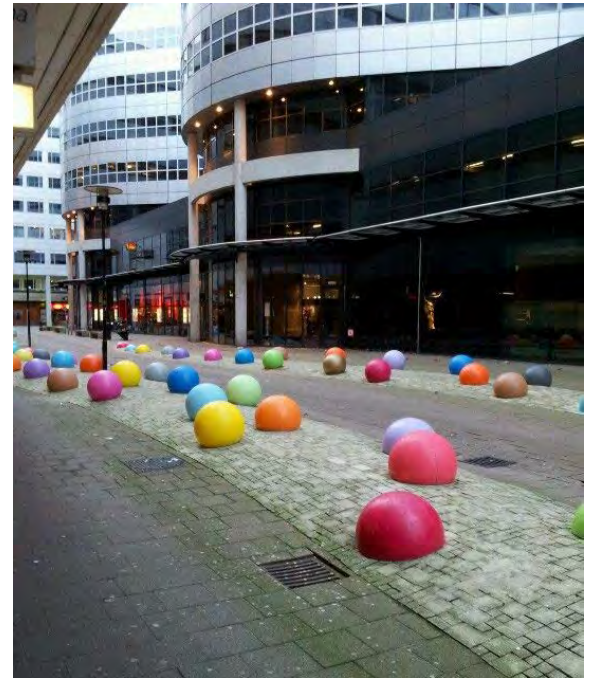


Customer Safety & Accident Prevention Rather Than The Top of Parking Stalls



Customer Safety & Accident Prevention

Bollards, Walls, Rocks, Fences, Benches



Customer Safety & Accident Prevention

Bollards, Walls, Rocks, Fences, Benches



Customer Safety & Accident Prevention

Bollards, Walls, Rocks, Fences, Benches



WHAT MAKES A FAILED PLACE? TENANT SPECIFIC



DESIGN &
CONSTRUCTION

MAINTENANCE

SAFETY &
PREVENTION

TENANT
SPECIFIC

- Make most things shift to the tenant
- Lease language for all maintenance above and liability
 - Make it a part of "premises"
- Percentage Rent – No base rent on patios, but higher sales
- With or w/out liquor sales?

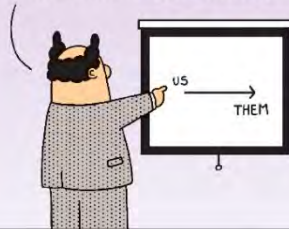
how to

CRUSH

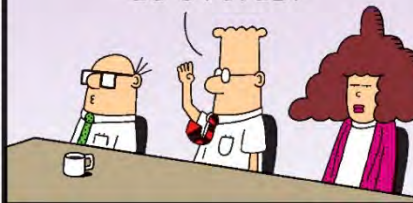
YOUR COMPETITION

without being a d-bag

IF WE WORK DAY AND NIGHT, WE CAN MATCH OUR COMPETITOR'S FEATURES WITHIN TWELVE MONTHS.

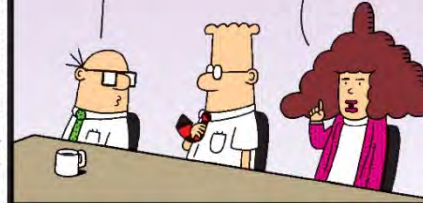


ARE WE CATCHING UP TO WHERE THEY WILL BE IN A YEAR, WHICH IS UNKNOWNABLE, OR WHERE THEY ARE NOW, WHICH IS STUPID?



WELL PLAYED.

I GOT THE NEXT ONE!



Dilbert.com DilbertCartoonist@gmail.com

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CRUSHING YOUR COMPETITION

- Don't make money an issue
- Once you've put in basic infrastructure of public spaces, the elements you add, others can pay through sponsorships.

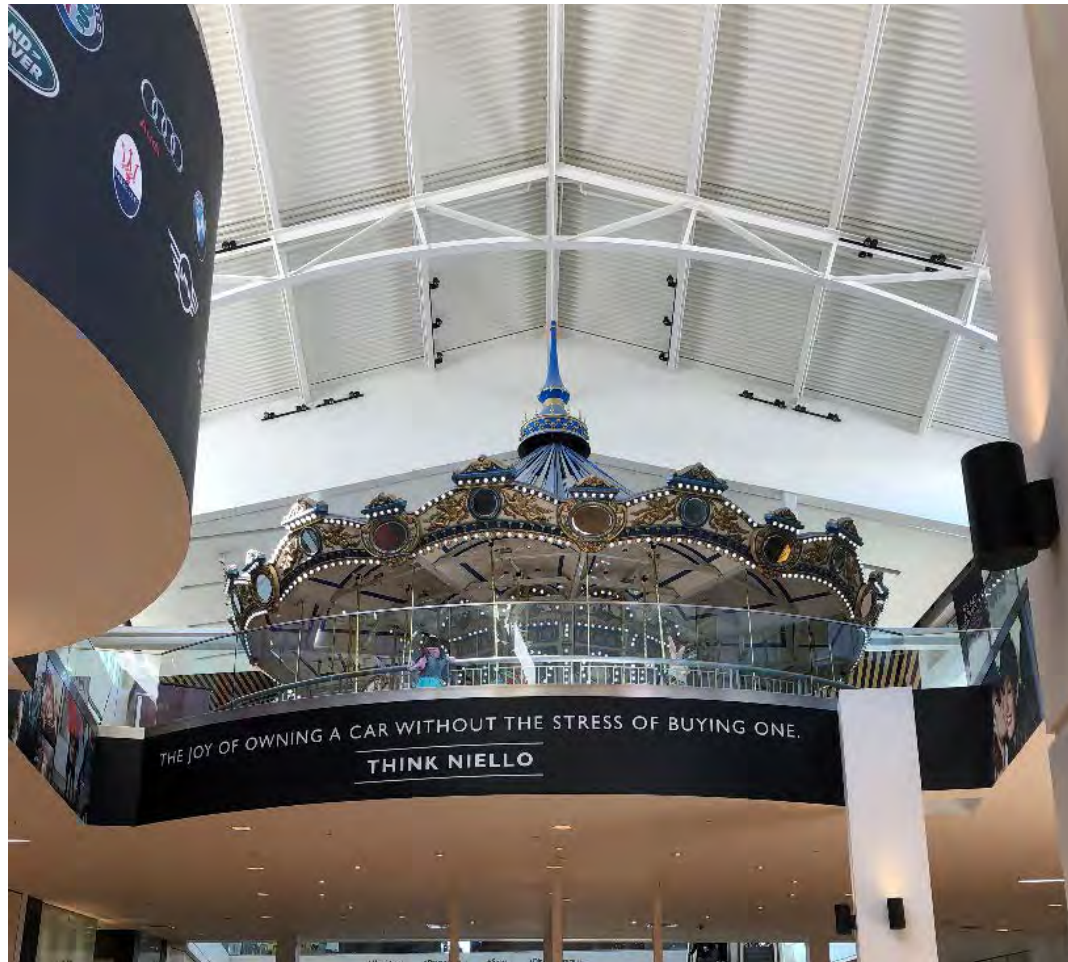
Crushing Your Competition

Ancillary Income



Crushing Your Competition

Ancillary Income



Crushing Your Competition

Ancillary Income



Crushing Your Competition

Ancillary Income



Crushing Your Competition Café & Coffee Vendors



Crushing Your Competition Café & Coffee Vendors



Crushing Your Competition Café & Coffee Vendors



Crushing Your Competition Flower Stands



Crushing Your Competition Community Gardens



Crushing Your Competition Community Gardens




Crushing Your Competition

Mall Walker Programs



Crushing Your Competition

Mall Walker Programs



Stroll TO thrive
powered by KAISER PERMANENTE

JOIN OUR WEDNESDAY WALKING CLUB
HERE AT THE GALLERIA
9 a.m. walk every week

FREE MEMBERSHIP - FREE T-SHIRT - FREE GIFT

Parents are invited to join our Stroll to Thrive walking club with their infants or toddlers. It's a free, fun way to meet other parents and stay fit.

We are proud to host a free walking club here at the Westfield Galleria every Wednesday before the mall opens in climate-controlled environment with easy to follow 1- or 2-mile routes.

Join and you'll receive a free T-shirt, complimentary gift after your first five walks and email reminders. You don't have to be a Kaiser Permanente member to join, all parents are welcome.

Take a step toward better health and join the free walking club today at kpwalktothrive.org.

KAISER PERMANENTE **thrive**



Crushing Your Competition

Community Outreach



Crushing Your Competition

Community Outreach



Crushing Your Competition Bikini Shades



Crushing Your Competition Bikini Shades



Crushing Your Competition Outdoor Seating



Crushing Your Competition Outdoor Seating



Crushing Your Competition

Bike Racks



Crushing Your Competition

Bike Racks



Crushing Your Competition Bike Racks



COMMENTS & QUESTIONS?

WHAT? SORRY. I
WAS USING THIS
TIME TO THINK
ABOUT SOMETHING
USEFUL.



THANK YOU!