W6 Plaza

Currently, the public primarily uses W6 Plaza, located outside of the W6 building, as a transient space and not as a gathering space. The lack of activity discourages people from spending quality time in the plaza. In order to enliven W6 Plaza, we envision this space as a games plaza to attract the surrounding residents and students, as well as kids and families. This space should be filled with a wide range of games, including board games and outdoor table games. Games will give people reasons to stay in the space instead of simply passing through it.

We recommend programming this space year-round, both during the day and the evening. This will help to engage residents and students, who would normally pass through the space, and encourage them to stay in the space and participate in the programming.

W6 Plaza as it is today.

Students playing ping pong at Wake Forest University.

Men playing Bocce ball.

The games cart and games cart attendant in Bryant Park.

Programming

Board games cart: A cart with different types of board games, clocks for speed chess, and other equipment that can be used on loan in the plaza.

Bocce (pre-existing): This Italian game of urban parks draws an enthusiastic crowd of on-lookers. The equipment should be left out for visitors to use.

Table games: Various outdoor table games such as ping pong and foosball should be added to the plaza. These games can be used informally and as part of leagues or tournaments.

Oversized board games: Oversized board games, such as Connect Four, Jenga, and dominoes, and chess, should be added to the space. These games can also be used informally and as part of tournaments or leagues.

Fitness classes: Fitness classes that require hardscape, such as zumba or boot camps, should be taught in this space. We expect that these fitness classes will primarily attract Hanover residents.

Movable furniture: We recommend adding movable seating throughout the space. This will allow for flexiblity to accommodate different programs.

WiFi: WiFi will draw office workers, residents, students and visitors to the space and extend their time there.

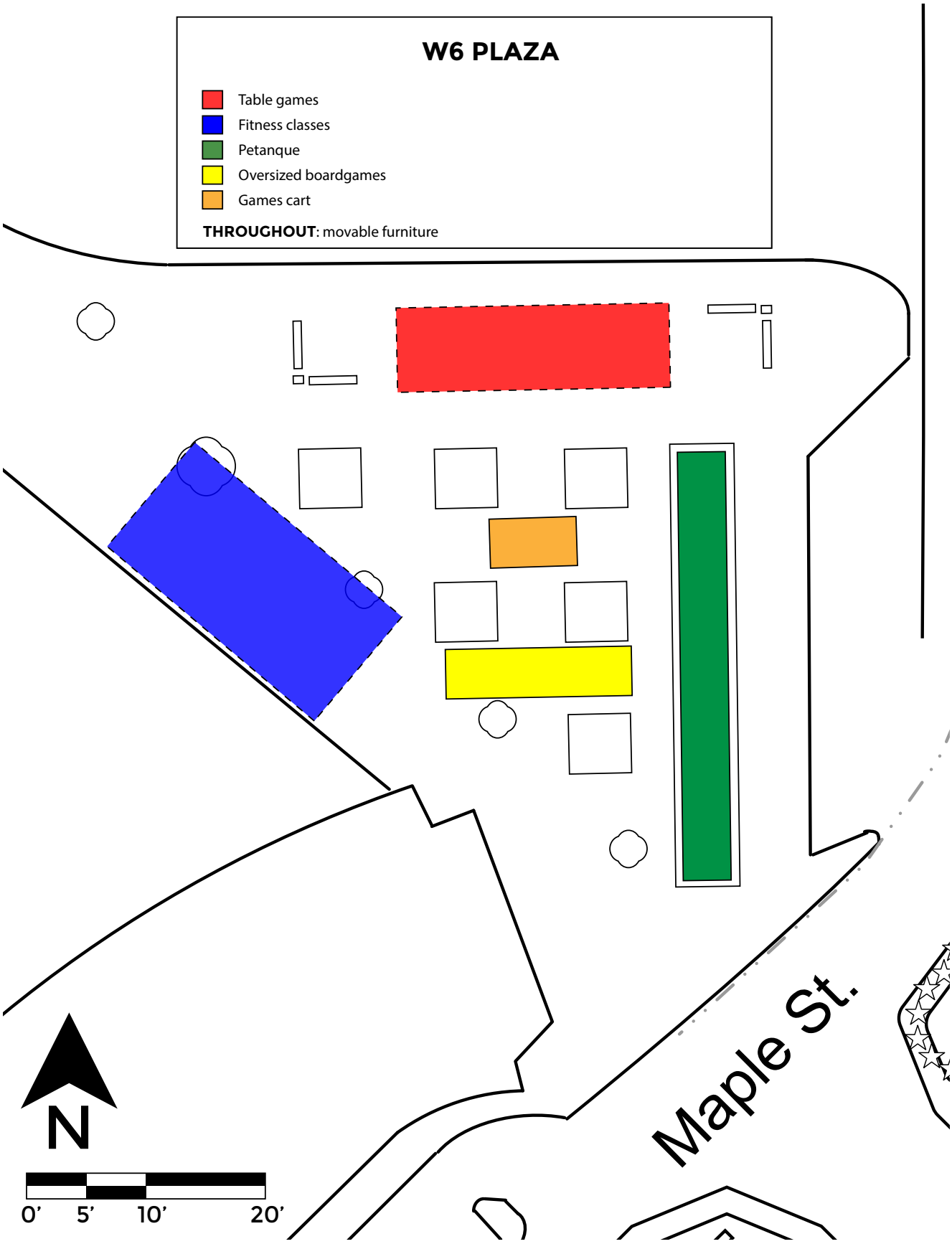
Physical Improvements

We recommend replacing the turf on the raised concrete structures in the plaza. Almost every time we walked through the plaza, residents were letting their dogs relieve themselves on the turf. By replacing the turf and implementing rules to eliminate this habit, the turf will become a more desirable place to sit. Alternatively, the turf could be replaced with concrete pavers.

W6 PLAZA

- Table games
- Fitness classes
- Petanque
- Oversized boardgames
- Games cart

THROUGHOUT: movable furniture



BRV BIEDERMAN REDEVELOPMENT VENTURES

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W6 Programming Budget

Program/item	Tags	Frequency	Length (hours)	Quantity (Days)	Potential Partner(s)	Dimensions	Requirements	Capital Expense	Sponsorship Revenue	Net Capital Cost (Contribution)	Operating Expense - Per Unit	Operating Expense - Total	Revenue or Sponsorship	Net Operating Cost (Profit)	Comments
Board games	Games	Daily	9	365	N/A	15' x 15'	None	$ 4,800	$ -	$ 4,800	$ 650	$ 650	$ -	$ 650	Cap ex is for games cart. $650 operating costs covers games.
Boot Camp	Fitness	Weekly	1	52	Local boot camp studio	20' x 30'	Electricity, PA System	$ -	$ -	$ -	$ -	$ -	$ -	$ -	Parks are usually able to partner with fitness studios that will run classes at no charge as a marketing effort. Shares PA with other programs.
Capoeira	Fitness	Monthly	1	9	Local Capoeira Studio	20' x 30'	Electricity, PA System	$ -	$ -	$ -	$ -	$ -	$ -	$ -	
Foosball	Games	Daily	9	365	N/A	10' x 10'	Level surface	$ 2,000	$ -	$ 2,000	$ -	$ -	$ -	$ -	
Movable chairs	Site furnishings	Daily	24	365	N/A	N/A	N/A	$ 9,144	$ -	$ 9,144	$ -	$ -	$ -		50 Luxembourg Chairs by Fermob from Fermob USA. We recommend using the Fermob brand, but there are other style options.
Movable tables	Site furnishings	Daily	24	365	N/A	N/A	N/A	$ 9,206	$ -	$ 9,206	$ -	$ -	$ -	$ -	20 Luxembourg Tables by Fermob USA We recommend using the Fermob brand, but there are other style options.
Oversized board games	Games	Daily	11	365	N/A	15' x 15'	N/A	$ 1,000	$ -	$ 1,000	$ -	$ -	$ -	$ -	Sourced from Gopher
Petanque (pre-existing)	Games	Bi-Weekly	3	80	Local Petanque Group/Club	15' x 10'	N/A	$ 250	$ -	$ 250	$ -	$ 800	$ -	$ 800	$800 for the club to give lessons, $250 capital expense for five sets of balls.
Ping pong	Games	Daily	9	365	N/A	12' x 8' per table	None	$ 4,300	$ -	$ 4,300	$ -	$ -	$ -	$ -	Includes one table, paddles, balls
Tai chi	Fitness	Weekly	1	40	Local Tai Chi Studio	20' x 20'	Electricity, PA System	$ -	$ -	$ -	$ -	$ -	$ -	$ -	A local studio will most likely offer classes for free in exchange for exposure
Umbrellas	Site Furnishings	Daily	24	365	N/A	10' in diameter	N/A	$ 7,889	$ -	$ 7,889	$ -	$ -	$ -	$ -	American Holtzkraft umbrellas. Includes appropriate base, shipping, and delivery at $1,127 each.
Wi-Fi	Site Furnishings	Daily	24	365	N/A	N/A	N/A	$ -	$ -	$ -	$ -	$ -	$ -	$ -	See Wi-Fi Budget
Zumba	Fitness	Weekly	1	52	Local Zumba Studio	Minimum 20' width	Electricity	$ -	$ -	$ -	$ -	$ -	$ -	$ -	Ideally, a fitness studio will provide instructors for free as a marketing effort.
								$ 38,589	**$ -**	**$ 38,589**		**$ 1,450**	**$ -**	**$ 1,450**	