

# SalesTouch Case Study:

## Science + Technology Park AT JOHNS HOPKINS BALTIMORE, MD



### The Development:

The Science + Technology Park at Johns Hopkins is part of an 80-acre mixed-use development project adjacent to the Johns Hopkins Medical Center. It will ultimately include up to two million square-feet of life sciences and research space.

The initial 31-acre phase of this cutting edge development will combine 1.1 million square-feet of office and R&D space, 850 residential units, a broad variety of retail services and amenities together with a network of parks and pedestrian links that will knit the community together with the adjacent Johns Hopkins University campus. Now under construction at 855 North Wolfe Street is the first of five buildings to be developed by a partnership led by Forest City Enterprises.

### Marketing Objective:

Forest City Enterprises is part of a team charged with leading and managing the revitalization of East Baltimore. Forest City plans an extensive leasing center focused on providing interested tenants and developers with a complete picture of this immense project. The project is dynamic with new partners and product available every month.

The scope of the project is immense and what better way to introduce The Park than providing visitors with an interactive, self directed tour? Interested in bioscience laboratories, hotels, retail, student housing or rental apartments? All the information is available -- at a touch.



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## science + technology park at Johns Hopkins

Home

Park Features

Johns Hopkins Connection

The New East Side

Area Attractions

Baltimore/Washington Cluster

Philanthropic Support

Master Plan

About Forest City

Leasing Contacts



1 855 North Wolfe Street

3 Johns Hopkins Medical Institute

5 Residential

2 Future Commercial

4 Kennedy Krieger Institute

6 Green Space

### Main Layer

Prospects start their interactive experience at the main layer. They could be interested in bioscience laboratories, hotels, retail, student housing or rental apartments. All the information is available here - a touch away.



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Home

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The New East Side

Area Attractions

Baltimore/Washington Cluster

Philanthropic Support

Master Plan

About Forest City

Leasing Contacts

### Overview



### Johns Hopkins

- First U.S. Research University
- Nation's leading hospital, school of public health and biomedical engineering program; premier medical school; many other departments highly ranked
- \$10 billion economic impact annually
- Johns Hopkins leads all U.S. universities in winning federal R&D Funding
- Current faculty includes two Nobel prize winners, four National Medal of Science winners, five lasker award winners and five MacArthur Fellows
- Three acute care hospitals
- Over 820,000 outpatient visits annually
- Medical Campus is home to:
  - The Johns Hopkins Hospital
  - The School of Medicine
  - The Bloomberg School of Public Health
  - The School of Nursing

Overview

Hopkins @ the Park

University Start-up Ventures

Services Available to Tenants

Hopkins Tech Transfer

Campus Map



### Johns Hopkins Connection

Prospects drill down to exactly the information they are looking for and receive "instant-information-gratification." In this case, the user touched "Johns Hopkins Connection"



Home

Park Features

Johns Hopkins Connection

The New East Side

Area Attractions

Baltimore/Washington Cluster

Philanthropic Support

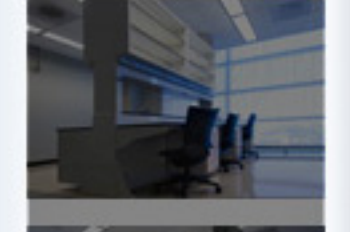
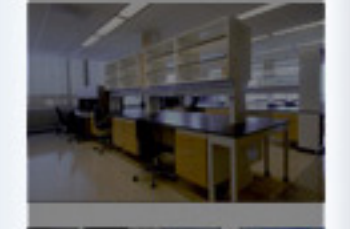
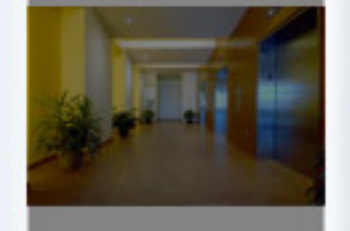
Master Plan

About Forest City

Leasing Contacts

Interior Photographs

855 North Wolfe Street



Overview



Exterior Photographs



Current Tenants



Floorplans



Interior Photographs



## Building Details

Forest City was concerned with how to show so much information in an organized and simple interface. CPS developed this layout which makes it easy for anyone to access the information.

Home

Park Features

Johns Hopkins Connection

The New East Side

Area Attractions

Baltimore/Washington Cluster

Philanthropic Support

Master Plan

About Forest City

Leasing Contacts

Multi-tenant Floorplan

855 North Wolfe Street

ASHLAND AVENUE



E MADISON STREET

N WOLFE STREET



Overview



Exterior Photographs



Current Tenants



Floorplans



Interior Photographs



## Building Details

CPS used classic "thumbnail pictures" to give SalesTouch users a visual indicator of what is touchable. The feedback from users is, since it's graphically stylized, it's actually fun to touch and learn about the product.





# science + technology park at Johns Hopkins

Home

Park Features

Johns Hopkins Connection

The New East Side

Area Attractions

Baltimore/Washington Cluster

Philanthropic Support

Master Plan

About Forest City

Leasing Contacts



1 Mt. Vernon

2 Inner Harbor

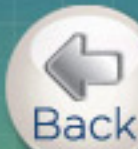
3 Harbor East

4 Little Italy

5 Fells Point

6 Butcher's Hill

7 Canton



## Area Attractions

Prospects drill down to individual neighborhoods by touching either the map or the buttons on the bottom. CPS used the magnifying glass design cue to indicate that each map can be enlarged.



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Home

Park Features

Johns Hopkins Connection

The New East Side

Area Attractions

Baltimore/Washington Cluster

Philanthropic Support

Master Plan

About Forest City

Leasing Contacts



1 Roy's

4 Marriott Waterfront

7 Hilton Garden Inn

10 Maryland Athletic Club

13 Courtyard by Marriott

2 Fleming's

5 James Joyce Irish Pub

8 Starbucks

11 Oceanaire

3 Cinghiale

6 Whole Foods

9 Landmark Theatres

12 Charleston



## Harbor East Neighborhood

Color coded hotspots allow users to quickly find the information they are looking for.





## Fleming's Prime Steakhouse & Wine Bar

Indulge yourself with the finest USDA Prime steak, fresh seafood, innovative side dishes & decadent desserts.



### Hotspot Details

Forest City had over 75 points of interest (POI) but only provided a small sample of photographs. CPS was able to acquire professional stock photography to showcase all these POIs.



### Interactive Master Plan Map

Similar to a well designed web page, finding information can be accessed from more than one location. Here, users drill down to other parts of the presentation from this map.





# science + technology park at Johns Hopkins

Home

Park Features

Johns Hopkins Connection

The New East Side

Area Attractions

Baltimore/Washington Cluster

Philanthropic Support

Master Plan

About Forest City

Leasing Contacts

## Residential Opportunities



1 Chapel Green

3 Parkview at Ashland Terrace

5 Graduate Student Housing

2 The Townes at Eager

4 Ashland Commons



## Residential Opportunities

Forest City wanted to highlight the residential opportunities near the Science and Technology Park. CPS was able to stylize existing renderings to match the user experience of the presentation and saved Forest City money on extra design fees.

## The Townes at Eager

E. Eager Street  
Type: For Sale Family Living  
49 Units  
Opening: 2010



## The Townes at Eager

CPS employed a consistent user interface to encourage ease of use and longer sessions of activity.



science + technology park at Johns Hopkins

[Home](#)
[Park Features](#)
[Johns Hopkins Connection](#)
[The New East Side](#)
[Area Attractions](#)
[Baltimore/Washington Cluster](#)
[Philanthropic Support](#)
[Master Plan](#)
[About Forest City](#)
[Leasing Contacts](#)

### The Research Cluster

5th in the Nation in NIH funding  
 Maryland Home to 370 Biotech Companies  
 Maryland ranks second nationally in the Milken Institute's State Biopharmaceutical Innovation Pipeline Index  
 Johns Hopkins - #1 recipient of NIH grants amongst all institutions  
 Second highest concentration of doctoral scientists and engineers in the country

- The Research Cluster
- Geography & Transportation
- Greater Baltimore's Transformation
- Demographics / Area Statistics

[Back](#)

## The Research Cluster

Prospects learn about the Universities, government institutes and companies around the property. Each bubble is a touchable hotspot linking to the corresponding website.

science + technology park at Johns Hopkins

[Home](#)
[Park Features](#)
[Johns Hopkins Connection](#)
[The New East Side](#)
[Area Attractions](#)
[Baltimore/Washington Cluster](#)
[Philanthropic Support](#)
[Master Plan](#)
[About Forest City](#)
[Leasing Contacts](#)

## Forest City Enterprises

- National Development Company founded in 1921
- NYSE (FCEA & FCEB)
- \$10.9 billion in assets
- Multi-product expertise:
  - Large mixed-use developments / complex urban redevelopment sites
  - Long-term perspective on developing / creating value
  - Successful partnering track record with Cities, Universities, Institutions & Co-Developers

Website: [www.forestcity.net](http://www.forestcity.net)

New York Times Headquarters

- Forest City Enterprises
- Forest City Science + Technology Group
- Forest City - New East Baltimore Partnership

[Back](#)

## About Forest City

It was important for Forest City to further develop their brand. From this layer, users can visit the full company website.