



For Immediate Release:
Friday, March 31, 2023

Media Contact:
Lily Madjus Wu
(415) 597- 4620
info@tjpa.org

***** PRESS RELEASE *****

**TJPA ANNOUNCES THREE NEW RESTAURANT
OPENINGS AT THE SALESFORCE TRANSIT CENTER
IN DOWNTOWN SAN FRANCISCO**

Adding to neighborhood's diverse restaurant selection and contributing to San Francisco's economic recovery

San Francisco, CA – The Transbay Joint Powers Authority (TJPA), owner and operator of the multimodal Salesforce Transit Center, today announced three new restaurants have opened at the Salesforce Transit Center (Transit Center) during the first quarter of 2023, including Per Diem, a local California-influenced restaurant; Tycoon Kitchen, a Thai-fusion restaurant; and Charleys Cheesesteak, a fast-casual restaurant, found on the ground floor at Minna Street between First and Second streets in Downtown San Francisco. These establishments' openings are a great demonstration of the continuing reinvigoration of Downtown San Francisco as more workers and visitors return; show TJPA's commitment to the neighborhood's economic vitality and its important role in helping Downtown San Francisco's economic recovery from the effects of the pandemic.

“The recent openings of Per Diem, Tycoon Kitchen, and Charleys Cheesesteak, illustrate the vibrancy of the downtown San Francisco community and the neighborhood's economic recovery from the pandemic,” said Adam Van de Water, Executive Director, Transbay Joint Powers Authority. “These openings complement the nine tenants already at the Transit Center, offering coffee, lunch, dinner, fitness, health care, and even a taproom in our beautiful rooftop park. Coupled with over 600 free park activities, these spaces invigorate downtown and help to realize San Francisco Mayor London N. Breed's recovery plan for Downtown San Francisco.”

"The Salesforce Transit Center is one of the City's unique open spaces for residents, workers, and visitors to explore, connecting transportation with urban amenities and complimentary public programming. So, it's exciting to see more dining options adding to this dynamic space that serves thousands of people in San Francisco and from around the world," said Mayor London N.

Breed. "Our Downtown is undergoing a shift because of changes in how people work and how businesses operate, but the City's downtown recovery work focuses on an all-hands approach to supporting San Francisco's future. We continue to partner with our business community, residents, and workforce to bring back a world-class Downtown for everyone to enjoy. I want to thank the Transbay Joint Powers Authority for their continued efforts to help restore Downtown's vibrancy."

"As San Francisco continues to emerge from the pandemic, I am thrilled to see the opening of three new restaurants at the Transit Center, each bringing their unique flavors and experiences to our city. These new establishments not only provide much-needed jobs and economic opportunities, but they also serve as a reminder of the resilience and creativity of our community," said District 6 Supervisor Matt Dorsey. "Let us continue to support our local businesses as we rebuild and come back even stronger."

The three restaurants that opened this quarter provide workers, visitors, and riders an eclectic selection of dining options as they visit the multimodal Transit Center along with the 15,000 residents found in the transit-oriented development surrounding the Transit Center:

1. Per Diem

Opened in March, Per Diem, a 3,200 square-foot restaurant, now offers a lively downtown location at the Transit Center, to complement their Financial District location, which embodies the style and ambiance of San Francisco. Per Diem's Italian-influenced cuisine is inspired by the bounties of Northern California. Menus change seasonally to utilize the freshest locally sourced ingredients. Their comprehensive bar program features a unique "Manhattan Project" where guests can create their own Manhattan to complement the wide array of wine, spirits, and beer offerings. This location employs 35 people and is currently open Monday to Friday from 11 am to 9 pm serving lunch, happy hour, and dinner. In the near future, the restaurant will provide dinner on the weekends. Reservations can be made via Open Table or through their website at www.perdiemsf.com.

2. Tycoon Kitchen

Opened in February, Tycoon Kitchen, a 687-square-foot restaurant, offers Thai-fusion cuisine. One of three San Francisco restaurants, the Tycoon Kitchen's Transit Center location employs seven people and is open Monday to Friday from 8 am to 7 pm and on the weekends from 8 am to 3 pm. It currently serves breakfast and lunch; recently, it expanded its menu to include dinner. It serves brunch with mimosas and its drunken noodles, sticky rice, and basil chicken are some of its most popular dishes. To view the menu and order online, visit: <https://www.tycoonkitchen.com/>.

3. Charleys Cheesesteak

Opened in January, Charleys Cheesesteak, a 971-square-foot restaurant, provides fast-casual cheesesteak options at the first San Francisco location in the Transit Center, adding to the owner's fourth Charleys location in the Bay Area (three are in the East Bay: Hayward, Concord, and Brentwood). It serves cheesesteaks, snacks, and beverages with premium ingredients and hand-cut vegetables and everything is grilled fresh-to-order. This location employs nine people

and is open Monday to Friday from 10 am to 6 pm and on the weekends from 11 am to 6 pm. To view the menu and order online, visit: <https://www.charleys.com/locations/sales-force-transit-center/>.

These restaurant openings complement the rooftop taproom, Barebottle Brewing, a local Bernal Heights establishment, which opened in December 2022 on the 5.4 acre Salesforce Park. In partnership with the TJPA, Barebottle hosted the largest post-pandemic one-day activation of the Park, bringing over 1,500 attendees for the San Francisco Beer Week kick-off in February.

These establishments join nine previously opened spaces at the Transit Center, which include Happy Lemon and Venga Empanadas, opened in 2021 and 2022 respectively, and also found on Minna Street. Over 90% of the nearly 100,000 square footage of the Transit Center's retail space is leased; these include tenants providing wellness services such as Onsite Dental, Kaiser Care Essentials, Spring Fertility, and Fitness SF. Additional establishments expected to open this year include Via Vai, Dim Baos, and Juice Bar, along with a second Barebottle Brewing location in the Transit Center's Grand Hall.

Along with the free public programming provided on the rooftop Park, the spaces open attract not only residents but visitors from around the Bay Area and internationally. With over 30,000 people visiting the Park through 600 free activities (ranging from fitness classes, music, art, and crafts) in 2022, the Transit Center in downtown San Francisco will continue to see an increased number of visitors at the Transit Center and rooftop Park. For a directory of the full list of businesses open and the events happening at the Transit Center, visit <https://salesforcetransitcenter.com>.

###

About the Transbay Joint Powers Authority (TJPA):

The TJPA is the owner and operator of the multimodal Salesforce Transit Center, which connects nine Bay Area transit systems and provides dining and service options to the transit-oriented neighborhood in Downtown San Francisco along with providing free activities throughout the year at its 5.4-acre Salesforce Park. TJPA is working to extend Caltrain and ultimately, California High-Speed Rail service from 4th and King streets to the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project, now known as The Portal. The name of the Salesforce Transit Center is the result of a naming rights agreement with salesforce.com that helps fund the Center's operating costs.