



Winter 2011

MAIN STREET NEWS

RETAIL COMING TO AVALON WALNUT CREEK



FEATURES

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Fleet Feet Expands to Our Newest Project

Pacheco Plaza Signs Dailey Method

Avalon Walnut Creek, the newest Transit-Oriented Development (TOD) in the East Bay, has retained Main Street Property Services to position its outstanding retail potential. Located in the heart of Contra Costa Centre Transit Village, this progressive “lifestyle village” will be the prime model for up and coming TOD’s; an emerging concept that encourages residents to rely on the convenience of public transportation.

Main Street Property Services is excited about the opportunity to actively consult on improving the project’s retail environment. The immense knowledge and experience of Main Street Property Services makes its involvement in the architecture, development and leasing of the project,

key to establishing the best merchandizing and tenant mix. MSPS is coordinating with SZFM Design Studio, to create new design guidelines and signage criteria for storefronts, and also working closely with individual tenants to contribute to the projects overall success.

The ultimate goal is to establish a quality lifestyle village and thriving retail environment, in a pedestrian friendly setting that will draw all local and surrounding areas to this convenient one-stop location for their shopping, dining, and housing options.

Surrounding the heart of the busiest BART Station in Contra Costa County, Avalon Walnut Creek attracts

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BEL AIRE COOKS UP A WINNER

Featuring unique flavors and catchy names such as “Ooh La La” and “Pinking of You,” Sift Cupcake and Dessert Bar, a proud Bay Area local business, opened its doors at Napa’s Bel Aire Plaza on Monday, February 3.

With two established and successful locations in Cotati and Santa Rosa, and their prized win of Cupcake Wars on the Food Network under their belt, Sift’s third location in Napa is a much antici-

pated addition to their steady rise.

Sift’s attention to quality and award winning reputation is what attracted Main Street Property Services to fill the 614 square foot space with their vibrant business. There’s no doubt that Sift will be the local favorite for Napa residents to fulfill their sweet cravings with their delicious desserts. MSPS prides itself on attracting the most talented retailers and restaurants. The opening of Sift at Bel Aire Plaza continues the tradition.



CONSTRUCTION TO BEGIN AT RED HILL



Spring 2011 blooms upcoming renovations to transform Red Hill into a vibrant retail destination. Designed as a classic Town and Country shopping center, the buildings are of a rustic motif, using slump stone, heavy beams and wood shingles to maintain the charm and beauty of the wooded surroundings that enhance this lovely natural setting.

Located on Sir Francis Drake Boulevard in San Anselmo, Red Hill is strategically located to serve

San Anselmo and the surrounding communities of Fairfax, San Rafael, Ross and Greenbrae.

Construction begins in April and will be completed by the end of summer. The project will consist of improvements in landscaping and lighting new storefronts which will create individual identity and character for restaurants and retailers. The improvements will position Red Hill as the new, favored venue of residents for both casual shopping and dining convenience.

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approximately 6,000 daily riders and 130,000 residents from its neighboring areas. With a residential mixed-use plan, the project is comprised of 422 residential apartments, 100 for sale town homes, and nearly 40,000 square feet of local serving retail; perfect for side walk cafés, retail, and

personal services.

As the Leasing Agent for six available restaurant locations, featuring outdoor seating, programmed with utilities designed for restaurants, grease interceptors in place as well as ventilation and beautiful architecture, Main Street Property Services provides an amazing opportunity for businesses to serve the superior and trendy

demographic of Walnut Creek.

With its surrounding communities embracing the trend for “New Urbanism,” a concept which allows people to live, work, and play in the same neighborhood in conjunction with its progressive concept of a Transit-Oriented Development, Avalon Walnut Creek is sure to be the latest hot spot where retailers and restaurateurs will flourish.

Recent Deals

- Bay Bread
Lafayette Mercantile, Lafayette
- Bean Bag Cafe
Sycamore Avenue, Hercules
- Boca Pizzeria
Pacheco Plaza, Novato
- Boracay Grill
Sycamore Avenue, Hercules
- Bridges Salon
Salvio Pacheco Square, Concord
- Fish Story
The Riverfront, Napa
- Fleet Feet
234 Main Street, Pleasanton
- La Vie Nail Spa
Bel Aire Plaza, Napa
- Lark Shoes

- Red Hill, San Anselmo*
- Morimoto
The Riverfront, Napa
- Napa River Velo
The Riverfront, Napa
- Parallel Pilates
Shops on Magnolia, Larkspur
- Patxi's Pizza
The Clocktower, Lafayette
- Patxi's Pizza
Sycamore Avenue, Hercules
- Sift Cupcake and Dessert Bar
Bel Aire Plaza, Napa
- Sweet Tarts
Salvio Pacheco Square, Concord
- Swirl
Red Hill, San Anselmo



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www.MSPSinc.com

- The Dailey Method
Pacheco Plaza, Novato
- Tyler Florence
The Riverfront, Napa
- Yo Belle
Bel Aire Plaza, Napa

T H E Clocktower L A F A Y E T T E

Now is the time for the Clocktower building to join the success of its neighboring developed projects. Conveniently located at the center of Downtown Lafayette between Lafayette Mercantile and La Fiesta Square, the Clocktower plans to take full advantage of the area's already booming retail activity and success.

The Parks family ownership has retained Main Street Property Services to renovate the mixed-use structure of specialty retail

shops and private office space. Renovation plans will create new sidewalks, complimenting landscapes, and personalized store fronts. Construction is currently taking place in preparation for its newest addition, Patxi's Pizza.

Patxi's Pizza, one of the most loved local pizzerias of the Bay Area, is acclaimed for being home of the best deep dish pizza outside of Chicago. With four well-known locations in the lively neighborhoods of Palo Alto, Hayes Valley, Fillmore and Noe Valley of the San Francisco

region, its upcoming Spring opening in Lafayette is its entryway to the East Bay.

The Clocktower is raising the bar and will become the best block in Lafayette's boasting Downtown. With the groundbreaking step already taken by obtaining Patxi's Pizza, Main Street Property Services expects the project to become an instant favorite and draw in locals and residents from the surrounding communities to Downtown Lafayette to dine and shop at the Clocktower.

PLEASANTON

FLEET FEET EXPANDS TO OUR NEWEST PROJECT

Main Street Property Services is thrilled to announce the expansion of its Downtown Pleasanton involvement with its newest project located at 234 Main Street.

234 Main Street will be the new home of Downtown Pleasanton's well established sport's specialty store, Fleet Feet. In order to accommodate

and cater to the businesses significant growth, construction for relocation will begin early February. Expanding will double its current retail space.

This destination place already filled with charming restaurants, specialty retail shops, and bustling farmers' markets, has limited retail and restaurant space available. We are looking to select a tenant that will contribute to

the already significant drawing power of this prime location.

Main Street Property Services looks forward to the progression of Downtown Pleasanton with our partner Branagh Development's ongoing commitment to quality. Branagh and MSPS have formed an instrumental partnership, and anticipates more successful projects in Downtown Pleasanton.

PACHECO PLAZA SIGNS DAILEY METHOD

Due to extensive renovations and re-tenanting to reshape the plaza into a lifestyle village and cater to the rapidly increasing and expanding Novato Market, Pacheco Plaza is gaining tremendous momentum by adding additional specialty retail stores and restaurants.

The Dailey Method will be the newest retailer of Pacheco Plaza. Following the lifestyle village concept, the yoga

studio which features a combination of ballet barre work, core conditioning, stretching and orthopedic exercises as its daily routine, as well as related retail apparel and accessories will be opening its doors to the public of Novato this upcoming Spring.

The plaza's creative design and unique business model creates an appealing opportunity for bicycle and running shoe stores, wellness spas, women's apparel shops and lifestyle

retailers to compliment the plazas anchoring businesses like Paradise Foods and Boca Pizzeria and Wine Bar.

The project is experiencing completed renovations and repositioning. Its ideal location and ongoing promotions and community events, makes Pacheco Plaza the chosen destination for the finest local, regional and national retailers and restaurants in Marin County.

THE MAIN STREET **team**



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