



Spring 2009

MAIN STREET NEWS

SYCAMORE AVENUE BREAKING GROUND!



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After careful designing and planning, the highly anticipated Sycamore Avenue in Hercules will break ground in May. Working in partnership with The City of Hercules Redevelopment Agency, Main Street Property Services is dedicated to making Sycamore Avenue one of the premier neighborhood retail streets in the San Francisco Bay Area.

Scheduled to open in the spring of 2011, Sycamore Avenue will be that special place for the community to gather, shop and dine. Located in the bayside community of Hercules, nestled between the San Francisco Bay and Interstate 80, Sycamore Avenue will draw from Hercules as

well as the surrounding communities of Pinole, Rodeo, Crockett and the Richmond Hills. With the closest street retail being Solano Avenue in Berkeley, Sycamore Avenue provides the perfect opportunity for specialty retail stores and favorite national, local and regional restaurants and retailers to benefit from the pent up demands of the West County trade area of over 100,000 residents with an average household income in excess of \$90,000.00 per year.

As construction moves forward, Main Street Property Services has begun the leasing efforts to bring in the finest retailers and restaurants to this neighborhood walking destination.

FIND PARADISE AT PACHECO PLAZA

Paradise Foods has recently signed a lease to open their second location at Pacheco Plaza in Novato. The new 22,327 square foot store will be substantially larger than their Corte Madera location and is scheduled to open in the fourth quarter of 2009. "We felt that this new store would be an excellent complement to our Corte Madera store and allow us to serve both the southern and northern Marin market areas", said David Gilmour, Paradise owner. Paradise Foods is a family-owned, independent grocery store and one of the finest markets in the Bay Area with an emphasis on quality, selection and service. Their product mix features prepared foods, organic, natural, gourmet and international products as well as everyday grocery and household items. Paradise Foods has also been an active member of the community in southern Marin donating thousands of dollars each year to local schools, churches and youth oriented organizations. The ownership of Pacheco Plaza has committed to extensive renovations and re-tenanting to fit



the lifestyle of the rapidly growing, expanding Novato market. With Paradise Foods anchoring the center, Pacheco Plaza will be the lifestyle village that will serve not only the immediate neighborhoods, but all of Novato and Terra Linda. Located just off of Hwy 101 at Ignacio Boulevard, Pacheco Plaza is being positioned to serve this affluent,

educated customer base that draws from a trade area population of over 80,000, with an average household income in excess of \$119,000.00. When the renovation and repositioning is complete in the fourth quarter of 2009, Pacheco Plaza will be home to the finest local, regional, national retailers and restaurants in Marin.

WHAT'S UP WITH [WWW.MSPSINC.COM](http://www.MSPSINC.COM)?

Over the past few years, the Main Street Property Services website has undergone some significant changes and upgrades. Improvements to the design and functionality have been made to provide visitors the information they are looking for in a fast, easy and accessible manner. Great efforts have been made to implement the latest in web-based technologies. Improvements to both the appearance and interface of the site have been executed. A clickable slide show on the home page connects the visitor

with the most popular projects on our site. For the analytic visitor, we provide an array of information for each project, from detailed ESRI (R) demographics to deep clickable site plans that link to the occupying tenants website, or the space plan for available spaces. Great care has been taken to ensure that each project has an appropriate presentation, whether its a single suite like 1779 Solano Avnue in Berkeley, or a large-scale, multi-use project like The Riverfront in Napa. These efforts allow Main Street projects to stand



out among the competition and the Main Street website to set the standard for the industry.

NAPA RIVERFRONT NEARING COMPLETION

The Riverfront project is shaping up to be one of the most exciting retail destinations in the country, and is part of a larger transformation of downtown Napa as a must stop region for entertainment, dining, and shopping.

For as long as the Napa Valley has been a destination for locals and tourists, it has never had a centerpiece area where restaurateurs, retailers, and resorts could locate to create a lively, walkable environment. Until now, downtown Napa had been overlooked by developers due to significant flooding hazards posed by the Napa River. Over the last decade, the City of Napa has invested hundreds of millions of dollars in flood control work that has progressed to a point where capital has poured into the market with the assurance that investments will be safe.

The nearing completion of the flood control project, coupled with the rest of Napa Valley being extremely anti-growth, has led to a significant number of four and five star resort operators, world-famous chefs, and boutique owner's choosing downtown Napa as their presence in the valley.

As the retail centerpiece of



downtown Napa redevelopment, the merchandising mix of The Riverfront is a critical piece of the area's continued progression towards becoming one of the most recognizable and favored destinations in the world. Visitors traveling to Napa are interested in authentic, one-of-a-kind experiences. As a result, our leasing team has combed the country in search of the most amazing chefs and independent boutique owners to create a retail & culinary experience that will attract the most discriminating Bay Area resident, as well as the sophisticated, affluent tourist demographic that flocks to the region in the millions each year.

With construction of The Riverfront progressing at a steady rate, we are at a point where retailer and restaurant leases are coming to fruition. Restaurants at the project

will be a mixture of fine dining and approachable concepts helmed by some of the world's most recognized "celebrity chefs" as well as some local favorites. Retailer activity has stemmed from markets such as NYC, L.A., Chicago, & Miami, and will include upscale men & women's boutiques, an apothecary, a gourmet kitchen store, a high performance bicycle boutique, as well as some amazing home décor shops.

We have been fortunate to work with a committed ownership that has enabled us to be extremely disciplined with the tenants we allow into the project, and not settle for anything that might be considered ordinary. We are looking forward to announcing our first tenants in the coming month, and to creating what will truly be a unique, one-of-a-kind destination for everyone to enjoy.

Recent Deals

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| Elisa Wen
<i>The Rose Garden, Danville</i> | Wing Stop
<i>Cinema Place, Hayward</i> | Vanguard Financial
<i>Salvio Pacheco Square, Concord</i> |
| O'My Sole
<i>The Rose Garden, Danville</i> | Zuckersuss
<i>Cinema Place, Hayward</i> | Tutti Frutti
<i>The Rose Garden, Danville</i> |
| Dog Bone Alley
<i>The Rose Garden, Danville</i> | Stella Luna
<i>The Rose Garden, Danville</i> | Color Me Mine
<i>La Fiesta Square, Lafayette</i> |
| Lane Furniture
<i>Main St. Plaza, Walnut Creek</i> | Spa Nails & Waxing
<i>DVC Plaza, Pleasant Hill</i> | Northern California Brokers
<i>349 Main Street, Pleasanton</i> |
| KRV
<i>The Rose Garden, Danville</i> | Alameda Yoga
<i>Park Street, Alameda</i> | Joseph Arch, CPA
<i>349 Main Street, Pleasanton</i> |
| Olive
<i>The Rose Garden, Danville</i> | Edward Jones
<i>Park Street, Alameda</i> | Paradise Foods
<i>Pacheco Plaza, Novato</i> |



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MSPS Helps Open Doors in Downtown

Hired by the City of San Leandro in 2007, Main Street Property Services has not only brought shopping center business principles and practices to the city, but are also providing a number of other specialized consulting services in the efforts to reposition the Downtown into a pedestrian friendly shopping and dining destination.

To attract high quality retailers and restaurants, Main Street has assisted with the re-branding of the City's Downtown, working closely with the City of San Leandro to create a new identity for Downtown San Leandro, implement an aggressive "I AM SAN LEANDRO" marketing campaign and help coordinate the development of the new Design Guidelines.

An ongoing effort has also been made to reach out to a number of groups within the city such as the community and existing property owners. Through direct contact with specific community groups and surveys, Main Street has been able to find out what retailers and restaurants the people of San Leandro would like to see in their downtown. This serves as valuable information and an opportunity for the community to



be involved. Existing tenants and property owners have also benefited from this outreach, educating them about successful business practices and providing them with any other services that may be helpful to them.

The design and launch of the new website DowntownSanLeandro.com, is yet another way Main Street has effectively reached out to the community, existing tenants and property owners as well as brokers and potential retailers and restaurants. Here visitors can keep up with the developments taking

place Downtown, property owners and tenants have access to a number of resources to lead them to success, and those who are interested in locating to Downtown San Leandro have marketing materials and leasing information right at their fingertips.

A lot of progress has been made in the past two years and as developments continue to move forward, Main Street is committed to providing the tools and services the city requires to revitalize Downtown San Leandro.

THE MAIN STREET **team**

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