

Meetings and Phone Conversations Summary

with:

- Clayton Developers and Building Owners;
- Clayton Restaurateurs and "Traditional" Retailers;
- Clayton Property Owners;
- Clayton Commercial Real Estate Brokers;
- Clayton Ex-City Officials;
- Clayton Residents, and;
- Clayton Visitors.

Economic Development Systems ("EDS") held twenty-three meetings/telephone conversations with the above Clayton Town Center stakeholders, other interested parties (and City committees, administration and staff). The following re-creations about topics discussed during these meetings and conversations are from memory and recollections. One meeting with a Town Center retailer has yet to take place.

During all of these meetings/interviews I outlined to these Town Center interested parties the reasons for Council's pro-active venture into increasing, upgrading and diversifying the Town Center retail mix and the agreed upon EDS scope of work.

To a person, the enthusiasm for the retail revitalization of the Clayton Town Center was evident, although the recommended retail increase/mix of restaurants and an entertainment venue was questioned by an ex-City official who believed more "traditional" retail stores should take priority.

Please note the following synopsis of comments made by each of the above noted stakeholder groups:

- Clayton Developers and Building Owners

Town Center Clayton's primary developer has already voiced his affirmation of the direction of the Town Center by his investment of his time, money and sweat. I have met with this gentleman on over five separate occasions and been constantly amazed by the depth of his positive feelings about the Town Center (and life in general). I feel that Clayton is very fortunate to have him invested in the Town Center's future.

I have also interviewed a major Town Center building owner and manager. This sophisticated investor/owner, while generally applauding the City's efforts in assisting in the revitalization of the Town Center, had pointed questions regarding the City's Specific Plan requirements; the time involved in securing a Use Permit; the City's sign

restrictions, and; the seemingly waiving of parking requirements for new construction. These comments were forwarded to City Manager Napper.

A long-term Clayton building owner, landowner and "retired" restaurateur had very specific, positive comments regarding the short and long-term development of the Town Center. This very successful businessman believes that the Town Center primarily needs a more varied "palette" of restaurant fare than the Town Center has at the present time. He also voiced the fact that at some time in the future he would look at the development/redevelopment of his own Town Center holdings. A short meeting was also held with this gentleman's business partner, who deferred any comments back to his co-partner.

- Clayton Restaurateurs and "Traditional" Retailers

One restaurateur has made a long-term commitment through his investment in his Town Center restaurant yet, had little to say other than that he was looking forward to the influx of residents and visitors to the Town Center with the hope that he would not face future competition in the type of cuisine that he was offering.

Through many (five or six) personal contacts at lunches and dinners, I attempted to set meetings or engage another Town Center restaurateur in informal discussions regarding his feelings about the direction of the Town Center. Each time I was politely "put-off" and have no feeling whether this was due to his full schedule; a lack of concern about the Town Center, or; just simple contrariness.

A casual meeting with a Town Center retailer had him also looking forward to more Town Center activity because of the new park. He voiced concern, and hope, that the "new" drug store just out of the Town Center would not negatively hurt his business.

- Clayton Property Owners

Four Town Center property owners of either undeveloped or under-developed commercial land were contacted. These long-time Clayton property owners each had different reasons for originally coming into possession of the land and each have different plans/motives for the future of their Town Center parcels. They all were pleased that the City is doing "something" in the Town center:

One of these owners, because of a personal loss, is not doing anything with the property until sometime "later".

One owner has already contracted with an architect for a commercial

development and would possibly be amenable to doing a joint venture with the contiguous property.

One owner would like to do a mixed-use development, retail under residential, and has hired a real estate broker for consultation.

And, one owner doesn't know what to do with the property, would like to defer to a son for counsel...and has missed two planned meetings with me to discuss our program and my thoughts on the potential of the property. I will continue my attempts to meet, as it is my opinion that a telephone conversation will not be productive.

I have marked my calendar to re-contact these property owners on a regular basis.

- Clayton Commercial Real Estate Brokers

I met with the real estate agent for the commercial development that is currently under construction. She outlined her marketing plan for the retail and office space while giving me her views on the Clayton trade areas. I questioned various aspects of her stated goals and scope of work...some of which I agreed with and some that I felt needed more emphasis. I subsequently discussed these differences with the aforementioned developer.

I also had the occasion to meet with the Director of Retail for this same agent's real estate firm. I took the time to outline our goals and scope of work for the Town Center and asked him if there was anything else he could assist us with...following an explanation by him of the strengths of his company's other retail/office agents...he deferred my question to the previously mentioned project's agent.

One of the owners of the undeveloped parcels in the Town Center has employed a real estate broker that contacted me for a subsequent meeting. Following a very short back-and-forth discussion about the need for his services, I'm still not sure why the property owner has a need for these services. I subsequently recommended to this property owner that a good mixed-use architect might better serve her.

- Clayton Ex-City Officials

Had a simple lunch with one ex-City official and discussed his complex ideas regarding the Town Center. He, respectfully, doesn't believe that we need any more restaurants in town, at this time...and believes that developing the "church" property as a house of worship - or some other

institutional use - would be detrimental to the short and long-term development of a retail and restaurant district for the City of Clayton's Town Center.

We also discussed the history of Clayton, the various factions in town and the various personalities underneath those factions....all in all, a very interesting afternoon.

My phone conversation with another ex-City official focused on why he believes that the church property should be sold to a commercial developer because he believes that a retail anchor at that end of town is a necessity. We also discussed the history of the town and why it incorporated. Again, time well spent.

- Clayton Residents and Clayton Visitors

I spent a very enjoyable evening with a Clayton resident and two Clayton visitors, one of which used to be a Clayton resident. The occasion was one of the Concerts in the Park earlier this summer. We met at a packed Town Center restaurant and were lucky enough to reserve an outside table so we could enjoy the Beatles tribute band.

All three of my guests marveled at not only the evening at the restaurant and the concert, but also that the City had the foresight to plan a park in the center of town. We followed up dinner with a trip across the street to the Clayton Club...one of the more unique establishments of this type that I have ever frequented.