



6011 Main Street, 1005 & 1007 Oak Street Clayton

Marketing Progress Report

June 25, 2014

Prepared by: Ed Del Beccaro, Colby Mikulich, & Matthew Hatfield

Prospects	Company	Comments
Carl Campos	LCA Architects	said that he had a few people he would send it to. He Cced me on 2 people that he sent the package 2 explaining that they were always looking for projects. follow up week of 4.28.2014
Curt Blomstrand	Focus Realty Services	Knows Ed, knows Gary, knows the project. Said that he has passed in the past but will take a second look. It was rumored that Focus is the purchaser of the properties on Marsh Creek Road.
David Lee	Braddock and Logan	Spoke with David and he said that it is interesting but they aren't interested in doing any retail development, they might be interested in doing the residential portion if they can do some sort of financial compensation for the retail. Otherwise they aren't interested in the size and the need for retail at the sight. 4.29.2014
Jason Hadnot	Holland and Brooks	Returned my call 4.29.2014 is interested but for a memory care unit, 46 residents on 1.5 acres depending on the parking.
Marcia Giusti	Family Office	Realtor and clayton resident who has a family restaurant in the city, was interested in setting up a restaurant in Clayton with dining room, bar, and pool tables. 4.22.2014 Send approved plans to Marcia 4.23.2014 she is going to give plans to her architect who will look to build another floor and incorporate some office space into the project.
Ryan Leong	SRM Development LLC	Interested but only as a senior assisted living sight
Heather Gray	Windemere Real Estate	Represents a few high networth individuals with personal invesmtnet and interest in Clayton; package was sent on 5/26/2014
Jessica Birmingham	Starbucks RE Rep	Tenant rep broker who is reviewing the site with Starbucks for potential drive thru location; response on 5/29/2014: "Market is not big enough to do a full prototypical store; would prefer a drive thru only kiosk;" have asked to investigate how small of a regular store with a drive thru they would go
	Trader Joe's	Sent the site to the VP of RE in the area; believes it will miss a number of the criteria for their site selection process but is reviewing with internal team; No response as of 5/26/2014
Tom Souza	Sansome Pacific Properties	Active local commercial developers located in San Francisco with existing product throughout the United States; mainly retail oriented Still considering how to approach
James Baldacci	Castle Companies	Currently in the midst of the redevelopment of the Danville Hotel; qualified commercial developer with previous experience in working with downtown sites Still evaluating as of 5/23/2014
Drew Mickel	Reynolds and Brown	Had looked at the Clayton Creekside Commons development years ago and had passed based on the price. I explained city's motivation to work closely with developers and seek a solution so he said to resend the projects. 4.29.2014

Not Interested		
Name	Company	Comments
Chris Neher	Verizon Wireless	Sent info probably not interested but maybe an opportunity for another of the concepts on another team. Said that he would send the package around.
Eric J Chevailer	Address Development	Too Small for them
Greg Endom	Beverages and More	Not interested they already have an Oak Grove store and if they were interested they would want to be at the Regency Center 4.28.2014
	DMB Pacific Ventures	They build master planned communities but I did call and see if they were interested in additional information
Kathy Pelzman	Sees Candies	Sees is not looking for more Northern CA sites
Peter Hellmann	Builder's Land Group	Knows Clayton well and actually worked for Presley when the Town Center Specific Plan was being written and worked on creating the Specific Plan, This isn't his type of project he is more capable of getting entitlements on difficult projects.
Kristin Burger	SummerHill Aaprtment Communities	Project is too small for SummerHill
Ryan Querubin	Bridge Housing Corp	Believes the project will casue the same amount of "headaches" that a larger, more desirable site will
	Yum!	Fortune 500 company who owns Taco Bell, KFC, Pizza Hut, and WingStreet restaurants; does not think that their franchisees would take the site but has kept it on file in order to discuss
Scott Stringer	Bates Stringer Ventures	Received package on week of 4/28/14; residential developer with some mixed use experience; has built in Walnut Creek, Pleasanton, Dublin, Tracy, Danville, Alamo, and is currently in discussion for a site in Pleasant Hill. Checking feasibility of mixed use & residential potential; has mentioned the site is smaller for the amount of work but is going to run it through the numbers; Response as of 5/26/2014; "We are too overwhelmed at this moment to tackle any sites under 3 acres"
Scott Bohrer	Browman Development	Retail developers and investors active in primarily the western United States; site will be qualified on a purely retail standpoint; Response as of 5/29/2014: "Does not believe retail in Clayton will work unless there is an anchor tenant in tow."

Marketing Activities**Marketing Activities**

- Signs Ordered 4.3.2014
- TowneCentreClayton.com reserved and created 4.4.2014
- Flyers for mixed use and retail finalized 4.14.2014
- Eblasts started to developers and investors 4.15.2014
- Signs installed at Oak Street Properties 4.18.2014
- Click reports generated from initial e-blast and follow up calls begun 4.21.2014

WEBSITE LINK IS ACTIVE

<http://www.townecentreclayton.com>

Click Report

Emails (redacted)	Name	Total O	Total C	retailer_name	contact_salutation	contact_first_name	contact_last_name	contact_title
	Eric J Chevailier	8	1					
		3	0	BevMo	Mr.	Greg	Endom	Senior VP of Real Estate and Construction
	Peter Hellmann	3	0					
		2	0	See's Candies	Ms.	Kathy	Pelzman	Real Estate Manager
		2	0	Chipotle	Mr.	Jason	Dedmore	Real Estate Manager
	Tim Saunders	2	1					
		1	0	TOGO's Great Sandwiches	Mr.	Todd	Peterson	VP Franchise Sales
		1	0	TOGO's Great Sandwiches	Ms.	Zina	Hyman	Real Estate Manager
		1	1	Jamba Juice	Mr.	Dale	Goss	Sr. Vice President of Development - West
		1	0	Pizza Factory	Ms.	Mary Jane	Riba	Real Estate Site Selector
		1	1	Arco/ampm	Mr.	Michael	Hager	Network Planning Manager
		1	0	Apple Store	Mr.	Chris	Morse	Retail Real Estate & Development
		1	0	Beauty Center	Mr.	Omar	Muganah	Director of Real Estate
		1	0	Taco Del Mar	Mr.	Deep	Dhindsa	DA Contact
		1	0					
		1	0					
		1	1					
		1	1					
		1	0					
		1	0					
		1	0					
	Scott Stringer	1	0					
	Ryan Gerding	1	0					
	Trece Herder	1	0					
	Jason Hadnot	1	2					
	Darrell Bolognesi	1	1					
	Curt Blomstrand	1	1					
	Michael Smith	1	0					
	Dan Freeman	1	1					
	Rick Rosenbaum	1	0					
	Ryan Leong	19	1					
	Natalie Monk	12	1					
	Ryan Gerding	10	1					
	Eric J Chevailier	4	0					
	David Lee	4	0					
		3	1					
		3	0					
		2	0	See's Candies	Ms.	Kathy	Pelzman	Real Estate Manager
		2	0	Verizon Wireless	Mr.	Chris	Neher	Real Estate Manager
	Carl Campos	2	0					
	Rick Rosenbaum	2	0					
	Aurelia Marchetti	2	0					
		1	0	TOGO's Great Sandwiches	Mr.	Todd	Peterson	VP Franchise Sales
		1	1	Jamba Juice	Mr.	Dale	Goss	Sr. Vice President of Development - West
		1	0	Jeffrey's Toys	Mr.	Mark	Luhn	President
		1	0	A/X Armani Exchange	Mr.	Lary	Hanshaw	President/CEO
		1	0	Chipotle	Mr.	Jason	Dedmore	Real Estate Manager
		1	0	Pizza Factory	Ms.	Mary Jane	Riba	Real Estate Site Selector
		1	0	Arco/ampm	Mr.	Michael	Hager	Network Planning Manager
		1	0	BevMo	Mr.	Greg	Endom	Senior VP of Real Estate and Construction
		1	0	Apple Store	Mr.	Chris	Morse	Retail Real Estate & Development
		1	0	Subway	Mr.	Akki	Patel	President
		1	0	Beauty Center	Mr.	Omar	Muganah	Director of Real Estate

Name		Total Opens	Total Clicks	Retailer Name	Title
Andy Byde	left message 4.28.2014: large home developer and apartment developments	1	0		
Akki Patel	Developers of retail space for Subway. Subway already has a site in Clayton. Left message 4.28.2014	1	0	Subway	President
Aurelia Marchetti	Stick mostly to Berkeley Apartments but will take a look 4.28.2014	2	0		
Omar Muganah	5 locations in Oakland and Berkeley beauty products left message for call back 4.28.2014	1	0	Beauty Center	Director of Real Estate
Cynthia Gates is bus dev. Contact	do renovations and structures city and peninsula offices. Called and left message for bus dev Cynthia gates 4.28.2014 Cynthia called me back and I forwarded her the package on the property	1	0		
Brian Steele SVP Land Acquisition	Message 4.28.2014	1	0		
Carl Campos	said that he had a few people he would send it to follow up next week	2	0		
Chris Neher	Sent info probably not interested but maybe an opportunity for another of the concepts on another team. Said that he would send the package around.	2	0	Verizon Wireless	Real Estate Manager
Curt Blomstrand	Knows Ed, knows Gary, knows the project. Said that he has passed in the past but will take a second look.	1	0		
Dan Freeman		1	0		
Darrell Bolognesi	Message 4.28.2014	1	1		
Dennis O'Brien		1	1		
David Lee	Spoke with David and he said that it is interesting but they aren't interested in doing any retail development, they might be interested in doing the residential portion if they can do some sort of financial compensation for the retail. Otherwise they aren't interested in the size and the need for retail at the sight. 4.29.2014	4	0		
William Murphy		1	0		
Eric J Chevailier	Flyer for Clayton sent 4.21.2014	4	0		
Greg Endom	Not interested they already have an Oak Grove store and if they were interested they would want to be at the Regency Center 4.28.2014	3	0	BevMo	1401 Willow Pass Road
(email redacted)	They build master planned communities but I did call and see if they were interested in additional information	1	0		
(email redacted)	They do solar power installations	1	1		
Michael Hager	Town isn't interested in a gas station	1	1	Arco / ampm	4554 Cross Creek Rd
Mary Jane Riba	Clayton doesn't really fit their daytime population requirements	1	0	Pizza Factory	49430 Road 426
Jason Dedmore	Clayton doesn't really fit their daytime population requirements	2	0	Chipotle	19201 Sonoma Highway
Jason Hadnot	Returned my call 4.29.2014 is interested but for a memory care unit, 46 residents on 1.5 acres depending on the parking.	1	2		
Kathy Pelzman	Sees is not looking for more Northern CA sites	2	0	See's Candies	210 El Camino Real
Lary Hanshow		1	0	A/X Armani Exchange	President/CEO

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Marcia Giusti	Realtor and clayton resident who has a family restaurant in the city, was interested in setting up a restaurant in Clayton with dining room, bar, and pool tables. 4.22.2014 Send approved plans to Marcia 4.23.2014 she is going to give plans to her architect who will look to build another floor and incorporate some office space into the project.				
Mark Luhn		1	0	Jeffrey's Toys	President
Michael Smith		1	0		
(email redacted)		1	1		
Mark Scott		1	1		
(email redacted)	Package sent to bcci through Cynthia Grant	1	0		
Natalie Monk	Message 4.28.2014	12	1		
Patrick Hastie	message	3	0		
Peter Hellmann	Knows Clayton well and actually worked for Presley when the Town Center Specific Plan was being written and worked on creating the Specific Plan, This isn't his type of project he is more capable of getting entitlements on difficult projects.	3	0		
Dale Gross		1	1	Jamba Juice	6475 Christie Avenue
Rick Rosenbaum		2	0		
Ryan Gerding	message	10	1		
Ryan Leong	Interested but only as a senior assisted living sight	19	1		
Scott Roylance		1	0		
Scott Stringer		1	0		
(email redacted)		1	0		
Deep Dhindsa		1	0	Taco Del Mar	15 Crow Canyon Court
Trece Herder		1	0		
Todd Peterson		1	0	TOGO's Great Sandwiches	VP Franchise Sales
Tim Saunders		2	1		
Zina Hyman		1	0	TOGO's Great Sandwiches	18 North San Pedro Street