



March 23, 2017

Alameda County Community Development Agency
Economic & Civil Development Department
224 W. Winton Avenue, Room 110
Hayward, CA 94544-1215
Attention: Susan McCue, Economic Development Manager

**RE: Castro Valley Marketplace, LLC
3295 Castro Valley Blvd.
Daughtrey's Department Store Proposal**

Dear Susan:

We are pleased to present our team's response to the request for interest for the proposed development of the Daughtrey's Department store site at 3295 Castro Valley Blvd in Castro Valley. The members of our team Craig Semmelmeier, Principal and founder of Main Street Property Services, Inc., Sudhish Mohindroo, Principal of SZFM Design Studio, Donna Layburn, Principal and founder of Alameda Natural Grocery and the Alameda Marketplace and Edward Yoo & Sandy Liu, Principals of Blind Tiger in Oakland are investors in Castro Valley Marketplace, LLC a California Limited Liability Company in formation effective March 22, 2017. Each team member will each hold a twenty five percent interest and play an integral role in transforming the project. Craig Semmelmeier will act as the point of contact for Castro Valley Marketplace, LLC:

Craig Semmelmeier
Castro Valley Marketplace, LLC
c/o Main Street Property Services, Inc.
349 Main Street, Suite 205
Pleasanton, CA 94566
e-mail craig@mspsinc.com
direct dial (925) 444-3102

Susan McCue
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On behalf of the partners of Castro Valley Marketplace we look forward to putting over one hundred years of experience to work with the Alameda Community Development Agency Staff and the Castro Valley community to create a community market featuring the finest local purveyors in the communities' favorite gathering place.

Cordially,
MAIN STREET PROPERTY SERVICES, INC.

A handwritten signature in blue ink, appearing to be 'Craig Semmelmeier', with a stylized, circular flourish at the end.

Craig Semmelmeier
Principal
License#01087433

c Sudhish Mohindroo
Donna Layburn
Edward Yoo
Sandy Liu

Market Overview of Proposed Uses



CASTRO VALLEY MARKETPLACE, LLC

Development Team and its Members



CASTRO VALLEY MARKETPLACE, LLC

2. Development Team Summary

The Development Team for Castro Valley Marketplace, LLC consists of five partners each contributing capital as well as their expertise to the project.

While this is the first project that the partners have all worked on together the Principal of Main Street Property Services, Inc. and SZFM Design Studio have been working together for over two decades creating successful retail environments on a fee basis, including La Fiesta Square, Lafayette Mercantile, The Lafayette Clocktower Building, Fiesta Lane and the Park Plaza Shops all in Lafayette.

The most recent of these projects was completed in 2016 for the Bill and Sheu Poy Family, LLC and included the restoration of the original Pioneer Store Building built in the 1860's.

In Addition Craig Semmelmeier acting as a Principal of Main Street Pleasanton, LLC and Main Street II, LLC coordinated the development of 300/310 Main Street, 349 Main Street and 234 Main Street in Downtown Pleasanton with SZFM Design Studio as the lead architect and designer of these projects.

Main Street Property Services relationship with Donna Layburn, Principal and founder of Alameda Natural Grocery and Alameda Marketplace extends over Fifteen years. Consulting with Main Street Property Services, Inc. helped shape her health food store into Alameda Natural Grocery launching the Alameda Marketplace.

Main Street Property Services, Inc. looking for inspiration for a perfect use for the basement of the former Daughtrey's Department Store building discovered Blind Tiger. Edward Yoo and Sandy Liu, founders of Blind Tiger with backgrounds in the restaurant industry as well as real estate development and investment round off the dynamic development team.



SUDHISH MOHINDROO
President and Managing Principal

Mr. Mohindroo has been with the firm since 1981, and has played a pivotal role on many of the firm's most significant projects. His retail expertise has influenced the design quality of each project undertaken by his staff. Having been educated with a strong emphasis in programming, planning and environmental design, Mr. Mohindroo has brought a unique perspective to architecture. These design abilities are demonstrated by several award-winning projects.

His talents are most apparent in fostering the support of the relevant user groups, government review agencies, the general community and special interest groups by involving them in the initial planning phases and by integrating their concerns into the project in ways that support its goals. This experience includes the following: Facilitation of the EIR process; liaison between the developer and the planning department; conducting work sessions with neighborhood associations and other special interest groups; and presentations to review agencies and public hearings.

His understanding and respect of various disciplines contributing to a successful total environmental design has evolved into a design methodology that achieves the best of all contributing members. Past projects have also included artists, craftsmen and visual designers working closely with other design professionals. Mr. Mohindroo's design capabilities along with a hands-on approach have contributed to the approval of several controversial and difficult projects.

Some of his projects are as follows:

- Shops at Todos Santos Façade Improvements, Concord, CA
- Salvio Pacheco Square, Concord, CA
- Plaza Park, Lafayette, CA
- Park Plaza Shops Historic Renovation, Lafayette, CA
- SFIA Restaurants of San Francisco, San Francisco, CA
- La Fiesta Square, Lafayette, CA
- Lafayette Mercantile, Lafayette, CA
- Westgate West Retail Renovation, San Jose, CA
- AvalonBay Walnut Creek Retail Improvements, Walnut Creek, CA
- Corte Madera Town Center, Corte Madera, CA
- Bel Aire Plaza Retail Renovation, Napa, CA
- West Grant Avenue Redevelopment Consulting, Novato, CA
- San Pablo Avenue Streetscape, Emeryville, CA
- City of Concord, Downtown Façade Improvement Program
- Evergreen Village Square Retail Development, San Jose, CA
- 101 Cyril Magnin, San Francisco, CA (San Francisco Architectural Heritage Award)

Master of Architecture, University of California, Berkeley, 1980
Bachelor of Architecture with Distinction (Planning & Urban Design)
School of Planning and Architecture, New Delhi, India, 1976



SZFM Design Studio brings an original perspective to the design of built environments. With broad experience in urban design, mixed use strategy and architecture, SZFM Design Studio designs environments for communities, creating beautiful urban spaces of lasting value. As urban planners, SZFM assembles diverse components to create a unified environment on paper, takes that vision and sees if fulfilled through its architectural design expertise. Harnessing tremendous passion for the design of public spaces, streetscapes and buildings, the designers weave these diverse elements into a cohesive urban tapestry.

SZFM's comprehensive approach has earned it a reputation as the firm to turn to for imaginative yet workable solutions to complex mixed-use challenges. The process it uses is highly participatory, bringing together developers land owners and City agencies with economists, merchants and citizens to collaborative build consensus regarding the future of a particular neighborhood or downtown. Its ability to work collaboratively with other disciplines to produce projects that work for the residents, retail tenants and shoppers at the street level gives added dimension to new developments. In addition, the firm's intricate knowledge of land use, development strategies, and retail leasing give added value to the client.

The firm has worked extensively with clients such as Main Street Property Services, Madison Marquette, CH Realty, Republic Family of Companies, many Bay Area cities and others on downtown improvement projects in the Bay Area. Not only are the principals adept at presenting their projects to these agencies and the public in the best possible light, but their knowledge and ability to successfully negotiate the complex approvals process in several Bay Areas cities is well known in the community.



Edward Yoo

HOSPITALITY ENTREPRENEUR

Edward Yoo is a lifelong Bay Area native and serial entrepreneur. He is the founder and managing partner of Blind Tiger, a pan-Asian tapas restaurant and craft cocktail bar located in an eclectic 8,000 square foot underground space. In addition, he is also the founding partner of Gogi Time, a popular Korean restaurant specializing in a unique table-side cooking experience.

Prior to entering the hospitality industry, Edward Yoo worked as a certified financial planner for six years at a boutique investment management firm in the city. He worked as an integral part of a three-person team that oversaw over \$100 million in portfolio assets.

Edward Yoo also plays a large role in the local arts scene. He served as a founding board member for Oakland First Fridays, an immersive art and community experience that runs on the first Friday of every month that draws more than twenty thousand participants. His work included managing all food vendors / food trucks for the event. Seeing a critical need to have the event be financially self-sustaining, he implemented vendor fee structures that became the largest revenue stream for this free to the public event. In early 2016, he implemented an outdoor beer/sake garden for the First Friday's event to help bolster revenue. In addition to his involvement with the Oakland First Friday's event, he has also worked as a consulting partner at Layer Studios, an art collective that provides workspace for local artists and art workshops / events for the local community.

Through these experiences, Edward Yoo brings a unique set of skills to the hospitality scene: a deep understanding of the diversity, changing culture, and trends of the Bay Area, the ability to analyze financials to ensure commercial success, and an artistic sense and passion that enables him to curate experiences that are palatable to all the senses.



Sandy Liu

REAL ESTATE INVESTOR

Sandy Liu is the managing partner of EQ Management LLC, a property management company overseeing several large multi-family and commercial properties within the Bay Area. In addition, she is the controller for Blind Tiger and Gogi Time restaurants.

Prior to her career in real estate, Sandy Liu spent many years working in the technology sector. After obtaining her master's from University of Pennsylvania in Computer Graphics and Game Technology, she worked for several global multinational firms including Electronic Arts and Intel as a senior engineer and producer.

In addition, Sandy Liu successfully launched and sold her start-up, Neomyx Corporation, a cross border publisher for mobile games. Through this start-up, she successfully licensed and published several top grossing mobile titles in Asia. This paved the way in becoming the exclusive publishing partner of China Mobile for a series of North American launches. In early 2016, the company was acquired by Locojoy Games, a large mobile gaming company based in China.

BIO FOR DONNA LAYBURN

Donna calls her early passion in organics as her "Earth Mother Years"; involved in organics, beekeeping, "good food", co-ops and environmental issues (before organics were popular) on the Half Moon Bay coastside where she raised her daughters.

In the 1970's Donna owned a yarn/weaving and basketry shop in Half Moon Bay, her first foray in operating her own business.

For over 12 years, she was in the mortgage banking business as a Vice President of Operations and ended her mortgage career in the early 1990's as the Senior Vice President of Loan Originations at San Francisco Federal Savings and Loan.

She and husband Gerald operated two health food stores one in Rockridge in Oakland and one in Alameda until their expansion into the current Marketplace location. As owner of Alameda Natural Grocery, she is passionate and dedicated to educating customers on the importance of knowing where their food comes from, how and where it's grown, how it supports local farmers, and affects the health of our bodies and our planet.

She is most well known as the founder and master developer of the "Alameda Marketplace". The Marketplace opened in 2003, is an adaptive reuse of the 1930 Ford Dealership in Alameda. It is now a hub of organic, natural and 8 independent food vendors from bakeries, coffee shop, groceries, meat and prepared foods.

This project was instrumental in aiding the renaissance of Park Streets revitalization. A lover of the arts, Donna, along with Janet Koike and Alameda Municipal Power's Rebecca Irwin, launched, raised the funds and were responsible for the 10 power box art installations in the Downtown Alameda district. Currently, Donna is the President of the Downtown Alameda Business Association and involved in the movement to keep the Downtown District viable, vital and inviting to the Community.



MAIN



STREET

PROPERTY SERVICES, INC

Company Profile

www.MSPSINC.com

COMPANY BACKGROUND

Founded in 1997, Main Street Property Services, Inc. with offices in Lafayette and Pleasanton, California is a premier retail real estate services company providing the highest level of specialized leasing, project positioning, remerchandising, development, and tenant representation services for retail property owners, investors, tenants and municipalities throughout Northern California.

By focusing exclusively on retail, Main Street Property Services, Inc. provides clients with a competitive edge by supplying first-hand knowledge of activities and transactions throughout the retail real estate industry.



has established itself as a leader in leasing and downtown shopping districts and retail projects throughout Northern California.

The primary focus at Main Street Property Services, Inc. is remerchandising and leasing downtown retail shopping districts as well as community, neighborhood, and lifestyle centers.

Special attention is paid to every detail in the projects represented by the company. Main Street Property Services, Inc. works to establish the best possible merchandise mix for each project creating a selection of retailers that results in increased retail performance.

Main Street's objective is to achieve maximum value for our clients by providing superior long term solutions to retail projects utilizing creative leasing strategies.



Main Street Property Services, Inc. is a hands-on company that involves itself in a project from entitlement to completion of leasing. Responding to the needs of developers, owners, investors and retailers, the company provides a full-range of services and

PROJECT POSITIONING

The merchandising of any successful center drives the marketing efforts. For this reason, Main Street Property Services, Inc. provides in-depth analysis of a trade area's retail activity, competition, demographics, and psychographics to determine leasing strategies prior to developing a merchandising plan. These steps are crucial to expand the customer base and potential consumer drawing power of retail districts and shopping centers.

With over 25 years of industry experience and successful long-term long-term retailer relationships, develop retailer relationships, Main Street Property Services, Inc. develops merchandising plans and facilitates their implementation beyond the initial leasing process, including an appropriate ongoing action plan.



The discipline to implement the project merchandising plan and create the ultimate merchandise mix, often requires manufacturing a deal.



LA FIESTA SQUARE
LAFAYETTE, CALIFORNIA

Retail experience and landlord roles on properties provides Main Street Property Services, Inc. with the exceptional position to visualize a store and its use prior to speaking with an interested retailer. The company develops relationships with business owners that fit the marketplace and help them in their expansion to make sure a space is leased to the right operator. Committing to the strategic plan shows through our long-term relationships with both property owners and retailers.

Main Street Property Services, Inc. capitalizes on the potential of a retail property with an understanding of its merchandising potential which reflects current trends and market conditions and includes the impact of a leasing strategy on the future value of the property. Real estate knowledge and interpretation of the current retail market provides a competitive advantage to the projects that the company represents.

DEVELOPMENT SERVICES

Main Street Property Services, Inc. provides a full range of development services for shopping environments. The company's specialty lies in identifying underutilized properties with greater retail merchandising opportunity and creating development strategies which maximizes the potential of the site. Main Street Property Services, Inc. pays attention to specific physical changes and consistent application of retail principles promoting the best re-tenanting efforts. Achieving the optimum sales performance maximizes the value of each project.



Main Street Property Services, Inc. is a partner in several downtown retail projects. As a development partner with Main Street Pleasanton, LLC, and Main Street, II, Main Street Property Services, Inc. successfully rebuilt and re-merchandised two city blocks in downtown Pleasanton.



As a direct result of Main Street Property Services, Inc.'s involvement and careful supervision of architectural design, construction, and proforma development, the Main Street Pleasanton projects have exceeded the goals and expectations of the partnership.

Main Street Property Services, Inc.'s development responsibilities include: acquisition entitlement of new developments and redeveloped properties, coordination with architectural and construction management, proforma development, tenant improvement, management, merchandising, leasing, and property management.

PROPERTY MANAGEMENT

Main Street Property Services, Inc. has the expertise to conceive and develop long and short-term strategies and solutions to ensure asset preservation. The company's experienced property management team is dedicated to executing these plans. The primary goal is to work to enhance the value of each asset through pro-active, hands-on management; strategic property repositioning and construction management, timely and accurate financial reporting, structured to fit each individual owner's specific needs delivered to Main Street Property Services, Inc. clients and partners.



This access enables Main Street Property Services, Inc. to operate with seamless communication, timely coordination, and immediate responsiveness to owners and retailers. The overall result is the ability to deliver superior service, thus maximizing the value of the assets in the property portfolio.



Main Street Property Services, Inc. facilitates a seamless link between development, leasing and ownership, providing a conduit for information and results. The added advantage is immediate access to both leasing and development, with availability to specialists in these divisions.

Main Street Property Services, Inc.'s experienced property managers and administrators have a direct hands-on approach. The company has a reputation for putting quality performance first, ensuring each property receives outstanding service and the best value from its vendors. A personalized management style makes Main Street Property Services, Inc. readily available and responsive to tenants and their needs.

RETAILER RELATIONSHIPS

Main Street Property Services, Inc. identifies market trends and uses them to create and implement strategies for retail properties by blending experience and ongoing retailer relationships.

Main Street Property Services, Inc. has been helping dynamic retailers expand since its inception. In 1997, Principal involvement, individual attention, and an in-depth understanding of the retail industry gives Main Street Property Services, Inc. an advantage over other leasing companies. Represented by the firm, Main Street Property Services, Inc. consults with retailers to devise strategic business plans. Acting as a retail partner, the company assists with building store design, and merchandise mix.



Working to clearly understand the client and their competition, Main Street Property Services, Inc. creatively and effectively market their concept and provide the best options for available site selection in the market. In addition to site selection, Main Street Property Services, Inc. educates Landlords about the potential of expanding retail businesses and emerging trends, which favorably reinforces the position of the retailers.

Main Street Property Services, Inc. prides itself on testimonials from retail prospects represented by the company, as well as retailers that we have represented at the projects leased by the company. Prosperous retailers beget successful retail projects. Main Street Property Services, Inc.'s success lies in the creation of both.



Providing more than an evaluation of current market conditions to expanding retailers, the company identifies retail trends which may help position our clients above their competitors.

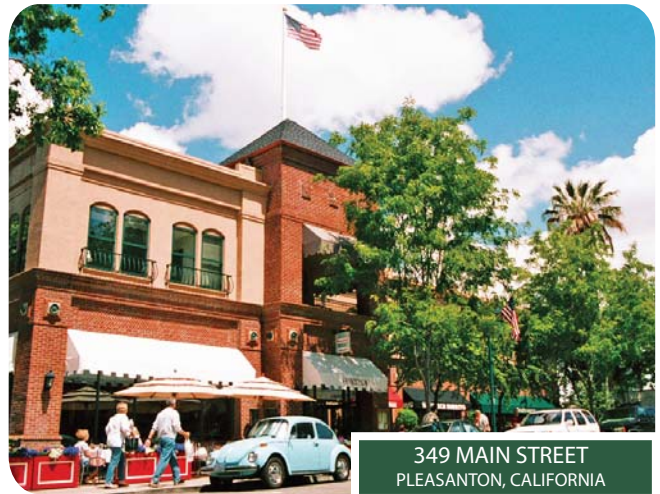
PROJECT CONSULTING

In addition to its traditional leasing, management, and redevelopment activities, Main Street Property Services, Inc. also provides specialized consulting services to municipalities. These services are focused on upgrading underperforming retail trade areas that lack a critical mass of quality retail. This is done through the creation of a new project or trade area identity while being sure to maintain the City's objectives by keeping their best interest in mind. Main Street Property Services, Inc. has developed a successful track record in attracting quality retailers that ensure a project or trade area's long-term success.



The new identity is then used to attract the highest quality retail tenants possible. Through project positioning, aggressive marketing campaigns, public relations, and proper tenant evaluation.

Main Street Property Services, Inc. includes the following in its scope of municipality consulting services to ensure the highest level of success for retail tenants:



Application of shopping center business principles and best practices to retail streets and districts.

Education of property owners, government officials, retailers, and restaurants on the benefits of adhering to a retail business plan.

Development of a merchandising plan and prospective tenant list specific to each project/trade area's potential and position.

Recruitment of restaurants and retailers appropriate for the project/trade area's location and status.

Coordination of all forms of project/trade area marketing; including consumer marketing to enforce the image and perception established for the project.

These types of services frequently act as the revitalization catalyst to improve the quality of retail tenancy not only in the subject project/trade area but also in surrounding retail properties. The result is enhanced retail property values throughout the subject area with a noticeable increase in retail sales and corresponding revenue.

PARTIAL LIST OF RETAIL PROJECTS SUCCESSFULLY REPRESENTED BY MAIN STREET PROPERTY SERVICES, INC.

1 Henry Adams
San Francisco, California
GLA: 13,140 square feet

234 Main Street
Pleasanton, California
GLA: 4,840 square feet

300/310 Main Street
Pleasanton, California
GLA: 13,691 square feet

349 Main Street
Pleasanton, California
GLA: 12,662 square feet

3200 College Avenue
Oakland, California
GLA: 18,000 square feet

402 Railroad Avenue
Danville, California
GLA: 5,000 square feet

855 Brannan
San Francisco, California
GLA: 22,124 square feet

Avalon Walnut Creek
Walnut Creek, California
GLA: 40,000 square feet

Bel Aire Plaza
Napa, California
GLA: 260,000 square feet

The Clocktower
Lafayette, California
GLA: 26,000 square feet

Downtown Pleasant Hill
Pleasant Hill, California
GLA: 340,000 square feet

Fiesta Lane
Lafayette, California
GLA: 12,000 square feet

Gilman Village
Berkeley, California
GLA: 38,000 square feet

Jack London Square
Oakland, California
GLA: 210,000 square feet

La Fiesta Square
Lafayette, California
GLA: 70,000 square feet

Lafayette Mercantile
Lafayette, California
GLA: 23,000 square feet

Lakeshore Plaza
San Francisco, California
GLA: 172,000

Main Street Plaza
Walnut Creek, California
GLA: 160,000 square feet

The Marketplace at San Ramon
San Ramon, California
GLA: 166,585 square feet

Orinda Theatre Square
Orinda, California
GLA: 87,000 square feet

Pacheco Plaza
Novato, California
GLA: 73,000 square feet

Park and Central
Alameda, California
GLA: 40,000 square feet

Park Plaza Shops
Lafayette, California
GLA: 8,000 square feet

Parc on Powell
Emeryville, California
GLA: 13,681 square feet

Pleasant Hill Center
Pleasant Hill, California
GLA: 234,000 square feet

Potrero 1010
San Francisco, California
GLA: 21,625 square feet

The Promenade
Emeryville, California
GLA: 11,500 square feet

The Public Market
Emeryville, California
GLA: 260,000 square feet

Red Hill Shopping Center
San Anselmo, California
GLA: 97,000 square feet

The Rose Garden
Danville, California
GLA: 48,550 square feet

Salvio Pacheco Square
Concord, California
GLA: 37,000 square feet

Shops at Todos Santos Plaza
Concord, California
GLA: 30,096 square feet

Silverado Plaza
Napa, California
GLA: 84,000 square feet

The Riverfront
Napa, California
GLA: 42,000 square feet

Three Ygnacio Center
Walnut Creek, California
GLA: 160,000 square feet

Ygnacio Plaza
Walnut Creek, California
GLA: 110,000 square feet

Craig Semmelmeier

Principal

Craig Semmelmeier is Founder and Principal of Main Street Property Services, Inc. As Principal and Founder of Main Street Property Services, Inc. Mr. Semmelmeier acts as development partner and leasing agent on downtown properties and shopping centers throughout the San Francisco Bay Area. Property owners, developers, municipalities and retailers alike seek his ability to provide retail solutions which respond to the marketplace and the needs of the communities which they serve.

In addition to providing leasing strategies to property owners and developers, Mr. Semmelmeier has consulted on the development and remerchandising of retail projects for institutional clients such as AMB Property Company, GMS Realty, Branagh Development, Burnham Pacific, Bay 511 Corporation, Prudential, The Yarmouth Group, Bramalea U.S. Properties, The Clorox Company, Kemper Real Estate Management, United Bank of Switzerland, The Cortese Investment Company, Oakland Portside Associates, and the RREEF Funds. In addition to his work with property owners, he has also worked representing retail properties, some of which include The Public Market, Emeryville; Oakland City Center, Oakland; The Marketplace at San Ramon, San Ramon; Ygnacio Plaza, Walnut Creek; Tassajara Crossing, Danville; Crocker Galleria, San Francisco; Riverpark Square, Spokane, Washington; Downtown Pleasant Hill, Pleasant Hill; Lakeshore Plaza, San Francisco; Bel Aire Plaza, Napa; La Fiesta Square, Lafayette and Salvio Pacheco Square at Todos Santos Plaza in Downtown Concord.

Mr. Semmelmeier's contributions extend beyond the leasing of new and redeveloped projects and include the overall remerchandising and repositioning of projects throughout Northern California.

In his capacity as Principal of Main Street Property Services, Inc. Mr. Semmelmeier directs all company development efforts and is a partner in Main Street Pleasanton, LLC. This company successfully rebuilt and remerchandised two city blocks in downtown Pleasanton. As a partner in the company, Mr. Semmelmeier's responsibilities included acquisition entitlement of new and redeveloped properties, coordination with architectural and construction contractors, merchandising, leasing and property management.

Along with directing the company's development efforts and providing site selection and lease negotiation services, Mr. Semmelmeier evaluates market conditions, trends, and competition to help growing retailers.

Prior to founding Main Street Property Services, Inc. in 1997, Mr. Semmelmeier was a retail leasing specialist in the San Francisco headquarters of Terranomics Retail Services for five years. His ongoing commitment to the retail real estate industry is reflected in his role as speaker for various audiences. Mr. Semmelmeier is an active member of the International Council of Shopping Centers and has also served as a member of the Northern California Program Committee for ICSC which directs all programming efforts at the state level for the 40,000 member trade association.

Steve Lawton

Retail Consultant

Stephen Lawton is a Retail Consultant at Main Street Property Services, Inc., providing advisory services to owners, developers, and public agencies seeking to establish or reposition walkable, mixed-use retail districts. He is dedicated to assisting Main Street's clients navigate the complex physical, financial, governance, and community issues that accompany urban infill development.

For private sector clients proposing new, mixed-use buildings or communities, Mr. Lawton assists with retail market feasibility, site planning, entitlement support, public outreach, architectural review, shell specification, and community governance. For public sector clients grappling with changes in their retail streets, Mr. Lawton assists with merchandising perspectives, sales tax analysis, capital improvement programs, and economic development strategies.

Walkable, commercially successful retail streets are irreplaceable civic assets that create identity and provide amenity. Mr. Lawton's deep understanding of the complex interplay of public and private interests is of particular value as the internet and new consumer habits transform the retail sector. He applies more than twenty years of experience in strategic consulting for private-sector clients, and a decade of redevelopment leadership in the public sector, to deliver practical solutions for clients.

Previous public-sector redevelopment accomplishments include the retail program and tenanting of large mixed-use projects, the programming and delivery of a festival marketplace, supervision of major public construction projects, completion of complex property transactions and processing of large land entitlements. He led the effort that created the first form-based zoning code to be adopted into the law of a California city, and helped facilitate a change to state law allowing innovations in zoning.

Mr. Lawton provides institutional-quality consulting services to Main Street Property Services, Inc. clients. His previous consulting engagements include clients at Goldman Sachs, Federal Express, Bank of America, Hongkong Bank, United States Postal Service, and Burlington Northern Railroad. He is also the co-inventor of an electronic commerce system, US Patent 5832100.

Mr. Lawton is an active member of the East Bay Programs Committee for the Urban Land Institute's San Francisco District. He previously served as the Public Sector Chair of the Northern California Alliance program of the International Council of Shopping Centers. Mr. Lawton is a founder of the California Chapter of the Congress for the New Urbanism, and Chair of an advisory committee to the Contra Costa County Board of Supervisors.

Mr. Lawton holds a Bachelor of Arts degree in Economics from the University of California, Berkeley, is a published author, a licensed real estate broker, and an active member of the International Council of Shopping Centers.

Mike Semmelmeier

Retail Consultant

Mike Semmelmeier is a Retail Consultant for Main Street Property Services, Inc. and specializes in seeking out high quality, eclectic retailers and restaurants and incorporating them into projects represented by the company. His primary focus is to establish the best possible merchandising mix so that properties are responsive to both the needs of the consumer and the needs of the tenant.

Mr. Semmelmeier prides himself on extensive trade area knowledge including up-to-date information on all retail activity, knowing this is imperative for creating a superior tenant mix. Generating greater foot traffic and substantially increasing sales, Mr. Semmelmeier is determined to improve the quality of retail tenants. Focusing on specialty retail recruiting, he has complemented the team at Main Street Property Services, Inc. and adds leverage to the company's commitment to repositioning projects into unique lifestyle villages.

Mike Semmelmeier has successfully leased high density mixed use properties in Emeryville at Parc on Powell and San Francisco, including 1 Henry Adams, 855 Brannan Street, and Potrero 1010. Mr Semmelmeier assisted Equity Residential select the optimal tenant mix for each new community and navigate the complexities of mixed use infrastructure; as well as the challenges of approval of retailers and restaurants for his projects.

Prior to joining Main Street Property Services, Inc. Mr. Semmelmeier served in the United States Navy, achieving the rank of Air Traffic Controller, Petty Officer Second Class. Mr. Semmelmeier served in Arlington National Cemetery as a Casket Bearer as part of the Presidential Honor Guard, Washington, D.C.

Mr. Semmelmeier received a Bachelor's of Science degree in Aeronautics from Embry-Riddle Aeronautical University in Prescott, Arizona. Mr. Semmelmeier is a licensed Real Estate Salesperson in the state of California, and an active member of the International Council of Shopping Centers (ICSC).

Ryan Semmelmeier

Retail Consultant

Ryan Semmelmeier is a Retail Consultant for Main Street Property Services, Inc., working as part of the Leasing Team to develop and maintain relationships with local, regional, and national retailers and restaurants for Main Street Property Services' projects throughout Northern California. He is responsible for proactively seeking out high-caliber, specialty retailers and restaurants and incorporating them into Main Street Property Services' various projects.

Mr. Semmelmeier's primary goal is to establish the best possible merchandising mix ensuring each property is positioned to maximize the value of the assets. He is dedicated to recruiting quality retailers and employing an optimal tenant mix. Mr. Semmelmeier's retail expertise results in the successful leasing and transformation of Main Street Property Services' projects into unique lifestyle villages and main streets that will maximize the client return on investment, while creating a profitable experience for the project's specialty retailers and restaurants.

Mr. Semmelmeier prides himself on the relationships with property owners and developers throughout the Bay Area, including JCM Partners, Avalon Bay Communities, The Andrews Family Trust, and Park Street Properties, LLC. Experience as a retail leasing agent and in property management has facilitated Mr. Semmelmeier's understanding of how to get a deal done and how to make a deal work for all concerned. Mr. Semmelmeier is accredited with bringing local, regional and national retailers to Main Street Property Service's various projects such as Starbucks, Third Workplace, Bridges Salon, The Hop Grenade, Poke Koma, Parada, Naan N Curry, as well as other tenants. Mr. Semmelmeier's current projects include Avalon Village in Walnut Creek, Salvio Pacheco Square and Shops at Todos Santos Plaza in Concord.

Mr. Semmelmeier attended California State University, Chico and studied Business Marketing. Mr. Semmelmeier is a Licensed Real Estate Salesperson in the State of California and is an active member of the International Council of Shopping Centers (ICSC).

Amanda Smith

Retail Consultant

Amanda Smith is a Retail Consultant for Main Street Property Services, Inc of Lafayette, California.

Ms. Smith's primary goal is to work to enhance the value of each property through pro-actively, seeking retailers that will bring added value to each project in which she's involved. Her commitment is to develop and cultivate strong relationships with both the retailers and prospective tenants.

Incorporating high quality specialty retailers into shopping centers and downtown districts, transforming them into unique lifestyle village establishments is one of Ms. Smith's talents. Ms. Smith works on a variety of projects in the Main Street Property Services, Inc. portfolio, including lifestyle centers, central business districts, and neighborhood shopping centers. Ms. Smith has relationships with specialty retailers and works on projects throughout the San Francisco Bay Area, including Park Plaza Shops in Lafayette and 1320-1364 Park Street in Alameda. These ownerships include Bill & Sheu Poy Family, LLC and Park Street Properties, LLC.

Prior to joining the Main Street Property Services, Inc. team, Ms. Smith worked in the radio industry at CBS Radio in San Francisco. Her dedication and passion for real estate makes her an integral part of the Main Street Property Services, Inc. team.

Ms. Smith received a Bachelor's degree from San Francisco University, is an active member of the International Council of Shopping Centers, and is a licensed Real Estate agent in the state of California.

Charon Semmelmeyer

Property Accountant / Office Manager

Charon Semmelmeyer is the Property Accountant/Office Manager for Main Street Property Services, Inc. As the office manager, Charon uses her keen organizational skills and personable demeanor to maintain the Human Resource files as well as conduct quintessential employee orientation and training. Due to her exemplary ability to multi-task, Mrs. Semmelmeyer provides reinforcement to all departments as needed.

Mrs. Semmelmeyer is instrumental in the coordination and administration of corporate accounting for Main Street Property Services, Inc., including payroll production. She is also responsible for handling the accounts payable and accounts receivable for the corporate accounts.

Mrs. Semmelmeyer is highly skilled in Lease preparation and documentation and provides valuable assistance to the Property Management Department. Mrs. Semmelmeyer oversees all compliance and maintenance of corporate, management, and tenant files. She is the primary support to the principal of Main Street Property Services, Inc., the property administrator, and the leasing team.

In addition to her human resource duties, Mrs. Semmelmeyer oversees all office management and is responsible for completing business statements and corporate forms from the State of California.

Mrs. Semmelmeyer is proficient in Yardi, Excel, and Quickbooks. She has been an essential employee at Main Street Property Services, Inc. since 1999.

Holly Sonne

Marketing / Design Coordinator

Holly Sonne is the Marketing and Design Coordinator for Main Street Property Services, Inc. Mrs. Sonne is responsible for maintaining and developing the Main Street Property Services websites and the company's technology systems as well as graphic design work for various company projects.

Mrs. Sonne heads the construction of the company website as well as the development of individual project websites. Mrs. Sonne implements strategic web designs aimed at creating a superior web experience tailored to the needs of each client. Mrs. Sonne positions the Main Street Property Services website ahead of the competition with the integration of a variety of website features that make it easy to navigate.

Mrs. Sonne is responsible for designing and updating all company and project brochures as well as supplementary marketing materials. She creates elaborate and detailed site plans to be included in brochures, on project websites, and designs a variety of project signs.

Mrs. Sonne's graphic design and web development expertise allows her to transform company projects from concepts to reality. Her efforts support Main Street Property Services, Inc.'s reputation for implementing creative and superior marketing programs. As the Systems Administrator, Mrs. Sonne is also responsible for maintaining the company's technology systems in optimal conditions for increased productivity. She identifies and evaluates best practices to improve the efficiency of both internal and external information systems.

Mrs. Sonne has extensive experience in graphic design, including advanced use of Illustrator, InDesign, Photoshop, as well as other programs in Adobe Creative Suite. Mrs. Sonne's expertise in design programs and website management makes her an integral part of the Main Street Property Services, Inc. team.

Simone Walters

Leasing Coordinator

Simone Walters is the Leasing Coordinator for Main Street Property Services, Inc. Ms. Walters develops and maintains relationships with local, regional, and national retailers and restaurants for Main Street Property Services, Inc. projects throughout Northern California.

Ms. Walters has a true passion for building relationships and is committed to increasing the quality of tenants that are incorporated in each project. She is responsible for defining and implementing strategic marketing efforts to maximize Main Street projects' success in the retail and real estate industry. As a member of the company's marketing and leasing teams, her enthusiasm appeals to quality tenants to transform projects into unique and attractive shopping centers.

Ms. Walters previously worked for Kosmont Companies as Office Coordinator. Her primary focus was processing transactions for three Designated Local Authorities (public agencies): Merced, Los Banos, and Mendota. She also worked with the Chief Operating Officer on proposals and agreements, which included managing insurance requirements, as well as helping with administrative matters involving the real estate brokerage firm, Kosmont Realty Corporation.

Ms. Walters received a Bachelor of Science degree in Psychology and Biology from Xavier University of Louisiana and is an active member of the International Council of Shopping Centers.



WWW.MSPSINC.COM

Description of Relevant Experience



CASTRO VALLEY MARKETPLACE, LLC

3. Description of Relevant Experience

234 Main Street

Craig Semmelmeier as a Principal in Main Street Pleasanton, LLC worked on behalf of the partnership to acquire the 234 Main Street site in Downtown Pleasanton from the FDIC. The existing structure and demolition of the interior improvements had commenced prior to acquisition the building was in poor condition requiring major structure repair and façade improvement of an existing 5,440 sq. ft. development consisting of 4,840 sq. ft. of retail and 800 sq. ft. of office space on Main Street in downtown Pleasanton. This renovation presented a unique opportunity to restore vitality and pedestrian activity to this part of downtown Pleasanton.. Main Street Pleasanton, LLC retained SZFM Design to reposition the property for one of our most successful retail tenants Fleet Feet Sports and a future restaurant. In its former condition, this building did not feel like a real part of downtown, and appeared very institutional in form, looking like two buildings patched together, without the characteristics that could lend itself to multiple retail use. SZFM created a 'two-building' design with the possibility of multiple tenancies, with vertically-oriented individual façades, tall wood storefronts, decorative tile transoms and fabric awnings. Exterior lighting on the facade and underside of the awnings created a welcoming and safe pedestrian atmosphere. On the southern façade, an existing window was converted into a door opening, and a new window added to better utilize the outdoor patio, activating the southwest corner of the building, which is prominent when entering the downtown from Bernal Avenue.

The property was acquired all cash for \$900,000.00, in excess of \$1,100,000.00 was invested into the property using a loan from First Republic Bank to finance the improvements. The project was completed in 2013.

Park Plaza Shops

Main Street Property Services, Inc. and SZFM Design Studio were retained by the Bill and Sheu Poy Family Trust, LLC to redevelop approximately 8,000 sq. ft. of retail space on Lafayette Plaza Park on a fee basis consisting of 3535-3541 Plaza Way and 996-998 Moraga Road. The project was completed in 2016 at a total cost of One Million Seven Hundred Thousand Dollars. The Ownership contributed Four Hundred Thousand Dollars of equity with an additional One Million Three Hundred Thousand Dollars of construction and take out financing was coordinated through Rich Carlson of Exchange Bank. The area around Plaza Park, at the intersection of Moraga Road and Mt. Diablo Boulevard, had always served as the heart of the Lafayette community but the Plaza Park buildings were underutilized with the former Pioneer Store building vacant for

over fifteen years. SZFM had previously redesigned and revitalized Plaza Park for the City, and the Plaza Park Shops project addressed the upgrades and revitalization of the historic buildings adjoining the park. The structural and design improvements made here have radically improved the community and restored the cultural significance of the entire area.

SZFM designed façade improvements within four adjoining buildings in the Park Plaza area, consistent with goals set by the City of Lafayette in the Downtown Specific Plan and the Plaza Way Overlay District. The historic Pioneer Store (3537 Plaza Way) was given a new wood porch and had its historic gabled roof line restored. The other buildings received parapet repairs and refinishing, decorative tile work, paint, outdoor seating, and some new wood storefronts and fabric awnings. The existing boardwalk in front of the Pioneer Store building now has a vibrant, successful outdoor seating area for the new Sideboard restaurant. The raised level of the boardwalk encourages people to sit and enjoy their food, and enjoy the view of the plaza over the parking along Plaza Way.

Main Street Property Services coordinated all aspects of the project on behalf of the Bill and Sheu Poy Family, LLC from entitlement construction management, financing, leasing and management.

Demonstration of Financial Capacity



CASTRO VALLEY MARKETPLACE, LLC

4. Financial information on the members of Castro Valley Marketplace, LLC is included in a separate envelope marked CONFIDENTIAL. No members of the Development Team have any non-performing loans or projects lost to foreclosure.

Preliminary Development Concept



CASTRO VALLEY MARKETPLACE, LLC

5. Preliminary Development Concept

The Castro Valley Marketplace will be a renovation of the existing Daughtrey's Department Store. Four openings of approximately 16' each on the eastern side of the building will open on the Paseo. The space on the paseo is ideal for outdoor seating, and merchandising of produce. Strategic renovations will transform the former Daughtrey's into a department store of artisan food and related specialty goods and lifestyle services.

The ground floor will be occupied by Alameda Natural Grocery Company's newest store branded as Castro Valley Natural Grocery Company and eight to sixteen specialty food purveyors including a butcher shop, wine shop, fish monger, gourmet cookware, prepared foods, floral shop, gelato, bakery and sidewalk café.

The Second floor or mezzanine space will be used for services related to the lifestyle of the Castro Valley resident including housewares, cooking school, yoga, and spa services.

The basement use will be used primarily for storage for Castro Valley Natural Foods and the food vendors. The basement will feature a restaurant and bar concept developed by Edward Yoo, the creator of Blind Tiger in Oakland's Temescal district that will have its feature entrance into the basement from the western side of the building.

Upon entering into a Disposition and Development Agreement with Alameda County Castro Valley Marketplace, LLC would expect to obtain entitlements, complete construction documents, obtain building permits and commence construction within Nine months. Construction for the building and tenant improvements would be completed within One Hundred and Eighty days from obtaining a building permit putting the project on schedule for a Fall 2018 opening.

6. Market Overview and Land Value Estimate

Although Castro Valley has not been considered a vibrant retail center and lacks a downtown or town square the key indicators of a successful project continue to be favorable; high household incomes and education levels, a market that surrounding communities aspire to live in, and access to BART we see clear indicators that an opportunity exists for a successful downtown retail environment. Enclosed you will find the Market Study prepared by Kate Hoeksema, the Growth Solutions Analyst for KeHE a major vendor of Alameda Natural Grocery. The Principals of Castro Valley Marketplace, LLC believe that a catalyst project at the Daughtrey's site well executed will result in a tipping point towards a vibrant more pedestrian oriented downtown.

The reuse of the existing structure creates an opportunity to create a new position for Castro Valley's retail strip and would provide a much needed anchor and community gathering place that traditional retailing cannot provide.

Castro Valley Marketplace, LLC has based its assumptions on an acquisition price of Nine Hundred Thousand Dollars paid to Alameda County. The acquisition of the property would be paid all cash with equity provided by the Members of Castro Valley Marketplace, LLC. Improvements to the Daughtrey's building including hard and soft costs are estimated to be nearly Six Million Dollars which would be financed.

References



CASTRO VALLEY MARKETPLACE, LLC

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REFERENCES

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GOODNESS FOLLOWS.*



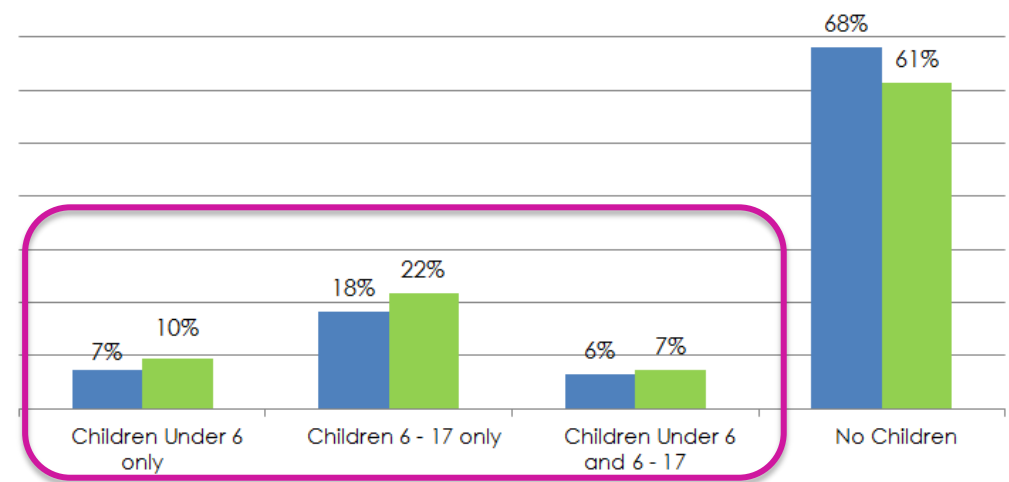
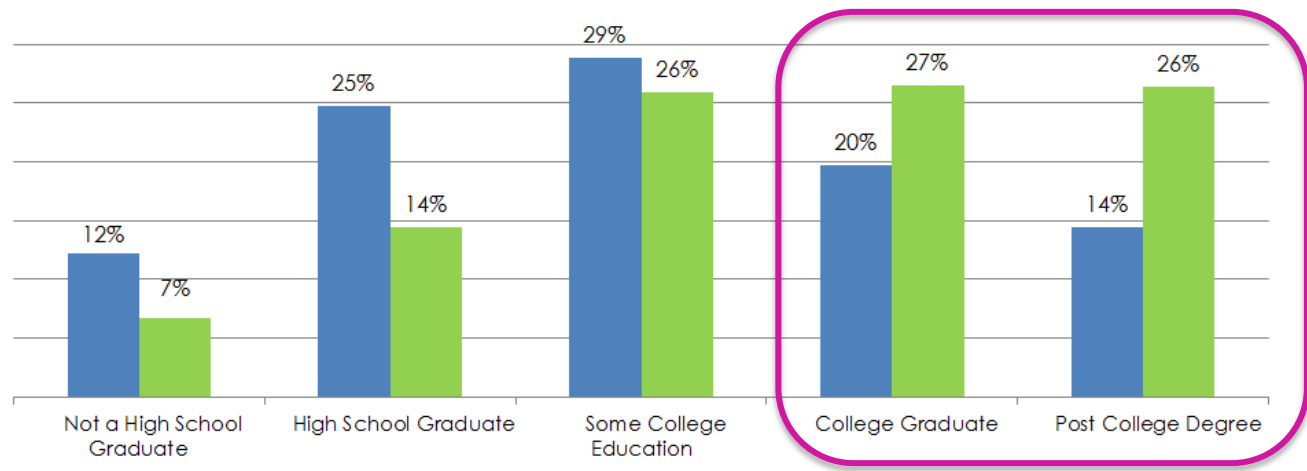
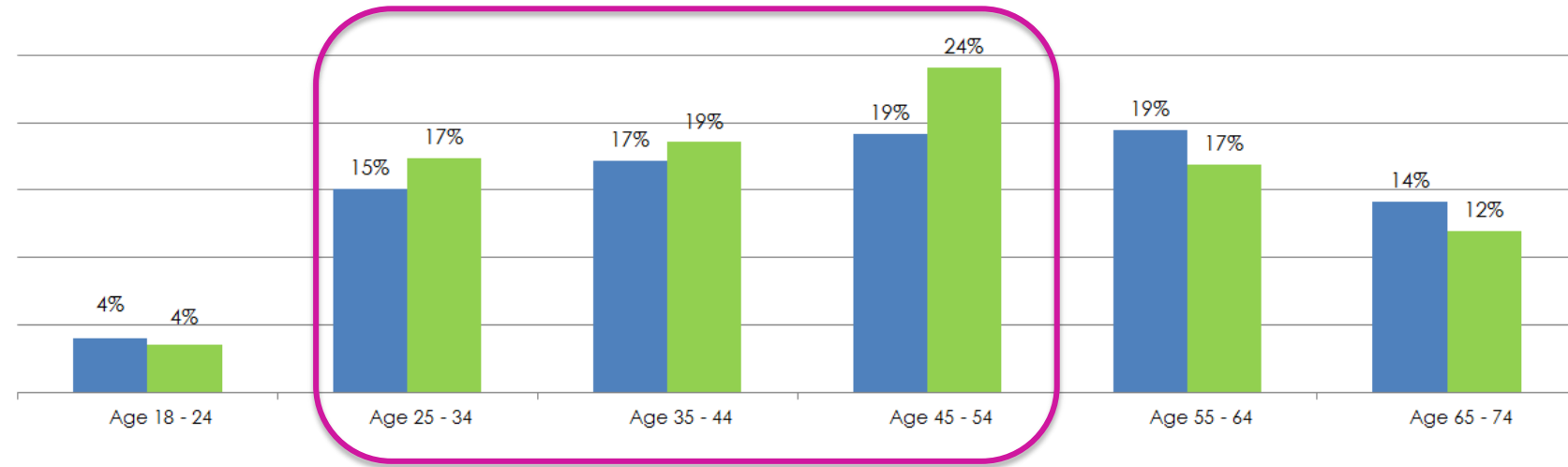
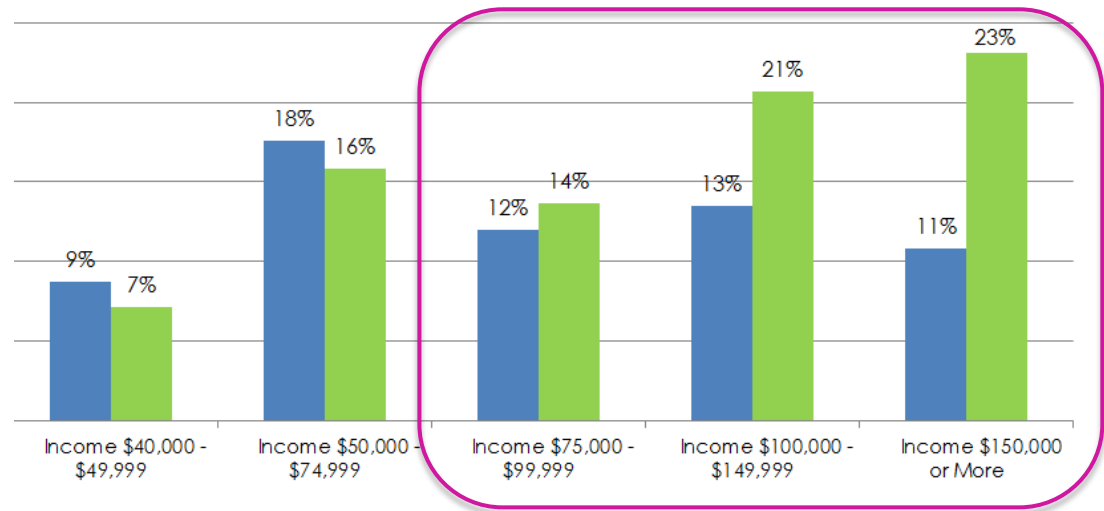


Store Demographics Alameda Natural Grocery

March 2017

WHO IS THE NATURAL/ORGANIC SHOPPER?

The typical purchaser of natural and organic products has a higher income, is well-educated, is a millennial or boomer, and has children.

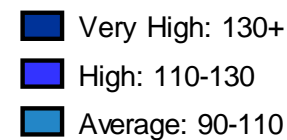


■ TTL US ■ NATURAL/ORGANIC

HOW DOES IT COMPARE?

The demographics of this Castro Valley store location align well with the demographics of the Natural food shopper.

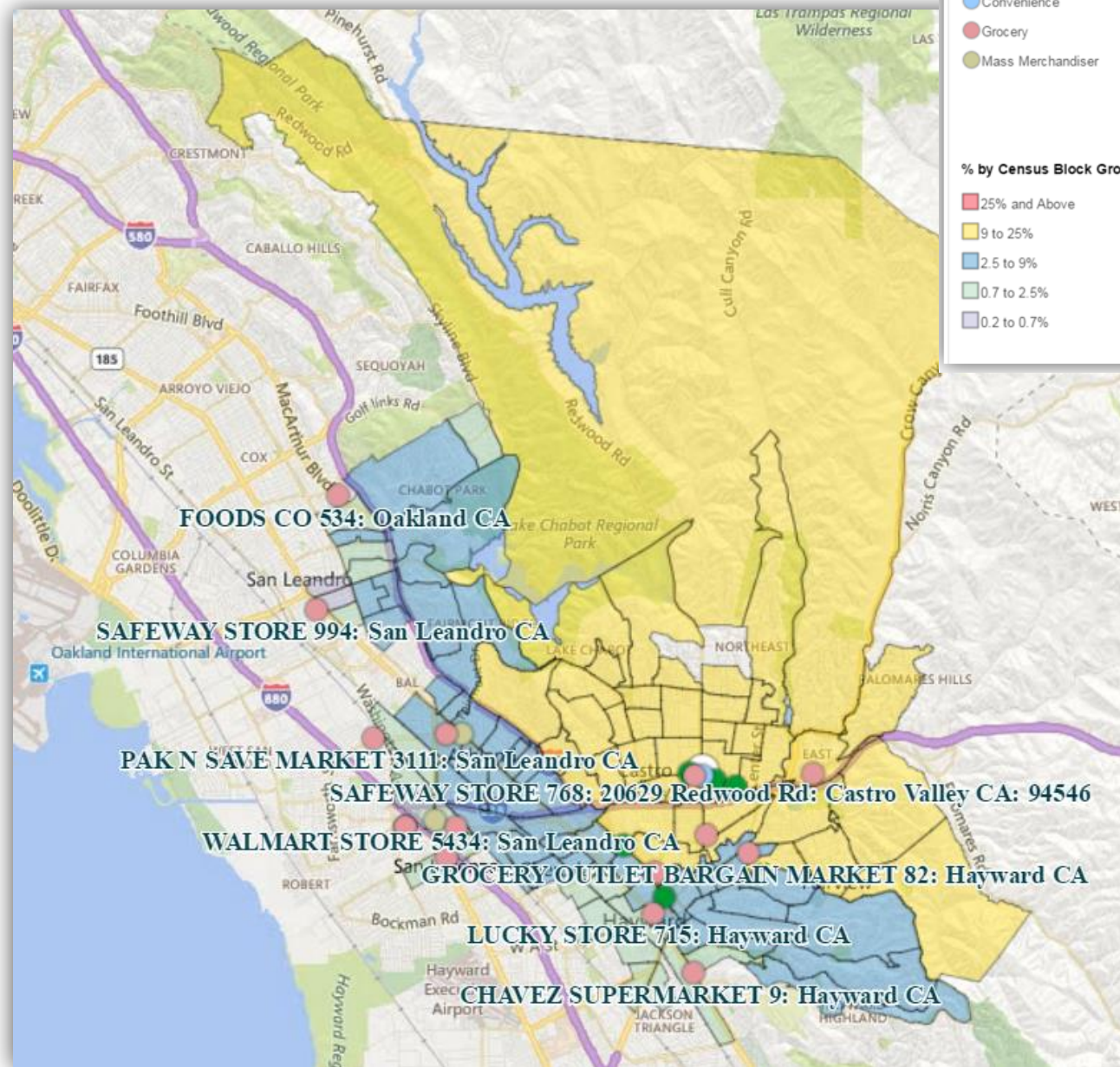
- Larger household sizes
- Higher household income
- Presence of children
- Educated



Demography	TTL US	Castro Valley	Index	Nat/Org Shopper	Index
Race of Head of Household					
Race: White (Non-Hispanic)	67.8%	45.2%	67	69.4%	102
Race: Black (Non-Hispanic)	12.1%	12.5%	104	8.5%	70
Race: Hispanic	13.0%	19.2%	148	15.0%	118
Race: Asian (Non-Hispanic)	4.8%	19.6%	411	4.6%	100
Race: Other (Non-Hispanic)	2.3%	3.4%	147	2.5%	110
Number of Persons					
1 Person Households	27.3%	24.7%	91	21.8%	80
2 Person Households	32.3%	30.5%	94	32.6%	101
3 Person Households	16.2%	18.2%	112	14.9%	92
4 Person Households	13.1%	14.8%	113	17.7%	135
5+ Person Households	11.1%	11.9%	107	12.9%	116
Household Income					
Income \$50,000 - \$74,999	17.4%	15.4%	89	15.8%	90
Income \$75,000 - \$99,999	12.1%	13.1%	109	13.7%	114
Income \$100,000 - \$149,999	14.0%	17.8%	127	20.7%	154
Income \$150,000 or More	11.7%	20.8%	177	23.1%	214
Age of Head of Household					
Age 18 - 24	4.0%	2.4%	62	3.5%	88
Age 25 - 34	15.0%	13.7%	91	17.4%	115
Age 35 - 44	17.1%	18.3%	107	18.6%	108
Age 45 - 54	18.8%	20.5%	109	24.1%	126
Age 55 - 64	19.5%	21.3%	109	16.9%	87
Age 65 - 74	14.6%	13.5%	93	12.0%	85
Age 75 or More	11.0%	10.3%	94	7.4%	68
Age and Presence of Children					
Children Under 6 only	7.1%	8.8%	123	9.6%	133
Children 6 - 17 only	18.3%	18.4%	101	21.8%	119
Children Under 6 and 6 - 17	6.3%	6.7%	105	7.4%	116
No Children	68.3%	66.2%	97	61.2%	90
Education of Head of Household					
Not a High School Graduate	12.2%	10.8%	88	6.7%	55
High School Graduate	24.7%	20.6%	84	14.5%	58
Some College Education	28.8%	30.7%	107	26.0%	90
College Graduate	19.7%	23.0%	116	26.5%	135
Post College Degree	14.6%	14.9%	103	26.3%	182



CONSUMER TRADE AREA



Greatest Competition	Store	Address	Distance (Miles)
Very high	SAFEGWAY STORE 768	20629 Redwood Dr, Castro Valley	0.3
Very high	SAFEGWAY STORE 3010	4015 E Castro Valley Blvd, Castro Valley	1.3
High	TRADER JOES MARKET 84	22224 Redwood Rd, Castro Valley	0.7
High	SAFEGWAY STORE 971	22280 Foothill Blvd, Hayward	1.3
High	LUCKY STORE 704	3443 Castro Valley Blvd, Castro Valley	0.1
High	LUCKY STORE 767	1300 Fairmont Dr, San Leandro	3.0
Moderate	FOOD MAXX STORE 416	699 Lewelling Blvd Ste 310, San Leandro	3.5
Moderate	LUCKY STORE 715	22555 Mission Blvd, Hayward	1.7
Moderate	SAFEGWAY STORE 2315	699 Lewelling Blvd, San Leandro	3.5
Moderate	GROCERY OUTLET BARGAIN MKT 82	22660 Vermont St, Hayward	1.1
Moderate	WALGREENS 101	3382 Castro Valley Blvd, Castro Valley	0.2

BEHAVIOR STAGE & ETHNICITY

BehaviorStage	Ethnicity					Total
	White (Non-Hispanic)	Black (Non-Hispanic)	Hispanic	Asian (Non-Hispanic)	Other Race (Non-Hispanic)	
Start-Up Families HHs with Young Children Only < 6	72	102	151	479	235	123
Small Scale Families Small HHs with Older Children 6+	62	124	134	355	162	99
Younger Bustling Families Large HHs < 40 with Older Children 6+	22	81	175	261	76	86
Older Bustling Families Large HHs 40+ with Older Children 6+	52	105	144	520	142	114
Young Transitionals HHs < 35 without Children	37	159	120	217	190	82
Independent Singles 1-Person HHs 35-64 without Children	72	121	125	353	87	95
Senior Singles 1-Person HHs 65+ without Children	77	57	131	471	185	87
Established Couples 2+-Person HHs 35-54 without Children	67	80	188	512	160	111
Empty Nest Couples 2+-Person HHs 55-64 without Children	86	90	142	525	128	112
Senior Couples 2+-Person HHs 65+ without Children	78	87	136	407	104	94
Total	67	104	148	411	147	100

■ Very High: 130+
■ High: 110-130
■ Average: 90-110

HIGH POTENTIAL NATURAL CATEGORIES

- The demand index shows how closely the Natural/Organic consumer of these categories aligns with this potential store location
- This location has very high or above average potential for all of these Natural grocery categories
- For example, this store location over-indexes by 73% for Natural SS Functional Beverages potential

Category	Demand Index
SS Functional Beverages	173
Milk	157
Ref Juices Functional Bev	154
Chips Pretzels Snacks	145
Soup	131
SS Juices	131
Dairy	131
Water	130
SS Pasta & Pizza Sauces	130
Frozen Non Dairy Desserts	130
Hot Cereal	130
Ready to Drink Tea Coffee	130
Carbonated Beverages	130
Condiments Dressings Marinades	130
Ref Non Dairy Bev	129
Frozen Desserts	129
Seasonings	128
Teas	127
Frozen Lunch Dinner Entrees	126
Household Cleaners Supplies	126
Entrees Mixes	125
SS Fruits & Vegetables	125

Category	Demand Index
Frozen Breakfast Foods	124
Crackers Crispbreads	124
Beans Grains Rice	124
SS Meats Poultry & Seafood	123
Yogurt & Kefir	123
SS Non-Dairy Beverages	123
Frozen Pizza	122
Bars	122
Baby Food	122
Candy Chocolate	121
Sweeteners	121
Cheese	120
Cookies	120
Frozen Fruits & Vegetables	119
HBC	119
Frozen Meat Alternatives	118
Paper Plastic & HH Products	118
Frozen Ethnic	118
Frozen Appetizers Snacks	117
VMS	116
SS Salsa & Dips	114
Oils & Vinegars	113
Ref Meat Alternatives	110

■ Very High: 130+
■ High: 110-130
■ Average: 90-110





Thank You!

KeHE Customer Insights & Growth Solutions

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*WHERE KeHE GOES...
GOODNESS FOLLOWS.*





After

Before

Plaza Park Shops, Lafayette





Before



After

Plaza Park Shops, Lafayette





After



Before

Fiesta Lane, Lafayette





Before

After

Fiesta Lane, Lafayette





Before



After

Fiesta Lane, Lafayette





After

Before

234 Main Street, Pleasanton





Before

After

234 Main Street, Pleasanton





Before

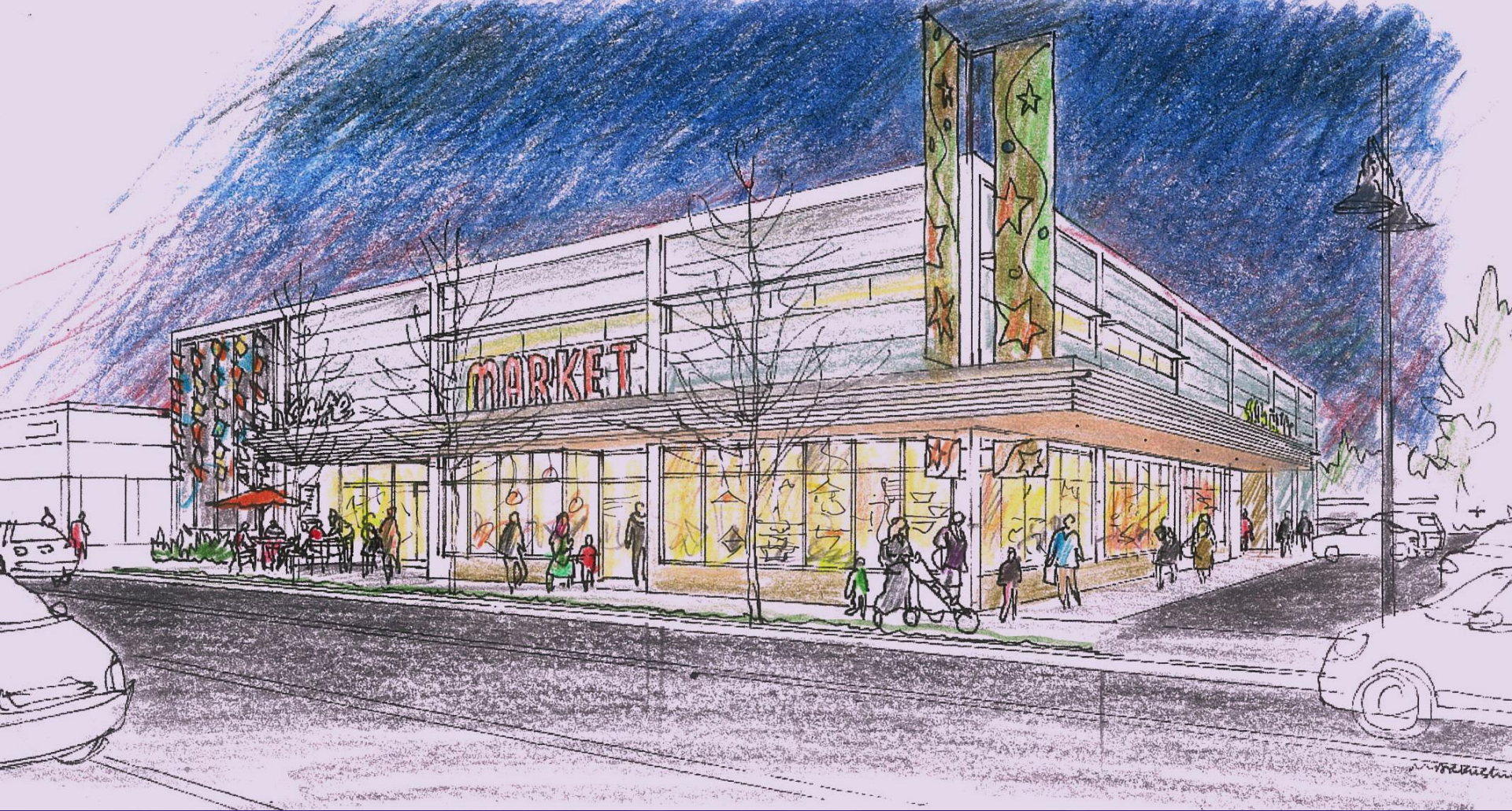


After

234 Main Street, Pleasanton

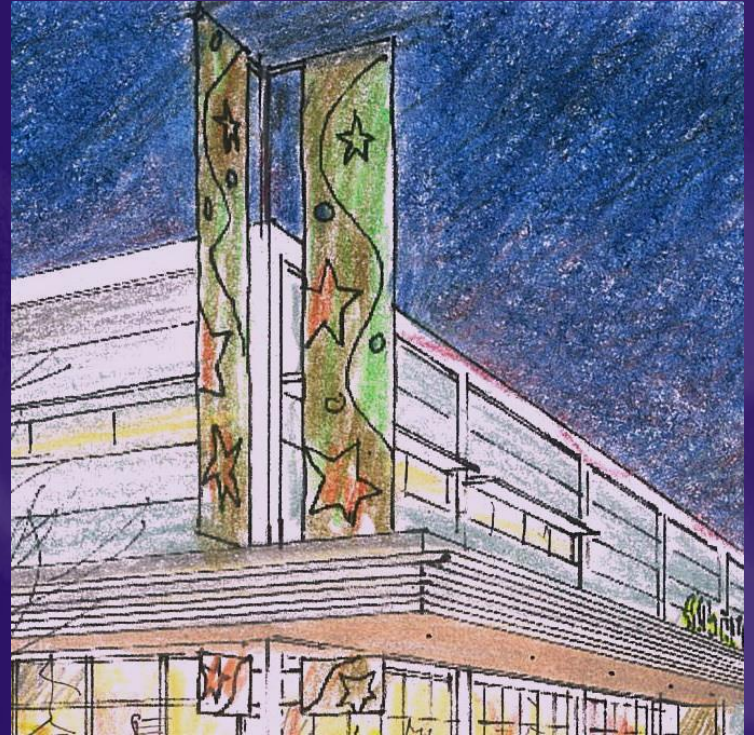
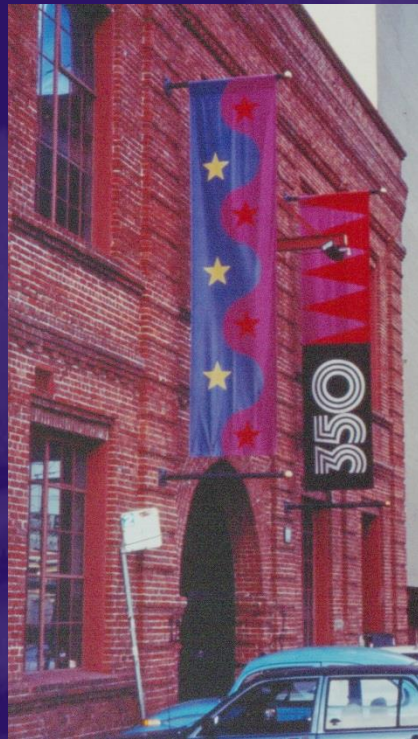


























Demography	TTL US	Retailer	Index
Race of Head of Household			
Race: White (Non-Hispanic)	67.8%	45.2%	67
Race: Black (Non-Hispanic)	12.1%	12.5%	104
Race: Hispanic	13.0%	19.2%	148
Race: Asian (Non-Hispanic)	4.8%	19.6%	411
Race: Other (Non-Hispanic)	2.3%	3.4%	147
Number of Persons			
1 Person Households	27.3%	24.7%	91
2 Person Households	32.3%	30.5%	94
3 Person Households	16.2%	18.2%	112
4 Person Households	13.1%	14.8%	113
5+ Person Households	11.1%	11.9%	107
Household Income			
Income Under \$10,000	6.9%	4.5%	65
Income \$10,000 - \$19,999	9.9%	7.0%	71
Income \$20,000 - \$29,999	10.0%	6.7%	67
Income \$30,000 - \$39,999	9.4%	7.2%	76
Income \$40,000 - \$49,999	8.6%	7.5%	87
Income \$50,000 - \$74,999	17.4%	15.4%	89
Income \$75,000 - \$99,999	12.1%	13.1%	109
Income \$100,000 - \$149,999	14.0%	17.8%	127
Income \$150,000 or More	11.7%	20.8%	177
Age of Head of Household			
Age 18 - 24	4.0%	2.4%	62
Age 25 - 34	15.0%	13.7%	91
Age 35 - 44	17.1%	18.3%	107
Age 45 - 54	18.8%	20.5%	109
Age 55 - 64	19.5%	21.3%	109
Age 65 - 74	14.6%	13.5%	93
Age 75 or More	11.0%	10.3%	94
Age and Presence of Children			
Children Under 6 only	7.1%	8.8%	123
Children 6 - 17 only	18.3%	18.4%	101
Children Under 6 and 6 - 17	6.3%	6.7%	105
No Children	68.3%	66.2%	97
Housing Tenure			
Owns Residence	64.9%	59.0%	91
Rents Residence	35.1%	41.0%	117
Education of Head of Household			
Not a High School Graduate	12.2%	10.8%	88
High School Graduate	24.7%	20.6%	84
Some College Education	28.8%	30.7%	107
College Graduate	19.7%	23.0%	116
Post College Degree	14.6%	14.9%	103

Demography	TTL US	Retailer	Index
Spectra LifeStyle			
Urban High Society	3.4%	8.9%	266
Suburban Aristocrats	3.4%	13.8%	407
Prosperous Suburbs	4.2%	21.3%	506
Elite Country Manors	3.6%	0.0%	1
Affluent Suburbs	4.2%	4.2%	99
Affluent Minipolitan Sprawl	5.3%	0.3%	6
Affluent Country Living	3.2%	0.0%	0
Cosmopolitan Urban Mix	5.4%	31.0%	579
Cosmopolitan Suburbs	5.3%	0.3%	5
Midscale Suburban Mix	3.7%	0.0%	1
Midscale Minipolitan	3.3%	0.6%	17
Midscale Fringe Towns	4.1%	0.0%	0
Midscale Working Towns	6.0%	0.0%	0
Striving Urban Melting Pot	5.8%	17.8%	309
Striving Suburban Mix	3.4%	0.0%	0
Striving Small City Living	3.4%	0.0%	0
Moderate Blue-Collar Towns	5.4%	0.0%	0
Moderate Country Living	4.1%	0.0%	0
Struggling Urban Mix	4.1%	1.7%	41
Struggling Small City Mix	3.2%	0.0%	0
Struggling Minipolitan	4.8%	0.0%	0
Struggling Country Living	4.0%	0.0%	0
Struggling Rural Mix	2.6%	0.0%	0
Struggling Backroad Living	4.2%	0.0%	0
Age of Oldest Child			
Oldest Child Under 6	7.1%	8.8%	123
Oldest Child 6 - 11	9.3%	9.5%	102
Oldest Child 12 - 17	15.4%	15.6%	102
No Children	68.3%	66.2%	97
Occupation of Head of Household			
Executive, Administrative & Managerial Occup	8.7%	10.7%	122
Professional Specialty Occupations	13.0%	13.4%	104
Sales, Technicians & Related Support Occupat	5.7%	5.5%	96
Administrative Support Occupations (Including	6.1%	6.7%	111
Service Occupations	8.4%	8.1%	96
Precision Production, Craft & Repair Occupati	10.2%	9.1%	88
Transportation & Material Moving Occupations	3.8%	4.0%	104
Farming, Fishing & Forestry Occupations	0.4%	0.1%	38
No Civilian Employment	43.6%	42.3%	97
Marital Status of Head of Household			
Single (Never Married)	20.4%	21.4%	105
Married	48.5%	47.6%	98
Divorced, Separated & Widowed	31.1%	30.9%	99
Household Composition			
Married Family with kids	20.4%	21.9%	108
Married Family without kids	28.1%	25.7%	91
Female Head Only with kids	7.1%	7.5%	105
Male Head Only with kids	2.4%	2.6%	111
Multi-Person Household without kids	14.7%	17.6%	119
1 Person Household	27.3%	24.7%	91
Number of Vehicles in Household			
No Vehicles	9.0%	5.7%	63
1 Vehicle	33.6%	30.8%	92
2 Vehicles	37.5%	39.2%	105
3 or More Vehicles	19.9%	24.3%	122

% HHs	The % of HHs indicates the % of Households that are driving purchase/consumption of the specified retailer or product
Index	The index is generated by comparing the retailer profile with the demographic information of the US to determine the retailer's expected shopper. A high score indicates that the demographic has high potential for the retailer

Demand Index Key	
Average	Average
Above Average	Above Average
High	High

Example
This location is in a diverse area of consumers, over-indexing for Black, Hispanic, Asian, and other ethnicities. It is also over-indexing for higher incomes, and larger household size.



Before & After Portfolio

www.MSPSINC.com



BEFORE

310 MAIN STREET / PLEASANTON

Main Street Property Services partnered with Branagh Development to acquire 310 Main Street in downtown Pleasanton. The building was designed and built in the early 1980's with the storefronts oriented toward the parking lot and second tier entrances on Main Street.



AFTER

310 MAIN STREET / PLEASANTON

Main Street Property Services coordinated a strategic renovation and reoriented the storefronts to engage the foot traffic on Main Street, leasing space to select specialty retailers.



BEFORE

310 Main Streets' dated strip center design, lack of window line, and second class outdoor seating needed curb appeal, as well as quality tenants.

310 MAIN STREET / PLEASANTON



AFTER

310 MAIN STREET / PLEASANTON

MSPS retained SZFM design studio and collaborated on an improved storefront design. The proposed improvement attracted a signature restaurant. MSPS worked with both the tenant and the design team to complete a raised patio for outdoor dining.



BEFORE

349 MAIN STREET / PLEASANTON

The site of a former gas station located at an unsuitable end of Pleasanton's Main Street was acquired by partnership of Main Street Property Services and Branagh Development.



AFTER

349 MAIN STREET / PLEASANTON

Leveraging the success of the popular Saturday Farmer's Market, built an award-winning building and selected the best tenants to create Pleasanton's favorite place.



BEFORE

234 MAIN STREET / PLEASANTON

Main Street Property Services and Branagh Development purchased the property from the FDIC during the financial crisis and completed a major repositioning of the property.



AFTER

234 MAIN STREET / PLEASANTON

New facades for both tenants created strong branding opportunities. The building was selectively tenanted with Fleet Feet and Mangia Mi, which anchored the 200 block of downtown Pleasanton.



BEFORE

LA FIESTA SQUARE / LAFAYETTE

The Cortese Investment Company purchased La Fiesta Square and appointed Main Street Property Services to complete the retail leasing and repositioning of this strategically located asset.



LA FIESTA SQUARE / LAFAYETTE

Main Street Property Services' creative vision and execution helped to create this successful town square in the heart of Downtown Lafayette.



BEFORE

SALVIO PACHECO SQUARE / CONCORD

JCM Partners requested Main Street Property Services to assist in the repositioning of the retail space at its corporate headquarters in Salvio Pacheco Square. The property suffered from its proximity to Todos Santos Plaza.



AFTER

SALVIO PACHECO SQUARE / CONCORD

Main Steet Property Services worked closely with the City of Concord to obtain approvals to make strategic improvements to the property and to create a family friendly environment in the park. Today Salvio Pacheco Square and Todos Santos Plaza are excellent examples of public and private partnerships working together to improve a community.



BEFORE

BEL AIRE PLAZA / NAPA

Main Street Property Services was retained to re-develop, manage, and lease this dated and underperforming shopping center. The property was under multiple ownerships without a cohesive plan.



AFTER

BEL AIRE PLAZA / NAPA

Working with the city of Napa, Main Street Property Services created a comprehensive set of design standards that all the property owners would benefit from. Napa's dominant shopping experience emerged because Main Street Property Services developed and executed a ten year plan for the property.



BEFORE

BEL AIRE PLAZA / NAPA

Bel Aire Plaza suffered from outdated signage and architecture as well as a poor tenant mix.



AFTER

BEL AIRE PLAZA / NAPA

New storefront and design guidelines allowed for a signage upgrade and the attraction of award winning retailers and restaurants.



BEFORE

BEL AIRE PLAZA / NAPA

Separately owned out parcels were poorly tenanted and deteriorated, which created a negative image of the property.



AFTER

BEL AIRE PLAZA / NAPA

Acquiring this out parcel allowed for re-tenanting and appropriate renovations, which attracted a great tenant and improved the image of the shopping center.



BEFORE

PARK STREET / ALAMEDA

The City of Alameda introduced Main Street Property Services to Ownership of a prime city block on Park Street in Alameda in order to facilitate the remodeling and leasing of the property.



AFTER

PARK STREET / ALAMEDA

Main Street Property Services worked with the project architect to raise the ceiling heights and open up the storefronts. These improvements attracted regional, national, and local tenants to create the most dynamic block on Park Street.



BEFORE

PARK STREET / ALAMEDA

Park Street's frontage of the former bank space was unappealing and needed new storefronts to attract specialty retailers and restaurants.



AFTER

PARK STREET / ALAMEDA

New storefronts featuring maximum glazing and transoms highlighted the high ceilings, which attracted national, regional, and local tenants.



BEFORE

PARK STREET / ALAMEDA

Inappropriate tenants without proper signage and low-quality storefront design did not attract shoppers that would create a successful and sustainable shopping environment.



AFTER

PARK STREET / ALAMEDA

MSPS obtained approval for new signage and storefront design guidelines. As a result of these changes, we attracted exceptional retailers and restaurants that have thrived on Park Street.



BEFORE

LAFAYETTE MERCANTILE / LAFAYETTE

Located in between two successful areas in downtown Lafayette, The Lafayette Mercantile site was a barren city block which was formerly the home of gas stations and abandoned structures.



AFTER

LAFAYETTE MERCANTILE / LAFAYETTE

Main Street Property Services worked closely with the Cortese Investment Company to create a successful retail environment that would ensure the success of preferred restaurants and retailers that were strategically positioned within the Lafayette Mercantile.



BEFORE

PACHECO PLAZA / NOVATO

The Walter Kieckhefer Company retained Main Street Property Services as a retail consultant and leasing agent to reposition this dated neighborhood shopping center that had lost its anchor tenant, Safeway.



AFTER

PACHECO PLAZA / NOVATO

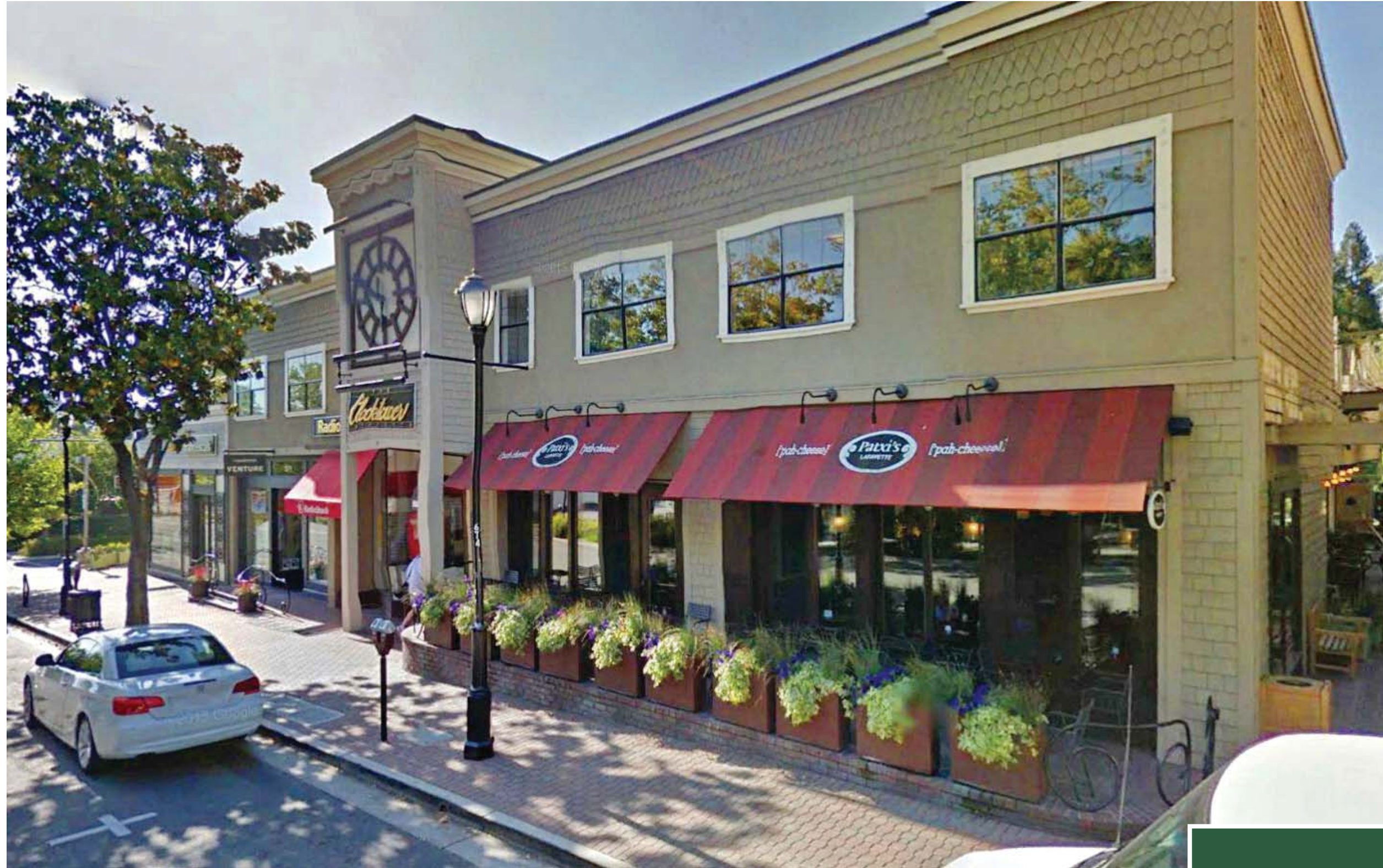
Main Street Property Services worked with Ownership to transform the property from a run down shopping center into Novato's town square. It now features an upscale Market and other select restaurants and retailers. Pacheco Plaza has become the community's favorite place.



BEFORE

CLOCKTOWER BUILDING / LAFAYETTE

The Ownership of the Clocktower building retained Main Street Property Services to redevelop, manage, and lease their family owned property.



AFTER

CLOCKTOWER BUILDING / LAFAYETTE

Main Street Property Services developed a set of design guidelines and strategic building improvements that facilitated the transformation of the Clocktower building into one of Lafayette's most dynamic retail locations.



BEFORE

PUBLIC MARKET / EMERYVILLE

With the noteworthy departure of Border Books, TMG Partners selected Main Street Property Services as its retail consultant and leasing agent to reposition the Public Market in Emeryville.



AFTER

PUBLIC MARKET / EMERYVILLE

The rebranding and creative reuse of the existing buildings including specialty food tenants, Guitar Center, and Urban Outfitters, has transformed the property.



BEFORE

FIESTA LANE / LAFAYETTE

The TJ Whitten Family LLC hired Main Street Property Services to redevelop the sixty year old shopping center in Downtown Lafayette.



AFTER

FIESTA LANE / LAFAYETTE

Main Street Property Services obtained the entitlements and redeveloped the property for Ownership to maximize the potential of the property.



BEFORE

PARK PLAZA / LAFAYETTE

MSPS worked with the City of Lafayette's planning department to restore the original pioneer store. The original store was constructed in 1865 and the original shops adjacent to the store were built in the 30s and 50s. Lack of parking and poor functionality of the obsolete building caused the building to be neglected for over a decade.



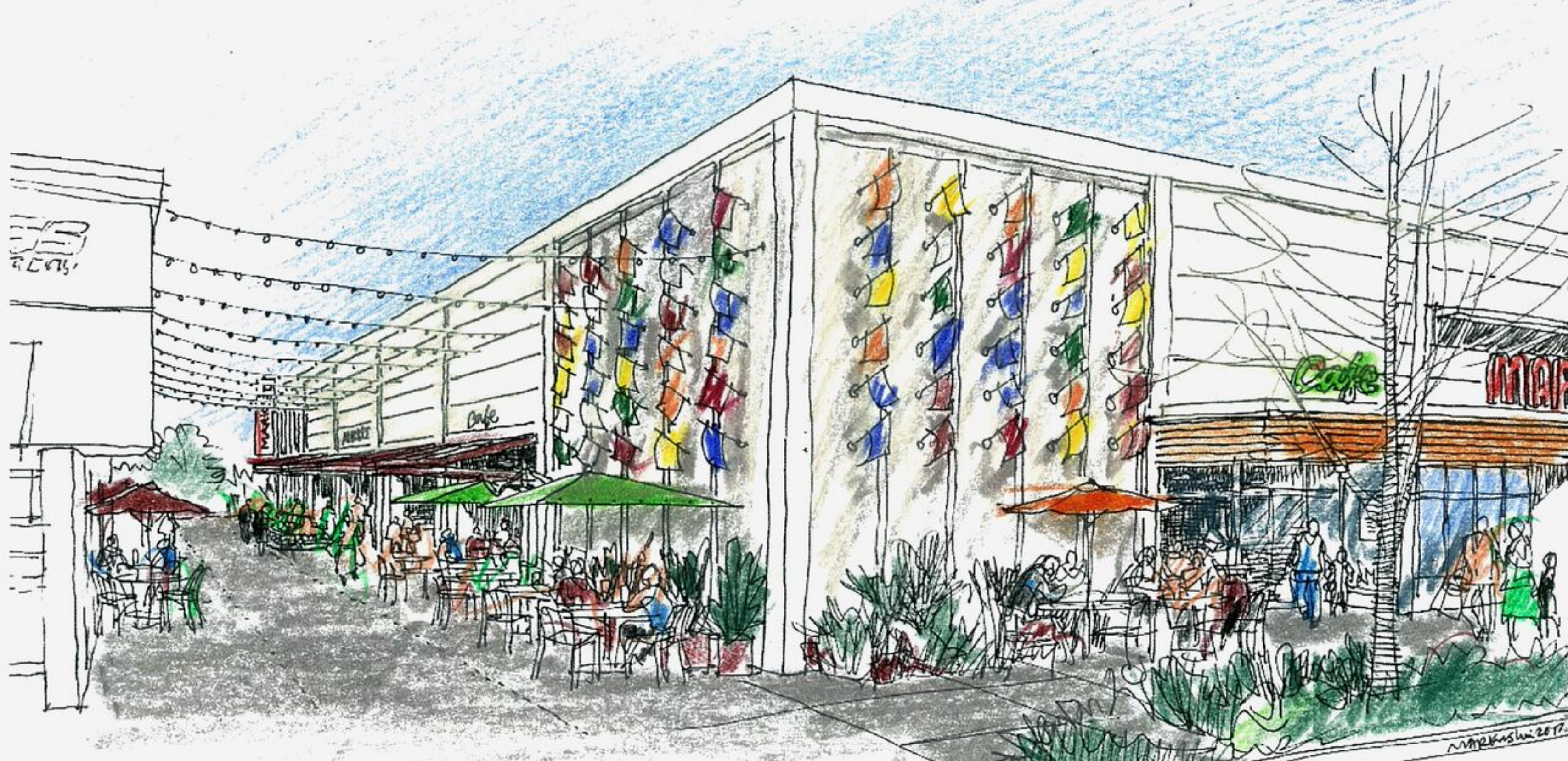
AFTER

PARK PLAZA / LAFAYETTE

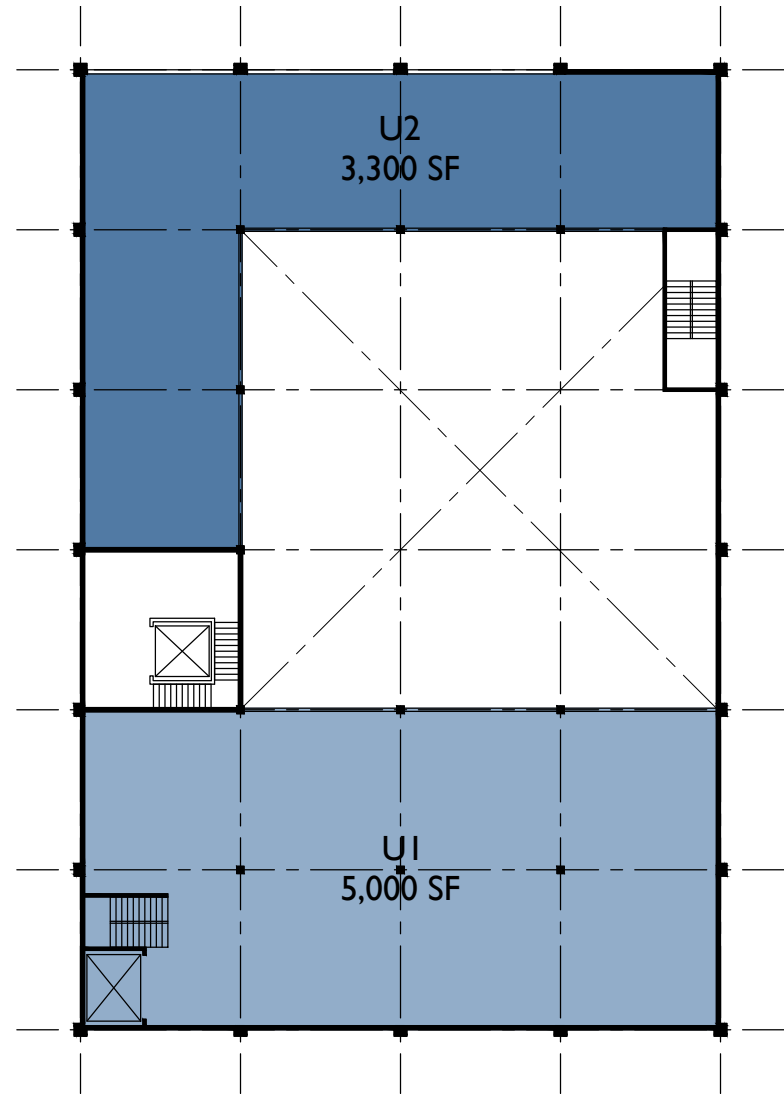
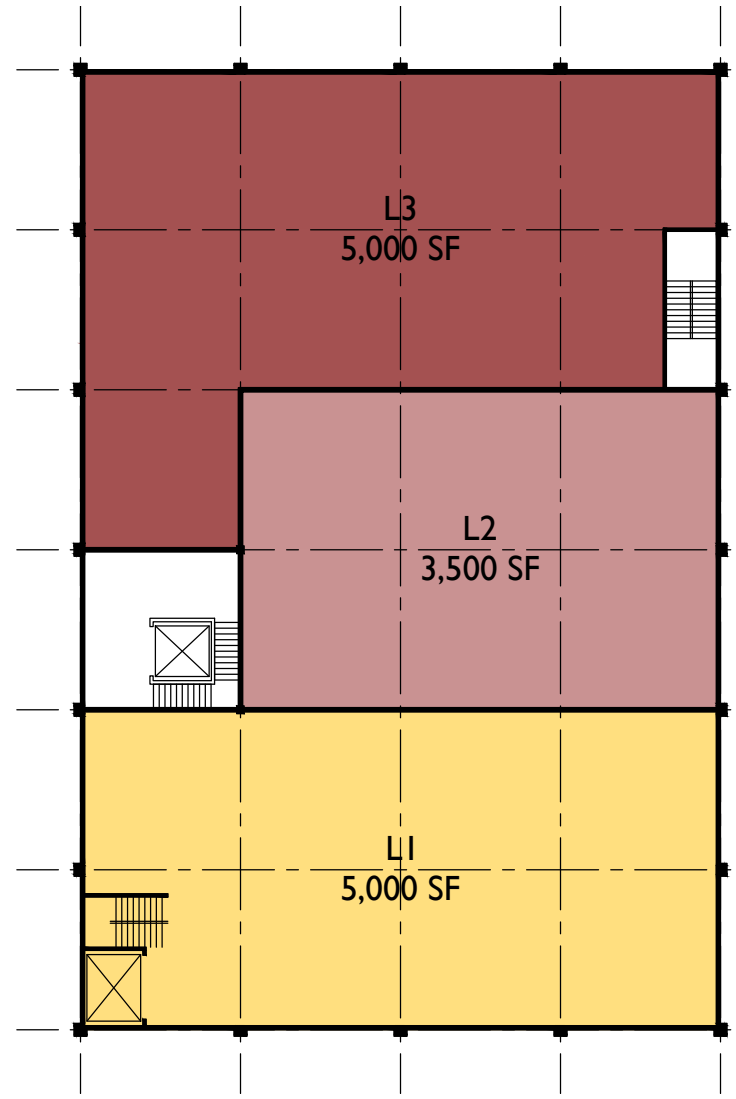
The creation of a historic overlay district promoted the leasing of space to restaurants and retailers that would benefit from this dynamic location. This attracted the community to utilize the park and modernize the center of downtown Lafayette.







MARKET 2017



Ground Floor Plan

SPACE	NET AREA	USEABLE AREA
S1	6,000+/-	7,844
S2	3,000+/-	3,920
S3	625+/-	819
S4	625+/-	819

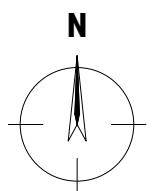
SPACE	NET AREA	USEABLE AREA
S5	625+/-	819
S6	200+/-	260
S7	200+/-	260
S8	200+/-	260

Lower Level Plan

SPACE	NET AREA	USEABLE AREA
L1	5,000+/-	5,555
L2	3,500+/-	3,990
L3	5,000+/-	5,555

Upper Level Plan

SPACE	NET AREA	USEABLE AREA
U1	5,000+/-	5,600
U2	3,300+/-	3,700



Rentable vs. Useable Area

3295 Castro Valley Boulevard

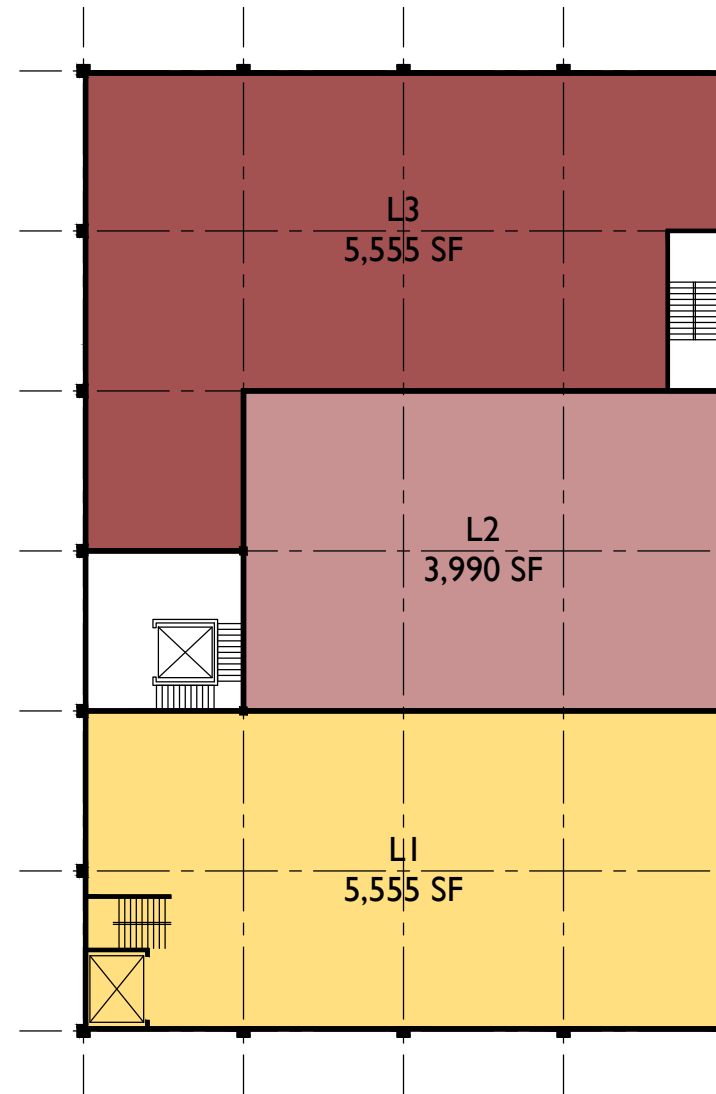
March 22, 2017



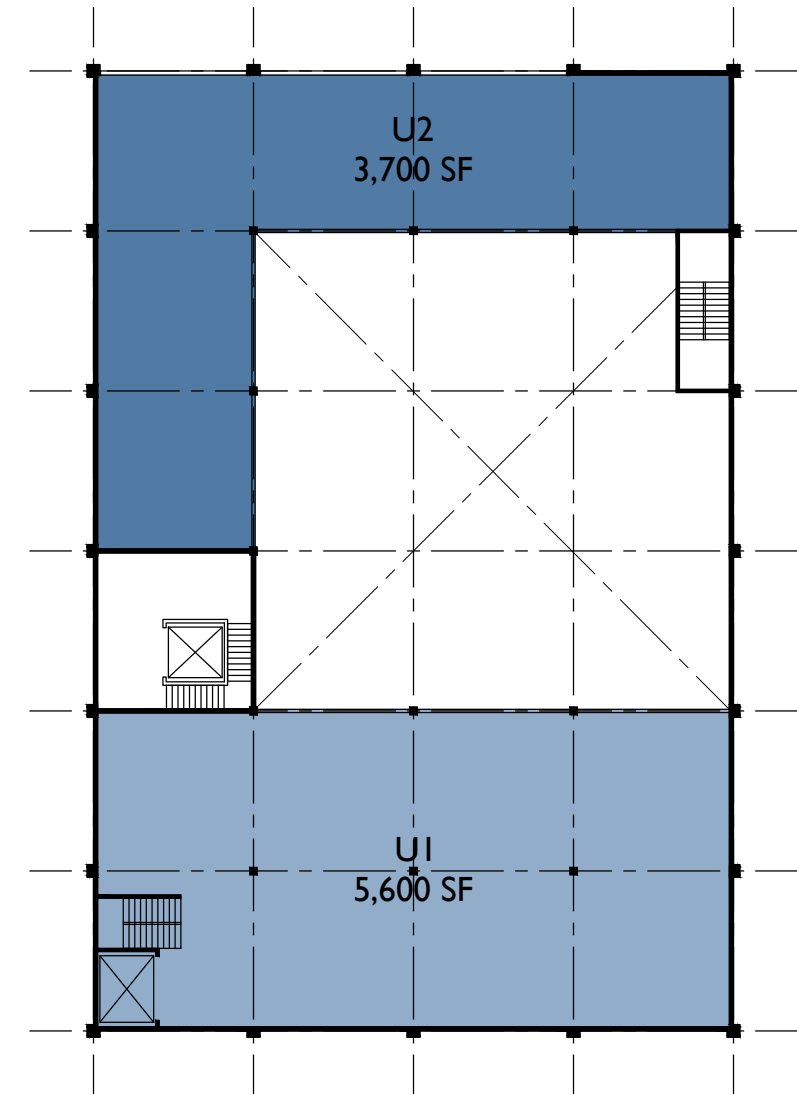
C A S T R O V A L L E Y B O U L E V A R D



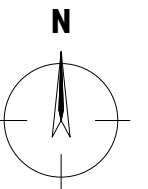
Ground Floor Plan



Lower Level Plan



Upper Level Plan



Lease Plan

3295 Castro Valley Boulevard

March 22, 2017

0 30'

The logo features a white, scalloped-edged circular shape centered on a solid yellow background. The text "BLIND TIGER" is printed in a bold, black, sans-serif font across the middle of the white shape.

BLIND TIGER

OAKLAND, CALIFORNIA

SUMMARY OF OPERATIONS



- 238 seats across four distinct areas spanning 8,500 Square Feet
 - Bar (seating capacity: 16 / standing capacity: 48)
 - Standing Tables (seating capacity: 20 / standing capacity: 40)
 - Communal Tables (seating capacity: 152 / standing capacity: 180)
 - Shed (seating capacity: 50 / standing capacity: 70)
- Full bar serving craft cocktails and 20 local brews on tap
- Small plates / tapas menu with a pan-Asian twist

BLIND TIGER TERMINOLOGY

The term “blind tiger” originated in the US in the 19th century to refer to a speakeasy.

The operator of an establishment would charge customers to see an attraction (such as an animal) and then serve a “complimentary” alcoholic beverage, thus circumventing the law. “Blind Tiger” also referred to illegal drinking establishment in which the seller's identity was concealed.

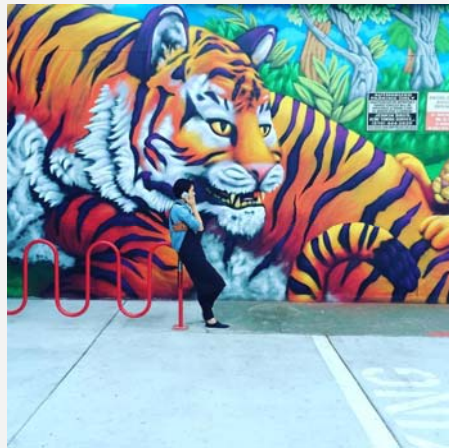


MEDIA HIGHLIGHTS

- Oakland Magazine: “High Praise for Blind Tiger”
<http://www.oaklandmagazine.com/High-Praise-for-Blind-Tiger/>
- East Bay Express: “Blind Tiger’s Asian Fusion Small Plates Speak for Themselves”
<http://www.eastbayexpress.com/oakland/blind-tigers-asian-fusion-small-plates-speak-for-themselves/Content?oid=4791372>
- Eater lists Blind Tiger as #1 spot to “Eat and Drink in Oakland’s Northgate-Waverly Neighborhood”:
<http://sf.eater.com/maps/best-oakland-northgate-waverly-koreatown-restaurants-bars>

AN EVOLVING CANVAS

- Blank walls are canvases of opportunity for branding and a celebration of local culture



EVENT SPACE

