



## Before & After Portfolio

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**BEFORE**

## CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

Built in the late 60's, the Daughtrey's department store closed in 1992. The neglected former department store building was acquired by Alameda County's Economic Development Department in 2011.



After

## CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

Redesigning the building from the inside out was accomplished with the use of architectural and design elements including mosaic murals, decorative lighting and wood storefronts to bring a human scale to the building.



**BEFORE**

## CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

In 2017 after many failed efforts to redevelop the project, Main Street Property Services was selected by Alameda County's Economic Development Department among eight other developers in the Fall of 2017 to realize the potential of this white elephant building.



After

### CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

Opening the eastern elevation onto the new paseo with storefront windows transforms the former driveway into an engaging paseo.



**BEFORE**

## CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

The former department store building's design limited access to the building and prevented a usable demising of the space for traditional retail.



After

## CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

Entries on the eastern elevation of the Castro Valley Marketplace along the paseo provide access to the shared parking lot.



**BEFORE**

## CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

The dated interior and limited ingress and egress of the building needed to be re-imagined.



After

### CASTRO VALLEY MARKETPLACE / CASTRO VALLEY

The transformation from department store to a marketplace has created Castro Valley's favorite place.



**BEFORE**

## MARKETPLACE SHOPS / CASTRO VALLEY

Dated facade and strip center signage detracted from the character of the building and branding of the tenants.



After

### MARKETPLACE SHOPS / CASTRO VALLEY

The addition of decorative lighting and neutral piers creates an opportunity for tenants to establish their brands with character and quality.



**BEFORE**

## MARKETPLACE SHOPS/ CASTRO VALLEY

Main Street Property Services divided the building creating tenants facing the parking lot. The parking lot side of the building was unappealing, providing rear access and emergency exits to the tenants fronting on Castro Valley Blvd.



After

## MARKETPLACE SHOPS / CASTRO VALLEY

Main Street Property Services created prominent storefronts along the parking lot to attract retailers and personal service tenants.



**BEFORE**

**FLYING A SERVICE / CASTRO VALLEY**

Main Street Property Services partnered with local investors to restore the former Flying A Service Station and Crosley Car Dealership.



After

**FLYING A SERVICE / CASTRO VALLEY**

Replacing the limited, inefficient parking lot on site to create outdoor seating helped attract Philz Coffee and Canyons Barbeque.



**BEFORE**

**FLYING A SERVICE / CASTRO VALLEY**

Previous attempts to disguise the former service station and poor quality of storefronts and signage resulted in blight.



After

### FLYING A SERVICE / CASTRO VALLEY

Restoring the original Flying A Service Station and mid-century modern architecture of the former auto shop room created first-class retail spaces.



**BEFORE**

**FLYING A SERVICE / CASTRO VALLEY**

The auto service business at the rear of the property was an eyesore.



After

## FLYING A SERVICE / CASTRO VALLEY

Main Street Property Services added outdoor dining, creating an ideal location for Canyons Barbeque. Closing the driveway access created a private dining area for Canyons Barbeque. Storytelling elements, landscaping, and pavers have created a special place.



**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 STREET / PLEASANTON**

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



After

### 310 MAIN STREET / PLEASANTON

Main Street Property Services retained SZFM design studio and collaborated on an improved storefront design. The proposed improvement attracted a signature restaurant. Main Street Property Services 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

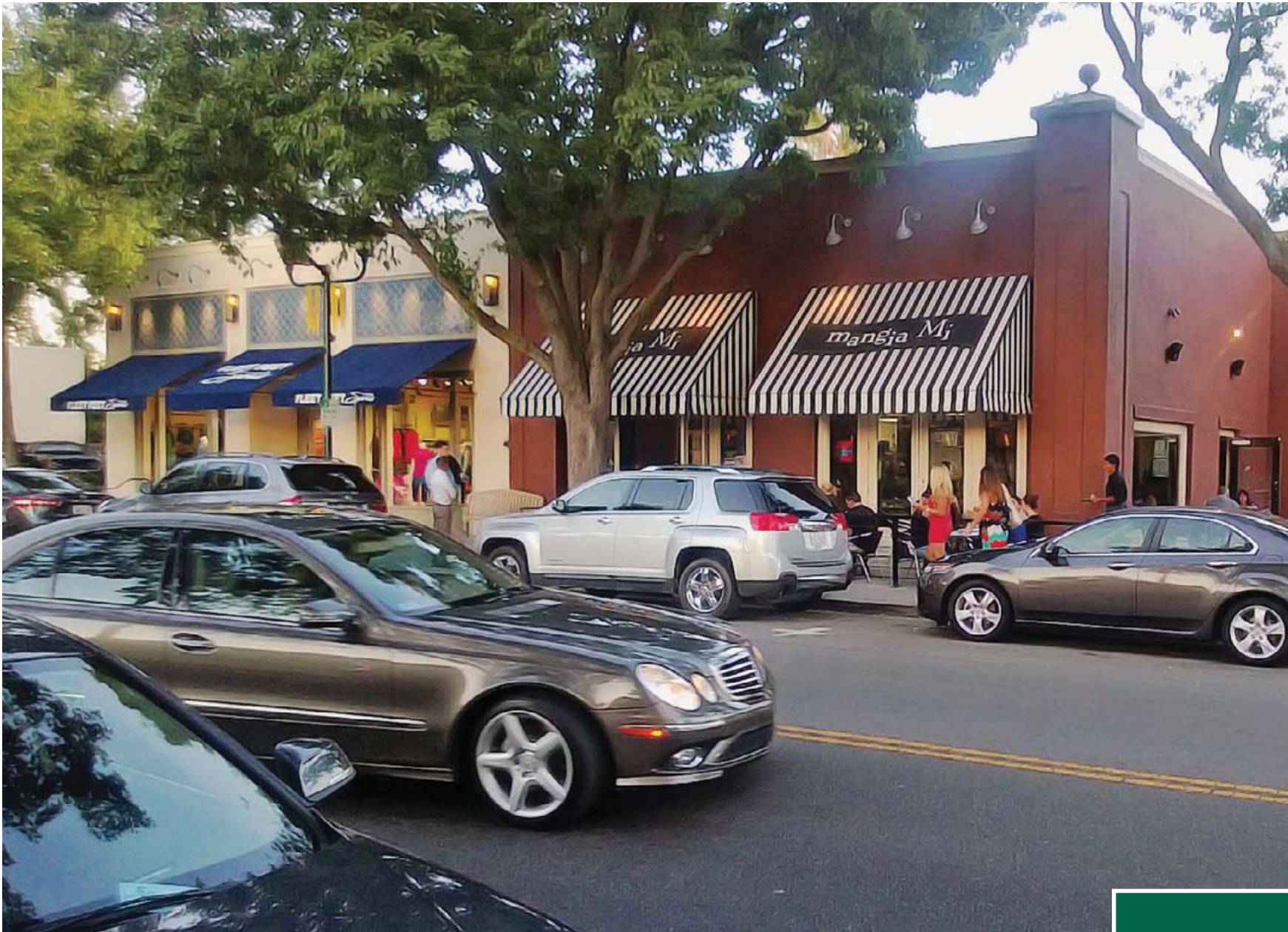
Leveraging the success of the popular Saturday Farmer's Market, Main Street Property Services built an award-winning building and selected the best tenants to create Pleasanton's favorite place.



**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.



After

### 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 Street 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.





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 transom 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

Main Street Property Services obtained approval for new signage and storefront design guidelines. As a result of these changes, Main Street Property Services 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

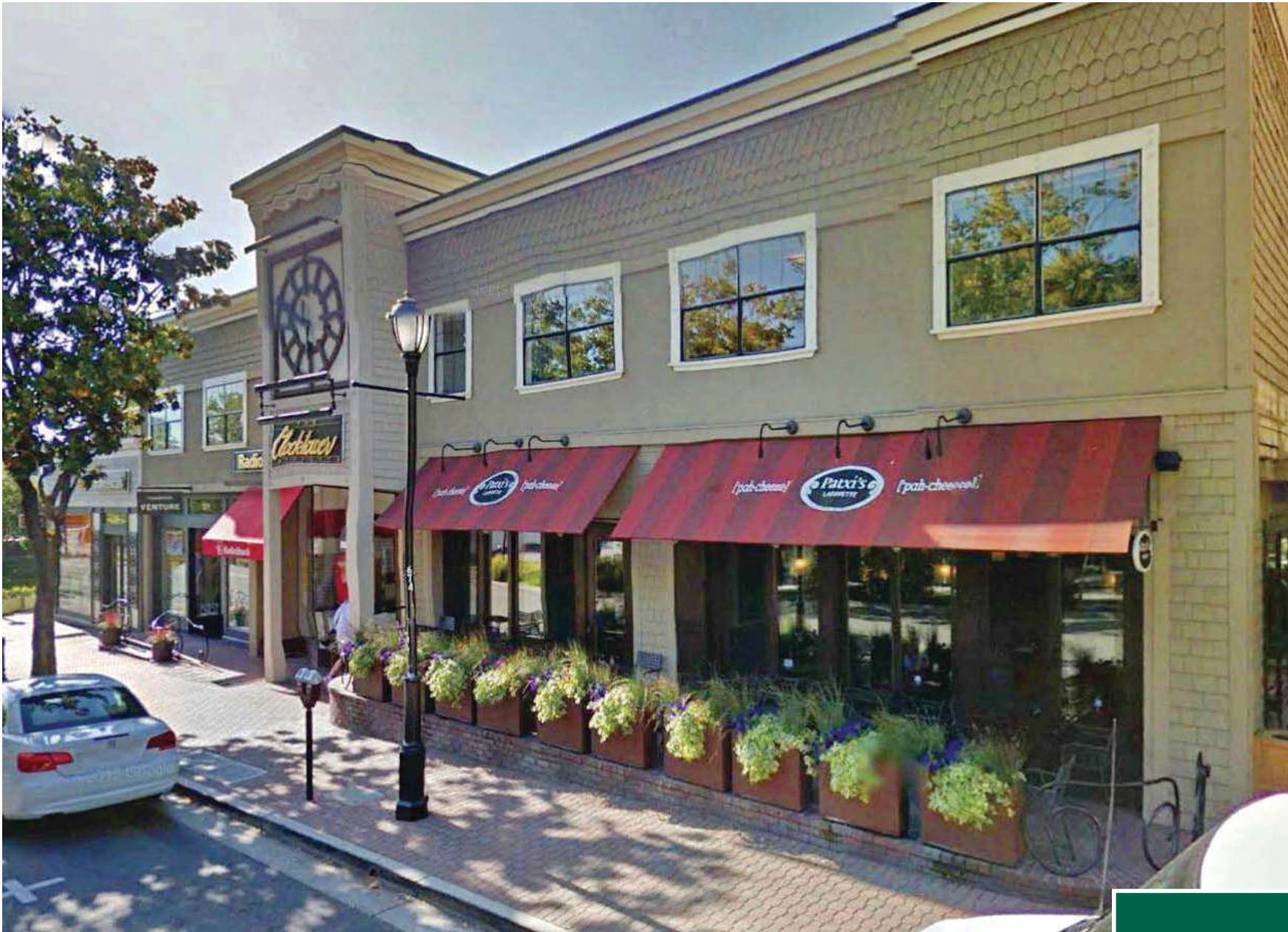
Main Street Property Services worked with Ownership to transform the property from a rundown shopping center into Novato's town square. It now features an upscale market and other select restaurants and retailers. Pacheco Plaza has become the community's favorite place.



**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 Borders 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

Main Street Property Services 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.

