ATTACHMENT 12 Page 1 of 2



October 31, 2016

Mr. Steve Curtin Wittek Development 328 Commerce Drive Fairfield, CT 06862

Re: 1250 Lakeside Drive: Non-Restaurant, Retail Potential Sunnyvale, CA

Dear Steve:

Per your request the following is a review of retail potential at the Millennium project in Sunnyvale.

# Review and Description of the Property

It is my understanding that a new mixed-use project in partnership with Millennium Hotels & Resort will consist of approximately 250 market rate apartments and a new 263 room Millennium hotel. In addition, there will be a restaurant that will have 3,000 square feet of seating area, outdoor dining, a rooftop bar, and 7,000 square feet of banquet and meeting space. The property fronts both Highway 101 as well as on Lakeside Drive.

# Current Retail Market

The commercial and residential real estate market is very vibrant and we expect it to continue for approximately three to five years, although at a slower pace. Nearby, Walmart Grocery has opened in Mercado Santa Clara and Whole Foods has opened in the Santa Clara Square Shopping Center. What does this mean in terms of retail expansion within market area of the Millennium project? Retailers are "cherry picking" locations that are consistent with tried and true successes criteria. If an expanding retailer perceives a potential location as missing a core requirement for retail success, such as identity, access, convenient parking, appropriate demographics, absence of threatening competition, and strong traffic counts, then said retailer will pass on a location and concentrate on the next and better opportunity where they can believe risks are lower. Retailers are unwilling to open stores in a market where their direct competitors have superior locations that have attributes as specified above. If a particular site does not accurately match a tenant's requirement then the tenant will satisfy its expansion needs in other communities or wait for a site that does comply with their requirements,

Although the demographics are strong in a one, two and three-mile radius, there are also major features that will reduce/eliminate tenant interest.

# Traffic Count

Although we were not able to obtain a traffic count, the nearest count that we obtained was on Oakmead Parkway which had an average daily traffic count of approximately 4,200 cars per day. In order for retail to be successful we believe retail sites require a minimum of 25,000 cars per day.

# <u>Access</u>

Most major retailers in the Sunnyvale trade area have more than one access point from two different streets to their location as well as building and signage visibility to one or two major shopping streets. Lakeside Drive is not a shopping street and we anticipate very few cars pass by the property on weekends as most of the 4,200 cars a day are during the weekday. Mercado Santa Clara has similar Although Mercado Santa Clara has similar access issues, it consists of an AMC Theater, WalMart, Home Goods, and numerous restaurants which draw customers seven days a week. In addition, the center's signage and building have tremendous visibility to Freeway 101.

# Competition

As mentioned, Walmart opened its grocery store in Mercado Santa Clara on the north side of Highway 101 and Whole Foods just opened in Santa Clara Square where many more retailers and restaurants will be opening in the center.

# **Conclusion**

We have worked in the Sunnyvale market for over forty years and have transacted numerous sales and leases in the city. Recently we have completed two hotel transactions in the city; AC Hotel at El Camino Real and Fairoaks and the Marriot Courtyard on El Camino Real and Mathilda as well as brought Tesla to Sunnyvale. One the projects that we are most proud of is Solstice. We worked and consulted with BRE Properties on the overall leasing plan and storefront design as well as leased the ground floor retail space with an excellent tenant mix.

It is our sincere view that the best commercial use for the Millennium project is a quality and unique restaurant that can draw customers for lunch and dinner.

Please feel free to call should you have any questions.

Sincerely, SRS Real Estate Partners

Bruce H. Frazer Senior Vice President

Anmadel Randol Y Mackley

Senior Vice President