



ARCHITECTS • PLANNERS • BROKERS • MARKET ANALYSTS • RETAIL STRATEGISTS

Lee Engle - Principal - Retail Strategist/Broker

Lee is a native Washingtonian and currently resides in Columbia, Maryland. After graduating from the University of Maryland, Lee entered the world of entrepreneurship by owning and operating a successful restaurant for over ten years. Following his many years in the restaurant business, he became co-owner of a large format furniture store in Richmond, Virginia. Due to his interest in the placement of retail locations, he decided to begin focusing on the retail real estate industry.

Prior to joining StreetSense, Lee was an employee of Jefferson Commercial/Uniwest Development, where he represented retailers and landlords as a broker. His desire to be in an environment that is solely focused on retail is what led him to StreetSense. Currently represents national and regional retailers as they implement their roll-out strategies.

Upon joining StreetSense, Lee developed a strategy to open over 100 Quiznos throughout the greater Washington Metropolitan area. The strategy and tools he created were adopted by the Quiznos brokerage team throughout the entire country. Some of Lee's other clients include: My Eye Dr., Three Brothers, Carvel, and Vapiano. In addition to strategizing, he assists clients throughout the franchise selection process, while demonstrating how this process relates to real estate market as a whole.



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Jeff Pollak - Principal - Retail Strategist/Broker

Jeff, a twenty-year retail real estate veteran, joined StreetSense as one of the nation's leading tenant representatives and retail consultants. Prior to StreetSense, Jeff was the Executive Vice President and Principal at SiteWorks Retail, a national retail real estate firm, where he advised retailers strategically on their corporate expansion plans and represented numerous retailers in their National roll outs. Additionally, Jeff headed their Mid-Atlantic Brokerage Division. Prior to SiteWorks, Jeff was the Director of Development and Leasing for a Washington, D.C. based developer where he was responsible for the leasing of a retail portfolio in excess of 1.5 million square feet.

Jeff has completed projects that include retail center and pad developments, as well as strip center renovations, he has consulted for numerous developers in the merchandising or re-merchandising of retail and mixed-use projects.

Jeff's tenant representation of National and Regional retailers includes: Victoria's Secret, Bath & Body Works, Carters, Osh Kosh, Justice, Limited Too, JoS. A. Bank, Elizabeth Arden, Adidas, and Petco. Jeff is a large part of the community and a graduate of the University of Maryland, where he earned his Bachelor's degree in Architecture.



Bruce Leonard - Principal

Bruce has 20 years of experience in designing and executing mixed-use projects throughout the United States and Europe. While directing design for Cooper Carry's Main Street office in Alexandria, VA, he played a key role in many large scale projects such as Mizner Park, Bethesda Row, Santana Row, and Crocker Park. Currently, Bruce is master planning and producing development strategies for a number of large mixed-use projects such as National Harbor, Moorefield Station, and The Village at Valley Forge. The program for these developments totals over 20 million square feet.

Prior to joining StreetSense, Bruce was a Vice President at Starwood Urban Investment Advisors. While at SUI, Bruce was responsible for managing and directing the design of all incoming projects. Bruce played a key role in evaluating potential development sites in prime urban locations, creating development strategies, and evolving the strategy into a physical design.

Originally from Canada, Bruce received his Bachelor of Environmental Studies degree in Planning and Urban Design from the University of Waterloo, where he graduated with honors. He received a post-graduate degree in Architecture from the University of British Columbia.

Bruce maintains an active role in speaking and writing about key urban issues. He recently became a co-author in the ULI publication "Ten Principles for Reinventing America's Suburban Business Districts," and worked on a previous publication entitled "Ten Principles for Reinventing America's Suburban Strips." He will begin work shortly on ULI's next Ten Principle series, "Reinventing Suburban Shopping Malls."

Bruce has served on three ULI Advisory Services panels regarding the repositioning of urban development sites in the following cities: San Antonio, Texas; New Orleans, Louisiana; and Washington, DC. He has also participated in a Mayor's Forum for the redevelopment of the downtown area in Salt Lake City, Utah.



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Guy Silverman - Managing Principal

Born and raised in the Washington Metro area, Guy has supported the growth of communities by advising commercial real estate users and owners, ranging from New York to Florida, since 1987. He began his career in commercial real estate with The Fred Ezra Company in Bethesda, Maryland. In 1996, Guy obtained his Masters in Business Administration from The University of Texas, focusing on real estate analysis and development. Not long after obtaining his Masters, Julien J. Studley, Inc., one of the largest commercial real estate firms in the country, recruited Guy to become a Managing Director in their National Accounts Division. Representing numerous Fortune 500 companies, law firms, associations, and retailers, Guy understands the issues and elements involved in a wide variety of real estate transactions, and knows how to structure transactions that achieve individual clients' various goals and objectives.

Prior to 1987, Guy worked at the corporate offices of Waxie Maxie's, a family-operated chain of retail music stores. Waxie Maxie's first store opened in 1945, and grew to become Washington, DC's largest music chain with 34 locations, before it was sold to Live Entertainment.

Most recently, Guy co-founded StreetSense Retail Advisors with Marc Ratner in 2001 to specifically represent the interests of retailers, restaurateurs, and retail/mixed use property owners. He possesses a fundamental understanding of the unique constraints, issues, and requirements of those involved in the retail industry. The work he does incorporates strategic planning, expansion analysis, market analysis, site evaluation/selection, and proposal/lease negotiation.

Through the years, Guy has represented many notable projects including: National Gateway at Potomac Yards, University of Maryland - East Campus, Halstead Square, Aventiense, and Arts District Hyattsville. In addition, Guy has represented numerous national and local retailers including: Trek Bikes, Maggiano's, Eagle Bank, Palm Beach Tan, California Pizza Kitchen, and many others.



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Marc Ratner - Managing Principal

A fourth generation Washingtonian, Marc began his career in commercial real estate in 1984 working for Ronald Cohen Investments, a prominent development company based in Bethesda, Maryland. After two years with the company, he was promoted to Director of Leasing. At the time he was responsible for the marketing and leasing of a portfolio containing approximately 1,000,000 square feet of commercial property.

In 1989, Marc joined Bart Eisner, an industry leader in retail brokerage in the Washington Metropolitan area. During his 13 year partnership with Eisner, Marc became one of the most active retail brokers in the D.C. market. Over his career he has been responsible for the development and implementation of expansion strategies for national restaurants and retailers including: Brinker International, Blockbuster Video, Zany Brainy, La Madeleine, Equinox, Pei Wei, Vitamin Superstore, Home Elements, Cost Plus World Market, and Lettuce Entertain You, among many others. In addition, Marc is recognized as one of the region's leading consultants for developers and property owners seeking innovative development and leasing strategies for retail and mixed-use real estate projects.

Marc has also developed and owns properties in the Washington, DC region. Retailers in his properties include: CVS, Starbucks, Ritz Camera, Vie de France, Blockbuster Video, Hair Cuttery, and Staples.

In 2001, Marc co-founded StreetSense Retail Advisors with Guy Silverman and Jon Eisen. The mission was to create an innovative retail brokerage and consulting firm exclusively dedicated to retail and mixed-use real estate.



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Jon Eisen - Managing Principal

A native of Washington, D.C., Jon Eisen enjoys the history of his hometown, as well as the constantly evolving cities in which he does his work. Across the United States, Jon has conceived, created, and completed more than 50 mixed-use projects. Trained as an architect and urban planner, Jon works with private developers and municipal officials to create special – and successful – urban places. He is currently leading the development and planning for developments in Maryland, Virginia, D.C., Pennsylvania, Delaware, Florida, Washington, and Colorado. National Harbor, Aventura, Crystal City, Reston, Bethesda Row, Park Potomac and Valley Forge all bear his handiwork.

At StreetSense, Jon has had a hand in more than 20 million square feet of mixed-use planning and development. Earlier in his career, Jon worked on such large scale projects as the U.S. Holocaust Museum in Washington D.C., Mizner Park in Boca Raton, Florida, Colorado Center in Denver, and Channelside in Tampa, Florida. He also counsels cities and towns, providing them with market analyses and clear-headed thinking about redevelopment possibilities in their municipalities. Recently, Washington, D.C. officials engaged Jon to scrutinize and recommend improvements to its aging commercial districts across the city.

Jon speaks regularly at industry conferences and before government gatherings. He sits on a National Council with the Urban Land Institute and is on the board for the College of Architecture and Real Estate at the University of Maryland. Whenever he travels, he continues to study and photograph the physical elements of municipal life that contribute to urban vitality. As managing principal of StreetSense, Jon leads the company, particularly in the consulting and development division. From his extensive experience, Jon has gained considerable expertise in creating great urban places.

Landlord Representation

Aspen Hill SC	Evergreen Terrace	New Carrollton town center	Sunshine SC
Boulevard Square	Fort Totten Square	Park Place	Three Brothers Center
Burnt Mills	The Fenton Building	Park Potomac	Vista Shops at Golden Mile
Catholic University Redevelopment	Huntley Meadows	Post Shops at Carlyle Square	Wellington Square
Century Center	Arts District Hyattsville	Prince Frederick Commons	Woodyard Crossings
Cherry Hill Center	King George	River Creek Village	
Columbia East Marketplace	Liberty Station	Shoppes at North Stafford	
Aventiene	The Shops of Lionsgate	Shoppes of Olney	
Dulles Parkway Center	The Metropolitan	Shops at Signal Hill	
Elden Place	Mount Vernon Station	Shops at Town Center	
	National Gateway	Steeplechase 95	

Retailer Representation

AG Jeans	Eagle Bank	Logan's Roadhouse	REISS
Arhaus Furniture	Elizabeth Arden Red Door Spas	Macaroni Grill	Ritz Camera
Avenue	Eastern Mountain Sports	Maggiano's	Salon Plaza
American Partners Bank	Equinox	MaggieMoos	Sandella's
Bath & Body Works	Famous Dave's	Martin & Osa	Sharper Image
Blue Tulip	Fast Frame	Mike & Lou's	Shaw's Crab House
Bow Tie Cinemas	Firkin Pubs	Milwaukee Frozen Yogurt	Sona Med Spa
Bratt Decor	Five Guys	Moby Dick	Starbucks Coffee Company
The Brown Bag	Fresh City	Mon Ami Gabi	Tacuba
Cafe Phillips	Goddard Day School	My Eye Dr.	Ten Thousand Villages
California Pizza Kitchen	Gym Source	My Organic Market	Three Brothers
Carvel	Jimmy Johns	Omaha Steaks	Tropical Smoothie Cafe
Chili's	Jos. A Bank	Palm Beach Tan	Tweeter
Chipotle	Justice	Patient First	The UPS Store
ColorWorks	Leslie's Pool Supplies	Paul Mitchell - The School	Vapiano
Corner Bakery	Let's Dish	Penguin	Village Roadshow
Dominic's of New York	Limited	Petco	Wildfire
Down Dog Yoga	Limited Too	Portrait Innovations	Z Pizza

Consulting Clients

Angler Development	The Daniel Corporation	KB Homes	Stark Enterprises
Archstone-Smith	Diamond Properties	KSI	Starwood
Argo Investment	Douglas Development	Konover Development	Terrabrook
Atapco Properties	Elm Street Development	Lerner Enterprises	The Greenberg Companies
Bayer Properties	Equity Residential	Lincoln Properties	The Kaempfer Company
Benderson Development	Federal Realty Investment Trust	Louis Dreyfus	The Mills Corporation
Bos Group	Florida Rock	Lowe Enterprises	The Peterson Companies
The Bozzuto Group	Forest City Enterprises	Michael Harris Development	Tower Companies
The Carlyle Group	Foulger Pratt	Mid City Urban	Trammell Crow Residential
Centex Homes	George Mason University	Miller & Smith	Transwestern Commercial
City of Bellevue, WA	Harbor Properties	Newland Communities	Vulcan
City of Falls Church	Harvard Development, Inc.	Northwestern Mutual Insurance Co.	Washington, DC Downtown Business Improvement District
City of Gaithersburg, MD	Hines	The Oxbridge Group	Vornado
City of Sarasota, Florida	Holladay Corporation	Pulte Homes	Welk Resort Group
City of Tempe, Arizona	Horning Brothers	Realen Development	
City of Washington, DC	James Doran Company	Regency Centers	
City of Winter Springs, FL	JBG Companies	Segale	
Clark Realty Trust	JPI		



Task Seven: Evaluating Prospects

StreetSense will assist the ownership team in qualifying all prospects through an assessment of their:

- Financial condition
- Retail Segment
- Operating history
- Business plan

Task Eight: Conduct Negotiations

Once a project has been qualified, StreetSense will lead the negotiation process. This will include:

- Drafting and negotiating Letters of Intent
- Reviewing and negotiating Landlord/Tenant construction work
- Conducting financial comparative deal analysis
- Drafting lease requests
- Reviewing and assisting in lease negotiations with Landlord/Tenant Council

LANDLORD REPRESENTATION

Task Five: Telling the Story/Creating Marketing Materials

StreetSense will use its internal graphic and design team to create the marketing materials that will convey the projects "**story**". These materials will speak both visually and contextually to the targeted retailers in a language they will understand and embrace.

Task Six: Comprehensive Marketing Campaign

StreetSense will contact the specific retailers, restaurants, and industry resources for the categories identified in the merchandising strategy. Meetings and formal presentations will take place most often locally, but may require occasional travel.

StreetSense will host presentations to introduce and communicate the "**story**" to the brokerage community and prospects.

StreetSense will develop a Project Home Page on our website in order to maximize project exposure and provide easy access to project information.

StreetSense will display and market projects at select regional ICSC events and the annual Las Vegas Convention.



Task Three: Creating the Merchandising Strategy

With a comprehensive assessment of the trade area now defined by tasks one and two, StreetSense is now well armed to create a thoughtfully conceived merchandising strategy which will uniquely position the project/property to meet the demand of the marketplace.

The merchandising plan provides the ownership team with the first clear "picture" of what the final retail merchandising mix of the project will look like and lays the groundwork for the actual marketing and leasing of the project.

Task Four: Site Evaluation/Grading

StreetSense will evaluate the overall project plan/leasing plan to enable both the developer and retailer to understand the site's full potential by creating a value based grading system. This system will allow us to assign priority, uses, and rental rates for the project. The components in the evaluation will include:

- Access
- Visibility
- Retail frontage/depths
- Size of space
- Proximity to parking/green space/public space
- Loading facilities
- Relationship to other uses, Pro forma rents/tenant improvement allowance



LANDLORD REPRESENTATION

Utilizing our skilled team approach, we study your project to develop a merchandising, marketing and leasing strategy that will increase the property's income and reduce your investment risk.

Task One: Understanding the Customer/Market Analysis

StreetSense will analyze demographics (including daytime office and full-time residential) and additional



data to evaluate the shopping patterns and shopping experiences to determine how and where the project's targeted customers shop. This study includes how, where, why, and when the customer shops the various retail categories (i.e. specialty, goods and services, boutique and dining/entertainment).

StreetSense will determine and study the "psychodemographics" of the trade area to best predict how shoppers will view and use the project.

Task Two: Analyzing the Retail Market/Competition Analysis

StreetSense will prepare a comprehensive retail market analysis of the trade area. The analysis will include a full demographic study and gap analysis which will outline key retail uses and retailers not currently serving the market. In addition we will evaluate all retail environments in the defined trade area by assessing the following information:

- Rent comps for all categories such as large box, junior box, specialty, neighborhood goods and services, fast and casual dining concepts, etc.
- Evaluation of the parking provided, the ratios of surface to structured product, and the amount of paid and free product in the immediate trade area.
- A review of project amenities
- Property classification (i.e, super regional, regional, neighborhood)
- Tenant mix of each property



CLIENT SUCCESS STORIES



Blue Tulip

Retailer Statement:

"We are a unique new concept offering a wide variety of gifts and services for special occasions, holidays, or just simply treating yourself to something special. Our stores are designed to be fresh and upbeat and tastefully organized."

Customer:

Female from teen to 50+

Desired Trade Areas:

Regional markets with at least 40,000 households in five miles and an above-average demographic profile

Site Criteria:

4,000-5,000 sf in high-traffic daily use centers, lifestyle centers and high end urban districts

Preferred Co-tenants:

Trader Joe's, Chico's, Talbots, Starbucks

Results:

Secured locations in Tysons and Fairfax with multiple deals in the pipeline

Specialty Retailer



EMS

Retailer Statement:

"We are in the process of rebranding the company in an effort to become the dominant national retailer serving the outdoor enthusiast."

Customer:

Outdoor enthusiast 20 – 50 years old

Desired Trade Areas:

Regional markets with better than average income levels

Site Criteria:

15,000 sf in dominant regional power strips and specialty centers

Preferred Co-tenants:

Strong mix of national category dominant and fashion retail.

Results:

Sites secured in three of the most high profile new projects in the region

Specialty Retailer



California Pizza Kitchen

Retailer Statement:

"As one of the premier casual dining restaurants in the country, we have built the brand with very high-profile, upscale locations and need to continue to grow in more mainstream retail venues without compromising our image."

Customer:

Families, ladies who lunch, and the office crowd

Desired Trade Areas:

Regional trade areas with a dense professional daytime and residential population made up of well-educated households with strong median income

Site Criteria:

6,000 sf in high-profile regional malls, specialty and entertainment-driven centers, lifestyle centers, and urban districts

Preferred Co-tenants:

Strong mix of national retailers, movie theater, and other higher-end dining establishments

Results:

Secured five locations which are performing extremely well and have a number of deals in the pipeline



Starbucks

Retailer Statement:

"As the dominant coffee purveyor and one of the most recognized brands in the world, we remain committed to delivering a consistent, high-quality product in a wide range of store types and real estate settings."

Customer:

Crosses all demographic lines

Desired Trade Areas:

Regional, neighborhood, urban, interstate commuter, high-density and traffic area

Site Criteria:

1,400-1,700 SF end caps or freestanding buildings in regional and grocery anchored centers

Preferred Co-tenants:

Dominant grocers, bookstores, fitness clubs, and daily need tenants

Results:

Secured over 300 stores in the metro DC and Baltimore markets

CLIENT SUCCESS STORIES



Equinox

Retailer Statement:

"We are the most high-end fitness club in the country. We need to enter the DC market with a high impact location and continue our growth in regional markets with high-end demographics."

Customer:

Health conscious, affluent, and sophisticated

Desired Trade Areas:

Close in regional, suburban, urban, and downtown districts

Site Criteria:

25,000 – 45,000 sf with flexibility to occupy 2 levels. Office buildings, residential properties, mixed use environments, regional malls, and traditional strip retail which offer abundant and convenient parking for members

Preferred Co-tenants:

Strong lifestyle and high-end retailers

Results:

Secured 1st location in Tysons Corner, 45,000 sf in high-profile, mixed-use property with co-tenants including: Gucci, Hermes, Tiffany, Ballys and Mortons

Large Format Retailer



Petco

Retailer Statement:

"With over 650 stores in 43 states, Petco is the leading specialty retailer of premium pet food, supplies, and services in the country. Like a grocery store, our real estate needs to be convenient to the female customer but also needs other category-dominant discount co-tenancy."

Customer:

Broad based appeal, families with pets

Desired Trade Areas:

Regional trade areas and strong local markets

Site Criteria:

15,000 sf in traditional strip and power centers; grocery and strong national co-tenancy preferred

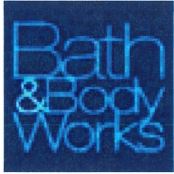
Preferred Co-tenants:

Grocery Stores, Target, Kohl's, Michaels

Results:

Secured over 15 locations throughout the state of Virginia.

Large Format Retailer



Bath & Body Works

Retailer Statement:

"Our brand has very broad appeal. The trick however, is to not compromise the brand."

Customer:

Everyone

Desired Trade Areas:

Regional markets, urban districts, and neighborhoods

Site Criteria:

3,000 sf in fashion/female-oriented power centers, regional malls, and lifestyle venues

Preferred Co-tenants:

Target, Kohl's, Old Navy / Macys, Nordstrom anchored malls / Victoria Secret, American Eagle, Ann Taylor Loft, Banana Republic

Results:

Secured 20+ sites throughout the mid-Atlantic

Lifestyle Retailer

The Container Store

The Original Storage and Organization Store®

The Container Store

Retailer Statement:

"Our customer is focused on the home, our format is large; however, we aren't a discount store. We are extremely selective about our real estate and won't compromise."

Customer:

Women ages 25 to 45

Desired Trade Areas:

Median HH Incomes of \$75,000+; top tier regional markets; close proximity to regional malls, dynamic retail clusters

Site Criteria:

25,000 - 30,000 sf in high profile regional lifestyle & shopping centers and freestanding buildings

Preferred Co-tenants:

High-end home furnishings (Crate & Barrel, Pottery Barn), Whole Foods, Barnes & Noble

Results:

Sites secured at Market Common at Clarendon, Congressional Plaza (two of the most profile retail locations in the regional DC trade area)

Large Format Retailer



CLIENT SUCCESS STORIES



Justice/Limited TOO

Retailer Statement:

"We are the trendsetting fashion retailer for 10-14 year old girls, we need to open our stores in moms' path of travel."

Customer:

Girls 10-14 years old

Desired Trade Areas:

Major regional markets (Justice) and major regional malls (Limited TOO), with moderate to high income families in surrounding markets

Site Criteria:

4,500 sf in fashion oriented power centers (Justice) and regional malls and lifestyle venues (Limited TOO)

Preferred Co-tenants:

Target, Kohl's, Old Navy (Justice)
Macy's, Nordstrom anchored malls (Limited TOO)

Results:

Sites secured in
[Virginia] Newport News, Williamsburg, Virginia Beach, Short Pump, Gainesville, Fairfax
[Maryland] Annapolis, Gaithersburg, White Marsh

Lifestyle Retailer



Jos. A Bank Clothiers

Retailer Statement:

"We have become one of the dominant men's fashion retailers in the country by adapting the brand to serve the mainstream male consumer. However, we have learned that the female consumer is integral to our success."

Customer:

Adult male

Desired Trade Areas:

Urban, high end suburban and regional markets

Site Criteria:

4500 sf in fashion oriented centers

Preferred Co-tenants:

Talbot's, Ann Taylor, Coldwater Creek

Results:

Secured 30+ locations throughout the mid-Atlantic

Lifestyle Retailer

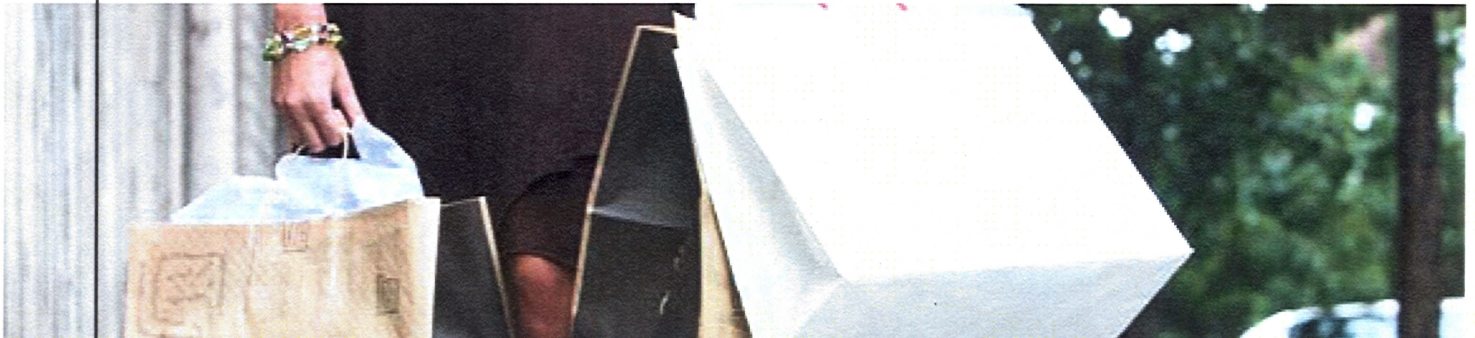


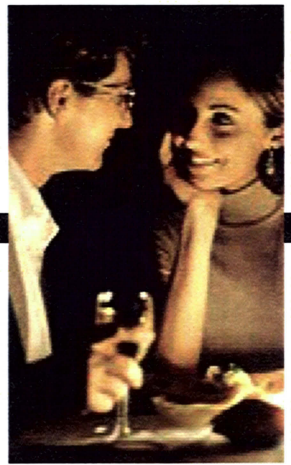
TENANT REPRESENTATION

Step VI: Negotiations and Documentation

When an opportunity has been classified as an approved site, StreetSense will begin the negotiation process to secure the site. When appropriate, StreetSense will arrange meetings with the property owners, begin creating a “relationship” between the parties, and define the basic deal structure.

- Draft Letters of Intent, including evaluating and negotiating construction/build-out requirements
- Assist Tenant counsel in lease negotiations
- Coordinate all development and operating related issues with the client’s Property Development Team (i.e., Architect, Construction Manager, Director of Operations, etc.)
- Create a transaction package for the Development Team to include:
 - Summary Information
 - Lease Proposals
 - Market Map
 - Site/Aerial Photos
 - Site and Lease Plan
 - Demographics
- StreetSense can also provide board-level presentations for our client’s corporate approval process





Step III: Implementing The Strategic Plan

Once the strategic plan has been established and approved by the client, StreetSense will utilize our market knowledge, as well as relationships with key property owners, brokers, and industry resources to prepare a comprehensive inventory of all locations within the target trade areas. The report will catalog current opportunities, properties under construction, pre-lease opportunities (new construction), as well as hidden opportunities (space currently occupied).

Step IV: Marketing

Utilizing our creative in-house design capabilities, StreetSense will create marketing materials for a campaign to educate the marketplace and promote the unique qualities and appeal of the brand. This process will include emails, press releases, and direct mailings to the development and brokerage community as well as the promotion of the concept at ICSC and other industry events.

Step V: Evaluating Opportunities

StreetSense will arrange site tours with the client's Development Team to evaluate target markets and specific site opportunities.

- Regional Maps Identifying
 - Major Regional Shopping Districts
 - Competition
 - Demographics
 - Aerial Photographs
 - Traffic Counts

- Site Specifics
 - Lease Plan
 - Site Plan
 - Plan of Proposed Space
 - Narrative of Proposed Deal Terms

- Site Evaluation Forms
 - Access
 - Visibility
 - Retail Frontage
 - Delivery/Trash Locations
 - Proximity to Parking/Public Space
 - Relationship to Other Uses

TENANT REPRESENTATION

We provide retailers and restaurateurs access to real estate opportunities, relationships, and information that are all critical to your company's success. We think long-term. Our philosophy is...the "right" deal is better than the "quick" deal. StreetSense's Retail Brokerage Division utilizes a comprehensive six step process to ensure that our clients secure the best location under the most favorable terms and conditions.

Step I: Understanding The Concept

In order for us to be truly effective, StreetSense will meet with key team members in an effort to define the company's goals and objectives as they relate to the company's expansion plans.

Topics to review will include:

- Customer Profile
- Prototypical Size
- Store Design, Layout
- Volumes
- Competition
- Development Costs
- Hours of Operation

Step II: Creating the Strategic Development Plan

With a firm understanding of the concept, its operating history and demographic and lifestyle profile of its customer, StreetSense will utilize state of the art technologies as well as overall market knowledge to develop a market strategy which will be the road map to maximizing market penetration. In addition, StreetSense will provide its clients with "Cost of Entry" assumptions including estimated rents and a timeline outlining how long it will take to achieve the plan.



RETAIL ADVISORY SERVICES/ BROKERAGE

Whether you are a national retailer looking to expand your brand, an entrepreneur looking to launch a new restaurant, or a developer with a vision to create an exciting new retail environment, our seasoned team has the experience and proven track record to lead you to success.

We call ourselves retail strategists because we view the world through our client's eyes.





Village at Valley Forge

King of Prussia, Pennsylvania

PROJECT DETAILS

128 acres
1 million sf retail
2200 residential units
400 room hotel

SERVICES

Master Planning/Entitlements
Architecture
Design Guidelines
Development Assistance
Merchandising Strategy
Public Open Space Design
Placemaking
Wayfinding

PROJECT DESCRIPTION

The Village at Valley Forge is a mixed-use town center adjacent to the King of Prussia Mall, the largest retail center on the East Coast. Through intuitive design and synergistic merchandising, The Village at Valley Forge will offer unique retailers and amenities that will complement the mall's regional presence.

StreetSense is currently the master planner and architect in charge of designing the architecture, public open spaces, lighting, wayfinding, and landscaping for developers Northwestern Mutual Insurance and Realen Properties.

CLIENT Northwestern Mutual Insurance Co.
Realen Properties



UMD East Campus

College Park, Maryland

PROJECT DETAILS

420,000 sf of retail space
100,000 sf of office space
2100 residential units
200 room hotel

SERVICES

Master Planning/Entitlements
Architect
Market Analysis
Placemaking
Retail Leasing
Merchandising Strategy
Marketing Materials

PROJECT DESCRIPTION

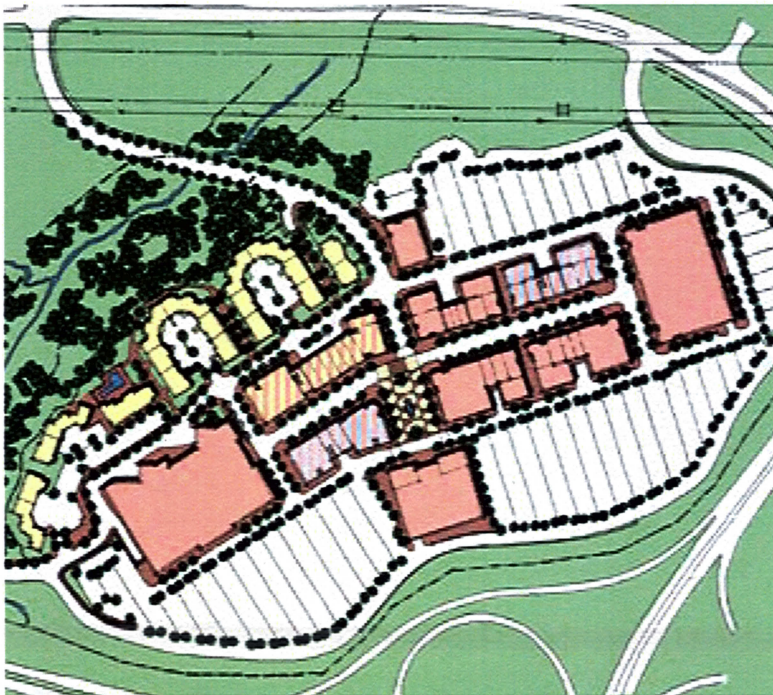
The design approach for the University of Maryland is to create a central mixed-use environment that shares the vision of both the university and the surrounding community while maintaining a connection to the Metro.

Situated directly between the university and the Metro station, and with the incorporation of the light rail station, the new community will be perfectly sited to take advantage of the retail synergies that occur within pedestrian and transit-oriented environments.

Community needs for neighborhood services, walkable entertainment, and dining options will be complemented by a new vibrant office, hotel, and residential community above the active street environment.

A main plaza will allow the new bookstore and cinema to create a wonderful open public space accented by dining and entertainment opportunities.

CLIENT Foulger Pratt
Argo Investments



Potomac Town Center

Woodbridge, Virginia

PROJECT DETAILS

650,000 sf retail
350 residential units
250,000 sf office
120 hotel rooms

SERVICES

Site Analysis
Master Planning/Entitlements
Market Analysis
Architectural Design
Merchandising Strategy

PROJECT DESCRIPTION

Ideally located on I-95 adjacent to Potomac Mills, Potomac Town Center is a mixed-use property being developed to serve the growing population of Prince William County.

Working in conjunction with The Mills Corporation and Lerner Enterprises, StreetSense guided the planning process, while creating conceptual designs and merchandising strategies.

StreetSense developed a plan that fulfilled requirements of the development team, offering practical accessibility, convenient servicing, and ample parking.

CLIENT The Mills Corporation
Lerner Enterprises



ARCHITECTS • PLANNERS • BROKERS • MARKET ANALYSTS • RETAIL STRATEGISTS



Portsmouth

Portsmouth, Virginia

PROJECT DETAILS

46,000 sf retail
196,000 sf office
300 residential units

SERVICES

Master Planning/Entitlements
Market Analysis
Design Guidelines
Architectural Design
Merchandising Strategy



PROJECT DESCRIPTION

Portsmouth is located on the western side of the Elizabeth River directly across from the City of Norfolk. As part of the Crawford Street revitalization plan, this will be the catalyst of the redevelopment.

As the crown jewel of Portsmouth's beautiful downtown, this waterfront redevelopment project will provide a fresh and exciting look for downtown Portsmouth. In addition, the revitalization will provide animated views from the river.



CLIENT Lincoln Properties



Port Quendall

Seattle, Washington

PROJECT DETAILS

68 acres
350,000 sf retail
1.5 million sf office
1,200 residential units

SERVICES

Master Planning/Entitlements
Market Analysis
Design Guidelines
Architectural Design
Merchandising Strategy



PROJECT DESCRIPTION

The Port Quendall project is on the southeastern shore of Lake Washington.

StreetSense conducted an extensive market analysis and created a development strategy for a new mixed-use development.

Extensive study and site grading exercises enabled the creation of a workable mixed use plan. Once a contaminated industrial site, this project will improve the environmental and economic climate, improve water quality and habitat, and bring back to life a beautiful waterfront location.



CLIENT Vulcan



Park Potomac

Potomac, Maryland

PROJECT DETAILS

150,000 sf retail
400,000 sf office
380 residential units

SERVICES

Master Planning
Merchandising Strategy
Architectural Design
Placemaking
Retail Leasing
Public Open Space Design
Market Analysis
Marketing Materials



PROJECT DESCRIPTION

Currently under construction, Park Potomac is a new mixed use office, residential, hotel, and retail environment strategically located at the intersection of Montrose Road and I-270 in Potomac, Maryland. StreetSense has been instrumental in setting strategies for designing and merchandising the retail component of this high-profile project.

The StreetSense retail brokerage team is in the process of leasing 125,000 square feet of retail space to create a dynamic shopping environment. As befits this prime property, StreetSense is targeting a luxury collection of retailers including an upscale grocer, day spas, and home furnishings along with a diverse group of boutique retailers.

Creating the right atmosphere in this desirable neighborhood is extremely important to the developer and they hired StreetSense to make it happen.



CLIENT Foulger Pratt



ARCHITECTS • PLANNERS • BROKERS • MARKET ANALYSTS • RETAIL STRATEGISTS



One Loudoun

Loudoun County, Virginia

PROJECT DETAILS

700,000 sf retail
3 million sf class A office space
1,200 residential units
400 room hotel
16-screen theater

SERVICES

Master Planning
Architectural Design
Retail Leasing
Merchandising Strategy
Marketing Materials
Entitlements
Market Analysis

PROJECT DESCRIPTION

Located in the heart of Loudoun County at the crossroads of Route 7 and the Loudoun County Parkway, One Loudoun promises to accommodate a growing and affluent population by offering a special kind of community in which to shop, dine, and live.

StreetSense created a mixed-use development plan and merchandising strategy for this unique development. The retail component of One Loudoun will include a one-of-a-kind collection of shops offering a variety of goods and services. In addition, special attention will be given to creating a dining experience that includes fast casual and fine dining with outdoor seating options.

CLIENT Miller & Smith
The Meridian Group



National Harbor

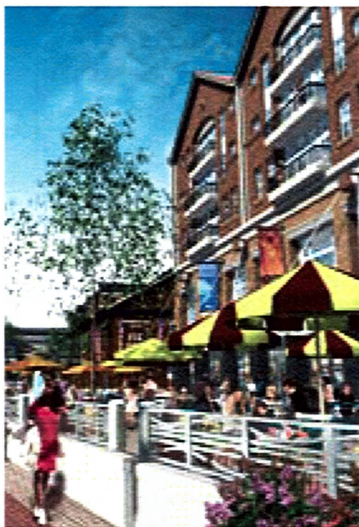
Prince George's County, Maryland

PROJECT DETAILS

750,000-1,000,000 sf retail
2-3 million sf office
2,500 residential units
2,500 room hotel

SERVICES

Master Planning
Architectural Design
Design Guidelines
Market Analysis
Merchandising Strategy
Placemaking
Public Open Space Design



PROJECT DESCRIPTION

One of the largest and most ambitious developments in the nation is National Harbor, a waterfront community along the banks of the Potomac River in the Washington, DC region.

At the request of The Peterson Companies, StreetSense assisted in creating the master plan for this exciting mixed-use development. During the master planning process, StreetSense completed merchandising and phasing strategies, and conducted a site and market analysis.

StreetSense also wrote and produced building, street, storefront, landscape and lighting design guidelines, hosted design workshops, and created a comprehensive booklet of design specifications for the total development.



CLIENT The Peterson Companies



National Gateway

Arlington, Virginia

PROJECT DETAILS

200,000 sf of retail space
1.9 Million sf of office space
1440 condos

SERVICES

Architectural Design
Storefront Design Guidelines
Merchandising Strategy
Retail Leasing
Master Planning
Market Analysis
Entitlements

PROJECT DESCRIPTION

Situated on five city blocks along the Potomac River, National Gateway at Potomac Yards is a mixed-use district that brings an unparalleled experience to Arlington County, Virginia.

The streetscapes will feature lively and engaging retail shops, an eclectic mix of restaurants, many with outdoor dining, tree-lined plazas, and lush green open spaces.

In addition to providing architectural design and planning strategies to this 3,000,000 square foot mixed-use property, StreetSense also developed a unique merchandising strategy. Currently, the brokerage team is hard at work leasing space to retailers including an upscale grocer, health club, several restaurants and cafés, as well as a host of complementary shops and boutiques.

CLIENT The Meridian Group



Moorefield Station

Loudoun County, Virginia

PROJECT DETAILS

630,000 sf of retail
173,000 sf of office
300 room hotel

SERVICES

Planning
Renderings
Architectural Visualization



PROJECT DESCRIPTION

Located in the heart of Loudoun County, Moorefield Station is a mixed-use property being developed to serve the growing population of Loudoun County.

Working with the Peterson Companies, StreetSense has provided planning, architectural visualization and rendering services for this outstanding project.



CLIENT The Peterson Companies



Lovettsville Square

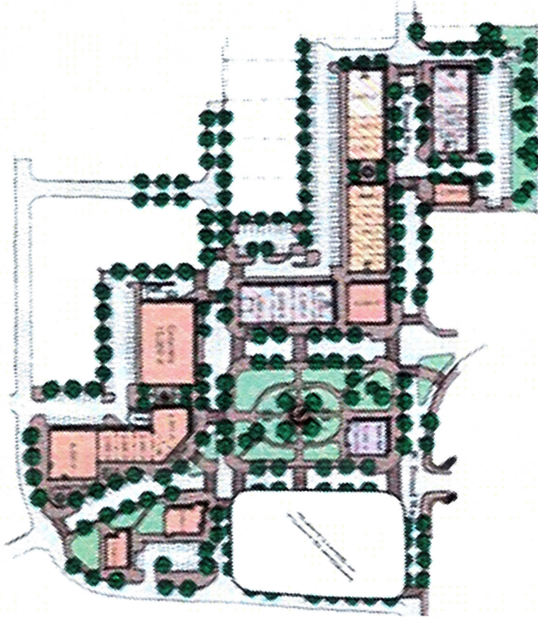
Lovettsville, Virginia

PROJECT DETAILS

66 acres
84,000 sf retail
20,000 sf office
15,000 sf civic uses
158 residential units

SERVICES

Marketing Package
Master Planning
Architectural Design
Market Analysis
Public Open Space
Placemaking



PROJECT DESCRIPTION

Lovettsville Square is a mixed-use development in the heart of western Loudoun County, one of the fastest growing counties in the nation.

Working closely with Elm Street Development and NV Commercial, StreetSense designed and planned a mixed-use market square that will include a grocery store, retail, restaurants, a town hall, commercial offices, residential apartments and a central park area for concerts and public gatherings.

By conducting a full market analysis and creating a comprehensive merchandising strategy, StreetSense delivered a new master plan and architecture that will allow Lovettsville Square to function as a viable town center well into the future.



CLIENT Elm Street Development



Kent Island

Chester, Maryland

PROJECT DETAILS

14 acres
101,000 sf retail
60,000 sf office
320 residential units
120 hotel rooms

SERVICES

Master Planning/Entitlements
Development Strategy
Architecture
Merchandising Strategy
Market Analysis
Site Analysis
Retail Brokerage

PROJECT DESCRIPTION

Kent Island is located in Queen Anne's County, Maryland.

StreetSense principals provided planning and architectural design services for Kent Island based upon the existing relaxed, outdoorsy, and environmentally conscious location.

StreetSense principals created a merchandising strategy to create a unique and successful mixed-use environment which will cater to future residents and to those already living in the surrounding area.

CLIENT Douglas Development



ARCHITECTS • PLANNERS • BROKERS • MARKET ANALYSTS • RETAIL STRATEGISTS



EDS

Loudoun County, Virginia

PROJECT DETAILS

1,150 residential units
125,000 sf of retail
380,000 sf of office

SERVICES

Planning/Rezoning
Merchandising Strategy
Streetscape Design/Design Guidelines
Architecture
Site Plan Amendments



PROJECT DESCRIPTION

Located in the heart of Loudoun County, at the intersection of Kinross Circle and Centreville Road, directly off of the Dulles Toll Road, EDS is a mixed-use development offering both residential and retail uses.

StreetSense was hired to complete a peer review of the existing plan and offer ways to improve the overall design. Since then, StreetSense has offered its expertise on everything from merchandising strategies to full-service architecture.



CLIENT Lincoln Properties



Downtown DC BID

Washington, DC

PROJECT DETAILS

110 Downtown City Block Trade Area

SERVICES

Development Strategy
Market Analysis
Design Guidelines
Master Planning
Merchandising Strategy



PROJECT DESCRIPTION

Downtown DC Business Improvement District (BID) retained StreetSense team members to recommend a retail/entertainment and mixed-use redevelopment strategy for its downtown district. Leading from the White House to the Verizon Center, StreetSense's recommendations included proposals for every property and every square foot of sidewalk within the district.



CLIENT City of Washington DC
Downtown DC



Crystal City

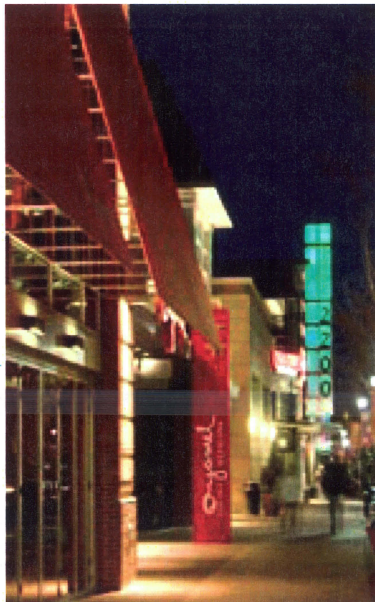
Arlington, Virginia

PROJECT DETAILS

Multi-Phase Redevelopment Plan
85,000 sf retail
450,000 sf of office renovation

SERVICES

Architectural Design & Planning
Merchandising Strategy
Storefront & Streetscape Design
Tenant Coordination
Development Assistance
Market Analysis
Environmental Graphics



PROJECT DESCRIPTION

The urbanization of Crystal City, Arlington's largest "downtown", has evolved over many years. Over the past 30 years, Crystal City has grown from one of the first mixed-use office communities to a major business center.

StreetSense was employed to bring redevelopment and retail flair to Crystal City. Our team played the primary role in district-wide revitalization by providing planning, merchandising strategies, architectural design, design management, storefront design, streetscape design, tenant coordination, development support services, and municipality interface services.

StreetSense contributed to every aspect of design, including tenant interface and development, creating an exciting and successful revitalization of Crystal City.



CLIENT Vornado
Charles E. Smith



Crosstrail

Leesburg, Virginia

PROJECT DETAILS

550 acres
775,000 sf town center retail
125,000 sf of anchored retail
1.5 million sf office
1,400 residential units
200 hotel rooms

SERVICES

Master Planning
Architectural Design
Merchandising Strategy



PROJECT DESCRIPTION

Crosstrail is a large, master-planned, mixed-use community, located on the Dulles Greenway in Loudoun County, Virginia, just outside of Leesburg.

Through master planning, architectural design, and a strong conceptual merchandising strategy, StreetSense successfully created a town center that accommodates the changing marketplace as it continues to grow and develop in the years to come.

CLIENT The Peterson Companies



Crocker Park

Westlake, Ohio

PROJECT DETAILS

350,000 sf retail
250,000 sf Class A office
500 residential units

SERVICES

Planning
Architectural Design
Merchandising Strategy
Storefront Design Guidelines



PROJECT DESCRIPTION

Crocker Park, located just outside Cleveland, Ohio, is a lively mixed-use development with retail-friendly streets and welcoming public open spaces.

StreetSense principals provided planning, design and entitlement work for Crocker Park and created a merchandising strategy and design guidelines for this successful mixed-use town center.



CLIENT Robert L. Stark Enterprises



Bethesda Row

Bethesda, Maryland

PROJECT DETAILS

300,000 sf of retail space
140,000 sf of office space
100,000 sf of residential space

SERVICES

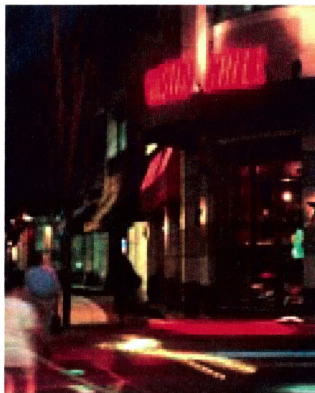
Urban Planning
Full Architectural Design
Placemaking



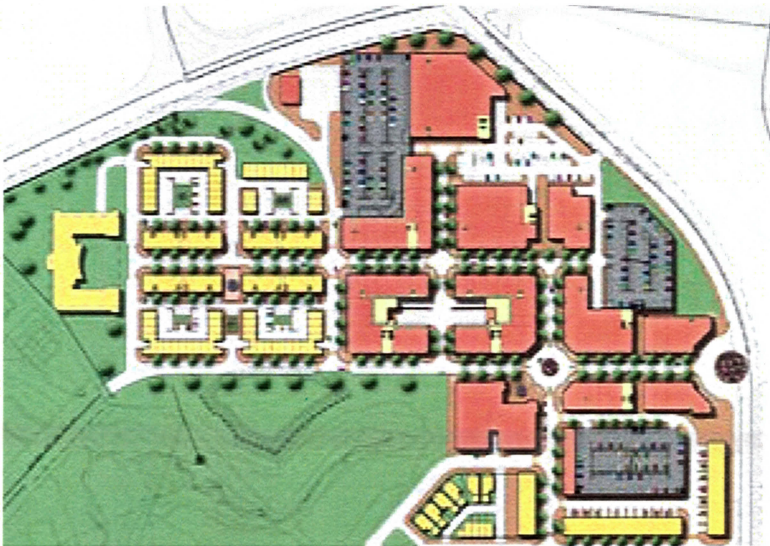
PROJECT DESCRIPTION

Located just a few miles from Washington, DC, Bethesda Row is an authentic urban environment alive with a dynamic mix of retail, restaurants and entertainment venues. This nationally recognized property delivers urbane to an urban setting.

StreetSense team members played a key role in the urban planning and architectural design for Federal Realty's redevelopment of this property. In addition, principals were intimately involved in leasing the retail component.



CLIENT Federal Realty Investment Trust



Aventiene

Gaithersburg, Maryland

PROJECT DETAILS

320,000 sf of retail space
867 residential units

SERVICES

- Architecture & Planning
- Entitlements
- Merchandising Strategy
- Storefront & Streetscape Design
- Regional Market Analysis
- Design Charette Leader
- Retail Brokerage
- Wayfinding
- Development

PROJECT DESCRIPTION

Aventiene is an exciting new mixed-use community located in the heart of Gaithersburg, Maryland, voted the 17th best town to live in by Money Magazine. The Crown Property's mixed-use urban core, home to 320,000 gsf of prime retail space and 850 residential units, is located directly off of I-270 and minutes from I-495. This development boasts amenities that emphasize comfort, convenience, and innovation.

In addition to playing the primary role in the architecture and planning of the entire development, StreetSense has been involved in all areas of design and planning, from market analysis to entitlements, and from retail brokerage to storefront design.

StreetSense has been contracted to complete the design and planning of the project's wayfinding system. Currently in the final stages of schematic design, StreetSense is working hard to ensure success through timeless design and the infusion of classic forms with modern materials and details.

CLIENT KB Home & Centex Home



Addison Road

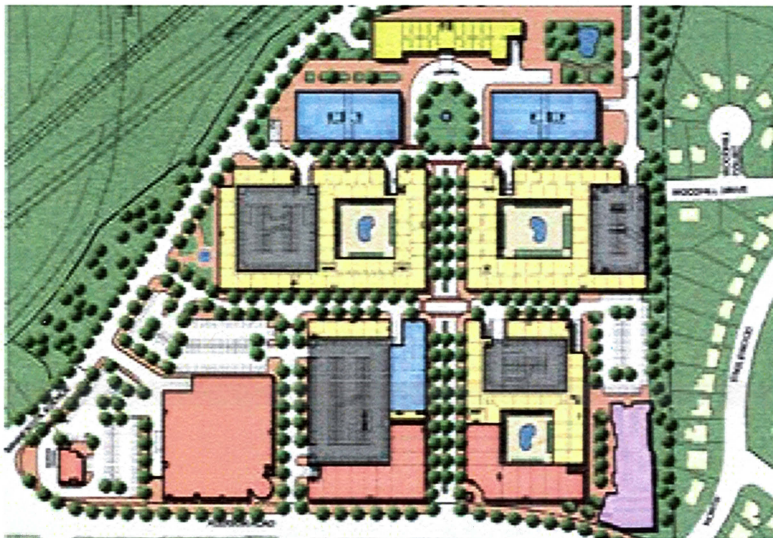
Cheverly, Maryland

PROJECT DETAILS

121,000 sf of streetscape retail
300 room hotel
941 units residential
423,000 sf of office

SERVICES

Master Planning/Zoning
Architecture
Wayfinding
Entitlements
Retail Brokerage
Merchandising Strategy
Market Analysis



PROJECT DESCRIPTION

Addison Road is a new T.O.D. (Transit Oriented Development) two phased mixed-use development in Prince George's County. This project is scheduled to deliver in Fall 2008.

Addison Road is located along the 4600 block of Addison Road, near the Cheverly Metro station. Because of the site's adjacency to transit, a fairly dense mixed-use program has been chosen which will attract residents and retailers alike.



CLIENT Douglas Development



55 Miracle Mile

Coral Gables, Florida

PROJECT DETAILS

40,000 sf retail
27,000 sf office
184 residential units

SERVICES PROVIDED

Planning/Zoning
Architectural Design
Merchandising Strategy
Market Analysis

PROJECT DESCRIPTION

55 Miracle Mile is a revitalization project in Coral Gables, Florida meant to restore vitality to the Downtown Business District and to act as a catalyst for the overall improvement of the area.

StreetSense team members worked throughout the entitlement, planning, design, and development process to create a successful, mixed-use project. At the core of the public space is a European style via, with open air cafes, fountains and luxurious landscaping.



CLIENT Starwood Urban

PORTFOLIO

We have an extensive list of past, current, and future projects as well as prominent clients. We look forward to creating new relationships with companies who value the importance of creating viable mixed-use communities.





Collaboration, Dependability, Experience...Vision

We are committed to providing solutions to ensure the success of every project that we take on.

Planning

We offer comprehensive urban planning that focuses on how zoning, public policy, land value and redevelopment efforts impact developments.

Entitlements

Because we speak the language of developers, retailers, designers, and municipalities, we have the ability to successfully navigate through challenging obstacles often encountered in the entitlement process.

Market Analysis

We mix art and science to evaluate the amount of residential, office, retail, and hospitality demand that exists in a defined trade area. Market Analysis typically addresses the demographic profiles of consumers, demand projections for all use types, and development recommendations for projects large and small.

Architecture

We can take an idea from a cocktail napkin to a set of architectural drawings and, ultimately, into bricks and mortar. Think of us as your own personal designer and design manager all in one.

Community Participation

Our team prides itself on our active involvement in and awareness of the communities in which we work. From presenting information in informal sessions to large scale public presentations, we do it all.

Wayfinding/Environmental Graphics

We are committed to creating better ways of communicating in the built environment. We know how to plan, analyze, and create visual cues to guide consumers through spaces ranging from parking garages to town centers.



ARCHITECTURE/PLANNING



ARCHITECTURE/PLANNING

StreetSense assists you in developing the right strategy for your project. Our extensive experience in the ideation, planning, design, and development process is unmatched.

We are committed to providing value-added solutions to ensure the viability and success of every project that comes under our roof.



COMPANY SERVICES

We Do It Together...

Our Team. Our Style. Our Knowledge.

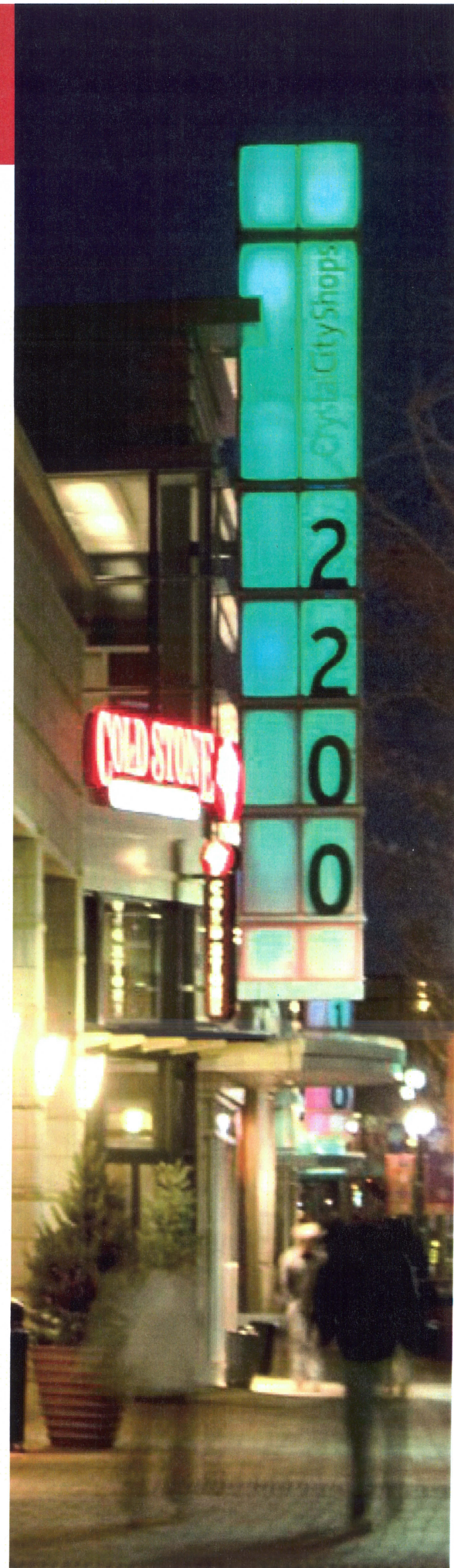
We understand your business, your vision; we do it together.

How We Make it Happen

StreetSense is comprised of two divisions: Retail Brokerage and Mixed-Use Consulting. Although each division is highly specialized, we combine our talents to create an environment that encourages collaboration, innovation, and inventiveness. Our collective resources offer developers, retailers, and municipalities services and solutions that are unique and specific to their needs.

What Sets Us Apart?

- Our experience as brokers
- Our approach to contextual planning and architectural design
- Our inherent understanding of the market
- Our drive to try something different, therefore creating something truly special



The Complete Package for Success



We provide the access to opportunities, relationships and information critical to your success.



Words We Live By

“To be the most innovative and inspiring company offering real estate brokerage and mixed-use consulting services in the market today.”



Teamwork

As friends and colleagues, all of us at StreetSense are committed to helping, sharing, and collaborating with each other. Together, we can achieve anything.

Excellence

Every work effort we pursue, each product we create and each project we take on is executed at the highest level of our ability.

Culture

More than a job, StreetSense represents an understanding, a partnership, and a lifestyle that promotes a balance between our professional lives and our personal lives. We strive to make our work environment stimulating, fun, flexible, and inspiring . . . every day.

Integrity

Knowing that at the end of the day we did the “Right Thing” without compromising our values.



streetsense

ARCHITECTS

PLANNERS

BROKERS

MARKET ANALYSTS

RETAIL STRATEGISTS

FIRM PROFILE

StreetSense is a leading consulting and brokerage firm specializing in retail and mixed-use real estate. With a truly unique platform that offers planning, design, brokerage, and development services, StreetSense provides retailers, developers, municipalities, and property owners with **innovative** solutions and strategies specific to their needs.

By uniting market analysts, planners, architects, and brokers under one roof, StreetSense emphasizes interdisciplinary **collaboration** in every project it takes on. Whether tasked with creating a development strategy for a mixed-use project or helping a retailer with a national rollout strategy, the StreetSense team has the experience, skill, and vision to advise clients in a **creative** yet practical way.

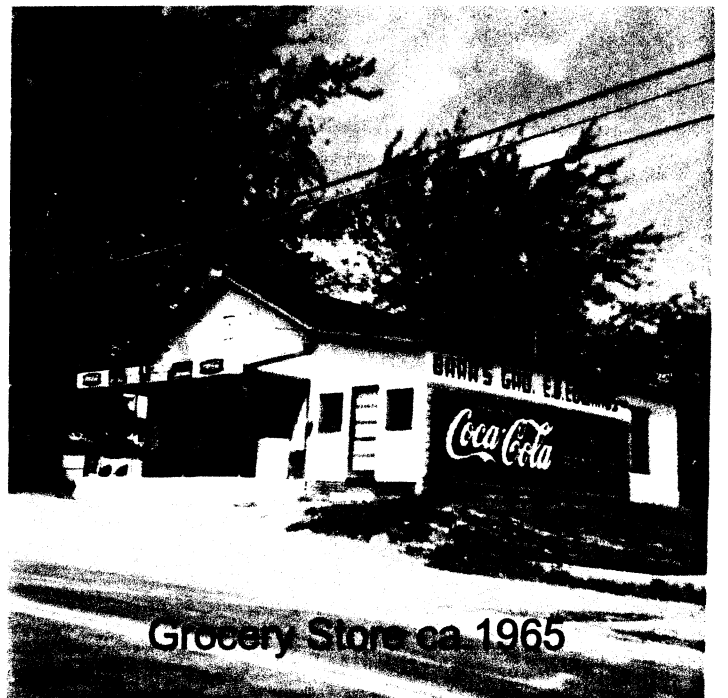
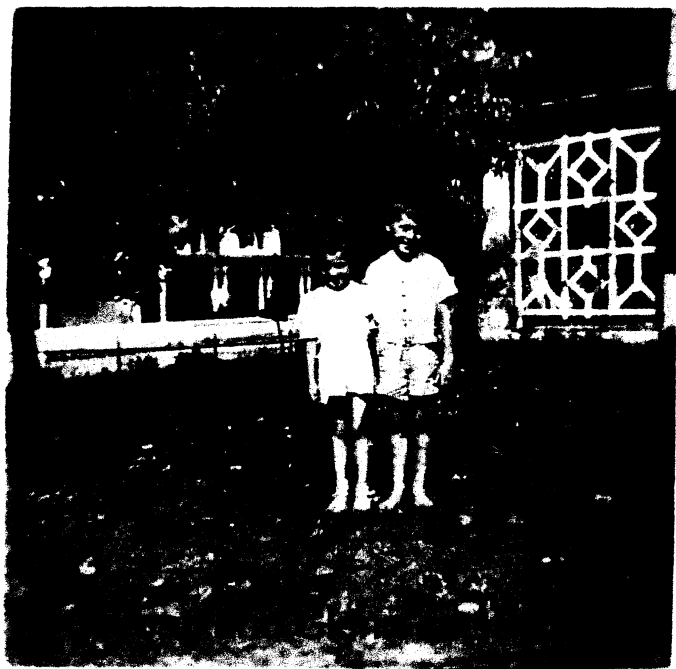
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8/13/08

My name is Joan Edwards Ruff. I live in Gaithersburg, Maryland. My interest in the Horace Willson House goes back to the fact that it was owned by my family for more than 44 years. I lived in the house as a child and have many happy memories growing up there. I have followed the discussions of moving the house since seeing an article about it in the newspaper and subsequently becoming a member of the Clarksburg Historical Society. I am opposed to moving it from its present site because of its age and the possibility of destroying one of only twenty historic buildings left in Clarksburg today. According to Dona Cuttler's history of Clarksburg, the original single-story three-bay rear section was built for Dr. John Reid in 1800 who sold it to Thomas Anderson in 1813. Dr. Horace Willson purchased the lot and cabin in 1821. The one and a half story frame house with two dormers was built for Dr. Willson in the 1840's. My family became involved in 1922 when my great-grandmother, Sarah Edith Purdum had the one story store built next to the house. This is the current Clarksburg Grille of today. In 1923 the store was sold to my grandparents, Elwood and Edith Lillian Barr, she was Sarah Purdum's daughter. After my grandfather's tragic death in 1940, my parents Emory and Velma Edwards along with my brother Glenn and I moved to Clarksburg from Bethesda to help my grandmother operate the general store. We all lived in the "Horace Willson" house. The store was operated under the name "Barr's Grocery, Trade as Emory B. Edwards" but was owned jointly by my grandmother and mother. In 1966, after a disagreement within the family, the house and store were sold.

Among the many alternatives to putting in the road, a pedestrian walkway has been suggested. This seemed the best to me as a way of connecting the old

and new communities and keeping the historic district, as small as it is, true to the past. There is so little left of Clarksburg as I knew it. If a road must go through, it seems better to go around the house than move it. I thought this issue had already been determined....not moving the house but going around it. I have also heard mentioned the possibility of cutting off the rear section of the house but as I've mentioned, the rear section is the oldest...268 years old. It is my fear moving the building could damage it forever. Choosing an alternative, either no road or one avoiding the house, would ensure that historic Clarksburg keeps one of its few building safe and secure.



Grocery Store ca 1965



Clarksburg Civic Association
P.O. Box 325
Clarksburg, Maryland 20871-0325

An old town with new ideas

Montgomery County Historic Preservation Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Clarksburg Historic District and the Horace Willson house.

My name is Kathie Hulley and I am President of the Clarksburg Civic Association. The following is endorsed by the Executive Committee.

During the development of the 1994 Clarksburg Master Plan there was much discussion of the importance of the road connection between the Historic District along Route 355 and the new town center. The town center layout was predicated on the view into the town center from Redgrave Road extended (now called Clarksburg Square Road). The connection is vital for viability of the historic district. It is also designed so as to directly connect the new town center, the historic district and the planned transit station on Redgrave Place.

It is very tempting to believe that if one leaves things the way they are, the quaintness of the district will stay that way forever, but the reality is that decay will continue and these properties will be lost. The Clarksburg Historic District was and is the heart and soul of our town and for this legacy to be fully understood and valued, there needs to be a new artery to the heart of Historic Clarksburg.

We support the moving of the Willson house slightly to the east, fronting Route 355 and adjacent to the Clarksburg Store/Grill as staff suggests. This new plan before you today is the best choice as it provides a direct connection and will lead one organically from the Historic District to the new Town Center and vice versa. It will enable the owner, Ajay Patel, of the Clarksburg Grill (who also owns the Willson house parcel) to expand his current business and grill and to preserve the historic Willson house on this prominent corner location.

Niki Lewis, who operates Green Earth Goods General Store, will rightfully anchor the other side of this prominent corner location with the recently restored John Clarke trading post. She took a great leap of faith and is the example to which other historic properties can aspire to achieve. The synergy between these two historic buildings for revitalizing the historic core of Clarksburg will be created when this road is built.

We support this exciting new proposed option which will restore Clarksburg "Main and Main". Aligning the roads and establishing the connection is a win-win solution for both adjacent parcel owners, for the County, for HPC and for all other businesses and the citizens of Clarksburg.

Kathie Hulley

August 13, 2008

HPC Briefing of Newland Communities road connector from Town Center to the Clarksburg Historic District.

My family owns property in the Clarksburg Historic District and I represent the Clarksburg Chamber of Commerce. The proposed road connection from the Town Center into the historic district is necessary for the district's survival. Access to the Town Center will support the businesses and provide infrastructure allowing the revitalization of nearly 25% of the district. The owner of Green Earth Goods bought and restored the general store which suffered many years of neglect. The success of these businesses maintains the historic buildings and promotes revitalization.

Last year, the Chamber of Commerce evaluated the options and approved a Town Center road connection that aligned with Redgrave Place. The design was best suited to support the existing businesses and provide access to the future mass transit stop. This option calls for moving the Willson house, which is regrettable, but is called for in the Master Plan. The Chamber originally approved moving the house across the street, but it quickly became apparent the costs would be excessive. The current proposal, while not voted on by the Chamber, is reasonable. There are no obstructions, the distance is minimal, and therefore the costs are greatly reduced. It does disturb the fabric of the community, but is the least invasive option.

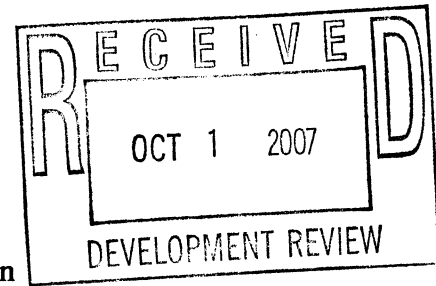
As a property owner planning to build a home on one lot, I believe the alignment to Redgrave Place is necessary for the safety of pedestrians and access onto Frederick Road. The earlier proposal for an offset connection would have been too dangerous. It is important to keep the Willson house close to its original location and shifting it next to the Grill would accomplish that goal. It also means the Grill's gas pumps would have to be relocated, which makes that area safer for pedestrians and traffic.

The width of the Town Center road connection must be kept to the minimum allowed for two lanes of traffic. This is important to reduce the impact to the historic district and properly align with existing Redgrave Place.

Thank you.
Patrick Darby

September 24, 2007

Mr. Royce Hanson, Chairman
Montgomery County Planning Board
The Maryland National Capital Park & Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910



Dear Mr. Hanson,

I am writing once again to oppose the proposed moving of the historic Horace Willson House and the building of a road extension of Clarksburg Square Road to Rt. 355. As I mentioned in my letter last year, the Willson house is especially important to me as it was owned by my family for generations. I lived in the house from the time I was three years old until age twelve when my parents bought a lot and built a house around the corner near the Clarksburg United Methodist Church. The property was owned first in 1923 by my great-grandmother Sara Edith Purdum. She sold it to her daughter and son-in-law Lillian and Elwood Barr who operated the store until his death in 1940. After his death, my parents moved from Bethesda to help my grandmother continue to operate the store. They retired from the business around 1965 but continued to own the property for a few years until 1968. The property was actually owned by my grandmother jointly with my mother. The store was called Barr's Grocery T/A Emory B. Edwards. Many happy memories of my childhood are brought up when I look at these two buildings.

The changes in recent years to Clarksburg are well documented in both the press and media. In a lot of the cases those articles center on the negative. Each time I go to Clarksburg cemetery to place flowers on the graves of my family, it becomes more difficult to remember Clarksburg as the quiet, treed, tranquil place I remember let alone where some of the old buildings used to be.

The decision to build a road connecting Clarksburg Square Road to Rt. 355 is filled with problems. With three roads in the area (Clarksburg Road, Spire Street, and Stringtown Road) one wonders what possible good could come of having another road in the same area. Safety for cars and pedestrians should be paramount. Certainly a right in-right out road would be impossible. There has been discussion of a pedestrian walk way in this area. This seems like a good alternative. This would be a wonderful way to incorporate the old town with the new. My concern is also centered on the old house and what possible harm could come to it by construction of a road so near i.e. damage to its foundation.

Lastly, it is imperative that we keep the very small historic district of Clarksburg (only 20 houses) as it is so that others can see what we prized for so many years. Certainly building roads (and possibly moving the house) in this area is not conducive to keeping this area historic. As a member of the Clarksburg Historical Society, I have pledged to promote and help maintain the historic character of Clarksburg. To that end, I will continue to speak out and write letters to fulfill that purpose.

Sincerely,

Joan Edwards Ruff
19028 Stedwick Drive
Gaithersburg, MD 20886

cc: Robert Kronenburg, Project Planner/Site Planning Review ✓
Nellie Maskow, Clarksburg Planning
Clarksburg Historical Society

Marian Banfield
13113 Clarksburg Square Road
Clarksburg, Maryland 20871

Director
Maryland-National Capital Park and
Planning Commission
Department of Planning
Development Review Division
8787 Georgia Avenue
Silver Spring, Maryland 20910

Dear Director:

I am writing in response to the July 23rd mailing sent by Linowes and Blocher, LLP, that included the *Notice of Hearing Date for Project Plan Amendment No. 9199400-4B* that invited comments to the proposed plan. Thank you for the opportunity to comment on the Project Plan Amendment Application. The issues that I have identified from my review of this plan are listed below.

1) Livework Designations: From the enclosed copy of the land plan, I understand that livework areas are directly across the street from residential townhomes and single family houses. I would like to propose that those livework designations be changed to residential areas for the following reasons:

- These livework areas are directly across the street from residential townhomes and single family homes. As these livework areas are within a few feet of residential properties, this will dramatically alter the living environment that currently exists in this quiet residential neighborhood. These livework areas are also within a few feet the children's playground, thus impacting the security of children playing in that area. In addition, this close proximity of livework areas to residential areas will create a traffic bottleneck and parking problems for all residents. Residents currently are not able to gain access to the front of their properties for loading and unloading and for visitor parking. A livework area across the street will compound the congestion and will create noise and traffic.
- Livework areas directly across the street from residential homes and townhomes will create less than desirable living conditions that will impact quality of life in these areas, and these less desirable conditions will subsequently drop the value of existing residential homes. It would seem appropriate and reasonable that county would not approve of a plan that will reduce the value of homes and the quality of life for current homeowners.

2) Car Traffic Planning: The county has not properly planned for the flow of car traffic given the population density that will result from this proposed plan. All car traffic will

exit Clarksburg Town Center onto Route 355 or 270. Route 355's two lane road cannot accommodate this volume of traffic and, therefore, will cause residential car traffic to back up into the community as residents try to exit. These back ups will greatly limit the quality of life for residents as 30 to 40 more minutes will be added to commuting times. In addition, the access to Route 270 cannot accommodate this volume. Currently, Clarksburg Road has been re-routed to Stringtown Road creating two additional turns and a stoplight that was not there before. This change as already doubled the back up and commuting time to gain access to Route 270. The county must provide roads that can accommodate this high volume of car traffic before the county approves a building plan. Failure to adequately plan for high volume traffic will replicate the traffic bottle necks that plague northern Virginia and that has reduced the quality of life in that area. Montgomery County can avoid these problems with better planning and management.

I would appreciate any feedback in regards to these issues that you may be able to share with me. Again, thank you for the opportunity to share with you my concerns about this propose application.

Sincerely,


Marian Banfield

Clarksburg Historical Society
P.O. Box 496
Clarksburg, Maryland 20871



Robert Kronenberg, R.L.A.
Montgomery County Department of Park and Planning
8787 Georgia Avenue
Silver Spring, Maryland 20910

Dear Mr. Kronenberg,

I am writing you in reference to the proposal in the Clarksburg Historical

District to create an extension of Clarksburg Square Road, to go between
The historic Horace Wilson house and the Clarksburg Grille connecting
To Frederick Road (Rt. 355).

The Clarksburg Historical Society is deeply concerned about thoughts of
Creating another road in the heart of the historic district. Currently there is
Already an overflow of traffic in this area. Another road would have a
Negative impact on this particular area. It was our impression, there would
Be a lovely walking promenade connecting the historic district with the
Town Center. This concept would be compatible with making this a pedestrian
Friendly area and help reduce the heavy traffic pattern in such a small area.
The Clarksburg Master Plan envisioned this area to be walking and visiting
Safe.

As a reminder, this area plays a very important role in the rich history of Clarksburg,
Which we are trying to preserve. We are also concerned about the envi-
Rmental impact of vehicle pollution. Currently many automobiles, trucks
And school busses travel through this area, making it questionable about
Adding even more traffic and congestion.

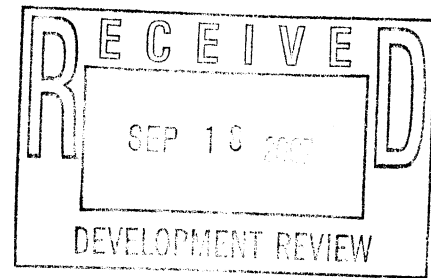
It is our understanding, Frederick Road(Rt.355) cannot be widened in the
Historic district and would make even more traffic congestion.

We are asking the Commission to consider a pedestrian friendly connection
To the Clarksburg Town Center that will leave a 255 year old historic district
In its original character.

Yours Truly,

Joann Woodson
Pres. Clarksburg Historical Society

Mark Lieberman
23402 Clarksridge Road
Clarksburg, Maryland 20871



Ms. Nellie Shields Maskal
Community Based Planning, and
Mr. Robert Kronenberg, R.L.A.
Site Plan Review
M-NCPPC
8787 Georgia Avenue
Silver Spring, MD 20910-3760

September 15, 2007

Re: Clarksburg Town Center
Amended Project Plan - Project
N° 91994004B

Dear Ms. Maskal and Mr. Kronenberg:

As a resident of Clarksburg Town Center, we are compelled to write to you in order to express our serious concerns about the proposed road extension of Clarksburg Square Road to Rt. 355. This is proposed to go between the historic Horace Wilson House, and the Clarksburg Grill.

There has been quite a lot of dialogue about this. However, when you boil this down, the answers are quite apparent. And of course the ultimate bottom line is will this solution best serve the Clarksburg historic district and the citizens of Clarksburg or is it serving groups that have some type of hidden agenda.

Here's how it looks to me:

As I understand it, the reason for the proposed extension of the road was to satisfy the following main concerns:

- ***It is needed to provide quick access from the Town Center to the proposed Town Center Transit Center.***
- ***Provide for an entryway in to the Town Center which would facilitate growth of the Town Center retail and business district.***

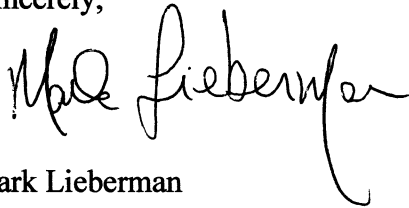
Of course, I realize that there are a number of other points that have been raised for why the road extension is needed or not, but they appear secondary to the ones listed above.

Regarding access from the Town Center to the Transit Center, there's a few things to consider. First, the transit center doesn't exist today and could be many years in the future before it is started/completed. And given how plans and needs change, wouldn't it make more sense to re-visit the road extension if and when this Transit Center becomes a reality? Once this road extension goes in, it will forever change the dynamics of our community for a need that is probably in the very distant future and could change dramatically from what is envisioned today. Additionally, even if the Transit Center was in place, it is an offset intersection which would preclude Clarksburg Square Road from ever meeting its intended purpose.

And in as far as that it will serve as a needed entryway into the Town Center in order for the businesses to thrive, that position just doesn't hold water. To reach the Town Center from Clarksburg Square Road, traffic coming northbound on MD 355 will have passed Stringtown Rd while traffic coming southbound will have passed Clarksburg Rd. To add a 3rd way to access the Town Center within a ½ mile span is simply not required.

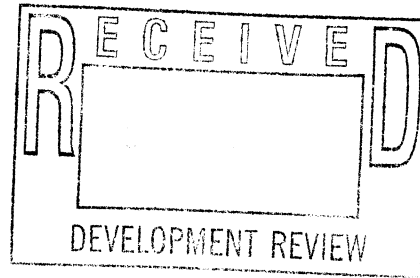
I would ask that the Commission explore all the alternatives before proceeding down this path. It's critical to ensure that whatever solution is being pursued is one that is in the best interests of the community and its citizens while truly preserving the historic feel of Clarksburg.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Lieberman". The signature is written in a cursive style with a long, sweeping tail on the letter "n".

Mark Lieberman

Glen Todd
13139 Clarksburg Square Road
Clarksburg, Maryland 20871



Ms. Nellie Shields Maskal
Community Based Planning, and
Mr. Robert Kronenberg, R.L.A.
Site Plan Review
M-NCPPC
8787 Georgia Avenue
Silver Spring, MD 20910-3760

September 12, 2007

Re: Clarksburg Town Center
Amended Project Plan - Project
Nº 91994004B

Dear Ms. Maskal and Mr. Kronenberg:

Thank you for taking time to meet with the Clarksburg Historical Society and members of the Clarksburg community last week. As you know, the Historic Society did not get the opportunity to participate in the mediation process that suggested the proposed alignment that is now before the Commission. Likewise, this connection was not vetted at the public hearings when the Commission accepted the mediation report last year. As we discussed in our meeting, we are forwarding to you some of our concerns about the impact this decision will have on our historic community.

I. Background

- a. Newland's proposal before the Commission, recommends an alignment of the extension of Clarksburg Square Road to go between the historic Horace Wilson House, and the Clarksburg Grill, and then connecting to Rt. 355. Both of these buildings are identified as contributing resources to the Clarksburg Historical District. The current proposal would create an offset intersection along State Route 355 with Clarksburg Square Road to the east of Rt. 355, and Redgrave Place to the west. This intersection is designed to permit right turn east onto Clarksburg Sq Rd and right turn north onto Route 355 only.
- b. The current proposal also changes the proposed use of the buildings in the first block of Clarksburg Square Road east of Clarksridge Road from single family residences to live-work units.

II. Apparent Conflicts with the Master Plan, and Existing Policy

- a. The Clarksburg Master Plan (1994) stated that the purpose of the extension of Redgrave Place (now Clarksburg Square Road) was "...to connect the eastern area of the Town Center with the Town Center Transit Center." (Clarksburg Master Plan 1984 Chapter 5 Transportation & Mobility Plan, Page 19). An offset intersection with right-in and right out only, would preclude being able to traverse MD 355 to reach Redgrave and the CCT.
- b. The Montgomery County Historic Preservation Ordinance, the Master Plan, and the Planning Board's past actions have all recognized the value and uniqueness of historic districts, and have made it a policy objective of the Plan to protect its character as demonstrated by the following statements of policy:
 - i. "Such improvements (intersections) should result in minimum impact to contributing structures and the historic setting." - (Clarksburg Master Plan 1984 Chapter 5 Transportation & Mobility Plan, Page 15)

- ii. "Provide the connection for P-5 (Redgrave Place) with MD 355 in a manner which does not negatively impact the traditional character of the district." (Staff Recommendations for approval for CTC - Phase 1 – Dated January 16, 1998.)
- iii. "Provide for a buffer concept around the Historic District to maintain its Character." (Clarksburg Master Plan 1984 Chapter 2 Vision for the Future, Page 12.)
 - 1. Require only single family homes within 400' of the historic district. (Clarksburg Town Center Site Plan Requirements)
 - 2. Require R200 conforming lots adjacent to the historic district.
- iv. "Any substantial changes to the ... environmental setting must be reviewed by the Historical Preservation Commission (HPC)." (Clarksburg Master Plan Chapter 8 pg. 171)
- v. "Minimize traffic along Route 355" - (Clarksburg Master Plan 1984 Chapter 5 Transportation & Mobility Plan, Page 15)

III. Design Problems and Faults

- a. An offset intersection would preclude Clarksburg Sq Road from ever serving its intended purpose; that is to get from CTC to the proposed transit center. The Master Plan described a directly aligned intersection to be "sub-standard." An offset intersection would be a major degradation from that compromised standard.
- b. An offset intersection on Route 355 would present major traffic hazards, and may require an additional traffic light, further congesting the historic area. A light at this location would have to allow separate sequences for the Redgrave and Clarksburg Sq. Road traffic causing further restrictions on the MD 355 traffic flow.
- c. Because MD 355 can not be widened inside the historic district, there would not be room for a merge lane either onto Clarksburg Square Road, or onto MD 355.
- d. There are currently 10 access points to CTC. There are no traffic studies indicating a need for the connection except as stated above.
- e. Maryland DOT may not approve a substandard intersection.
- f. An offset intersection would present a pedestrian hazard instead of promoting a pedestrian friendly environment.
- g. The currently proposed design would eliminate southbound traffic from going to the Clarksburg Grill, and cause their customer traffic to park along MD 355.
- h. All northbound traffic to/and from the Grill will be to be forced to enter the residential area of CTC to return to Rt. 355. The Grill has both a large commercial clientele as well as a large volume of commercial deliveries.
- i. Parking along Clarksburg Square Rd in the first block east of the historic district would have to be restricted to allow traffic to make the left hand turn from the Grill parking lot to return to MD 355 north via Clarksburg Sq. Rd. While the Master Plan always envisioned restricted parking within the historic district, on street parking was to be a feature of the CTC.
- j. The expansion of the live-work units along the entire western portion of Clarksburg Square Road, combined with the road extension, would change the character of the historic Clarksburg by changing the from what the "linier town aligned along MD 355" as described in the Master Plan, to more of an east west axis of continuous commercial activity from MD355 to the new town center. This would effectively eliminate the buffer zone also required by the Master Plan.
- k. The new entrance to the Clarksburg Grill would now have to be facing Clarksburg Square Road because all parking would have to be on the extreme east end of the store lot, further away from the building. This would further define the shift of the town alignment away form MD 355 and emphasize the east-west (Clarksburg Square Road) alignment.
- l. The Master Plan envisioned a pedestrian friendly community where everyone was within a walking distance of one-quarter mile to bus access. This standard is meet and the overall pedestrian environment is enhanced with the replacement of this connection with a walkway.

IV. Conclusions and Recommendations

We are asking the Commission to:

1. Separate the decision regarding the vehicle connection to MD 355 from the remaining site plan amendment,
2. Allow the continued development of CTC without interruption or delay;
3. Consider a pedestrian connection between CTC and the Historic District going between the north side of the Horace Wilson House and the "Good Earth Store".
4. Have Newland escrow (or pay) their share of the costs of any connection now.
5. Support the extension of sewer and water in the Historic District. The survival of the town is dependent on it.
6. If a vehicle connection is deemed necessary, the Board should consider all of the alternatives. This would include moving the old Post Office Building located at 23321 Frederick Road instead of the Horace Wilson House. This could be a viable solution because:
 - a. This property is not a contributing resource to the Historic District,
 - b. It is adjacent to the applicant's property at the current termination of Clarksridge Road.
 - c. The intersection may be sufficiently far away from Redgrave Rd to facilitate access to the proposed Corridor Cities Transit station.
 - d. The adjacent property just south of the Post Office building is planned for development. This connection would benefit that property, and they may be persuaded to participate in sharing a portion of the cost, no one has expressed any opposition to this route, and most importantly,
 - e. **It could save the very heart of a 200 year old town.**

There is an old saying that my mother has told me many times. "If you want something bad...That's probably how you will get it." It appears someone must want this road in the worst kind of a way. I'm afraid that is what we would get with this alignment. Thank you for your time and consideration of these observations.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Glen Todd". The signature is written in a cursive, flowing style.

Glen Todd