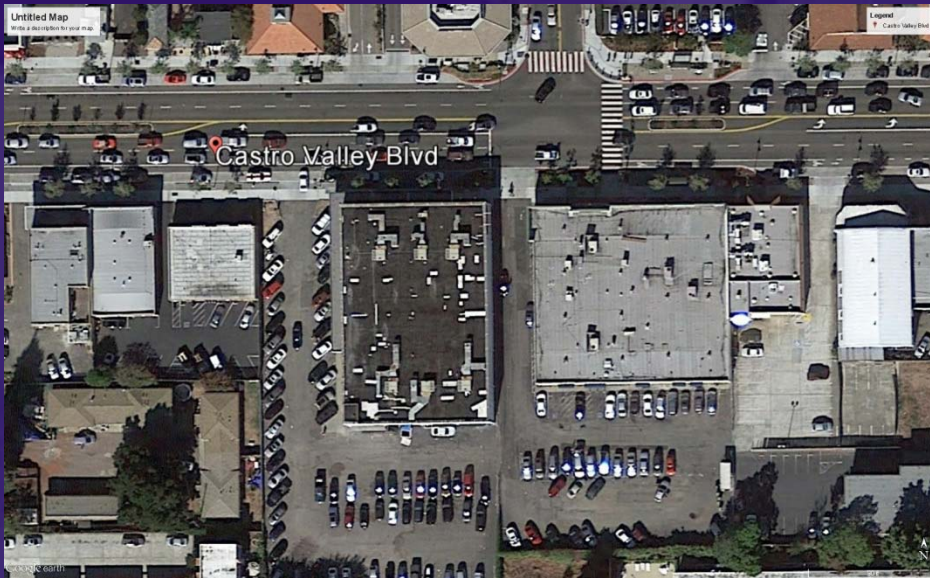


Our Team

Passion & Experience in
Downtown Revitalization
as

- Developers
- Designers
- Merchants



Daughtrey's
Transformation

Castro Valley Marketplace.



Downtown Lafayette



Daughtrey's Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



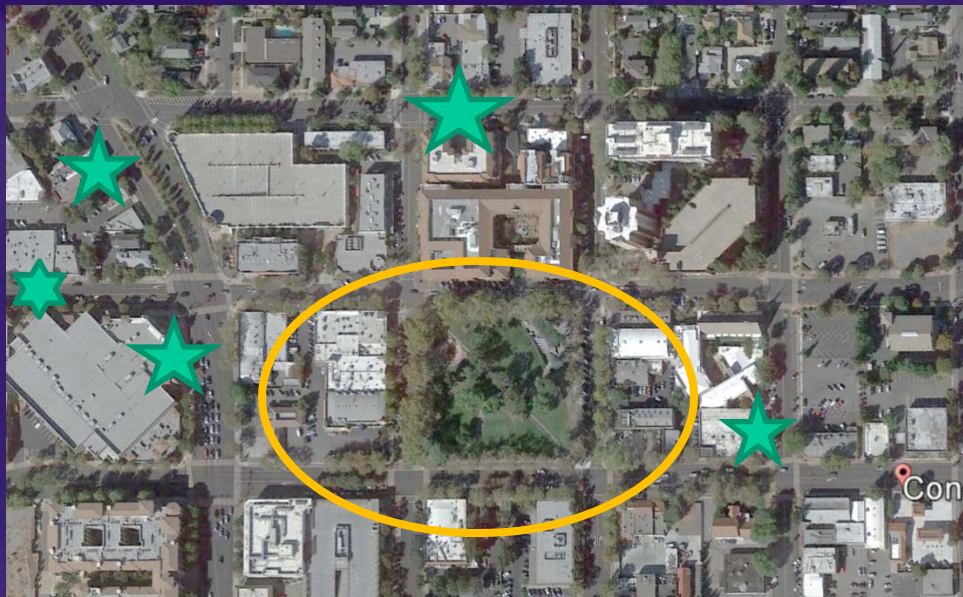
Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Downtown Concord



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

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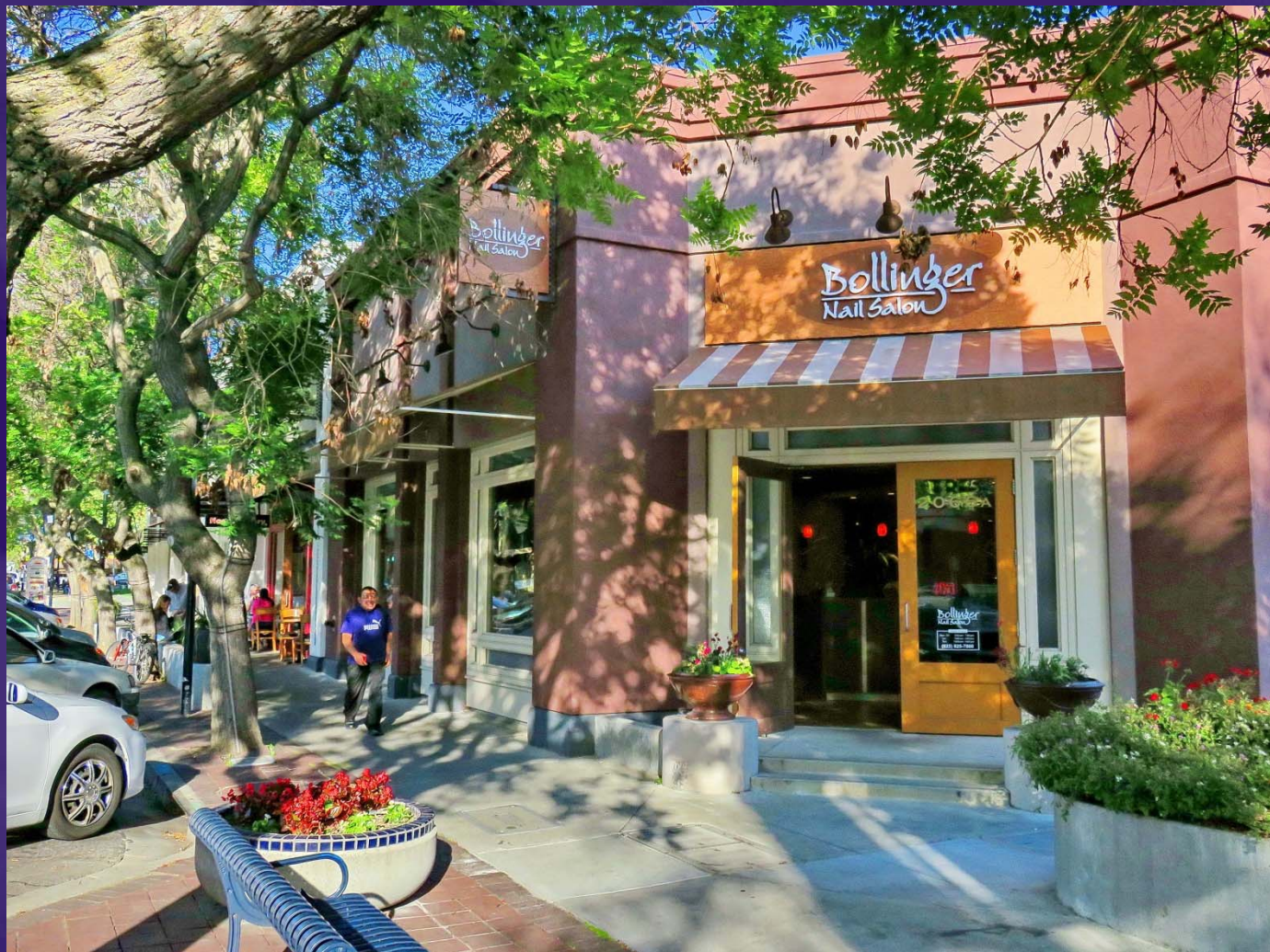
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Daughtrey's
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Daughtrey's
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Main Street Pleasanton



Daughtrey's Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro valley Marketplace.



Napa

Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.





The Marketplace, Alameda



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Blind Tiger, Oakland

Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



**CASTRO VILLAGE
MERCHANTS ASSOCIATION**
Welcomes
Its New Neighbor
:
**DAUGHTREY'S
DEPARTMENT STORE**
:

We are mighty proud of this fine new addition to our shopping area providing so much more in shopping convenience and concentration. With the added free parking facilities provided by Daughtrey's, Castro Valley has taken another great stride in becoming one of Alameda County's leading retail shopping centers. We cordially invite everyone to enjoy our many shopping comforts and wide selection while visiting this area and this fine new department store. Again, we salute Daughtrey's and look forward to many long years of successful and pleasant association with them....

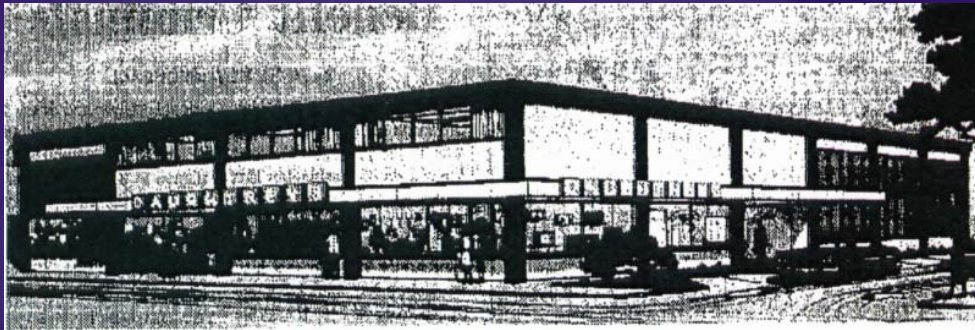
Castro Village
CASTRO VALLEY BLVD. AT SANTA MARIA AVE.

CASTRO VALLEY'S ONE STOP SHOPPING CENTER



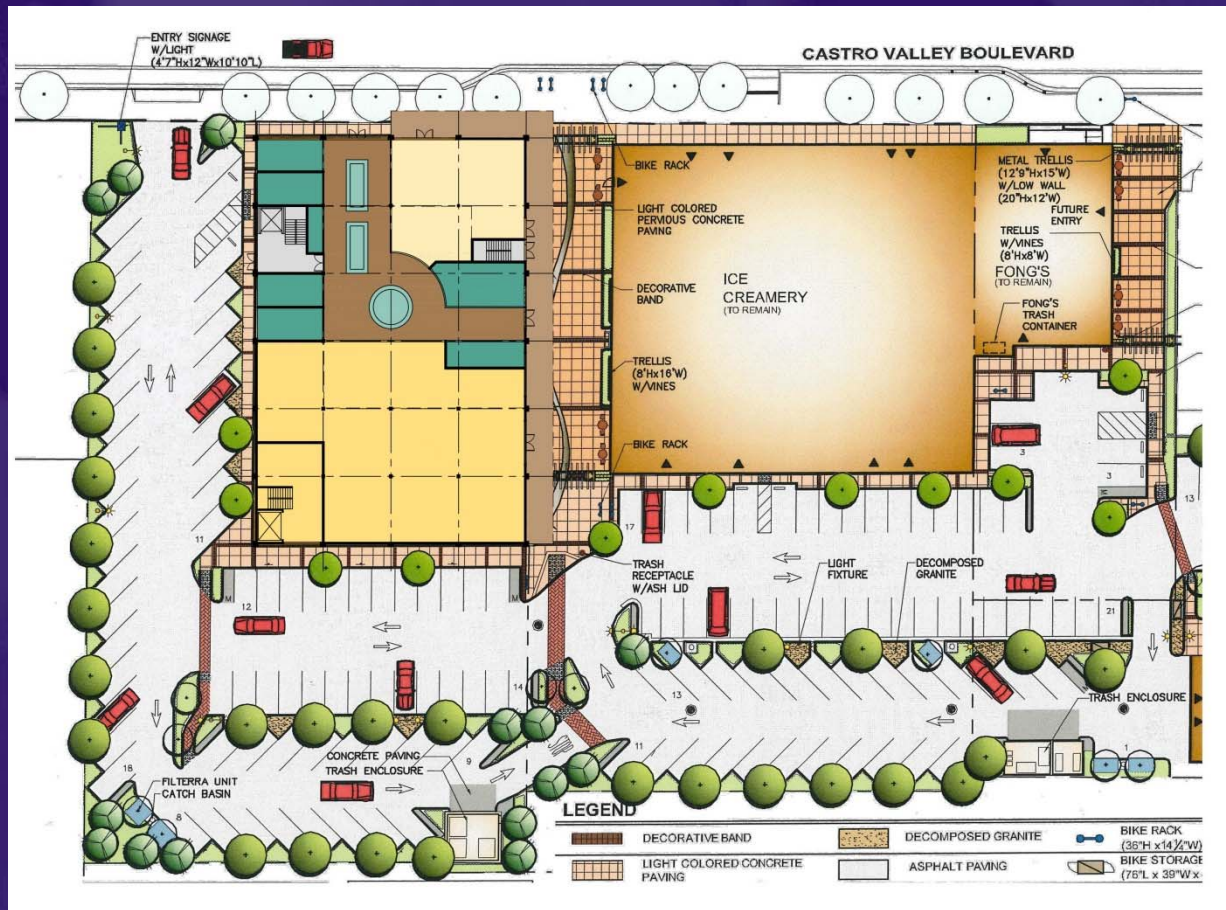
Daughtrey's
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Castro Valley Marketplace.



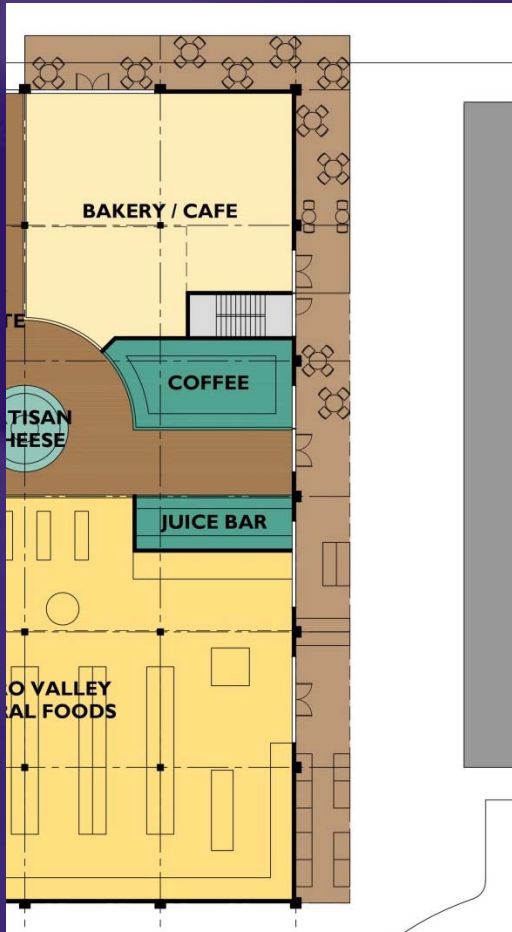
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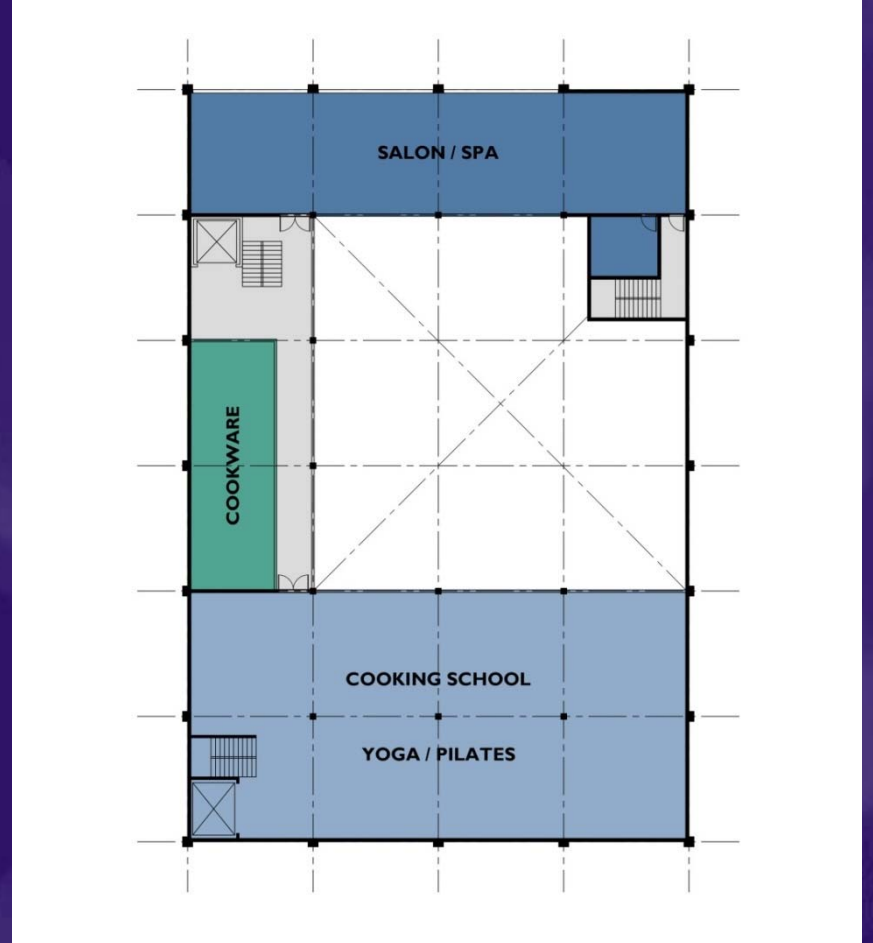
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Castro Valley Marketplace.



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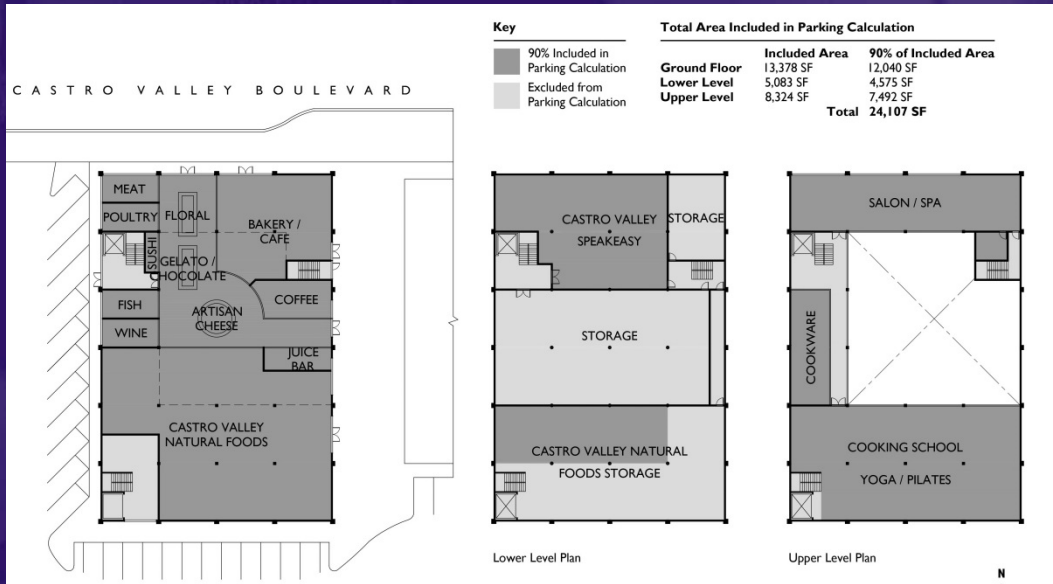
Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



Daughtrey's
Transformation

Castro Valley Marketplace.



What if you were responsible for redesigning Plaza Park?
Guess what. You are.



City Spaces

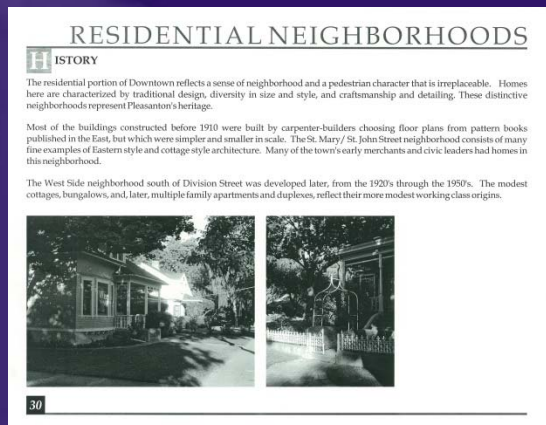
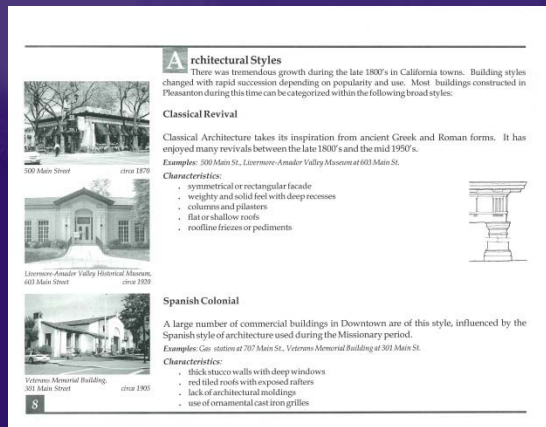
New forms of community engagement to ensure meaningful participation

- Process as event! On site, fun and engaging
- Online strategies to reach broader demographics
- Replacing design jargon with easily understood graphics - images, cartoons, etc.

Daughtrey's Transformation

Castro Valley Marketplace.

Experience in Community Outreach and Relations



Plaza Park and Mt. Diablo Blvd. Widening, Lafayette, CA
Park Plaza Shops Historic Renovation, Lafayette, CA
City of Lafayette Downtown Streetscape Improvements
Lafayette Town Center Pathway and BART Bike Station
City of Dana Point Design Consulting
City of Pittsburg Downtown Streetscape Improvements
City of San Leandro Downtown Façade Improvements
City of Pleasanton Downtown Design Guidelines
Del Paso Boulevard Study, Sacramento, SHRA
Downtown Pleasant Hill Design Guidelines
City of Pleasant Hill Grant and Loan Program
City of Pleasant Hill Commercial Study
South San Francisco Downtown Façade Upgrades
City of San Jose Downtown Façade Improvements
City of Novato Redevelopment Consulting
City of Novato Downtown Urban Planning
City of Emeryville, San Pablo Avenue Revitalization
City of Concord Downtown Design Guidelines

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Transformation

Castro Valley Marketplace.

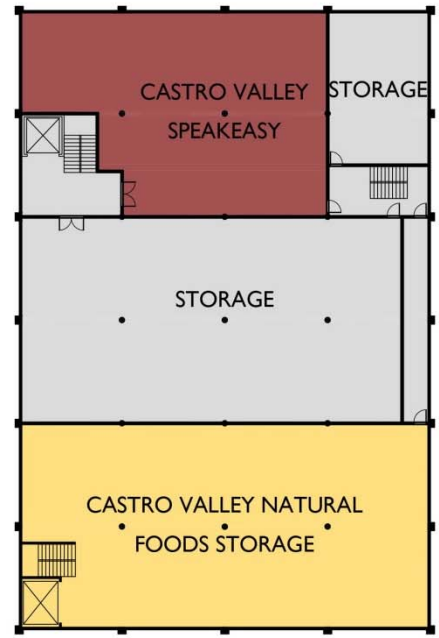
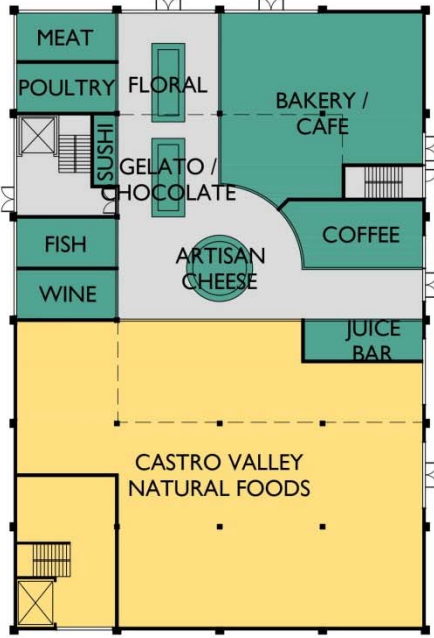
C A S T R O V A L L E Y B O U L E V A R D

Key

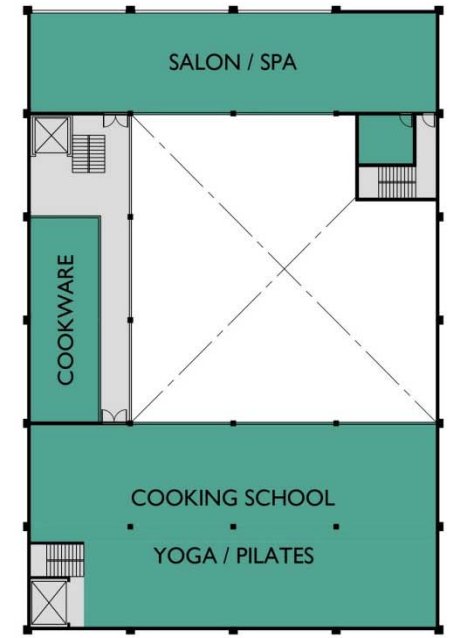
- \$300,000 Estimated Annual Taxable Sales
- \$150,000 Estimated Annual Taxable Sales
- \$300,000 Estimated Annual Taxable Sales
- No Taxable Sales

Total Estimated Annual Taxable Sales

- Estimated Annual Taxable Sales**
- \$300,000
 - \$150,000
 - \$300,000
 - Total \$750,000**



Lower Level Plan



Upper Level Plan

N



Daughtrey's Transformation

Castro Valley Marketplace.