

SEPHORA

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October 15, 2021

Sent Via Email: dmartinez@emeryville.org; sdonahue@emeryville.org; jbauters@emeryville.org; amedina@emeryville.org

Emeryville City Council
1333 Park Ave.
Emeryville, CA 94608

RE: CenterCal Properties Proposed Bay Street Grocery Store, Bridge Landing and Overall Improvements

Dear Mayor Martinez and City Council Members:

I am writing in support of CenterCal's overall plans for a grocery store and related improvements as submitted to City Council for Study Session.

By way of background, Bay Street has been on a steady path of decline for many years. CenterCal Properties has taken on Bay Street and in a very short time and has made a big difference. For starters, safety has been an issue and CenterCal has already made a significant investment in upgrading and improving the safety and security by adding hours, off duty officers and in partnership with Emeryville police created a safe and secure environment. At Sephora, we are very concerned with the safety of our customers and employees, so this is of utmost concern to us.

We also appreciate CenterCal's planned improvements to the bridge landing which is currently without any programming or sense of arrival for the growing number of residents and workers whom we want to attract to Bay Street.

We also feel that adding a grocery store, restaurants, bicycle lanes, expanding pedestrian zones and plaza areas will be welcomed by us and gives us hope that Bay Street will change from a struggling, outdated and declining center to a thriving, fully leased center with regular events, abundant restaurants and grocery a store to meet the daily needs of the community.

Sephora has a longstanding, successful relationship with CenterCal Properties, who has a reputation for programming, leasing and developing shopping centers that are safe, inviting and value add to the communities in which they serve.

We recommend support and assistance with getting the improvements started without further delay.

DocuSigned by:

Brian Sorlie

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Respectfully,

Brian Sorlie
Sephora
Vice President Real Estate

Cc: City Clerk (city_clerk@emeryville.org)
Craig Ramey (REDACTED)