



Dear Rossmoor Residents, Friends, Neighbors and Interested Parties,

We want to thank you for your previous responses to our recent retail leasing and community outreach event. We appreciate your feedback and helping us to make Rossmoor Shopping Center a wonderful amenity for the residents of Rossmoor as well as the residents and visitors to Walnut Creek, the East Bay and surrounding cities.

We also want to give a very special *thank you* to Rossmoor resident and community leader Marilyn Weiss. Marilyn organized and hosted the event for ownership, our leasing team and potential tenants on January 28, 2019 in the Fairway Room. The Focus Group was very successful, and the feedback was enlightening. This valuable information will be compiled and provided to the various restaurant, retailer and medical and professional services organization's Senior Real Estate Management to allow the Commercial Real Estate Industry to better understand the demographics as well as the preferences, opportunities preferred and uses for our neighbors.

The purpose of the survey is the following:

- Identify what you like about the new Rossmoor Shopping Center.
- Identify what you would like to see improved at the Rossmoor Shopping Center.
- Identify 5 restaurants and retailers that you would patronize if they were tenants in the Rossmoor Shopping Center.
- Collect information to determine if there are any franchised restaurants or retail concepts that you would be interested in potentially investing in and/or bringing to the Rossmoor Shopping Center. Our participation would be limited to making introductions to various Franchisors and chef inspired restaurateurs.

Our objectives are the following:

- To become better acquainted with the residents of the Rossmoor community, surrounding neighborhoods and communities.
- To attract compelling restaurants, retailers and medical/services uses to the shopping by using the data from the survey to establish in the real estate industry where the residents would like to shop.
- One of our significant advantages is convenience of location and if we can attract more of the desired uses, it will keep more cars off the road and allow you to shop in your own neighborhood.
- To engage with and to welcome the residents of the new Trellis by Pulte project to the neighborhood.
- To encourage Rossmoor residents, neighbors and families to regularly visit our new and existing retailers and restaurants. Our new Starbucks is very busy and is already a favorite of residents, visitors and commuters alike.

Best Regards,

Terrence Tallen
Managing Member
Rossmoor Retail Partners, LLC

The Survey is available on line on the Rossmoor community's web site link at either Rossmoor.com or at the Tallen Capital Partners link at <http://tallencapital.com/wp-content/uploads/2019/02/Rossmoor-Survey-Final.pdf>.

Please return all responses to Samantha Freeberg, Marketing Director, Tallen Capital Partners, LLC:

Email: sfreeberg@tallencapital.com

U.S. Mail:
Tallen Capital Partners, LLC
Samantha Freeberg
Marketing Director
2683 Via de la Valle
G-608
Del Mar, CA 92014



Rossmoor Shopping Center, Walnut Creek, CA Questionnaire
January 2019

Dear Rossmoor Residents, Friends and Neighbors,

Thank you for your previous responses to our recent outreach. If you are so inclined, please send along the survey to your friends and neighbors in the community.

1.) What are your general thoughts about Rossmoor Shopping Center today?

2.) What do you like most about the shopping center? What do you like least?

3.) When you don't shop at the Rossmoor Safeway which of the following grocers do you patronize (Please X for your responses?)

a.) Whole Foods ____

b.) Diablo Market ____

c.) Andronico's_ ____

d.) Costco ____

e.) Trader Joes

f.) Berkeley Bowl_____

g.) Safeway Lafayette ____

H.) Safeway Alamo ____

4.) If Trader Joe's were a Tenant in the shopping center would you patronize the
Rossmoor location? Yes ____ No ____.

Comments:

5.) Is parking a problem at the Walnut Creek Trader Joes" Yes_____ No_____.

Comments:

6.) Please list the top 5 RETAILERS that you would like to see in the shopping center so that we
can refer your preferred retailers to our leasing team.

a.)

b.)

c.)

d.)

e.)

7.) Please list the top 5 RESTAURANTS that you would like to see in the shopping center so that we refer your preferred retailers to our leasing team.

a.)

b.)

c.)

d.)

e.)

Please include any contact information that you are comfortable providing to us.

Contact information:

Name:

Address:

Phone:

Email:

We appreciate your feedback and helping us to make Rossmoor Shopping Center a wonderful amenity for the residents of Rossmoor as well as the residents and visitors to Walnut Creek and surrounding cities.

On behalf of Rossmoor Retail Partners, LLC, we wish you and your families a prosperous New Year!

Best Regards,

Terrence Tallen

Managing Member

Rossmoor Retail Partners, LLC

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