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Expect Changes at Clocktower Building

By Cathy Tyson



Photo Cathy Tyson

spaces." She has been in her space for a total of six years and has invested over \$250,000 into her showroom, including high end kitchen and bath displays, upgrading the lighting, flooring and bathrooms. "It doesn't make sense; I pay fair market price for my space promptly every month and have made upgrades to the building."

Her three year lease, with a two year option to continue renting, expired in February of 2010. When Main Street agreed to a meeting she was two weeks past the 60 day requirement to renew. Technically Main Street was able to not renew, but that's not the way it was when Hap Parks was running the business, Douglass explains, on a handshake.

She was told a six month extension was the best Main Street could do. Look for Douglass Designs to move directly across the street from their current location, near Supercuts and Hollywood Video, later this year.

"We want to challenge people," stated Semmelmeier; that includes having new requirements for tenants, like being open seven days per week, "and we're asking them to spruce up their spaces."

"What's most rewarding is watching businesses improve and step up their game and reap the benefits of good retail." He added that they are looking to add a new tenant here and there. "We're sharing with tenants the secrets to being successful. We want to help the tenants to be active, vibrant and thrive. Sales performance justifies a rent increase."

"He's not challenging people," Douglass says, "He's playing dictator with people's lives and their businesses. It's a good time for me to be somewhere else. When presented with lemons, make lemonade! I'm very excited about setting up a new showroom across the street with all the latest products and materials the industry has to offer."

"I hope all the other tenants have success finding new places so that they can go back to running their businesses as they see fit without the current worry and uncertainty. This is going to turn out to be a very positive change for me, and I hope it's the same for the others, too," added Douglass.

Because of ongoing negotiations some tenants were not willing to comment publicly.

Main Street's website reads, "Main Street's objective is to achieve maximum value for our clients by providing long-term solutions to retail projects through creative leasing strategies." A few clicks further on the site, shows an impressive collection of before and after photos and drawings illustrating tired strip malls that are now modern, contemporary shopping hubs.

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