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Exclusive: In midst of retail shakeup, Santana Row gears up for new restaurants, stores and fitness arrivals

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San Jose's Santana Row shopping center had a 2017 filled with retail shakeups, and the developer behind the 42-acre curated retail hotspot says that trend isn't slowing down as it gears up for a slew of new retailers and a restaurant expansion slated to open before the summer.

Maryland-based Federal Realty Investment Trust, which developed and owns Santana Row, has been saying for about a year that changes were coming to the upscale shopping center across the street from Valley Fair Mall. As promised, a long list of new storefronts have been unveiled in that time, including Amazon Books' first Bay Area location. Mendocino Farms opened last week and more changes are on the way.

Among the new arrivals later this year:

SoulCycle will continue its rapid expansion into the South Bay in May, when it opens in about 3,151 square feet at 337 Santana Row.

Ozumo, a popular San Francisco Japanese sushi and robata restaurant, will open a new, 4,200-square-foot location in March at 355 Santana Row, in place of the old Blowfish restaurant space.

Baldwin Denim, which specializes in American-made denim apparel, will open a 2,000-square-foot shop at 334 Santana Row in Suit 1075 in mid- to late March.

Everything But Water, a swimwear retailer, will open a new location in 1,040 square feet at 333 Santana Row in early April.

Pizza Antica, one of Santana Row's busiest and longest-standing restaurants, closed last month for renovations, but will reopen at the same location in 4,186 square feet, likely in late April or early May, said Jan Sweetnam, Federal Realty's senior vice president of West Coast and COO.

"They will add a bar, because they don't have a bar now. They'll expand the menu offerings and will have more seats and tables," he said. "It's all very positive and they are doing incredibly well."

Pizza Antica's website is similarly celebrator about the change, announcing it will be adding "a collection of signature and classic cocktails and craft spirits."

While Pizza Antica isn't going anywhere, the same can't be said for many others at Santana Row.



VICKI THOMPSON

Santana Row, one of Federal Realty Investment Trust's properties.

Year over year, the merchant mix among the approximately 80 retail shops and restaurants at the 15-year-old shopping center has turned over by about 9 percent, according to Federal Realty data.

Last year, Federal Realty added a list of trendy new stores, some of them the first bricks-and-mortar shop for outlets that had previously been only online, like speakermaker Libratone. Amazon Books opened to much fan-fair last year, and Beta, a technology store, opened not long after in a space directly next door.

That's no small amount of change, considering that annually, only about 10 to 15 percent of Santana Row's leases come up for renewal, according to Jeff Kreshek, senior vice president of West Coast leasing at Federal Realty, who provided the information in an interview with the Business Journal last year.

"I tend to be more of the school of thought that doom and gloom in retail today is largely overblown," [he told the Business Journal](#) at the time.

Other recent arrivals include EMC Seafood & Raw Bar, SuitSupply, Ike's Place sandwich shop and Mendocino Farms.

Today, the development is home to about 2 million square feet of commercial and residential space, about 50 different retailers, 30 restaurants, a 215-room boutique hotel and more than 830 residential units.

The site is entitled for another 350 units and up to 1.5 million more square feet of commercial space.

Later this year, Federal Realty will open part of a new, eight-story, 284,000-square-foot concrete office building that will sit on the south end of the site at 700 Santana Row. [Read more about that project here.](#)

Meanwhile, the developer is refocusing on a nearly 1 million-square-foot planned development across the street from the shopping center and recently released some new renderings that give onlookers clues into what Federal Realty may be envisioning for the nearly 13-acre site. [Read more about that here.](#)

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