



News Headlines

January 25, 2007 – Development of The Plant is Right on Target

Article Date: 01/25/07



The Plant, San Jose

Full Story:

Target, the popular national discount retailer, has acquired 10 acres at The Plant in San Jose for the development of a new 138k sf store. The Plant is a 646k sf retail project currently being developed by Westrust on the 55.4-acre site of the former General Electric Motor plant at the corner of Curtner Ave and Monterey Rd, off Hwy 87. When completed in summer 2007, The Plant, designed by Kenneth Rodrigues Partners of Mountain View, is expected to cost \$142 mil, making it the largest regional power center ever developed in San Jose.

Target, known for its mantra "Expect More. Pay Less", will join Home Depot, Best Buy, and PetSmart among 10 anchors that will account for approximately 500k sf of retail space at the development. In addition, The Plant will offer about 141k sf of specialty retail and dining options, 8k sf of office space and a gas service station.

Four additional anchor tenants have signed Letters of Intent to occupy space in the new center. Plans also call for a 2k sf community center and a Town Square with a central park, restaurants and boutiques. The amenities meet and exceed the San Jose City Council's desire for a pedestrian-friendly center with abundant trees, community space and al fresco dining.

"As California's third largest city, with an increasingly affluent population, San Jose is a diverse retail market that has been underserved by major retailers," commented Ricardo Capretta, Co-Managing Partner of San Francisco-based Westrust, which is developing The Plant in a joint venture with Pacific Coast Capital Partners and Vornado Realty Trust. "While adding attractive shopping and dining options for surrounding communities, The Plant will create hundreds of jobs, as an outstanding economic boon for the city of San Jose."

According to the Sedway Group of San Francisco, the landmark destination will generate some \$243 mil in annual sales revenue, drawing from a trade area with an average annual household income in excess of \$97k. Also significant will be renovation of the historic office building, where GE employees once turned out agricultural and power plant components. The 17k sf structure, originally built in 1948, will be reincarnated as a mixed-use property with lower-level retail and upper-level office space.

Sean Whiskeman is overseeing the marketing of the project in-house for Westrust. Sandy Berry and Danielle Bromstead of Cornish & Carey Commercial in Santa Clara are the exclusive leasing agents.