



## Merchant Manual 2017

# *Welcome to Downtown Pleasant Hill*

Welcome to Downtown Pleasant Hill! Inside this book are some of the most important facts and information about Downtown Pleasant Hill Shopping Center that you and your employees will need to know.

This handbook will define how you can become a more active player in the Center's success through participation and compliance with the Center's operating guidelines, policies and marketing activities. We strongly encourage you and your staff to familiarize yourself with the services and operations of the Shopping Center, as well as take the time to learn about your fellow merchants.

Together, we will continue to make Downtown Pleasant Hill an outstanding shopping, dining and entertainment destination in the East Bay.

Should you have any questions, please do not hesitate to call the Management Office and we will be glad to offer assistance. The Downtown Pleasant Hill Management Team is looking forward to working with you and your staff.

**This manual is furnished subject to correction or error, omissions, changes in building procedures or withdrawal at the sole discretion of the Landlord without notice. This information is for guidance only and does not constitute the whole or any part of a contract nor does it operate to modify terms of any Lease. Please retain this manual for future reference as it will be amended and updated from time to time.**



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# General Information

## Downtown Pleasant Hill Fact Sheet

### The Center

Downtown Pleasant Hill is a highly visible and easily accessible Power Center anchored by Bed, Bath, and Beyond, Michaels, Ross, Orchard Supply Hardware, Golf Galaxy, and Century Theatre. The Center is owned by Pleasant Hill Crescent Drive Investors LLC.

### Size

The Center, sits covers 345,687 square feet and contains approximately 40 retail stores, restaurants and a 16 screen multiplex XD theater. The property is approximately 19 acres.

### Location

Downtown Pleasant Hill is located at the intersection of Crescent Drive and Crescent Plaza in Pleasant Hill off of Interstate 680 and Contra Costa Blvd.

### Directions

From the 680 North Freeway:

Exit 49 from 680 N. for Gregory Ln. Turn left on Contra Costa Blvd. Continue on Contra Costa Blvd drive to the first intersection at Crescent Drive. Turn right onto Crescent Drive.

From the 680 South Freeway:

Take exit 49 for Contra Costa Blvd. Continue on Contra Costa Blvd the third intersection at Crescent Drive. Turn left onto Crescent Drive.

### Parking Garage

The parking garage is located at the intersection of Contra Costa Blvd, Boyd Road, and Crescent Drive. Entrances are located on Contra Costa Blvd (South bound) and Crescent Drive.

### Shopping Hours

Each store and restaurant may establish their own operating hours as specified in their Lease agreement. However, the standard Center shopping hours are as follows:

Monday – Thursday	10:00am – 9:00pm
Friday - Saturday	10:00am – 10:00pm
Sunday	11:00am – 8:00pm



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### Holiday Hours

New Year's Day	Optional Hours
Thanksgiving Day	Optional Hours
Christmas Day	Closed

You are welcome and encouraged to maintain longer hours should you desire. If possible, inventory should be planned as to not interfere with the Center's operating hours. Please notify the Center's management or Security Personnel of any special hours devoted to inventory or any reason why your store is required to close during normal operating hours.

### Phone Numbers

Management Office Telephone	(925) 243-7131
Management Office Facsimile	(510) 770-9796
Security, Non-Emergency (24/7)	(925) 582-4202
Emergency	911
General Email:	<a href="mailto:pleasanthill@vestar.com">pleasanthill@vestar.com</a>

### Vestar Management Office

The Management Office is located within Downtown Pleasant Hill shopping center next to Crescent Dental Center (currently under construction). The office is open Monday through Friday, 8:00 am to 12:00 pm and 1:00 pm to 5:00 pm. The Senior Property Manager and Assistant Property Manager work in this office.

### Address

Vestar Property Management  
43440 Boscell Road  
Fremont, CA 94538

### Personnel

Senior Property Manager	Jennifer Nettles	<a href="mailto:jnettl@vestar.com">jnettl@vestar.com</a>
Assistant Property Manager	Nikita Patel	<a href="mailto:npatel@vestar.com">npatel@vestar.com</a>
Director of Marketing	Heath McCue	<a href="mailto:hmccue@vestar.com">hmccue@vestar.com</a>

### Rental Payments

Please be advised that rent is due and must be received at our lockbox by the first day of each month (allow five days for receipt when mailing). Late fees and/or interest penalties will be assessed accordingly. **\*We cannot accept checks at the management office.**



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**Reporting Gross Sales**

Please submit Gross Sales to Vestar Property Management prior to the date specified in your Lease (typically gross sales are required to be reported no later than the 20<sup>th</sup> day of the following month in which the sales occurred). If percentage rent is due, a check should be included at this time. Additionally, at the end of each Lease year, tenants are required to submit a certified statement showing annual Gross Sales.

Please note that most Leases allow the Landlord to charge a fine of \$50.00 per occurrence if sales reports are not submitted by the due date.

Send all sales reports via email to [pleasanthill@vestar.com](mailto:pleasanthill@vestar.com). All sales reports must be submitted in writing only.

**Change of Billing Address**

Please submit any changes to your tenant notice address or billing address in writing only.

**Questions Regarding Your Account**

Questions regarding your account history and statements should be directed to the Assistant Property Manager at (510) 770-9798.

**Insurance Requirements**

Each Merchant is required to carry and maintain certain types and limits of insurance coverage. Review your Lease carefully to determine your obligation. Please inform your insurance carrier to the following as additional insured:

Additional Insured:

<u>Certificate Holder:</u>	<u>Additional Insured:</u>	<u>Additional Insured 2:</u>
<b>Pleasant Hill Crescent Drive                      Investors LLC                      c/o Vestar Property Management                      43440 Boscell Road                      Fremont, CA 94538</b>	<b>UBS Realty Investors LLC                      455 Market Street, Suite                      1000                      San Francisco, CA 94105</b>	<b>Vestar Properties, Inc.                      2425 E. Camelback Rd.                      Suite 750                      Phoenix, AZ 85013</b>



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### **Formal Notices**

Any notice or demand which you desire to make upon the Landlord shall be in writing and shall be given to or delivered by U.S. Certified Mail (or as required in your Lease) and addressed to:

Downtown Pleasant Hill  
Vestar Management Office  
43440 Boscell Road  
Fremont, CA 94538

### **Informal Notices**

It is the intention of the Downtown Pleasant Hill Management Team to keep you and your employees fully advised of all activities planned for the Center and any other matters that may affect your business. Such informal notices or bulletins will be delivered to your Store by Security Personnel. A signature verifying receipt of the document will be requested.

If you wish to have copies of notices sent to other representatives of your company, they will be sent upon receipt of your written request together with the names and addresses of such representatives.

It is suggested that you display appropriate bulletins within your store. Please ensure that all information is properly communicated to your employees so as to keep all staff well informed.





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### Center Amenities

#### ATMs

- Citibank has ATMs located near the entrance of the bank

#### Mailboxes

- Four cluster box units are located throughout the center. A mailbox key will be given to each merchant upon leasing their Premises. The Landlord does not retain a copy of this key. If the keys are lost or broken, the tenant will have to contact a locksmith to have new keys made at the tenant's cost.

#### Security

- The Security office is at 115 Crescent Drive and will be located within the Vestar Property Management Office when construction is complete. Please report any security concerns directly to this office or call at (925) 580-4202

#### No Smoking Policy

- No smoking is permitted within the common area hallways, restrooms, back corridors or any of the stores within Downtown Pleasant Hill. In addition, no smoking is permitted within 20 feet of an entryway or exit from any building. Employees who choose to smoke must do so in designated "back of house areas" where they are not visible to Center customers.

#### Emergency Merchant Contacts

- All Merchants are asked to designate representatives to be contacted in the event of an emergency. Ideally, these Merchant Contacts will be owners or managers who are capable of making decisions in emergency situations.
- Prior to move-in, we will need the names of emergency contacts, along with business and after hour telephone numbers. This list will be updated on a quarterly basis. When a designated Emergency Contact leaves your store, please notify the Management Office of the change immediately by updating the attached form.



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## Merchant Contact Form

PROPERTY NAME DOWNTOWN PLEASANT HILL

BUSINESS NAME \_\_\_\_\_

PREMISE ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

PREMISE TELEPHONE \_\_\_\_\_ PREMISE FAX \_\_\_\_\_

PREMISE EMAIL \_\_\_\_\_

PREMISE CONTACT #1 \_\_\_\_\_ TITLE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

PREMISE CONTACT #2 \_\_\_\_\_ TITLE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**EMERGENCY CONTACT**

**EMERGENCY PHONE**

PREMISE BUSINESS HOURS \_\_\_\_\_

Monday	_____	Friday	_____
Tuesday	_____	Saturday	_____
Wednesday	_____	Sunday	_____
Thursday	_____		

BILLING ADDRESS \_\_\_\_\_

CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

NOTICE ADDRESS \_\_\_\_\_

CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

COMMENTS \_\_\_\_\_

Please return via email to [pleasanthill@vestar.com](mailto:pleasanthill@vestar.com) or via fax at (510) 770-9796.



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# Merchant Contact List

TENANT NAME	ADDRESS	STORE PHONE #
Vacant	45 Crescent Drive, Suite A Pleasant Hill, CA 94523	
Bed Bath & Beyond #261	15 Crescent Drive, Pleasant Hill, CA 94523	<b>925.356.0400</b>
C2 Education	100 Crescent Drive, Suite 7B, Pleasant Hill, CA 94523	<b>925.322.1568</b>
Carter's #866	15 Crescent Drive Suite 4B, Pleasant Hill, CA 94523	<b>925.681.3396</b>
Century 16 DPH and XD #463	125 Crescent Drive, Pleasant Hill, CA 94523	<b>925.288.1371</b>
Chipotle #0140	60 Crescent Drive, Suites G&H, Pleasant Hill, CA 94523	<b>925.674.0615</b>
City Of Pleasant Hill	100 Gregory Ln. Pleasant Hill, ca	<b>925.671.5270</b>
Coco Swirl	35 Crescent Drive, Suite E, Pleasant Hill, CA 94523	<b>925.685.2626</b>
Cold Stone Creamery	60 Crescent Drive, Suite J, Pleasant Hill, CA 94523	<b>925.288.0388</b>
Corner Bakery Café #1563	35 Crescent Drive, Suite A&B Pleasant Hill, CA 94523	<b>925.363.6267</b>
Escobar Tailors	2375 Contra Costa Blvd, Suite B, Pleasant Hill, CA 94523	<b>925.969.0092</b>
European Wax Center	60 Crescent Drive, Suite F, Pleasant Hill, CA 94523	<b>925.671.2600</b>
Fat Maddies Barrelhouse & Bistro	45 Crescent Drive, Suite 11C , Pleasant Hill, CA 94523	<b>925-413-4337</b>
Five Guys	100 Crescent Drive, Suite 7A, Pleasant Hill, CA 94523	<b>925.609.8400</b>
Vacant	20 Crescent Drive, Suite B, Pleasant Hill, CA 94523	<b>925.827.4772</b>
GNC # 7247-23	55 Crescent Drive, Suite C, Pleasant Hill, CA 94523	<b>925.393.5968</b>
Golf Galaxy	120 Crescent Drive, Pleasant Hill, CA 94523	<b>925.689.5574</b>
Gotta Eatta Pita	35 Crescent Drive, Suite F, Pleasant Hill, CA 94523	<b>925.526.4826</b>
Hallmark Creations #189	20 Crescent Drive, Suite C, Pleasant Hill, CA 94523	<b>925.363.5800</b>
Health Career College	115 Crescent Drive, Pleasant Hill, CA 94523	<b>925.687.9668</b>
Jack's Restaurant & Bar	60 Crescent Drive, Suite A, Pleasant Hill, CA 94523	<b>925.849.6195</b>
Jamba Juice #156	65 Crescent Drive, Suite C, Pleasant Hill, CA 94523	<b>925.691.1988</b>
Massage Envy #0297	20 Crescent Drive, Suite A, Pleasant Hill, CA 94523	<b>925.689.3689</b>



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Michael's Arts & Crafts #2109	60 Gregory Lane, Pleasant Hill, CA 94523	<b>925.521.1081</b>
Nama Sushi	2375 Contra Costa Blvd, Suite A, Pleasant Hill, CA 94523	<b>925.356.0292</b>
Orchard Supply & Hardware # 541	155 Crescent Plaza, Pleasant Hill, CA 94523	<b>925.825.1374</b>
Paul Mitchell The School	100 Crescent Drive, Suite D, Pleasant Hill, CA 94523	<b>925.691.7687</b>
Peets Coffee & Tea #05702-237	65 Crescent Drive, Suite A, Pleasant Hill, CA 94523	<b>925.969.1604</b>
Ross Dress For Less #449	157 Crescent Drive, Pleasant Hill, CA 94523	<b>925.671.2614</b>
Sally Beauty	25 Crescent Drive, Suite D, Pleasant Hill, CA 94523	<b>925-246-8627</b>
Salon Avalon	65 Crescent Drive, Suite B, Pleasant Hill, CA 94523	<b>925.689.2862</b>
Styles For Less	55 Crescent Drive, Suite D&E, Pleasant Hill, CA 94523	<b>925.687.7805</b>
Supercuts #9336	55 Crescent Drive, Suite B, Pleasant Hill, CA 94523	<b>925.609.6477</b>
Sweet Tomatoes	40 Crescent Drive, Pleasant Hill, CA 94523	<b>925.348.9989</b>
The Organic Coup	35 Crescent Drive, Suite D, Pleasant Hill, CA 94523	<b>925.687.8077</b>
TJ Salon & Nail Spa	25 Crescent Drive, Suite C, Pleasant Hill, CA 94523	<b>925.349.9958</b>
T-Mobile	25 Crescent Drive, Suite E, Pleasant Hill, CA 94523	<b>925.681.2458</b>
Togo's	55 Crescent Drive, Suite A, Pleasant Hill, CA 94523	<b>925.687.9111</b>
UPS Store #3769	25 A Crescent Drive, Suite A, Pleasant Hill, CA 94523	<b>925.356.0403</b>
Urban Plates	Crescent Drive, Suite , Pleasant Hill, CA 94523	<b>925.378.5919</b>
Vacant	Crescent Drive, Suite , Pleasant Hill, CA 94523	
Verizon Wireless	20 Crescent Drive, Suite E , Pleasant Hill, CA 94523	<b>925.288.8855</b>
Vitality Bowls	Crescent Drive, Suite , Pleasant Hill, CA 94523	<b>925.349.6845</b>
Yalla Mediterranean	Crescent Drive, Suite , Pleasant Hill, CA 94523	<b>925.825.8644</b>
Zachary's Chicago Pizza	140 Crescent Drive, Suite A&C, Pleasant Hill, CA 94523	<b>925.602.7108</b>



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# **Employee Parking Policy**

Downtown Pleasant Hill adopted the ParkSmart Software system to monitor employee parking and improve the process of registering employee vehicles. Changes were also made to the time limits in parking zones throughout Downtown Pleasant Hill to improve parking during peak times when there is limited parking available near restaurants and businesses. The goal is to ensure tenant customers have priority to park in the most convenient parking spaces available.

Under this system, license plates will be entered into the program under each tenant's designated account. Each tenant will have the ability to manage and modify parking designation as needed, based on their own discretion, and will be tasked to ensure that all vehicle information is kept current.

New tenants will need to contact their property management staff to set up their account in the system. A confirmation e-mail will be sent from ParkSmart Admin to the new tenant confirming the activation of their customer account. This e-mail will contain a link and temporary passcode for access into the ParkSmart software system. Following receipt of this e-mail, tenants can enter in their respective employee vehicle information.

Below are instructions for use of the Park Smart software and a map of the Employee Parking Zones and policies and procedures for using the ParkSmart system. As a reminder, designated employee parking is required per the terms of our tenants lease.



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### **Employee Parking Site Plan**

The site plan denotes all yellow parking zones where authorized vehicles registered into the ParkSmart system may park. Please note that these areas also serve our customers and are not reserved for employees only

### **Parking Garage**

Any employee who is unsuccessful in locating parking within a designated yellow zone area must alternatively park within the yellow zones in the parking garage.

### **Security**

Our on-site Security is always available to escort employees to their vehicles after operation business hours.

### **ParkSmart Instructions**

Step by step details for inputting employee vehicle information can be found on the following pages.

Please feel free to contact property management with any questions you may have at 925-243-7131



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The screenshot shows a web browser window with the URL `parksmart.intelliswift.co.in/users/sign_in`. The page displays the ParkSmart logo and a "LOG IN" form. The form includes fields for "Email" and "Password", a "Log In" button, and a "Sign Up" button. A red box with an arrow points to the "Email" field, containing the text: "Enter the e-mail address used to set up your account then enter the temporary password provided in the account confirmation e-mail." Below the buttons is a link for "Forgot Username or Password?".



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Change Password
After logging in is important that you change your password. By selecting the down arrow, you will be directed to select "Change Password"

ParkSmart Tenant (Mangia )  
 Regular Permit(Alloted: 2 / Total: 10)- Zone 3(1/1), Zone 4(0/All), Zone 5(0/All), Zone 6(0/1), Zone 7(1/8)  
 Monthly Permit(Alloted: 1 / Total: 5)- Zone 7-1/5

Add New Employee  
 Employee List  
 Replace Permit / Monthly Permit  
 Reports

Employee Listing

Employee Name	Position	Monthly Permit	Parking Zone	VIN	License Number	Permit Number	Actions
Jeff Doe	Employee	No	Zone 7	5555555555555556	SDVL743	PE21122915	<a href="#">Edit</a> <a href="#">Delete</a>
Jane Doe	Manager	Yes	Zone 7	1223440555555555	68IT722	MPE20122915	<a href="#">Edit</a> <a href="#">Delete</a>
John Doe	Employee	No	Zone 3	12345678901234568	6AQ048	PE19122915	<a href="#">Edit</a> <a href="#">Delete</a>

Total 3

[Add New Employee](#)
[Delete Selected](#)
[Clear](#)

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parksmart.intelliswift.co.in/employees/new

Manga

ParkSmart  
SOFTWARE DEVELOPMENT

ParkSmart Tenant (Mangia )  
Regular Permit(Alloted: 2 / Total: 10)- Zone 3(1/1), Zone 4(0/All), Zone 5(0/All), Zone 6(0/1), Zone 7(1/8)  
Monthly Permit(Alloted: 1 / Total: 5)- Zone 7-1/5)

**Add New Employee**

Employee List

Replace Permit / Monthly Permit

Reports

By selecting Add Employee, it will allow for you to add the number of employees per the amount of parking permits assigned. Enter all necessary information indicated by asterisk.

**New Employee**

**Employee Information**

Business Name \* Mangia

Last Name \* Last Name

Email ID \* Email ID

Parking Zone \* Select parking zone

Monthly Parking Zone \* Select monthly parking zone

First Name \* First Name

Phone Number \* Phone Number

Position \* Manager

Monthly Permit

Disclaimer: Charges apply for monthly parking.

**Add Position**

**Vehicle Information**

Make \* Start typing the Car Make

Color \* Color

Dealer Plate No

Model \* Model

VIN \* VIN (17 characters only)


License Plate \* License Plate

**Add Employee** **Cancel** **Add Vehicle**

Disclaimer: License Plate number must match with associated VIN for the given car.



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ParkSmart Tenant (Mangia )

Regular Permit(Alloted: 2 / Total: 10)- Zone 3(1/1), Zone 4(0/All), Zone 5(0/All), Zone 6(0/1), Zone 7(1/8)  
 Monthly Permit(Alloted: 1 / Total: 5)- Zone 7-1/5

Employee List Tab will allow you to make any revisions to the list of employees that are assigned or will be assigned parking permits.

Employee Listing								
Employee Name	Position	Monthly Permit	Parking Zone	VIN	License Number	Permit Number	Actions	
<input type="checkbox"/> Jeff Doe	Employee	No	Zone 7	5555555555555555	SDV5743	PE21322015	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/> Jane Doe	Manager	Yes	Zone 7	1223440000000000	6E17722	MPE20122913	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/> John Doe	Employee	No	Zone 3	12345678901234565	6AQ048	PE19122015	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>

Total 3

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### *Parking Garage*

Any employee who is unsuccessful in locating parking within a designated yellow zone area of the parking lots must alternatively park within the yellow zone on **LEVELS TWO AND THREE** in the parking garage.

**Please remember to lock your car doors and take any valuables with you upon exiting your vehicle.**

### *Security*

Our on-site Security is always available to escort employees to their vehicles after operating business hours. Please call (925) 580-4202 if you would like to request this service on any given evening.

### *Observed Parking Violations*

Any observed parking violations should be reported to Property Management (925) 243-7131. Both the vehicle description and license plate number will be requested at the time of your call. We cannot appropriately address those individuals who are violating the parking policies without this information.



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Employee Parking is highlighted in yellow





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### General Rules and Regulations

It is our experience that most store managers are not fully familiar with the details of their Lease. As a result, a number of basic rules and regulations are frequently and inadvertently broken.

In an effort to prevent some of these potential misunderstandings and to maintain a comfortable and professional image for our customers, the following rules and regulations must be maintained by your store:

#### Storefront Signage

Signage, other than that approved by the Landlord, on the exterior of storefronts is not permitted in the Center. The use of signage including neon signs posted in your storefront detracts from your store, your merchandise presentation and the Center ambience. We want to convey a professional and clean image to our customers.

Handmade signs are unacceptable at all times. Signs of any type are not to be affixed to the inside or outside windows, around columns, or outside exterior walls.

Merchants are responsible for ensuring their **exterior signage lights are operating during minimum operating hours** and that exterior store signage is repaired promptly when outages occur.

#### Lease Lines

Tables, counters, display cases, racks, merchandise, freestanding signs or fixtures of any sort are not permitted outside your door. No material may be placed outside the storefront of your store without **written permission** from the Management Office. No temporary fixtures or merchandise displays are permitted within six feet of any entrance inside the store for safety reasons.

#### Deliveries

Merchants shall use their best efforts to complete, or cause to be completed, all deliveries, loading, unloading and services to the premises prior to 10:00 AM each day. Merchants shall not permit delivery trucks or other vehicles servicing their premises to park or stand in front of their premises from 10:00 AM to 9:00 PM each day. All deliveries **MUST** be made from designated delivery areas and delivery vehicles shall not park in any fire lanes or block traffic at any time. Vehicles parked illegally will be subject to tow at the Owner's expense.



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### Soliciting

Merchants or any other person, shall not distribute any handbills, conduct sampling or solicit business in any manner in the Common Area and facilities or in the parking lot, in or upon any vehicles, in the Shopping Center without Management's written permission.

### Unauthorized Activities in the Center

Non-commercial activity in the Center is permissible only upon securing permission from the Management Office. A strict no solicitation policy is in effect and all non-merchant users of the Center must submit a Permit Application for Expressive Activity and sign an agreement in order to use the Center. All groups interested in taking photographs or using the mall property in any way other than as a shopping center must have written permission.

### In-Store Music Volume

No loudspeakers, televisions, flashing lights, music systems, action signs or other similar devices may be used in a manner so as to be heard or seen outside the Leased Premises. The question of what constitutes a violation is determined by Downtown Pleasant Hill Management Office or Security Personnel.

### Merchant Inventory

We recognize that merchant inventories are a necessary part of doing business. We encourage all merchants to conduct their inventories before or after business hours if possible. If it is necessary to take inventory during business hours please notify the Management Office as to when you will be closed. You will need to provide *professional signage* (not handwritten) that states your store is temporarily closed for inventory and when you will reopen.

### Store Employee Conduct

Store employees and agents shall not interfere in any way with other merchants or patrons of the Center, nor bring into nor keep within the boundaries of the Retail Center any animal or bird, or any bicycle or other vehicles, except such employee vehicles permitted to park in employee parking or bicycles properly secured at Center bicycle racks.

### Transmitting Equipment

Merchants shall not install or allow on the Leased Premises any transmitting device, nor erect any aerial on the roof of any building in the Center or on any exterior walls of the Leased Premises without first obtaining the consent in writing of the Landlord. In addition, no roof penetrations or rooftop equipment of any kind are permitted without Landlord approval. Landlord's contractor must be used for any roof repairs. For roof access, you must sign in with Security during normal business hours and use only designated roof access points. No ladders are permitted on the exterior of the building.



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### Use of Premises

No one shall use the Leased Premises for sleeping apartments or residential purposes or for the storage of personal effects or articles other than those required for the Permitted Business under the Lease. Tenants have an obligation to control odors within their Premises such that they cannot be detected by neighboring Premises or within the Common Area.

No auction, fire, bankruptcy, liquidations, emergency sale, going out of business or selling-out sales shall be conducted within the Leased Premises.

### Vendors

Merchant's vendors and contractors may not perform any work outside of the Leased Premises during center hours. This includes, but is not limited to the following: electricians, plumbers, window washers, sign and lighting technicians. In addition, work to be performed outside of the premises or work that will affect another merchant must be coordinated with Mall Management. Proof of insurance, with *additional insured*, is required for all common area work.

### Maintenance

The general maintenance and up-keep of each store is the responsibility of the store owner. Per the Lease agreement, each Merchant will, at his/her own expense, keep the Leased Premises in good order and repair. This includes, but is not limited to, plumbing, electrical, kitchen equipment, grease exhaust fans, make-up air, HVAC units, storefront signage, lighting and store front/window cleaning.

Please Note: Vendors will not be permitted access to the roof without insurance. No access to roof after 6:pm - 6am unless an emergency.

Merchants shall not mark, drive nails, screw or drill into or use paint that will in any way deface the exterior walls, roof, foundations, bearing walls or columns without the prior written consent of Landlord. Merchants shall keep all areas immediately adjoining the Leased Premises clear of any obstructions, garbage or refuse.

Due to implied liability, Downtown Pleasant Hill Maintenance Personnel will not perform any unapproved repairs for Merchants or loan any tools or ladders under any circumstances.

### Right to Amend General Rules and Regulations

The Landlord reserves the right at any time to change, amend or rescind any one or more of these rules or regulations or to make further reasonable rules and regulations as may be necessary for the management, safety, care and cleanliness of the Premises and Center.



## Merchant Manual 2017

***IT IS IMPORTANT TO KNOW THAT SECURITY WILL BE ENFORCING THESE RULES ON BEHALF OF THE LANDLORD.***

We request you and your employee's assistance in complying with the above policies for the benefit of your business, your employees and our customers.

### **Sign and Display Criteria**

The Downtown Pleasant Hill has explicit sign regulations. They are summarized as follows:

1. Advertising matter or decorations of any kind should not be placed on any exterior or interior door, wall, or window (and not within 24 inches of any window) without the written permission of the Landlord as to size, type, color, location, copy, nature and display qualities.
2. Signs and displays should *not* obstruct the visibility of, or entry into, the store.
3. Signs should be professionally printed (no hand lettering, stencils, or stick-on letters), and must be maintained in good condition and repair at all times.
4. Display windows should be well lit during Center hours when either Downtown Pleasant Hill or the Leased Premises are open. Lights may be turned off after store closing.
5. Displays and temporary fixtures should not be located within six (6) feet of any entrance to the Leased Premises.
6. "Help Wanted," "No Smoking," and "No Food or Drink" signs also fall under the guidelines described above. If approved, these negative impact signs should be carefully placed so as not to leave customers with a negative impression.
7. No flashing or animated signs.
8. No permanent advertising devices such as attraction boards, posters, banners, and flags.
9. No sandwich boards or inflatable displays.
10. See Lease for further guidelines.

If you are unsure as to whether your signs meet any of the criteria described above, you should call the Management Office before installation. Failure to do so could result in removal of any unapproved sign.





## Merchant Manual 2017

# Store Cleanliness and Maintenance

We wish to remind each of you to please comply with the terms and conditions of your Lease with regard to the cleanliness of your storefronts and interior. Following is a list of guidelines to keep in mind and execute on a daily basis:

- Storefront windows and doors should be wiped clean each *morning* and maintained throughout the business day.
- Keep store entrances free of debris and gum deposits.
- No stickers or taped signs are permitted to be adhered to windows or storefronts at any time.
- Clean the exterior storefront and signage on a regular basis.
- Maintain store interior music at a minimum, at a pleasant shopping environment level. (If it can be heard in the common area – it's too loud.) You will be asked to turn it down.
- Vacuum your carpets and clean your floors daily.
- Repair any tears in carpets or other floor coverings such as broken or cracked tiles promptly.
- Place trash in proper disposal containers. If any spills occur please call security for assistance immediately. Flatten & dispose of cardboard designated cardboard bins and place recyclables in proper containers. Do not use common area trash receptacles designated for customer use. Please help keep trash areas clean as they are shared by all tenants.
- Restaurants are responsible for maintaining front of counters, counter tops, and equipment clean and free of stains and debris on a daily basis. In addition, restaurants are responsible for maintaining exterior table tops, chairs, umbrellas and concrete floors free of debris, spills, and trash within fenced patio areas.
- All interior general repairs to items within your store are the Merchant's responsibility.

We would like to emphasize the importance of maintaining Downtown Pleasant Hill overall appearance. Ultimately, we owe it to our shoppers, to provide a pleasant, comfortable and clean environment every time they visit.



## Merchant Manual 2017

# Trash Removal & Recycling Program

California requires businesses to separate all recyclables, and restaurants are also required to separate all recyclables and food waste from all other trash. Downtown Pleasant Hill Merchants are responsible for disposing of their own garbage and recyclables in the trash bins. Each Merchant is assigned a trash enclosure. Trash bins, recycling bins, and food bins are labeled specifically for the type of waste which may be deposited inside. Recycling is a top priority! Please ensure that all employees are educated on separating food waste (when required) and recyclables (i. e. cardboard, paper, glass, and aluminum products).

Constant attention to adequate trash handling within your store or restaurant and trash enclosure area is essential to reduce fire hazards and to prevent insect and animal infestation. If you notice trash bins are overflowing or trash has been placed on the ground, please notify Security immediately. Please adhere to the trash guidelines described below:

- **All boxes must be broken down.**
- **All loose garbage must be bagged.**
- **All loose food waste may be bagged in approved bio-degradable bags**
- All garbage must be kept inside your premises until you are ready to dispose of it within bins in the trash enclosure.
- No trash bags should be dragged to the trash enclosure.
- Store refuse must be placed inside bins, never outside next to them for any reason. If trash is found anywhere other than in the correct trash or recycling bin, fines will be assessed.
- Store refuse is not to be disposed of in the mall common area trash receptacles located in front of stores.
- Metal fixtures, shelving, wood, pallets, and miscellaneous store furniture is the Merchant's responsibility for disposal.
- Stores are responsible for the purchase and supply of their own disposable refuse bags.
- No hot ashes are to be disposed of in bins or compactors.

Vestar Property Management has retained a trash management company called Synergis for trash and recycling. Your company will be billed directly from Vestar in the common area maintenance fee.

Please see the following pages which outline what items are recyclable and the locations of compactors and recycle bins.



## Merchant Manual 2017

### TRASH – NON – RECYCLABLE ITEMS ONLY WITHIN THE BLUE BIN FOR TRASH



### MIXED RECYCLABLES – GLASS, PAPER, METALS, PLASTICS, AND CARDBOARD WITHIN THE BLUE BIN FOR RECYCLABLE ITEMS

**RECYCLING IS A MANDATORY!**

Please put only the following listed materials into the recycling collection bin

GLASS	ALL PAPER	METALS	PLASTICS
<ul style="list-style-type: none"><li>Juice, Pop &amp; Soda Bottles</li><li>Water Bottles</li><li>Beer &amp; Wine Bottles</li><li>Food Jars</li></ul> <p><i>Items Not Accepted</i></p> <ul style="list-style-type: none"><li>Light Bulbs</li><li>Window glass, drinking glasses or mirrors</li></ul>	<ul style="list-style-type: none"><li>Magazines</li><li>Junk Mail</li><li>Envelopes</li><li>Newsletters</li><li>Flyers</li><li>Brochures</li><li>Writing, Typing and Computer Paper</li><li>Books</li><li>Cancelled Checks</li></ul> <p><i>Items Not Accepted</i></p> <ul style="list-style-type: none"><li>Wet, waxed or soiled paper</li><li>Used paper towels and plates</li><li>Carbon Paper</li></ul>	<ul style="list-style-type: none"><li>Tin Food Cans</li><li>Aluminum Beverage Cans</li><li>Aluminum Foil</li><li>Metal Utensils</li><li>Wires</li><li>Copper and Brass</li></ul> <p><i>Items or plastic cans used for chemicals or paints, along with aerosol spray cans are all ok for recycling IF EMPTY.</i></p> <p><i>Items Not Accepted</i></p> <ul style="list-style-type: none"><li>Appliances, power tools or batteries</li></ul>	<p><i>Look for ♻️ symbol on bottom</i></p> <ul style="list-style-type: none"><li>Plastic Bottles used for Milk, Juice, Soup and Soft Drinks</li><li>Containers used for chemicals or automotive products (i.e. antifreeze, acid)</li><li>Metals or plastic cans used for chemicals or paints, along with aerosol spray cans (ok for recycling IF EMPTY)</li><li>Plastic (ten bags max.)</li></ul> <p><i>Items Not Accepted</i></p> <ul style="list-style-type: none"><li>Flammable products</li><li>Styrofoam cups and packing materials</li><li>Photographic film</li><li>Plastic picnic items</li><li>Flammable liquids</li><li>Heat shrink wrapping</li></ul>

**PLACE ALL FLATTENED CARDBOARD IN THE RECYCLING BIN**  
**DO NOT** put the following materials into the recycling collection containers:  
**Liquids • Food Waste • Waxed Paper Products • Fabrics • Wood • Styrofoam**

**RECYCLING**  
DOWNTOWN PLEASANT HILL

### FOOD WASTE –IN THE GREEN BINS





## **Merchant Manual 2017**

### **Grease Removal**

All restaurants are responsible for the disposal of grease from within their Premises. Restaurants must contract with a vendor who will provide grease containers that will remain inside the restaurant. No grease receptacles are permitted within Downtown Pleasant Hill trash enclosures at any time.

If your restaurant shares a grease interceptor with another tenant; the Landlord will contract with a service vendor to maintain the grease interceptor and your restaurant will pay its share of the maintenance cost within its common area maintenance expenses.

At no time, may any grease be poured down the storm drains within the trash enclosures. If any employee is caught disposing of grease in this manner, the City of Pleasant Hill and the Center will impose significant fines. Storm drain contamination is a serious offense and we must all work together to protect our environment.

### **Construction Dumpsters**

The Center trash bins and compactors are not to be used by Merchants for their construction trash or for the disposal of old fixtures or metal signage. All construction debris that is not stored inside during construction must be removed from the site each day. As a reminder construction dumpsters are not allowed in the center. City of Pleasant Hill dedicated hauler is Republic Services. Violators to this rule will be fined the cost of removing and separately disposing of the construction waste.



## Merchant Manual 2017

# Merchant Maintenance Responsibilities

As a Merchant of the Downtown Pleasant Hill you are responsible for the maintenance and upkeep of the following in-store items:

## Electrical

- Spare bulbs, power switches, fuses, circuit breakers, transformers, and maintenance and repairs to the store signage and lighting.

## Fixtures

- Ceiling tiles, shelves, carpets, all display fixtures and restrooms.

## Windows

- Interior and exterior of windows storefront frames and bases are to be washed and cleaned daily. Storefronts and store signage is to be cleaned regularly.

## HVAC (Heating, Ventilation & Air Conditioning)

- Per your Lease, you are required to maintain a service contract with a licensed HVAC company for regular, scheduled preventative maintenance service (normally on a quarterly basis) and provide a copy of such contract to the Landlord. Should any malfunction occur to your equipment, i.e., leakage, overheating or extra coolness, please contact your contracted HVAC company to service your unit. Each Merchant is responsible for the maintenance and repair of its own individual heating and air conditioning unit.

## Plumbing

- Toilet stoppages, sinks, leaking pipes, running water are tenants responsibility.

## Grease Trap

- All restaurants are required to contract the services of a qualified vendor for quarterly maintenance and cleaning of grease traps.

## Equipment

- It is the responsibility of each merchant to have equipment such as ladders, nails, hammers, screwdrivers, buckets, cleaners, mops, brooms, dollies, carts, paint brushes, disinfectants, deodorizers, towels, etc. handy to perform routine and daily maintenance jobs. Mall management and personnel will not provide these items.



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### Contractors

- All tenants must notify the Management Office or Security at least 24 hours in advance prior to having contractors working on-site.

### Roof

- For any matters regarding the roof, you must contact the Management Office or Security before any access is provided or work is completed. The vendor must provide insurance with the correct additional insureds in order to gain access. **Access to the roof will only be provided between the hours of 6:00pm to 6:00am unless there is a verifiable emergency.**
- No work may be done to the roof other than by Landlord's roofer.

### Fire Sprinklers

- All buildings at Downtown Pleasant Hill are fully sprinklered for fire protection. It is extremely important that these systems are functioning at all times. If it is necessary to do any sprinkler work in your store or restaurant that involves shutting off the sprinklers or taking the sprinkler monitoring system off-line, contact GP Fire Protection at (925) 461-0985. Please follow the required procedures:
  1. Contact Security at (925) 580-4202 during regular business hours at least 24 hours in advance of the scheduled work. You must have prior approval from Center Management for the actual work being completed.
  2. You must inform the on-site Security Supervisor before draining and refilling the fire system.
  3. When all work is completed, each day, contact Security so the fire alarm system can be immediately re-instated in your area.

Please remember that the fire control system is for the protection of both property and lives and the regulations regarding the impairment of the system are very important. Failure to follow these rules can result in penalties and false alarm charges. Contact the Management Office or Security if you have any questions.



## Merchant Manual 2017

# Fire Code

The items requiring Merchant repair or maintenance, according to your Lease Agreement and Fire Regulations are:

1. The illumination of fire exits within your premises.
2. The proper functioning of battery backup emergency lights within your premises. To test the emergency lights, disconnect the power from the light momentarily by unplugging the cord from the electrical receptacle or turning off the breaker. When the power is disconnected, the emergency lights should shine brightly and if not, the light needs servicing. Reconnect the power to the light.
3. Fire doors are to be clear of all boxes, trash and debris. Common area fire exit hallways are not to be littered with Merchant trash. Violators will be fined accordingly.
4. Electrical panels are not to be obstructed by shelving or boxes, but are to be clear of all obstructions.
5. Sprinkler heads are not to be obstructed in any way. Keep all boxes at least 12 inches below and away from any sprinkler heads.
6. Merchant fire extinguishers are to be serviced prior to the expiration date as shown on the tag.
7. It is the Merchant's responsibility to meet all fire code standards and insurance requirements for the safety of the Premises.

Citations for the above fire code violations and the accompanying fines are the Merchant's liability.

## Fire Prevention

Do not allow accumulation of trash or waste materials that are flammable.

Throwing trash, empty boxes or other rubbish in the service corridor is strictly prohibited. The corridor is your exit and any debris could trap you or your customers in an emergency.

Be sure all employees know where your fire extinguisher is located and how to use it. Also, be sure it is serviced regularly.



## Merchant Manual 2017

### Local Vendors & Service Providers

From time to time, you may need contractors to provide services at your store. The following is a list of contractors that have done work for the Center or for Vestar. You are not required to use these contractors. This list is only provided for your convenience. This listing is not a recommendation or endorsement by Vestar.

#### Electrical and Lighting Repairs

Blue Arc  
701 Aldo Ave, Suite 40  
Santa Clara, CA 95054

Contact: Jared Kroner  
Telephone: (408) 727-6100

#### Fire Monitoring

Bay Alarm  
5130 Commercial Cir  
Concord, CA 94520

Contact: Bennett Burns  
Telephone: (800) 470-1000

#### Fire Sprinkler Repairs

GP Fire Protection  
2150 Rheem Dr., Suite F  
Pleasanton, CA 94588

Contact: Grant Paulson  
Telephone: (925) 461-0985

#### Glass Repair

Vortex Industries  
15063 Wicks Blvd  
San Leandro, CA 94577

Contact: Ken Smid  
Telephone: (510) 352-3800

#### Grease Removal

Liquid Environmental Services  
2392 Dunn Road  
Hayward, CA 94544

Contact: Kevin Newman  
Telephone: (510) 529-5368

#### HVAC Repairs

RH Tinney  
296 Wright Brothers Ave  
Livermore, CA

Contact: Phil De Land  
Telephone: (925) 373-6101

#### Locksmith

Concord Locksmith  
1804 Colfax St  
Concord, CA 94520

Contact: Sam Lage  
Telephone: (408) 377-9210





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### **Pest Control**

Bay Alliance Pest Management  
P.O. Box 1154  
Benicia, CA 94510

Contact: Jennifer Cooper  
Telephone: (800) 694-7378

### **Plumbing Repairs**

Preferred Plumbing and Drain Systems  
1980 Olivera Road, Suite F  
Concord, CA 94520

Telephone: (925) 677-0908

### **Roof Repairs**

Sequoia Property Services  
2126 Edison Ave  
San Leandro, CA 94577

Contact: Tad Dayton  
Telephone: (510) 635-2669

### **Security Personnel**

Allied Universal  
735 Montgomery St  
San Francisco, CA 94111

Telephone: (415) 693-9144

### **Signs**

Pro Graphics and Signs, LLC  
45277 Fremont Blvd, Suite 10  
Fremont, CA 94538

Contact:  
Telephone: (510) 661-6707

### **Taxi Service**

Yellow Cab

Telephone: (925) 521-9292

### **Trash Removal and Construction**

#### **Dumpster Rental**

Allied Waste Services  
441 Buchanan Circle  
Pacheco, CA 94553

Telephone: (925) 685-4711



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### Utilities:

#### **AT&T**

New service, add or change or repair service

Telephone: (800.750.2355)

#### **Pacific Gas and Electric**

P.O. Box  
Sacramento, CA 95899

Telephone: (800) 468-4743

#### **Contra Costa Water District**

1331 Concord Ave  
Concord, CA 94520

Telephone: (925) 688-8000

### Other Local Service Providers:

#### **City of Pleasant Hill**

100 Gregory Lane  
Pleasant Hill, CA 94523

Telephone: (925) 671-5229

#### **Pleasant Hill Chamber of Commerce**

91 Gregory Ln #11  
Pleasant Hill, CA 94523

Telephones: (925) 687-0700

#### **Pleasant Hill Post Office**

1945 Contra Costa Blvd  
Pleasant Hill, CA 94523

Telephone: (925) 687-0533

#### **Animal Control**

4800 Imhoff Pl.  
Martinez, CA 94553

**Telephone: (925) 355-8300**



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**Security/Emergencies**

EMERGENCY	911
PLEASANT HILL POLICE DEPARTMENT NON-EMERGENCY LINE	(925) 680-7000
PLEASANT HILL FIRE DEPARTMENT	(925) 941-3300
VESTAR MANAGEMENT OFFICE	(925) 243-7131
DOWNTOWN PLEASANT HILL SECURITY	(925) 580-4202

**IN EMERGENCY SITUATIONS, CALL 911 FIRST.**

**Public Safety Assistance**

- For the safety and protection of all customers and merchants, Downtown Pleasant Hill contracts a full force of trained, unarmed public safety officers. These officers patrol all common areas of Downtown Pleasant Hill including service areas and parking areas. These uniformed officers provide security coverage 16 hours a day, seven days a week by foot and vehicle.
- Security is hired primarily for the prevention of crime, to provide a safe atmosphere and to assist Management in the enforcement of Downtown Pleasant Hill’ rules and regulations. This includes protection of property and assistance to customers and merchants. In an emergency, they may be able to assist merchants with problems until police or fire department personnel arrive. However, it is important to note that each Merchant is responsible for the security of his or her own property and Premises. Security is not responsible for any activity inside the Leased Premises.
- **To contact Security, call (925) 580-4202.** Please state your store name and message first: For example: “This is (store name). We have a (shoplifting, disturbance, suspicious person, etc.)” Please be concise and give them as much information as possible.
- Downtown Pleasant Hill Security Officers authority is limited to that of any other private citizen in that they are limited to citizen’s arrests. Therefore, keep in mind that should a crime occur, the person who sees the act must be the one to make the arrest. You must be willing to press charges and prosecute to the fullest extent of the law.
- *Remember, if an emergency occurs, you should first call 911, and then Center Security for assistance.*



## Merchant Manual 2017

### Security Policies and Procedures

#### Injuries / Illness

When a customer or employee is injured or becomes ill at Downtown Pleasant Hill, you should use the following procedures:

1. If the injury or illness is serious, call 911 immediately. If in doubt, or you are not sure, CALL 911. Be ready to provide detailed information to the dispatcher, including the person's age, sex, and specific problems of the victim.
2. Offer assistance or first aid to injured persons only to the extent that you have been trained.
3. Call Downtown Pleasant Hill Security (925) 580-4202 and inform them of the situation. Make sure you tell them if you have called 911.
4. Never talk to anyone about the situation, except Police Officers, Fire Personnel, Security, Mall Management or your Store Management Personnel.

#### Fire

- **SMALL AND READILY EXTINGUISHED**  
If a small fire is discovered, extinguish immediately with a fire extinguisher, and then report the fire to Security.
- **UNCONTROLLED/NOT READILY EXTINGUISHED**  
Notify the Pleasant Hill Fire Department by calling 911. Provide them with the location of the fire by store name and store address and tell them the intensity of the fire. Remain calm while giving information and answering questions; then notify Security. Your store is equipped with a smoke evacuation system, tied into the air conditioning. This system is designed to ventilate smoke and keep the smoke at a level high enough above the floor where you are able to stay low and evacuate your store of customers and employees. When the Fire Department arrives on the scene, they will assume control of the situation and will advise you of the proper safety measures to be taken.

#### Armed Robbery

- If an armed robbery is in progress, call 911 and report "a robbery in progress at (store name) located at Downtown Pleasant Hill (also give location of store in the Center)".
- Once 911 dispatch has been notified, please call Security and inform them of the situation. Security will respond to the area of the call and attempt to obtain descriptions of subjects fleeing the area and possible vehicle descriptions.
- When the robbery is over, call 911 and give the following information to the Police as to the identity of the suspect(s): height, weight, race, sex, age, hair, facial, clothing, direction of travel, time of robbery. After you have given this information to the Police, please call Security and inform them of the situation.



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### Burglar Alarm

- After hours, if a store's burglar alarm is set off, Security will call the Emergency Contact Person on file and request that he/she return to the store. It is extremely important that the current Emergency Contact's home phone numbers be kept current with the Management Office.
- If the police do not respond automatically to the alarm, the merchant may request that the Police be called by Security. Security will remain near the store until the Store Representative or Police arrive within a reasonable amount of time. In the event the store has been broken into, it will be the store's responsibility to make arrangements to safeguard the store overnight. Security must continue to inspect and patrol the entire Center and cannot guard any one store.

### Lost Children

- If a child is reported missing, **call 911 immediately** then notify Security. If there is any indication of a crime, let 911 know. Make sure you have the child's name, age, sex, clothing description and last known location. Have a parent or other responsible parties remain at the location to meet a Security Officer or Police Officer. If you find a lost child, immediately notify Security. Do not turn the child over to anyone the child does not recognize or does not want to go with. When in doubt, wait for Security to arrive. Though most children are located within minutes, missing children are considered a top priority of Downtown Pleasant Hill Personnel and the efforts of all Merchants are appreciated.

### Vehicle Accident

- If a vehicle accident in the parking lot is reported to you, immediately notify Security. An officer will be dispatched to the scene. If the accident is serious or if injuries are involved, **call 911 first**, then call Security.

### Vehicle lockouts (Keys locked in car) / Jump Starts / Flats

- If a customer or employee is locked out of his/her vehicle, his/her vehicle has a flat tire or a vehicle jump start is required, contact Security. Security will contact AAA if the customer or employee is a member. If he/she is not a member, Security will contact a contracted towing company.

### Security escorts to Cars / Banks

- Security will escort persons to their vehicles 16 hours a day upon request. They will **NOT** escort Merchants to banks or vehicles carrying bank deposits. In that event, a Security vehicle will stand by and Security will monitor you until you get to your vehicle.



## Merchant Manual 2017

# ***Emergency Preparedness Procedures***

## **Evacuation**

- In the event that an evacuation is needed, please assist all customers and employees in exiting the store, and then secure your store. This should include turning off all electrical equipment and locking the doors as long as the situation allows for you to safely do so. Remember that the safety of your customers and employees is more important than any physical property. Once you are out of the building, be prepared to give an account of all customers and employees to Security Personnel when asked to do so.

## **Power Failure**

- In case of power failure, calmly clear customers out of the store with a designated employee stationed at the entrance for security reasons. Close your doors/gates and stand by to receive information from Security or Downtown Pleasant Hill Management. **DO NOT LIGHT CANDLES.** Instead, keep an emergency flashlight handy.
- In most instances, power failures last less than an hour. If a power failure should last longer than an hour or two, it is the Merchant's decision to send employees home and close for the day. Please do not inundate Downtown Pleasant Hill Management or Security with phone calls. The lines need to be kept clear for emergencies.

## **Bomb Threat**

- Notify the Pleasant Hill Police Department immediately by calling 911; then contact Downtown Pleasant Hill Security. Remain calm. Do not let customers know that there has been a bomb threat. If you answer a phone call from an individual who is phoning in the bomb threat, keep them on the phone as long as possible and take note of the caller's accent, age, sex and cultural background, background noises and specifics about the threat, i.e. When, where, and what kind of bomb caller is describing.
- If you find a suspicious package call the Police and Security immediately. Do not use electronic devices around the package and do not touch the package. Upon their arrival, the Police Department will handle the situation to conclusion. Only evacuate your store if so advised by the Police Department or Center Management.

## **Earthquake**

- When an earthquake occurs, do your best to **KEEP CALM.** Do not run or panic, remain where you are and try to calm others. Follow basic earthquake procedures, such as getting under a solid table or desk, stand in a doorway, or against a wall away from fixtures that could fall. Stay away from storefront windows and **DO NOT** run outside. Most likely, the safest place you can be is inside your store.



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- Security Personnel will check the Downtown Pleasant Hill gas lines for leaks and should it be necessary, turn off gas valves. Restaurants and other food use Merchants should turn off gas valves inside their stores.
- In case of a quake of major proportion, there are procedures that Security, Maintenance, and Management employees will follow, including checking for potential hazards and injuries. It is strongly suggested that all stores maintain supplies such as a first aid kit, flashlight, blanket(s) and a supply of water.

### After the Earthquake

- A. Use caution entering or leaving buildings or work area.
- B. Do not use lanterns, torches, lighted cigarettes or open flames, since gas leaks could be present.
- C. Stay away from fallen or damaged electrical wire.
- D. Do not use the telephone unless it is absolutely necessary for emergencies. Heavy use of the telephone will tie up the lines and prevent emergency calls from going out.
- E. If you are on a **SIDEWALK NEAR BUILDINGS**, duck into a doorway to protect yourself from falling bricks, glass, plaster, and other debris.
- F. If you are **DRIVING**, pull over to the side of the road and stop. Avoid overpasses, power lines, and other hazards. Stay inside the vehicle until the shaking is over.
- G. If you are in a **CROWDED STORE OR OTHER PUBLIC PLACE**, do not rush for exits. Move away from display shelves containing objects that could fall.
- H. If you are in a **WHEELCHAIR**, stay in it. Move to cover, if possible lock your wheels, and protect your head with your arms.
- I. If you are in the **THEATRE**, stay in your seat and protect your head with your arms. Do not try to leave until the shaking is over. Then leave in a calm, orderly manner.

AFTER AN EARTHQUAKE, BE PREPARED FOR AFTERSHOCKS, AND PLAN WHERE YOU WILL TAKE COVER WHEN THEY OCCUR.

### Toxic Spill or Chemical Accident

- Should someone become aware of an overturned truck, train, or tanker, a broken fuel line or an accident in a nearby area, it may be necessary for the Merchants in the Center to conduct Emergency Procedures. If you can safely call 911, do so and then contact Security.
- The following procedures should be followed while awaiting further word from Security and the authority having jurisdiction:
  1. Close all windows and doors downwind of the accident.



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2. Discourage or do not allow employees or shoppers to exit on the downwind side of the chemical accident. You should shut down any ventilation equipment in your store if it is downwind of the chemical accident.
3. Prepare to render first aid assistance as necessary.
4. Center Management and Security will advise you of any plans to evacuate.

### **Explosion**

If someone becomes aware of an explosion by direct observation or the shouts of others of the explosion, notify the Pleasant Hill Fire Authority immediately by calling 911. Then notify Security as soon as it is safe for you to do so from your location.

### **Civil unrest**

In the event of civil unrest or the potential for a civil disturbance, unless so directed by law enforcement personnel or Center Management/Security, the decision to close and/or evacuate your business is yours to make. However, we offer the following suggestions, which we hope will aid you in your planning and decision-making.

Please consider a few key points as you plan:

1. Consider sending employees home immediately if trouble starts so that they can get off the streets as early as possible. All employees should decide on a route or alternative routes home. Discuss the advisability of car-pooling.
2. Lock office doors, leave lights on, and remove sources of fuel and flammables. If appropriate, move vehicles out of sight.
3. Move exterior potted plants and trash cans inside (out of sight) so that they cannot be used to break windows.
4. Back up your computer data and take it offsite if possible.
5. Have flashlights, batteries, and battery operate radios in the office. Be sure your fire extinguisher is in working order.
6. Be sure a first aid kit is available and fully stocked.
7. Remove any keys that may be kept onsite.
8. Keep your car's gas tank half full.





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### ***General Emergency Preparedness***

1. If you evacuate your store, make sure your answering service knows how to reach you. Set up a “phone tree” so everyone in your store is part of the communication network.
2. Service stations will be required to close in order to remove access to gas for rioters. Plan to keep your cars’ gas tanks at least half full at all times.
3. Have a disaster preparedness plan. What should you preserve offsite so you can continue business in the event your building is damaged? Wherever possible, move things offsite in advance, or make copies of records and store them offsite temporarily. You should pay special attention to computer hardware and software...and then backup data.
4. Keep a first-aid kit on-site and learn how to use it.
5. Evaluate your communications system. If your phone lines are cut or you lose AC power. Keep a phone available that does not require electrical power. Portable cellular phones could be very valuable. Private channel radios can also function with battery backup.
6. Consider purchasing extra plywood for emergency board-up purposes (it may be difficult to immediately obtain the services of a board-up company).
7. Think of emergency lighting inside buildings in case AC power is lost. If you are already on a battery-powered emergency system, check your batteries regularly.
8. Think about food and water for persons who may agree to stay behind to protect your facility but find themselves trapped by unsafe streets. Establish mutual aid telephone numbers with your co-tenants.
9. Consider removing merchandise from public view during afterhours and limit the cash on hand.
10. Consider giving employees who work late or odd hours a letter of identification to be kept in their vehicles at all times. This should state the employees place and hours of business and could be used for identification purposes of stopped by a police officer while traveling to or from work during a curfew.



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# Shoplifters

If you wish to prosecute a shoplifter, call the Police Department and Security. Please remember that only the person witnessing a misdemeanor can make an arrest. It is important to note that the shoplifting suspect(s) must be kept under continuous surveillance, from the time they are observed concealing the merchandise on their person, until they exit the store. Therefore, you or your personnel will be required to make a citizen's arrest. While neither the Police nor Security can make the arrest for you, you may contact Security for assistance. They will remain with you to help calm the situation and look out for the safety of yourself, your customers and employees.

## Shoplifting

Merchants are responsible for the security within their leased premises. The most common security problem within your store will be shoplifting and with that in mind we provide a few tips on what to do if you suspect someone is shoplifting in your store:

1. You must first decide whether:
  - a. You merely wish to recover the stolen goods and warn the shoplifter not to return to your store or:
  - b. Charge the person with shoplifting.
2. Watch the suspected shoplifter until they leave the store with the stolen article.
3. Approach the suspect outside of your store, tell the person you want him/her to accompany you back to your store and advise the person of the reason you are detaining him/her (i.e. "on suspicion of shoplifting").
4. If you decide to press charges you must call the police and detain the suspect until their arrival.
5. If you have recovered the stolen goods and do not wish to press criminal charges, you may warn the shoplifter not to return to your store again. Call the parents and police if it's a young offender, and document the person's name, address, etc.
6. Always report all incidents to Downtown Pleasant Hill Security Personnel.



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### Five Steps in Laying a Shoplifting Charge

The only way to ensure a shoplifting charge is enforceable is to ensure the following five criteria are met:

1. You must see the item taken.
2. You must see the suspect attempt to conceal it.
3. You must see the suspect make no attempt to pay for the item.
4. You must see the suspect leave the store.
5. You must have continuity – **YOU MUST NOT LOSE SIGHT OF THE SUSPECT THROUGHOUT THE PROCESS OF THE THEFT.**

You are responsible for any action in your store. Refer to the following “Shopkeepers Rights to Refuse Services” and call Police. If you choose to press charges, Downtown Pleasant Hill Security may assist you; however they cannot undertake an arrest on your behalf.

### The Shopkeeper’s Right to Refuse

The courts recognize the fact that the Storeowner does not have the right to physically bring customers into his place of business. When you open for business there is the implied invitation to “come in and shop in my store”. Equally in the eyes of the law the Customer does not have the “right” to be served. It is a non-spoken agreement between Merchant and Buyer. Provided none of the provisions of the Bill of Rights are contravened, the Merchant has the right to refuse service. The Merchant may exercise their right for many reasons, the more acceptable of which is “Because I do not want your business”. The only time you may want to use this, is when you have experienced trouble due to “missing” goods, which you have good reason to believe have been stolen or bad checks. You must tell the person in words such as “I don’t want your business, I want you to leave my store” (at this point the customer becomes unwanted). If the person then refuses to leave and/or begins to cause a disturbance, call the Police at **(925) 680-7000**. Give them your address and telephone number and request for an Officer to attend “**to keep the peace.**”

If the person leaves before the Police arrive, all is well. There is now no need for the Police to attend, therefore cancel the call. If the trespasser still remains, explain the situation to the attending Officer, who will explain the citizen’s rights to him and to you.

At this point the Police can only act if there is a breach of the peace. They will not act as bouncers. The Owner, or his agent, must take the person by the arm and attempt to lead him from the Premises. If there is any refusal either passively or aggressively, then the criminal



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charge of Assault by Trespassing has taken place. Since the police witnessed it, it is an arrestable offense.

There will be limitless variations of these circumstances; however the essential ingredients must be met:

1. The person must be told that he/she is not welcome as a customer.
2. He/she must be told to leave.
3. Should he/she refuse to go, call the Police.
4. Once the Police arrive they will provide direction as to the next step to take.
5. Any refusal to leave the Premises at this point is an arrestable offense by the attending Police Officer.

**ANY DEVIATION FROM THE ABOVE PROCEDURE MAY COMPLICATE OR INVALIDATE THE CHARGE OR MAY RESULT IN CIVIL PROCEEDINGS AGAINST THE SHOPKEEPER.**



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# Code of Conduct

Downtown Pleasant Hill has a code of conduct for the CENTER. The code of conduct extends to all visitors of the property including but not limited to customers, employees, passers-by, and vendors (including delivery personnel). The following is the posted and approved Code of Conduct for the center:

The CENTER, including the parking lot, is private property. The Code of Conduct is set forth for the purpose of protecting the Center's legitimate business interest and any violation of the Code, interferes with the commercial nature and function of the Center. As a visitor at the CENTER, you are prohibited from engaging in any of the following activities while on the property.

1. Running, skating, rollerblading, skateboarding, or bicycling on sidewalks or walkways at the Center. (PHMC: 10.30.025 B.2 and PHMC 10.30.020 C.3).
2. Loitering or clustering in such a way to cause inconvenience to others.
3. Blocking sidewalks and walkways.
4. Littering.
5. Vandalism and graffiti.
6. Creating loud noise.
7. Unauthorized solicitations.
8. Engaging in non-commercial expressive activity, including any sign, poster board, place card, banner, notice or other handbill without the proper written permission of Management of Downtown Pleasant Hill.
9. Sitting on planters, trash receptacles, or rock water fountains.
10. Bring in alcohol or consuming alcohol anywhere other than in an area designated for that purpose.
11. Possession an explosive or incendiary device of any kind (including fireworks).
12. Sleeping in any areas of the Shopping Center.
13. The use of profane language, obscene gestures or wearing obscene or offensive clothing, wearing no shirt or footwear.
14. Leaving pets unattended or tied to benches, trees or other obstacles.



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15. The Center reserves the right to prohibit any other activity that affects the comfort and safety of its visitors. The Center also reserves the right to evict or ban individuals found to have violated these General Policies.

**Notice: If you fail or refuse to follow the Code of Conduct you will be asked to leave the property.**

**If you fail or refuse to leave the property you will be arrested and prosecuted for Criminal Trespass (PC 602).**

The ability of the Security Department to enforce this code of conduct comes from its ability to be supported by the private property characteristics of the CENTER.



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# Marketing

Vestar employs a Regional Marketing Director, Heath McCue, who oversees all marketing, sponsorship and special events for Vestar in California. A new marketing campaign has recently been developed for Downtown Pleasant Hill which features playful fonts, modern colors and messaging establishing the center as the source for great shopping, dining and entertainment in the East Bay.

Our campaign includes print, direct mail, web, and social networking opportunities; as well as many cross promotions within the center.

## Seasonal Direct Mail

Direct mail pieces are distributed periodically to area residents, specifically for either summer or fall, and holiday. Direct Mail has typically featured special offers and advertisements from participating stores and restaurants, as well as special event and promotional messages, or the Direct Mail may be in the form of a postcard with reference to a link to special offers which can then be downloaded online.

## Website / Internet

The official Downtown Pleasant Hill website is [www.shopdowntownpleasanthill.com](http://www.shopdowntownpleasanthill.com). The site contains rotating banner ads promoting stores and marketing partners, store openings, special promotions, seasonal and ongoing events, promotions, and a full store directory with phone numbers and a map. Opportunities are available in the form of home page web banner ads and web specials.

## Web Banners

Specs: 728 pixels wide x 90 pixels high

## Web Specials

Specs: 200 pixels wide x 309 pixels high

## E-Blasts

E-blasts are sent to our subscriber database on a regular basis. E-blast content includes upcoming events, grand opening announcements, store or restaurant specials, marketing partner messages, featured store messages and other special promotions.

Featured store messages incorporate a participating store's artwork into our creative frame, or we develop the blast with copy, with images and links supplied by you.



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### **Twitter / Facebook**

Downtown Pleasant Hill is set up on Twitter and Facebook and we use both mediums as a means to instantly communicate to a multitude of consumers virally.

## **On Site Advertising Opportunities**

### **Events**

We will be holding a variety of events throughout the year and encourage you to participate for added exposure and increased traffic and sales.

Whether it's live music, the Farmer's Market, vehicle test drives or a seasonal event, we encourage our merchants to participate by offering a special tied to the event, season or theme, conduct sampling at the event, provide a branded tent, have appearances by your store or restaurant mascot, or hand out promotional items in order to introduce your store or restaurant to those in attendance.

You will always be notified in advance of an event so that you have an opportunity to get involved.

### **Merchant Advertising Opportunities**

There are many opportunities for merchants to advertise and promote their businesses and many of those opportunities are at no cost. Following this page are a number of forms that you may fill out at any time and submit to the Marketing Director to take advantage of these opportunities. These include Facebook/Twitter postings, E-blasts, Website Specials Page, Job Postings and Web Banners. Don't delay!

### **For Marketing, information and opportunities**

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