

GONE TO MARKET LLC.  
6 MEADOW ROAD, BALTIMORE MD, 21212

Rec'd 4/23/10

Mr. Douglas Smith  
Chief Administrative Officer  
City of Annapolis  
160 Duke of Gloucester Street  
Annapolis, MD 21401

April 22<sup>nd</sup> 2010

Dear Mr. Smith,

In consideration of your request for a concept proposal for the Annapolis Markethouse, Gone To Market LLC has prepared the following package. We are willing and ready to fast track both the physical changes and tenant procurement to open and begin operation as soon as logically possible.

Please feel free to contact either of the partners should you have any questions or concerns about the proposed plan or use of the space, for further information about one of our other markets please visit the following websites.

Easton Market Square: <http://www.lehrjacksonassociates.com/easton/>  
Belvedere Square: <http://www.belvederesquare.com/>

Yours Sincerely,

Lehr Jackson



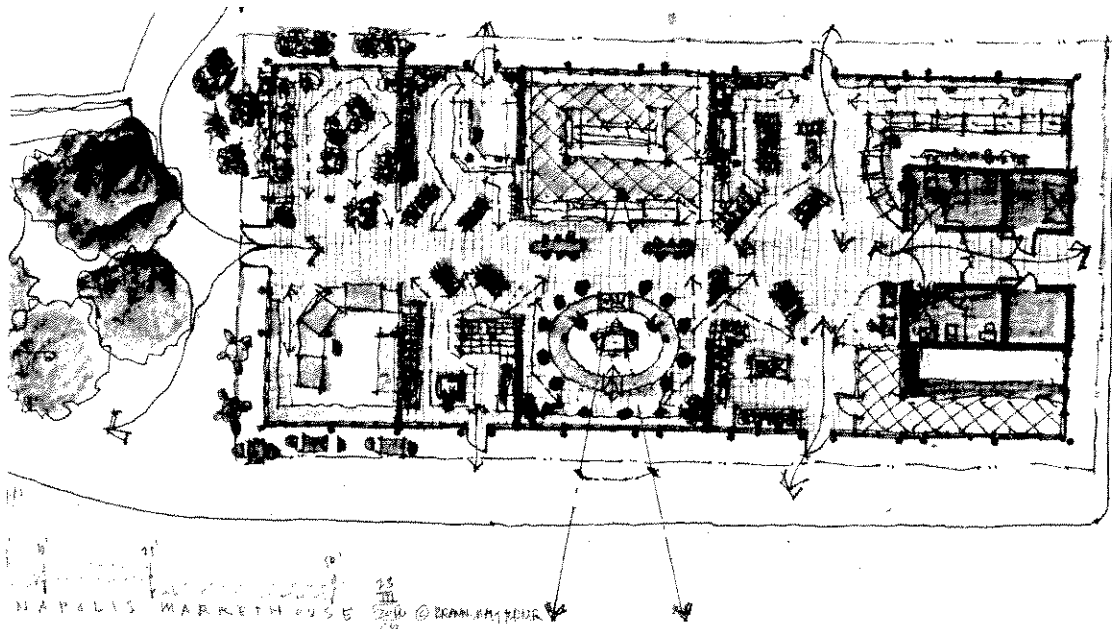
Drew Scallan

# GONE TO MARKET LLC.

6 MEADOW ROAD, BALTIMORE MD, 21212

**Concept** for re-invigoration of the historic Annapolis Markethouse.

Markets have for centuries been places that people gather to not only purchase goods, but also to have a special social interaction with the vendors, other patrons and the urban fabric of the market itself. GONE TO MARKET LLC. wishes to create a visually attractive market shopping experience planned with the utmost attention to, the usability of the vendor spaces, free and open movement of the patrons in the Markethouse and the selection of the highest quality local merchants and start-up businesses.



The plan incorporates a combination of speciality food products for consumption on and off site, including:

- Seafood merchants, including an oyster bar serving all types of local Chesapeake Bay fare.
- French market offering pastries, muffins, crepes and charcuterie
- Italian deli offering meats cheeses, pastas etc.
- American Bakery/Cafe.
- Flower vendor offering freshly cut flowers and potted plants that bring vibrancy and color.
- Fruit and vegetable stands with locally grown produce.
- Market Lunch-purveyor of regional recipes.

GONE TO MARKET LLC. would like to provide outdoor seating under the eaves and on the sidewalk of the building that would allow patrons to sit outside and enjoy the atmosphere of City Dock and Ego Alley. This outdoor area would be common to the market and would not be seating for any particular establishment.

## **GONE TO MARKET LLC.**

6 MEADOW ROAD, BALTIMORE MD, 21212

For the benefit of both parties the Markethouse would be under a master lease with GONE TO MARKET LLC. and the lessee would then sub lease individual spaces to premier quality food merchants.

It would be the intention of GONE TO MARKET LLC. to create some cohesion and interaction between the open air market along Compromise Street and the Markethouse to the benefit of both enterprises.

### **Viability** of Annapolis Markethouse

The Markethouse is at the core of the retail experience in the City Dock area and downtown Annapolis. We believe that the combination of a carefully considered mix of the highest quality tenants and detail oriented supervision and management of the Markethouse by GONE TO MARKET LLC will result in a vibrant and exciting addition to the waterfront. The term sheet lays out the financial structure and the leasing arrangement in which both parties benefit from a well managed and profitable enterprise.

The partners of GONE TO MARKET LLC. bring valuable and extensive retail real estate development experience to this project. The partners are:

#### **Lehr Jackson.**

W. Lehr Jackson is the principal and founder of Lehr Jackson Associates. This firm operates as developer or in partnership and consulting arrangements with a variety of private and public organizations.

Lehr Jackson Associates was founded in 2006 and is currently involved in the beginning phase of numerous projects including Easton Market Square in Easton MD. Previously, W. Lehr Jackson was a co-founder of Williams Jackson Ewing Inc. and a principal of that company from 1978 to 2006. Under his leadership Williams Jackson Ewing became widely considered to be America's foremost authority on the integration of retail and entertainment venues within the framework of urban planning and revitalization. Mr. Jackson directed Williams Jackson Ewing's efforts on such notable projects as Suburban Square in Philadelphia, Queens Key Terminal in Toronto, the epic revitalization of Washington, D.C.'s Union Station and Belvedere Square in Baltimore. In a heated national competition, it was the resounding recovery of Union Station that led to Mr. Jackson's selection for directing the \$175,000,000 renovation and re-merchandising of the New York City landmark, Grand Central Station. Mr. Jackson is also recognized for breathing new life into our nation's most prestigious universities, with renowned projects such as Sansom Common at the University of Pennsylvania, Palmer Square at Princeton, and Charles Square at Harvard. Prior to 1978 Mr. Jackson was a senior executive with The Rouse Company where he is credited with the creation of America's first food court in Paramus Park Mall, New Jersey, as well as the development of the renowned Faneuil Hall Marketplace in Boston.

Considered by industry insiders to be an "urbaneer", Mr. Jackson has cut against the grain by forging ahead with his focus and belief in the ability to recapture urban life and dreams by creating a continuous sense of arrival, place, purpose and energy for areas that have long been abandoned by conventional

## **GONE TO MARKET LLC.**

6 MEADOW ROAD, BALTIMORE MD, 21212

thought and wisdom. As an example, Mr. Jackson was a frontline contributor to the radical retail development for Times Square in New York City. Believed impossible, Times Square is now recognized as a remarkable resurgence by government and real estate influential's.

### **Drew Scallan**

Since 1973, Drew Scallan has been active in the DC, MD and VA real estate industry working in brokerage, development, commercial real estate appraisal, consulting and project management. Mr. Scallan started in the real estate industry in 1973 and has since been involved in the development of approximately 300,000 sf of mixed use space.

Mr. Scallan is the principal of Scallan Properties a Washington DC based boutique real estate development and management company specializing in the rehabilitation and adaptive re-use of inner city multi-use structures, many historic. Our principal objective is to develop quality retail space, office and apartments within the city of Washington DC and the surrounding areas.

In addition to development Scallan Properties has been involved in planning and construction activity for institutional clients, providing project management services, budget analysis, land acquisition and zoning consultation on a number of DC sites.

Scallan Properties and affiliates currently owns and manages approximately 75,000 sf of mixed residential and commercial space in Washington DC, with the majority of space located on Capitol Hill.

A graduate of George Washington University, Mr. Scallan has resided in the District of Columbia since 1967. He is a founding member of CHAMPS (Capitol Hill Association of Merchants and Professionals) and a founding board member of the CHAMPS Foundation (now Capitol Hill Community Foundation) He is currently a member of the board of directors for both Barracks Row Main Street, (an organization founded to revitalize 8<sup>th</sup> St SE the oldest commercial corridor in Washington) and St. Coletta School, (a school at 19<sup>th</sup> and Independence SE in the District serving children with severe mental and physical disabilities).