

APPEAL-DEMOCRAT

June 14, 1996

Marysville-Yuba City, California

Single copy 47¢ + tax

He has vision for mall

Peach Tree may be transformed

Jean-Pierre Cativiola
Appeal-Democrat

Linda's Peach Tree Center has a future-but probably not as a mall.

Instead, 39 year old Colorado consultant Kyle Cascioli thinks that in the modern world of retail, the place once called the Peach Tree Mall is a dinosaur.

"It's run its course as a retail mall. It's no longer a mall," Cascioli said Thursday. Instead he's pitching a plan to convert much of the center to office or light industrial space.

Size alone merits comparison to the brontosaurus - with 430,000 square feet looming before the passing traffic on North Beale Road, the center is the largest building in Yuba and Sutter counties.

But it is also one of the biggest symbols of an ailing economy.

Opened to fanfare in 1972, the mall was devastated by the 1986 Linda flood. Repairs and cleanup quickly ensued, but only a fraction of the businesses returned to the mall after the disaster.

Today, just a quarter of the building's floor space is occupied by long-term tenants about 60,000 square feet is a Food 4 Less warehouse style grocery store, with another 60,000 going to Yuba County social and welfare offices.

The center also has a furniture store on a short-term lease and a discount movie theater, but some 300,000 square feet remains available - that is uncommitted to businesses with long-term leases.

Few hold out hopes that retail will make a comeback.

But for Cascioli, who peppers talk of the center's future with optimistic aphorisms, the open space is an opportunity-especially for him. He's



Consultant Kyle Cascioli stands inside the main entrance to the former Peach Tree Mall Thursday. **Dave Nielsen**/Appeal-Democrat

made a niche for himself converting "dinosaur malls" of the 1960s and '70s into revenue-producing property.

"What can you do with 300,000 square feet of available space? The answer is anything," he said.

For Cascioli, president of Barrett Associates of Denver, Colo., anything might include converting much of the former mall into a telecommunications workplace, where as many as 3,000 employees could answer customer service calls to 800 numbers from tightly placed cubicles.

"As I see it, it's the most competitive source of job creation in the Yuba Sutter area," he said.

He also likes the notion of converting it to a center for fire fighter training and dispatch or satellite research offices for a university.

Cascioli said he's early on in the search for the "highest and best use" of the property. It's a task that the property owners- Cleveland based First Union Management Inc., a publicly traded real estate trust have given him about a year to investigate.

Retail is the last place he'll look. "We've turned over every retail rock in the last decade," Cascioli said. "If (they) came to us and said, let's put a Target there, we'd do it in a second. But nobody's calling.

To make the search for non-retail alternatives official, the mall's name

was legally changed to the Peach Tree Center two years ago. The center's main sign was changed last year, and in recent weeks, most of the remaining signs were replaced.

Yuba County Supervisor Al Amaro said Cascioli's plans merit attention.

"I always wanted us to bring retail back into that mall, and sales tax dollars," Amaro said Thursday. "But he's right. For whatever reason, retail has moved out of malls. Obviously, there's other things we can do and I agree with him. I think he's got some good ideas."

Amaro said he plans to aid First Union's efforts in any way he legally can. Cascioli said he's also gotten a warm reception from Yuba Sutter Economic Development Corp. executive director Gregg Goodwin.

For Cascioli, the project is not entirely new ground. In 1995, he helped ink a \$6 million lease with TeleTech, Inc., a "teleservicing company" whose employees answer customer questions for giant clients such as Apple Computer and AT & T.

That deal brought some 700 jobs to the North Valley Center, a once dilapidated mall in Thornton, a suburb of Denver. First Union spent millions to refurbish the mall into an office and light industrial complex.

Cascioli likes to describe his plans for the Peach Tree Center with the help

of a laptop computer, displaying dozens of before-and-after color images of remodeled North Valley Center.

Though the economy here is different than in the metropolitan Denver suburbs, he sees parallels.

The building itself is similar, huge, unimaginative in design but functional. He also believes some employers would be attracted by the area's "trainable" labor force. He said the key is seeking companies that need semiskilled, but not highly skilled employees.

He also said the multicultural background of the community could be a plus, because teleservicing centers often need operators who can speak several languages. In particular, he noted that many Hmong immigrants can speak several Asian languages.

Other pluses: the center is in an enterprise zone, making it eligible for some government incentives, and there is more parking than normal for most office facilities, making it attractive to large employers.

For now, ideas are just ideas, and Cascioli understands why everyone may not share his optimism.

"It's not going to happen overnight," he said. "In deference to the people, it's awfully hard to look at something like that, for long as they've looked at it, and keep a positive attitude."

APPEAL-DEMOCRAT

Monday, August 26, 1996

Marysville-Yuba City, California

Single copy 47¢ + tax

Airport connected to growth

Yuba County seeks money for study

Harold Kruger

Appeal-Democrat

Yuba County's underused airport holds the key to revitalizing the underused Peach Tree Center.

The airport's 6,000-foot main runway is too short and too brittle to handle 737s that would be flying in to service new businesses at the former mall, so improvements are needed.

The price tag will be determined in a study which Yuba County officials hope to pay for with \$35,000 from the state.

County supervisors last week agreed to apply for the Community Development Block Grant monies.

"The board has to determine and make the decision whether we do want industry to come into the area, Supervisor Al "A" Amaro said. "If we do want the industry to come into the area, we need to be looking at the infrastructure of this county and improving that infrastructure."

Barrett Associates Inc., which is trying to lure new tenants to the mostly vacant Peach Tree Center, is looking at companies that recycle computer printer toner cartridges. And that's where the airport comes in.

"The importance of air travel to the county, in my opinion, commercially speaking, is significant because of the weak ground transportation links," said Barrett's Kyle Cascioli. "You do not have Interstate 5 going through here."

Cascioli said the Yuba County Airport is a "diamond in the rough." All economically competitive communities have a commercially active airport. Although your airport is active, it is not as active as an airport of that size should be. To steal a mantra from the Army, Yuba County is not all it can be right now, given that airport's underutilization." Cascioli said the airport's main runway should be lengthened by 1,000 feet and strengthened to handle the frequent flights of larger planes, such as the 737.

Turn to **GROWTH / B6**



Kyle Cascioli

"Airport's a
diamond in the
rough"

GROWTH: Up to county

From B4

"When you are marketing a difficult, private redevelopment project in an economic community that is not on par with, say, a Sacramento, or a San Francisco or a Fresno or a Stockton or any of those kind of communities, in order to get the attention of decision-makers in the private sector, you have to deliver to them a comprehensive and integrated presentation and opportunity that address all of their concerns," Cascioli said.

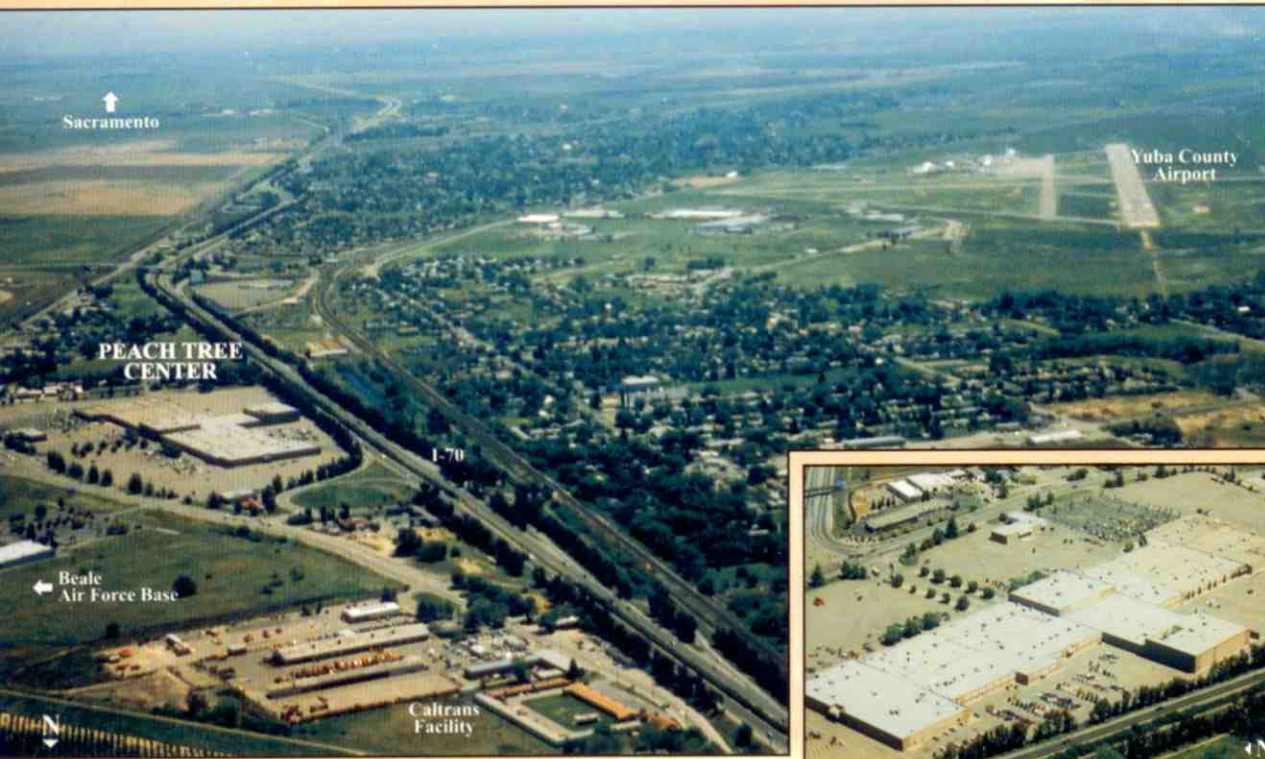
He said the study, if it's funded, will be a beginning for the airport and could require the county's financial participation.

"It will be up to the county to further underwrite, petition the (Federal Aviation Administration) for funds and explore the use of revenue bonds and the like in order to finance those infrastructure improvements," Cascioli said. "If the county is not prepared to pursue that, this study, in and of itself, will accomplish nothing."



Barrett Associates Inc.

Commercial Real Estate • Consulting • Redevelopment



PEACH TREE CENTER

This combined office and light industrial facility redevelopment provides an optimal North Sacramento Valley Location. Strategically located on California Highway #70 at the North Beale Road exit in Marysville, the Peach Tree Center is just 40 miles north of Sacramento in the Yuba-Sutter Bi-County area.



PROJECT SPECIFICATIONS

Total Project Size: 435,856 Sq. Ft.

Location: 6000 Lindhurst Ave., Marysville, CA
(Site fronts northbound California Highway #70 between the Earl and North Beale Road exits)

Bi-Counties: Yuba/Sutter

Parking: Surface Area - 6.6 Spaces : 1,000 Sq. Ft.

Lease Rates: *Competitive*

Expenses: Base Year

T.I. Allowance: Negotiable - *Full Turnkey Available*

Total Available Sq. Ft.:

Aggregate: Approximately 300,000

Largest Contiguous: Approximately 300,000

PROJECT FEATURES

- Landmark Yuba County Location
- Outstanding Freeway Access
- Located in Enterprise Zone
- High Density Parking Capable
- On-Site Property Management
- Yuba County Airport Located 1.5 Miles from Site (Airport's 6,000+ foot runway accommodates larger aircraft)
- Yuba Community College Located 1.75 Miles from Site (College can design specialized training programs for third parties)
- On-Site Bus Service Provided by Yuba-Sutter Transit

BUILDING FACILITY FEATURES

- Masonry Construction
- Loading Dock Capable
- Bi-Counties' Largest Building Facility
- Impressive Common Area Atrium Center Court
- Functional Architectural Design can Accommodate Multiple Big Block Contiguous Ground Level Floor Plates



Redevelopment
Consulting & Marketing by:

Barrett Associates Inc.

**CONTACT KYLE CASCIOLI
(916) 742-8278**



FIRST UNION
Management Inc.



PEACH TREE CENTER

6000 Lindhurst Ave.

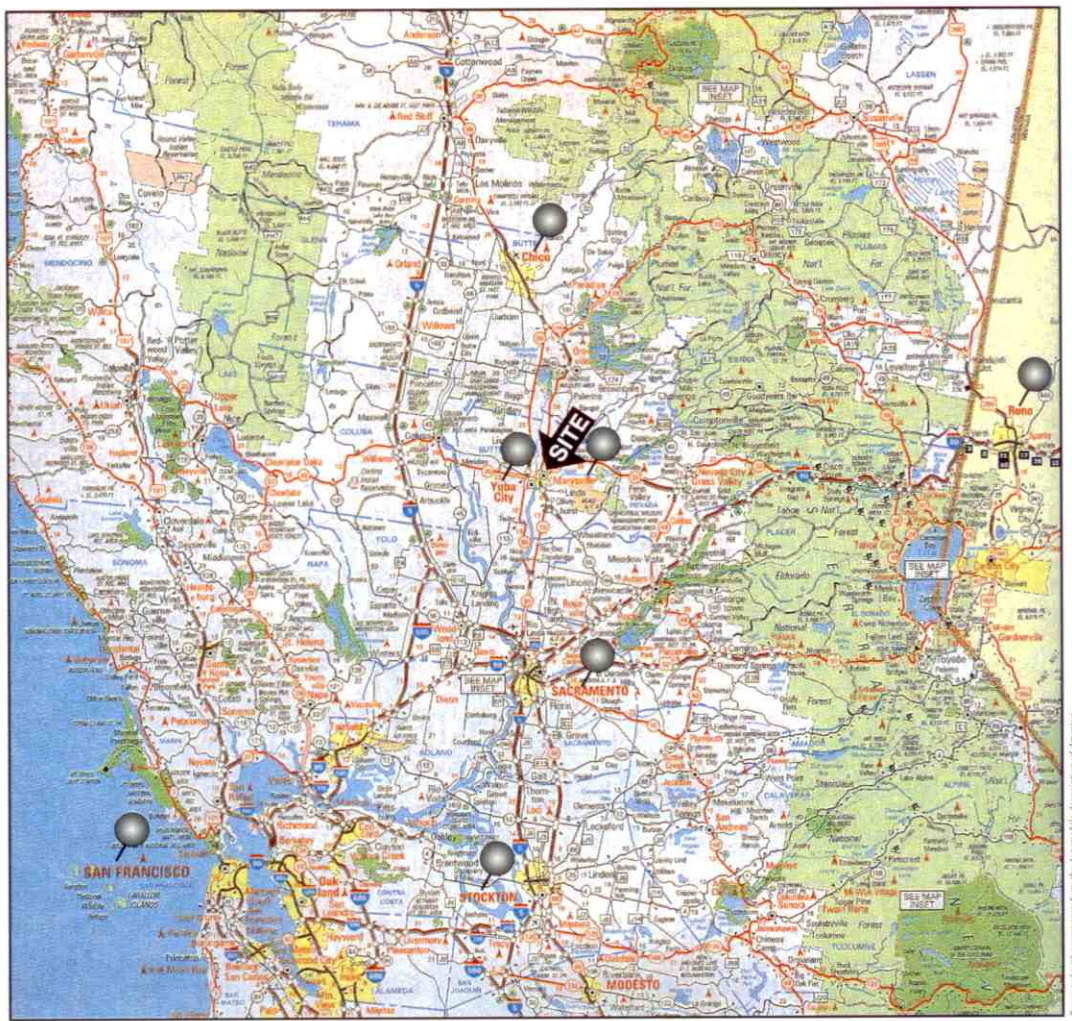
Marysville, CA 95901

(916) 742-8278

Fax (916) 742-1107

SUMMARY

TOTAL GLA 435,856 SF
2,880 PARKING SPACES
SITE SIZE 43 Acres
BUILT IN 1972



SITE PLAN



Redevelopment
Consulting & Marketing by:

Barrett Associates Inc.



FIRST UNION
Management Inc.



Hewlett - Packard Company

December 16, 1996

Kyle Cascioli
Redevelopment
Barrett Associates Inc.
Peach Tree Center
6000 Lindhurst Ave.
Marysville, Ca. 95901

PEACH TREE CENTER REDEVELOPMENT PROJECT

Dear Kyle,

In response to the material you sent me regarding Peach Tree Center Redevelopment. The written material, the videotapes and our number of discussions, clearly show your intent of a toner cartridge recycling facility for Hewlett-Packard at your center in Marysville, California.

As the Solid Waste Manager for both Cupertino and the Palo Alto Site's I cannot, however, give public endorsement for Hewlett-Packard. Privately, of course, I know this project has potential to expand HP's toner cartridge recycling program. Also, the economic impact to Maryville, and Yuba County area would greatly contribute to the community.

In supporting your efforts, I'am recommending that you contact Terry Baldwin (208) 396-3326, at our HP Boise, Idaho Site to discuss your project. Terry has been my primary contact for HP's return program.

I wish you and the community the best on this project. Please continue to inform me of your development on this project.

Sincerely,

Bill Andrews
Solid Waste Program Manager



August 19, 1996

William Andrews
Hewlett Packard
19111 Pruneridge
Mail Stop 41A5
Cupertino, CA 95014

Barrett Associates, Inc.

Commercial Real Estate
Consulting - Redevelopment

Dear Bill:

Thank you for taking the time to speak with me today regarding our interest in exploring further the idea of *turnkeying* a specialized *toner cartridge recycling facility* for Hewlett Packard at our Peach Tree Center (PTC) redevelopment project in Marysville, California.

Both First Union and I are moving forward in our effort to convert the former Peach Tree Mall from its historic exclusive retail use to a commercial mixed-use facility. We intend to accomplish this in much the same way that we did with the former North Valley Mall in Denver, Colorado - please refer to the enclosed literature on that redevelopment success story.

Given the PTC's access to the freeway system, its proximity to the Yuba County Airport, its on-site service by the Yuba-Sutter Transit System, its site positioning in an enterprise zone, the Bi-Counties competitive and available labor force, and the most competitive turnkeyed facility leasehold economics in the country today ... includes some of the reasons many Fortune 1000 companies will seriously consider this project for any of their appropriate North Central California facility expansion or relocation requirements.

Strategically located on California Highway #70 in Marysville, this facility is just 40 miles north of Sacramento, 125 miles east of San Francisco, and 125 miles west of Reno, Nevada. With ready access to the North Sacramento Valley, our prospective tenant-clients' ability to both access a more competitive labor market and expand their capacity to do business can be greatly enhanced by expanding operations to include a PTC operation.

This project's present physical plant comprises nearly 450,000 square feet, and can accommodate most any office or light-industrial space users specific facility requirements.

Bill, thank you for your consideration, and I will be in touch with you soon to exchange more detailed information with you regarding this concept, and the comparative advantages it would represent to Hewlett Packard.

Best regards,
Barrett Associates, Inc.

By: 
Kyle Cascioli

PEACHTREE CENTER

On-Site Leasing Office • 6000 Lindhurst Avenue • Marysville, CA 95901 • (916) 742-8278 • Fax (916) 742-1107



Marysville Joint Unified School District

1919 B Street Marysville, CA 95601

(916) 741-6000 • FAX (916) 742-0573

November 20, 1996

William Andrews
Hewlett Packard
19111 Pruneridge
Mail Stop 41A5
Cupertino, CA 95014

Dear Mr. Andrews:

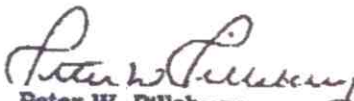
I am writing in reference to a letter you received from Kyle Cascioli pertaining to the Peach Tree Center Redevelopment Project—Marysville, California.

I am superintendent of the school district in Marysville and I wish to convey to you my support of this project to redevelop a critical resource in our community. I have lived and worked in this community for almost twenty-five years. Even though it is the poorest county in California, we are truly seeking a greater future through the improvement of our educational system. However, this improvement is incomplete when our successful high school graduates have to leave the community to find employment. We are desperately in need of a presence and a commitment from a large forward-thinking corporation such as Hewlett Packard. The future of Yuba County and all its potential can only be realized through an economic change.

I would encourage you from both a business and social investment standpoint to give serious consideration to expanding your operations into the Yuba County area. The payoff would be mutually beneficial and Hewlett Packard would have contributed to the renewal of a struggling community.

I look forward to hearing that Hewlett Packard is interested in investing in the future of Yuba County.

Sincerely,


Peter W. Pillsbury
Superintendent of Schools

mh

cc: Kyle Cascioli

WALLY HERGER

20 DISTRICT, CALIFORNIA

PLEASE REPLY TO:

WASHINGTON OFFICE:
2433 RAYBURN HOUSE OFFICE BUILDING
(202) 225-3076

DISTRICT OFFICES:

55 INDEPENDENCE CIRCLE, SUITE 104
CHICO, CA 95973
(916) 893-8363

410 HEMSTED DRIVE, SUITE 115
REDDING, CA 96002
(916) 223-5898



COMMITTEE ON
WAYS AND MEANS

COMMITTEE ON
THE BUDGET

Congress of the United States
House of Representatives
Washington, DC 20515-0502

COPY

January 20, 1997

Col. Dorothy Klasse
District Engineer
U.S. Army Corps of Engineers
1325 J Street
Sacramento, CA 95814

Dear Col. Klasse:

I am writing on behalf of Kyle Cascioli of Barrett Associates, Inc. in Marysville. Prior to the January floods, Mr. Cascioli was working closely with the Marysville community in the redevelopment of the Peach Tree Center. This center was previously known as the Peach Tree Mall which suffered greatly during the 1986 Linda flood.

I am very much aware of the limited resources now being experienced by the Corps since the January disasters. However, in assessing the work to be completed in and around the Marysville/Linda area, the timing may be most appropriate to share with Mr. Cascioli the Corps' plans to undertake and improve the measured level of protection for future levee improvement projects. This information would be very beneficial in realizing the redevelopment of the Peach Tree Center. This project in and of itself may bring the much needed economic relief to this flood ravaged area.

I am certain Mr. Cascioli would appreciate the opportunity to discuss further the Corps plans for this area. He may be reached in Marysville, 742-8278. Please feel free to have a member of your staff contact him directly.

Thank you for your consideration in this matter.

Sincerely,


WALLY HERGER
Member of Congress

WH:ff
enclosure



September 8, 1997

Hal Stocker
Chairman
Yuba County Board of Supervisors
Yuba County Courthouse
Third Floor
215 Fifth Street
Marysville, CA 95901

Chairman Stocker:

Several weeks ago I received a "Proclamation" honoring my company and me for "Outstanding service to the People of Yuba County in the Great Flood of 1997."

In the year I spent working on the Peach Tree Center redevelopment with both the civic and business leaders of Yuba County, I made many personal and professional acquaintances with people whom I grew to call my friends.

It was both an honor and privilege to serve your community, and I want to thank you, the Yuba County Board of Supervisors, and the people of Yuba County for acknowledging my efforts during my tenure in Yuba County.

Best regards,

A handwritten signature in blue ink, appearing to read 'Kyle Cascioli'.

Kyle Robert Cascioli
Barrett Associates, Inc.
3811 South Atchison Way
Aurora, CO 80014
(303) 680-8211

FLOOD OF '97 - LOOKING BACK

December 31, 2001 - 9:00AM

Tuesday, January 1, 2002

100,000 people flee their homes

Lessons of '97 foster rethinking, reworking of flood protection

Harold Kruger

Appeal-Democrat

RELATED

STORY

Levee upgrades

flow from '97 flood

Nearly \$100 million spent making them better, more wanted

December 1996 started as a typical wet month in California. It ended

with torrents of rain, swollen reservoirs and rivers running at flood

stage.

In Yuba and Sutter counties, the "pineapple express," a moisture-laden warm storm, led to two levee collapses in January 1997 that flooded about 50,000 acres, killed three people and damaged about 1,000 homes.

The storm and its aftermath also brought about \$90 million worth of levee repairs that officials now say make this area safer - but not immune - from floods. The '97 disaster also prompted changes in evacuation policies and procedures.

"The reality is we're still living behind dirt walls," Sutter County Supervisor Casey Kroon said recently.

The Arboga levee on the Feather River failed just after 8 p.m. on Jan. 2, 1997.

A few days later, a Sutter Bypass levee protecting the Meridian area gave way.

In all, about 100,000 people were evacuated from the Yuba-Sutter area.

Boils found on levee

The storm produced one of the wettest Decembers on record.

