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## Santana Row to bring on three new retailers including Blue Bottle Coffee, boutique fitness concept

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Santana Row is set to welcome three more retailers in the new year, including boutique gym concept Barry's Bootcamp, a new Mediterranean restaurant, and the popular third-wave coffeeshop Blue Bottle Coffee Co.

The three new retailers are slated to open at Santana Row in the first half of 2019, according to officials at Federal Realty Investment Trust, which owns the sprawling mixed-use retail hotspot near the San Jose and Santa Clara city borders. The announcement Tuesday marks some of the first South Bay locations for the concepts.

"Consumers are really reacting very well to some new up-and-coming, and even some established boutique brands that are just different than what has been offered to them in other settings for years and years," [Jeff Kreshek](#), senior vice president of leasing for Maryland-based Federal Realty, said in an interview Tuesday.



VICKI THOMPSON

Oakland-based Blue Bottle, for instance, currently has a location along the Peninsula in Palo Alto, but that is the farthest south that the company's existing locations stretch.

Last year, Blue Bottle signed a lease in downtown San Jose for a building at 1 N. First St., which is currently undergoing a massive renovation and was recently purchased by San Francisco developer Jay Paul Co.

Jay Paul this year confirmed that Blue Bottle would still open in downtown San Jose, but did not specify a timeline.

In the meantime, Blue Bottle is now gearing up to move into about 411 square feet at Santana Row, replacing the center's Pinkberry, a standalone retail space under the development's centerpiece oak tree.

Barry's Bootcamp has started rapidly expanding outside of San Francisco, the only Bay Area city where the high-intensity fitness class concept currently has locations.

Barry's will open a 4,454-square-foot location next year on the ground level of a brand-new building at 700 Santana Row, a mixed-use office and retail building on the south end of the site. Software company Splunk Inc. has signed on for the entire 290,000 square feet of office space in the building.

The announcement around the newest Barry's Bootcamp location comes as the boutique high-intensity fitness concept is also planning new locations in Palo Alto at the Stanford Shopping Center and in downtown Burlingame.

The remaining ground level retail space at 700 Santana Row will be filled with a new restaurant concept called Meso Modern Mediterranean, a new restaurant by the same management team behind Left Bank Brasserie and LB Steak — both current restaurant tenants at Santana Row. The restaurant will open in about 6,086 square feet.

"We are so thrilled to bring Meso to the diverse community on Santana Row," Obadiah Ostergard, chief executive officer for the restaurants said in a statement Tuesday. "Meso is an inspired and relaxed gathering

place that offers a French take on Mediterranean cuisine.”

Santana Row is currently home to nearly 2 million square feet of commercial and residential space, including 50 different retailers, 30 restaurants, a 215-room boutique hotel, more than 830 residential units and 376,000 square feet of office space.

“We are really excited to have some new brands, as that is what Santana Row has been about for the last seven to eight years,” Kreshek said. “Change is one of the best things that can happen for a project like Santana Row.”

**Janice Bitters**

Commercial Real Estate Reporter  
*Silicon Valley Business Journal*

