

# Regan Nursery



Regan Nursery Proposal For New Nursery Site At 20095 Mission Blvd.  
(Regan Roses @ Cherryland)

Submitted by Hildebrand Thompson Inc.  
DBA Regan Nursery  
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[Regan Nursery](#) is the largest supplier of bare root roses in the United States. In addition, we offer a large selection of trees, plants, vegetables and all related gardening items. Regan Nursery has been in Fremont for almost 60 years and is the last independently owned retail garden center in the area. We pride ourselves on our level of customer service and satisfaction.

Regan Nursery generates \$2-3,000,000.00 a year in sales, and employs 15-20 full and part time people. We have been located in Fremont until recently when the city decided to sell the property to fund other projects. We wish to continue our retail and online business and are looking for an appropriate site.

The Mission site is attractive to us because of its proximity to major highways such as routes 238 and 580. Many cities no longer have independently owned garden centers, and we have a loyal customer base who regularly visit us from the Greater Bay Area.

We believe the size and location of the Mission site would allow us to continue to be successful in our business, and provide an accessible shopping site with many surrounding restaurants and retail stores, many of whom would also benefit as a result of additional traffic from our nursery.

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**Lease terms:**

Regan Nursery currently pays \$3400.00 in monthly rent.

We are looking for a 10 year lease with a 10 year option for renewal.

**Tenant Improvements:**

Funding for the site would be largely generated by sales from the Nursery. However, we are currently seeking private funding and utilizing crowd source funding.

Other improvement costs to the site are somewhat unknown however, they are relatively low for our needs.

Electricity, water and sewage to the site are evident.

A secure building would be needed for the retail store. We would utilize a temporary pre-built building until plans are developed and funding becomes available for a more permanent store. We would utilize the lights left from the former auto dealership rather than removing or replacing them.

Improvement to the fencing for immediate use would be painting the fence black.

Other repairs or stabilization can be done by current staff.

The most immediate improvement of leveling the ground for safe walking, parking, drainage, and a water source for the plants would be funded while our current site is still operational.

There are several curb cuts and fence openings already on site. These would be improved and utilized for customer parking, and delivery trucks.

**Financial Feasibility:**

We believe most improvements can be funded by revenue from our current sales. We are exploring crowd source funding and private funding.

**Project Timing:**

We would like to begin improvements as early as possible utilizing income from our Nursery. We would also like to be moved in and operational by November 2016 to be ready for our bare root rose season running from December through the end of January with shipping occurring through April. This would also give us the needed time to prepare for spring product and sales.

**Projected revenue:**

We currently generate \$2 million plus in sales. Our goal is to increase sales to 3 million almost immediately with an ultimate goal of 5 million in 5 years. (A break down of roses as a percentage of total sales, including online, follows below.)

**Jobs created:**

Construction phase-would employ people in specific fields such as electricians, plumbers, or paving specialists. Any person able to fulfill work that must meet necessary codes. As much work as possible would be accomplished by existing employees to help keep construction costs minimal.

Permanent/part-time jobs-As business grows we will need to hire more permanent staff. Part-time help is on-going and utilized heavily at Christmas time, bare root rose season, and spring. Our staff numbers are highest at these peak seasons, approximately 20 staff members.

**Other information of potential interest.**

Over the past 5 years our average yearly sales have been 2.4 million. Rose sales on average of total sales are 31% and on-line rose sales are 13% of rose sales.

Regan Nursery is currently open every day from 8:30 until 5pm. We are closed on major holidays.

We extend hours into the evening in November and December for Christmas tree sales and again in the spring when day light savings time begins.

**Activities at the Nursery:** Regan hosts many events as well as classes.

- We have an annual Rose Show hosted with the East Bay Rose Society, and an Art Show hosted with the Fremont Art Association. Both groups have members from outside the immediate Fremont area and as far away as from El Sobrante, Walnut Creek, Concord and Livermore.
  - Pre-school and Elementary class rooms visit yearly for field trips.
  - Special education/Special needs children visit with an emphasis on their particular abilities.
  - Garden clubs make annual visits and Hildebrand speaks regularly at these and other associations.
  - Groups such as Stop Waste.ORG, and Our Water Our World have regular visits informing customers of best practices in the Garden.
- All of these events bring consumers into the area benefiting other restaurants and retail stores.

**Lease terms;**

Because the last several years have included an economic downturn and more recently the California Drought, we would feel most comfortable with the same cost in rent.

**Improvements;**

Many improvements would be made over time.

- We would utilize the lights left from the former auto dealership rather than removing or replacing them. This would allow us to have community and social events as well as gardening classes.

**Improvements continued:**

-Painting the fence black visually eliminates the fence, allowing a more appealing view of the Nursery.

We would also create planted areas along the fence, most likely raised planters, adding a more attractive view.

-The main entrance/exits would be from Mission Blvd. An additional entrance for large trucks would be used for deliveries only. A secondary exit exists on Hampton Rd. but would not be encouraged because of its size limitations.

-Parking for 40-50 cars would be developed. This is our current amount of parking and, with the addition of street parking, has worked well to accommodate our clientele.

-Location of the retail store is as yet undetermined. We would use a temporary building for our store and office and most likely an additional, secure, but visually attractive, fenced in area for pottery, statuary, bird baths and higher priced larger items.

An additional building would be needed for secure storage of equipment such as fork lifts and electrical carts.

The elephant in the room is the PG&E electrical unit and creative minds will be utilized to “work around” this unit.

**Jobs created:**

We try to hire high school students for part-time staff partly because of their youth and energy and ultimately to introduce them to this rewarding career or, at the very least, introduce them to gardening. Additionally, we like to hire from the community and from “retired” folks in the area.

Thank you for this opportunity.

Marsha Hildebrand

Regan Nursery