



City of Alameda • California

April 27, 2017

Karen Larson, D.D.S.
2420 Webb Avenue
Alameda, CA 94501

Sent via email at karennlarsondds@gmail.com

Dear Dr. Larson,

Thank you for your letter in protest of the proposed assessment for the Park Street Business Improvement Area (BIA). I have filed your protest with the City Clerk. In your letter, you requested 1) what your assessment amount would be, and 2) how your business would benefit from the assessment.

First, your business is classified as "non-retail" and would be assessed \$160, an increase of \$5.00 from your last year's assessment of \$155. Each year the BIA assessment has an automatic Consumer Price Index increase based on the San Francisco Area CIP. This year's increase is 3.5 percent.

Second, your dental practice benefits by being located in the retail district with its conveniences and amenities. You, your employees, and clients are in close proximity to restaurants, stores, public transit and other attributes of a strong and thriving downtown. As you may know, the business district is managed by the Downtown Alameda Business Association (DABA). We would encourage you to be an active member of DABA, working with other businesses, to help maximize the full potential of the BIA. DABA's business mixers are regularly held on the third Wednesday of every month, 5:30 to 7:00 p.m. You can contact DABA at (510) 523-1392 for more information on its BIA activities.

Finally, you mentioned that the district's boundaries appear to be "arbitrary." The boundaries were set in 1989 when the business district was formed and have not changed since. The boundaries are based on the city's zoning map for the Community Commercial zoning district (i.e. the commercial zoning districts surrounding Webster and Parks streets).

Please let me know if you have any further questions or concerns.

Best regards,

A handwritten signature in blue ink that reads "Eric Fonstein".

Eric Fonstein
Development Manager

CC: Janet Magleby, Executive Director, Downtown Alameda Business Association