

# La Noisette

s w e e t s

Dear Mayor Spencer and City Councilmembers,

My name is Alain Shocron and I am the owner and founder of La Noisette Sweets and a tenant in the Berkeley Kitchens space owned by Jonah Hendrickson.

I learned to cook from my mother, growing up in Morocco. We moved to Spain, and later I immigrated to Paris then Montreal. When I landed in the Bay Area, I knew I was home.

Although I have done many other things, my love of cooking - and the influence of my childhood never left me. When I finally took formal cooking classes, I found my passion in desserts, and later, pastries - in particular, French pastries.

The more I baked, the more I appreciated the distinct and particular flavors of truly high quality ingredients - good butter, organic eggs, fine chocolate - and for each new ingredient, I always sought out the best.

I honed my craft doing 10,000 desserts at a time - from scratch - using artisanal methods - for formal events, and later perfected my skills baking for small scale private parties, weddings and showers.

A few years ago I started my business on my own, but as it grew I realized I couldn't do it alone and I needed a dedicated space. I met Jonah and things fell into place. Jonah helped me craft my space with the special equipment I needed to make my cakes and he didn't charge me. I love being a part of the Berkeley Kitchens community. It's safe any time of day. If I need something I can go over and borrow it from one of my neighbors.

Since moving into Berkeley Kitchens I have been able to hire four employees, whereas before I was doing everything alone. I sell my products at farmer's markets all over the east bay and online as well as through catering companies. If it hadn't been for Jonah and his understanding of what I needed for my business I couldn't have grown it. Allowing him to move forward with his project in Building 8 at Alameda Point will attract more small business owners like myself and allow them to grow into commercial successes. Please approve his application tonight.

Sincerely,

Alain Shocron

Submitted at the  
3-15-16 meeting  
Re: 6-B



Muffin Revolution  
2701 8<sup>th</sup>. St., Unit 107  
Berkeley, CA 94710

Dear Alameda City Council,

As tenants of The Berkeley Kitchens since February of 2014 (renting out both a commercial kitchen downstairs and an office upstairs), we have nothing but good things to say about Jonah Hendrickson's character. As a building manager, he is very approachable and our interactions with him have always been nothing but amiable and enjoyable.

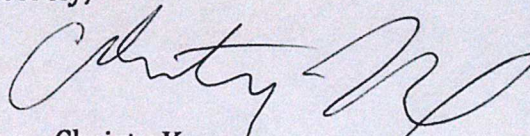
We had a complex installation with a giant oven that required a specialized duct system. Jonah helped us with this undertaking and even ordered the special parts for us and assisted in the install. He seems to have a more hands-on approach to managing a building than other building managers I have known.

Jonah has created a very special place here at the Berkeley Kitchens, all built up from a business model that didn't quite exist and hadn't really been done before. I think what Jonah has learned in the process of building out a unique space like this, with so many commercial kitchens in it, and each tenant having very specific equipment needs, makes him very qualified to take on another such project.

The space is absolutely beautiful, with a perfect marrying together of the new, modern interior commercial spaces and modern door frames with the old historic brick façade. The building has a lot of personality, making it a very enjoyable space to come to work to. Jonah definitely had a good creative/aesthetic vision coming into this project. The janitorial service also keeps the hallways and bathrooms clean on a daily basis, which is very nice.

We think Jonah would be a great candidate for this new project in Alameda.

Sincerely,



Christy Kovacs  
Co-Owner  
Muffin Revolution, LLC





Dear Mayor and Members of the Alameda City Council,

I am the co-owner of Nut House Granola with my girlfriend.

As a professional chef, I needed a premium granola to offer several hundred customers per day. But, I was truly disappointed with what was generally available on the market. I just couldn't accept pale, bland oats mixed up with itty-bitty pieces of nuts and an occasional raisin to be considered to be a good product. That wasn't good enough for me or my customers!

I set about to create the archetypal granola: the kind that your mother or grandmother might have made at home. With a focus on California ingredients, packed with real substance, quality, and flavor, NutHouse! Granola Company brings a truly handmade, homemade, rustic, and beautiful granola that you'll love to eat...and to serve. I also make a fantastic line of handmade artisan roasted nuts. These uniquely flavored, small batch recipes are perfect for snacking, entertaining, and adding to recipes.

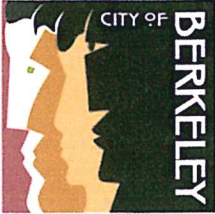
Nut House was really a hobby until 2013. I was renting commercial kitchen space by the hour, but as our success grew, I quickly got to a point where I was going to need to commit or quit. I heard about Jonah's Berkeley project and decided to commit. Berkeley Kitchens offered me the small, culinary tailored space that allowed me to get in and get right to work. Since signing with Jonah in late 2013, we have been able to grow our business. Our revenue has increased. We sell to restaurants, hotels and corporate campuses; as well as 120 retail outlets. We are now looking to hire an employee to help us with our growing business.

Even as our business has outgrown our original space, we liked working with Jonah and being a part of the Berkeley Kitchens community so much that we are planning to do an on-site addition. Jonah is fantastic. He really gets us and our needs as culinary entrepreneurs, he created a great community where my peers and colleagues are right across the hall or around the corner to collaborate and banter ideas back and forth. But when we need to just put our heads down and get things done, we can close our door and we are in our own NutHouse! world.

I enthusiastically encourage you to vote to approve Jonah's project in Building 8. There are lots of folks like me out there that can't do volume without dedicated space to grow their vision into a successful business. Jonah is the one with the experience and understanding to get it done.

Regards,

Craig Boon & \_\_\_\_\_, Owners NutHouse! Granola



CITY COUNCIL

**Darryl Moore**  
Councilmember District 2

March 10, 2016

Alameda Mayor and City Council  
2263 Santa Clara Avenue  
Alameda, CA 94501

Re: Approval of Item 2016-2624; Lease Purchase of Building 8, 2350 Saratoga Street at Alameda Point; Jonah Hendrickson.

Honorable Mayor Spencer and Alameda City Councilmembers,

Alameda Point Redevelopers, LLC has an item (6-B) coming before you on March 15, 2016, seeking approval for the lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point. Jonah Hendrickson, one of the principals with Alameda Point Redevelopers, LLC, developed The Berkeley Kitchens in my council district in West Berkeley.

My office worked closely with Jonah Hendrickson during the transformation of a once-vacant, landmark-designated building, into what is now The Berkeley Kitchens, housing 15 commercial kitchen spaces and 12 office/artist spaces. Berkeley has really embraced The Berkeley Kitchens for the enhanced uniqueness it has brought to West Berkeley. The Berkeley Kitchens blended beautifully with the growing Berkeley Design Loop, which is a merchant group of local makers and artisans.

I toured The Berkeley Kitchens and was amazed at just how well-done the project was and the nearly 80 jobs it created in our West Berkeley community. Jonah was able to create a "there, there" for many food creators to locate their incubator business. Finding a maker space such as this is incredibly rare, but ever-demanding to the growing number of food creators in Berkeley and our surrounding communities. No one had ever done this type of development before in Berkeley and literally, overnight it has become a huge success. Jonah continues to be in excellent standing with my office and the council.

I wish Jonah was doing another project here in Berkeley, but I have no doubt of the enumerable ways that Jonah's successful, adaptive reuse and revitalization of Building 8 will meet or exceed the success of The Berkeley Kitchens. It is without a doubt, that I ask for your approval for the lease purchase of the adaptive reuse of Building 8, the General Store Warehouse. The City of Alameda will be greatly enriched by the development genius and community-building sensibilities of Jonah Hendrickson.

Sincerely,

Darryl Moore  
Berkeley Councilmember, District 2



March 15, 2016

Honorable Mayor Spencer and Alameda City Councilmembers,

I am asking that you support item 6-B, before you tonight. This item is seeking your approval of the Alameda Point Redevelopers, LLC, lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point, by developer Jonah Hendrickson and his team.

As Jonah was my previous landlord, I know his honest commitment to his tenants and his project. As an artist, Jonah and I have maintained a long friendship and working relationship over the years. As a professional woodworker and furniture-maker, I have been working out of the Alameda Point Studios, at 1800 Ferry Point, for over 13 years now. Our building is an example of the success and need for the creative and adaptive redevelopment at Alameda Point. The need for artist, food production, and maker space is ripe, as my current building has maintained a wait-list for years. Jonah's project will fill a massive void and need at Alameda Point.

Jonah understands the importance of each space's build-out for the individual artist and best use-of-space. I like to think of Alameda as a "discovery place" and Jonah's Building 8 will become a community hub and home to many in desperate need of space. The history is rich at Alameda Point, and Jonah's project will blend in perfectly and help to put Alameda Point on the map as a creative, forward-thinking community center by the Bay.

Thank you so much for your time and please approve item 6-8.



Florian Roeper



# COMMISSIONER IGOR A. TREGUB

1043 VIRGINIA ST. • BERKELEY, CA 94710 • (510) 295-8798 • ITREGUB@GMAIL.COM

March 15, 2016

Re: Letter of Support for Mr. Hendrickson's Alameda Point Proposal

Honorable Mayor and Members of the Alameda City Council,

I understand that before you tonight is a proposal by Alameda Point Redevelopers, LLC., whose goal is to realizing its vision for Building 8 as a hub for creative entrepreneurship and maker space.

APR's vision is to transform this inward-facing monolith into a vibrant center for commercial activity and social interaction as envisioned by the Alameda Point Conceptual Plan. Reuse of Building 8 will focus on place-making, including a well-designed, fully furnished streetscape and storefront facades that open to the right-of-way, transforming the experience of working at and visiting Alameda Point.

One of the public faces behind APR LLC is Mr. Jonah Hendrickson, who just a few years ago applied for a use permit before the Berkeley Zoning Adjustments Board for West Berkeley's very own take on an incredible adaptive reuse project. That was my first introduction to Jonah and The Berkeley Kitchens Project. I have seen many projects come before us in my three years on this Board (including several adaptive reuse proposals); none compared to the level of detail, love, and care for a community and a people that was evident in the Berkeley Kitchens. Jonah's project was something very unique, not yet developed in Berkeley - providing professional, commercial grade kitchens to many of West Berkeley's food start-ups. Kitchen space of this type, not shared, is very hard to come by and growing in demand.

I was very impressed with Jonah's attention to detail and professionalism when presenting to our Board. He even went out of his way to address the concerns of neighboring tenants of live-work spaces and worked with the City of Berkeley to improve traffic safety in the area, though this was clearly above and beyond the requirements of an applicant to do.

The Zoning Adjustments Board is very interested in projects that provide ample community benefits, and Jonah's The Berkeley Kitchens project really checked all of those boxes. It now provides the opportunity for a few dozen artisans, chefs, and makers to have a small business of their own, in a building that creates its own demand and has helped revitalize a downtrodden area of West Berkeley.

This kind of attention to detail, commitment to community, and devotion to improving the lot of many talented entrepreneurs is what you will get if you approve this project. You will have someone who wishes to become part of the fabric of your community, and will be responsive to its needs on a 24-7 basis. You will be thanking yourself that you made the decision to approve this project, just as I am so proud and grateful for having made the motion to approve Berkeley Kitchens back in 2014.

Thank you very much for your consideration!

Respectfully yours,



Igor Tregub  
Vice Chair, Berkeley Zoning Adjustments Board



## JWC Urban Design

70 Twain Avenue - Berkeley, CA 94708 - P 510.841.2163  
jwud70@gmail.com

March 12, 2016

Alameda Mayor and City Council 2263 Santa Clara Avenue Alameda, CA 94501

Re: Approval of Item 2016-2624; Lease Purchase of Building 8, 2350 Saratoga Street at Alameda Point; Jonah Hendrickson.

Dear Mayor and City Council, I am writing to urge you to support item 6-B, coming before you on your March 15, 2016

agenda. This item is seeking your approval of the Alameda Point Redevelopers, LLC, lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point.

I worked with Jonah while I served as the Secretary to the Landmarks Preservation Commission for the City of Berkeley. I worked closely with him on The Berkeley Kitchens project, which was an adaptive reuse project of three adjacent West Berkeley warehouses that are recorded landmarks with the City of Berkeley. As recorded landmarks, these buildings required a special sensitivity to preserving historically significant aspects of the building, while still effectively repurposing the space for the needs of the tenants for food preparation, office use and storage. Jonah impressed me with his quick ability to modify plans as needed to retain identified elements of significance for the buildings and to create a public zone along the street that included meaningful reference to the former truck delivery and light rail zone along the 8th Street frontage. Through the review process with the city my staff and I worked with Jonah and his team to prepare for several public hearings and meetings with members of the City's Economic Development Division as well as with members of the Public Works Division. Jonah seemed to proficiently negotiate the often difficult process of adaptive reuse of a landmark structure. Jonah's presentations and response to questions at the public meetings were excellent, concise and responsive to questions raised. It was clear that he thoroughly considered every aspect of this project.

The project has proven to be, as he foresaw, a highly positive stimulus to the artisan food market for the West Berkeley area and, more generally, for the region. Last year, the project received a design award from a Berkeley Civic group called Berkeley Design Advocates for its outstanding contribution to the City. I am excited to know that he is bringing his growing expertise to the Alameda Point Reuse Area and predict that the facility will add to the vibrancy that will come along with the former base reuse program.

Sincerely,



Jay W. Claiborne  
JWC Urban Design  
70 Twain Avenue, Berkeley CA 94708



March 15, 2016

Honorable Mayor Spencer and Alameda City Councilmembers,

I am asking that you support item 6-B before you tonight, seeking your approval of the Alameda Point Redevelopers, LLC, lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point, by developer Jonah Hendrickson and his team.

As a resident of and businessman in Alameda, I started my working relationship with Jonah in 2010 as an electrician. I was referred to Jonah by the Oaklandish business, which was occupying a unit of the now Dogtown Studios, founded by Jonah at 3421 Hollis Street in Oakland.

Jonah and his highly-skilled team, offered me many job opportunities in the revitalization of the 3421 Hollis Street project. While working directly with Jonah, I was able to establish a foundation for my own business and conceived Anchor Electric, Inc., which is up and running and successful to this day. Without the help of Jonah, this would not have been possible. Jonah truly invests in the people in his project. Jonah continues to offer me work and I remain in good standing with him.

As an Alameda resident and businessman, working with Jonah and his team, I procured materials from local, electrical distributors in Alameda and generated business for them, and Jonah continues to use those resources on some of his own projects .

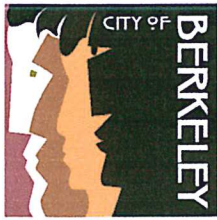
I have seen the way that Jonah takes on projects with his professionalism, and he immerses himself in his projects, not leaving any details behind.

As an Alameda resident and businessman I feel that the inclusion of Jonah and his team to develop Building 8 at Alameda Point would be beneficial to local businesses, have a lasting impact at Alameda Point, and continue to draw people and work to Alameda Point. Please approve the item before you.

Thank you,

Jesse Rosales  
Anchor Electric, Inc.





Office of the Mayor  
Mayor Tom Bates

March 9, 2016

Mayor Trish Herrera Spencer  
Alameda City Councilmembers  
2263 Santa Clara Avenue  
Alameda, CA 94501  
**Via email [tspencer@alamedaca.gov](mailto:tspencer@alamedaca.gov) and U.S. Mail**

Re: Approval of Item 2016-2624; Lease Purchase of Building 8, 2350 Saratoga Street at Alameda Point; Jonah Hendrickson.

Dear Mayor Spencer and Alameda City Councilmembers,

I understand that Alameda Point Redevelopers, LLC, will be coming before you on March 15, 2016 for your approval of a lease purchase for adaptive reuse of the General Warehouse at Alameda Point.

Jonah Hendrickson, one of the principals of Alameda Point Redevelopers, LLC, recently rehabilitated and thus, transformed a dilapidated, landmark-designated brick warehouse into the Berkeley Kitchens, housing 15 commercial kitchen spaces and 12 office/artist spaces.

This was a difficult property with which to work. It required navigating a very stringent Landmark Preservation Commission process, as well as the several different layers of approvals. A building of this age posed a number of challenges including a full seismic retrofit, ADA upgrades, all new utility services, and abatement of hazardous conditions. Jonah completed all of this necessary work, prior to commencing tenant improvements.

The result was positive on all fronts: The building is restored to its former beauty. The corner, previously a practically deserted intersection, is now the center of a vibrant gathering place for those working in the area. I understand that the work needed on Building 8 will require the same artistry, attention to details, and marketing skills, but on a much larger level.

I have also had the pleasure of knowing Jonah for nearly his entire life. As a proud, third-generation Berkeleyan, Jonah's commitment to his community began at a young age. While attending Berkeley High School, Jonah was a star player on the Berkeley Lacrosse team. In 1996, he started the Berkeley Lacrosse Camp, which later became the Berkeley Junior Lacrosse Club. In 1992, his senior year of high school, Jonah founded the political and civic engagement club, "Kids for Clinton." Under Jonah's leadership, this club entered the election season in full-swing - with voter registration

drives, volunteer events, and fundraising efforts. The success of "Kids for Clinton" drew attention from other local schools, looking to duplicate the club's model which Jonah worked hard to create. Also during his senior year at Berkeley High School, Jonah was appointed to the City of Berkeley's Youth Commission. His dedication to his community is clear and it is this commitment, that Jonah will bring to the city of Alameda.

On a more personal level, I have followed Jonah's career as an accomplished sculptor. Jonah currently has two commissioned permanent sculptures in San Francisco City Hall - Adolph Sutro and Harvey Milk.

With Jonah's creative mind and commitment to community, I have no doubt that the adaptive reuse and revitalization of the General Warehouse at Alameda Point, Building 8 will equal or surpass the successes he achieved with The Berkeley Kitchens.

Sincerely,

A handwritten signature in cursive script that reads "Tom Bates".

Tom Bates  
Mayor



# LAURIE CAPITELLI

Berkeley City Council  
District 5

March 15, 2016

Alameda Mayor and City Council  
2263 Santa Clara Avenue  
Alameda, CA 94501

**Re: Approval of Item 6-B: 2016-2624; Lease Purchase of Building 8, 2350 Saratoga Street at Alameda Point; Jonah Hendrickson.**

Dear Mayor and City Council,

I am writing to you in my capacity as a member of the Berkeley City Council. I had the opportunity and pleasure of watching the successful creation of The Berkeley Kitchens, a project by Jonah Hendrickson. Jonah Hendrickson is also the developer of the Building 8 project proposal before you. I urge you to support the lease purchase of Building 8, the General Store Warehouse at Alameda Point to the Alameda Point Redevelopers.

Jonah's vision and success in converting the 26,000 square feet of former factory and warehouse space into The Berkeley Kitchens has been a gift to West Berkeley. It is that same kind of vision that will be instrumental in successfully adapting and reusing Building 8 at Alameda Point. Jonah will be creating nearly 300,000 square feet of artisan, work-live, light industrial, maker, artist, and kitchen spaces, stimulating jobs and the economy in Alameda.

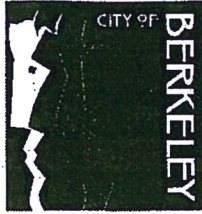
The great successes of The Berkeley Kitchens and the micro-communities they have created, resulting in cross-pollination of tenants and increased work opportunities is testament to Jonah's vision and skill. I have no doubt that Jonah and his team will create a dynamic and innovative project in Alameda, drawing the attention of surrounding cities.

Again, I urge you to support the lease purchase of Building 8, the General Store Warehouse at Alameda Point to the Alameda Point Redevelopers. Berkeley is looking forward to seeing what Jonah creates for the City and community of Alameda. You will be in more than capable hands with the creativity, commitment, and trustworthiness of Jonah Hendrickson and the work he designs, from inception to completion.

Sincerely,



Laurie Capitelli  
Berkeley Councilmember, District 5



Office of Economic Development

March 14, 2016

Alameda Mayor and City Council  
2263 Santa Clara Avenue  
Alameda, CA 94501

Re: Approval of Item 2016-2624; Lease Purchase of Building 8, 2350 Saratoga Street at Alameda Point; Jonah Hendrickson.

Dear Mayor and City Council,

I am writing to you, in my capacity as the City of Berkeley's Economic Development Manager. I had the opportunity to work closely with Jonah Hendrickson, the developer of the Building 8 project before you, while he was developing The Berkeley Kitchens, an adaptive reuse project of 3 adjacent brick warehouses in West Berkeley. Jonah's vision was to convert the 26,000 square feet of former warehouse and factory space into artisan kitchens for chefs to prepare food products to sell to restaurants, locally, online, and at farmer's markets.

In my experience working with Jonah, he was very sharp and had a meticulous eye for detail. He was able to easily navigate a challenging planning process, which was complicated because of the building's landmark designation. Being an artist himself, Jonah very thoughtful about how to design his project to be very both visually appealing and to provide maximum community benefits.

From an economic development standpoint, he created a type of incubation workspace for Berkeley's bubbling artisanal food industry that previously didn't exist and that serves a market for which there is growing demand. Jonah's vision has resulted in over a dozen small startup food producers blossoming into regionally-serving businesses – all because they were able to lease an affordable built-out space suited to their needs.

Judging by the success of The Berkeley Kitchens, Jonah is a terrific candidate for the Alameda Point project. He has a great track record of creating interesting and dynamic projects. I am hopeful that and Jonah could create something in Alameda that will produce many quality jobs and serve the needs of your community well.

Sincerely,



Michael Caplan

Economic Development Manager





## *Reimagining Traditions*

March 11, 2016

Honorable Mayor Spencer and Alameda City Councilmembers,

We are writing to urge you to support item 6B, coming before you on your March 15, 2016 agenda. This item is seeking your approval of the Alameda Point Redevelopers, LLC, lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point.

As the owners of Mission Heirloom Market Cafe in Berkeley's coveted Gourmet Ghetto, we have been leasing our fully functional production kitchen space in The Berkeley Kitchens, from Jonah Hendrickson, one of the principals with Alameda Point Redevelopers, LLC., for a few years.

What makes The Berkeley Kitchens so unique for our glutenfree business is that we do not have to share kitchen space, we have our own dedicated kitchen to meet our needs and those we serve with strict glutenfree diets. The work that we are able to do at our production kitchen in The Berkeley Kitchens feeds directly into the success of our Cafe.

The Berkeley Kitchens has really accelerated our business and growth. Here, at The Berkeley Kitchens, we are able to leverage our connections with the other tenants, leading to more work for all of us and our commitment to a sense of community.

With Jonah's determination, vision, and commitment to community, there is no doubt that his creative, adaptive reuse of Building 8 will be an asset to the Alameda community and a home for all of the makers in our community looking for a safe and intelligently designed working space. Echoing our mission "to rethink every step in your meal's journey from heirloom seed to the plate," Jonah rethinks every step to restore, reuse, and repurpose from beginning to finish.

Thank you,

Yrmis Barroeta, Owner, Mission Heirloom

Bobby Chang, Owner, Mission Heirloom

# SHRUB & CO<sup>®</sup>

Dear City of Alameda,

Great drinks start with great ingredients. Along with many bartenders and chefs, we're passionate about bringing shrubs back to your glass. It is simply an amazing way to deliver flavor to cocktails or sodas.

We craft our shrubs from their most basic elements - organic fruit, sugar, vinegar and aromatics. Achieving balance and bright flavor with minimal ingredients is a challenge we embrace, so we don't use concentrates or artificial ingredients. With the exception of our locally sourced wildflower honey, all of our ingredients are certified organic.

Shrubs are an intriguing blend of fruit, sugar, and vinegar created during the Colonial Era to preserve fruit long after harvest. Recipes and methods for making shrubs vary, but the result is always a delicious liquid that captures the essence of fresh fruit - to be enjoyed in any season.

Our business, Shrub & Co., started in 2012 based out of the Bay Area and Atlanta. The product was being made in Atlanta and I was managing the business from here. We soon realized that it was so much easier to purchase the fresh organic fruit from sources here in California than struggling to find them in Atlanta.

We began looking for space near home and found and moved into Berkeley Kitchens in late 2013, but we didn't have the experience to know exactly what we needed equipment-wise. Jonah's plug-and-play operation was perfect for us. He helped us get set up with exactly what we needed to grow our business. And grow it has!

Since moving into Berkeley Kitchens we have seen growth of 140-150%. We now have six employees and our products are distributed in 31 states, Canada, Italy and France --to bars, restaurants, wholesalers, supermarkets and bottle shops. Even as we have grown, the community of Berkeley Kitchens has kept us there. The tenants there all work hard and we share our pain with each other, in addition to sharing our resources and experiences.

Jonah is the one who made Berkeley Kitchens the vibrant and fun community that it is today. I have no doubt that he will do the same in Alameda, and the City, the citizens and businesses he brings in would be lucky to have him. Please vote yes on his project for Building 8.

Sincerely,

Juan Garcia, owner Shrub & Co.



March 15, 2016

Honorable Mayor Spencer and Alameda City Councilmembers,

I am asking that you to support item 6-B, coming before you on your March 15, 2016 agenda. This item is seeking your approval of the Alameda Point Redevelopers, LLC, lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point, by developer Jonah Hendrickson and his team.

As an artist and writer, I currently work out of The Berkeley Kitchens, the first project fully-conceptualized and developed by Jonah Hendrickson. What drew me to The Berkeley Kitchens was the use of space that Jonah was able to create, and the fact that no one had ever done food manufacturing on the ground-level, with artist-spaces above. The synergy this environment created is palpable and quite beautiful, and truly a creative outlet and a home-away-from-home, within which to work. With Jonah's artistic, sculpture, and teaching background, he truly knows how to build-out spaces to best suit the needs of artists, food manufacturers, and makers alike. Jonah created such a positive use-of-space and sense of community in our neighborhood of West Berkeley. West Berkeley is a very sought after location for artists and makers, and Jonah's The Berkeley Kitchens has created so much buzz and a following in our community. The need to continue to create food manufacturing, artist, and maker space is ever growing and Alameda will be very lucky to offer these much-desired spaces to the community.

I cannot stress enough, not only the honesty and integrity with which Jonah brought to The Berkeley Kitchens project as a visionary developer, but also as a landlord and friend. It was this honesty and integrity which drew me to Jonah and his project, and I was lucky enough to be one of the first tenants to sign-on to the project and secure a wonderful artist-space. I was also beyond-impressed with the affordability of such a wonderfully-designed and built-out space, which is extremely rare to find. I was there, witnessing the redevelopment of the project, and I saw the wonderful relationship Jonah maintained with the City of Berkeley and his team of designers, contractors, and subcontractors. I would absolutely work with Jonah again as a tenant; but more importantly as an investor or potential buyer, because I am invested in the person that Jonah is and the eye he has for creating beautiful, smart, and usable space.

I strongly urge you to approve item 6-B before your.

Thank you for your time.

Kathleen Frumkin



Alameda-Contra Costa Transit District

**Greg Harper, Ward 2**  
*Representing Emeryville • Piedmont • Portions of Oakland and Berkeley*

Mayor Trish Herrera Spencer  
Alameda City Councilmembers  
2263 Santa Clara Avenue  
Alameda, CA 94501

Re: 6- B - Approval of Item 2016-2624; Lease Purchase of Building 8, 2350 Saratoga Street at Alameda Point; Jonah Hendrickson.

Honorable Mayor Spencer and Alameda City Councilmembers,

Alameda Point Redevelopers, LLC has an item coming before you on March 15, 2016, seeking approval for the lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point. I am writing this letter in support of the project's investors, Kenneth and Eric Schmier. I have had the pleasure of working with and seeing their remarkable work and dedication to the Emeryville community.

As the former mayor of Emeryville from 1990-1991 and councilmember from 1987-1999, Kenneth and Eric came before the Council many times with their redevelopment projects. Prior to serving on the city council, I was on the planning commission when Kenneth and Eric came before it in 1985 with the idea of converting a pre-war car factory into three floors of what would later come to be called live-work lofts. The Besler Building Lofts is widely-known, has won many design awards, and continues to be an inspiration to current re-use designers and developers alike. I have seen the renderings of Building 8 and have no doubt that the adaptive reuse by this project will be extraordinary and intelligently-designed maker space. I was also very impressed by their professionalism, honesty, transparency, and complete follow-through on the Besler Building Lofts project.

I am currently a Director on the AC Transit Board and have worked around issues of public transit for many years. It is within this capacity, that I can speak first-hand, to Kenneth and Eric's founding of NextBus Information Systems in 1997. Kenneth was the first to recognize that a real-time arrival system for bus passengers could be successfully developed and marketed. I am proud to say that the City of Emeryville's Emery-Go-Round was the beta test application. NextBus is a cloud-based passenger information system that now serves AC Transit and more than 300 million riders in over 140 cities world-wide. NextBus was named "Catch of the Day" by Red Herring Magazine as the most innovative advancement in public transportation. Prior to NextBus, Kenneth invented San Francisco's Fast Pass which Senator Diane Feinstein honored on behalf of the Raoul Wallenberg Democratic Club.



**Greg Harper, Ward 2**

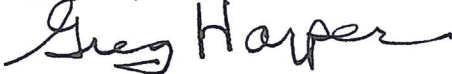
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What makes both Kenneth and Eric so remarkably valuable, and different from many developers, is their commitment to creation and betterment. As a long-time member of the Emeryville Chamber of Commerce, Kenneth received their "Vision Award" in 2011. He is the Director Emeritus of the Emeryville Celebration of the Arts and started the Emeryville Classroom Partners, a successful tutoring program matching Emeryville business people with promising high school students that needed extra attention to really excel. He financed, built, and leased the first four mobile-food stands in San Francisco's Union Square. Eric served in the U.S. Navy as a Lieutenant on the USS Constellation, stationed in San Diego. He has been involved with the Oakland Boys and Girls Club for over 30 years, serving as a past president and currently as trustee.

I strongly urge your approval of their lease purchase for the adaptive reuse of Building 8. You will undoubtedly get more than just a spectacular, adaptive reuse of the building; the City of Alameda will have a trustworthy and reputable team behind this project from beginning to end.

Sincerely,

Greg Harper

A handwritten signature in black ink that reads "Greg Harper". The signature is written in a cursive, flowing style.

AC Transit Board Director

Board Chair, Transbay Joint Powers Authority



March 12, 2016

Mayor Trish Herrera Spencer  
Alameda City Council Members  
2263 Santa Clara Avenue  
Alameda, Ca. 94501

Re: Approval of item 2016-2624; Lease Purchase of Building 8, 2350 Saratoga Street at Alameda Point; Jonah Hendrickson.

Dear Mayor Spencer and Alameda City Council Members:

I am pleased to send this letter about Ken and Eric Schmier. I strongly believe that they and their team are exceptionally qualified for the Alameda Point Historic Renovation project.

As their banker, I have worked with Ken and Eric Schmier since 1989. During that time, I have financed numerous projects for them in Alameda, Oakland, Emeryville, Berkeley and San Francisco. In all the years that I have known them, I have found the Schmiers to be of impeccable integrity, to have extraordinary vision and to be undyingly passionate about doing what they can to foster the success of small businesses. In addition to supporting entrepreneurs, the Schmiers have been avid advocates of the arts, and many of their projects have provided affordable work spaces for artists. In addition, the Schmiers have a real sense of community and have brought that to their projects.

The Schmiers have always handled their banking arrangements with me as agreed. Without exception, their projects have worked out as expected in terms of costs and timing.

In the 1980s, the Schmiers were pioneers in terms of creating live-work spaces for artists and entrepreneurs in Emeryville. What impressed me with those projects was how they succeeded in retaining the original character of the industrial buildings they converted to live-work spaces while at the same time creating contemporary spaces of different sizes within the buildings to accommodate the needs of artists and small businesses. The resulting projects, which were very successful, were a "win" for the City of Emeryville in terms of attracting small businesses, artists and people who did not just work in Emeryville but also made it their home and community. As the population of Emeryville grew, the Schmiers worked with the City on such issues as improving the public transportation system and schools.

Another example of the Schmiers' converting historic buildings to contemporary uses for small businesses was their development of a long-vacant historic property in west Berkeley to industrial kitchens. Among other things, I was impressed with how closely the Schmiers and their team worked with their neighbors and the City of Berkeley throughout the development process to make sure that various concerns and issues were addressed. With this project and others I have been part of over the years, the Schmiers have not taken a "we versus they" attitude but rather have worked collaboratively with their different constituents.

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Time and again over the years, I have witnessed the Schmiers' passion for helping entrepreneurs and artists. Beyond providing affordable work spaces, they have given ongoing mentoring and even personal financial support to numerous small businesses. New and successful businesses lead to increased jobs, which is a "win-win" all around. The Schmiers were strong forces behind Emeryville becoming known for being "artist friendly" and the creation of Emeryville's Celebration of the Arts. They care about creating a sense of community!

Reflecting their forward-thinking vision, holistic approach to development and concern about the community, the Schmiers have been very involved in such issues as public transportation and education. Years ago, Ken Schmier developed the concept of the "Fast Pass", used by San Francisco's Muni system and the precursor to the Clipper Card used by most of the Bay Area's public transportation systems. He also created a company that developed the software that was used by Emeryville and other cities to let bus riders know how many minutes would elapse before the next bus would arrive at their particular bus stop.

In conclusion, through the many years that I have worked with the Schmiers and their team, I have seen them incorporate into their projects their passion for creating an environment that supports the space needs of small businesses and artisans in an affordable way. They have worked hard and successfully to create a sense of community within their projects and with the surrounding local neighborhoods. There have been innumerable situations in which they have mentored and even provided financial support to entrepreneurs and artisans to help them grow their businesses. In my experience with the Schmiers, they have handled all business arrangements as agreed and have shown themselves to be individuals of the highest integrity. I have the utmost confidence that they would do an extraordinary job with the proposed project.

Please feel free to let me know if you have any questions or would like additional comments.

Sincerely,



Wendy A. Ross  
President



March 10, 2016

Dear Alameda Mayor and Council:

I met Jonah Hendrickson when our theatre company - the Shotgun Players - became one of his first tenants at the Hollis Street/West Oakland project he managed. He appreciated the contribution an art's organization would have to his vision for the project and worked closely with us to remodel and bring our space up to code. If there was a leak - he had the roofer up there immediately. If we had an issue with electricity - he had contractors on the job right away. In the years that followed, I witnessed Jonah turn this run down old machine shop into a sleek, clean hub of studios and workspaces for artists and small business owners.

I followed his next project the Berkeley Kitchens with interest. When my good friend Tasha Deserio asked if she should consider moving her catering business there - I vouched for Jonah. Tasha is one of the premier caterers in the Bay Area. When Chez Panisse needed someone to take on their 40th anniversary events they hired Tasha. The Jobs family and many others request her services. As you can imagine, Tasha has very particular taste and expects the same high standards and professional service she delivers. I know for a fact that she was very happy to work with Jonah when she was getting her kitchen designed and she has been grateful for his attentiveness as a landlord. Jonah is not just an exceptional developer - he is also a great guy who wants to build great relationships in his professional life.

When our theatre company purchased a new building on University Avenue to develop into our offsite rehearsal studio and shop, Jonah was one of the first people I called. His bid was 25% less than the other contractors offered and he got it done on time. He has stood by his work over the last year and helped us negotiate great services with the many sub contractors and utility companies that worked on the project. He's efficient, shrewd, and hard working.

Jonah described the Alameda Point project to me about 6 months ago and asked if I would be willing to speak to his work and ability to deliver. As a father of 3 small children and the 24/7 demands of running a non-profit theater company, I've got plenty of other things I could be doing on a Tuesday night. That said, I care about the Bay Area and the projects that are created here. The kind of community and synergy of small businesses, artists, craftsmen and citizens that could benefit from this effort compelled me to come forward and give Jonah and this project my wholehearted support.

Thank you for your time,



Patrick Dooley  
Shotgun Players  
Founding Artistic Director



March 15, 2016

Dear Mayor and Council,

I am fairly certain that you have received a number of letters of support for the Alameda Point Redevelopers project for Building 8 from a technical standpoint. I am writing you today to a different perspective of Jonah Hendrickson.

I had the pleasure of teaching Eva, Jonah's daughter, at the Duck's Nest Preschool. Jonah was an incredibly active and involved parent, participating in field trips, parent events, and potlucks; he even won our annual chili-cookoff! Being a sculptor by trade, he was often found in the classroom, helping to teach our students art projects. He was so involved in the day-to-day activities that we developed a close relationship, so much so that we continued to be friends after his daughter left Duck's Nest

I say all of this, despite the bad rap that developers often get, to let you know this to be untrue when speaking to Jonah's character. Every indication that I've gotten from Jonah in the years that I've known him, he clearly and heartfully demonstrates his deep ties in the community in which he is involved, and goes to great lengths to ensure that its members grow and thrive. I know that he brings this same philosophy to his work as a developer. He will make sure that any project with which he is involved, will be done with great care and attention, and that it will fit the character and fulfill the needs of the community.

As a resident of Alameda and someone who knows Jonah very well, I urge you to approve the lease sale of Building 8 at Alameda Point to the Alameda Point Redevelopers. This project will be a tremendous blessing to me and my community and Jonah's leadership will be integral. Thank you for your consideration.

Sincerely,

Stephen Cavoretto



March 11, 2016

Dear Alameda Mayor and City Council,

As the President of Stonehouse Olive Oil, we could not be more excited about leasing space in The Berkeley Kitchens from Jonah Hendrickson, one of the partners with the Alameda Point Redevelopers, LLC.

I am writing to ask that you support item 6-B, coming before you on March 15, 2016. This item is seeking your approval of the Alameda Point Redevelopers, LLC lease purchase of the adaptive reuse of Building 8, the General Store Warehouse at Alameda Point.

Being located in The Berkeley Kitchens is truly a community of local artisans, purveyors, and makers. It is very difficult to find such unique, mixed-use space, where everyone is so happy to call home, with the ability to connect our businesses and staff with one another to help out for events. The Berkeley Kitchens truly created a collaborative working environment for all of the tenants. The camaraderie in the building is truly palpable.

Jonah was able to repurpose and create a remarkable piece of architecture. The building construction is of excellent quality, with great amenities, and aesthetically, one of the most beautiful buildings in Berkeley. Literally, for 15 years, while working in West Berkeley, I would drive by this building and dream that it be converted to maker-spaces. My fantasy came to life with the impeccable mind of Jonah Hendrickson, and his most keen and unique sense of creating not just space, but a community we can all call home.

Please approve item 6-B so that many others can call Building 8 home. Jonah's vision for Building 8 is unsurpassed.

Thank you for your time,

Trish Baldwin, President, Stonehouse Olive Oil

A handwritten signature in black ink, appearing to read "Trish Baldwin". The signature is stylized and written in a cursive-like font.



# bae urban economics

March 14, 2016

To Whom It May Concern:

This letter is to provide support to Jonah Hendrickson's proposed maker space project at Alameda Pointe.

I am writing this letter because my company, BAE, has periodically served as a consultant to the City of Alameda, including as an advisor to the early years of Alameda Point (planning and reuse) and most recently as author of the Alameda Rent Study.

BAE met Jonah when we were studying the food production industry of the City of San Francisco in 2015, and read about Jonah's food production maker space in west Berkeley. We arranged to meet and tour his facility with him. He graciously profiled his real estate project's history and economics, and we were able to meet and interview several tenants.

This West Berkeley project demonstrates Jonah's uniquely strong and effective reuse entrepreneurship, understanding of how to bridge small creative industries with sensitive renovation, and his wonderful ability to execute his vision.

He and his team will make a fantastic tenant at Alameda Pointe, creating a lively maker space community which will foster the City's goals for reuse and economic development in creative industries.

Please let me know if you have any questions or would like more information.

Sincerely,



Janet Smith-Heimer, President  
BAE Urban Economics

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#### Los Angeles

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#### Washington DC

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202.588.8945

#### New York City

49 West 27<sup>th</sup> St., Suite 10W  
New York, NY 10001  
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[www.bae1.com](http://www.bae1.com)

Good Evening Mayor Spencer and Councilmembers,

My name is Nara Dahlbacka and I am one of the artists that have been priced out of the Bay Area. Currently, I'm living down in the "other" bay (Monterey). But I'm born and raised in Oakland and I received my MFA in playwrighting last year from SF State. I want nothing more than to make art in my hometown (I consider the whole east bay home). But at the end of 2014 I lost my housing in Berkeley and my then boyfriend (now husband) got a job down here so we moved away. I've been commuting up to teach for Cal Shakes and to work on theatre projects, and I miss home.

My husband is a chef, so I guess we are a two artist household. He has always dreamed of opening up a soup company. He makes the best soups I have ever tried. Seriously. When I heard about the potential for work-live space in Alameda I got very excited. "Honey, we could do that! We could be together. I'd be rehearsing, you'd be stirring pots in our little commercial kitchen and we could bring our talents and bring our family back home!"

One of my day jobs to support my art is working in land use policy and I've read your entire reuse plan for the Point. I've watched neighborhood reuse plans move through in SF and Berkeley and I have never (really) never read a better plan. I'm even encouraging folks down in Monterey who are working on the Fort Ord Reuse Plan to look to yours as a model.

If you stick to the plan, you can make a real difference to people like me. There is so much attention on SF (and now Berkeley and Oakland) pricing artists and community leaders out of the cities they've called home sometimes for generations.

Jonah is an artist as well. He understands what artists need and how our brains work. I can't wait to apply for one of his spaces so I can come home, start an Alameda theatre company and feed you some of Evan's amazing velvet asparagus soup. Please vote yes tonight and take a stand for the people that make the Bay Area the vibrant place it has been.

Sincerely,

Nara Dahlbacka and Evan Lite



*Mark H Simpson  
20 Sharon Ave.  
Piedmont, CA 94611*

March 12, 2016

Dear Mayor and Council,

I urge you to support item 6-B, seeking a lease approval of Alameda Point Redevelopers, LLC for Building 8, the General Store Warehouse at Alameda Point.

I have known Jonah Hendrickson, the developer who is pursuing the lease for Building 8, for 15 years. I met Jonah at his sculpture studio on 6th Street in Berkeley, where he taught sculpture. I studied with Jonah for several years, until he decided to leave teaching and sculpting to redevelop to manage an underused industrial building at 3421 Hollis Street in Oakland. The first space that he renovated in the Hollis Street building was a new sculpture studio, Dogtown Sculptures. Many of his students including myself flocked to his new studio. When Jonah went on to pursue other real estate redevelopment projects, a core group of four Jonah's students were able to take over the Dogtown space with Jonah's support. After 7 years, we are still there with a 20 member expanded group with thanks to Jonah's foresight and help.

Why would Jonah leave his successful career as an established sculptor, you might ask? As an artist, he identified the huge need for affordable art and maker space in the East Bay. He noticed that his colleagues and students were looking for affordable studio space, but were constantly being priced out of the market.

While developing the Hollis Street project, Jonah brought his unique perspective as an artist. He knew precisely the needs of artists and artisans and tailored the project to those needs. Since Jonah was focused on a vision and not simply motivated by profit, he designed the space to meet the specific needs of his clientele. Jonah embodies the values that we want from our development community. All-too-often, developers are focused on extracting the highest profit with the least amount of investment. Jonah is a different breed of developer. He is committed to high-quality projects that are designed to meet the needs of the community in which they reside.

I recommend that you approve the lease for Building 8 to the Alameda Point Redevelopers, LLC. If you do, Alameda will get a developer and a project that it can be touted as a testament to the forward-thinking of its Mayor and Council.

Sincerely,

*Mark Simpson*

Mark Simpson

Dear Alameda Mayor & Councilmembers,

In 2012 I was driving across the bay several days a week, leaving my wife to deal with our young daughter so that I could use a shared commercial kitchen space in Marin County. It was hard on our family and our family-run business, and it wasn't sustainable. I heard from a friend about a new space that had been approved in West Berkeley five blocks from our house that was beginning construction. So I got in touch with the project's owner and developer, Jonah Hendrickson, and we got to work.

Jonah was helpful and thorough throughout the process regarding our vision and layout for the space. He helped us navigate the City of Berkeley processes (which can seem Byzantine at times) getting our permits for our ovens and to operate as a business. This was the first time we had a space that was just for us, and it has been fantastic since move-in in November 2013.

We used to sell out every week at the farmers markets. I just couldn't bake enough bread or get enough time in the shared space in Marin. Now, we can make enough to stay open through the whole market. Our gross sales have gone up 90-100% since we first moved in!

My wife and I get to work together every day and our daughter comes into the bakery to do her homework and helps us sell at the farmers market. It has been such a change for us, and it's been great for me as a father to get more time with my family. We decided to expand and open a small retail operation out of our space at the Berkeley Kitchens. Jonah helped us work out agreements with the neighborhood to get that going.

We love being a part of the community here. We have open houses where locals can come in and see the great work that all the tenants here are doing. A couple of the catering companies are now buying bread from us. My wife and I love to head to Standard Fare (another tenant) for lunch some days. And aesthetically, the building itself is just beautiful. It's noticeable to people driving and walking down the street. Neighbors and passers-by love to peek in the window and see what we're working on.

The City of Alameda would be lucky to get a chance to work with Jonah. He knows his stuff. He is responsive and responsible. And this project would be beautiful as well as functional, creating a new sense of community in an area that is planned for just that.

Best Regards,

Eduardo Morrell and Tansen Fynn, owners of Morrell Bread Co.