

## Park Street Business Association

May 1, 2015

RE: Park Esquina's Project Submittal for 1926 Park Street at Blanding

Dear Committee Members,

The Park Street Business Association (PSBA) Board of Directors has reviewed the exciting project being submitted to you by Marcel Sengul (Park Esquina, LLC). The development of this lot is of major interest for the entire Downtown. The size of the lot, approximately 7000 sq. ft., doesn't lend itself to larger more conventional architectural approaches. Whereas the scale and size of the shipping containers used in this manner and their unconventional nature will be exciting, scalable and attractive.

The adaptive reuse of shipping containers used in this manner will align itself well with not only the Warehouse area of Alameda, but with the shipping and maritime history of the Estuary area as well. This adaptive reuse project also falls within the stated goals of the City in enhancing its green image thus broadening the district's appeal beyond the historic buildings further along the Park Street Corridor.

As a Board of prominent business leaders in the Downtown District, we are particularly excited about the micro-start-up opportunities this presents and the types of jobs that can be accommodated. It's going to attract tenants who are open to new ideas and want to be part of the community. This project will, obviously, act as an incubator, just by nature of the design and small box use it presents.

From New York City to San Francisco this country is getting in the game of reuse and utilization of new building materials. Sunset magazine has recently featured the dynamic uses of containers in building. Alameda is ready for this for this project, especially at this under served corner of the Downtown District.

We, the PSBA Board, are strongly endorsing this project as a catalyst in making our Park Street bridge approach more inviting and dynamic. This project will attract exactly the type of tenants who want spaces that will be vessels to showcase what they are doing inside.

While the projects new look may challenge the current more "standard" building codes, concepts, and design, we are urging you to look outside the box (no pun intended) to welcome this new project.

Sincerely,

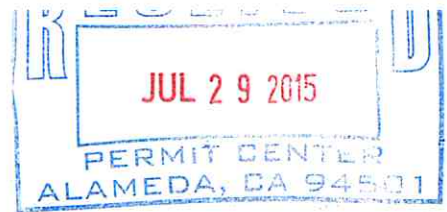


Donna Layburn  
President  
Board of Directors  
Park Street business Association

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City of Alameda

07/20/2015

Planning Board

2263 Santa Clara Ave. Room 190

Alameda, Ca. 94501

RE; 1926 Park St. (Park Esquina Container Office Project)

Members of the Planning Board – City of Alameda

As the owner of the business and the property located directly across from the proposed Park Esquina container office project, it is only natural for me to have an opinion. Although the space at 1926 Park St. used to be a competing auto dealer, the vacant lot is not doing the street or surrounding businesses any good in its current state. For the past 4 years I have been waiting for someone to do something creative and beneficial with the property in question.

Having viewed the proposed plans and information for this project I am in complete support of the container office plan. I have full confidence in Marcel Sengul as a developer with a forward thinking vision to liven up this very important intersection of our city.

Thank You

Stephen N. Skarry (owner)

1927 Park St / Island Auto Sales

X \_\_\_\_\_

Members of the Planning Board – City of Alameda

Bill Gonsalves

7-21-15

786 Augusta Dr.

Moraga, CA 94556

510-913-1176

**Planning Board**

City of Alameda

2263 Santa Clara Ave. Room 190

Alameda, CA 94501

Subject: Park Esquina Development

Members of the Planning Board,

I, Bill Gonsalves, own 1820 Park Street and 1800 Park Street. I am also the former owner of the subject property at 1926 Park Street and actually sold the property to Marcel Sengul a few years back. As I still hold two properties on Park Street as well as throughout the city, I take a large interest in the development here North of Lincoln.

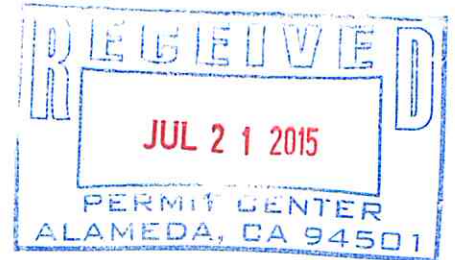
The proposed idea Marcel Sengul brings to the space at the corner of Park and Blanding is long overdue. Benefits to the city are obvious and plenty. As the rest of the neighboring property owners, I fully support the project and urge you to do the same. The sooner this office park gets developed the sooner we can look at something pleasing to the eye while crossing the bridge.

Thank you for your consideration.



Bill Gonsalves





July 15, 2015

Planning Board  
City of Alameda  
2263 Santa Clara Ave., Room 190  
Alameda, CA 94501

Subject: Park Esquina Project  
1926 Park St.

To whom it may concern,

Our Alameda facility is located at 2420 Blanding Avenue and is adjacent to the proposed Park Esquina Project. I have reviewed the drawings and my concern with parking has been eliminated with Mr. Sengul providing off street parking on Clement Avenue for the tenants and visitors.

Furthermore, as being located at our address for nearly 50 years, it is refreshing to see a vibrant vision of small space commercial usage of that property. It is one of the first facilities that's viewed traveling into Alameda by way of the Park Street Bridge and it is a dynamic improvement as compared with it's history of used car businesses.

In conclusion, we are in strong support of the proposed Park Esquina Project.

Regards,

Robert LaRue, President  
Alameda Electrical Distributors, Inc.  
California Service Tool, Inc.

Cc/Marcel Sengul



# marketplace

August 24, 2015  
City of Alameda  
Planning Dept.

RE: Park Esquina 1926 Park St Project

Dear Members of the Planning Board and Staff,

As the owner of the Marketplace at 1650 Park St. and the current President of the Downtown Business Association, I believe there are a number of reasons that make the Park Esquina project at 1926 Park St. the right project for the right space at the right time.

Reasons include: the lot size; the visual enhancement; the creative adaptation; the adaptive appeal; and the unique blending of the warehouse/commercial/industrial to the retail/housing element of the adjoining neighborhood. This exciting project at the gateway to Park Street and the Downtown, announces this important blend of architecture.

The size of the lot: this 7000 sq. ft. lot does not lend itself to a large, conventional architectural approach, whereas the scale and size of the shipping containers used in this manner will be exciting and, though unconventional in nature, create a visually attractive gateway statement.

The appeal: I am particularly excited about the micro-start-up opportunities this presents and the types of jobs that can be accommodated. It will attract tenants who are open to new ideas and want to be part of the community and an incubator, by the nature of the design and small box use it permits.

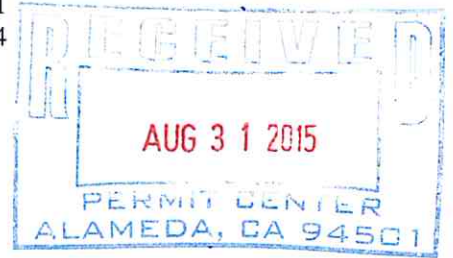
Projects like this attract millennials who will make up 46% of the workforce by 2020. They are highly educated, community and environmentally minded. They are more inclined to want to live and work in dense transit oriented urban neighborhoods. This project gives us the opportunity to offer something here in Alameda that millennials value.

The creative adaptation: The concept of the adaptive reuse of shipping containers used in this manner will align itself well with both the warehouse area of Alameda and the shipping and maritime history of the Oakland Estuary. The containers make a statement as you cross the bridge that represents our history in Alameda just as the other historic buildings in the Downtown do.

# Litho

P R O C E S S

1818 Park Street, Alameda, California 94501  
Phone: (510) 864-8684 Fax: (510) 864-1254



August 26<sup>th</sup>, 2015

RE: Park Esquina Container Office

To whom it may concern,

Please accept this letter as my official support of the container office project located at Park and Blanding. As a vested property owner here on Park Street for over 20 years, I have a great interest in seeing the entrance to our city improved. Marcel's container office project looks to be exactly what this street and city needs. Something that flows well with our maritime connection, bold enough to make a statement, yet fit within the space and use constraints.

This letter is intended to show support for the project in advance of my attendance to the actual Planning Board meeting as well.

Thank you.

Jerry De Castro