

LARA WEISIGER

From: Becca Perata <becca@voxpathulpr.net>
Sent: Monday, August 31, 2015 3:40 PM
To: Trish Spencer; Frank Matarrese; Marilyn Ezzy Ashcraft; Jim Oddie; Tony Daysog
Cc: Liz Warmerdam; DEBBIE POTTER; ANDREW THOMAS; LARA WEISIGER
Subject: Letter from Applicant re Marriott Hotel Item 6-C Council Agenda 9/1/15
Attachments: Marriott Hotel Letter to Council.pdf; Rodriguez Reference Letter Mina Patel.pdf; Cardenas Reference Letter Mina Patel.pdf

Mayor Spencer and City Council:

Please find attached a letter from Mina Patel and Jayanti Nathu, applicants for the proposed Fairfield Inn and Suites by Marriott at Harbor Bay Business Park, as well as two related employee reference letters.

Thank you for your consideration.

Best,
Becca



Re: b-C
9-1-15

Ram Hotels

August 31, 2015

Dear Mayor Spencer and Councilmembers:

As you consider an appeal of our proposed new hotel at Harbor Bay Business Park, (approved by Alameda's Planning Board on July 13, 2015), we wanted to provide some additional background about our business and interest in establishing a presence in Alameda.

We've been in the hotel business for 32 years, purchasing our first hotel in Oakland and then moving to be near family in Amarillo, Texas, where we've owned and operated hotels for the past 28 years. Today, we successfully own and operate Marriott-branded hotels, including Fairfield Inn and Suites, the property we have proposed for Harbor Bay Business Park.

Our business would not be thriving today if not for our exemplary staff. We pride ourselves on hiring and retaining model employees who share our commitment to excellence. We treat our staff as our family and have mentored many of them along fruitful career paths in hospitality and related industries. In turn, our staff is loyal and dedicated to our family.

We plan to bring the same level of commitment to our hotel in Alameda. By making local hiring a priority, we hope to draw from the talented pool of workers from Alameda and around the Bay Area.

By example, we will start our employees at \$12.30 per hour -- \$3.30 more than Alameda's minimum wage and greater than the living minimum wage in many surrounding cities. In addition, we will provide competitive healthcare and benefits' packages and a nurturing work environment.

Our employees will be the first to tell you about the opportunities created from working in our hotels. We have attached a couple of their letters for your review.

With a strong team behind us, we plan to build and grow a prosperous business in Alameda and, in turn, create partnerships within the community. Some of the benefits from our hotel to the City of Alameda, include:

- Nearly half a million dollars annually in tax revenue toward infrastructure, parks and recreation, transportation and other uses. Hotel bed taxes are paid entirely to the city.
- Support for hotel tax proposals to help fund Alameda's future travel and tourism efforts.
- Support for local youth groups and activities, as well as local non-profits.
- Free shuttle service to and from the Oakland Airport, Harbor Bay Ferry Terminal, Park Street Business District, Southshore Shopping Center, and throughout Harbor Bay Parkway.

Ram Hotels

- We will provide 22 permanent new jobs once open.

For the past year and a half, we have worked with Alameda's planning staff, and in sessions with the Planning Board, made design changes that were commended by board members in endorsing the project's final design.

With its sweeping views of the San Francisco Bay, and proximity to the ferry, we believe this will be an iconic destination hotel for the island -- a place for surrounding businesses to refer visiting employees and executives, and for Alamedans to host meetings, parties, or out-of-town guests.

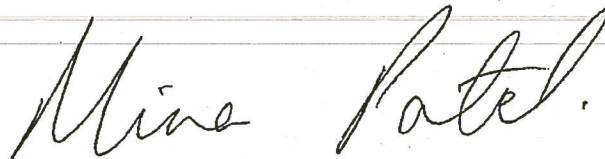
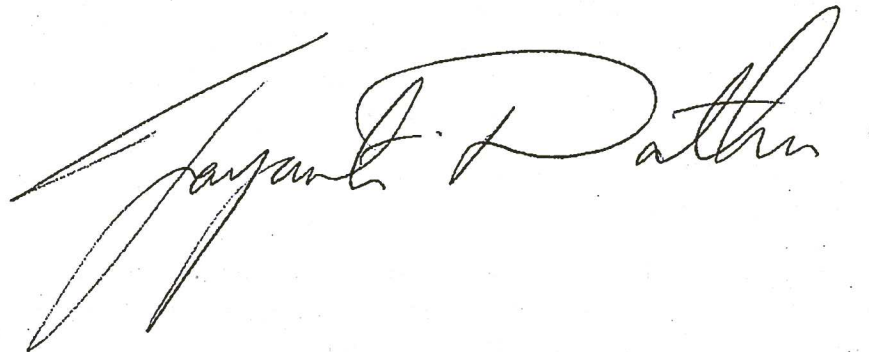
We look forward to working with you to bolster Alameda's travel and tourism business. Thank you for your consideration.

Sincerely,

Mina Patel and Jayanti Nathu

806-676-2526

ramhotel1@aol.com

A handwritten signature in cursive script that reads "Mina Patel".A handwritten signature in cursive script that reads "Jayanti Nathu".

To whom it may concern

My name is Chris Rodriguez

And I have been working for Ms. Mina and Jyanti Patel since 1999 at the Fifth Seasons Inn.

I started off as a driver for the hotel and then was given the opportunity to work the front desk, at first I was shy and didn't think I could do it but Mina and Jyanti believed in me and I

did it, I took to it like a fish in water. After a couple of years at the front desk. I got another opportunity to advance up and make more money as a Front Desk Manager and I was

extremely excited and honored for Mina and Jyanti to entrust in me a bigger part in their hotel, they could have easily hired any one that they wanted to, but they believed in me. I have learned many things working for Mina and

Jyanti, one thing that is very important to them is that our staff is well taken care of they make us feel very appreciated like we are one of her family. And personally Mina and Jyanti have helped me and my family out several times and that's one thing that I always remember I feel she is always there for us. I am very grateful for the trust, opportunity, time and money that they have put in to working with me. I am

proudly now the General Manager of the Fifth Seasons Inn and continue to grow in the hospitality industry everyday with new knowledge that I gain by working with Mina and Jyanti I am now going on my 16th year working with Mina and Jyanti and I am very grateful to be a part of the team here at Fifth Season Inn

Respectfully

Chris Rodriguez

General Manager

Fifth Season Inn

To whom it may concern,

My name is Michelle Cardenas, and I am currently a General Manager for Mina and Jayanti Patel at one of their Hilton properties in Amarillo, Tx. I have worked for Mina and Jayanti for 5 yrs.

I attribute my success in the hotel industry to Mina and Jayanti. I have been in the hotel industry for 15 yrs. Ten of those years I spent at the front desk as an agent always being promised the opportunity of being promoted, but never seeing those promises followed through on. Mina and Jayanti saw my potential and gave me the opportunity I had wanted for so long of being a General Manager of a well-known brand.

They hired me as the front office manager as well as at a higher pay rate than any other hotel had ever offered me. After just 6 months of being front office manager at their Amarillo hotel they offered me a General Manager's position at another location in South Texas.

After being at the location in South Texas for two years I missed my home in Amarillo. When I spoke to Mina and Jayanti about this they brought me back to Amarillo, and offered me the General Manager position at their new opening Hilton hotel.

In 2012 my brother was killed in a tragic accident. Mina and Jayanti allowed me to spend two weeks away from my General Manager duties to be with my family to mourn our loss and settle family affairs, and they did so with full pay. They also extended a very large amount of rooms at one of their hotels at a generously discounted rate to family and friends attending my brother's funeral.

Mina and Jayanti desire for their employees to succeed. They want to equip them with skills that will assist them in accomplishing any goals they desire. Mina and Jayanti always look within to promote and give opportunities before looking outside.

Not only do Jayanti and Mina invest in their employees to help them be successful, they also invest in them personally.

I have a deep appreciation for the trust, personal time, and finances that Mina and Jayanti have invested in me, and for giving me the opportunities that no one else would give me. I would not be where I am today without their generosity. I will always remain loyal to them.

Respectfully,

Michelle Cardenas

General Manager

Home2 Suites by Hilton Amarillo

LARA WEISIGER

From: Janet Kern
Sent: Monday, August 24, 2015 9:36 AM
To: LARA WEISIGER
Subject: FW: Appeal of Planning Board approval of plans for Marriott Fairfield Inn Hotel on Harbor Bay Parkway
Attachments: HBBPA Resolution in Support of New Hotel and in Opposition to Appeal.pdf; HBBPA Letter to City Council in Support of New Hotel and in Opposition to Appeal.pdf

From: Daniel Reidy [mailto:dfreidy@pacbell.net]
Sent: Monday, August 24, 2015 9:16 AM
To: Trish Spencer <TSpencer@alamedaca.gov>; Frank Matarrese <FMatarrese@alamedaca.gov>; Tony Daysog <TDaysog@alamedaca.gov>; Marilyn Ezzy Ashcraft <MEzzyAshcraft@alamedaca.gov>; Jim Oddie <JOddie@alamedaca.gov>
Cc: Janet Kern <JKern@alamedacityattorney.org>; Janet Kern <JKern@alamedacityattorney.org>; Farimah Brown <fbrown@alamedacityattorney.org>; Farimah Brown <fbrown@alamedacityattorney.org>; DFReidy@pacbell.net
Subject: Appeal of Planning Board approval of plans for Marriott Fairfield Inn Hotel on Harbor Bay Parkway

Mayor Spencer and City Councilpersons:

Attached for your attention are copies in PDF format of a Resolution issued by the Harbor Bay Business Park Association in support of the Planning Board's approval of the Final Development Plan and Design Review for the proposed new Marriott Fairfield Inn Hotel on the vacant shoreline parcel at 2350 Harbor Bay Parkway and in opposition to the Appeal filed by UNITE HERE Local 2850 and of a letter on behalf of the Harbor Bay Business Park Association with more detailed explanations of our Association's reasons for opposing the Appeal and supporting the Planning Board's decision of approval. We understand that the Appeal will be considered by the City Council on September 1st.

Signed originals of these documents were delivered to the City Hall on Friday for the City Clerk and for Andrew Thomas in the Planning Department.

The Harbor Bay Business Park Association is the local community surrounding the proposed project site. The properties in the Business Park owned by our Association's members currently have more than 80 companies and institutions that have more than 5,000 employees, including the VF Outdoor campus, Abbott Diabetes, Peet's Coffee and Tea, technology companies, the hospitality industry, the Venture Commerce group of office condominiums, and multi-tenant facilities such as the Waterfront Complex. Our Association is an important part of the economic base of the City of Alameda.

When you consider the Appeal at your meeting on September 1, please give serious attention to our Association's support of the Planning Board's decision and opposition to the points raised in the Appeal.

I am copying City Attorney Janet Kern and Assistant City Attorney Farimah Brown on this communication as a courtesy.

Dan Reidy

(Sent from San Francisco Office)

Daniel F. Reidy

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August 20, 2015

Honorable Mayor and Members of the Alameda City Council
Alameda City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

**Re: 2350 Harbor Bay Parkway: Proposed Marriott Fairfield Inn Hotel
Support of Planning Board's Decision of Approval of Final Development Plan and
Design Review of Proposed Marriott Fairfield Inn Hotel and Opposition to
Appeal of Decision Filed by UNITE HERE! Local 2850**

Dear Mayor and Council Members:

This letter on behalf of the Harbor Bay Business Park Association states our Association's support of the decision of the Alameda Planning Board of July 13, 2015 that approved the Final Development Plan and Design Review applications and plans to allow the construction of a new hotel on a vacant parcel at 2350 Harbor Bay Parkway and also our Association's opposition to the Appeal of that decision filed by UNITE HERE! Local 2850.

Approval of Plans by Association's Architectural Review Committee. Our Association's Architectural Review Committee reviewed and approved the finalized set of plans prepared by SB Architects for the proposed new hotel, as required by the CC&R's for the Business Park and by a condition of the City's approved Planned Development for Tract 4500.

Association's Annual Meeting of Members. At the Annual Meeting of Members of our Association held on August 19, 2015, the owners of properties and companies in the Business Park received a status report on the development plans for the new Marriott Fairfield Inn hotel and about the Appeal filed by the UNITE HERE! Local 2850 labor union. Our Members expressed support for the construction of this new hotel, which will be a welcome amenity for the companies in the Harbor Bay Business Park and because it will bring tax revenues to the City that can help pay for needed infrastructure repair projects. Construction of the new hotel will replace a very visible vacant parcel with a substantial new building and will include the completion of permanent public access improvements such as the pedestrian and bicycle paths and public resting features that have been on hold for many years. Considerable attention was given to the CEQA compliance issue raised by the Appeal, which is addressed in detail below. After discussion, the Members of the Association passed a Resolution in support of the Planning Board's approval of the plans for the new hotel and in opposition to the Appeal, authorized the

Honorable Mayor and Members of the Alameda City Council

Re: Harbor Bay Business Park Association's Support of Planning Board's Approval of Plans for Marriott Fairfield Inn Hotel at 2350 Harbor Bay Parkway and Opposition to Appeal

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Association's President Joseph Ernst to represent the Association and to present the Association's position at the City Council's hearing on the Appeal, and to send this letter.

Arrangements Made to Accommodate Parking Requirements. On the first ground of the Appeal that the project does not provide sufficient parking, our Association has been informed that the project applicant has entered into a Purchase and Sale Agreement with Harbor Bay Isle Associates to purchase vacant Lot 29 for off-site vehicular parking and that the applicant will construct a parking lot on that parcel that will be ready for use when the Marriott Fairfield Inn hotel is open for occupancy. This arrangement will provide sufficient overflow parking spaces for the hotel guests and visitors.

Association's Concerns about CEQA Compliance. The second ground of the Appeal apparently is that the Planning Board's decision does not comply with CEQA. Our Association is very concerned about this allegation. The 1989 Development Agreement between the City and the Harbor Bay developers provided that no further environmental analysis is required under CEQA for the development of the Properties covered by the Development Agreement¹, which included the parcels in the Harbor Bay Business Park. All of the buildings developed on parcels in the Harbor Bay Business Park since the City of Alameda entered into Development Agreement in April of 1989 were approved by the City and constructed without requiring any further analysis under CEQA, and the owners of the remaining vacant parcels have been relying on that provision of the Development Agreement for moving forward with development of their parcels.

Potential Environmental Issues Handled by Planning Board's Resolution. The Planning Board's Resolution includes findings and conditions that adequately address any potential environmental issues, such as that the site has no value as habitat for endangered, rare or threatened species, that no burrowing owls are present, that the Federal Aviation Administration has issued a Determination of No Hazard to Air Navigation, that noise impacts will be adequately mitigated, that the project's landscaping will be consistent with state and regional water quality requirements and Bay Friendly Landscape Guidelines for controlling water use, that traffic and parking impacts will be adequately mitigated, that potential sea level rise has been accommodated, and that a waste management plan will be developed and implemented.

New Hotel Qualifies as an Infill Development Project Under CEQA. On the specific points listed in the Appeal's claim that the new hotel project does not qualify for the CEQA exemption for infill development projects, the assertions are not supported by the facts or common sense. For point (a), it is obvious that the vacant parcel in question has no value as habitat for endangered, rare or threatened species. The land was formed from hydraulic fill from the bay and has no features that qualify as promising habitat for endangered, rare or threatened species, and a recent survey confirmed that no burrowing owls are present on the parcel. For

¹ Development Agreement dated April 4, 1989, pp. 6-8, Section 1.10: Environmental Review, recorded April 24, 1989.

Honorable Mayor and Members of the Alameda City Council

Re: Harbor Bay Business Park Association's Support of Planning Board's Approval of Plans
for Marriott Fairfield Inn Hotel at 2350 Harbor Bay Parkway and Opposition to Appeal

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point (b), the parcel is part of the Harbor Bay Business Park and does not have to be in the middle of the Business Park to qualify as surrounded by urban uses, since located across Harbor Bay Parkway from the parcel are a complex of office condominiums and the Zephyr building, with the VF Outdoor campus of buildings, the Peet's Coffee and Tea facility, and the Waterfront multi-tenant complex nearby, and all these buildings occupied by operating companies are clearly urban uses. For point (c), the proposed project is compatible and consistent with the applicable provisions of the General Plan and Zoning, as confirmed by the detailed analysis in the Staff Report.

Summary Conclusion

For all the above reasons, our Association strongly recommends that the City Council deny the Appeal brought by UNITE HERE! Local 2580 and uphold the Planning Board's approval of Application No. PLN14-0305 for Final Development Plan and Design Review for construction of the proposed Marriott Fairfield Inn hotel at 2350 Harbor Bay Parkway.

Sincerely,

DANIEL F. REIDY

Corporate Secretary and Attorney of the Harbor Bay Business Park Association

Cc: Joseph Ernst, President, Harbor Bay Business Park Association
Andrew Thomas, City of Alameda Planning Department

HARBOR BAY BUSINESS PARK ASSOCIATION

RESOLUTION IN SUPPORT OF ALAMEDA PLANNING BOARD'S APPROVAL OF PLANS FOR A NEW MARRIOTT FAIRFIELD INN HOTEL AND IN OPPOSITION TO AN APPEAL FILED AGAINST THE APPROVAL

RECITALS

This Resolution was made and adopted by the Members of the Harbor Bay Business Park Association based upon the following facts, understandings and circumstances:

- A. At the Annual Meeting of Members of the Harbor Bay Business Park Association held on August 19, 2015, the owners of properties and companies in the Business Park received a briefing about a new Marriott Fairfield Inn hotel planned for a vacant parcel on Harbor Bay Parkway along the Shoreline Park and about the Appeal filed by the UNITE HERE! Local 2850 labor union challenging the Alameda Planning Board's approval of the Final Development Plan and Design Review of the proposed hotel.
- B. Association Members expressed support for the proposed new hotel and listed many benefits that would result for the companies in the Harbor Bay Business Park. Other Members expressed appreciation for the resulting tax revenues to the City that can help pay for needed infrastructure repair projects.
- C. Many Association Members expressed grave concerns about the CEQA issues raised by the Appeal --- as if the Planning Board's approval of the plans for the new hotel did not comply with CEQA requirements and that more environmental analysis of the proposed project was required. Members were concerned that if the City Council grants the Appeal and voids the Planning Board's approval of the plans for the new hotel, that could set a precedent for subsequent development plans coming before the City that would unravel an important entitlement held by the property owners in the Business Park. The 1989 Development Agreement between the City and the Harbor Bay developers provided that no further environmental analysis is required under CEQA for the development of the Properties covered by the Development Agreement, which included the parcels in the Harbor Bay Business Park. Owners of the remaining vacant parcels in the Business Park have been relying on that provision of the Development Agreement for moving forward with development of their parcels, and property owners that may want to expand or modify existing buildings or other improvements on their Business Park properties were also concerned that such future plans could be stymied or made more difficult to achieve if the City walks away from the provision in the Development Agreement that no further environmental analysis is required under CEQA for development in the Business Park.
- D. The Members believe that a Resolution of the Association stating forth their concerns and recommendations should be adopted and delivered to the Alameda City Council in advance of the hearing on the Appeal.

NOW, THEREFORE, THE HARBOR BAY BUSINESS PARK ASSOCIATION
HEREBY RESOLVES THAT:

1. The Harbor Bay Business Park Association (the "Association" hereinafter), made up of the owners of properties in the Harbor Bay Business Park which now has over 80 companies with over 5,000 employees, supports the action of the City of Alameda Planning Board that approved the Final Development Plan and Design Review of plans for a new Marriott Fairfield Inn on a vacant parcel at 2350 Harbor Bay Parkway along the Shoreline Park.
2. The Association's Membership is convinced that the proposed new hotel would be a positive amenity for the Business Park community and a valuable addition to the hospitality industry in Alameda.
3. The Association stands in opposition to the Appeal filed to challenge the Planning Board's approvals of plans for the new hotel because the Appeal asks for relief that is inconsistent with a key provision of the 1989 Development Agreement between the City and the Harbor Bay developers that no further environmental analysis is required under CEQA for development of parcels covered by the Development Agreement, which included the parcels still to be built-out in the Harbor Bay Business Park.

4. The Association recommends and requests that the City Council uphold the Planning Board's Resolution approving the Final Development Plan and Design Review of plans for the proposed new hotel on the vacant parcel at 2350 Harbor Bay Parkway and deny the Appeal filed by the UNITE HERE! Local 2850 labor union.
5. The Association authorizes its President, Joseph Ernst, to represent the Association at the City Council hearing on the Appeal and to present the Association's concerns and recommendations.
6. The Association further authorizes and directs its corporate secretary, Daniel Reidy, to prepare a detailed letter to the City Council in support of the Planning Board's approval of plans for the new hotel and in opposition to the Appeal.

Certification

This Resolution was approved unanimously by the Members of the Harbor Bay Business Park Association at the Annual Meeting of Members held on August 19, 2015 in a Conference Meeting Room at the Hampton Inn on Harbor Bay Parkway.

Daniel F. Reidy
Corporate Secretary of the Harbor Bay Business Park Association