

# Park Esquina

1926 Park St., Alameda, CA 94501



8.20.2015

## Introduction - Proposed Project: Shipping Container Office Park

Members of the Planning Board,

Please allow me, Marcel Sengul, to share my vision of a diverse and fitting improvement tailored for the Gateway to Alameda. As a proud property owner on Park Street for a decade, I imagine many underutilized spaces surrounding us as their improved future selves. I can't help but see our sliver of Park Street someday connect with the vibrant South of Lincoln portion. This specific parcel has always been dear to me as it is the very first sight while crossing the Park Street Bridge. Having served duty as a used car lot successfully for over 30 years, the land at 1926 Park Street is now primed for major refinement.

Park Esquina, LLC proposes the concept of an office park comprised of reclaimed shipping containers to creatively fill the space and jumpstart the revitalization of the Gateway to Alameda. Filled with bright young upstarts as tenants utilizing their space as an incubator, the development is poised to attract technology focused investment on Park Street. Small startups from software engineers to app developers and graphic artists will occupy as the core tenant base. Two story high end office units, built out of a mixed size of repurposed shipping containers, form a grouping of 5 separate structures. The placement of each structure allows for a pedestrian friendly courtyard weaving its way from Park Street through the property to Blanding Avenue. The public courtyard offers ample green space and abundant seating for those sunny days when taking your laptop outside is a bit more appealing. A quaint onsite cafe brews fresh coffee and satisfies the cravings of tenants and pedestrians alike. Having lived in San Francisco and comfortably accustomed to smaller spaces, the single residential unit above is a perfect fit for my wife and I. Our plan is to not only create an engaging work environment but a home for us as well.

Aiming to become the catalyst for development and growth in the Gateway District, the benefits to the community are plentiful. While crossing the Estuary over the Park Street Bridge into Alameda, the visual impact alone is a tremendous upgrade offering intelligent design and a stunning arrangement by Timbre Architecture. Maritime history on Blanding Avenue at the Estuary truly makes this location perfect for a container structure. Shipping cranes to the West and actual freighters loaded with containers tie it all together. The ability to provide smaller work spaces for local Alameda citizens to walk or bike to gives the community a newfound sense of independence while promoting pedestrian travel.

Measuring approximately 50' deep by 140' wide, the lot would be considered small for many uses, however, ideal for an installation such as this. Due to the nature of the design and small area footprint, Park Esquina will offer offsite parking for tenants and guests right around the

corner on Clement Street. MTA bus passes intended to encourage public transportation will be included with each office lease as well as secured bike storage onsite.

Similar models have been proven worldwide for many years. There are numerous in Europe, nationwide in the U.S., and locally right in San Francisco. Office uses as well as retail based versions have been successfully installed with great fanfare. Local developments such as Proxy with Aether in Hayes Valley, and most recently The Yard at Mission Rock outside of AT&T Park. An almost infinite number of sample projects can be provided. See list below for a small selection.

Although the proposal is geared toward office use, it can be simply converted to retail when the time and opportunity present themselves. Looking forward to the change that will inevitably happen at the intersection, we are excited to see what complements us as neighbors in the near future. At any point in time, if a larger development requires the space, the office units can be dis-assembled and relocated to a new site. Besides utilizing the latest energy efficient and green technology wherever feasible, the adaptive re-use possibilities ensure a waste free life for the units. Robust natural construction of the containers themselves actually surpasses engineering and strength requirements making them ideal for current use and mobility in the future if required.

The overwhelming support from both city personnel and the general public has been encouraging and inspiring. Thank you for your consideration and perceptive outlook.

**Marcel Sengul**

**Park Esquina, LLC**

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## **List of Supporters**

The following is a list of neighboring property and business owners. Their passion for the improvement of our Gateway, continued guidance, and full support is integral to this project.

**Bob Larue** - Alameda Electrical Distributors, 2420 Blanding Ave.

**Ken Carvalho** - Foley Street Investments, Alameda Station/Walgreens, 1600 Park St.

**Christopher Seiwald** - Perforce Software, 2320 Blanding Ave.

**Donna Layburn** - The Marketplace, 1650 Park St.

**Steve Skarry** - Island Auto Sales, 1927 Park St.

**Bill Gonsalves** - 1820 Park St. and 1800 Park St.

**Jerry DeCastro** - Litho Printing, 1818 Park St.

**Arthur Mercado** - Alameda Collision Repair, 1911 Park St.

**Robb Ratto** – DABA, 2447 Santa Clara Ave.

**Bill Phua** - PV Square, 1700 Park St.

**Kyle Conner** - Alameda Theatre, 2317 Central Ave.

**Emo Schuitema** - Emo's Auto Repair, 1912 Everett St.

**D.A.B.A.** (formerly known as the Park Street Business Association)

**Rich Krinks** - Harbor Bay Realty

**Tina Blaine & Janet Koike** - 2513 Blanding Ave.