

To: The Alameda City Council

Alameda, November 17, 2015

## **Park St Container Project**

City of Alameda Council Members,

My hope is for you to ensure that the Park St Container Project can proceed.

Among current developments, the Park St Container Project stands out positively for a number of reasons.

It is a small project, designed by a local architect, and owned by a local Alamedan. The architect's plans combine a cutting-edge design with publicly accessible space while keeping the historic brick wall in the background visible as an attractive feature. This project is especially designed to fit into the context of its location both physically and historically. The amount of thoughtfulness that went into the plans shows the mindset of an owner who will actually occupy part of the project and will be living in and with it locally and daily.

The architecture and design of the Park St Container Project will attract innovative, creative tenants who, in return, will contribute to our local economy, while all of the profits stay local—with the owner.

We have a chance here as Alamedans to get a supremely customized and innovative project that benefits our local community on multiple levels. As a place famous for its stunning Victorians let's keep building new architecturally significant structures and clear the way for an architectural landmark that's about to be created with this project that will be attracting both locals and visitors interested in good architecture for decades to come.

My hope is that we'll allow the applicants of this project to turn this empty lot into the unique, vibrant, and interesting space they're envisioning and offering to create.

Sincerely,

Johanna Dehlinger, 2031 Eagle Ave, Alameda, CA 94501

## LARA WEISIGER

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**From:** Marcel Sengul <marcelsengul@gmail.com>  
**Sent:** Wednesday, November 18, 2015 1:13 PM  
**To:** LARA WEISIGER  
**Subject:** Letters to City Council  
**Attachments:** Alameda Electrical Distributors Letter of Support.pdf; Bill Gonsalves Letter.pdf; Concrete Works.pdf; Island Auto Sales Letter.pdf; Kyle Conner - Alameda Theatre Letter.docx; Litho Printing Letter.pdf; PSBA Letter.pdf; List of Supporters.docx

Lara,

In support of the container project to be reviewed at the December 1st City Council meeting, please see attached. I have included a few letters of support. Also attached that we would like to have included in the packed is a list of neighboring property owners who have given their support and asked to be placed on this list.

If you have any questions or feedback, please feel free to email or call anytime.

Thank you.

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Marcel Sengul  
415-503-8629



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,

A handwritten signature in blue ink, which appears to read 'Robert LaRue', is positioned below the 'Regards,' text.

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

Cc/Marcel Sengul

**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

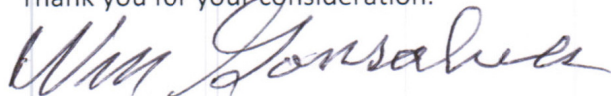
Subject: Park Esquina Development

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.

A handwritten signature in dark ink, appearing to read "Bill Gonsalves", written in a cursive style.

Bill Gonsalves

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*Community Development Dept.  
City of Alameda City Hall  
2263 Santa Clara Avenue  
Room 190  
Alameda, CA 94501*

*Attention: David Sablan, Planner*

Dear Mr. Sablan,

Attached please find a copy of my letter to Mr. Marcel Sengul on proposed project at 1926 Blanding Avenue. Please let me know if you need anything further.

Sincerely,

Patrick

Patrick McDonald | Facilities Engineer |  
Concreteworks Cladding Co. | 2421 Blanding Avenue, Alameda, CA 94501  
mobile: [215-416-9183](tel:215-416-9183) | [patrick@concreteworks.com](mailto:patrick@concreteworks.com)

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*Park Esquina LLC  
1926 Park Street  
Alameda, CA 94501*

*Attention: Marcel Sengul*

Dear Mr. Sengul,

As neighbors to your proposed development located at 1926 Blanding, we would like to offer our full support for this project and your proposed improvements to this empty corner.

Over the past year we have taken a large stake in this community and are very pleased to see our neighborhood growing further in such a creative way.

Please feel free to contact us with any assistance that you require as you move into construction.

Welcome to the community!

Best,

Patrick

Patrick McDonald | Facilities Engineer |  
Concreteworks Cladding Co. | 2421 Blanding Avenue, Alameda, CA 94501  
mobile: [215-416-9183](tel:215-416-9183) | [patrick@concreteworks.com](mailto:patrick@concreteworks.com)



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

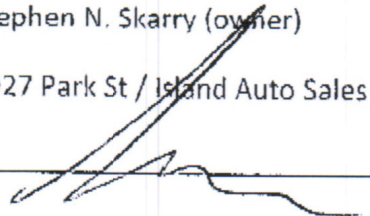
As the owner of the business and the property located directly across from the proposed Park Esquina container office project, it is only natural for me to have an opinion. Although the space at 1926 Park St. used to be a competing auto dealer, the vacant lot is not doing the street or surrounding businesses 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 



# Alameda Theatre Cineplex & Café

Take the Magic with You!

Marcel,

The Container Office Project you propose has my support as a viable and creative option for the location at 1926 Park Street. If the completed project reflects the same level of esthetic and design integrity as is referenced in your graphic imagery, it will be a well-suited improvement for Alameda.

Kyle Conner

Alameda Theatre & Cineplex

2317 Central Avenue - Alameda, Ca. 94501 -  
510.769.2160 / F ax 510.769.2163  
Program Information 510.769.F I LM (3456) -  
[www.alamedatheatres.com](http://www.alamedatheatres.com)  
- - A Vintage Experience in State-of-the-Art  
Sight & Sound --



# 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

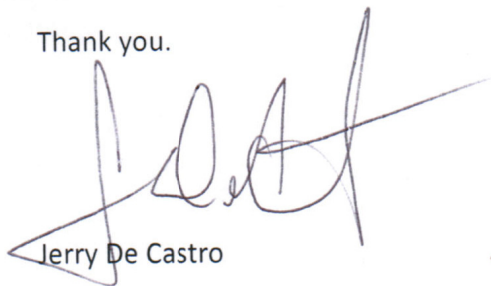
RE: Park Esquina Container Office

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.

A handwritten signature in dark ink, appearing to read 'Jerry De Castro', with a large, sweeping flourish extending from the end of the signature.

Jerry De Castro

## 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.

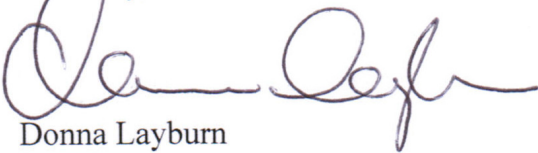
As a Board of prominent business leaders in the Downtown District, we are particularly excited about the micro-start-up opportunities this presents and the types of jobs that can be accommodated. It's going to attract tenants who are open to new ideas and want to be part of the community. This project 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

2447 Santa Clara Ave., #302, Alameda CA 94501

Phone: (510) 523-1392 ♦ Fax: (510) 523-2372

Email: [parkstreet1@comcast.net](mailto:parkstreet1@comcast.net) ♦ Website: [www.ShopParkStreet.com](http://www.ShopParkStreet.com)

## **Park Esquina**

### **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. + 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

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

**Len Goode** - 1801 Park St. + 1825 Park St. + 1649 Park St. + 2415 Clement St. + 2424 Clement St.

**Steven Shonk** - Stone Boat Yard + Velodyne Marine 2517 Blanding Ave.

**Patrick McDonald** – Concreteworks Cladding 2421 Blanding Ave.

