

April 29, 2014

ATTN: Eric Fonstein  
City of Alameda  
Economic Development Division  
2263 Santa Clara Avenue, Room 120  
Alameda, CA 94501

Email: efonstei@alamedaca.gov

Dear Mr. Fonstein:

This letter is written in protest of the proposed assessment by the City Council for the Park Street Business Improvement fund. I am a small business owner of a dental office (as well as the building owner) which is located off, not on, Park Street. I dispute the proposed assessment for my business without knowing (1) what the assessment amount would be, and (2) how my business would directly benefit from the assessment.

I have spent thousands of dollars towards my own beautification of my small business building façade including painting, awning, signage, regular window washing, power spraying and landscaping/gardening. My business is in constant need of maintenance and cleaning of litter, garbage and other waste from neighboring businesses or passers by from the street and sidewalk as well as the Bank of America parking lot located next to our building and parking lot.

It should be noted that I have a general dental practice, which does not benefit from any "walk-in" business like most of the other merchants on Park Street. All of my patients have scheduled appointments.

I do not anticipate any direct benefit to my business by this assessment and feel that it is unjustified and inequitable. I have had no assistance or support from the city in the past 15 years towards maintenance of my building and would propose that any assessments I am charged be allocated to my particular building for the items mentioned. Moreover, the map drawn by the Board appears to be arbitrary with no apparent justification for the boundaries. I currently pay property tax, business property taxes and Alameda city taxes and feel that this additional tax is burdensome to my small business with little or no consideration.

I hereby request responses to my above concerns prior to the hearing in writing in a timely fashion.

Sincerely,

Karen Larson, D.D.S.  
2420 Webb Avenue  
Alameda, CA 94501  
(510) 521-9800