



March 12, 2018

Attn: Henry Dong
Planner
Community Development Department
City of Alameda
2263 Santa Clara Ave, Room 190
Alameda, Ca 94501Z

**RE: PLN17-0600
1051 and 1047 Harbor Bay Parkway
Alameda, ca
Design Intent Letter**

Hilton Garden Inn and Homewood Suites Alameda

The hotel will have a total of 211 rooms and will be on a site that is 3.5 acres. The hotel location sits at the entry to the Harbor Bay Business Park and at the corner of Ron Cowan Parkway and Harbor Bay Parkway. The Hotel will have a total of 5 stories and will include 2 hotels under one roof.

The dual property concept is to promote the different customers that the hotel can appeal too. With the Hilton Garden Inn (HGI) catering to the transient corporate and leisure customers who will be using the hotel because of its location to the airport and other primes demand generators while the Homewood Suites (Homewood) will be catering to long term guests. Long term guest can be defined by anyone staying for than a week at a time. With both hotel guests being able to use the common area of the hotel, the guests will get more than they would normally get if they were to choose a standalone hotel.

Guests would have the options to enjoy the bar and restaurant with a large common area to lounge around in. The meeting and board rooms could be used for any client that would like to rent them and with an indoor pool and exercise room, all the guests needs are under one roof.

The design of the hotel is to give a corporate look with a softness to appeal to all guest and also keep to the prototype deign that Hilton hotels uses through the country. The design of the hotel has also kept in mind the FAA requirements for heights and the proximity to it neighbors to give a business park feel.

For over 40 years our family has been involved in the Hospitality Industry and started here in the Bay Area. We have been lucky to have built over 3 dozen hotels with various flags but this hotel will be our largest hotel to date. We are very proud of have the opportunity to create a legacy hotel which will continue to be part of our families' portfolio for the next generations to come. Our management team is built on or family values and the fact that we have our own children involved in the operations of the hotels we run continues to show that we have not lost our roots of where we came from. Good old fashion Service. We are proud to operate under the name of Southern Hospitality Services.