

Memorandum

TO: David Sablan, AICP, City of Alameda Planner II
Andrew Thomas, AICP, Planning, Building and Transportation Director

FROM: John L. Lipp, Executive Director, Friends of the Alameda Animal Shelter (FAAS)

RE: Summary of Neighbor Outreach for FAAS North Loop Project

DATE: January 9, 2020

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In addition to the city's official process for public notification, Friends of the Alameda Animal Shelter (FAAS) undertook a proactive outreach effort to connect with the neighbors of our proposed Community and Adoption Center at Harbor Bay Business Park. Below is a summary timeline with key activities.

On **June 26th, 2018** FAAS mailed letters to the owners of record for the five residential properties on Ratto Rd that directly border our property at 2331 North Loop Rd. (Please see example, Attachment 1).

Francis and Connie Tso
327 Ratto Road
Alameda, CA 94502

Stanley and Raquel Layson
321 Ratto Road
Alameda, CA 94502

Mr. Jianyuan Li
315 Ratto Road
Alameda, CA 94502

Ms. Wenyueh Chan
309 Ratto Road
Alameda, CA 94502

Mr. Michael Manushaw
Ms. Carolyn Cozart
305 Ratto Road
Alameda, CA 94502

In the letter, we stated the following:

Most important to all of us at FAAS is being a good neighbor, both to the other organizations that reside in the business park as well as our residential neighbors. To that end, I would like to see if we could schedule an in-person meeting to discuss our vision for the new Community Center and get your feedback on this exciting project. We are early in the planning stage, and your voice will be critical in helping us design a FAAS Community Center that will make a big impact for the people of Alameda.

As follow-up and an attempt to have face-to-face meetings, on **July 20, 2018**, FAAS executive director, John L. Lipp, and FAAS board member, Jim Moore, knocked on the doors of the five houses who were mailed personal letters. Below is a summary of our meetings:

305 Ratto Rd. - Mr. Michael Manushaw and Ms. Carolyn Cozart

John and Jim had a very positive discussion with Mr. Manushaw. He stated that he and his wife Carolyn adopted from FAAS in the past and were donors. He was very supportive of the new Community Center proposal and joked that “nothing could be as noisy as the day care.” We gave him a copy of the Neighborhood Outreach package. (Please see example - Attachment 2). He was going to have his wife call me if she had any feedback. On July 23, 2018 Ms. Cozart did call and was very supportive of the project.

309 Ratto Rd. - No one was home, so we left a business card asking for a call to discuss the project.

315 Ratto Rd.

We talked w/ a man who self-identified as the owner. He was very nice and appreciative that we were reaching out. He seemed supportive and the only issue he identified is the possible noise. We explained the design concept and our plans to minimize noise. He seemed to appreciate that it was a priority for us as well. We gave him a copy of the Neighborhood Outreach package and encouraged him to call if he had any questions.

321 Ratto Rd - No one was home, so we left a business card asking for a call to discuss the project.

327 Ratto Rd

The current occupant appeared in the process of moving out. We chatted briefly with her and she asked for a business card. On **July 24, 2018**, FAAS board president, Nancy Evans, attended the broker’s open house for 327 Ratto Road and disclosed the plans for FAAS North Loop to the listing agent, Ringo Liu of Keller Williams.

During this same period and into 2019, John Lipp actively reached out to Theresa Magabo, director of Bright Horizons school, and requested a meeting to discuss the project and possible collaborations. This outreach included leaving messages and an in-person visit to the school. There were no return calls.

With no feedback from the neighbors, either through our own outreach efforts or in response to the City of Alameda’s notifications to neighbors within 300 feet of the site, online postings, and ads, FAAS continued to work on the design and planning for our proposed Community and Adoption Center. Our architects and planning team worked closely with the City’s Planning Department to ensure we were following all the rules to create a community and adoption center that would be a true amenity to the business park and surrounding community.

On **February 22nd, 2019** the Architectural Review Committee for the Harbor Bay Business Park Association reviewed and approved the plans for the proposed project.

No one from the public showed up to comment on the project when it was unanimously approved by the Planning Board on **June 10th, 2019** or when the Zoning Text Amendment was subsequently approved by the City Council on **July 16th, 2019**.

With participation from FAAS, on **August 6, 2019** the East Bay Times ran an online article on the project and subsequently reprinted the article on the front page of August 9th edition of the Alameda Journal.

On **August 8, 2019**, in response to a posting on Next Door/Harbor Bay Isle about the East Bay Times article, John shared the following post:

Hi everyone, it's John L. Lipp, Executive Director of FAAS. Huge thanks to Ophelia for posting this message for me as it was only sent to members of the Harbor Bay Isle neighborhood. The article in the East Bay Times about our new Community and Adoption Center on North Loop was very nice and the outpouring of support has been incredibly gratifying. At the same time, the article didn't quite capture the broader vision and planning behind the project, including the fact that it will greatly increase the quality of care we are able to provide our animals while helping us adopt more animals in less time. I am going to host a community meeting on Monday, August 19th, 6:00pm at FAAS South Shore – our new cat adoption center at South Shore Shopping Center; right next to Charming Charley. This will give me a chance to provide more details about the project, get feedback, and answer questions. (I will be glad to do more community meetings if someone wants to host!) Please e-mail me directly at jlipp@AlamedaAnimalShelter.org to RSVP. Thanks! - John

On **Monday, August 19th, 2019** John hosted the meeting at FAAS's satellite adoption center at South Shore. Five people attended, including CJ Jiang. At the end of the meeting, everyone indicated they were excited and supportive of the project.

On **Oct 15th, 2019** Mr. Stanley Layson, who had initially been made aware of the FAAS North Loop project in June of 2018, began posting on Next Door/Harbor Bay Isle about the project. On October 17th, John asked a member of the Harbor Bay Isle Next Door group to send a message to Mr. Layson asking him to call directly so they could address any concerns Mr. Layson had about the project. Mr. Layson never responded.

Following the City's administrative hearing on **Oct 21st, 2019** in which Mr. and Mrs. Layson and CJ Jiang showed up to voice concern about the project, FAAS agreed to meet with them to address any misunderstandings or concerns about the project. On Oct. 30th, CJ Jiang hosted a meeting at her home at 256 Ratto Rd. Approximately 13 people, invited by Ms. Jiang, attended the meeting in which John Lipp and Jim Moore discussed the project in detail and listened to feedback. Subsequent e-mails suggested a follow-up meeting in January 2020 to discuss the possibility of enhanced landscaping along the fence line, and the opportunity to continue working jointly before and during the building permit process. FAAS also offered to meet individually with any of the owners on the joint property line to further discuss the project. To date, none have responded.

On **December 4, 2019** John had a positive meeting with Scott Mclease, the new owner of Bright Horizons school and Theresa Magabo, the school's director to discuss the project. On **December 19th, 2019** John had another positive meeting with Eric Downey, Site Services Manager at Abbott Diabetes, FAAS's newest neighbor at the business park in the adjoining property previously owned by VF Outdoor.

Attachment 1:

Letter to Residences on Shared Property Line

Mailed on 6/26/18



Board of Directors

Janet Davis
President

Steve Busse
Vice President

Gail Artigaslan
Treasurer

Michael Miller, DVM
Secretary

Nancy Evans

Shelly Gable

Debborah S. Knowles

Richard J. Lee

Jim Moore

Kathleen C. Woulfe

Executive Director

John L. Lipp

June 26, 2018

Stanley and Raquel Layson
321 Ratto Road
Alameda, CA 94502

Dear Mr. and Mrs. Layson,

I am writing to you today as both a neighbor and a proud member of the board of directors for Friends of the Alameda Animal Shelter (FAAS), the nonprofit organization that supports animal welfare across our community and, under contract with the City, manages our local shelter located at 1590 Fortmann Way.

With the generous donation of a half-acre of land at the North Loop Business Park, FAAS has just begun the planning process to build a second, private facility to complement its work at the Fortmann campus. The second facility – a community and adoption center – will be dedicated to creating programs that enhance education around the human-animal bond and responsible pet ownership.

Most important to all of us at FAAS is being a good neighbor, both to the other organizations that reside in the business park as well as our residential neighbors. To that end, I would like to see if we could schedule an in-person meeting to discuss our vision for the new Community Center and get your feedback on this exciting project. We are early in the planning stage, and your voice will be critical in helping us design a FAAS Community Center that will make a big impact for the people of Alameda.

If you are able to meet in person, I will also invite FAAS board member, Jim Moore, and our executive director, John Lipp, to join us. We are happy to meet you at your home or any location that is most convenient for you. I can be reached on my cell phone at 510-908-9023 or through e-mail at nancyevans5456@comcast.net.

Thank you for taking the time to read this letter and for helping FAAS design a great Community Center for the people of Alameda.

Sincerely,

Nancy Evans, Founding Board Member
Friends of the Alameda Animal Shelter (FAAS)

Attachment 2:

Neighborhood Outreach Package

Hand Delivered While Doing Door-To-Door Outreach on 7/20/18



FRIENDS OF THE ALAMEDA ANIMAL SHELTER
1590 FORTMAN WAY
ALAMEDA, CA 94501
WWW.ALAMEDAANIMALSHELTER.ORG
FRONT DESK: (510) 337-8565

CONTACT: JOHN LIPP, EXECUTIVE DIRECTOR
OFFICE : (510) 337-8560
CELL: (415) 798-7449
EMAIL: JLIPP@ALAMEDAANIMALSHELTER.ORG

CONTACT: JIM MOORE
PHONE: (510) 655-6750
EMAIL: JMOORE@SUSTAINABLEHOODS.COM

ARCHITECT:

FORGE
500 MONTGOMERY ST.
SAN FRANCISCO, CA 94111

CONTACT: TERRI EMERY
PHONE: (415) 434-0320
EMAIL: TERRI@FORGE-SF.COM

PROPOSED PROJECT INFORMATION

FAAS COMMUNITY CENTER
2331 NORTH LOOP ROAD
ALAMEDA, CA 94502

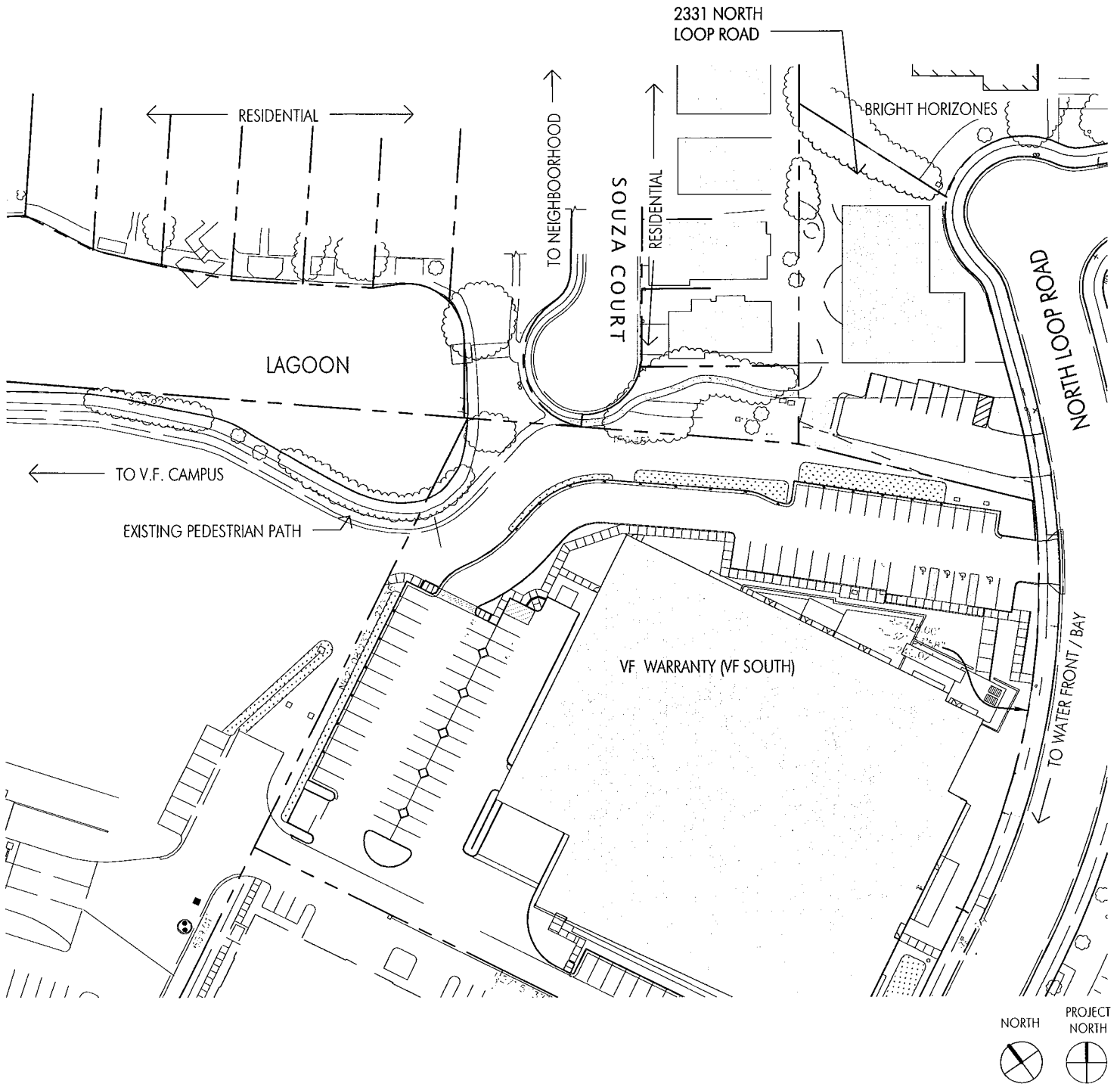
THE PROPOSED PROJECT IS A TWO STORY, APPROXIMATELY 10,600 SQUARE FOOT COMMUNITY AND PET ADOPTION CENTER TO COMPLIMENT THE EXISTING FACILITY ON FORTMAN WAY. SITE DESIGN INCLUDES INCORPORATING PUBLIC ART ELEMENTS, PROVIDE A LIGHTED PEDESTRIAN PATH CONNECTING TO EXISTING LAGOON PATH, AND COMMUNITY SEATING INTEGRATED INTO THE GARDEN TO PROVIDE AND ENCOURAGE THE COMMUNITY A PLACE TO GATHER.

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FAAS COMMUNITY CENTER
PROJECT DIRECTORY & INFORMATION

Project No: P201802
Ref. Dwg:
Date: 07/13/18
Scale: 1" = 30'-0"
Issue:

A0-0

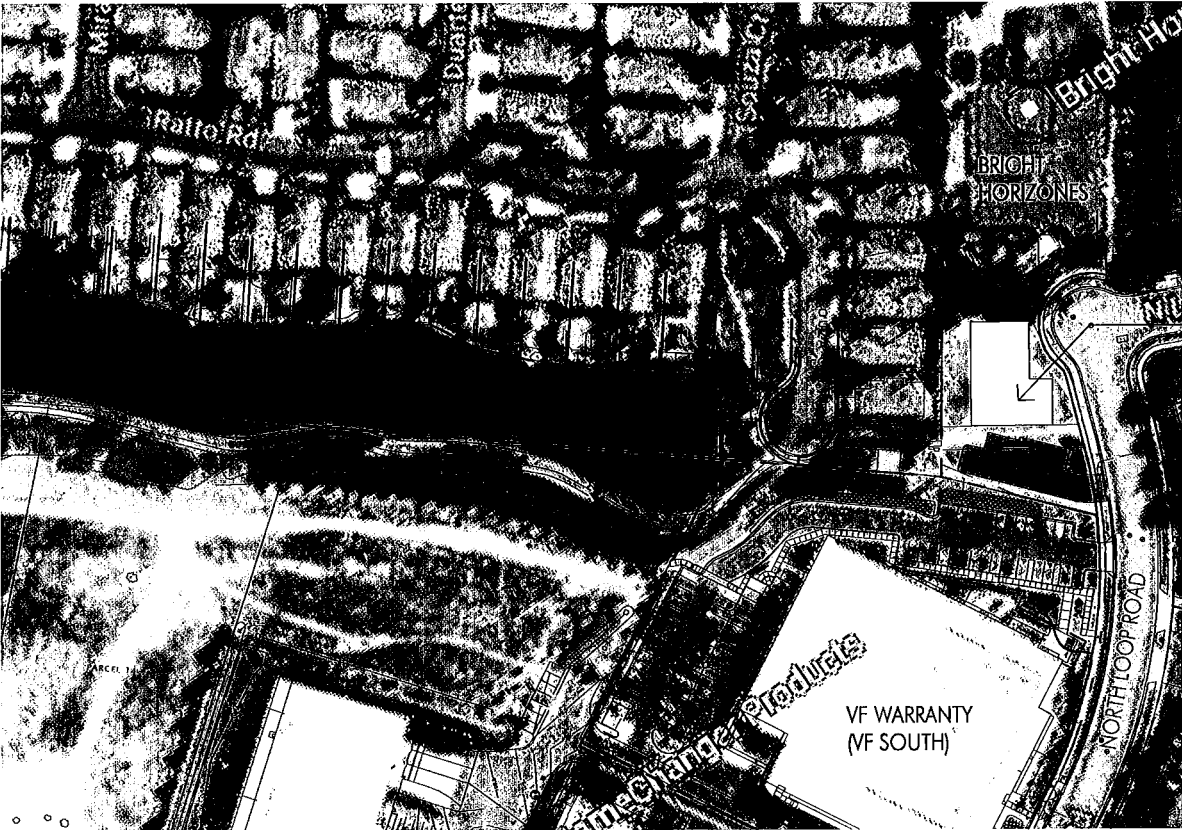


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FAAS COMMUNITY CENTER VICINITY PLAN

Project No: P201802
Ref. Dwg:
Date: 07/13/18
Scale: 1" = 80'-0"
Issue:

A0-1



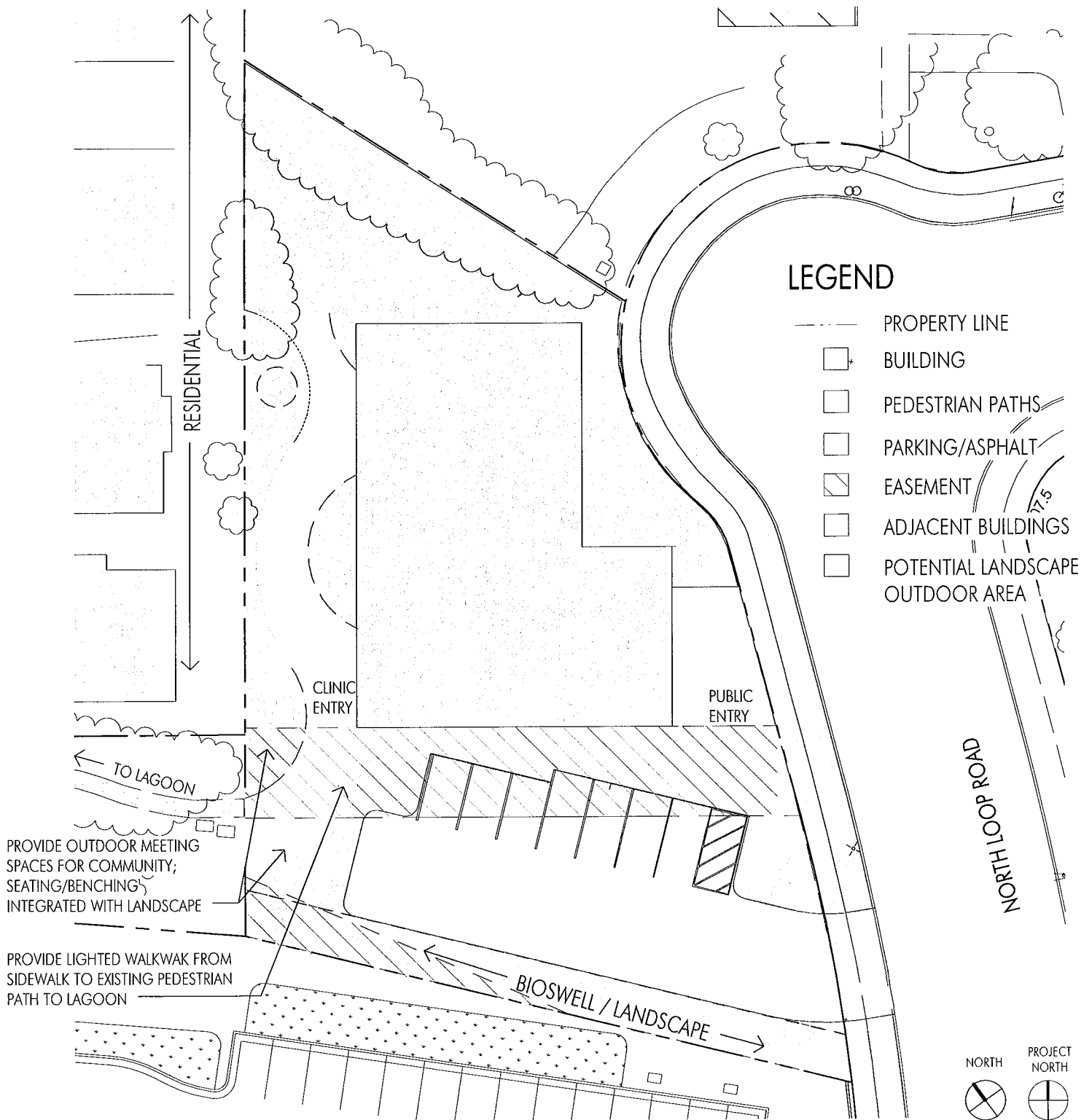
2331 NORTH
LOOP ROAD

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FAAS COMMUNITY CENTER EXISTING SITE CONDITIONS

Project No: P201802
Ref. Dwg:
Date: 07/13/2018
Scale: 1" = 160'-0"
Issue:

A0-2



SITE CONCEPT PLAN

1" = 30'-0"

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FAAS COMMUNITY CENTER

CONCEPT SITE PLAN

Project No: P201802
 Ref. Dwg:
 Date: 07/13/18
 Scale: 1" = 30'-0"
 Issue:

A0-3