



January 4, 2021

To: Andrew Thomas and Allen Tai
Building, Planning, Transportation Department

Re: Ordinance 30-12.2 #2229NS – 1,000' requirement between Bars in Business Districts.

The Board of Directors of the West Alameda Business Association unanimously approved the support of amending this ordinance at the December 16, 2020 Board of Directors meeting, to allow for bars to be located within 1000' of their location.

On Webster Street we have 3 bar locations: The Hunter, **was** at 1403 Webster Street, Fireside Lounge, 1453 Webster and Wally's, 1600 Webster Street.

The Hunter Public House, Sharon and Jason Lindley, have been excellent members of our business community for the betterment of Webster Street. They were put in a position to re-locate after failed negotiations with the landlord and walked away from their considerable investment. This restriction prohibits them from continuing their thriving business on Webster Street. There was a bar at their desired location for many years. The Fireside Lounge is also in full support of their re-location within the 1000'. This isn't creating a new bar, just a location change.

We understand the value of the nightlife economy. This is not creating competing businesses in a close range, but instead creates a vibrant social cluster for a variety of generations.

Please let me know how I can assist the City Staff and City Council to consider our request. Thank you in advance of your consideration.

Linda

Linda Asbury
Executive Director
West Alameda Business Association
linda@westalamedabusinessassociation.com

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January 11, 2021

Allen Tai, Andrew Thomas

One of WABA's primary goals is to have a more robust nightlife experience within the District. Our vision is to retain/enhance clusters of similar types of commercial enterprises. This nightlife includes the local bar scene. The Alameda Municipal Code section 30-12.2 restricts the number of bars within the District. Numerous studies have found creating a critical mass of businesses, especially night life, generates a better retail environment and supports the overall District business health.

Based on our time with the from the National Main Street Program consultant, and a tour with a previous State of CA Main Street program director, WABA feels that removing section 30-12.2 will overcome one of the Districts continuing impediments to its growth and hopes for becoming a neighborhood destination.

In addition, our analysis of the District shows that the distance between the far ends of the District along Webster Street, from Atlantic to Central, is only 3000'. The code specifics of section 30-12.2 thus restricts the Webster Street Business District to three bars, which is well under the number of bars that a neighborhood destination requires to thrive and grow.

We understand the value of the nightlife economy. This is not creating competing businesses in a close range, but instead creates a vibrant social cluster for a variety of generations. As well as enhancing the walkability experience on Webster.

Regards,

Linda

Linda Asbury
Executive Director
West Alameda Business Association
linda@westalamedabusinessassociation.com

12/9/2020

Attention of:

Andrew Thomas & Allen Tai

We have recently discovered that there is a law prohibiting bars to be within 1000' of each other here in Alameda. This letter is to ask for a zoning amendment to rule 30-12.2, Ordinance # 2229NS. My husband and I operate The Hunter Public House located at 1403 Webster St., Alameda, Ca 94501. Our lease is ending at this location Dec 31st 2020 and we would like to transfer our 48 liquor license one block to 1436 Webster St. the former Island Paradise Club. This location also had a 48 license but it has transferred out for a period of over a year.

We would like to point out that we are not proposing adding another bar to Webster St. just moving one block, we believe that 1403 Webster St. will no longer be a bar as the landlord has asked us to remove the license and all bar fixtures from the building.

The Fireside Lounge is the only bar within 1000' radius of our proposed new location and we have the full support of the move from Sandy Russel the bar owner as well as WABA. The Hunter has been working in the community for 3.5 years and we would like to remain on the West End and continue to build our clientele. In the short time that we have been here we have worked with our community and built strong relationships, we have organised fundraiser, worked with the City of Alameda on restaurant week as well as provided service to Economic development team & supported local schools & The Boys & Girls Club, we are very happy in this community and would like to pursue this new opportunity to stay on the West End.

During Covid-19 we have lost four bars on Alameda and The Hunter Public will be the fifth, while it's extremely challenging to do business at this time we are optimistic that we will move forward and succeed at this new location.

Sincerely,

Sharon Lindley
Proprietor



Date:

12.9.2020

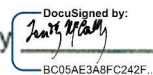
Jason Lindley
Proprietor



Date:

12.9.2020

Catherine McCarthy
Residual Trust

DocuSigned by:

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Date:

12/9/2020

Timothy McCarthy
Trustee

DocuSigned by:

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Date:

12/9/2020