



Pyramid Hotel Group
One Post Office Square, Suite 3100
Boston, Massachusetts 02109
Tel: 617-412-2800
Fax: 617-412-2866

November 3, 2015

Members of the Zoning Adjustments Board
c/o Greg Powell, Secretary
City of Berkeley
2120 Milvia Street
Berkeley CA 94704

**RE: 2129 Shattuck Avenue
Berkeley, CA**

Dear ZAB Commissioners,

Pyramid Hotel Group is pleased to present its refined hotel project. We are confident that the new hotel will define downtown Berkeley as a premier destination. This letter and attachments define what the planned hotel will provide to the Berkeley community, as well as to the traveling public which will be visiting and staying in Berkeley.

You will notice that we have eliminated the residential component of the hotel. This change in program allows us to focus on the quality of the hotel, the guest experience, and the benefit to the community which we can provide – through the construction of the hotel and through our long-term commitment as the hotel's operator.

The hotel concept we are developing has experienced a high degree of success in many locations, and lends itself and its staff to become a very positive contributor to the growing vibrancy of the Berkeley community. Among the features of this hotel are:

- Large, comfortable lobby
- 12,000 square feet of meeting space:
 - 7,000 interior meeting space
 - 5,000 exterior meeting area offering all-weather flexibility
- Fitness center
- Roof deck swimming pool
- Room service
- Integral restaurant and bar
- Spacious suite-type rooms
- Breakfast included for each guest
- Valet parking for over 100 cars
- Expected average daily rate (ADR) of \$250-\$275

The proposed hotel is an asset to the community especially as an urban infill project. The many benefits to the community include:

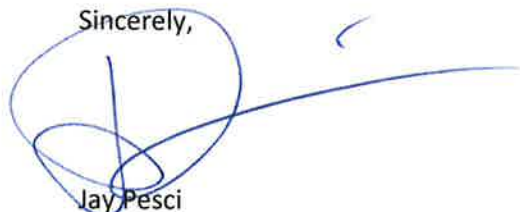
- Two blocks from a major BART station providing arrival by BART from both local airports
- Average of 500 hotel guests per day engaging in local Berkeley businesses
- Increases “walkability” for downtown guests to meeting space, University, two world class museums, Brower Center, sports venues, Berkeley Rep, Jazz School, and other theatres
- Literally “urban infill”, completing the building out of Center Street, enhancing the urban experience walking from BART station through the University campus
- LEED Gold ® building standard
- No impact on view corridor from Campanile Way
- No impact on adjacent historic structures.

While any large building will provide increased local property tax revenue and bonding capacity, this project brings added, and very localized benefits:

- Approximately 100 permanent union hotel worker jobs
- Over 250 union construction jobs for over 18 months
- Specialized efforts to source materials and workers from Berkeley and Alameda County
- Berkeley Transient Occupancy Tax (TOT) of 12% of room revenue -- approximately \$3 million per year
- Advanced transportation demand management (TDM) with transit pass program to reduce car use
- Ability to activate rotating artwork both inside and outside the hotel

We have included some images of similar projects we have completed or are in the process of completing currently. We are proud to include the City of Berkeley and its residents as our partners on this project and look forward to working through the approval process.

Sincerely,



Jay Pesci

Senior Vice President

Attachments:

1. Presentation for ZAB
2. Drawings and renderings.

2129 SHATTUCK

Mixed-Use Hotel

EIR Scoping and Preview

Center Street
Partners LLC

November 2015

Professional Team



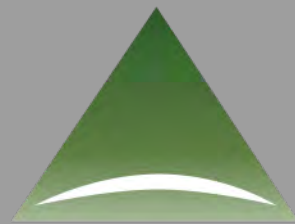
TAECKER
PLANNING & DESIGN



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**PYRAMID
HOTEL GROUP**

Passionate People. Proven Results.

ZONING ADJUSTMENTS BOARD

EIR SCOPING AND PREVIEW FOR 2129 SHATTUCK

AN UPSCALE MARRIOTT BRANDED HOTEL

MARRIOTT RESIDENCE INN BERKELEY (322 KEYS)

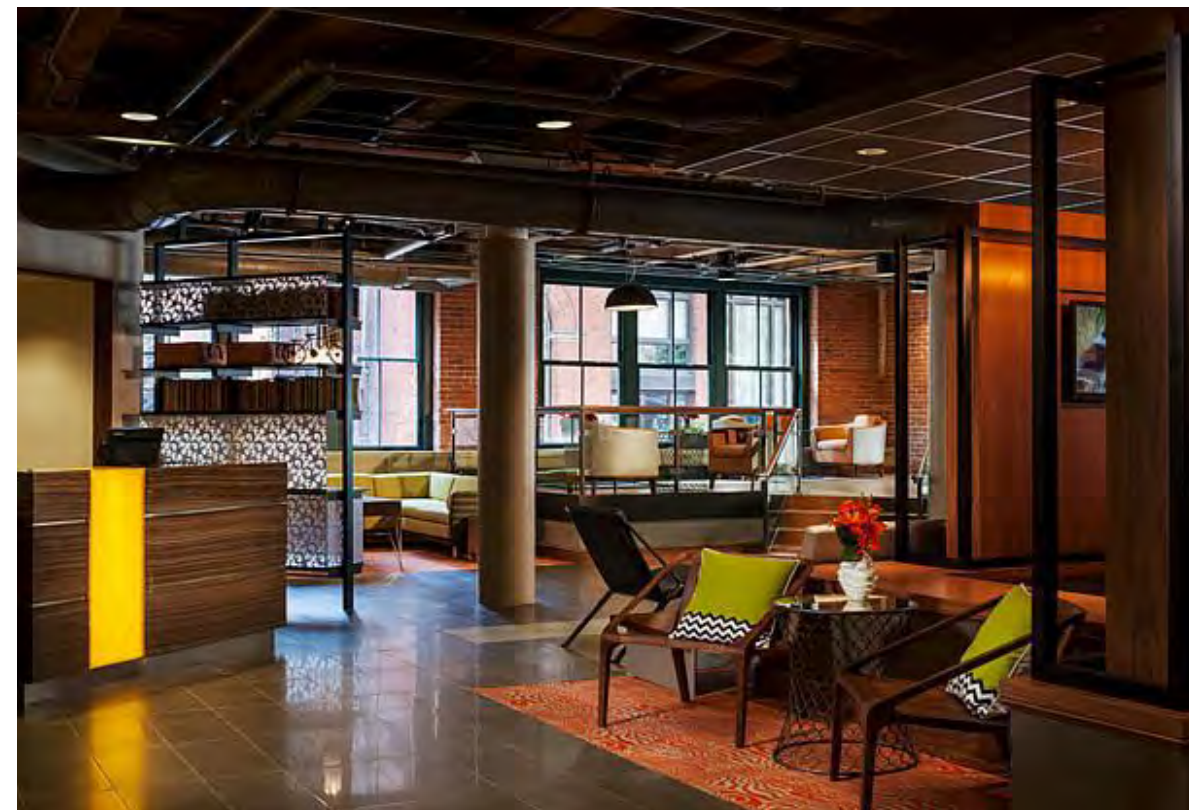
Room Features

- **332 luxury – One bedroom, two bedroom, and studio suites (685 SF/key)**
 - Two 32" color televisions
 - Living room – Comfortable seating area
 - Desk/Work Area
 - Small kitchenette with microwave & refrigerator
 - State of the art interior design



Hotel Features & Amenities

- **Fitness center and outdoor pool**
- **11, 000 SF (indoor and outdoor) of state of the art meeting space**
- **Welcoming/social lobby and business center**
- **Upscale full-service restaurant & bar**
 - Serving lunch & dinner w/ room service available
- **Valet parking and bell service**
- **Daily full breakfast buffet and managers reception**



MARRIOTT RESIDENCE INN - COMPETITIVE SET

Hotel Name	Keys
Marriott Residence Inn Boston Downtown Seaport District – Pyramid Managed	120
Marriott Residence Inn Boston Back Bay Fenway – Pyramid Managed	175
Competitive Set	
Marriott Boston Long Wharf	412
Boston Harbor Hotel	230
The Seaport Hotel	428
Residence Inn Boston Harbor On Tudor Wharf	168
Renaissance Boston Waterfront Hotel	471
InterContinental Boston	424



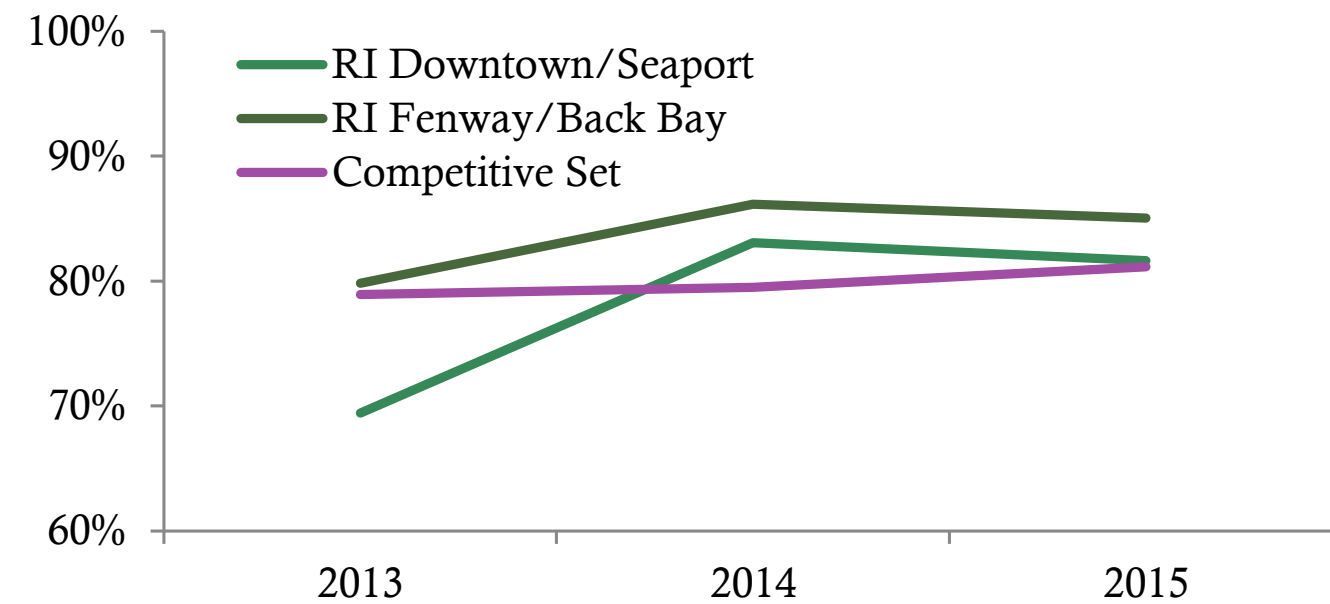
MARRIOTT RESIDENCE INN - PERFORMANCE

Competitive Set Analysis

Occupancy Statistics

Occupancy (%)	Running 12 Month*		
	2013	2014	2015
RI Downtown/Seaport	69.4	83.1	81.6
RI Fenway/Back Bay	79.8	86.1	85.1
Competitive Set	78.9	79.5	81.2

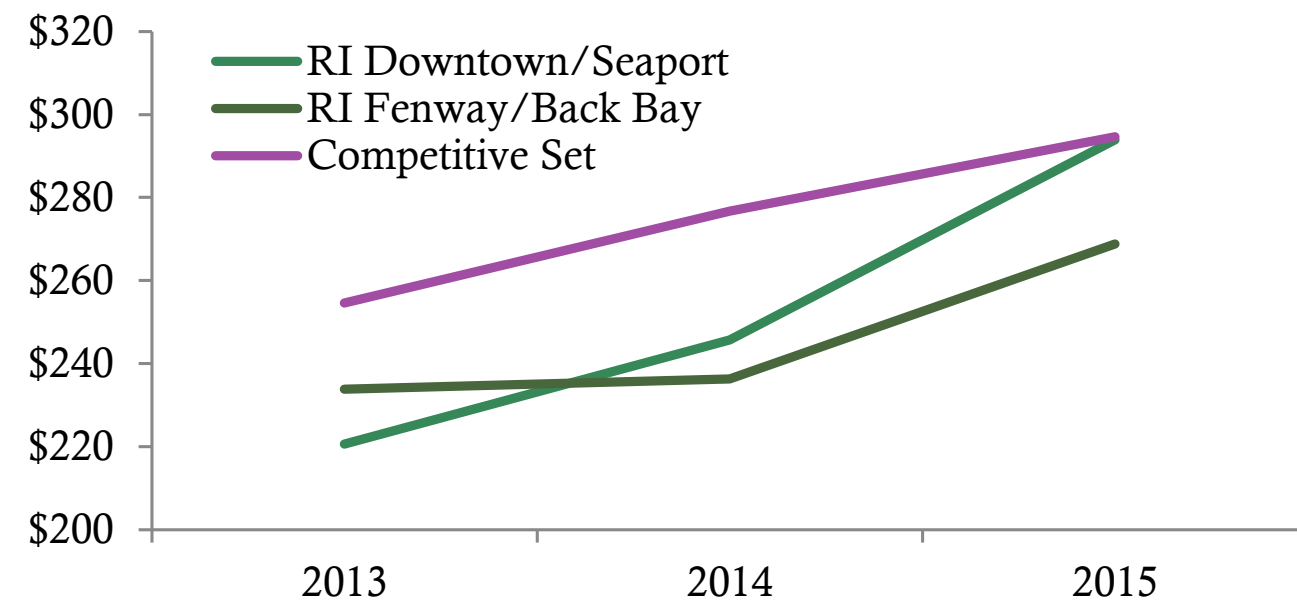
* LTM as of September 30



Average Daily Rates

ADR	Running 12 Month*		
	2013	2014	2015
RI Downtown/Seaport	220.66	245.70	293.96
RI Fenway/Back Bay	233.85	236.26	268.82
Competitive Set	254.62	276.77	294.69

* LTM as of September 30



MARRIOTT RESIDENCE INN - AN ELITE BRAND

Residence Inn Boston Back Bay/Fenway



- Ranked #8 of 82 Hotels in Boston
- 94% of reviews “Excellent” or “Very Good”

“The Residence Inn in Back Bay offers a large, comfortable room, with all the amenities to make a multi-day visit very comfortable. Staff is very attentive, the entire place is immaculate, with attractive furnishings. It is close to the T, and within walking distance of many restaurants and, of course, Fenway Park.”

- Marriott Rewards Member Review

Residence Inn Boston Downtown/Seaport



- Ranked #11 of 82 Hotels in Boston
- 95% of reviews “Excellent” or “Very Good”

“I arrived in my room to find it very appealing; clean, spacious and modern. Internet connection was fast. The hotel has a wonderful history and I was very impressed that the structure maintained a lot of the historical architecture and details.”

-Marriott Rewards Member Review

Corporate Accounts & Demand Generators



Northeastern University



HARVARD
MEDICAL SCHOOL

Corporate Accounts & Demand Generators



THOMSON REUTERS



GRAND CIRCLE TRAVEL



MARRIOTT RESIDENCE INN BOSTON SEAPORT

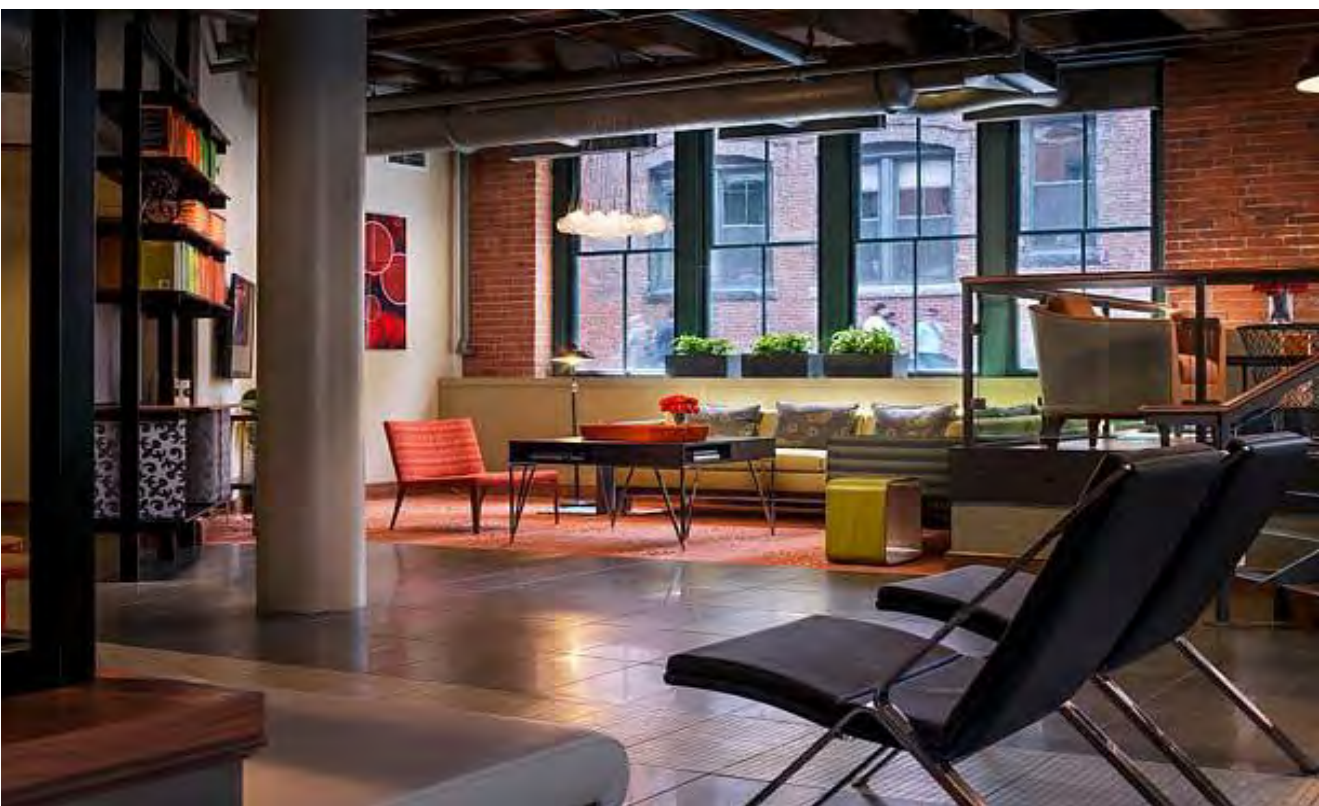
Comfortable, Luxurious Bedrooms



Spacious Living Area



Upscale Lobby/Lounge Area



Elegant Exterior



MARRIOTT RESIDENCE INN BOSTON FENWAY

Fully Functioning Living Space



Modern Lobby/Seating Area



Terrace w/ Seating & Televisions



Modern Urban Exterior



MARRIOTT RESIDENCE INN - AMENITIES

Recreation & Fitness



Conference Area & Banquet Room



RESTAURANT & DINING CONCEPTS

Casual Bar & Lounge Area



Formal Sit Down & Dining



MARRIOTT RESIDENCE INN - A NEW LOOK

The Residence Inn brand has evolved into an upscale, urban focused brand as evidenced by the performance of existing hotels and new Residence Inn hotels currently under construction.

Residence Inn Tucson, AZ (Under Construction)



Residence Inn Johns Hopkins (Under Construction)



BUILDING PROGRAM

RETAIL

Bank of America: 6,480 SF
Restaurant: 6,465 SF
Café: 1,470 SF

HOTEL (Floors 1-16)

332 Rooms

- Lobby Restaurant and Bar: 5,460 SF

Conference Facility: 10,950 SF

- Third Floor: 5,100 SF with 4,500 SF covered deck expansion
- Ground Floor – Meeting/Private Dining: 1,350 SF

PARKING (Floor 2)

Total Spaces: 97

Self Park: 14
Valet: 80
Share: 3

BUILDING HEIGHT

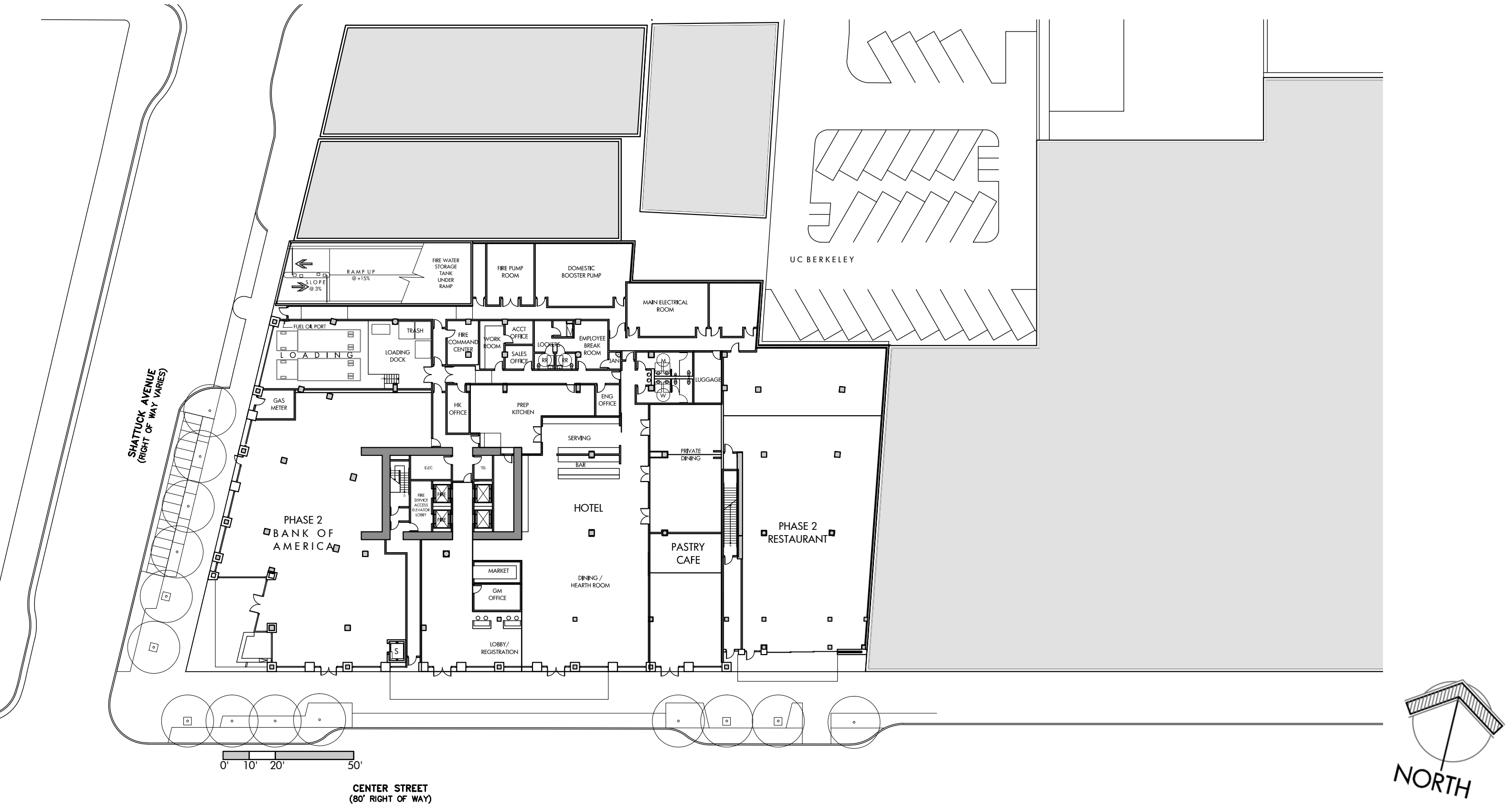
Upper Tower Roof	168'
Middle Tower Roof	120'
Lower Streetwall	37' - 44'
Level 3 Conference	15' floor-to-floor (+5')
Ground Floor (at mid point)	16' floor-to-floor (+2')

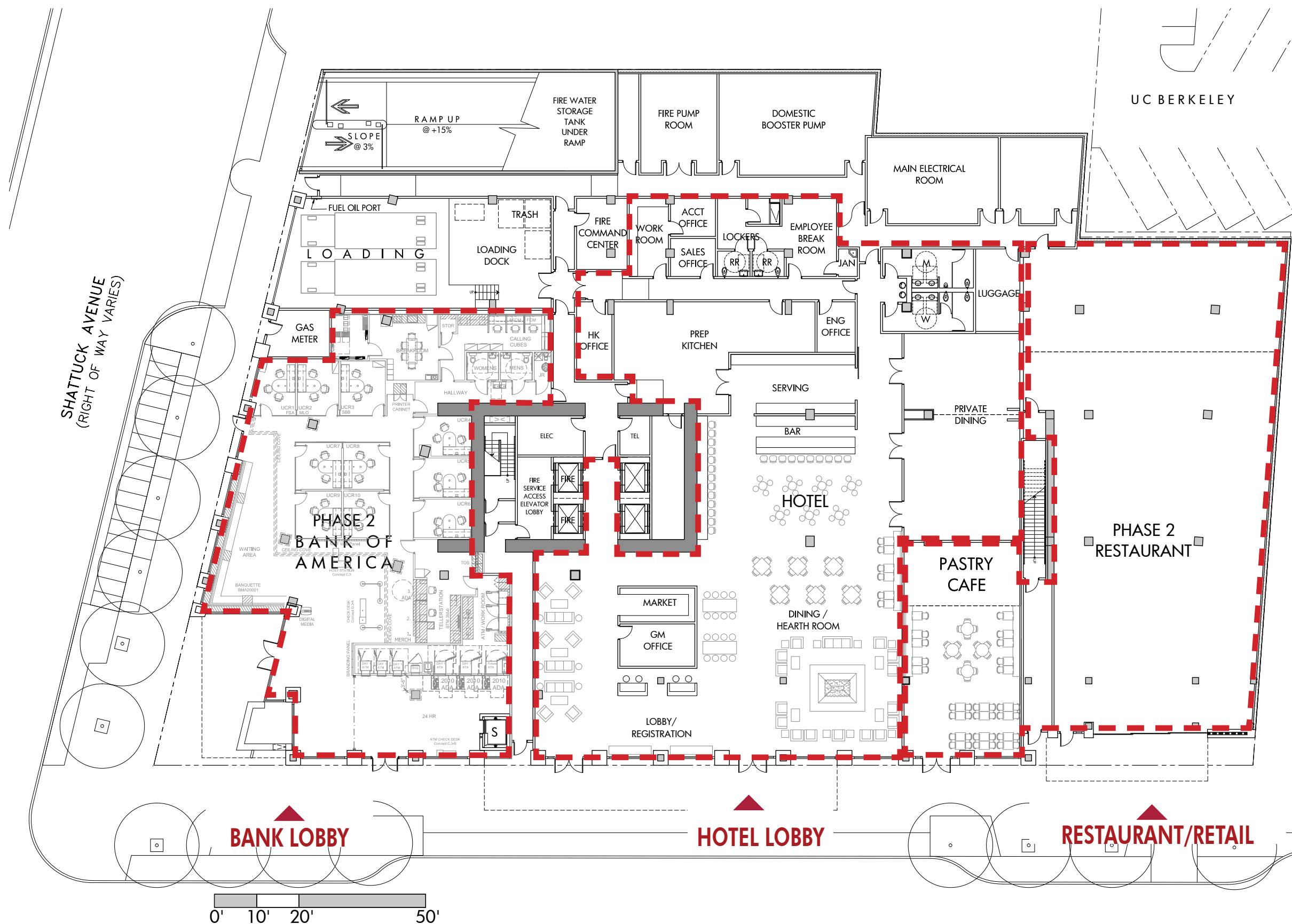
Key Project for Downtown Berkeley – Why This Project is Right for Berkeley

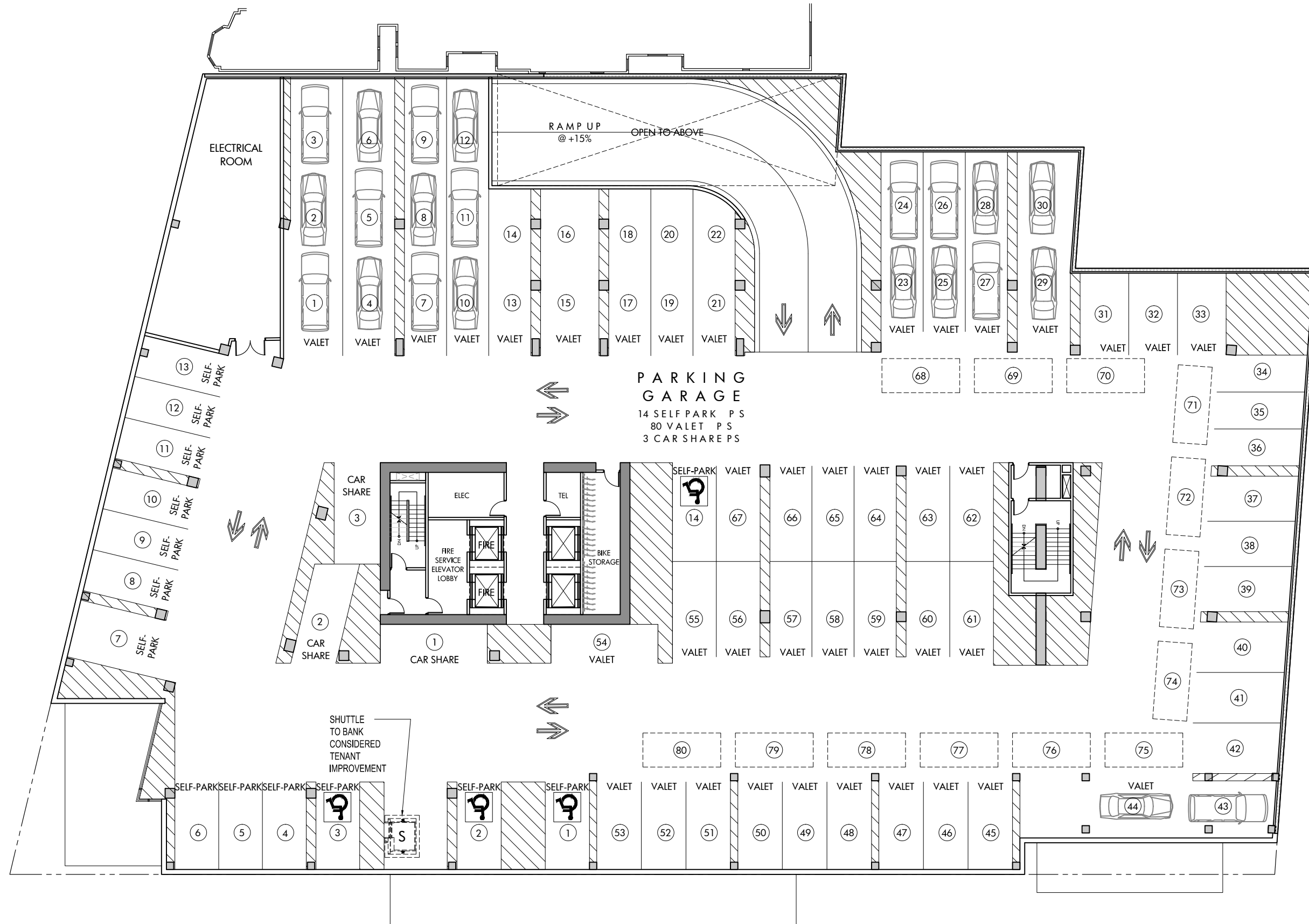
- **Transform this key downtown site into an active and dynamic center** for Berkeley - Strengthen downtown as a visitor destination.
- **Provide Significant Conference and Meeting Facilities**
- **Support Downtown Businesses by increasing the patron base** for downtown shops and cultural activities.
- **Enhance streets and make a more active and sustainable downtown** – with hotel guests and retail, restaurant and café at the street.

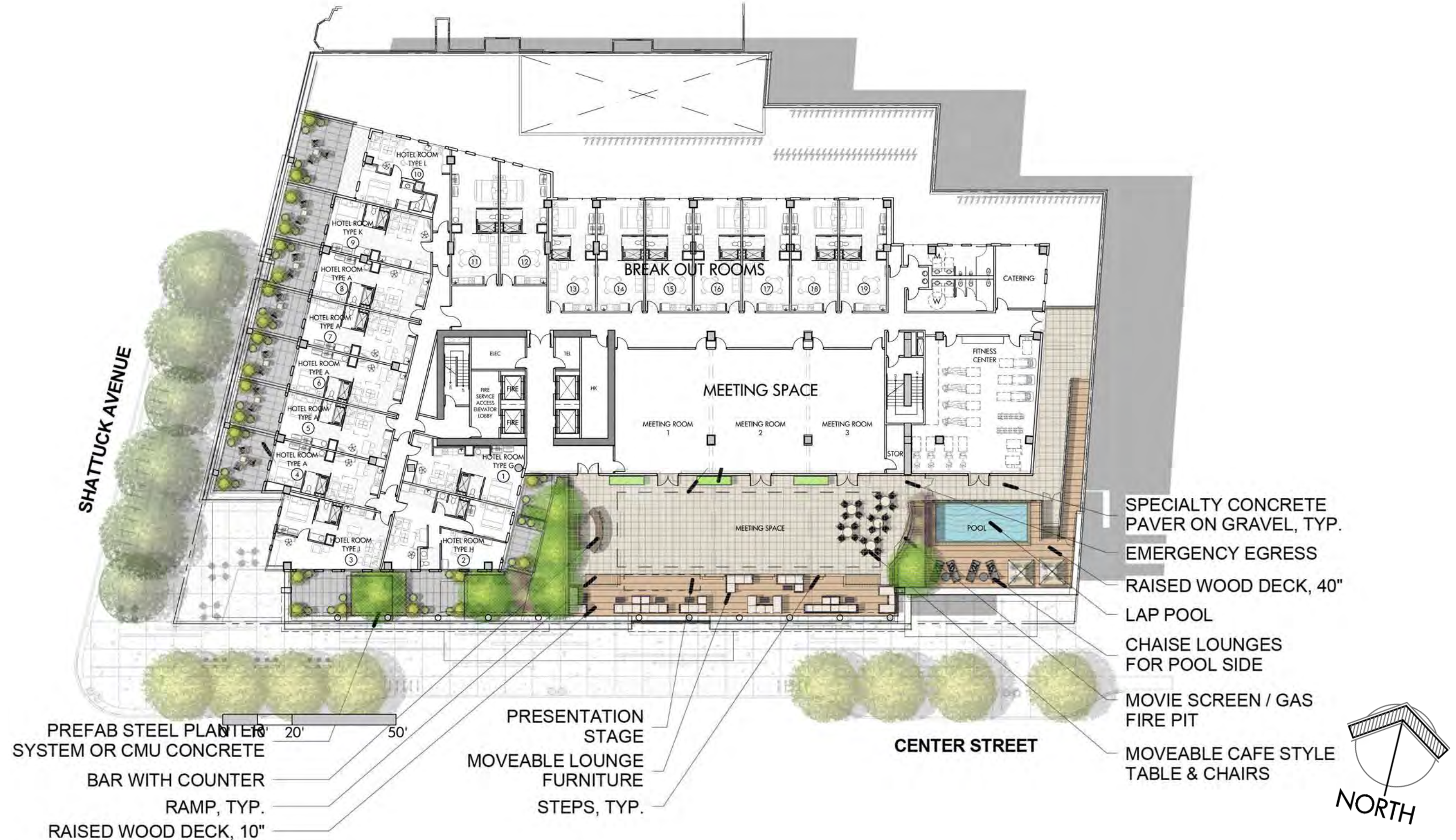
Key Project for Downtown Berkeley – Why This Project is Right for Berkeley

- **Increase continuous and active storefronts, and strong architectural base** – reflecting the DAP design guidelines.
- **Deliver LEED Gold performance** and create an environmentally advanced building.
- **Locate high-rise development near BART** and support Transit policies of downtown Berkeley



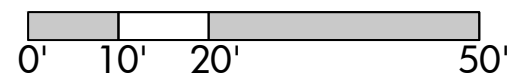
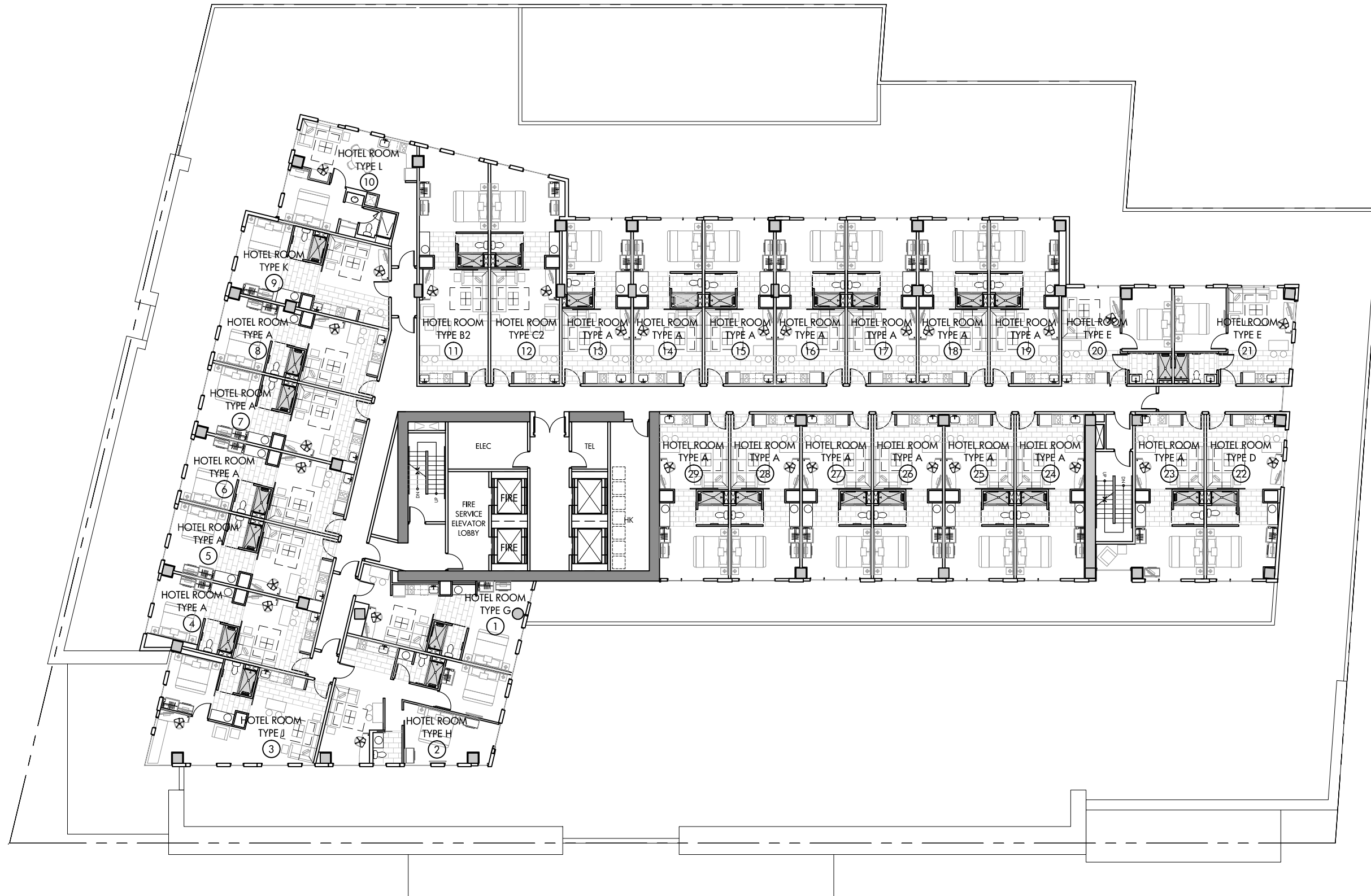


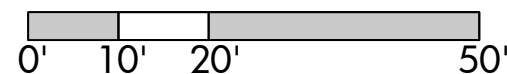
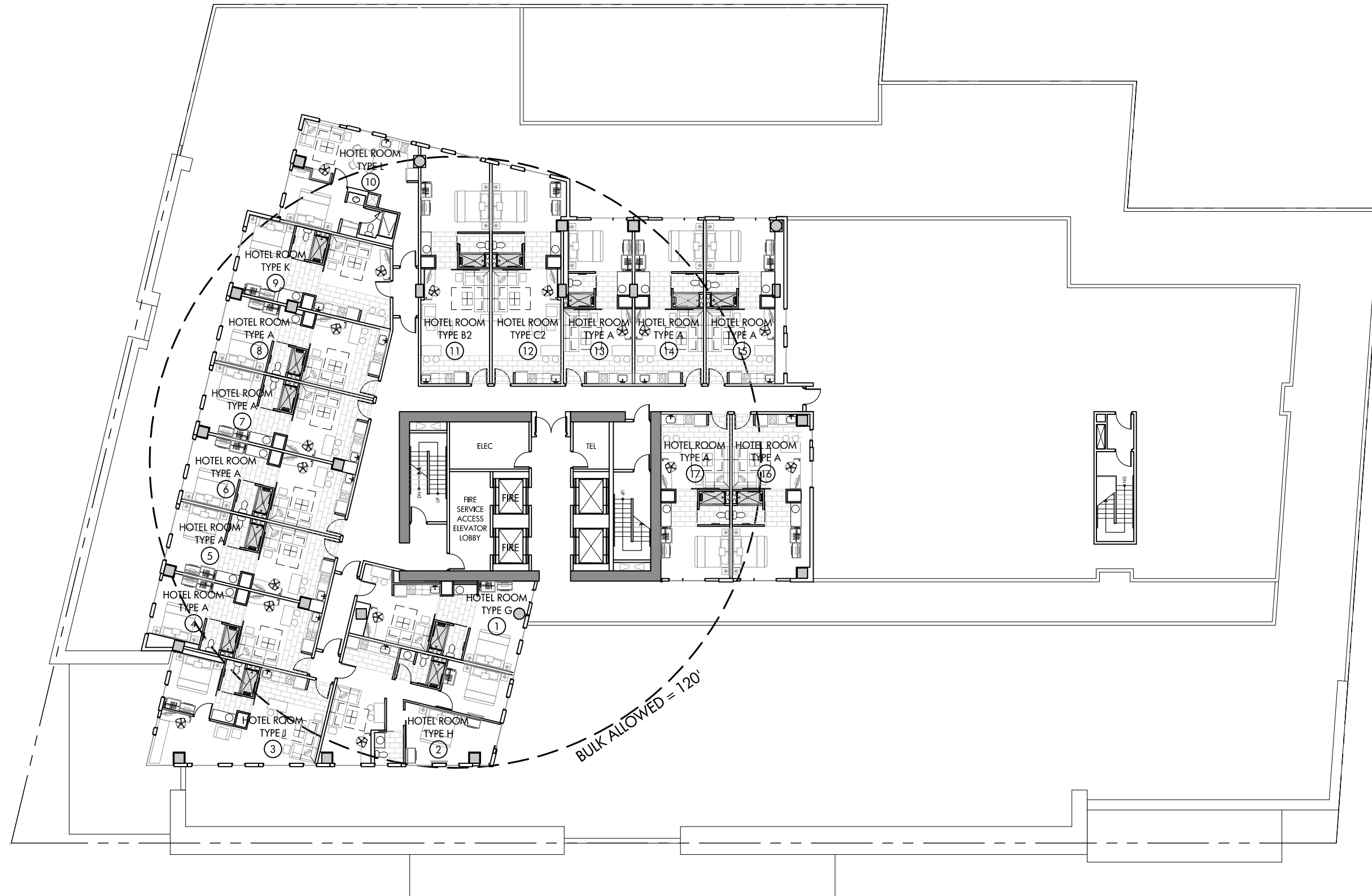


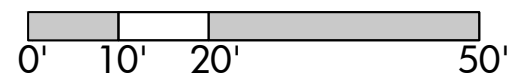
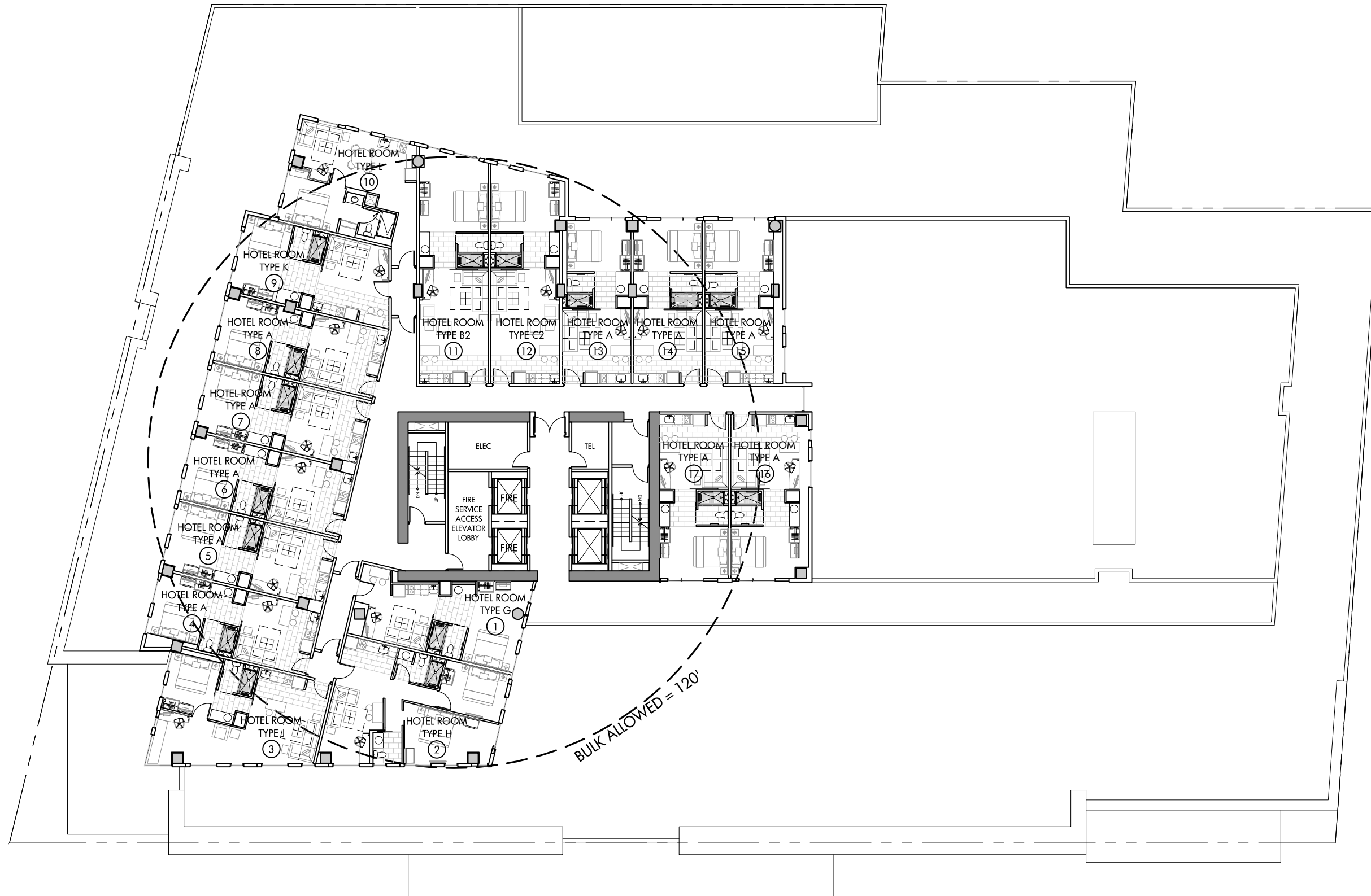












LANDSCAPE and CORNER PLAZA







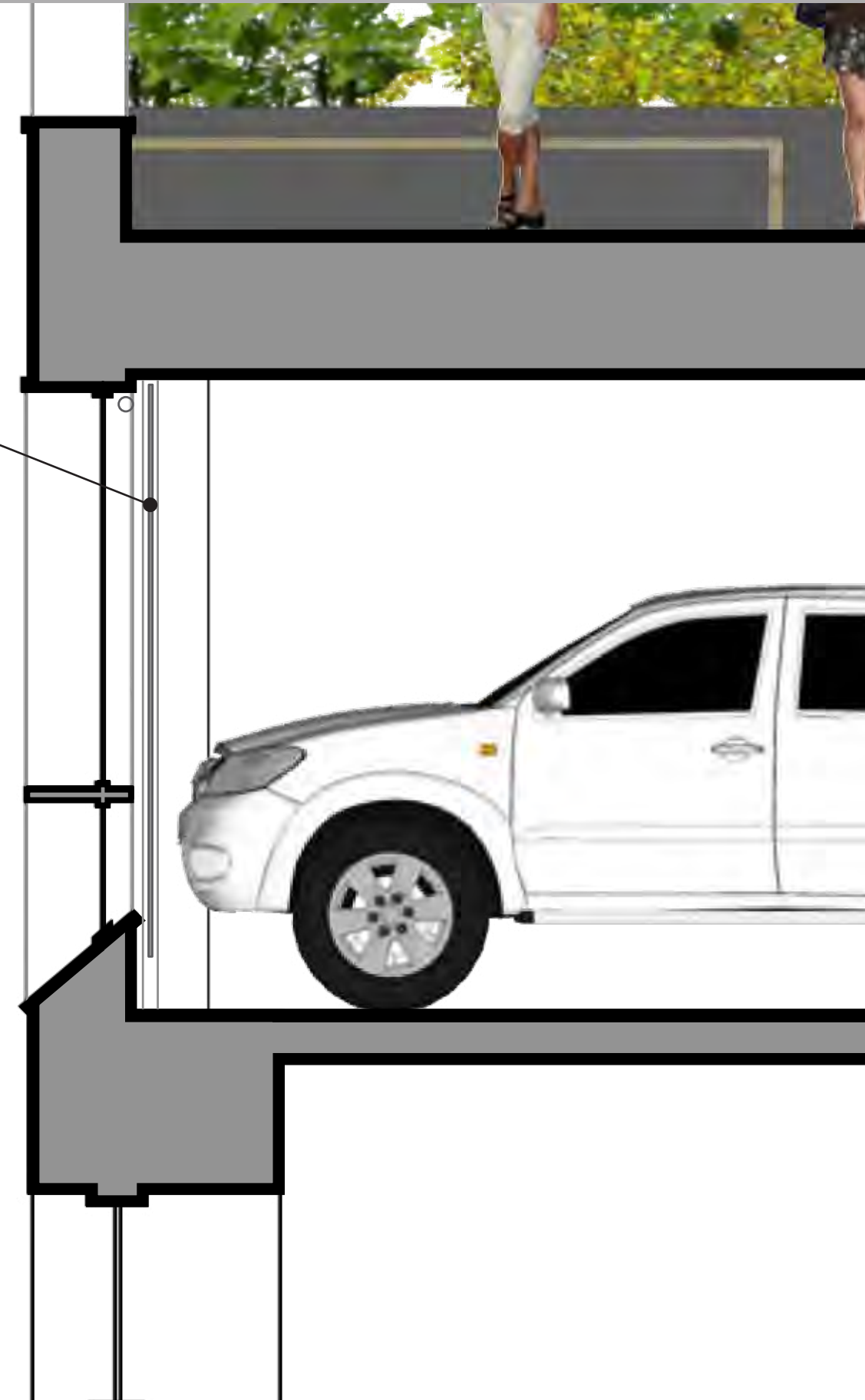


SHATTUCK AVENUE FACADE





SOLID PANEL
SCREEN ENCLOSED
GARAGE













CENTER STREET
FACADE











Center Street Facade - Night Lighting





BUILDING MASSING







2129 SHATTUCK

Mixed-Use Hotel

EIR Scoping and Preview • November 2015









SOUTH ELEVATION



NORTH ELEVATION

