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,

[Signature]

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
CONTENTS

1.0 HOTEL DESCRIPTION
2.0 PYRAMID EXPERIENCE
3.0 FLOOR PLANS and PROGRAM
4.0 CORNER PLAZA
5.0 SHATTUCK AVENUE FACADE
6.0 CENTER STREET FACADE
7.0 BUILDING MASSING and URBAN CONTEXT
ZONING ADJUSTMENTS BOARD

EIR SCOPING AND PREVIEW
FOR 2129 SHATTUCK

AN Upscale Marriott Branded Hotel
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

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Keys</th>
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<tbody>
<tr>
<td>Marriott Residence Inn Boston Downtown Seaport District – Pyramid Managed</td>
<td>120</td>
</tr>
<tr>
<td>Marriott Residence Inn Boston Back Bay Fenway – Pyramid Managed</td>
<td>175</td>
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</tbody>
</table>

## Competitive Set

| Marriot 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  |

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![Marriott Boston Long Wharf](image1.jpg)  ![Boston Harbor Hotel](image2.jpg)  ![InterContinental Boston](image3.jpg)
MARRIOTT RESIDENCE INN - PERFORMANCE

Competitive Set Analysis

Occupancy Statistics

<table>
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<th>Occupancy (%)</th>
<th>Running 12 Month*</th>
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<tbody>
<tr>
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<td>2013</td>
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<tr>
<td>RI Downtown/Seaport</td>
<td>69.4</td>
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<td>Competitive Set</td>
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* LTM as of September 30

Average Daily Rates

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<tr>
<th>ADR</th>
<th>Running 12 Month*</th>
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<tbody>
<tr>
<td></td>
<td>2013</td>
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<td>233.85</td>
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* LTM as of September 30
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

- Boston Children’s Hospital
- ale SOLUTIONS
- MERCK
- toast
- Northeastern University
- BOSTON UNIVERSITY
- Boston RED SOX
- HARVARD MEDICAL SCHOOL
- BCEC
- VERTEX
- THOMSON REUTERS
- FIDELITY INVESTMENTS
- GCT
- GRAND CIRCLE TRAVEL
- Gillette
- John Hancock INVESTMENTS
MARRIOTT RESIDENCE INN - AMENITIES

Recreation & Fitness

Conference Area & Banquet Room
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)
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’)

ATTACHMENT 4
ZAB 11-12-15
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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
FLOORS 13-16 - Hotel Tower (Typical)
SECTION 4

LANDSCAPE and CORNER PLAZA
Corner Plaza Landscape Furniture
Shattuck Elevation Corner Coffee Kiosk
Shattuck Elevation
Center Street - Visual Connection to Terrace
SECTION 7

BUILDING MASSING
SOUTH & NORTH ELEVATIONS IN CONTEXT

SOUTH ELEVATION

NORTH ELEVATION
EAST & WEST ELEVATIONS IN CONTEXT

EAST ELEVATION

WEST ELEVATION