



August 15, 2017

City of San Leandro Planning Department
835 East 14th Street
San Leandro, CA 94577

Re: Application for a Conditional Use Permit at 575 Marina Blvd. for Enterprise Car Sales, Enterprise Rent-A-Car and Enterprise Truck Rental

Dear Planning Department:

This written statement is in regards to applying for a Conditional Use Permit to restore the property located at 575 Marina Boulevard to what it was meant to be which is a high volume car sales operation operated by Enterprise Car Sales. In addition, Enterprise will also operate car rental, light duty truck rental, rideshare (vanpool) and administrative and maintenance functions at this location. Enterprise has had a long business partnership with the City of San Leandro as our first Bay Area Headquarters was based in San Leandro as well as our first car sales operation. By allowing us to operate in a turnkey dealership site such as 575 Marina, it will solidify our business partnership with the City and community for the next 20+ years.

Our operations will meet the requirements of the Industrial General zoning code and more importantly will be consistent with the Special Overlay District requirements and will be compatible with adjacent uses (i.e. existing Volvo dealer). This location is ideal for our business as we look to expand our Certified Pre-owned Car Sale division so that we are direct competitors to brands such as Car Max with the major exception being that we only sell the "cream of the crop" vehicles from our rental division. This means that the vast majority of our vehicles for sale will be 3 years old or newer, with very low mileage. In fact, our vehicles for sale will be much newer than many of the used cars that other car sale dealerships in the vicinity offer for sale. I would invite you to view our existing inventories at <https://www.enterprisecarsales.com/> which will also demonstrate the level of professionalism of our operations and Brand. In addition, not only will our operations be in line with what this site was meant for, it will allow us to consolidate our various operations from other existing locations in San Leandro which may also favor the City of San Leandro's master plan. We would relocate

our existing Car Sale location on East 14th Street (next to the Bal Theater) and would potentially offer this property for sale, working with the City to find a buyer with a more fitting use for the property (potentially a parking operator to support the Bal Theater). We would also relocate our rental operations from Orchard Avenue which is a more residential area. We would also relocate our Truck Rental operations from Oakland and our Rideshare and East Bay Administrative operations from San Ramon bringing in more additional revenue and employees to San Leandro. This would bring a significant number of jobs to San Leandro as well as additional revenue to the City from our business operations currently located in Oakland.

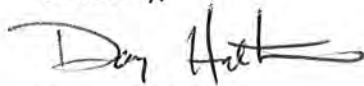
Secondly, our operations will not adversely affect the health of any persons residing or working in the area and in no way would we be detrimental to the surrounding property or neighborhood. In fact, by returning the property to a predominately a Car Sale dealership with global brand recognition, our use will benefit all of the other similar businesses in the Marina Automall area, especially east of Alvarado Street. Also, with almost five and a half acres of space, we will have plenty of parking to ensure all of our company and employee vehicles will be contained on the property and not parked on city streets. Our operations will operate during the same times that the surrounding auto businesses are open with our main Car Sale operations hours being 10:00 AM to 8:00 PM Monday through Friday, 10:00 AM to 7:00 PM Saturday, and 11:00 AM to 5:00 PM on Sunday. Our secondary rental operations (car & truck) will have hours from 7:00 AM to 6:00 PM Monday through Friday and 9:00 AM to noon on Saturdays and closed on Sundays. Our maintenance operations will not bring on any new chemicals or products that are not currently being used at the site by the current occupant. In summary, our operations will not harm the surrounding area in any way, and will play a major role in transforming this area from non-conforming uses to a use more compatible with the Marina Automall area.

Furthermore, our proposed use will not create negative impacts on traffic or create demands exceeding the capacity of public services and facilities. Our Car Sale division operates primarily by referral and appointments allowing us to space out our business throughout the day. Our Truck Rental division almost exclusively delivers their vehicles to their customers and our Car Rental division offers both free pick up service and delivery to minimize the traffic and parking issues. In addition, our maintenance/service operations will only be for our company owned vehicles and will not be open to the public, therefore mitigating traffic congestion which may be experienced at other car dealerships with service facilities open to the public.

We ask that you support our application for a Conditional Use Permit at 575 Marina Boulevard. Enterprise operations will bring an estimated \$35 to \$40 million in annual revenues and will bring more than 60 full time positions and more than 35 part-time positions to San Leandro. This site will allow us to expand our growing Car Sale operations and relocate our existing facilities on East 14th Street and Orchard Avenue so they can be used for purposes more conducive to those areas. And finally, it will bring a major global brand to Marina Blvd. with state of the art tradedress, returning the site to its original use which is a major high volume car sale dealership.

Thank you for your consideration in this matter. Your time and dedication to this project is greatly appreciated.

Sincerely,

A handwritten signature in black ink that reads "Doug Hattori". The signature is fluid and cursive, with a long horizontal stroke at the end.

Doug Hattori
Group Operations Manager
Enterprise Rent-A-Car Co of San Francisco, LLC
(925) 464-5126
Douglas.Hattori@ehi.com