

Ennerdale 428 Lincoln LLC

Monday, June 14, 2021

City of Orange
Redevelopment Agency
Planning Commission

Re.: CUP Application for ex-JR Motel
428 East Lincoln Avenue
Orange, California
28-Room Lodging Property

To Whom It May Concern:

The above captioned property has been acquired by the applicant, Ennerdale 428 Lincoln LLC, to reopen the facility as a transient occupancy business. This letter is accompanying with our Land Use Project Application to seek Conditional Use Permit as a transient lodging facility and to answer some of the key concerns that the City may have on the future operations.

For starter, we understand that this property had a history of incompliance to its intended use, and we would like to reassure the City that the going-forward operations under this new ownership will comply with operations in accepting predominately transient occupants for 30 days or less stays. The following subjects are explanations one concerns of the City for the subject property:

HOTEL OPERATION

The property will remain as an independent hotel in the beginning stage, with a new name "Aspire Inn & Suites" to differentiate itself from its history. Once reopened, the hotel will begin its advertising and online reservation access through industry customary platforms such as Expedia and Hotels.com.

Target guests will be focusing on traditional transient occupants in the City of Orange neighborhood, the business travelers in the light industrial businesses in the neighboring cities, and travelers connected to the Kaiser Permanente Lakeview Medical Center, all within a five-mile radius.

Ennerdale 428 Lincoln LLC

KITCHEN FACILITY

The current kitchen facility far exceeds the limited-service hotel capacity (breakfast offering); however, it would complement operations in a boutique refined-service hotel setting. Once reopened, further clientele mix will be reviewed and evaluated on higher rate options for meal-inclusive rate types (similar to a bed-and-breakfast). If the client source from the industrial parks and Kaiser proved to be substantial, the meal-inclusive rate structures will be designed and be competitive against larger properties such as the nearby Embassy Suites.

WASTE REMOVAL

In typical hotel operations, waste removal for smaller hotels should be minimum twice a week. At the beginning of the reopened operations, we may be able to start with one weekly service and grow the service frequency as the business stabilizes in the next six to twelve months.

ACCESS TO HOTEL BY GUESTS

There are three public entrances for hotel guests: street-front entrance, ground-level/check-in entrance, and subterranean parking entrance. All entrances will be unlocked access during the normal hotel business hours from 7AM to 9PM. During the off-business hours, all entrances will be operated on controlled basis to ensure guest security, except for the ground-level/check-in entrance as it will remain unlocked/accessible 24/7. Subterranean Parking Entrance has an installed fob-operated locking system, which we will research to find ways to combine it with the electronic room key system for guest convenience.

The hotel front desk department will have minimum one staff on duty at all time, to ensure guest requests and check-ins can be attended, as well as guest security monitoring. In addition to personnel, the hotel will continue the use of its security surveillance system with sufficient achieve storage to exceed minimum law enforcement requirements.

UNDERSPACE AREA

The building's underspace area is NOT designed for occupancy of any kind. The new ownership respects the building's intended use and has no desire to utilize nor convert it for alternative uses.

FUTURE MODIFICATION PLANS

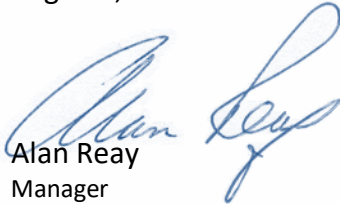
The boutique limited-service hotel operation will remain to be the core business once reopened. As this property had little to no past transient operations, we have very little data to plan business model adjustments. As mentioned in the foregoing, the revenue centers for this location are typical transients in the surrounding, the industrial parks nearby, and Kaiser Permanente off the 91 Freeway. Boutique refined-service business model will be designed for business and hospital related travelers.

Ennerdale 428 Lincoln LLC

I hope the above helps the City in understanding the intended lodging operations under this new ownership. Although injured from the past, I sincerely wish that this new operating plan would provide comfort and confidence in the new reopened hotel business. If the City has any suggestions or required additional information, please do not hesitate to let me know.

Thank you in advance and I look forward to receiving your approval acknowledgement and the issuance of the requested Conditional Use Permit soon.

Regards,

A handwritten signature in blue ink, appearing to read "Alan Reay", is positioned above the printed name and title.

Alan Reay
Manager