

Appeal of Planning Commission Decision to City Council  
Case File No. REV10-018; 4514 Telegraph Avenue (APN 013-1150-014-00)

ATTACHMENT "C" Supporting Documentation

Emails in opposition received prior to December 1, 2010 by Case Planner  
David Valeska

Emailed Nov. 23, 2010

Dear Mr. Valeska:

I am writing to express my strong opposition to the proposed expansion of the McDonald's at 44th and Telegraph. Every time I walk by it, I wish that it would go away completely due to the garbage that is all around there, the annoying and sometimes menacing behavior of the people who frequent the place, and the general blighted look it gives to our neighborhood. The large parking lot there attracts criminal elements, loiterers, loud music, and panhandlers, and detracts from the character of the neighborhood. It would be much better to require that McDonalds have no drive-thru at all and build retail or something more interesting on the parking lot space. But at the very least, please do not \*expand\* the McDonald's!

Tamara Johnston  
4905 Lawton Avenue  
Oakland, CA 94609

Emailed Nov. 29, 2010

Dear Mr. Valeska,

I'm writing to voice my strong opposition to the request by McDonald's to legally run their drive-through 24 hours a day and expand their facilities.

McDonald's is a negative presence in the neighborhood already, bringing litter, noise, pollution, and traffic. Increasing their operating hours or facility size will only make these problems worse.

Temescal is undergoing tremendous growth and revitalization that's wonderful to witness, and I know many of my neighbors share this excitement. From the perspective of longer-term development, locally-owned businesses keep more tax dollars in Oakland and make a positive contribution to the community and the values it supports. McDonald's has an antagonistic influence on continuing revitalization for the reasons stated above.

Sincerely,

Diana Ghermann  
533 44th Street  
Oakland, CA 94609

Emailed Nov. 29, 2010

David Valeska,

I am writing to voice my opinion that the expansion of the Macdonald's in my neighborhood (Reference case file #REV10-018) There is already enough garbage, noise, traffic and general negative environmental affects generated from the fast food businesses, specifically the Macdonald's. I feel the expanded 24-hour would only worsen these problems in my beautiful neighborhood. Please do not allow the expansion of the Macdonald's on Telegraph in Temescal. Thank you for your work and time.

Rob Dario  
5006 Telegraph Avenue, #5  
Oakland, CA 94609

Emailed Nov. 24, 2010

I oppose the expansion of the McDonald's at 45th and Telegraph for the following reasons:

1. Even at its current size, the amount of litter that can be attributed to that McDonald's is too much. I live over ten blocks away and have to clean up McDonald's litter from in front of my home at least once a week. Not too mention, the amount I see (and dispose of when a sidewalk trashcan is nearby) as I walk my kids to school each day.
2. The Temescal shopping and dining district along Telegraph is thriving and an expanded McDonald's would only create more car traffic that would annoy potential customers of other merchants and not increase foot traffic that is so desired by the merchants and the community.
3. If the city allows McDonald's to expand it sends a clear message to the great number of high school kids nearby that the city endorses and encourages them to eat McDonald's, which is not the message I want to send as a member of the Oakland community.

I urge the city of Oakland to not allow the expansion of the 45th and Telegraph McDonald's.

Sincerely,  
Doug Black  
4105 Emerald Street  
Oakland, CA 94609

Emailed Nov. 23, 2010

Dear Mr. Valeska:

Case File Number: REV10-018

I live in Temescal at 44th Street & Shafter Avenue and have resided here for 26 years since 1984.

I will list here my objections to the proposal to expand the McDonalds at 45th Street and to request a permit for a 24-hour drive through:

- I concur with my neighbors that this proposal is not in the best interest of our neighborhood;
- The noise levels, traffic due to the drive through, and the garbage strewn all through and around the neighborhood all the way to Oakland Tech and Broadway and 51st Street, are not acceptable and need to be eradicated. The proposed expansion will only increase these damaging effects to the neighborhood and provide more of a platform for attracting petty crime, panhandling and generally gathering of nuisance people and the garbage they leave behind.

I strongly urge you to vote no on this proposal. Thank you.

Cristina Gerber  
44th Street Resident

Emailed Nov. 23, 2010

Hello David,

A neighbor forwarded your contact information to me. I'm writing in opposition of the expansion of the McDonalds at 45th and Telegraph.

Part of what makes the Temescal great is all of the locally owned, community businesses. McDonald's certainly have their place in the world, but such a franchise is also in direct conflict with the homegrown spirit of my neighborhood.

Worse, is the kind of business a 24 hour fast food drive through attracts. The increased traffic, and extra garbage, and late night crowds are terrible in their own right. What is worse, is these things also negatively affect other businesses and patrons in the surrounding area. I believe allowing McDonalds to expand would add an unsightly tinge to an otherwise lovely area. I live at 5006 Telegraph, Apt #5 and would be displeased to see the local McDonalds expand.

Best Regards,  
-- Paul Burt\_

Emailed Nov. 27, 2010

My name is Robert Temple and I live at 552 47th St. I am writing to strongly oppose plans for McDonalds expansion and plans to stay open 24 hours. I believe that McDonalds is a blight on our neighborhood serving unhealthy food and helping cause litter and noise that extend all the way to my street, a few blocks away! I see no benefit to McDonalds being here and certainly none from expansion of space or hours

Robert Temple  
552 47th St

Emailed Nov. 27, 2010

David Valeska:

I live a block away from McDonald's and saw a posting on the street about the proposal. I would like to know more about it and want to join in voicing my opposition to their planned expansion and 24 hour drive-thru.

I am against this proposal because:

- I get to pick up trash in my front yard and on sidewalk almost daily that originates from McDonald's or one of the other fast food chains in the area.
- Drive-thrus and large, paved suburban style parking lots served by multiple "mid-block" driveways onto Telegraph Avenue, such as McDonald's do really not belong in the fabric of our Temescal neighborhood. Period. And they make traffic worse.
- My residence is one lot away from rear of Jack in the Box's 24 hour drive-thru (across from McDonald's). Noise is generated from running engines and from voices on the menu board intercom throughout the night - which - depending on distance away and sound insulation of walls and windows can be real issue when trying to sleep. I cannot imagine McDonald's proposal to be any different in creating additional noise, especially at night.
- Local merchants, businesses, and residents do not benefit from more drive through traffic at McDonald's. Expanding on fast food operations is not what's good for this neighborhood, however, would it not be great if Kasper's Hot Dog building right across from McDonald's could reopen.

Sincerely,  
Stefan Menzi

Stefan Menzi, Architect AIA  
526 44th Street  
Oakland, CA 94609

Emailed Nov. 24, 2010

Hello,

I live at Ruby and 40th near Telegraph, and I think Temescal has enough fast food (and associated garbage, noise, traffic) already.

The McDonald's at 45th and Telegraph is proposing to both expand their facility and get permitted for a 24-hour drive-through. (case file #REV10-018)

The way in which the drive thru is situated creates a driving hazard all day, everyday. I can tell you there are FOUR solid yellow lines that are illegally crossed so many times a day that they rub away. It is a very dangerous intersection with young kids and teenagers crossing to go to the nearby schools and often almost getting hit by cars. I also don't appreciate that they are so close to the middle and high schools.

Emailed Nov. 24, 2010

I am opposed to the plan of a 24h Drive through Mc Donalds because it will bring people to the neighbourhood at night . possibly making it unseafar. I walk my dogs late at night and it often is feeling unsafe already. The garbage is very annoying, dont want to increase that. But mainly I am concerned about undesirable late night/early morning trafic and more people in the neighbourhood at undesirable times of the night.

Thanks, Best Tatjana Kopp

Tatjana Kopp  
Flying Carpet Restoration Service  
Tel.510-654 3250  
4520 Webster St.  
Oakland, CA 94609

Emailed Nov. 24, 2010

My Name Is Elizabeth Bellizzi and I live at 3912 Ruby Street in Oakland CA, 94609. I strongly oppose the proposal of McDonalds expansion and extension to be permitted for a 24-hour drive-through.

The existing drive-through brings a lot of traffic, noise, panhandling; and (especially) garbage to the neighborhood without benefitting other local merchants or residents, and increasing hours and capacity will obviously exacerbate these problems.

**Emailed Nov. 24, 2010**

Mr. Valeska - I just heard about the proposed expansion of McDonalds at 45th and Telegraph (including 24-hour drive-through), and I want to let the Oakland Planning Commission know my partner and I oppose the plan.

As Temescal residents for over a decade, living at 4145 Opal Street, my partner and I have been very happy to see and participate in the improvement of our neighborhood, including the now-vibrant Telegraph corridor.

In our view, expanding McDonald's is exactly what our neighborhood does NOT need. The expansion and proposed 24-hour drive-through will make worse existing problems of traffic, noise, garbage, panhandling, and smell - and the increased volume of their business will not be of advantage either to the neighboring business community or local residents.

The commercial success of the Temescal business district is based on these independent businesses - not on McDonald's. Not every business can be a Bakesale Betty, but this proposed expansion is a step in exactly the wrong direction for the future of our neighborhood.

Thank you for your consideration.

Rick Mead and Mark Marion

**Emailed Nov. 24, 2010**

Hello,

I am a homeowner in the area, and not only do I oppose any expansion, I resent the existence of so many fast food chains on our stretch of Telegraph. It adds to traffic, noise, loitering, and probably mugging...etc.

I personally avoid McDonald's, and will encourage my guests to do so as well. An expansion would encourage me to boycott more aggressively.

Thank You,

Rebecca Weinstein  
4831 Webster St  
Oakland, CA

Emailed Nov. 24, 2010

Re: Case File #REV10-018

Dear Mr. Valeska,

We are completely opposed to any expansion of the McDonalds in our neighborhood for many reasons, mainly:

- Idling cars creating toxic fumes in the drive-through
- Garbage flying around our house from McDs and other fast-food chains
- It attracts gangsters and panhandlers to the area

Let's promote more healthy grocery stores and restaurants! They are so much better for our community!

Hopefully you can halt this expansion, as it would deteriorate our surroundings here in Temescal.

Thank you,  
Yolanda Calderon  
476 - 41st Street  
Oakland CA 94609

Emailed Nov. 24, 2010

Dear Mr. Valeska,

In reference to case file #REV10-018, I was saddened to hear of plans to expand the McDonalds at 45th and Telegraph; I think the restaurant brings nothing good to the neighborhood, and would not like to see it expanded.

Besides being unhealthy food that is part of an unpleasantly global food chain (and thus the antithesis of local), this particular location is placed right next to a school, which attracts children at the end of their school day. Making it MORE attractive to them by providing more space sends the wrong message to the community; we're supposed to be supporting healthy food choices for our communities, not supporting unhealthy ones.

I vigorously oppose any plans to expand the McDonalds at 45th and Telegraph.

Sincerely,

Mick Mize

5006 Telegraph Ave, #5

Oakland, CA 94609

Emailed Dec 1, 2010

Dear Mr. Valeska:

I am writing to express my strong opposition to the proposed expansion of the McDonald's at 44th and Telegraph.

Every time I walk by it, I wish that it would go away completely due to the garbage that is all around there, the annoying and sometimes menacing behavior of the people who frequent the place, and the general blighted look it gives to our neighborhood. The large parking lot there attracts criminal elements, loiterers, loud music, and panhandlers, and detracts from the character of the neighborhood. It would be much better to require that McDonalds have no drive-thru at all and build retail or something more interesting on the parking lot space.

But at the very least, please do not \*expand\* the McDonald's!

Tamara Johnston  
4905 Lawton Avenue  
Oakland, CA 94609

Emailed Oct 13, 2010

From: josh thorp [mailto:josh\_thorp@hotmail.com]  
Sent: Wednesday, October 13, 2010 5:38 PM  
To: Valeska, David  
Subject: RE: Case File REV10-018

Thanks David,

The primary concern is expansion of the drivethrough hours -- the existing drivethrough coupled with the JackIntheBox drivethrough bring a lot of traffic, noise, panhandling and (especially) garbage to the neighborhood without benefitting other local merchants or residents, and making it 24 hours will obviously exacerbate these problems.