

McDonald's Letters

To Los Osos Community Advisory Council:

I have just been told the McDonalds issue will be revisited by LOCAC. If that is the case, I would like my concerns to go on record.

I am concerned about the proposed McDonald's in Los Osos. As you know, we are a small town of 15,000, and our one main road dead ends into Montaña de Oro. We're not an exit on Highway 101 with thousands of motorists passing daily.

For 13 years, a group of mostly professional people: landscape architects, site planners, city planners, developers and architects served on LOCAC and helped write the Estero Bay Plan, the update for the county's General Plan. It is brilliant, very progressive, took advantage of the best planning principals, and was thoughtfully prepared. It was the first document in the county that took the entire watershed into consideration for planning purposes. But unfortunately, the plan has not been adopted and has languished on a back burner in the county waiting for other documents to be completed first. There are valuable and useful tools in the document and I wish we had it in place at a time like this.

One of the components of the Estero Plan for Los Osos was that we would create a pedestrian-friendly downtown. Hard, with Los Osos Valley Road cutting the town in half, but there were a number of methods proposed on how to slow traffic and make our core area geared to a human scale, and not just for speeding cars. Another component was no fast-food restaurants and especially no drive-throughs.

There are lots social, environmental, global warming and dietary issues surrounding fast food restaurants and the mass production of cattle. You're probably familiar with them all.

But mostly my concern is, that if the Estero Plan is ever adopted, it will allow us to grow and develop in the way we've defined ourselves as a community. We don't have the character of Cambria, Cayucos or even Morro Bay -- yet, but a McDonald's could easily put us in a situation where we will forever be nothing more than a disjointed strip mall, with Los Osos Valley Road dividing us in half.

With our small population, how will a McDonald's or any large scale fast food corporate business impact our other small restaurants? When the big box retail stores went into the Madonna Road shopping centers, many people were concerned about the impact on the small business owners in the downtown area. The Chamber and others assured local residents there was enough business to go around. There wasn't, and most of those small stores are long gone.

There are a number of credible studies that examine the social, financial, tax and health impacts of large chains and fast-food franchises vs. the benefits of locally owned businesses. According to [Going Local: Quantifying the Economic Impacts of Buying from Locally Owned Businesses in Portland, Maine](#) — by Garrett Martin and Amar

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Patel, Maine Center for Economic Policy, December 2011, "*On a dollar-for-dollar basis, the local economic impact of independently owned businesses is significantly greater than that of national chains, this study concludes. Analyzing data collected from 28 locally owned retail businesses in Portland, Maine, along with corporate filings for a representative national chain, the researchers found that every \$100 spent at locally owned businesses contributes an additional \$58 to the local economy. By comparison, \$100 spent at a chain store in Portland yields just \$33 in local economic impact. The study concludes that, if residents of the region were to shift 10 percent of their spending from chains to locally owned businesses, it would generate \$127 million in additional local economic activity and 874 new jobs.*"

If you haven't already, I encourage you to look at the various studies which show the impacts of large retailers on small towns, you can find some here: <http://www.ilsr.org/key-studies-walmart-and-bigbox-retail/#1>

But mostly, I hope you will support our small-town-ness. We love our funky little hamburger business (Sylvesters) and I for one would love to continue to see them flourish.

I encourage your Council to complete the Estero Plan and get it adopted as soon as possible.

Please don't allow McDonald's to come to Los Osos.

Thank you for your consideration.

Pandora

McDonald's Letters

From: Susan Lewis <mtnbug2@yahoo.com>
Subject: McDonald's

Message Body:
San Luis Obispo County
Department of Planning and Building
976 Osos Street, Room 300
San Luis Obispo, CA 93406

RE: MWF Properties/McDonald's
County File Number: DDRC2012-00099

I am writing in full support of the proposed McDonald's on Los Osos Valley Road in Los Osos. It is well past time that buildings sitting vacant for years be occupied. Vacant buildings are a detriment to the community. They are unattractive, nuisances, they decrease property values for all, and are a deterrent to the success of the existing businesses. Los Osos is in need of additional businesses and, specifically, eating establishments. I will admit that McDonald's is not my first choice of a restaurant (I'd prefer a full-service restaurant), but McDonald's will be a viable commercial venture and provide eating alternatives along with additional jobs to the community. Additionally, success in one business helps other businesses in the vicinity by increased visibility to prospective customers. Our local enterprises will benefit from the addition of McDonald's.

I am aware that there is a small, vocal MINORITY that is opposed to approval for the McDonald's. And they are the same group that delayed the start of construction of the much needed sewer system, running the cost of the project into the stratosphere by their delaying tactics. They claim to care about the environment and the Bay, yet the sewer system is designed to protect the Bay. This group of NIMBYs is opposed to ANY change in Los Osos and is more interested in making noise in opposition than they are in a prosperous community. This group does not speak for all, or even the majority, of residents and business owners in Los Osos.

I urge you to ignore this minority group's specious arguments and approve the project, AS PROPOSED BY THE DEVELOPER, including the drive-thru which is an essential part of their business plan.

Sincerely,

Susan Lewis

cc: Los Osos Community Services District
Los Osos Community Advisory Council

McDonald's Letters

Nathaniel,

My name is Tim Rochte and I am one of your District 1 constituents. I have attached a letter to you, with a cc to Chair Person Milledge, regarding my opposition to the McDonalds project. I would be grateful if you would take the time to read and consider my view points and request.

I'll be frank, as one of the 5 LOCAC members who voted to support the McDonald's project, I was extremely disappointed in how you cast your vote, but that's water under the bridge.

As I understand the status of things now, LOCAC is holding a special one-agenda item meeting on March 31 to review their earlier position based on the SLO County Planning Commission's 4- 1 vote to remove the drive-through from the Project.

I attended the Planning Commission's February 6th meeting, and just before they took their vote, the spokeswoman for McDonald's told the Commission, "with out a drive through, we can have no project."

The Commission ignored her bluff and voted to delete the drive through. So one has to ask, "why is McDonald's appealing the vote?" And the answer is clear, they have the resources to take this to the limit.

Now is the time to stand up to this multi-billion dollar, multi-national corporation and just say "NO." They do not have Los Osos' best interests in mind.

On another note, as you may recall from the last LOCAC meeting, I asked Ms. Milledge for the Council to take Roll Call votes whenever something with a major land use impact will have on the community. As you know, all elected officials are accountable for their individual and group decisions, but without knowing how members vote, there is no transparency which naturally leads to doubt and mistrust. Los Ososans need to have trust restored in their elected officials on all level of government. If you've live here more than 2 years, you know what I'm talking about.

I hope the next meeting will be the start of the Roll Call vote system for LOCAC.

Nathaniel, I appreciate your time and efforts in reading and reflecting on the information I have included in my attachment. It's not easy being an elected official, and I thank you for answering this special call and the responsibility that goes with it.

Sincerely,

Tim Rochte

<NO McDonalds in LO attach to _LOCAC Dist 1 Rep-Nathaniel Blair.doc>

McDonald's Letters

From: Marsha Houston <marsha3304@sbcglobal.net>
Subject: McDonald's in Los Osos

Message Body:

I, like many others, am not in favor of having a McDonald's in Los Osos.

Today, Monday, March 24, 2014, I was in the McDonald's on Madonna in San Luis Obispo. They had a very nice display with a large, attractive poster promoting the McDonald's in Los Osos. On the table holding the display there was something for people to sign. I don't believe it could have been a petition, but am unsure.

The attractive poster had nice pictures (of before and after) and the dates and addresses of meetings regarding the Los Osos McDonald's. They were encouraging people to attend. I was disappointed to see that SLO was involved. There are a lot more of them than there are of us. I was rather put off by the whole display encouraging residents of SLO to support a McDonald's in Los Osos.

I might guess that the owner of that McDonald's is the proposed owner of one in Los Osos. Why else the display. I found this upsetting as I am very much opposed to having a McDonald's in our community. To me, it just doesn't "fit". We are not a McDonald's kind of town.

Why is a McDonald's in Los Osos being pushed in SLO? What would there interest be? The average citizen? Why drive to Los Osos when you have one in SLO. What was the reason for this display, which as I said, was nicely done; professional looking. I should have check the papers that were out for people to sign.

I was puzzled by the whole thing, and very concerned. Marsha Houston

McDonald's Letters

From: Madeline Palaszewski <palaszewskifam@sbcglobal.net>
Subject: McDonald's Meeting - 3/31/14

Message Body:

I'm writing to urge members of LOCAC to look at what is new since the council reviewed and voted on McDonald's permit to open a 24 hour drive-through restaurant in the old B of A building on LOVR. As you know, the Planning Commission approved the permit with the following changes:

- 1) Increased water mitigation to 1.5 to 1
- 2) No drive-through allowed
- 3) Decreased the size of the monument size

McDonald's has appealed the drive-through decision to the Board of Supervisors and it will look at the project again on April 8th. It is my understanding that the board will be reviewing the permit as if it is a new proposal. I urge LOCAC to also look at the project as a new proposal and to not recommend the project to the board, or at the very least deny the drive-through. Los Osos is at a crossroads and deserves the opportunity to complete its Community Plan. I believe if we are allowed to do this, we will develop a community that is more pedestrian friendly and focuses on supporting locally owned businesses rather than huge corporations. Thank you for your consideration.

McDonald's Letters

To: Members of LOCAC:

Many of us were very disappointed with the initial recommendations of LOCAC to the Planning Commission. I am very pleased that LOCAC will be reconsidering the minor change permit in light of new information not available when the initial decision to support the project was made. As this process unfolds, it becomes more clear each day that this project is poorly planned and not a good fit for our wonderful community.

The Planning Commission was nearly unanimous in its decision to deny the drive thru portion of the project. The drive thru is flawed at best. One look at the applicant's own illustration of the traffic pattern that would result makes it clear that it is a bad design for this site. Combined with observation at the shopping center it is very obvious that a drive thru is inappropriate. Denying the drive thru addresses the issue of light pollution created by the proposed 16 lighted signs, most of which are related to the drive thru.

In it's careful and thoughtful assessment of the project, the Planning Commission also uncovered some other issues. One of these is the inclusion of a huge monument sign to be placed on the parkway area in front of the building. It is truly excessive. There is no actual need for a monument sign with all the other signage, but if one is put in, it should definitely be in scale with other such signs in the area. Why wouldn't they just be added to the monument sign for the shopping center? Also it seems like the actual alterations to the building keep changing and becoming more and more intrusively "McDonalds" , and less and less like an attempt to fit in with our community. As examples, Starbucks and Subway just put signs on the existing buildings.

The Planning Commission partially addressed the need for responsibility regarding the over usage of water/wastewater by requiring a 1 to 1.5 mitigation. Residents would have to replace at a 1 to 2 ratio. McDonalds should have to do the same.

As to the water issues, they remain murky and a moving target at best. The applicant is still not basing their projections on actual usage by the former tenant, or even a comparison with like businesses. A 24 hour drive thru restaurant will use lots and lots more water than a bank with a few employees. It doesn't take rocket science to know that...they are not comparable businesses and it is not a "minor" change.

Another paramount issue is that Los Osos is still in the process of updating our community plan. Hopefully the addition of the Community Survey will help add more input from our residents. Multinational fast food drive thru chains is not the direction the 2004 plan, which was approved by the Board of Supervisors at that time, was going.

We need to maintain our small town atmosphere. We need to support our small, locally owned businesses and protect them from unfair, multinational corporate giants. We need to keep preserving our natural resources and enjoying the ambiance of our unique beach community nestled in some of the most beautiful scenic coastline in the world.

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Please consider at least upholding the recommendations from the Planning Commission. Better yet, please consider listening to the many, many citizens who oppose this project. Don't discount our input again. Los Osos needs time to refine their vision statement for the Community Plan. Please vote no on this poorly conceived and ill-timed project.

Sincerely,

Marcia M. Page
1389 13th Street, Los Osos

McDonald's Letters

-----Original Message-----

From: Pat <avantkern1@aol.com>

To: bgibson <bgibson@co.slo.ca.us>; fmecham <fmecham@co.slo.ca.us>; darnold <darnold@co.slo.ca.us>; cray <cray@co.slo.ca.us>; ahill <ahill@co.slo.ca.us>

Sent: Fri, Mar 28, 2014 3:53 pm

Subject: Los Osos/ Baywood Park

To: Board of Supervisors

RE: April 1, 2014 Agenda Item 1, to re-appoint William Lee to the Los Osos/Morro Bay (unincorporated) Business Improvement District (CBID), Local Advisory Board. District 2

Dear Supervisors,

I understand you will be reappointing Mr. Lee, the owner of the Back Bay Inn, to the CBID on Tuesday.

In light of the upcoming McDonald's project coming before you on April 8, 2014, please consider how special Los Osos/ Baywood Park is.

The CBID website describes it better than I could;

This lovely, peaceful bayside community is the gateway to Montana de Oro State Park, one of the most spectacular oceanside parks in the country. The word "osos" means bear in Spanish and though you won't find them roaming the streets anymore, Los Osos was named for the now-extinct California grizzly by the Spanish explorer Portola in the late 1500s.

Once described as "useless sagebrush scrub lands" when sold to Walter Redfield in 1919, Los Osos/Baywood Park was touted as being the next great vacation spot to big city folk looking to get away from it all. Very much off the beaten tourist path, Los Osos sits on the southern tidal estuary of Morro Bay, with a glassy bay, and an "eden" of feathered wildlife. With its mild climate and a friendly population of about 15,000, Los Osos today more than lives up to its earlier publicity.

Despite a number of very good restaurants, including the best Thai on the Central Coast, you won't find much nightlife here after about 9 pm, even on weekends. What you will find is excellent kayaking conditions, great golfing, and endless tidepools to explore. Families will find lots of outdoor activities they can enjoy together.

Visit one of the lushest plant nurseries around, ride horses along the beach, take a walk through the magical Elfin Forest, and sit for a bit in

the serenity of Sweet Springs Preserve. You'll soon understand why the gentle creator of Gumby and Poky, the much-revered Arthur Clokey, spent his final years here.

Once considered a separate township, the bayside "neighborhood" of Baywood Park is now a part of Los Osos. Its name is its best description: a picturesque park right on what locals refer to as the "back bay," and ringed with wooded stands of eucalyptus. The region of Baywood Park was first laid out and surveyed out in 1889, originally thought to become part of a narrow gauge rail line along the coast. So smitten were its early inhabitants that one of the first names proposed was The Townsite of Sunshine Beach. A two-part natural pond system now known as Sweet Springs Nature Preserve is located at the south end of the back bay area, and is perhaps Baywood Park's prettiest and most popular attraction. Just a stone's throw from Montana de Oro State Park, Morro Bay State Park, and the Morro Bay Bird Sanctuary, Baywood Park is an ideal sanctuary for humans, too, offering an ideal base camp for excursions along the Central Coast.

<http://winecoastcountry.com/slo/los-osos-baywood-park-visitor-guide/>

Thank you to Mr. Lee for his willingness to serve; and to your Board for recognizing that Los Osos/ Baywood Park is a unique and wonderful place.

Sincerely,
Patricia Avant-Kern
2325 Osos Ct.
Los Osos, CA

McDonald's Letters

Hello LOCAC members!

Here are my comments/concerns about the McDonald's project for the March 31, 2014 meeting.

The Estero Area Plan Update, written over many years (now the Los Osos Community Plan) reflected a different picture of the Los Osos Business Center, a quiet, peaceful walking area. Just because it was put on hold, does that mean that a major company can come to Los Osos and change it forever?

The reasons I am "speaking out" is that I love LO and want to see it keep its' quiet charm. I had a recent experience with a drive-through restaurant. It was so noisy with cars motors running and the smell of exhaust that I was glad that we didn't have one in Los Osos and now guess what: one may end up in the Los Osos Center where the Bank of America was.

Besides the noise and exhaust of running cars here are more of my concerns:

1. I like to think of LO as a quiet, peaceful, slow laid-back community and McDonald's will continue to transform it into just another busy place.
2. any increase of litter in LO and Montana de Oro - I have seen the results of fast food packaging when I was involved with highway cleanup.
3. Adding any new water usage before we find out the outcome of the changes in our aquifers doesn't seem smart. (we already have salt water intrusion into our drinking water aquifer, we have recently been dewatering millions of gallons of water to install the sewer; we will be "shutting off" our septic tank water and transporting that water to a few locations, and there is of course, the drought;
4. After watching the Planning Commission meeting I also became aware of the extra signage and lights that would be needed for a drive through.
5. And they were indicating that the area behind Rite-Aid, Von's would also be made into parking: an area near the truck store loading zone.

Thank you for considering the above reasons why McDonald's is NOT APPROPRIATE for Los Osos.

Marie Smith

Los Osos resident for over 30 years

McDonald's Letters

Vicki Milledge
LOCAC Chairperson,

I am against the proposed McDonald's project because I feel this will adversely affect the local businesses and is not compatible with the small town atmosphere of Los Osos.

Thanks,

Jim Smith
Los Osos

McDonald's Letters

Hello Vicki;

I sent these to Mr. Gibson and others yesterday, Saturday, and today. Intent is not hostile though it may seem so, just my bet. Thank you,
Gary

Saturday:

Thank you for this time, I'll be brief.

With the election for District 2 Supervisor two months away, the last thing Bruce Gibson wants to do is alienate voters over the Los Osos McDonalds issue. A majority of the letters published in the Tribune have been against the proposed restaurant for a variety of reasons. Yet, those who support the restaurant have done so also for several reasons, primarily property rights. Gibson doesn't want to lose the support of either group so this is what he will do if as planned the issue comes before the Board of Supervisors on April 8th. Perhaps before then, or on that date, he will have the vote delayed, either directly or surreptitiously through the planning department he will create a reason why the supervisors can't vote on McDonalds in Los Osos in April. As chairman he has power what is on the agenda and he will not let McDonalds be decided until after the election. He knows his vote will displease one of the two groups and why should he risk that? He won't. He has something to lose, nothing to gain by voting a decision that will bring criticism from one of the groups and lose him votes in June.

After the election, assuming he wins, he then has nothing to lose as after this term he qualifies for a county pension, will be 65, and he will be done, at least as a supervisor. He then will vote for McDonalds in Los Osos, but not until after June.

Thank you again for your time,

Gary J. Freiberg

Sunday:

Thank you again for your time, figured out why and how there will not be a vote on the Los Osos McDonalds until after the June election. It will not be the planning department's "fault".

Supervisor Gibson has said he is getting a fifty fifty pro and con constituent input for McDonalds in Los Osos. If that's true, he will not alienate before the election the fifty percent who do not get their way, at least not until after the election in June. Why would he risk doing so before then? He won't.

How he will do this is simply with McDonald applicant cooperation. Mr. Gibson has asked for trends of water numbers, the applicants have not produced these as condition #5 of the LOWWP. If he doesn't have the numbers, there's no vote until he gets them. Conveniently, he will not have those numbers until after the election in June. That's how he will stall the vote without being culpable, it's the applicant's fault, not Mr. Gibson's, yet it conveniently keeps him away from being in the position that will lose him votes with the supposed half who disagree when the vote is made. And it makes him look good as though he is protecting the Los Osos community. A brilliant tactic!

Thank you for your time,

Gary J. Freiberg

