

**CITY OF PLEASANTON**  
 Planning and Community Development  
 Phone: (925) 931-5600; Fax: (925) 931-5483  
 200 Old Bernal Avenue, Pleasanton, CA 94566

RECEIVED  
 FEB 15 2012

**APPLICATION FOR DEVELOPMENT REVIEW**

Application No(s): \_\_\_\_\_

Date Filed: \_\_\_\_\_  
 CITY OF PLEASANTON  
 PLANNING DIVISION

**I. CHECK TYPE OF APPLICATION(S):**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Design Review (\$50)                  | <input type="checkbox"/> Preliminary Review                    | <input type="checkbox"/> Tentative Map (\$2000 + \$10/lot)      |
| <input type="checkbox"/> Admin. Design Review (\$25)           | <input type="checkbox"/> FDP (Flood) Variance (\$50)           | <input type="checkbox"/> Minor Subdivision (\$50)               |
| <input type="checkbox"/> Sign Design Review (\$15)             | <input type="checkbox"/> Lot-Line Adjustment (\$50)            | <input type="checkbox"/> Conditional Use Permit (\$150)         |
| <input type="checkbox"/> Outdoor Display (\$25)                | <input type="checkbox"/> Condominium Conversion (\$50)         | <input type="checkbox"/> Animal Use Permit (\$15)               |
| <input type="checkbox"/> Outdoor Dining (\$25)                 | <input type="checkbox"/> Rezoning (\$250)                      | <input type="checkbox"/> Initial Environmental Assessment(\$25) |
| <input type="checkbox"/> Variance (\$50)                       | <input type="checkbox"/> Growth Management (\$200)             | <input type="checkbox"/> Home Boutique Use Permit (\$25)        |
| <input type="checkbox"/> Non-residential Satellite Dish (\$50) | <input type="checkbox"/> General Plan Amendment (\$250)        | <input type="checkbox"/> Temporary Use Permit (\$25)            |
| <input type="checkbox"/> PUD Development Plan (\$2000)         | <input type="checkbox"/> Specific Plan (\$250)                 | <input type="checkbox"/> Non-Exempt Home Occupation (\$15)      |
| <input type="checkbox"/> PUD Major Modification (\$2000)       | <input type="checkbox"/> Specific Plan Amendment (\$250)       | <input type="checkbox"/> Large Family Daycare (\$15)            |
| <input type="checkbox"/> PUD Minor Modification (\$100)        | <input checked="" type="checkbox"/> Appeal (of Case P11-0784 ) | <input type="checkbox"/> Other: _____                           |
- (25% of orig. fee: max. \$25)

**II. GENERAL DATA REQUIRED**

- A. Name of Applicant (Pls. Print): Angela Joe-Willmes and Linda Martin
- B. Address or Location of Property: 3112 Santa Rita Road, Pleasanton CA 94588
- C. Assessor's Parcel Number(s): \_\_\_\_\_
- D. Site Area (acres/sq. ft.): \_\_\_\_\_
- E. Current Zoning: PUD-C-O F. Proposed Zoning: \_\_\_\_\_
- G. Existing Use of Property: Retail

H. Description of Proposal: The basis for the appeal is that it is not consistent with <sup>PUD</sup> ~~PLD~~ 94-4 and governing policies of the Pleasanton General Plan and the zoning ordinance.  
 (continue on separate sheet if necessary)

(Refer to appropriate "Informational Guide" for required site plans, elevations, written narrative, color/material samples, photographs, or other submittals which must accompany your application.)

- I. Residential Addition Proposals: From the date on this application, was the original house built within the last 5 years?  
 Yes  No

- If you do not know the answer, please research the property files on the public Laserfiche machine located by the Building and Safety Division at 200 Old Bernal Avenue, Pleasanton.

(continued on reverse)

**III. AUTHORIZATION OF PROPERTY OWNER AND OWNERS ASSOCIATION**

**J. PROPERTY OWNER:** In signing this application, I, as property owner, have full legal capacity to, and hereby do, authorize the filing of this application. I understand that conditions of approval are binding and agree to be bound by those conditions, subject only to the right to object at the hearings or during the appeal period. I certify that the information and exhibits submitted are true and correct.

Name (Pls. Print): \_\_\_\_\_ Daytime Telephone: \_\_\_\_\_  
Company: \_\_\_\_\_ Other Telephone: \_\_\_\_\_  
Address: \_\_\_\_\_ Fax: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**K. OWNERS ASSOCIATION:** Is the property subject to the rules or guidelines of a homeowners association (HOA) or a business owners association?

Yes  No

If yes, did the proposed project receive approval from the HOA/business owners association?

Yes  No  The HOA/business owners association does not review any proposed construction projects or use changes

- *If yes, please attach a copy of the HOA response.*

Association Contact (Pls. Print): \_\_\_\_\_ Daytime Telephone: \_\_\_\_\_  
Association Name: \_\_\_\_\_ Other Telephone: \_\_\_\_\_  
Address: \_\_\_\_\_ Fax: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

**L. APPLICANT OTHER THAN PROPERTY OWNER:** In signing this application, I, as applicant, represent to have obtained authorization from the property owner to file this application. I agree to be bound by conditions of approval, subject only to the right to object at the hearings on the application or during the appeal period. If this application has not been signed by the property owner, I have attached separate documentation of full legal capacity to file the application. I certify that the information and exhibits submitted are true and correct.

Name (Pls. Print): Angela Joe-Willmes; Linda Martin Daytime Telephone: \_\_\_\_\_  
Company: \_\_\_\_\_ Other Telephone: \_\_\_\_\_  
Address: 3803 Newton Way Fax: \_\_\_\_\_  
City: Pleasanton Zip: 94588 E-mail: \_\_\_\_\_  
Signature: Angela Joe-Willmes Date: 2/15/2012  
Linda Martin

**M. NOTE ANY OTHER PARTY(IES) WHO SHOULD RECEIVE STAFF REPORTS AND NOTICE OF APPLICATION ON A SEPARATE SHEET AND ATTACH TO APPLICATION.**

**IV. SCHOOL FEE AGREEMENT (If a residential project, answer the question below)**

Have you signed a School Fee Agreement with the Pleasanton Unified School District?

Yes  No

If yes, please attach a copy of the signed agreement.

(9/18/07)



**February 2, 2012**

*Via US Mail and E-Mail*

Harrison French & Associates  
Attention: Kathy Wooley  
2250 Douglas Boulevard, Suite 150  
Roseville, California 95661

**Re: Zoning Application and Design Review (P11-0764) / 3112 Santa Rita Road**  
*Applications for Zoning and Design Review*

Dear Ms. Wooley:

The Planning Division has taken the following action on the above referenced applications:

- 1. Application for Zoning Approval.** The application for zoning compliance has been approved subject to the information submitted to the Planning Division, dated, "Received December 22, 2011," "Received January 24, 2012," and "Received January 30, 2012," on file with the Planning Division. Should the operation of the use vary and/or hours operation and/or delivery times change/modify beyond what is stated in the applicants' narratives, review and approval from the City shall be required prior to those changes/modifications taking place.
- 2. Design Review.** Based the submitted plans and narrative, dated "Received December 22, 2011," exterior building and site changes/improvements (i.e., façade color change, alterations to the front door area and shopping cart wall, and visible roof top equipment) are no longer being proposed. Therefore, the Design Review application has been withdrawn. Please be aware that a refund will not be issued and should you wish to move forward with site and/or building exterior changes/alternations in the future, a new Design Review application, plans, and fee shall be required.

Should you wish to move forward with the tenant improvement plans, dated "Received July 27, 2011," filed under record number B11-090 with the Building and Safety Division, those plans will need to be revised to reflect that exterior changes/improvements to the site and building are no longer being proposed.

Please be advised that even when tenant improvement plans are revised as described above, no building permits will be issued until the expiration of the appeal process set forth in Pleasanton Municipal Code Chapter 18.144.

**COMMUNITY DEVELOPMENT**

**P. O. BOX 520, Pleasanton, CA 94566-0802**

<b>Planning</b> 200 Old Bernal Ave. (925) 931-5600 Fax: 931-5483	<b>Building &amp; Safety</b> 200 Old Bernal Ave. (925) 931-5300 Fax: 931-5478	<b>Engineering</b> 200 Old Bernal Ave. (925) 931-5650 Fax: 931-5479	<b>Traffic</b> 200 Old Bernal Ave. (925) 931 5650 Fax: 931-5479	<b>Inspection</b> 157 Main Street (925) 931-5680 Fax: 931-5484
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Applicant: Ms. Wooley  
Project Address: 3112 Santa Rita Road  
Record Number: P11-0764 and Zoning  
February 2, 2012

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Should you have any questions or comments regarding the aforementioned, please feel free to contact Natalie Amos, Associate Planner, at (925) 931-5613 or via email at [namos@cityofpleasantonca.gov](mailto:namos@cityofpleasantonca.gov).

Sincerely,



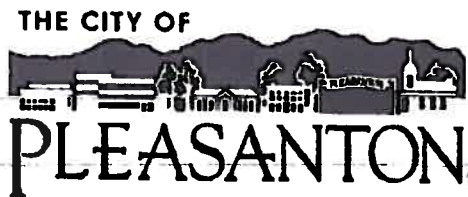
Brian Dofan  
Director of Community Development

C: Sheppard Mullin, Judy Davidoff, Four Embarcadero Center, 17<sup>th</sup> Floor, San Francisco, CA 94111-4109

Electronic copy:

- Nelson Fialho, City Manager
- Jonathan Lowell, City Attorney

Planning Division  
Mailing Address: P.O. Box 520  
Physical Address: 200 Old Bernal Ave  
Pleasanton, CA 94566-0802  
(925) 931-5600 Fax: (925) 931-5483



### APPLICATION FOR ZONING APPROVAL

(Required prior to establishing a business; making tenant improvements; or changing a business location)

Location of Business: 3112 Santa Rita Road, Meadow Plaza Suite \_\_\_\_\_  
(Street address)

Business Owner's Name (Print): Wal-Mart Stores, Inc.

Are you filing this license as an independent consultant/contractor?  Yes or  No

Is this a: Change of Address / Change of Ownership / New Business

Name of Business: Walmart Neighborhood Market

Contact Person: Kathy Wooley Title: AOR Contact

Business Phone: (479) 273-7780 ext 310 Business Fax: (888) 520-9685

Mailing Address: 809 SW A Street, Suite 201, Bentonville, AR 72712  
(if different from above) (Address, City, Zip Code)

Description of Business: Describe the business activities (for example: automotive repair, retail sales of jewelry, party supply rental, research and development of eyewear/lenses) that will be conducted at the proposed location (even if the business is a change of ownership or location). Also describe any use of hazardous materials. Please be specific.

Please see attached correspondence with description of business activities.

Hazardous materials reports and plans have been reviewed and approved by City of Pleasanton Building Department.

**For Private School, Trade School, Indoor Recreation, and Tutoring Facilities Only:**  
By initialing, you hereby understand that the proposed business must comply with all applicable Federal, State, and local regulations. \_\_\_\_\_

By signing below you are certifying that the above information is correct and you understand that this permit only applies to the address noted above. If you move from this location, you will need to complete a new "Application for Zoning Approval."

Business Owner's Signature: Kathy Wooley Date: 12/21/11  
Kathy Wooley, Authorized Agent

(For Completion by the Planning Department)  
Zoning Designation: PUD - C - O (O.1105, O.1215, AND R.2691)  
Application No. PZC- \_\_\_\_\_  
Municipal Code Use Definition: "FOOD MARKETS, INCLUDING SUPERMARKETS, AND SPECIALTY STORES"  
Routing:  Police  Fire  Code Enforcement  Other

APPROVED  
FEB 02 2012  
CITY OF PLEASANTON  
PLANNING DIVISION  
\*ACTION LETTER  
ATTACHED\*

Additional information on the reverse side



Four Embarcadero Center | 17th Floor | San Francisco, CA 94111 4109  
415-434-9100 office | 415-434-3947 fax | [www.sheppardmullin.com](http://www.sheppardmullin.com)

December 20, 2011

415.774.2993 direct  
jdavidoff@sheppardmullin.com

File Number 15CM-165208

Brian Dolan  
Community Development Director  
City of Pleasanton  
123 Main Street  
Pleasanton, CA 94566

RECEIVED  
DEC 22 2011  
CITY OF PLEASANTON  
PLANNING DIVISION

Re: Building Permit Application - 3112 Santa Rita Road, Meadow Plaza

Dear Mr. Dolan:

On behalf of Wal-Mart Stores Inc. ("Walmart"), which seeks to join the Pleasanton community with a full-service grocery store, we submit this letter in response to the correspondence dated October 6, 2011 from Natalie Amos, Associate Planner, setting forth certain comments regarding pending Design Review Application P11-0764, involving the existing 33,160 square foot store location at 3112 Santa Rita Road in the Meadow Plaza (the "Project"). As set forth below, and in the accompanying material, Walmart has examined its application and revised it to ensure that the Project is consistent with PUD 84-4 and all applicable Conditions of Approval. We request that the Zoning Approval be granted and the hold on the building permit be released immediately as the proposed use is fully consistent with PUD 84-4 and any applicable zoning requirements, and design review is not required.

In response to Comment No. 1 in Ms. Amos' letter, enclosed please find a completed application for Zoning Approval along with a detailed narrative for the proposed Walmart Neighborhood Market supermarket. As set forth in the narrative, Walmart seeks building permits to renovate the Project Site for the operation of a supermarket (a "Neighborhood Market"). This Neighborhood Market would sell approximately 24,000 different products including a wide range of grocery, pharmaceuticals, health and wellness items, and frequently purchased general merchandise consumables. The products sold would include fresh produce, deli foods, meat and dairy products, bakery items, frozen foods, canned and package goods, dry goods and staples, condiments and spices, health and beauty aids, pet supplies, stationery and paper goods, and household supplies. Neighborhood Markets also offer Site to Store, which enables customers to place orders online and pick up their purchases at their local store when ready.

This Neighborhood Market would employ approximately 95 employees and would have hours of operation between 6:00 a.m. and 12:00 a.m. Ordinance No. 1215, setting forth the list of approved uses for PUD 84-4, includes among the principally permitted uses for Meadow Plaza: food markets, including supermarkets and specialty stores; drug stores and prescription

pharmacies, delicatessen stores; and dry goods stores. Delivery hours for this Neighborhood Market would be restricted to between the hours of 6:00 a.m. and 10:00 p.m. in conformance with PUD 84-4, Condition of Approval No. 8.

In response to Comment No. 2 in Ms. Amos' letter, you should be aware that the façade of the building, including the entrance doors and paint, will no longer be modified as part of this application. Indeed, as shown in the attached elevations, the building will remain in its existing condition.

In response to Comment No. 3 of Ms. Amos' letter, the rooftop equipment, as shown on the enclosed Rooftop Plan, has been redesigned to meet the City's recommendation to "[u]se shorter (lower profile units) that do not exceed the height of the existing parapet." Specifically, the Rooftop Plan now shows that all rooftop units have been removed and relocated inside the building. The only equipment that will be added to the roof will be intake vents, exhaust fans and ventilators. Detail sheets for all of the equipment have been included for your review. As shown in the enclosed Building Section, none of the equipment exceeds the height of the existing parapet, and as a result, the existing parapets "effectively screen" all additions to the roof and no additional modifications are required.

Given these changes as well as the terms of PUD 84-4 and the applicable provisions of the Pleasanton Municipal Code ("PMC"), Walmart's revised application should undergo a ministerial "plan check" process.

The City's action under the Zoning Code with respect to Walmart's revised application is limited to determining whether a zoning certificate can be issued. Section 18.12.050 (A) of the PMC provides:

To ensure that each new or expanded use of a structure or site and each new structure or alteration of an existing structure complies with all applicable provisions of this title, and in order that the city may have a record of each new or expanded use of a structure or site, a zoning certificate is required before any building permit may be issued or any structure or site used; and a certificate of occupancy required by the building code shall be issued only for a structure that conforms with the zoning certificate.

The zoning administrator is empowered to review all the data and information supplied and may issue the zoning certificate "if he or she finds that all provisions of this title will be complied with." PMC §18.12.060. Conformity is determined by a finding that the proposed use will comply with the required conditions for the district in which it is to be located. PMC §18.12.090. Thus, the City's review of the Project in connection with issuance of a zoning certificate is limited to confirming consistency with the existing zoning, *i.e.*, PUD 84-4, and no environmental review is required. Pub. Res. Code § 21080(a).

Brian Dolan  
December 20, 2011  
Page 3

During the course of my discussions with you and the Project Planner, you indicated that you intended to submit the Application to the Planning Commission for design review. As we have articulated previously, in light of the changes originally proposed in connection with the Application, there was no legitimate basis for design review. Given the modification in the Application described above, no design review is mandated and the required consistency determination envisioned by the PMC should be easily made:

- The Project includes only principally permitted uses;
- The Project is otherwise in conformance with the conditions of approval of PUD 84-4, including its hours of operation;
- As no changes will be made to the existing rooftop mechanical equipment, no additional screening will be required;
- As no changes are proposed for the exterior paint color, there will be no review under PUD 84-4 Standard Condition of Approval No. 23; and
- No additional or discretionary approvals are required under PUD 84-4 or otherwise under the PMC.

We trust that the revised Application will undergo the appropriate process, and obtain approval as well as the hold on the building permit be released immediately. Thank you for your consideration, Walmart looks forward to being a part of Pleasanton.

Sincerely,



Judy V. Davidoff  
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

W02-WEST:5JVD1404319044 2

CC: Rollin B Chippey, II, Morgan Lewis & Bockius  
Jonathan Lowell, City Attorney  
Nelson Fialho, City Manager  
Natalie Amos, Assistant Planner  
Kathy Wooley, Harrison French & Associates  
George Bacso, Esq., Wal-Mart Stores, Inc.  
Jason Sheridan, Wal-Mart Stores, Inc.  
Deborah Herron, Wal-Mart Stores, Inc.



RECEIVED

JAN 24 2012

CITY OF PLEASANTON  
COMMUNITY DEVELOPMENT

415.774.2983 direct  
j.davidoff@sheppardmullin.com

File Number: 15CM-165208

January 24, 2012

**VIA E-MAIL & US MAIL**

Natalie Amos  
Associate Planner  
City of Pleasanton  
200 Old Bernal Avenue  
Pleasanton, CA 94586

Re: P11-0764 and B11-0090 / 3112 Santa Rita Road  
Applications for Design Review and tenant improvement plan approval

Dear Ms. Amos:

On behalf of the applicant for the above referenced project, the responses to the questions in your January 19, 2012 letter to Kathy Wooley are provided below:

1. Zoning Certificate Narrative. Please provide additional information regarding the pharmacy as listed below.
  - a. The hours of operation:  
*Typical operating hours would be 9a.m. to 9p.m. on weekdays, 9a.m. to 7p.m. on Saturdays, and 10a.m. to 6p.m. on Sundays.*
    - (i) when a pharmacist will be on-site;  
*A pharmacist is always present whenever the pharmacy is open.*
    - (ii) when other pharmacy services offered.  
*There will be no other services offered such as testing or a clinic.*
  - b. Indicate:
    - (i) the square-footage of the pharmacy space/area:  
*The square footage of the pharmacy enclosure is 459sq.ft., approximately 1.4% of the total interior footprint of 33,443sq.ft.*
    - (ii) the number of shelves / aisles designated for pharmacy items.  
*There will be 52 linear feet of pill bay shelving with 4 aisles in between. This total includes only the enclosed pharmacy and not the shelving outside the pharmacy designated to over the counter medicines and related health products.*

# SheppardMullin

Natalie Amos  
January 24, 2012  
Page 2

- c. Will there be a designated medical test area?  
No.
- d. Will the proposed pharmacy be a Wal-Mart Clinic?  
No.

Please also include information regarding any other uses within the store, such as a bakery, delicatessen, bank, coffee and/or juice kiosk, etc., and what the approximate square-footage of each will be.

*It will not include a bank, coffee and/or juice kiosk, nor does it have a full service deli or bakery. All deli and bakery items are prepared out of customer view and displayed in self service cases on the sales floor area.*

2. Design Review and Tenant Improvements. Based on the submitted plans and narrative, dated "Received December 22, 2011," exterior building and site changes/improvements (i.e. façade color change, alterations to the front door area and shopping cart wall, and visible roof top equipment) are no longer being proposed. Although this will no longer require Design Review from the Planning Division, the tenant improvement plans, dated "Received July 27, 2011," submitted to the Building and Safety Division will need to be revised to reflect that these exterior changes/improvements are no longer being proposed.

*Revised tenant improvement plans reflecting the changes made in the December 22, 2011 plans will be submitted to the Building Department upon final approval by the City Community Development Department.*

Very truly yours,



Judy V. Davidoff  
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

W02-WEST:5JVD1404543472.2

cc: Kathy Wooley, Harrison French & Associates  
Brian Dolan, Community Development Director  
Jonathan Lowell, City Attorney  
Rollin Chippey III, Esq., Morgan Lewis  
George Bacso, Esq., Walmart Stores, Inc.

# SheppardMullin

Sheppard Mullin Richter & Hampton LLP  
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415.434.3947 main fax  
www.sheppardmullin.com

415.774.2993 direct  
j davidoff@sheppardmullin.com

File Number: 15CM-165208

January 30, 2012

## VIA E-MAIL & US MAIL

Natalie Amos  
Associate Planner  
City of Pleasanton  
200 Old Bernal Avenue  
Pleasanton, CA 94566

RECEIVED

JAN 30 2012

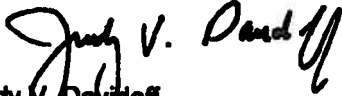
CITY OF PLEASANTON  
COMMUNITY DEVELOPMENT

Re: P11-0764 and B11-0090 / 3112 Santa Rita Road  
Applications for Design Review and tenant improvement plan approval

Dear Ms. Amos:

This is in response to your inquiry to Kathy Wooley regarding the site to store service. The proposed Pleasanton Neighborhood Market will not provide the site to store service at this time.

Very truly yours,



Judy V. Davidoff  
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

W02-WEST:5JVD1404581778.1

cc: Kathy Wooley, Harrison French & Associates  
Brian Dolan, Community Development Director  
Jonathan Lowell, City Attorney  
Rollin Chippey III, Esq., Morgan Lewis  
George Bacso, Esq., Walmart Stores, Inc.

CITY COUNCIL OF THE CITY OF PLEASANTON

ALAMEDA COUNTY, CALIFORNIA

ORDINANCE NO. 1035

APPROVING THE APPLICATION OF MEADOW PLAZA ASSOCIATES FOR PLANNED UNIT DEVELOPMENT ZONING AND DEVELOPMENT PLAN APPROVAL FOR A COMMERCIAL AND OFFICE PROJECT ON APPROXIMATELY EIGHT ACRES LOCATED AT THE SOUTHEAST CORNER OF WEST LAS POSITAS BOULEVARD AND SANTA RITA ROAD

- WHEREAS, MEADOW PLAZA ASSOCIATES applied for development plan approval and PUD zoning for construction of a commercial and office project consisting of five structures totalling approximately 88,000 sq. ft. on an approximately eight acre site located at the southeast corner of West Las Positas Boulevard and Santa Rita Road; and
- WHEREAS, based on the Initial Environmental Study, a Mitigated Negative Declaration was adopted by Council on March 23, 1982; and
- WHEREAS, Council received the Planning Commission's recommendation for approval of the development plan and rezoning; and
- WHEREAS, a duly noticed public hearing was held on March 23, 1982; and
- WHEREAS, the City Council finds that this development plan and rezoning is consistent with the General Plan policies of the City of Pleasanton.

THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES HEREBY ORDAIN AS FOLLOWS:

Section 1: Approves the rezoning of an approximately eight acre site located at the southeast corner of West Las Positas Boulevard and Santa Rita Road from the C-N (Neighborhood Commercial) District to the PUD (Planned Unit Development)-Commercial and Offices District, subject to the Allowed and Conditionally Allowed Uses on Exhibit "B" attached hereto and by this reference incorporated herein.

Section 2: Approves the development plan for a commercial and office project consisting of five structures totalling approximately 88,000 sq. ft. on an approximately eight acre site, subject to the conditions on Exhibit "A" attached hereto and by this reference incorporated herein.

Section 3: The Zoning Map of the City of Pleasanton dated April 18, 1960, on file with the City Clerk, designating and dividing the City into zoning districts is hereby amended by Zoning Unit Map #252, attached hereto as Exhibit "C" dated March 23, 1982, and incorporated herein by reference.

Section 4: The City staff is directed to cause a Notice of Determination to be filed pursuant to Section 5.4(g) of Resolution No. 77-66.

Section 5: This ordinance shall be published once within fifteen (15) days after its adoption in "The Valley Times," a newspaper of general circulation published in the City of Pleasanton.

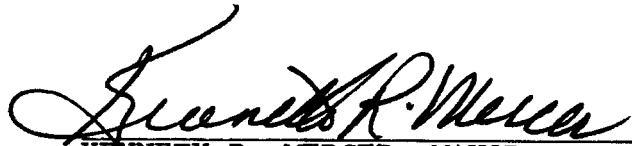
Section 6: This ordinance shall be effective thirty (30) days after the date of its final passage and adoption.

INTRODUCED at a regular meeting of the City Council of the City of Pleasanton on March 23, 1982.

ADOPTED at a regular meeting of the City council of the City of Pleasanton on April 6, 1982 by the following vote:

AYES: Councilmembers - Butler, Kephart, Mohr, Wood and Mayor Mercer  
NOES: None  
ABSENT: None  
ABSTAIN: None

ATTEST:

  
KENNETH R. MERCER, MAYOR

  
James R. Walker, City Clerk  
By Doris George, Deputy City Clerk

APPROVED AS TO FORM:

  
Brian W. Swift, Acting City Attorney

Exhibit "A"

1. That the development be substantially as shown on the development plan, Exhibit A, dated 1/27/82 on file with the Planning Division.
2. That the easternmost driveway onto West Las Positas Boulevard shall be widened to the satisfaction of the City Engineer.
3. That the westernmost driveway onto West Las Positas Boulevard shall be constructed in conjunction with building F.
4. That in conjunction with the first phase of the subject property, the developer shall construct or pay for the construction of a raised median on Santa Rita Road from its intersection with West Las Positas Boulevard southward to the main entrance drive into the subject site.
5. That the development shall meet all requirements of the City's Fire Code, including providing automatic fire sprinkler systems for buildings D, E and F, providing fire protection facilities including access roads prior to and during the time of construction on the subject property and providing fire hydrants per City requirements.
6. That all uses and conditionally allowed uses shall be as shown on Exhibit B (Case PUD-82-2, Allowed and Conditionally Allowed Uses), attached hereto and made part of this case by reference with the following exceptions: Bars not part of restaurants and where complete meals are not served; Financial institutions, including banks, savings and loan offices, finance companies, credit unions and related services; Game arcades, including electronic and mechanical, pinball machines, video games and similar uses; Record and recording and sound equipment stores; Restaurants and soda fountains, including drive-ins and take out food establishments; and Theatres and auditoriums shall be conditionally allowed uses rather than allowed uses. Circuses, carnivals and other transient amusement enterprises and Outdoor art and craft shows shall be temporary conditional uses rather than allowed uses. Additionally, Convenience markets shall be conditionally allowed uses.

7. That only employees park in the area south and east of buildings B and D.
8. That the repair and maintenance of the 8 ft. masonry wall and any damages caused by erosion or slippage shall be the responsibility of the developer.
9. That if holding tanks are utilized, they shall be designed so that they will be pumped out from the western end of building A.
10. That the developer agrees that the 8 ft. wall along the eastern property line shall have the decorated side facing the homeowners to the east of the subject site.
11. That the landscaped planter strip between the employee parking area and the 8 ft. wall shall be planted with 20 gallon plus trees of such a variety that they will rapidly reach substantial fullness and height (not eucalyptus).
12. That in addition to employee parking, the only vehicles which shall utilize the area south and east of buildings B and D shall be those vehicles necessary to service that area (not for loading and unloading for buildings B or D) and these service vehicles shall have access to the area only between the hours of 8:00 A.M. and 7:00 P.M.
13. That the developer agrees to provide two trees for every homeowner on the west side of Weymouth Court, said trees to be a minimum of 10 gallons in size.
14. That the wooden fences along the eastern property line of the subject property shall be taken down by the developer upon the homeowners' request.
15. That the only maintenance vehicle to be allowed to be parked behind buildings D and E shall be the shopping center owner's street sweeper and that the sweeper may be used only between the hours of 8:00 A.M. and 10:00 P.M.
16. That the developers pay for the construction of the proposed left-turn lane in the raised median on West Las Positas Boulevard south of Fairlands Drive.
17. That the street numbers of the buildings be posted so as to be easily seen from the street at all times, day and night.
18. That all ducts, meters, air conditioning equipment, and any other mechanical equipment, whether on the structure, on the ground, or elsewhere, be effectively screened from view with materials architecturally compatible with the main structure.

19. That all mechanical equipment be constructed in such a manner that noise emanating from it will not be perceptible at or beyond the property plane of the subject property in a normal environment for that zoning district.
20. That all lighting be constructed in such a manner that glare is directed away from surrounding properties and rights-of-way.
21. That all trash and refuse be contained completely within enclosures architecturally compatible with the main structure.
22. That all trees used in landscaping be a minimum of 15 gallons in size and all shrubs a minimum of 5 gallons.
23. That if signing for the development is desired, a comprehensive signing program be submitted to the City for consideration under separate application.
24. That 6" vertical concrete curbs be installed between all paved and landscaped areas.
25. That all parking spaces be striped and provided with wheel stops unless they are fronted by concrete curbs, in which case sufficient areas shall be provided beyond the ends of all parking spaces to accommodate the overhang of automobiles.
26. That all utilities required to serve the development be installed underground.
27. That the applicant enter into an agreement with the City approved by the City Attorney which guarantees that all landscaping included in this project will be maintained in a healthful, attractive and weedfree manner. Said agreement shall run with the land for the duration of the existence of the structures located on the subject property.
28. That any damage to street improvements now existing or done during construction on the subject property be repaired at full expense to the developer.
29. That lighting acceptable to by the Police Department shall be provided around the perimeters of all buildings on the subject property.



30. That if required by the Police Department, the buildings shall be equipped with an alarm system, the type to be approved by the Police Department and that this system shall be installed prior to final building inspection.
31. That the site be kept free of fire hazards from the start of construction to final inspection and that the Fire Department emergency number be provided adjacent to all telephones on the site.
32. That the following water conserving plumbing fixtures be installed: a) low flush water closets; b) shower flow control heads; c) aerators in interior faucets; and d) insulation of hot water lines.
33. That suitable trees shall be planted to fill in the vacant areas between the eucalyptus trees on the eastern property line; that trees shall be planted along the southern property line of the subject property and that a final landscape plan reflecting these additions shall be submitted to the planning staff for approval prior to issuance of building permits.
34. That the area behind buildings D and E have no storage of trash or other articles.
35. That where required by the Fire Department the buildings shall be equipped with fire sprinkler and alarm systems approved by the Fire Department.
36. That the developer acknowledges that the City of Pleasanton does not guarantee the availability of sufficient sewer capacity to serve this development by approval of this case, and that the developer agrees and acknowledges that building permit approval may be withheld if sewer capacity is found by the City not to be available.
37. That the City reserves the right to limit the hours of operation and loading of the proposed market (building B), if after appropriate notice to the market operator, it is determined that such control is needed to protect the public health, safety, and welfare.
38. That the developer submit a site plan and building permit survey in accordance with the Survey Ordinance (Article 3, Chapter 3, Title II) and that these plans be approved by the City Engineer prior to the issuance of a building permit.

39. That the site development plan include all required information to design and construct site, grading, paving and drainage.
40. That the paving sections for the parking and drive areas be designed on the basis of an R-Value test and a Traffic Index to carry the anticipated traffic load. This design shall be subject to the approval of the City Engineer. The minimum paving section shall be 2" A.C. on 6" A.B. The minimum A.C. pavement slope shall be 1%.
41. That the developer's contractor obtain an encroachment permit from the City prior to the beginning of construction.
42. That the developer pay any and all fees that the property may be subject to.
43. That the developer enter into an agreement with the City to enter into an assessment district or districts for the construction of all of the facilities necessary for the amelioration of traffic congestion caused by development of the subject property. These facilities may be those discussed in the North Pleasanton Traffic Studies, Volumes I and II, the Traffic Impact Analysis Stoneridge Center April 15, 1981, or other facilities deemed necessary by the City. The agreement shall be entered into prior to the issuance of a building permit.
44. That prior to issuance of a building permit, the developer shall fund (or participate in the funding of) a comprehensive water study of the north Pleasanton area to identify short and long-term improvements necessary to achieve adequate water supply and pressure. In order to achieve timely completion of such improvements concurrent with the development of the subject site, the developer shall enter into an agreement to pay his appropriate share of the cost of the water facilities necessary to serve the subject property or made necessary due to the cumulative development of the north Pleasanton area. Improvements may be made via reimbursement agreements, assessment districts or benefit districts as best meets the needs of the City and developer. The method of implementation shall be decided and entered into when determined necessary by the City Engineer and/or the City Attorney.

45. That in order to maintain existing levels of fire service per general plan policies, the developer shall enter into an agreement to fund or participate in the funding of the study of fire service requirements necessitated by the subject project and other proposed major commercial/industrial projects; that the project shall be constructed in such a way as to minimize the fire hazards; and that the developer shall agree to participate in the financing of the necessary fire apparatus and manpower required to serve this project as well as other mutual projects while maintaining existing city-wide levels of fire service. The level of any participation in the latter shall take into consideration the project's contribution towards city services generally, including fire services. The agreement shall be entered into prior to issuance of a building permit.
46. That the colors and type of exterior wood siding for building F shall be submitted to the Planning Division for approval prior to issuance of a building permit.

EXHIBIT "B"  
Case PUD-82-2

Allowed & Conditionally Allowed Uses

~~Accessory uses and structures, not including warehouses, located on the same site as a permitted use.~~

Antique stores

Appliance sale and repair provided repair service shall be incidental to retail sales.

Art galleries and artists supply stores

Automobile supply stores

Barber shops and beauty shops

\* Bars not part of restaurants and where complete meals are not served.

Bicycle shops

Bookstores and rental libraries

Candy stores

Carpet, drapery and floor covering stores (Ord. 765)

Catalog stores

\*\* Circuses, carnivals and other transient amusement enterprises

Clothing and costume rental establishment

Clothing, shoe and accessory stores

\* Convenience markets  
Delicatessen stores

Department stores

Drug stores and prescription pharmacies

Dry goods stores

\* Financial institutions, including banks, savings and loan offices, finance companies, credit unions and related service

Florists

Food markets including supermarkets, convenience markets and specialty stores

\* Games arcades, including electronic and mechanical pinball machines, video games and similar uses (Ord. 878)

Gift shops

Gymnasiums and health clubs

Hardware stores (Ord. 942)

Hobby shops (Ord. 740)

EXHIBIT "B"  
Case PUD-82-2  
Allowed & Conditionally Allowed Uses

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Ice cream sales:

Interior decorating shops

Jewelry stores

Laundries and dry cleaners where service is provided

Laundries, self service

Liquor stores

Locksmiths (Ord. 740)

Music stores

Newstands

Office buildings (Ord. 773)

Office supply and business machine stores

Offices, including but not limited to business, professional and administrative offices.

\*\* Outdoor art and craft shows

Paint, glass and wallpaper shops

Pet and bird stores

Photographic supply stores

Picture framing shops (Ord. 740)

Plant shops

\* Record and recording and sound equipment stores

Restaurants and soda fountains not including drive-ins or take out food establishments

\* Restaurants and soda fountains including drive-ins and take out food establishments

Saddleries (Ord. 730)

Scientific instrument shops

Shoe repair shops (Ord. 740)

Shoe stores

Specialty stores selling those items normally sold in department stores.

Sporting goods stores

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EXHIBIT "B"  
Case PUD-82-2

Allowed & Conditionally Allowed Uses

Stamp and coin stores

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Stationery stores

Tailor or dressmaking shops

Television and radio sales and repair shops

\* Theatres and auditoriums

Tobacco stores

Toy stores

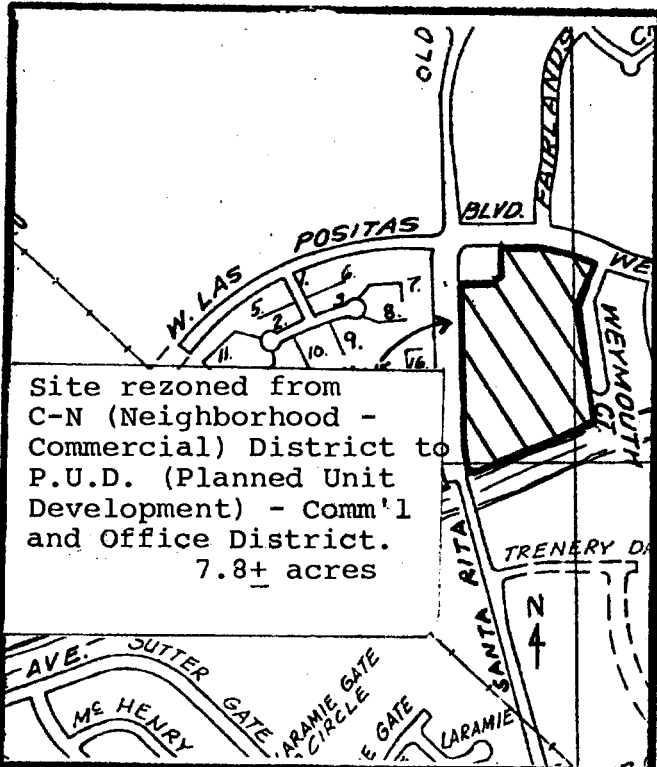
Variety stores

Watch and clock repair shop

Waterbed shops including the sale of small incidentals, such as linens  
wall hangings, and other similar items.

\* Conditional Use Permits

\*\* Temporary Conditional Use permits



Site rezoned from  
 C-N (Neighborhood -  
 Commercial) District to  
 P.U.D. (Planned Unit  
 Development) - Comm'l  
 and Office District.  
 7.8+ acres

CITY OF PLEASANTON  
**PLANNING DEPARTMENT**

ORDINANCE No. 1035  
 ZONING UNIT No. 252

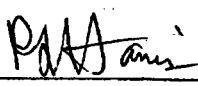
DRAWN BY: <i>T.P.</i>	APPROVED BY: 	DATE: 3/23/82
CHK'D. BY:	PLANNING DIRECTOR	SEC. NO.: PUD-82-2
SCALE: 1" = 800'		

EXHIBIT "C"

CITY COUNCIL OF THE CITY OF PLEASANTON

ALAMEDA COUNTY, CALIFORNIA

ORDINANCE NO. 1165

APPROVING THE APPLICATION OF JOHN FERRERI AND FRED MIRANDA FOR DEVELOPMENT PLAN APPROVAL TO CONSTRUCT TWO MEDICAL OFFICE BUILDINGS AND A RETAIL SHOPPING CENTER ON APPROXIMATELY 7.7 ACRES SOUTHEAST OF THE INTERSECTION OF SANTA RITA ROAD AND WEST LAS POSITAS BOULEVARD

WHEREAS, John Ferreri and Fred Miranda applied for development plan approval to construct two medical office buildings totaling approximately 51,000 sq. ft., and a retail shopping center totaling approximately 53,000 sq. ft., on the approximately 7.7 acre site located southeast of the intersection of Santa Rita Road and West Las Positas Boulevard adjacent to the Exxon Service Station; and

WHEREAS, based on the Initial Environmental Study, a negative declaration was adopted by Council on October 30, 1984; and

WHEREAS, Council received the Planning Commission's recommendation for approval of the development; and

WHEREAS, a duly noticed public hearing was held on October 30, 1984; and

WHEREAS, the City Council finds that this development plan is consistent with the General Plan policies of the City of Pleasanton;

THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES HEREBY ORDAIN AS FOLLOWS:

Section 1: Approves the development plan for two medical office buildings totaling approximately 51,000 sq. ft., and a retail shopping center totaling approximately 53,000 sq. ft., on the approximately 7.7 acre site located southeast of the intersection of Santa Rita Road and West Las Positas Boulevard adjacent to the Exxon Service Station, subject to the conditions on Exhibit "A" attached hereto and by this reference incorporated herein.

Section 2: The City staff is directed to cause a Notice of Determination to be filed pursuant to Section 5.4(g) of Resolution No. 77-66.

Section 3: This ordinance shall be published once within fifteen (15) days after its adoption in "The Valley Times" a newspaper of general circulation published in the City of Pleasanton.



Section 4: This ordinance shall be effective thirty (30) days after the date of its final passage and adoption.

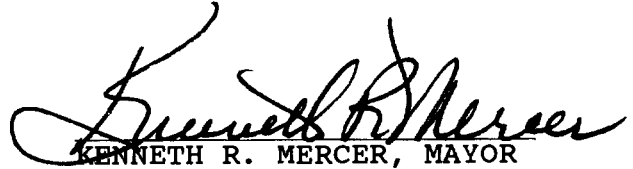
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INTRODUCED at a regular meeting of the City Council of the City of Pleasanton on October 30, 1984.

ADOPTED at a regular meeting of the City Council of the City of Pleasanton on November 13, 1984 by the following vote:

AYES: Councilmembers - Brandes, Butler, Mohr, Wood and Mayor Mercer  
NOES: None  
ABSENT: None  
ABSTAIN: None

ATTEST:

  
KENNETH R. MERCER, MAYOR

  
James R. Walker, City Clerk  
By Doris George, Deputy City Clerk

APPROVED AS TO FORM:


  
Peter D. MacDonald, City Attorney

Exhibit A

ORDINANCE 1165

1. That the development be substantially as shown on the development plan, Exhibit A, on file with the Planning Department.
2. That the entire length of the loading dock on the east side of the super market shall be roofed.
3. That the area shown on the development plan as phase 2 shall be completely landscaped and that a landscape plan for this area shall be submitted to the Planning Department for approval prior to issuance of a building permit. Grass or other types of ground cover may be used in the area and trees and shrubs are not required.
4. That the development shall be separated from the Exxon service station by a masonry wall ranging in height between 3 ft. and 5 ft. which shall be terminated at least at its western end to allow vehicular access to the service station.
5. That a perpetual, nonexclusive easement for access and parking shall be established between the two parcels of the subject property and between the medical center and the Exxon station. Said easement to be approved by the City. This easement shall be entered into prior to issuance of a building permit.
6. That the developer be aware that the entire property is subject to the three standard assessment district conditions required of north Pleasanton development. These conditions were applied to site as part of cases PUD-82-2 and GP-83-13.
7. That the design of the 8 ft. high masonry wall to be constructed along the eastern property line of the subject site and the 3 ft. to 5 ft. high wall along the

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Exxon station property line shall be submitted to the Planning Department for approval prior to issuance of a building permit.

8. That there shall be no truck deliveries to the market between the hours of 10:00 pm and 6:00 am.
  9. In granting approval of this development plan, it is recognized that 5 of the 9 black walnut trees located adjacent to the western property line shall be removed leaving the 4 trees shown on the development to remain, and that all of the eucalyptus trees along the eastern line shall be removed as well as the 5 small trees adjacent to the southern property line where the market will be located. The 12 inch and 10 inch deodars shown along the property line shall be retained. The final landscape plan shall show numerous 24 inch box trees in the 10 ft. wide planter along the eastern property line to replace the removed eucalyptus and the type of trees used here shall be subject to the approval of the City Engineer.
  10. That there shall be no liquor stores, fast food restaurants, electronic game arcades, convenience food stores or any all night businesses allowed in the shopping center.
  11. That during construction the applicant shall employ all necessary measures to preserve the trees shown on the plan to be retained on the subject site. Such measures shall include but not necessarily be limited to providing barricades around the trees to protect their trunks, roots and low hanging branches. These barricades shall be set far enough from the trees to protect them from soil compaction and excavation.
  12. That a minimum 3 ft. wide planter shall be constructed along the entire length of the southern edge of the parking lot of the shopping center.
  13. That the developer obtain a set of the approved improvement plans for the reconstruction of Santa Rita Road prepared by Bissell and Karn, Civil Engineers and redesign street tie-ins and driveway locations accordingly.
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14. The most northerly proposed driveway on Santa Rita Road (adjacent to the Exxon station) shall be deleted due to the potential conflicts with the existing Exxon driveway and the bus turn-out. This driveway may be relocated approximately 210 ft. to the south at a point which will line up with the proposed driveway south of the 24,000 sq. ft. phase 2 office building. This driveway should be designed with a street type opening with minimum 10 ft. radius curb returns.
15. The existing driveway on Santa Rita Road, opposite Navajo Court, is aligned with the existing median break. The proposed on-site drive shall be realigned to meet this driveway.
16. The existing 40 ft. wide driveway on Santa Rita Road (approximately 135 ft. south of the Navajo Court median break shall be removed unless otherwise approved by the City Engineer.
17. The existing driveway on Santa Rita Road just north of the Arroyo Mocho bridge, which provides access to the north bank of the Arroyo Mocho and which lies within an existing Zone 7 easement, shall remain unless otherwise approved by the City Engineer and Zone 7 and the proposed parking areas, within the easement shall be deleted if required by Zone 7 and the City Engineer.
18. The centerline of the proposed driveway on West Las Positas Boulevard shall be aligned with the centerline of Fairlands Drive.
19. The two parking stalls shown in the end of the parking island south of the "Urgent Care" center shall be deleted.
20. The masonry wall shown along the east property line, if installed, shall be entirely on the east side of the drainage easement to afford full access to the underground public utilities for maintenance purposes.

21. That approval of this case is subject to all Standard Conditions of Development, attached hereto and made part of this case by reference, except conditions 12, 28, 29, 33, 35, 36, 46, 49 and 50.
22. There shall be a northeast entrance to the complex from the Exxon service station.
23. That there shall be signs posted within the complex requesting trucks to stay on the west side of the market until 6:00 a.m. so that there will be minimum impact on the neighbors with regard to noise.
24. That approval of case PUD-84-4 does not include design approval for the two medical office buildings and that prior to construction of those buildings, separate design approval will be required from the Design Review Board.
25. That within one year the traffic circulation pattern of the loading dock area shall be reviewed by the staff to make sure there is little impact on the neighbors.
26. That the rear (east) of the Nob Hill Market shall have a plain wall rather than one with relief in it.

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STANDARD CONDITIONS OF DEVELOPMENT

1. That the street number(s) of the building(s) be posted so as to be easily seen from the street at all times, day and night. Street numbers shall be clearly displayed on all rear doors when a building has more than one tenant.
2. That all ducts, meters, air conditioning equipment, and any other mechanical equipment, whether on the structure, on the ground, or elsewhere, be effectively screened from view with materials architecturally compatible with the main structure.
3. That all mechanical equipment be constructed in such a manner that noise emanating from it will not be perceptible at or beyond the property plane of the subject property in a normal environment for that zoning district.
4. That all lighting be constructed in such a manner that glare is directed away from surrounding properties and rights-of-way.
5. That all trash and refuse be contained completely within enclosures architecturally compatible with the main structure.
6. That all trees used in landscaping be a minimum of 15 gallons in size and all shrubs a minimum of 5 gallons.
7. That if signing for the development is desired, a comprehensive signing program shall be submitted to the City for consideration under separate application.
8. That 6" vertical concrete curbs be installed between all paved and landscaped areas.
9. That all parking spaces be striped and provided with wheel stops unless they are fronted by concrete curbs, in which case sufficient areas shall be provided beyond the ends of all parking spaces to accommodate the overhang of automobiles.

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10. That all utilities required to serve the development shall be installed underground.
11. That the applicant enter into an agreement with the City, approved by the City Attorney, which guarantees that all landscaping included in this project will be maintained at all times in a healthful, attractive and weedfree manner. Said agreement shall run with the land for the duration of the existence of the structures located on the subject property.
12. That all dwelling units in the development be constructed to meet the latest P.G.&E. Energy Conservation Home Standards.
13. That the following water conserving plumbing fixtures be installed: a) low flush water closets; b) shower flow control heads; c) aerators in interior faucets; and d) insulation of hot water lines.
14. That the applicant be aware that design review approval lapses within one year unless a building permit is issued and construction has commenced and is diligently pursued toward completion or an extension has been requested from the City.
15. That the developer acknowledges that the City of Pleasanton does not guarantee the availability of sufficient sewer capacity to serve this development by the approval of this case, and that the developer agrees and acknowledges that building permit approval may be withheld if sewer capacity is found by the City not to be available.
16. That the location of any pad mounted transformers shall be subject to approval by the Planning Division prior to issuance of a building permit. Generally speaking such transformers shall not be located between any street and the front of a building.
17. That all buildings and/or structures must comply with all codes and ordinances in effect at the time required permits are issued by the Building Division.
18. That the development shall meet all requirements of the Pleasanton Fire Code.

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19. That the site be kept free of fire hazards from the start of construction to final inspection and that the Fire Department emergency number be provided adjacent to all telephones on the site.
20. That the project shall meet all requirements of the Pleasanton Security Code and the developer shall provide plans as specified by the Crime Prevention Bureau of the Pleasanton Police Department.
21. That if required by the Police Department, the building(s) shall be equipped with an alarm system, the type to be approved by the Police Department and that this system shall be installed prior to final building inspection.
22. That a final landscape plan be submitted to the Planning Division for approval prior to issuance of a building permit.
23. That the colors of the building(s) be submitted to the Planning Division for approval prior to issuance of a building permit.
24. That the developer pay any and all fees that the property may be subject to.
25. That only modular newspaper dispensers accommodating more than one newspaper shall be allowed outside of buildings within the development; the design of these dispensers shall be approved by the Planning Division.
26. That the developer submit a building permit survey and a site development plan in accordance with the Survey Ordinance (Article 3, Chapter 3, Title II), and that these plans be approved by the City Engineer prior to the issuance of a building permit. That the site development plan include all required information to design and construct site, grading, paving, drainage and utilities. Specific items to be indicated on the site development plan necessary to construct storm, sewer and water systems are:
  - a. Type of pipes to be used (storm, sewer, water);
  - b. Length of pipes in linear feet (storm, sewer, water);
  - c. Slopes of pipes (storm and sewer);
  - d. Invert elevations at each inlet or junction structure (storm and sewer);
  - e. Horizontal control necessary to set relationships between buildings, parking, curb and gutter, storm, sewer and water;
  - f. Show top of pipe and bottom of pipe elevations where pipes cross under or over one another;

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- g. Differentiate between public and private systems.
- h. Landscape areas, parking stalls, driveway aisles, buildings, curbs and gutters shall have horizontal control dimensioning indicated on site development plan.
27. That the paving sections for the on-site parking and drive areas be designed on the basis of an R-Value test and a traffic index to carry the anticipated traffic loads. This design shall be subject to the approval of the City Engineer. The minimum paving section shall be 2" A.C. on 6" of A.B. The minimum A.C. pavement slope shall be 1%. For pavement slopes of less than 1% the surface runoff shall be carried in a concrete gutter to an acceptable point of discharge. The minimum slope for concrete gutter shall be 0.5%.
28. That the developer install street frontage improvements per ordinance and to the satisfaction of the City Engineer. These improvements may include, but are not necessarily limited to, grading, curb and gutter, sidewalk, paving, storm drain, sanitary sewer, water facilities, street lighting, underground utilities, traffic control devices, landscaping, and automatic irrigation systems.
29. That the property owner enter into an agreement with the City whereby he agrees to construct or finance the construction of street improvements adjacent to the site to the extent required by the Subdivision Ordinance at such time in the future as this is deemed necessary by the City Engineer. Said improvements may include, but are not necessarily limited to grading, curb and gutter, sidewalk, paving, street lighting, street trees, street monuments, underground utilities, storm drain facilities, sanitary sewer facilities, tree removal, traffic control devices, landscaping and automatic irrigation systems. This agreement shall be executed and approved by the City Council prior to the issuance of a building permit. The property owner/developer shall deposit a bond with the City to ensure future completion of the required improvements. This bond shall be in a standard form approved by the City Attorney and shall be in an amount satisfactory to the City Engineer. The City Engineer may accept or may require a cash payment in-lieu of bonding where circumstances warrant.
30. That the developer submit a refundable cash bond for hazard and erosion control prior to issuance of a building permit. The amount of this bond will be determined by the City Engineer.

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31. That a sanitary sewer sampling manhole be provided on the sanitary sewer lateral from each building, unless otherwise waived by the City Engineer.
  32. That prior to issuance of a building permit, the developer shall pay the applicable Zone 7 and City connection fees and water meter cost for any water meters (irrigation meters) not directly related to a building permit.
  33. That the developer dedicate to the City for street right-of-way purposes those parcels of land intended to be public streets.
  34. That the developer grant an easement to the City over those parcels shown as public service easements (P.S.E.) and which are approved by the City Engineer or other parcels which may be designated by the City Engineer.
  35. That approval of the design for the line, grade, and structural sections for the streets serving this development be withheld pending final engineering design and review by the City Engineer.
  36. That vertical P.C.C. curbs and gutters be constructed within this development unless otherwise approved by the City Engineer and that the curb and gutter be poured monolithically with the sidewalk when the sidewalk is adjacent.
  37. That all existing wells, septic tanks or holding tanks on the site be properly sealed, filled and abandoned prior to the start of grading operations unless Zone 7 retains specific wells for observation wells, or special approval is obtained from the City Engineer for temporary use of an existing well for construction water. Any wells designated for abandonment or any wells encountered during construction, are to be destroyed in accordance with a permit obtained from Zone 7 by calling (415) 443-9300.
  38. That the haul route for all materials to and from this development be approved by the City Engineer prior to the start of any construction.

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39. That the developer submit an erosion and sedimentation control plan or procedure as part of the improvement plans prior to the final approval of the development.
  40. That the developer submit a dust control plan or procedure as part of the improvement plans prior to the final approval of the development.
  41. That storm drainage swales, gutters, inlets, outfalls, and channels not within the area of a dedicated public street or public service easement approved by the City Engineer be privately maintained by the property owners or through an association approved by the City.
  42. That approval of the water supply and distribution system be withheld pending final design and until the developer has demonstrated to the satisfaction of the City Engineer that the proposed system meets both the immediate and long-range requirements for supplying water in this area.
  43. That the developer comply with any and all applicable requirements of the cross-connections control and backflow prevention device programs required by the California Administrative Code, Title 17.
  44. That approval for the number, type and location of fire hydrants be withheld pending final design, review by the Fire Marshal, and final review by the City Engineer.
  45. That approval of the sanitary sewer system be withheld pending final design and until the developer has demonstrated to the satisfaction of the City Engineer that the proposed system is adequate, connects to an approved point of discharge, and meets both the immediate and long-range requirements of the sanitary system in this and all tributary areas.
  46. That if a sanitary sewer lift station is installed for use by the development and if it is accepted by the City for maintenance and operation, an agreement shall be completed between the City and the developer prior to the approval of the development to the effect that the developer will provide a maintenance and operation fund for a minimum ten year period.

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47. That approval of the storm drainage system be withheld pending final design and until the developer has demonstrated to the satisfaction of the City Engineer that the system is adequate, connects to an approved point of discharge, meets any and all applicable requirements of the Alameda County Flood Control District - Zone 7, meets any and all applicable requirements of the Federal Emergency Management Flood Hazard Program, and meets the immediate and long-range requirements of this development and all upstream areas intended to be drained through this development.
48. That electric power distribution, gas distribution, communication service, and any required alarm systems be installed underground in a joint utility trench unless otherwise specifically approved by the City Engineer.
49. That the developer be responsible for the installation of the street lighting system serving the development. The street lights shall be 70 watt, high pressure sodium vapor units mounted on galvanized steel poles with poured in place bases, on the LS-1C schedule per City requirements and P.G.&E. standard details unless otherwise specifically approved. Approval for the number, location, and type of electroliers shall be withheld pending final design and review by the City Engineer.
50. That this development provide a safe and effective circulation system for bicycles and pedestrians. These facilities shall be designed and installed to the satisfaction of the City Engineer and shall be separated from vehicular traffic whenever possible.
51. That the developer submit detailed landscape and irrigation plans as part of the improvement plans. These plans should include, where applicable, a street tree planting plan and landscape plans for medians, buffer strips, and any right-of-way landscape areas. The irrigation plan shall provide for automatic controls.
52. That any damage to street improvements now existing or done during construction on the subject property be repaired to the satisfaction of the City Engineer at full expense to the developer. This shall include slurry seal, overlay, or street reconstruction if deemed warranted by the City Engineer.
53. That the developer's contractor(s) obtain an encroachment permit from the City Engineer prior to the start of construction.
54. That the developer install street trees as required per ordinance.

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55. That all access roads and driveways on the site are hereby declared fire lanes and must be maintained and accessible at all times. Curbs must be painted red and "No Parking" signs provided to the City Standards.

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CITY COUNCIL OF THE CITY OF PLEASANTON

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ALAMEDA COUNTY, CALIFORNIA

ORDINANCE NO. 1215

ORDINANCE APPROVING A MAJOR MODIFICATION TO ESTABLISH A LISTING OF PERMITTED AND CONDITIONALLY PERMITTED USES FOR A SHOPPING CENTER COMPLEX ON 7.7 ACRES LOCATED AT THE SOUTHEAST CORNER OF SANTA RITA ROAD AND WEST LAS POSITAS BOULEVARD

WHEREAS, at its meeting of November 13, 1984, Council adopted Ordinance No. 1165 approving two medical office buildings and a retail shopping center on approximately 7.7 acres southeast of the intersection of Santa Rita Road and West Las Positas Boulevard; and

WHEREAS, a listing of permitted and conditionally permitted uses for the project was not reviewed and subsequently not included in the conditions of approval for the project; and

WHEREAS, it is appropriate at this time to specifically designate the permitted and conditionally permitted uses for the project;

THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES HEREBY ORDAIN AS FOLLOWS:

Section 1: Approves the permitted and conditionally permitted uses set forth in Planning Commission Resolution 2691.

Section 2: This ordinance shall be published once within fifteen (15) days after its adoption in "The Tri-Valley Herald," a newspaper of general circulation published in the City of Pleasanton.

Section 3: This ordinance shall be effective thirty (30) days after the date of its final passage and adoption.

INTRODUCED at a regular meeting of the City Council of the City of Pleasanton on September 3, 1985.

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Ordinance No. 1215

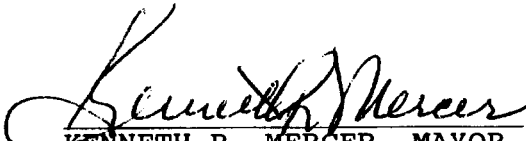
Page Two

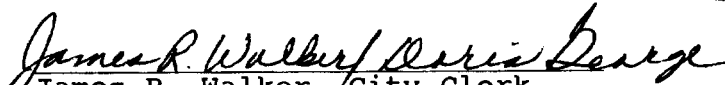
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ADOPTED at a regular meeting of the City Council of the City of Pleasanton on September 17, 1985 by the following vote:

AYES: Councilmembers - Brandes, Butler, Mohr, Wood and Mayor  
Mercer  
NOES: None  
ABSENT: None  
ABSTAIN: None

ATTEST:

  
KENNETH R. MERCER, MAYOR

  
James R. Walker, City Clerk  
By Doris George, Deputy City Clerk

APPROVED AS TO FORM:

  
Peter D. MacDonald, City Attorney

PLANNING COMMISSION  
CITY OF PLEASANTON  
COUNTY OF ALAMEDA  
STATE OF CALIFORNIA

RESOLUTION NO. 2691

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PLEASANTON RECOMMENDING APPROVAL OF THE USES FOR MEADOW PLAZA SHOPPING CENTER FILED UNDER CASE PUD-84-4-3M

- WHEREAS, the City of Pleasanton has applied for a major modification to an approved development plan to establish a listing of permitted and conditionally permitted uses for a shopping center complex on an approximately 7.7 acre site located at the southeast corner of the intersection of Santa Rita Road and West Las Positas Boulevard; and
- WHEREAS, zoning for the property is PUD (Planned Unit Development)-Commercial and Offices District; and
- WHEREAS, as the initial phases of the complex are nearing completion and are being made available for occupancy, zoning certificate applications for new uses at the complex have recently been submitted to the Planning Department for processing; and
- WHEREAS, in order to provide an appropriate listing of uses for the shopping center and to enable the City to evaluate and process zoning certificate applications, staff submitted an analysis and recommendation to the Planning Commission at their duly noticed public hearing of August 14, 1985; and
- WHEREAS, after taking all public testimony and considering the recommendations of the City Staff the Planning Commission recommended approval of Exhibit "A" which was attached to the staff report with changes.

NOW THEREFORE, THE PLANNING COMMISSION OF THE CITY OF PLEASANTON RESOLVES THE FOLLOWING:

Section 1. Recommends the following permitted and conditionally permitted uses be adopted for the Meadow Plaza Shopping Center known as PUD-84-4:

Accessory uses and structures, not including warehouses, located on the same site as a permitted use

Accessory uses and structures located on the same site as a conditional use - C

Antique stores



Appliance sale and repair provided repair service shall be incidental to retail sales

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Art galleries and artists' supply stores

Automobile supply stores

Barber shops and beauty shops

Beauty shops including massage services - C

Bicycle shops

Bookstores and rental libraries

Candy stores

Carpet, drapery and floor covering stores

Catalog stores

Catering establishments Christmas tree sales lots - TC

Clothing, shoe and accessory stores

Copying and related duplicating services, not including printing, lithographing, engraving, or such similar reproduction services

Delicatessen stores

Drug stores and prescription pharmacies

Dry goods stores

Financial institutions, including banks, savings and loan offices, finance companies, credit unions and related service - C

Florists

Food markets, including supermarkets, and speciality stores

Gift shops

Gymnasiums and health clubs including massage - C

Hardware stores

Hobby shops

Ice cream sales

Interior decorating shops

---

Jewelry stores

---

Laundries and dry cleaners where service is provided

Laundries, self service

Leather goods and luggage stores

Music stores

Music and dance studios - C

Newsstands

Office supply and business machine stores

Offices, including but not limited to business,  
professional and administrative offices

Outdoor art and craft shows - TC

Paint, glass and wallpaper shops

Photographic studios

Photographic supply stores

Picture framing shops

Plant shops

Record and recording and sound equipment stores - C

Restaurants and soda fountains not including drive-ins  
or take out food establishments

Shoe repair shops

Shoe stores

Sporting goods stores

Stamp and coin stores

Stationery stores

Tailor or dressmaking shops

Television and radio sales and repair shops

Tobacco stores

Toy stores

Variety stores

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Res. 2691  
8/14/85

Video stores, including rental and sales of equipment  
Watch and clock repair shops

Waterbed shops including the sale of small incidentals,  
such as linens, wall hangings, and other similar items

C - Conditional Use Permit required

TC - Temporary Conditional Use Permit required

All other listed uses permitted

Section 2. This resolution shall become effective immediately  
upon its passage and adoption.

PASSED AND ADOPTED BY THE PLANNING COMMISSION OF THE CITY OF  
PLEASANTON ON THE 14TH DAY OF AUGUST 1985 BY THE FOLLOWING VOTE:

AYES: Commissioners Hoyt, Innes, Michelotti, Wellman and  
Chairman Wilson  
NOES: None  
ABSENT: Commissioner Lindsey  
ABSTAIN: None

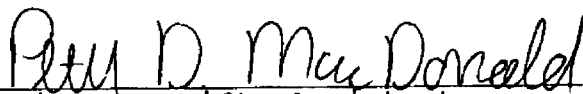
DATE: August 14, 1985

ATTEST:

  
\_\_\_\_\_  
Brian W. Swift, Secretary

  
\_\_\_\_\_  
Dewitt C. Wilson, Chairman

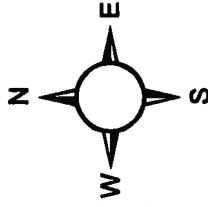
APPROVED AS TO FORM:

  
\_\_\_\_\_  
Brian W. Swift, Assistant  
City Attorney

City of Pleasanton

GIS

Department

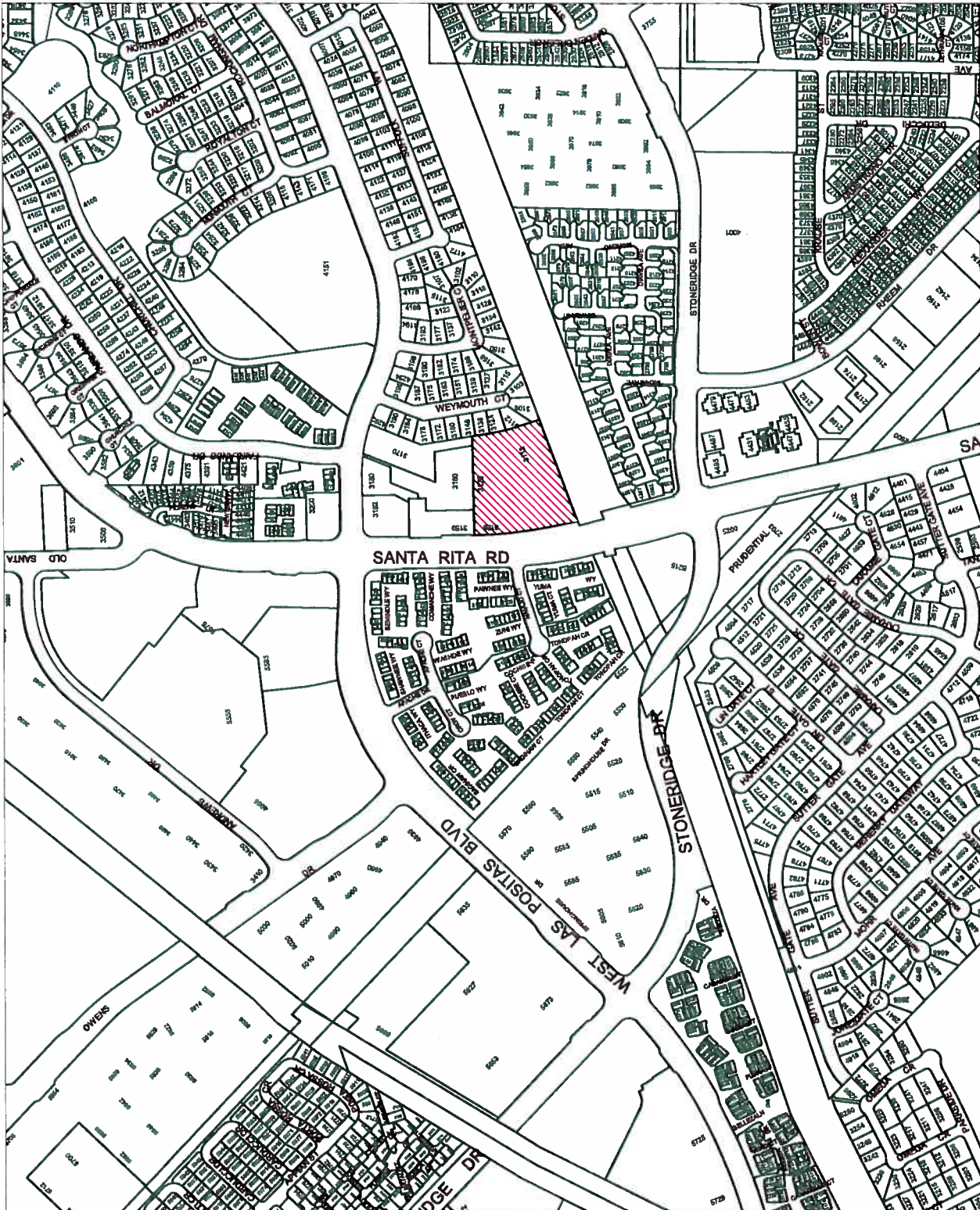


Scale 1 in = 650 ft



Printed 2/29/2012

**EXHIBIT D**



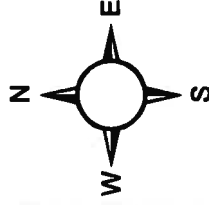
P12-0113, WalMart

City of Pleasanton

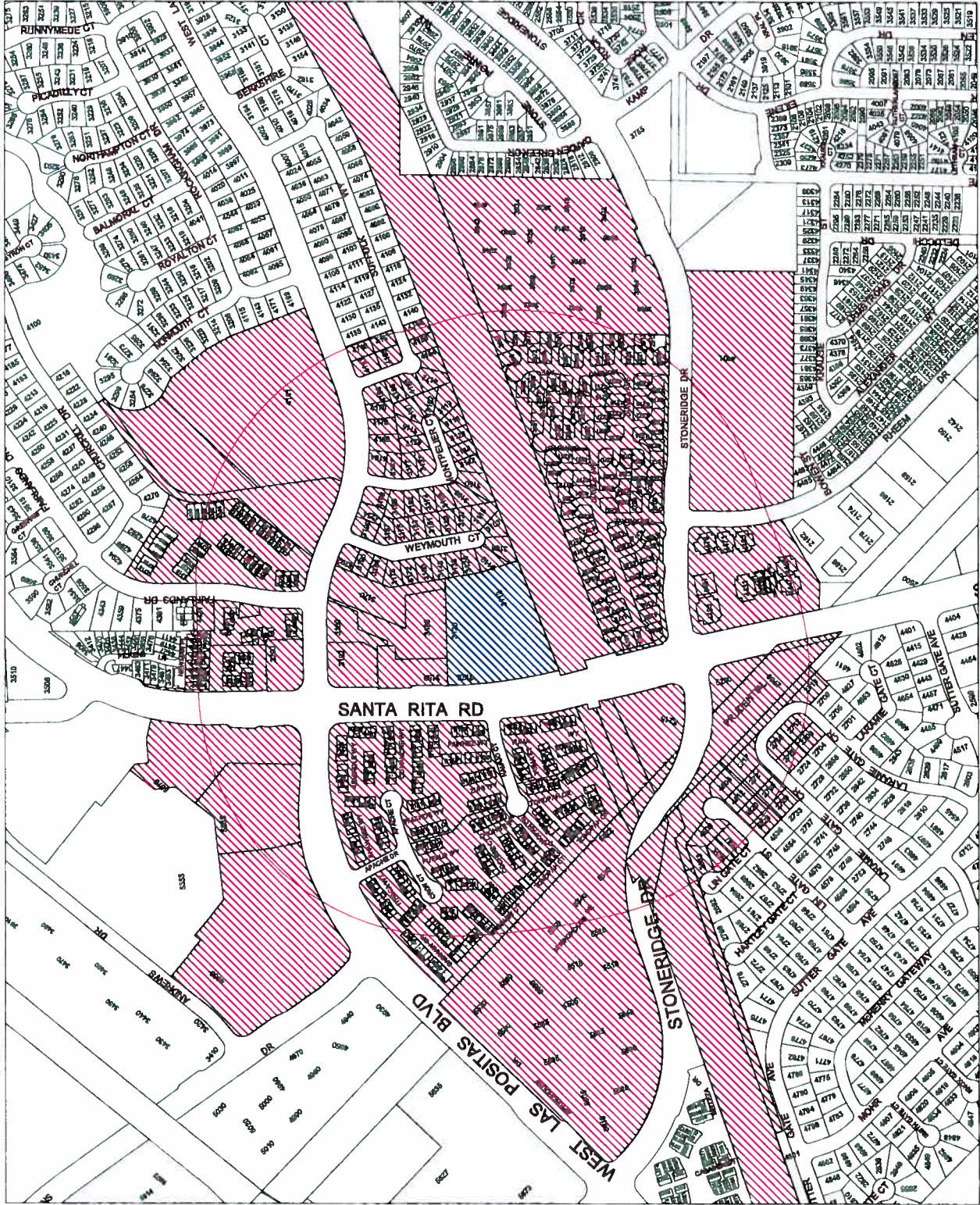
GIS

Department

3112 Santa Rita Rd



Printed 2/28/2012



**Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: RYAN

Sent: Thursday, April 14, 2011 3:08 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

Wal-Mart is a town and business destroying company. It is no secret that Wal-Mart stores also bring crime and other unwanted problems to a city. Pleasanton is too nice of a community for ANOTHER Wal-Mart. There is already one less than a mile or two away from this planned store. That one should go away also.

THE HIGH COST OF LOW PRICE!!!!!!

I SAY NO!!!!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

RYAN

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: Bonnie De Martin  
Sent: Thursday, April 14, 2011 4:39 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

Are you kidding? This has got to be a joke. It is bad enough they are here in the first place, never mind twice.  
What a charming addition to this slowly deteriorating town.  
Just think of the traffic, we can barely get out of this neighborhood now ( Sutter Gate at Santa Rita ). Santa Rita is a nightmare in that area and allowing a 24 hour Walmart is a recipe for disaster.  
How lucky for us, how many people can say they have 2 Walmarts in their town? How pleasant!  
Protect this town before it's too late! There is a reason people like to live here, this is not it.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Bonnie De Martin

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-walmarts-lie></em>

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**Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: Robert Israel

Sent: Thursday, April 14, 2011 5:19 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

Another Walmart you have to be kidding. There already is a Wal-Mart probably less than 1 miles from the new one they want to build. Pleasanton has become over the years a city full of large chain stores and restaurants. Do you want us to become another Dublin? Take a look at Danville, I only wish our town could be like theirs --no big chains located there. This has to stop and is totally unacceptable.

We already have a Walmart and another one less than one mile away is just plain ridiculous. Just more increased traffic and congestion, more pollution, more crime.

I know we have a majority on the city council who only cater to big business, but I can guarantee those three the opposition will be so great that if you agree to this your chances of being re-elected will be zero.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Robert Israel

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Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

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**Subject:** Wal-Mart store @ 3112 Santa Rita Rd..

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

From: Pleasanton Web Team

Sent: Thursday, April 14, 2011 5:32 PM

To: Joanne Hall; Nelson Fialho; Pleasanton Response

Subject: [PLSWEB] Wal-Mart store @ 3112 Santa Rita Rd..

City of Pleasanton Website - Contact Us Online

Name: Maryann James

Email:

Category: Mayor and City Council

Subject: Wal-Mart store @ 3112 Santa Rita Rd..

Comment:

Dear Mayor and Council members;

I just received a postcard regarding Wal-Mart opening at the old NobHill store site. As a 35 year resident in Pleasanton Meadows I can attest to the fact that the last thing we need in that space is another Wal-Mart. Considering that there is already a Wal-Mart within walking distance. What our neighborhood needs is exactly what we had; a small size grocery store, within walking distance. Myself and every neighbor I've spoken with, miss having NobHill and the convenience it offered. I did my primary shopping there, as did many others. Wal-Mart, even if it's just a pharmacy is completely unnecessary. Seriously, isn't one in our town enough? Think of your citizens and ban this project. I'm not one for attending City Council meetings and knocking on doors. The last time I got "involved" was with SUN (School Unification Now) when the Pleasanton Meadows kids would be sent to Dublin High School, rather than attend high school in our town, where we pay taxes. Please do not allow this project. It is not what Pleasanton in general and especially Pleasanton Meadows needs. Thank you for your consideration in this matter.

Maryann M. James RNC

## Maria Hoey

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**Subject:** Protect Pleasanton from Over Development!

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

From: Brenda Meuser  
Sent: Thursday, April 14, 2011 5:38 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

We have enough traffic on Santa Rita Road and don't need anymore. The current WalMart in Pleasanton is always busy. The parking lot is 3 times larger than the Santa Rita Road lot. The very limited parking will only hurt the small businesses currently in that center trying to run a business.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Brenda Meuser

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**From:** Eric Swensen  
**Sent:** Thursday, April 14, 2011 6:40 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

this is ridiculous. There is already a Wal-Mart in Pleasanton and we DON'T need another one. Tell them to go to Dublin. There's plenty of room next to the Lowe's!!

There's enough big stores in Pleasanton, let's keep it to small, family-owned shops!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Eric Swensen

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**From:** Melissa Swensen  
**Sent:** Thursday, April 14, 2011 6:57 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

I am not happy about another Wal mart being located in Pleasanton!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Melissa Swensen

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**From:** Birow Huang  
**Sent:** Thursday, April 14, 2011 8:09 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Please don't disturb our nice neighborhood!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Birow Huang

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**From:** Benlih Huang  
**Sent:** Thursday, April 14, 2011 8:10 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Stop Wal-mart invasion. Please!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Benlih Huang

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**From:** Yick Lo  
**Sent:** Thursday, April 14, 2011 8:26 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Please disallow Walmart to expand their store in Santa Rite. It is too close to a lot of residential areas, schools and playgrounds. Their current location in Pleasanton is a perfect location where it is far away from most of the residential areas. If they want to expand, they can buy Borders Book store that is going to shut down within the same plaza. Please don't allow commercial to ruin our road and traffic in Santa Rite!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Yick Lo

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**From:** Eric Chen  
**Sent:** Thursday, April 14, 2011 9:12 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

1. This location is very closed to Fairlands elementary school (less than 500ft), the increased traffic will bring negative impact to the school time. Making the road condition worse during the drop off/pick up time.
2. This location is around with residents homes, it is not proper to open a 24hr store.
3. There is no traffic light in the cross of San Rita & Navajo Ct, the increased traffic would introduce accidents.
4. There is already one Wal-mart store less than 1 mile away, it is not necessary to bring two same chain stores in the same community.

We are strongly against this develop plan.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Eric Chen

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**From:** Elango  
**Sent:** Thursday, April 14, 2011 10:09 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

No to WALMART

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Elango

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Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**From:** Jenny Zheng  
**Sent:** Thursday, April 14, 2011 10:10 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Isn't one walmart in Rosewood Dr. enough???

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Jenny Zheng

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

---

**From:** Yiao-Tee Hsia  
**Sent:** Thursday, April 14, 2011 11:34 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

We need a public hearing to determine whether another discount market is needed in Pleasanton! On Santa Rita Road along, we already have 3 supermarkets - Safeway, Ranch 99, and Fresh & Easy. This doesn't count another Safeway across 580 in Dublin! How many is enough. Let's have an open hearing!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Yiao-Tee Hsia

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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<https://www.mailcontrol.com/sr/WrmX3wik9T3TndxI!oX7UnqIHF!Df9sd9m7o+NvnCYWSVgVNzuKfeQru9+iaTrObt+FSS+CnKgudye7!a4h0mw==> to report this email as spam.

## Maria Hoey

---

**Subject:** John Carroll also received the postcard  
**Attachments:** walmart.jpg

---

**From:** Cindy McGovern  
**Sent:** Saturday, April 16, 2011 8:39 AM  
**To:** Nelson Fialho  
**Subject:** FW: John Carroll also received the postcard

Here is the postcard and some other info. Cindy  
----- Forwarded Message

**From:** Anne Fox  
**Date:** Fri, 15 Apr 2011 12:25:30 -0700  
**To:** Matt Sullivan · John Carroll  
**Cc:** Celinda McGovern  
**Subject:** Re: John Carroll also received the postcard

Hi there,

Sure. Here it is.

So are they proposing to vacate the store at Hacienda and Rosewood and move to Stoneridge and Santa Rita so they will have the customers from the huge amount of cut-through traffic that will now be going down Stoneridge? Or are they moving because of the narrowing of Owen? I can't imagine they would have two stores within 1/2 mile of each other. Also the site on Santa Rita is smaller than their existing site unless they plan to buy up all the Weymouth Ct houses too.

Are they planning on demolishing the entire site including several outbuildings that hold several small retailers, some of them local, (music shop, photo shop, dentist, urgent care place, Mountain Mikes, Boswell's etc and the Valero gas station)?

[http://maps.google.com/maps?f=q&source=s\\_q&hl=en&geocode=&q=3112+Santa+Rita,+Pleasanton+CA&aq=&sl=37.0625,-95.677068&sspn=21.319447,35.507812&ie=UTF8&hq=&hnear=3112+Santa+Rita+Rd,+Pleasanton,+California+94588&ll=37.690748,-121.877024&spn=0.002589,0.004334&t=h&z=17](http://maps.google.com/maps?f=q&source=s_q&hl=en&geocode=&q=3112+Santa+Rita,+Pleasanton+CA&aq=&sl=37.0625,-95.677068&sspn=21.319447,35.507812&ie=UTF8&hq=&hnear=3112+Santa+Rita+Rd,+Pleasanton,+California+94588&ll=37.690748,-121.877024&spn=0.002589,0.004334&t=h&z=17)

The other side just says Our Pleasanton [www.ourpleasanton.org](http://www.ourpleasanton.org) <<http://www.ourpleasanton.org>> and in big letters Will Your Voice Be Heard?

I have no idea who this is

The postmark is from Oakland CA 13 Apr.

The address is not a label and says

ANNE FOX  
Or Current Resident

with the address.

John said a couple of people in the neighborhood mentioned to him they had received it too.

Anne

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

**From:** Matt Sullivan

**To:** Anne Fox

John Carroll <

**Cc:** Cindy McGovern

**Sent:** Friday, April 15, 2011 11:50 AM

**Subject:** Re: John Carroll also received the postcard

Can one of you scan and email me a copy of the card?

Thx

Matt Sullivan  
cell 415-533-8164

Sent from my iPhone

On Apr 15, 2011, at 10:14 AM, "Anne Fox" <

wrote:

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

**From:** Anne Fox <

**To:** John Carroll

**Sent:** Friday, April 15, 2011 10:13 AM

**Subject:** Re: Did you receive a yellow postcard in the mail regarding a Wal-Mart store coming to the Nob Hill location?

Hi --

Cindy and Matt are checking into it...this is the first I heard about it too.

I wonder if it was sent to the just the neighborhood or city wide?

Anne

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

**From:** John Carroll <

**To:** Anne Fox

**Sent:** Friday, April 15, 2011 10:00 AM

**Subject:** Re: Did you receive a yellow postcard in the mail regarding a Wal-Mart store coming to the Nob Hill location?

Yes – I did receive the yellow postcard.

First I heard of anything about a Walmart -

John

On 4/14/11 11:32 PM, "Anne Fox" <[redacted]>

wrote:

----- End of Forwarded Message

Click [here](#) to report this email as spam.

# A Wal-Mart Store is coming...

*...and you don't have a say about it!*

Wal-Mart has signed a letter of intent to develop a store at the old Nob Hill store at 3112 Santa Rita Rd. Wal-Mart will be able to have a store "by-right" and bypass any public input. Residents should have the opportunity to address issues that will impact all of us, including:

- Increased Traffic
- Congestion
- 24hour Store Hours
- and, many more issues.

**Tell our Council that you want a say when a discount chain store wants to open next to our homes!**  
**Tell the Council that residents should have the right to address all concerns that discount grocers will have on us!**

**Visit our website and sign our letter to the Council!**

**[www.OurPleasanton.org](http://www.OurPleasanton.org)**

**Or Email the Council at: [citycouncil@ci.pleasanton.ca.us](mailto:citycouncil@ci.pleasanton.ca.us)**

*Are you willing to allow more and more discount chain stores to open in Pleasanton without your say?*

## Maria Hoey

---

**From:** David Pecoraro  
**Sent:** Friday, April 15, 2011 7:34 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

David Pecoraro

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**From:** Nancy Clevenger  
**Sent:** Friday, April 15, 2011 8:30 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to overdevelop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Borders just vacated their space over by WalMart and if WalMart wants to expand, that would be an ideal place.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton.

Thank you,  
Nancy Clevenger

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Nancy Clevenger

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**From:** Wendy McHugh  
**Sent:** Friday, April 15, 2011 3:23 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Please DO NOT allow Wal-Mart into the old Nob Hill shopping center. This will bring unwanted traffic to our area and we do not want our neighborhood and city furthering Wal-Mart's success and mistreatment of employees.

Thank you for your consideration,  
Wendy & Shawn McHugh  
7 yr. resident w/ 2 daughters

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Wendy McHugh

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**From:** Michele McKinley  
**Sent:** Friday, April 15, 2011 3:49 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Michele McKinley

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-over-development></em>

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## Maria Hoey

---

**From:** Carmelisa Bayan  
**Sent:** Friday, April 15, 2011 4:03 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

We live right across the street from the former Nob Hill and even without the Nob Hill bldg occupied, it is already a very high traffic area. Having a Wal Mart will only make the traffic congestion worst.

In addition, the building is surrounded by residential neighborhoods in every direction and an elementary school is very close by. The additional traffic will be a danger to kids in the area. The additional noise will be a nuisance to the residents. And additional pollution is not something anyone desires.

There is already a WalMart that is less than 2 miles away from the Nob Hill site and that WalMart is perfectly situated. It sits on a huge lot itself, is further away from residential areas and is closer to the freeway and business lots. There is no need for a second WalMart so close by.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Carmelisa Bayan

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Grayce Stratton

Sent: Sunday, April 17, 2011 8:19 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

For another Walmart to be located in Pleasanton would be a tragedy for our children in particular.

Pleasanton has lost a great deal to modernization through the years, but it has been tasteful for the most part. We already have a Walmart here. What makes it tolerable is the location next to the freeway in the business and corporate encirclement near Hacienda. This cannot be duplicated.

No one here needs this. Tax revenue should not be gained at the expense of quality of life.

Sincerely,

Dr. Stratton

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Grayce Stratton

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Anjali Salpekar

Sent: Sunday, April 17, 2011 8:40 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

From: Anjali Salpekar

To: [citycouncil@ci.pleasanton.ca.us](mailto:citycouncil@ci.pleasanton.ca.us), [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com), [mhoey@ci.pleasanton.ca.us](mailto:mhoey@ci.pleasanton.ca.us)

Subject: Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Anjali Salpekar

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Anjali Salpekar

## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Bradley Schieferstein

Sent: Sunday, April 17, 2011 8:51 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

The old Nob Hill store and parking lot is much too small for any sort of Wal-Mart store. Also the entry and exit from the parking lot is not controlled by traffic lights and there will be an increase in accidents on Santa Rita Road in front of the store. This location is just a few short blocks from an elementary school that children will be walking to and from school.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Bradley Schieferstein

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Carol Syriani

Sent: Sunday, April 17, 2011 8:54 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I vote no to the new Wallmart in Pleasanton.

The location your considring for the new Wallmart in Pleasanton is more of a residential neighborhood Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Carol Syriani

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: sue cosio

Sent: Sunday, April 17, 2011 8:56 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I would like the city to require a conditional use permit for all big box stores. The plans for Wal Mart to move into the Santa Rita/W. Las Positas locations is unsuitable for this area.

This area is where our city's two major emergency facilities are located: Valley Care Hospital and the Fire Department. As a resident of Pleasanton for six years, I have noticed a substantial increase of traffic in this area over these years. To add congestion to this location is ludicrously unsafe. More congestion will lead to longer delays for the residents to receive help.

In addition, Wal Mart parking lots are notorious for high crime rates. This area is already showing signs of decay due to the increase in traffic and regular auto accidents on West Las Positas. Allowing Wal Mart into this neighborhood will exacerbate the problem and rapidly create more decay. Thank you for doing everything possible to prevent Wal Mart from expanding their store into our city.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

sue cosio

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Karen Lee Bilbrey Zengel

Sent: Sunday, April 17, 2011 10:31 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

With one Walmart already in town, we don't need another one! That store can certainly expand as it sees fit and stay where it is but, don't expand beyond the existing location! We don't need the traffic, riffraff people, cheap China goods, bio-chemically engineered, BPA-laddened, and permanently preserved foods, and certainly not the packaging waste that corporation produces! Workers there won't come from Pleasanton most likely and buyers will be mostly from elsewhere, as they are at the other location, too. The tax base on cheap, minimally-marked up products won't be that great for Ptown either. Give it up! We don't want it.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Karen Lee Bilbrey Zengel

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: John Vieira

Sent: Monday, April 18, 2011 11:31 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

If Walmart wants to add food to their offering they can do so at their current location as their other competitors such as Target in Dublin has done. Walmart does have the "food added" format already developed and in place at other locations.

What format do they have in mind for this location? A Sams' Club? Their neighborhood market format?

This site is difficult to get into and out of, is a traffic study being developed?

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

John Vieira

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**From:** Mark Campbell  
**Sent:** Tuesday, April 19, 2011 2:22 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Over Development!

Please stop walmart on Santa Rita Rd.  
traffic,noise,litter & crime.Traffic from 3:30 -  
6:00 P.M. is bad now!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Mark Campbell

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Wal-Mart

**From:** mark campbell

**Sent:** Tuesday, April 19, 2011 2:29 PM

**To:** Mayor and City Council

**Subject:** Wal-Mart

Please tell us this is not a done deal. Santa Rita Rd. is busy enough!  
This will bring traffic,litter,crime & more low paying job with no health insurance.

Thank You Campbell Family

Click [here](#) to report this email as spam.

**Maria Hoey**

---

**Subject:** Walmart

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**From:** Kenneth DeLong  
**Sent:** Tuesday, April 19, 2011 8:18 PM  
**To:** Mayor and City Council  
**Subject:** Walmart

I am writing to oppose the granting of a permit to Walmart at the corner of Stoneridge and Santa Rita (the old Nob Hill). That area is more of a family neighborhood; it's not the appropriate location for a big box store like Walmart. I feel it would significantly and negatively impact the living conditions in the nearby neighborhoods.

There is already a Walmart about 1 mile away from that location (Owens and Rosewood). Why do we need another one so close? I'd urge the Council to not grant the permit (certainly not the "by-right" permit) and consider a more neighborhood-friendly store like Trader Joe's.

Thank you,

-----  
Ken DeLong

Life is complex: it has both real and imaginary parts.  
Support Aung San Suu Kyi!! <http://www.dassk.com> <http://www.dassk.org>  
The Lady is FREE!

Click [here](#) to report this email as spam.

## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Nicole Lawton

Sent: Tuesday, April 19, 2011 9:55 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I would very much like the council, and citizens of Pleasanton, to have more input into the kind of stores that go into a location. I feel we have good insight into what fits the character of the city, as well as what kinds of stores we, and other potential customers, would be likely to patronize. Please listen to your citizens and allow a say in what stores will best fit our community needs.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Nicole Lawton

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: Mike Edmonson

Sent: Wednesday, April 20, 2011 11:36 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

It's not to whom it may concern, because it concerns everyone in this Country.

My Personal Statement - This is a long one folks. Ha! Ha! But, seriously it's no laughing matter.

The local Prison/Santa Rita Jail releases inmates, criminals of all sorts all throughout the night, and I don't want everyone walking around my neighborhood at all hours of the night. They may be in a desperate mood or coming off drugs and possibly harm my family.

I'm sure the Walton Billionaires don't live very close by any Wal-Marts, and I bet they don't shop there on a regular basis either. I would want to be proud of a company I owned. I wouldn't sleep well at night knowing I have negative blogs and critics like Wal-Mart has had over the years. Wal-Mart isn't proud of what they have done with the family business. They love the bottom line at any cost to our Country, and it's just plain greedy period.

I live right around the corner from the proposed Bully's...aka (Wal-Mart) site location on Santa Rita. It's hard enough to get through the very busy traffic on Santa Rita Rd, but this isn't why I'm writing this statement. I'm writing because we all know that Wal-Mart is bad news period...they would be perfectly happy putting more local retailers out of businesses.

I can't believe they're wanting another store a quarter mile from the one on Owens & Rosewood. They are greedy beyond measure. A lot of the problems in this Country are partially the blame of Wal-Mart. In all honesty they would be thrilled if Safeway, Lucky's, CVS, Rite Aid, Raley's, Walgreen and every other retail store in town...including little stores downtown.

My kids are unemployed and I would rather they stay that way until a good company hires them. Wal-Mart isn't even a consideration. The employee's mostly live out of town, and spend there money in other cities. I wouldn't work at Wal-Mart for any amount of money. It's the principal that matters here. They are corrupt and have very statical and unethical ways of manipulating the entire distribution and merchandise industry. China? China? China? It must stop, but Wal-Mart isn't the only one to blame, but they sure are a major contributor to the problem. This isn't the way this Country was supposed to turn out...it's almost embarrassing. I'm done going on and on, but I'm pretty firm on my feelings for this retail conglomerate. I think I'm going to buy something today from a local consignment store...not Wal-Mart. Thanks for making this known to my family and our community.

Yours truly,  
Very concerned citizen,

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.



Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Mike Edmonson

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Emily Petrillo

Sent: Wednesday, April 20, 2011 12:35 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

Why???. We have a Walmart a mile away.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Emily Petrillo

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**Subject:** Protect Pleasanton from Over Development!

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

From: Nick Voluntad  
Sent: Wednesday, April 20, 2011 2:48 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Nick Voluntad

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

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**Subject:** Wall mart....thumbs up on Santa Rita

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

From: Tim Zimmerman

Sent: Wednesday, April 20, 2011 4:56 PM

To: Mayor and City Council

Subject: Wall mart....thumbs up on Santa Rita

I'm all for a new store at the old Nob Hill location. As far as ourpleasanton.org campaign goes- what did they say when Nob Hill was there? They probably shopped there as they will again when Wallmart opens. Geez, get a life or move to the wilderness.

Sent from my iPhone

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<https://www.mailcontrol.com/sr/IdaBYF98B+XTndxI!oX7UpIgrUnoDh5vsjtGkJSDHkYw9XCanDAbUjmMEZ5WUMlzuvjfL!LTQTvieLvRJKIvyA==> to report this email as spam.

## **Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: Ellie andJim Clay

Sent: Thursday, April 21, 2011 9:46 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

WE ARE TOTALLY AGAINST THE BUSINESS OF WAL MART IN OUR COMMUNITY OF HOMES, PARKS, FAMILY ACTIVITIES, AND TRAFFIC.

THE OTHER WAL MART STORE IS VERY NEAR THIS NEW LOCATON. WE HOPE IT CAN BE STOPPED.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Ellie andJim Clay

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Elisabeth Hawkins

Sent: Friday, April 22, 2011 8:22 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I was appalled to find out that Wal-Mart has any intent to develop the old Nob Hill when:

- 1) There is a full Wal-Mart store probably not more than a mile away from that location
- 2) We're already extremely sensitive to traffic patterns in Pleasanton, especially between Stoneridge and Santa Rita
- 3) Between the new grocery store that opened up on Rosewood, and the Target that is opening up in East Dublin, the market is quickly becoming over-saturated
- 4) Wal-Marts have a well-known history of bringing down local businesses wherever they venture, which having a Wal-Mart establishment ANY closer to Downtown than it already is, endangers what makes Pleasanton so unique and lovable (trampling on the ground of community fiber).

It really feels as if the citizens of Pleasanton and our security and way of life weren't considered in this decision. When I purchased my house out here, which is approx. 2/3 of a mile from the site, having known a Wal-Mart establishment could be potentially built at that location would have definitely caused me to reconsider my location choice. Please do the right thing and preserve what makes our community something that the residents are so very proud of.

Sincerely,

Elisabeth Hawkins

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Elisabeth Hawkins

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: John C Stout

Sent: Friday, April 22, 2011 10:57 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I am opposed to any chain stores moving in to my neighborhood. This will increase unwanted traffic at all hours of the Day and Night. It will cause congestion when the Semi-Trailors try entering the location for the proposed store and lower the value of the property in the surrounding area. The purpose of local government should be to challenge these requests with public hearings. You as our council must step in to prevent this from occurring.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

John C Stout

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Jeff Finley

Sent: Friday, April 22, 2011 10:57 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

This new WalMart store to be put in where the old Nob Hill was, is a terrible idea. It is going to cause even more congestion going down Santa Rita Road. There is no need for this new store, there is one a mile away.

Its a bad corwd, loud noise, and too much traffic.

Pleasanton is a very nice city to live in, has a great small town feel, with a beautiful downtown. We don't need big companies coming in and ruining that.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Jeff Finley

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: Adam Saffin

Sent: Saturday, April 23, 2011 5:21 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

There's already a Wal-Mart in Pleasanton. What ridiculousness possessed them to think we need a second? Traffic is horrible over there, and the last thing we need here in the residential area is a place like that.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Adam Saffin

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Bimal Sangari

Sent: Sunday, April 24, 2011 7:47 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

If indeed the story I am hearing is accurate, that WalMart is considering putting up a store at the location of the old Nob Hill near Santa Rita and Stoneridge Dr, then I am very concerned. I fully believe that this would have an adverse impact on our neighborhood's quality of life due to increased traffic and over-development. I live in the Mohr-Martin area in Pleasanton. At a minimum, there should be a process to capture the public's input before such a big decision is made.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Bimal Sangari

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Tom & Patti Harvey  
Sent: Sunday, April 24, 2011 9:32 AM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

Please consider this 2 NO votes against WalMart moving into the old Nob Hill Foods site on Santa Rita Road. We have one WalMart in town and that is enough. We don't need more traffic and congestion on Santa Rita road, period.

Access in and out of that site has always been a bit difficult if one needs to make a left turn onto Santa Rita south, and we don't need another light placed there.

This has always been a quiet neighborhood in Pleasanton Village...the noise from businesses on Rheem Drive is enough in the early morning, St. Elizabeth Church parking DOES overflow onto local streets despite the signage, and a 24-hour WalMart operation is just too much to ask of long-time residents.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Tom & Patti Harvey

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

**From:** Craig Schwab

**Sent:** Monday, April 25, 2011 1:21 PM

**To:** Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

**Subject:** Protect Pleasanton from Over Development!

**NOT EVERYONE IS AGAINST THE WAL-MART STORE!** It concerns me that the "opponents" of this plan fail to list their names and use an out-of-state company to try to persuade us that this is a bad use for this property that is already zoned for this use. I guess Nob Hill was OK, but Wal-Mart is not. Why? What is the real motive of the opponents? Just because it's Wal-Mart, or because it's not union?

I, for one, do not oppose this project. Neither will the dozens of workers that will get jobs once the store is open.

Craig L. Schwab

Click [here](#) to report this email as spam.

## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Danny Yee 「  
Sent: Sunday, April 24, 2011 11:38 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

I oppose Wal Mart development at 3112 Santa Rita Rd., Pleasanton, CA. The site is inappropriate for such a large retailer. Also, they already have a store less than a mile away at Rosewood & Owens.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Danny Yee

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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<https://www.mailcontrol.com/sr/GL!W0a7GogzTndxI!oX7Uif77OZq5B1TH7Zz1PQFg2NKcoUaglqRP6IkdWFi!4AJONVc1Yzklly6Rmyxrg+4Pw==> to report this email as spam.

## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Sue Martin

Sent: Monday, April 25, 2011 5:03 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I definitely do NOT want Walmart near my home in Pleasanton. There is one located already one mile away and I think it will decline the property value of our home. Thank you.

-Sue Martin

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Sue Martin

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

**From:**

**Sent:** Tuesday, April 26, 2011 9:54 AM

**To:** Maria Hoey

**Subject:** Re: Protect Pleasanton from Over Development!

Dear Ms. Hoey and Ms. Stern,

Thanks for your quick response to my concern. I should be more careful in verifying the source of information and will check first with your Planning Department regarding commercial development rumors in the future.

Sincerely,

Danny Yee

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

From: "Maria Hoey" <[MHoey@ci.pleasanton.ca.us](mailto:MHoey@ci.pleasanton.ca.us)>

To: "Danny Yee"

Cc: "Joanne Hall" <[jhall@ci.pleasanton.ca.us](mailto:jhall@ci.pleasanton.ca.us)>

Sent: Monday, April 25, 2011 12:39:10 PM

Subject: RE: Protect Pleasanton from Over Development!

Dear Mr. Yee:

Thank you for your e-mail regarding the potential location of a second WalMart store in Pleasanton, possibly at the location of the former Nob Hill grocery store. As of today, the City has received no such planning application for a WalMart store at this location. In the event we do receive such an application, we will evaluate the proposal to determine whether or not it is consistent with the list of permitted uses at this location or if a Conditional Use Permit and public hearing would be required. At this time we are unaware of the nature or scope of any proposal.

Thank you for your interest in the future of Pleasanton.

Janice Stern, AICP  
Planning Manager  
City of Pleasanton  
925-931-5606  
Fax: 925-931-5483

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

From: Danny Yee

Sent: Sunday, April 24, 2011 11:38 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I oppose Wal Mart development at 3112 Santa Rita Rd., Pleasanton, CA. The site is inappropriate for such a large retailer. Also, they already have a store less than a mile away at Rosewood & Owens.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Danny Yee

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Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em>

Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

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**From:** adam saffin  
**Sent:** Tuesday, April 26, 2011 10:49 AM  
**To:** Maria Hoey  
**Subject:** RE: Protect Pleasanton from Over Development!

Dear Ms. Stern,

I apologize for the fact that you have been personally bothered with this. I did not realize when I accessed the web page associated with the flyer that by submitting a response it would be passed along to government officials; I assumed that I was merely e-signing a petition of some sort. I'm not sure how many of these emails you have received, but in case you do not yet know, I would like to stress that everything beyond the first paragraph of text in the email you received from me was automatically generated and tacked onto the end of my submission without my knowledge.

Again, you have my apologies for this instance of what can only be considered spam, and I hope that things are able to get under control soon.

Sincerely,  
Adam Saffin

Click [here](#) to report this email as spam.

**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Michelle

Sent: Sunday, May 01, 2011 12:15 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Michelle

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em>

Learn more about this campaign here:

<em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: Xiaochun Lin  
Sent: Sunday, May 01, 2011 6:07 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Xiaochun Lin

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Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Steven Robinson

Sent: Monday, May 02, 2011 2:02 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

As a 36 year resident at this address, I am concerned about the traffic and congestion that this store may bring to the area. Las Positas Blvd. is already "jammed" with school traffic twice a day, partly because Las Positas Blvd. is the only southern exit from the Pleasanton Meadows neighborhood, and moreover serves a large population to the east. I view the issues from the point of view of both a motorist and a cyclist, and below attempt to define the issues that concern me about placing a high volume business in the old Nob Hill location.

As a former bicycle commuter, I have seen the traffic situation in and around the shopping center area go from reasonably safe to dangerous for cyclists. The reasons lie primarily in the structure of, and visibility around the intersections.

When exiting the shopping district, high speed northbound traffic on Santa Rita Rd. promotes exiting motorist behavior in which few drivers look any direction other than left, toward Santa Rita traffic. An increased volume of traffic exiting the shopping center onto Northbound Santa Rita Road will only exacerbate this behavior. Moreover, the exit to Santa Rita Road has very limited vision to the right (North). I have experienced numerous encounters in which a motorist never looked right prior to driving across the sidewalk, with several motorists cutting across my path without looking. I no longer will use this path going southbound because of the clear hazard. This comment is not to blame the motorists per se, but rather to point out the obvious inadequacy of the intersection. (Pleasanton once required cyclists to use that sidewalk, until the state determined that it did not meet the standards of a mandatory sidepath.)

A motorist directly exiting the shopping center to go southbound will find it very difficult to impossible at many times during the day, but people attempt it anyway. This usually requires an abrupt acceleration across the northbound lanes without time for looking right along the sidewalk. Cyclist beware.

I no longer commute by bicycle, and now ride during business hours. Safely exiting the neighborhood on a bicycle has, in my opinion, become hazardous. I appreciate the city providing generous bicycle lanes on Las Positas Blvd, but their existence does not deal with the issues at the exit points and intersections. If this store is allowed to do business at this location, I believe major changes in the entry and exit traffic patterns must be made, and the speed limit should possibly be lowered on Santa Rita Rd. in that area. I believe that alternate configurations should have been engineered when Nob Hill was at that location, and now, with greater volumes of high speed traffic on Santa Rita Rd., re-configuring ought to be considered since there is a high potential for Wal-Mart's traffic impact to be more significant than that of the Nob Hill.

And besides, how many Wal-Marts does one town need?

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Steven Robinson  
Joyful Light

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Karen Sgroi

Sent: Tuesday, May 03, 2011 2:29 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

I live across the street from the old Nob Hill and while I know that was also part of a larger chain, they very much operated like a neighborhood grocery store. Putting WalMart grocery in the same location would NOT be the same. Besides the fact that WalMart, in general, draws a different element than a regular grocery store, what happened to their famous claim of "one-stop shopping"??? I guess that only applies when it is convenient for them. Please do NOT allow WalMart to put their grocery store into the old Nob Hill space. This side of Pleasanton already has enough hurdles with the onslaught of grocery stores (Trader Joe's, Fresh & Easy, 99 Ranch, 2 Safeways!!). We don't need to battle the element that WalMart will bring too. Thank you!!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Karen Sgroi

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Kim Heath

Sent: Tuesday, May 10, 2011 7:00 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

Please do not allow another big box, discount chain store retailer in my currently uncongested neighborhood.

Please consider my request.....

Thank you!!!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Kim Heath

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

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**Subject:** Records/File Review Request

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

From: \_Pleasanton Web Team\_  
Sent: Tuesday, May 10, 2011 2:37 PM  
To: Maria Hoey  
Subject: [PLSWEB] Records/File Review Request

City of Pleasanton Website - Contact Us Online

Name: Jacob Lee

Category: City Community Development Department

Subject: Records/File Review Request

Comment:

We have been retained to perform a Phase I environmental site assessment of a property located in Pleasanton and would like to review available file information for the following address:

3112 Santa Rita Road, Pleasanton, CA

We are primarily interested in files regarding hazardous materials storage, handling, and/or usage on-site. However, all files are of interest. If you have any questions, please call either myself or my supervisor Peter M. Langtry, P.G.  
Thank you,

Jacob Lee  
Staff Geologist

Cornerstone Earth Group  
2737 N.Main St. Suite #10  
Walnut Creek, CA 94597

Email: [jlee@cornerstoneearth.com](mailto:jlee@cornerstoneearth.com)  
Office: 925-988-9500  
Fax: 925-988-9501  
Cell: 408-890-1217

[www.cornerstoneearth.com](http://www.cornerstoneearth.com)



## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Tina Nomura

Sent: Sunday, May 15, 2011 9:42 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Tina Nomura

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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<https://www.mailcontrol.com/sr/ijswAQr1U+!TndxI!oX7UhHqCnr9FF1it6Ww91aFUi!2hY0AFvd83uRC+dW+0ZpaAdTQv0VV0Qp6aunJTqVygQ==> to report this email as spam.

**Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Steven Fineran

Sent: Sunday, May 15, 2011 9:48 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

We have one Wal-mart store in Pleasanton already and I feel it has taken business away from other smaller or existing local markets that I support.

In addition, I have never received quality customer service and find the quality of their products horrible.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Steven Fineran

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Bobbie Wendschlag

Sent: Monday, May 30, 2011 4:14 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

City Council,

Please accept my feelings of distress re: the idea of Wal-Mart wanting to put in a store at 3112 Santa Rita Road. My condo is directly across the street from this location. I hate to think about the added stress of more traffic and congestion from a 24 hour store being that close to my front door. Santa Rita is already a busy street. Cars coming in and out of the store would be a mess for me and all my neighbors.

It was not so bad when it housed the Nob Hill Market. Not such a constant large amount of customers.

Please do not allow this to happen.

Thanks for listening.

Bobbie Wendschlag

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Bobbie Wendschlag

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Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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<https://www.mailcontrol.com/sr/BfL12mLbLzXTndxI!oX7Uu4ItyQZZf3feqpTlvv6k3oiPdFZN6N7dUmrRPiBUyM0N2m5q7dk97leTFI5G433hQ==> to report this email as spam.

**Maria Hoey**

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**Subject:** Protect Pleasanton from Over Development!

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

From: Lori Clinchard-Sepeda

Sent: Sunday, June 19, 2011 8:05 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

Please help us continue to support Pleasanton's small business owners -- businesses like Workbench True Value Hardware, Monument Car Parts, Don Memo Market, etc. -- and keep Wal Mart out!

At least give residents a chance to say!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Lori Clinchard-Sepeda

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Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!  
**Attachments:** wal mart.pdf

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

From: cherie cuellar  
Sent: Wednesday, June 22, 2011 2:07 PM  
To: Cheryl Cook-Kallio  
Cc: [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Re: Protect Pleasanton from Over Development!

Hello

Attached is the flyer being circulated concerning the Wal-Mart Store. I hope the council will act on this fact. They either mail these or right now they are going door to door with this flyer and speaking with people, Thanks for the response. Cherie

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

From: Cheryl Cook-Kallio <[ccook-kallio@ci.pleasanton.ca.us](mailto:ccook-kallio@ci.pleasanton.ca.us)>  
To: Cherie Cuellar  
Cc: "[ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com)" <[ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com)>; Maria Hoey <[MHoey@ci.pleasanton.ca.us](mailto:MHoey@ci.pleasanton.ca.us)>  
Sent: Sun, June 19, 2011 7:24:42 AM  
Subject: Re: Protect Pleasanton from Over Development!

Dear Ms. Cuellar,

I too am concerned about Pleasanton. What I said to you is that no application had been received. I don't know where you are getting your information. We can't address this until something is submitted and it goes through planning and then to the council. This is not your government ignoring you. I have also heard rumors but we can't address rumors, especially when we can't identify the source. We are working on trying to locate the source and substantiate when is being distributed by groups unknown.

The Pleasanton Ridge to which you refer has been protected in perpetuity prior to my terms on council.

It would be helpful to know what else has been making the rounds. The council must act on fact not innuendo.

Thank you for being conscientious and diligent.

Sincerely,

Cheryl  
Sent from my iPad

Cheryl Cook-Kallio  
Vice Mayor

On Jun 17, 2011, at 4:55 PM, "Cherie Cuellar"

wrote:

> I am very Concern over Wal-Mart. They are going to destroy our  
> neighborhoods and increase crime. We need to start a petition and I want to be involved.  
> Please, add me to your list. I have spoken to

>  
> Cheryl Cook-Kallio and she assures me there is no such plan. Just like  
>the ridge we need to stop this government for ignoring us, the people  
>they work for, and start listening.  
>  
> Given Wal-Mart's plans to expand in Pleasanton and how this could  
>encourage more and more big box stores to over-develop our city, please  
>consider a conditional use permit. The permit would allow you as a  
>Council to decide if these kind of stores are appropriate for Pleasanton.  
>  
> Our historic downtown and local businesses need to be protected  
>against an onslaught of big box retailers who have a record of putting  
>them out of business. Local business owners are our neighbors and our friends.  
>  
> Our neighborhoods and quality of life need to be protected against  
>over development that brings more traffic, noise, and pollution where  
>our kids play and we live.  
>  
> Thank you for considering putting a conditional use permit in place to  
>limit over development of Pleasanton!  
>  
> Cherie Cuellar  
>  
>  
>  
> --  
> Campaign (<em>2124</em>): <em>Protect Pleasanton from Over  
>Development!</em> Learn more about this campaign here:  
><em>[http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wa  
>l-marts-lie](http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie)</em>  
>  
> --  
> This campaign was created with CitizenSpeak. Visit us online at  
><http://citizenspeak.org>  
>  
>

# A Wal-Mart Store is coming...

*...and you don't have a say about it!*

Wal-Mart has submitted plans to redevelop the old Nob Hill store at 3112 Santa Rita Rd. **Wal-Mart will be able to have a store "by-right" and bypass any public input.**

Residents should have the opportunity to address issues that will impact all of us, including:

- Increased Traffic
- Congestion
- 24hour Store Hours
- Adding a traffic light at the entrance

**Tell our Council that you want a say when a big box store wants to open next to our homes!**  
**Tell the Council that residents should have the right to address all concerns and a new Environmental Impact Review should be done!**

**Visit our website and sign our letter to the Council!**

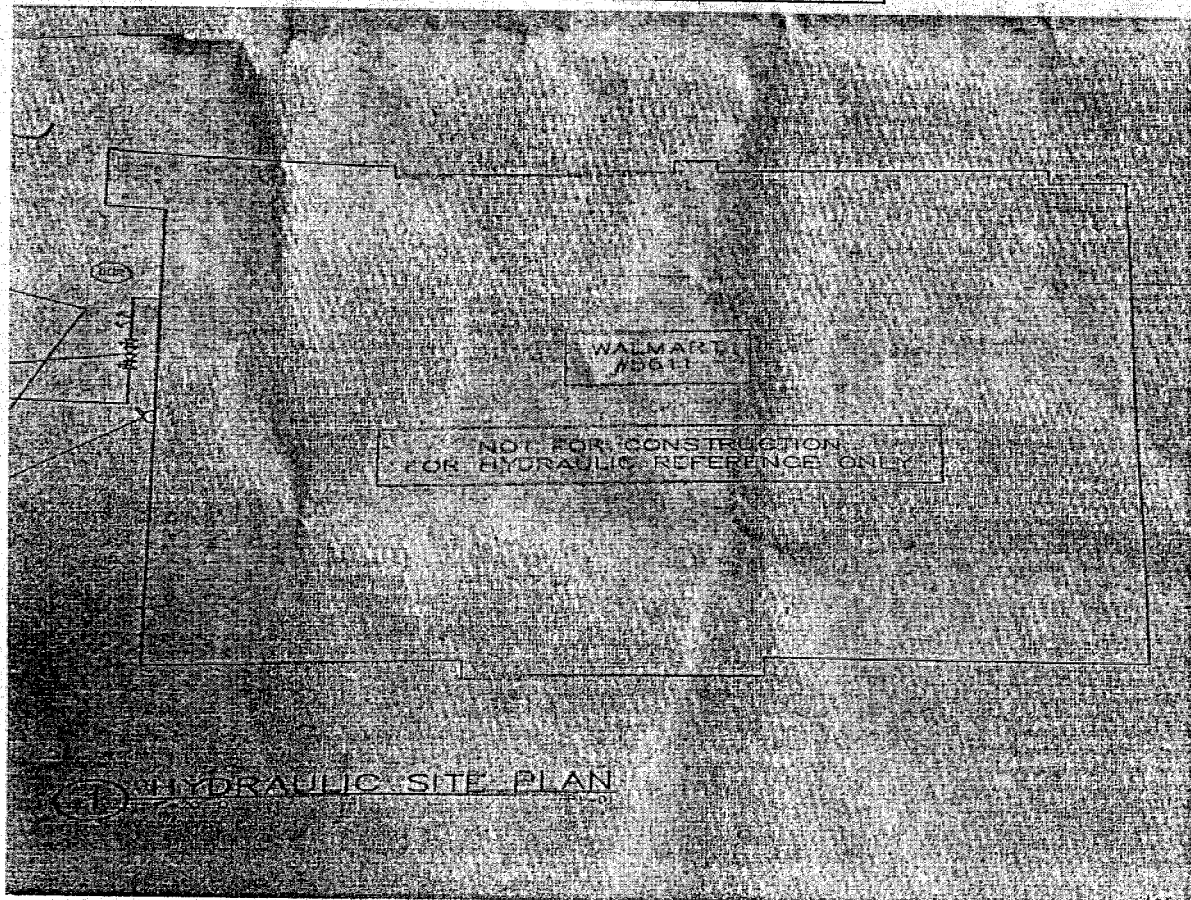
**[www.OurPleasanton.org](http://www.OurPleasanton.org)**

**Or Email the Council at: [citycouncil@ci.pleasanton.ca.us](mailto:citycouncil@ci.pleasanton.ca.us)**

*Don't believe Wal Mart is coming...see the site plan submitted to the city of Pleasanton!!*

SANTA RITA ROAD

ARROYO MOCHO



**Maria Hoey**

---

**Subject:** Wal-Mart

**From:** mark campbell  
**Sent:** Tuesday, June 28, 2011 3:00 PM  
**To:** Mayor and City Council  
**Subject:** Wal-Mart

--- On Tue, 4/19/11, mark campbell wrote:

From: mark campbell  
Subject: Wal-Mart  
To: [citycouncil@ci.pleasanton.ca.us](mailto:citycouncil@ci.pleasanton.ca.us)

NO WALMART!  
Please tell us this is not a done deal. Santa Rita Rd. is busy enough!  
This will bring traffic,litter,crime & more low paying job with no health insurance.

Thank You Campbell Family

Click [here](#) to report this email as spam.



## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: cherie cuellar  
Sent: Thursday, June 30, 2011 10:51 AM  
To: Maria Hoey  
Subject: Re: Protect Pleasanton from Over Development!

thanks for the notice I will be there

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

From: Maria Hoey <[MHoey@ci.pleasanton.ca.us](mailto:MHoey@ci.pleasanton.ca.us)>  
To: Cherie Cuellar  
Cc: Lisa Tarnow <[LTarnow@ci.pleasanton.ca.us](mailto:LTarnow@ci.pleasanton.ca.us)>  
Sent: Wed, June 29, 2011 12:44:54 PM  
Subject: RE: Protect Pleasanton from Over Development!

Dear Ms. Cuellar:

Thank you for your e-mail regarding a potential WalMart store on Santa Rita Road. The City has received an application to use the former Nob Hill location as a grocery store. The applicants have not indicated that it is a WalMart store, but we believe it is a new format for a small grocery owned by WalMart. We will evaluate the proposal when we receive the project description to determine whether or not it is consistent with the list of permitted uses and conditions of approval for this shopping center or if a Conditional Use Permit and public hearing would be required.

Thank you for your interest in the future of the City of Pleasanton.

Janice Stern, AICP  
Planning Manager  
City of Pleasanton  
925-931-5606  
Fax: 925-931-5483

---

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

From: Cherie Cuellar  
Sent: Friday, June 17, 2011 4:56 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

I am very Concern over Wal-Mart. They are going to destroy our neighborhoods and increase crime. We need to start a petition and I want to be involved. Please, add me to your list. I have spoken to

Cheryl Cook-Kallio and she assures me there is no such plan. Just like the ridge we need to stop this government for ignoring us, the people they work for, and start listening.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit

would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Cherie Cuellar

Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here:

<em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Russ Willmes  
Sent: Saturday, July 02, 2011 5:00 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Over Development!

I love the downtown, the trees and the small town vibe of Pleasanton. We do not need anymore chains and definitely no big box stores like Wal Mart. I only support union stores (Luckys or Safeway...) and small business. Our family is highly opposed to Wal Mart be it big or small stores!

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Russ Willmes  
Union Member

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

Click

<https://www.mailcontrol.com/sr/QVVqf8BsjeftndxI!oX7UsdpzMR7Bo2KFWo6ctszoXFCySFhg09+R6PI+LI5Hfp8XVybm!LZVrmFfmYpsSvVwQ==> to report this email as spam.

## Maria Hoey

---

**Subject:** Protect Pleasanton from Over Development!

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

From: Zeke Willmes

Sent: Saturday, July 02, 2011 6:11 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Over Development!

i despise Wal Mart. Growing up my parents both had good union jobs so they could send me to good schools and I had healthcare and most recently they bought this home in Pleasanton. This wouldn't have been possible if they worked for a business like Wal Mart. I like the individual businesses downtown. Wal Mart drives small businesses out of business! Keep Wal Mart out of Pleasanton.

Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

Zeke Willmes  
teamster

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Over Development!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-wal-marts-lie></em>

--  
This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

Click

<https://www.mailcontrol.com/sr/oHlo0q40btbTndxI!oX7UnqIHF!Df9sda+KVqXNnc6comFv30WMSLqPI+LI5Hf p8XVybmlZVrmzpfBU8KFm0g==> to report this email as spam.

## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Over Development!

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

From:

Sent: Tuesday, July 05, 2011 8:31 PM

To: Maria Hoey

Subject: Re: Protect Pleasanton from Over Development!

Thank you for your response. We are aware that it will be a small WM grocery store and our opinion is the same.

Thanks,

The Willmes Family

Sent from my iPad

On Jul 5, 2011, at 9:46 AM, Maria Hoey <[MHoey@ci.pleasanton.ca.us](mailto:MHoey@ci.pleasanton.ca.us)> wrote:

> Dear Ms. Willmes:

>

> Thank you for your e-mail regarding a potential WalMart store on Santa Rita Road. The City has received an application to use the former Nob Hill location as a grocery store. The applicants have not indicated that it is a WalMart store, but we believe it is a new format for a small grocery owned by WalMart. We will evaluate the proposal when we receive the project description to determine whether or not it is consistent with the list of permitted uses and conditions of approval for this shopping center or if a Conditional Use Permit and public hearing would be required.

>

> Thank you for your interest in the future of the City of Pleasanton.

>

> Janice Stern, AICP

> Planning Manager

> City of Pleasanton

> 925-931-5606

> Fax: 925-931-5483

> >

> -----Original Message-----

> From: Angela Willmes

> Sent: Saturday, July 02, 2011 4:53 PM

> To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

> Subject: Protect Pleasanton from Over Development!

>

> We bought a home in Pleasanton because of it's low crime, small town feel and the charming downtown. Wal Mart is the last thing we need in this town including it's "small markets". Wal Marts record speaks or itself-increased crime, traffic and pollution. In addition with Wal Mart comes less business (if not closures) to the Union Stores such as Luckys, Safeway and Rite Aid which provide decent wages, healthcare and pensions which Wal Mart one of the top three companies in the world does not! Wal Mart will also hurt our small businesses. Keep Wal Mart out of Pleasanton!

>

> Given Wal-Mart's plans to expand in Pleasanton and how this could encourage more and more big box stores to over-develop our city, please consider a conditional use permit. The permit

would allow you as a Council to decide if these kind of stores are appropriate for Pleasanton.

>

> Our historic downtown and local businesses need to be protected against an onslaught of big box retailers who have a record of putting them out of business. Local business owners are our neighbors and our friends.

>

> Our neighborhoods and quality of life need to be protected against over development that brings more traffic, noise, and pollution where our kids play and we live.

>

> Thank you for considering putting a conditional use permit in place to limit over development of Pleasanton!

> >

> Angela Willmes

> UFCW united food and commercial workers union

>

>

> --

> Campaign (<em>2124</em>): <em>Protect Pleasanton from Over

> Development!</em> Learn more about this campaign here:

> <em><http://www.citizenspeak.org/campaign/ourpleasanton/do-not-reward-w>

> al-marts-lie</em>

> --

> This campaign was created with CitizenSpeak. Visit us online at

> <http://citizenspeak.org>

## Maria Hoey

---

**From:**  
**Sent:** Wednesday, July 13, 2011 7:07 AM  
**To:** Maria Hoey  
**Subject:** Walmart

Our family is in favor of the Wal-Mart proposed to go in where the Nob Hill store vacated on Santa Rita. Price competition is great as well as giving folks choices of where to shop. It is such a small location compared to their other "BIG BOXES" will create jobs, and great tax revenues for the city.

Thank you,  
Trish Levitin

Click [here](#) to report this email as spam.

**Maria Hoey**

---

**Subject:** Protect Pleasanton from Wal Mart!

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

From: Lorie Priess

Sent: Wednesday, July 13, 2011 4:38 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Lorie Priess

p.s.

I have concerns about traffic congestion in my neighborhood. I DO NOT want a 24 hr grocery store right down the street from my home.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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<https://www.mailcontrol.com/sr/CzVN6xbc3Q3TndxI!oX7Uun8LHo!qpr3QB4rOpZ0!b4g2ZL4fJn+srz2yV!Voc hA+oE1bM83!XAAI1jSF4rfTg==> to report this email as spam.



## Maria Hoey

---

**From:** Hans Ongchua  
**Sent:** Wednesday, July 13, 2011 6:28 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Hans Ongchua

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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<https://www.mailcontrol.com/sr/HOP8h!yKrKDTndxI!oX7Uu4ItyQZZf3f+nrGLTBR0jXPc2raPUyZww4wn9!b7GnTR+FxcQ!5rC4jYo47nA1+0g==> to report this email as spam.

## Maria Hoey

---

**From:** Angela Willmes  
**Sent:** Wednesday, July 13, 2011 7:26 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Angela Willmes  
UFCW

p.s.  
Dear City Council Members,

Please respect your constituents and hold public hearings regarding the Wal Mart store which is proposed to go into the previous Nob Hill site on Santa Rita Rd. We bought our home in Pleasanton because of its small town vibe and unique shops...By allowing Wal Mart to come to town there will be increased traffic and the small businesses as well as the more responsible big businesses like Lucky Stores will lose revenue to the point where some of the smaller retailers may be driven out of business.

YOU REPRESENT US! DONT JUST SEND OUT A GENERIC RESPONSE! PLS. ACTUALLY READ OUR LETTERS!

Thank you,

Angela Willmes

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
--

This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

## **Maria Hoey**

---

**From:** Russ Willmes  
**Sent:** Wednesday, July 13, 2011 7:38 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Russ Willmes  
Transport Workers Union 505

p.s.  
Dear City Council,

STOP AND PLS. READ THIS LETTER. MY WHOLE FAMILY AND EVETYONE I KNOW WHO WROTE RECEIVED THE SAME LETTER OF RESPONSE REGARDING THE WAL MART IN THE EX NOB HILL BLDNG ON SANTA RITA RD.

The response was obvious that our letters weren't read. We know it's a small format grocery store and we still don't want it here! We don't need the traffic, crime...as well as the decrease in our property values and the loss of sales to the exiting Pleasanton businesses.

Wal Mart should do an EIR. We are your constituents and we want to be heard via public hearings.

Thank you for your consideration,

Russ Willmes

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart/></em>  
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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

## Maria Hoey

---

**From:** Zeke Willmes  
**Sent:** Wednesday, July 13, 2011 7:45 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Zeke Willmes  
Teamster

p.s.  
Dear Pleasanton City Council,

SAVE PLEASANTON BUSINESSES!

WAL MART IS AN IRRESPONSIBLE EMPLOYER? WE DON'T WANT NOR NEED A WM MARKET IN PLEASANTON!

We must keep our town safe and existing businesses thriving. Please hold PUBLIC HEARINGS. W M should complete an environmental impact report.

Sincerely,

Zeke Willmes

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

## Maria Hoey

---

**From:** Riley Joe Willmes  
**Sent:** Wednesday, July 13, 2011 7:54 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Riley Joe Willmes  
Pleasanton Resident

p.s.  
Dear City Council,

We love the unique small town feel of Pleasanton along with the great downtown businesses. Wal Mart is a 24 hour increase in traffic and crime producing entity. Wal Mart must do an Environmental Impact Report!

Allow the Voting Citizens of Pleasanton to have their say by holding public hearings on the matter.

I'd hate to see the great downtown shops like the Dog Store, Wine Shop...be driven out of business!

Thanks,

Riley Joe Willmes

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
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## Maria Hoey

---

**From:** Robin Snow  
**Sent:** Wednesday, July 13, 2011 7:57 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Robin Snow

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Eric Wedeking  
**Sent:** Wednesday, July 13, 2011 8:17 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Eric Wedeking

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Robin Snow  
**Sent:** Wednesday, July 13, 2011 8:18 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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Thank you for your consideration and we look forward to public hearings on the proposal!

Robin Snow

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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<https://www.mailcontrol.com/sr/g+vPkPPnmqDTndxI!oX7UsdpzMR7Bo2Kd1evX0auijnBrfgsiRmLbD60dYsLMkVkR+FxcQ!5rC5TQ40Is2HDWw==> to report this email as spam.



## Maria Hoey

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**From:** joseph mosely  
**Sent:** Wednesday, July 13, 2011 10:44 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

joseph mosely

p.s.  
I have lived in pleasanton for roughly 16 years in the belvedere neighborhood across the creek from the old nobhill shopping area. I have always found this particular part of town as a quiet haven from any open-late liquor store or a 24 hour Walmart store for example. I grew up in pleasanton and I dont want to end my childhood with monopoly corporations like Walmart showing up around my community. I don't want increased traffic congestion, an extra stop light, and a bunch of trailers lined up in the parkinglot for extended periods of time. I'm all for another market to be opened in nob hill's old location, but please, let's keep pleasantons reputable standards high and remember why this is one of the most respected towns in the bay area.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart/></em>

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<https://www.mailcontrol.com/sr/+55FaxzVE2bTndxI!oX7UsdpzMR7Bo2KZ3D2rS!PSWHU94Mus8M!sf2kAa07WDFuR+FxcQ!5rC74pahZRjvH8A==> to report this email as spam.

**Maria Hoey**

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**Subject:** Wal-Mart grocery good idea

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**From:** John Curcija  
**Sent:** Thursday, July 14, 2011 8:48 AM  
**To:** Mayor and City Council  
**Subject:** Wal-Mart grocery good idea

The possibility of Wal-Mart opening in the old Knob Hill store on Santa Rita sounds like a wonderful idea. The possibility of being able to purchase a large selection of quality grocery items at reasonable Wal-Mart prices is very attractive. We've stopped at Wal-Mart super stores throughout the west and southwest. We have always been pleased and impressed with their value. While we are looking forward to the new Target in Dublin, which we assume will have a large grocery section, it would be nice to have that value available here, closer to home. Good Idea.

Click [here](#) to report this email as spam.

## **Maria Hoey**

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**Subject:** Protect Pleasanton from Wal Mart!

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

From: Ryan Kahler

Sent: Thursday, July 14, 2011 12:23 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Ryan Kahler

p.s.

Hello,

Wal-Mart is a extremely greedy company that has no business in Pleasanton. Wal-Mart will bring crime, traffic and massive losses for small business.

Our community is and/or should be way too educated and intelligent to allow this to happen. The city council should be required to watch the movie "The high cost of low price" before any decisions are made to allow Wal-Mart to operate in this town. We don't need to add traffic lights to an already christmas tree lit up road, or find any sollutions for traffic. We just need to say NO!! Go away, get out, leave. Pleasanton is ready to survive this economic disaster that mostly has been caused by big destructive corporations like Wal-Mart and greedy giant banks and companys. We need community leadership, small business and quality of life. Wal-Mart will ruin this community and will pack up and move to the next town that they feel they can suck dry of business and money.

Wal-Mart = bad idea!! We all should boycott the one on Rosewood and wave goodbye to them as well. All big box stores are not good at all for any community, but Wal-Mart is especially dangerous.

Thank you.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

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**From:** tiffany driscoll  
**Sent:** Thursday, July 14, 2011 1:06 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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Thank you for your consideration and we look forward to public hearings on the proposal!

tiffany driscoll

p.s.

I am an original resident of Weymouth court and want to know why stipulations put in place upon building this shopping center would not stand now? These stipulations included NO 24 hour stores and rules on when trucks can enter and unload and are not aloud to park and run refrigeration units after a certain time of night! I certainly feel that the original agreement with us as residents directly affected by such things should be valid!!!!

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Wal Mart!

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

From: Yiao-Tee Hsia

Sent: Thursday, July 14, 2011 11:06 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Yiao-Tee Hsia

p.s.

Dear Pleasanton City Council:

Is this true? If it is, we need a fair hearing!

Pleasanton has been very careful in letting developers build too many house and make this great city a family town. However, have we lost our minds of late?

How many grocery stores do we need in Pleasanton? We have Raleys, Safeway (2), Lucky, Ranch 99, Fresh & Easy, Gene's, Coles. This doesn't include another Safeway just across 580 in Dublin.

Santa Rita Road is already crowded and we have a very empty Walmart shopping mall. We lost Borders and why doesn't Walmart develop its grocery store there? Make it one stop shopping for those who shop at Walmart.

I would like to see the City Council debate this with all honesty and with openness.

I welcome your feedback and comments.

Sincerely,

Yiao-Tee Hsia

19 Year Resident of Pleasanton!

## Maria Hoey

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**From:** Lisa Tarnow  
**Sent:** Friday, July 15, 2011 8:37 AM  
**To:** Maria Hoey  
**Subject:** FW: Hooray for Walmart!

---

**From:** Leon Fenton  
**Sent:** Friday, July 15, 2011 8:31 AM  
**To:** Mayor and City Council  
**Subject:** Hooray for Walmart!

I have been waiting anxiously for another market to replace Nob Hill. It is in walking distance from my home and I miss it immensely. I have been speaking with my neighbors and they agree that there is no other market we would rather see than a Walmart Neighborhood market replace the Nob Hill. With the price of food up from 10% to 50% maybe it would help.

I suspect the people against the Walmart do not even live close but are simply Walmart haters.  
Leon Fenton

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## Maria Hoey

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**Subject:** Protect Pleasanton from Wal Mart!

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

From: Heidi Morse

Sent: Friday, July 15, 2011 10:58 AM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Heidi Morse

p.s.

I am against a 24 hour Wal-Mart at the old Nob Hill location on Santa Rite Road for the following reasons:

- Increased Traffic to our neighborhood
- Congestion near Fairlands Elementary School
- 24 hour store in our residential neighborhood

I feel Wal-Mart should be required to complete a new Environmental Impact Review and as residents we should have input of any decision regarding stores in our neighborhood.

Sincerely,

Heidi Morse

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em>

Learn more about this campaign here:

<em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--

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## Maria Hoey

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**From:** Austin Stuber  
**Sent:** Saturday, July 16, 2011 2:39 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Austin Stuber

p.s.

Please do not allow another busy store on an already busy street - I see how increased traffic will only serve to hurt Pleasanton in the long run.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

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**From:** Alivia  
**Sent:** Monday, July 18, 2011 7:52 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Alivia

-

p.s.

I would love a neighborhood market in Pleasanton. To be able to shop for the items I need on a daily basis without the high cost of union prices. Winning!

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Jennifer Morse  
**Sent:** Monday, July 18, 2011 11:08 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Jennifer Morse

p.s.  
I live in the neighborhood directly across from this grocery store and I feel that having a Wal Mart in this location will change the shape of our neighborhood. It will add crime, traffic and crowds. The need for a signal is also a concern. Please consider holding a public hearing so that you can get an accurate understanding of Pleasanton resident's feelings on the subject. Thank you.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

---

**Subject:** Walmart

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

From: \_Pleasanton Web Team\_

Sent: Monday, July 18, 2011 7:03 PM

To: Nelson Fialho; Pleasanton Response

Subject: [PLSWEB] Walmart

City of Pleasanton Website - Contact Us Online

Name: Judith Seid

Email:

Category: Mayor and City Council

Subject: Walmart

Comment:

I live near the old Nob Hill grocery and used to walk to shop there. I was looking forward to a new grocery moving in, but I would rather the store stay empty than house a Walmart.

Walmart is a bad corporate citizen. It exploits labor, discriminates, and drives down the standard of living in every community it invades.

Please don't allow it.

Judith Seid and David Gates

## Maria Hoey

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**From:** Leon Fenton  
**Sent:** Tuesday, July 19, 2011 11:39 AM  
**To:** Livermore Independent  
**Cc:** Maria Hoey; Mayor and City Council  
**Subject:** Walmart Neighborhood Market...

Your headline was wrong. The "neighbors" would extremely pleased to have a Walmart Neighborhood Market locate in the old Nob Hill location. We are tired of having to get in our cars and drive half way across town for milk or bread. We miss the Nob Hill and a quick walk to the market for essentials. We need a plain 'ol market for shopping where there are competitive prices. There are specialty stores (but not in walking distance) such as Fresh & Easy, Trader Joe's and 99 Market. We will occasionally shop there for a specific item but generally must drive much further for better prices for basics.

I see the people writing in protest of Walmart are residents of other neighborhoods in the city not the Meadows area and would not be impacted by the store. Also, we are very disturbed to see that our mayor, Jennifer Hosterman, councilman Matt Sullivan, and councilwoman Cheryl Cook-Kallio are opposing this market. After all, it would be no different than when the Nob Hill was there just another name on the front. I suspect they are among the Walmart "haters" (like a niece of mine) who believe anything Walmart does is wrong or bad. Their success alone proves they are providing a much desired service and should be applauded.

Leon Fenton

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## Maria Hoey

---

**From:** Jenna Kropelnicki  
**Sent:** Tuesday, July 19, 2011 6:01 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Jenna Kropelnicki

p.s.  
My fiance and I are Pleasanton residents, we just bought our first home here and we want to preserve Pleasanton as the town we know it is.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Judy Fenton  
**Sent:** Tuesday, July 19, 2011 6:44 PM  
**To:** John M. Zukoski  
**Cc:** Mayor and City Council; Maria Hoey; Our Pleasanton  
**Subject:** Walmart Neighborhood Market

We have been waiting expectantly for over a year now for a market to replace Nob Hill. It was so nice having a smaller market within walking distance for quick shopping and we were very disappointed when it closed. Trader Joe's, 99 Market and Fresh & Easy are nearby but not within walking distance. Besides they are specialty markets, not grocery stores and their prices are generally higher. So we must get in the car and drive half-way across town to do our shopping.

When we heard that Walmart was considering opening one of their Neighborhood Markets at the Nob Hill site, we were ecstatic! There is no market we would rather see there than Walmart. Then we find that John M. Zukoski of Dublin is doing his best to block our neighborhood market from coming to fruition.

This market is in our neighborhood, not the people signing your form email. They will not benefit or be impacted by this store but they blindly send in your emails with only the negative comments made by you on your website for guidance.

It will not be a superstore, it will be a 33,000 sq. ft. market just like Nob Hill except perhaps better pricing. Perhaps they will even have a pharmacy. There used to be one around the corner in the empty building that most recently held an exercise facility. What's wrong with that? And maybe they will have enough customers to stay in business. What's wrong with that?

Everyone we speak to in our surrounding neighborhoods is in favor of this store. They are so successful because so many people appreciate the services they provide. So we have to ask, why are you meddling in our neighborhood? **We want this store here!** And why is there not a comment section in your website where we can post contrary opinions to the biased articles? Furthermore it is "Our Pleasanton" not yours. Stick to Dublin and its issues and stay out of ours!

Judy and Leon Fenton

Click [here](#) to report this email as spam.

**Maria Hoey**

---

**Subject:** Protect Pleasanton from Wal Mart!

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

From: Theodore Raabe

Sent: Tuesday, July 19, 2011 8:26 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Theodore Raabe

p.s.  
We have lived in our home on Weymouth Court for 28 years. Our property will be directly affected by a Wal-Mart moving into the old Nob Hill store on Santa Rita road. We object to this development without an adequate review by City of Pleasanton City Council in public. We require an Environmental Impact Report as well as restrictions on 27 hours/day operation.  
Regards.  
Ted Raabe

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

---

**Subject:** Protect Pleasanton from Wal Mart!

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

From: Marilyn Short

Sent: Tuesday, July 19, 2011 10:29 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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Thank you for your consideration and we look forward to public hearings on the proposal!

Marilyn Short

p.s.  
Were Environmental Impact Reports done before the ASIAN Market and the BRITISH Markets were opened recently in Pleasanton????

The building size remains the same as it was when Nob Hill was occupying it. There is currently a signal at the corner of Santa Rita and Las Positas where both cars and pedestrians crossed to shop at Nob Hill. There is NO NEED TO PUT IN ANOTHER SIGNAL OR A PEDESTRIAN BRIDGE.

What is the real reason that SOME residents (or is it people outside of Pleasanton) do not want Wal-Mart in OUR TOWN????

Wal-Mart would bring in REVENUE FOR THE CITY and occupy a currently empty building.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>



**Maria Hoey**

---

**Subject:** Wal-Mart Not Worthy of White House Praise

**From:** John Nunes  
**Sent:** Friday, July 22, 2011 1:09 PM  
**To:** Mayor and City Council  
**Subject:** FW: Wal-Mart Not Worthy of White House Praise

Hello Mayor and Council Members

Recent Wal Mart news from the AFL-CIO you might find interesting

*John Nunes*  
*Collective Bargaining Director*  
*UFCW Local 5*

---

**From:** AFL-CIO Now Blog [<mailto:afcioblognews@afcio.org>]  
**Sent:** Thursday, July 21, 2011 9:23 AM  
**To:** [jnunes@ufcw5.org](mailto:jnunes@ufcw5.org)  
**Subject:** Wal-Mart Not Worthy of White House Praise



**July 21, 2011**

Wal-Mart's presence at a White House event recognizing grocery chains and other retailers for expanding their businesses into underserved areas "undercuts the message of the need for good jobs that can rebuild our middle class....When Wal-Mart opens in a community, it regularly displaces existing jobs with poverty-level jobs," say AFL-CIO President Richard Trumka and United Food and Commercial Workers President Joe Hansen.

[Read More](#)

Got comments? Post them at [blog.afcio.org](http://blog.afcio.org).

➔ [Join Labor in the Pulpits over Labor Day Weekend](#)

➔ ['Gang of Six' Proposal Puts Deficit Reduction on Backs of Working People](#)

**LABOR**  
*in the Pulpits*  
**on the Bimah**  
*in the Minbar*

[Resources to engage your union or congregation in the 2011 Labor in the Pulpits/on the Bimah/in the Minbar program for the Labor Day weekend are available now online from Interfaith Worker Justice.](#)

## Maria Hoey

---

**From:** Mario Martinez  
**Sent:** Saturday, July 23, 2011 11:18 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Mario Martinez

p.s.  
Why Wal Mart needs other store? They have one on Rosewood we do not need other one, instead should the city build one park for our children in this please.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart/></em>

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## Maria Hoey

---

**Subject:** Walmart Market on Santa Rita Rd.

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

From: \_Pleasanton Web Team\_

Sent: Friday, July 29, 2011 11:40 AM

To: Joanne Hall; Nelson Fialho

Subject: [PLSWEB] Walmart Market on Santa Rita Rd.

City of Pleasanton Website - Contact Us Online

Name: Ralph Edwards

Email:

Category: Sound Off

Subject: Walmart Market on Santa Rita Rd.

Comment:

As a nearby home owner, I am definatetly in favor of Walmart putting a grocery market in the old Knob Hill store. With regard to a traffic light or pedestrian foot bridge across Santa Rita...it should have been done a long time ago. However, I think a light controlled crosswalk would suffice.

## Maria Hoey

---

**From:** Gisella Saavedra  
**Sent:** Monday, August 01, 2011 10:26 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Gisella Saavedra

p.s.

I do not approve of having Wal-Mart in the neighbourhood. If approved, it will lower the market price of the homes in my community.

Sincerely,

Gisella Saavedra

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** barbara leedeman  
**Sent:** Friday, August 05, 2011 8:20 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

barbara leedeman  
home owner

p.s.  
I do not want Walmart in this area, the impact to children in this area will be detrimental. We have a walmart within 2 miles of this location already! No reason for another. Please please do not allow this for development here!

Thank you,

local resident.

Barbara Leedeman

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart/></em>

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## **Maria Hoey**

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**From:** Karen Webb  
**Sent:** Friday, August 05, 2011 10:00 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Karen Webb

p.s.  
WalMart already resides in Pleasanton on Owens and Rosewood. A second (or replacement) WalMart within Pleasanton needs to be reviewed thoroughly. Two WalMarts within a mile of each other?

Any plans to redevelop the old Nob Hill property on Santa Rita and Las Positas need to be publicly reviewed, particularly as it impacts the environment, traffic congestion, and quality of life for residents in the surrounding neighborhoods.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Cliff Donnelly  
**Sent:** Saturday, August 06, 2011 2:59 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Cliff Donnelly

p.s.  
I am a union worker and do not support ANOTHER WalMart in my neighborhood that is a big box non-union company. We support local, small businesses and 1 walmart is enough!  
--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
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## Maria Hoey

---

**From:** Melody Teixeira  
**Sent:** Monday, August 08, 2011 8:16 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Melody Teixeira

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

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**From:** Cecilia Richardson  
**Sent:** Wednesday, August 10, 2011 11:40 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Cecilia Richardson

p.s.  
I would like a say about allowing Wal-Mart to move into my neighborhood! All residents have a right to address all concerns about this Wal-Mart request.

Why can't they have their grocery store in the same shopping center they are in now? The old Boarder building is empty.

Santa Rita Rd is already to hard to cross when I try to come out of my neighborhood street, Sutter Gate Ave.

We do not need another Wal-Mart in Pleasanton, nor do we want any store to be open 24 hrs. so close to our homes.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

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**From:** Sharon Yang  
**Sent:** Monday, August 15, 2011 1:54 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Sharon Yang

p.s.

There is a Wal-Mart store in Plesasanton already, we don't need another one.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Tricia Morse  
**Sent:** Wednesday, August 17, 2011 8:39 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Tricia Morse

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Eric Morse  
**Sent:** Wednesday, August 17, 2011 9:01 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Eric Morse

p.s.  
The last thing we need is a Wal-Mart grocery store. There currently are many different stores to choose from. We do not need another cheap grocery store that has no significant public value esp. with all the new grocery stores that have recently opened.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Jeniece Avalos  
**Sent:** Wednesday, August 17, 2011 11:50 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Jeniece Avalos

p.s.  
I personally do not want to see another Wal-Mart less than 5 miles from another one. I personally feel this is ridiculous. Our town does not need that. Besides the fact it will bring traffic, congestion etc, their food is NOT healthy when it is cheap. I would much rather see Pleasanton try to become a more healthful city, promoting health and well being to residents with a Whole Foods or equivilant store rather than a Wal-Mart that will be open 24/7. What type of trouble is that going to bring our city. Well, I see what it brings to Manteca and San Leandro and it isn't good. I would be very disappointed if our city moved forward with this, especially with out resident vote. There is more life than just money. I feel there are other options out there than a Wal-Mart.

Thank you for yout time!

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

---

**From:** Fredric and Diane Millar  
**Sent:** Saturday, August 27, 2011 2:09 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Fredric and Diane Millar

p.s.  
Public hearings are needed to ensure all aspects of the proposed 24 hour grocery store are examined and that property rights and quality of life of the neighborhood this development will directly impact are protected.

Commercial deliveries at this store site are made directly behind residential homes and only within several hundred feet of residents' patios, bedrooms and living quarters. Deliveries and traffic on a 24 hour basis in that space are commercial activity best assigned to an exclusively commercial zone.

The ideal commercial space for a 24 hour grocery store would be the space previously occupied by Borders Book Store in Pleasanton. It is located next to the I-580 freeway that itself is always busy and generates traffic noise. Commercial deliveries and traffic on a 24 hour basis are best suited to that location and not within a few hundred feet of residential homes.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart/></em>

--  
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## Maria Hoey

---

**From:** Jennifer Montague  
**Sent:** Tuesday, August 30, 2011 10:57 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Jennifer Montague

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Nelson Fialho  
**Sent:** Thursday, September 01, 2011 2:13 PM  
**To:** Maria Hoey  
**Cc:** Brian Dolan; Janice Stern  
**Subject:** FW: Nob Hill Store

---

**From:** Maureen Carpenon  
**Sent:** Thursday, September 01, 2011 1:08 PM  
**To:** Mayor and City Council  
**Subject:** Nob Hill Store

I have been receiving flyers from a group calling themselves OurPleasanton.org. They seem to want to keep WalMart from opening a grocery store at the former Nob Hill Store. They are urging people to send you E-Mails on their behalf. I have NO objection to the store opening. I think if it was good enough for Nob Hill (Raley's) to have a store there it should be OK for any other entity to have the same business at that location without any more red tape. I hope you will consider everyone's opinion before making a decision on this. I found it very convenient to have a store in that location. I am sure I am not the only one. Anyone who decides that this town belongs to them (OurPleasanton) is mistaken. As a 30 year resident and property tax payer I believe I have as much say as the next person. I don't want them to speak for me. Maureen Carpenon

Click [here](#) to report this email as spam.



**Maria Hoey**

---

**Subject:** Walmart

---

**From:** mark campbell

**Sent:** Thursday, September 01, 2011 5:01 PM

**To:** Mayor and City Council

**Subject:** Walmart

City Council

As a family against a Walmart market opening in Nob Hill center,would like to hear the councils views on this.

Thank You Campbell family

Click [here](#) to report this email as spam.

## Maria Hoey

---

**From:** Ottie  
**Sent:** Thursday, September 01, 2011 6:36 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Ottie

p.s.

The proposed new store is too close to the elementary school. This new store has the potential to draw in an additional crime element that could endanger our children and neighborhood streets.

Wal-Mart is also bad for the overall economy due to the pressure it puts on smaller businesses as far as being able to compete with a global brand such as Wal-Mart.

After it's all said and done, cheap goods provided by Wal-Mart cost us American jobs. They promote near slavery conditions in third world countries with the cheap wages that are paid to foreign workers because of Wal-Mart's procurement practices.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Mindy Mahoney  
**Sent:** Thursday, September 01, 2011 7:59 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Mindy Mahoney

p.s.

I would prefer to have a Whole Foods grocery store in this location. I like Walmart but I don't think this location would be suitable for a Walmart grocery store. Why not expand the Walmart store we already have in Pleasanton. Santa Rita road is already too congested with traffic. And, we are too many schools in this area that would be adversely affected by the additional traffic. Traffic into and out of the Nob Hill shopping center is already difficult and adding another stoplight will make things worse.

Why this location? How about the empty lot by Valley and Bernal? Or, how about the empty shopping center on Bernal? They need a draw into that center. The Nob Hill location already has a lot of businesses, it doesn't need a Walmart to draw in business.

Please take this into your consideration.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

---

**Subject:** Walmart at Nob Hill Location

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

From: Pleasanton Web Team

Sent: Thursday, September 01, 2011 10:02 PM

To: Joanne Hall; Nelson Fialho

Subject: [PLSWEB] Walmart at Nob Hill Location

City of Pleasanton Website - Contact Us Online

Name: Nancy Krakauers

Category: Mayor and City Council

Subject: Walmart at Nob Hill Location

Comment:

I'm all for Walmart taking over the Nob Hill location. It is much better than having an empty store which attracts vandalism, graffiti and loitering. It would generate no more traffic, trucks or pollution than existed when it was Nob Hill. It would generate income for the city and it would provide competitive prices that would help bring down the prices of the other grocery stores in the area. It would also open up many employment opportunities. Please don't let the anti-Walmart forces keep this from happening. No other company has shown an interest in the property and we miss having a convenient grocery store in that location. Walmart isn't the devil like the anti-Walmart folks say it is. I bet everyone who is against this store shops at the Walmart near Hacienda. You should ask for a show of hands at the upcoming meeting.

Thanks for listening. Hopefully I'm not in the minority.

Nancy Krakauer

**Maria Hoey**

---

**Subject:** Wal Mart

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**From:** Don Bartel

**Sent:** Sunday, September 04, 2011 3:41 PM

**To:** Mayor and City Council

**Subject:** Wal Mart

We both strongly support the addition of the Wal Mart grocery in the old Nob Hill store. It will be a very positive addition to our neighborhood. We all miss Nob Hill the all the people on our area want the new Wal Mart grocery.

It was a grocery store before and it should be a grocery store again.

That location allows our friends and neighbors in our area to be able to walk to the store rather than get in the car and drive to another store.

Give us a place to buy groceries economically rather than go to Dublin and shop there stores. Lets leave our money in Pleasanton.

Don and Rose Marie Bartel

Click [here](#) to report this email as spam.

**Maria Hoey**

---

**Subject:** Want Walmart Store

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**From:** Kathy Engel

**Sent:** Sunday, September 04, 2011 4:07 PM

**To:** Mayor and City Council

**Subject:** Want Walmart Store

We recently received a flyer on our door encouraging us to contact you about the proposed Walmart Store going in where Nob Hill was.

**We are in favor of this store coming in!** We would like to have another store besides Safeway near us. We do not think that there will be a problem with traffic, congestion, or 24-hours of operation.

Thank you.

Kathryn Engel  
Mohr Avenue

Click [here](#) to report this email as spam.

## Maria Hoey

---

**From:** Daniel Kendrick  
**Sent:** Sunday, September 04, 2011 9:58 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Daniel Kendrick

p.s.  
I live 3 blocks from the old Nob Hill store that Wal Mart wants to redevelop. I have some concerns, and I ask you to address these before giving permission for Wal Mart to proceed with their plans.

If Wal Mart is the same size as the old Nob Hill, then my concerns are minimal. Nob Hill was an asset to the community.

The biggest concern is traffic. Many children cross Santa Rita Road at Las Positas in order to get to school. Heavy traffic on Santa Rita would put them at risk.

There are 5 driveways onto Santa Rita Road that would be used by Wal Mart. These are already dangerous, and with heavy traffic they would become far more dangerous.

No doubt Wal Mart expects to make a lot of money from this project. If they want to be part of the Community and should do their part to protect and enrich it. Obviously they can well to afford to do so.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
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## Maria Hoey

---

**From:** Carol Milano  
**Sent:** Monday, September 05, 2011 12:48 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Carol Milano

p.s.  
I am voicing my objection to a proposed 24 hour Walmart Grocery Store on the prior Nob Hill site on Santa Rita Road. In principle, I do not agree with Walmart's business practices and also feel the store would have a negative impact on the neighborhood grocery stores already in the immediate area. Please consider my opinion in you decisions.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
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<https://www.mailcontrol.com/sr/+wXv4UPgrjDTndxI!oX7U1FqrXJaiEUTZ6V+rDqrGr6NoOih7o6eP83kbzGZTg1YbrCRFdjEt0D55a0nEA+RCg==> to report this email as spam.



**Maria Hoey**

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**Subject:** Wal-Mart

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

From: \_Pleasanton Web Team\_

Sent: Monday, September 05, 2011 4:03 PM

To: Karen Gonzales

Subject: [PLSWEB] Wal-Mart

City of Pleasanton Website - Contact Us Online

Name: Kellie Collier

Category: General Inquiries

Subject: Wal-Mart

Comment:

I am IN FAVOR of allowing Wal-mart to operate a small grocery store at the former site of Nob Hill on Santa Rita Rd.

I would rather have Wal-mart operate a small store here than to see the site continue to remain vacant.

I don't believe traffic will be appreciably different than it was under Nob Hill. I don't believe the environmental impact will be appreciably different than it was under Nob Hill.

If the size of the building remains the same, I am IN FAVOR of a new grocery store opening at this location.

Kellie Collier

## Maria Hoey

---

**From:** Eugene Choi and Mindy Hu  
**Sent:** Monday, September 05, 2011 8:46 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Eugene Choi and Mindy Hu

p.s.  
Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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Thank you for your consideration and we look forward to public hearings on the proposal!

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

**Maria Hoey**

---

**Subject:** WalMart

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

From: Rick Decker  
Sent: Tuesday, September 06, 2011 8:03 AM  
To: Mayor and City Council  
Subject: WalMart

Dear City Council Members,  
We have lived in Pleasanton for 27 years and love the quality of life here. So WalMart wants to move into the old Nob Hill space? Hurrah!  
We're all for it. Why shouldn't they be allowed to? There was a grocery store there before. We're sure if Nob Hill wanted to re-occupy that space there would be no opposition at all. The only ones opposing it are the ones with WalMartitis! This just brings more competition, jobs (for locals) and tax revenue for the city and should be allowed as the city charter states. I know of several friends who live in the Meadows area that do their shopping at Safeway in Dublin on Tassajara because it is the closest store to them. Maybe having the WalMart will entice them to shop in P Town. I know we'll be shopping there.  
Thank you.  
Sincerely,  
Rick & Susie Decker

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<https://www.mailcontrol.com/sr/EsSh0ECVqYfTndxI!oX7UtQCCy0vBYEL50oM540hdjS2Yy46vQTy4BIe1v95RjzlovXkhiCN+o1EcZNy6HxKug==> to report this email as spam.

## Maria Hoey

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**From:** Joanne Hall  
**Sent:** Tuesday, September 06, 2011 9:34 AM  
**To:** Maria Hoey  
**Subject:** FW: Nob Hill/Walmart

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**From:** Vicki Rose  
**Sent:** Tuesday, September 06, 2011 9:28 AM  
**To:** Mayor and City Council; Nelson Fialho  
**Subject:** Nob Hill/Walmart

Just an FYI, at the end of July I attended a meeting with the "Our Pleasanton" folks. They sparked the interest of all of four people from our Pleasanton Meadows community of 831 homes. Since I live behind what used to be Nob Hill I was interested in what they had to say. At the meeting I quickly realized that they are pushing no Walmart period agenda. Doesn't matter to them the size, the community convenience or what it does to our property values to have a thriving business center. After listening to this guy rant about Walmart, I asked him what street did he live on in our community that it would effect him so much,,,he and his crew all live in LIVERMORE!!!!

So the "**Our Pleasanton**" campaign is being promoted by Walmart haters who live in Livermore. I asked that you take that into consideration when you are addressing them. They are going door to door telling neighbors that it will be a 24 hr. store and that it will be a Super Walmart and the trailers and motor homes will be allowed to park there. They are also suggesting to our neighbors that we would be getting all the low income people coming to our neighborhood to shop there. Ridiculous scare tactics.

I urge you as the City Council to not be influenced by out of town activist making demands on what happens in Pleasanton and my neighborhood. I live directly behind the store and have found Nob Hill to be a good neighbor. We need a community market back in the Nob Hill shopping center, although none of us want a 24hr market or the noise, there is currently a "no deliveries before 6:30 A.M." ordinance.

If a Walmart store does get approved in the future I would hope that the Council would put some stipulations on their hours, cleanliness and shopping carts being picked up from the surrounding areas in a timely matter. The Walmart on Owens does not pick up their carts and they are gathered around the creek and neighboring streets.

Thank you for your consideration in this matter.

Vicki Salinas

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## Maria Hoey

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**From:** Karen Maguire  
**Sent:** Tuesday, September 06, 2011 11:40 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Karen Maguire

p.s.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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**Maria Hoey**

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**Subject:** 3112 Santa Rita Rd., Please read before tonight

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**From:** Michelle Kloos  
**Sent:** Tuesday, September 06, 2011 2:06 PM  
**To:** Mayor and City Council  
**Subject:** 3112 Santa Rita Rd., Please read before tonight

To my City Councilmen-

When Nob Hill left this location I had to embark on a new grocery shopping system. Haven't yet found my "niche", but have found some wonderful places to shop outside of PTown, my home since 1975. It saddens me that I now do most of my shopping in Dublin. I do shop at Safeway, either here or in Dublin, to get the gas credit, but I understand that Safeway can't even have a gas station here in PTown, their national headquarters. How did that happen? It would have been wonderful for our citizens.

I get my "inner" aisle items at Lucky and/or Safeway (also WalMart and Target (Dublin), but for produce, fish, meats, etc., I shop at Sprouts in Dublin. What a lovely store. Also, it's right down the street from the Safeway gas station so I can fill-up my tank while I'm there and give them even more of my \$\$! Sprouts is very open and so easy to navigate. And while I'm there, I might as well stop in at their JoAnne's Craft store, and maybe hop over to Target for some "inner aisle" products. Can we please have a Sprouts, a Molly Stones, or a Whole Foods? Actually, a Sprouts would be the best--good products and good prices. Our Trader Joe's (although close to the freeway) is nice, but the parking lot is a disaster. The store is too tight and too crowded. I like Gene's, the meat counter is great, the produce is the same as Safeway/Lucky's. They do have good specialty items, but Gene's, overall, is a little too pricey.

Please make a good decision for PTown. I'm not upset about a WalMart grocery store, but I do think that too many of my dollars are spent on the other side of 580.

Thank you for your time and consideration,

Michelle Kloos

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## **Maria Hoey**

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**From:** Carol Milano  
**Sent:** Tuesday, September 06, 2011 2:10 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Carol Milano

p.s.  
Sent an earlier message re: wal-mart grocery and got a return message saying person was out of the office in december????? Is there a problem with my concern getting to the city council???

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Teralyn Fredricks  
**Sent:** Tuesday, September 06, 2011 3:43 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Teralyn Fredricks  
Pranzo, Inc/dba Togo's  
3120-d santa rita road  
pleasanton, California 94588

p.s.  
I believe that the Neighbor Market will be a great addition to Pleasanton and the area of Santa Rita Road. The traffic will not be any different then it was with the last big grocery store in the center. Nob Hill received deliveries all day and night when they were there, it did not bother anybody then, why now? Traffic will be the same for the delivery trucks going down Santa Rita to 580 (not going thru the residential neighborhoods. 5 of the 7 already grocery stores are ALL non-union, that's not the issue here.  
This store will bring alot of jobs to our city. People want a lower priced market in this economy and Wal-Marts "Neighbor Market" offers all of that and more. People need to take a look at the existing Wal-Mart "Neighborhood Markets" and understand what value it will bring as well as the new look.  
All the shops in that center have suffered since the departing of Nob Hill Foods. Let's turn this around and see the positive effects it will bring.  
Nothing is changing except the name of the market and a new and improved look of the shopping center.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
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## Maria Hoey

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**From:** Prakash Somayajula  
**Sent:** Tuesday, September 06, 2011 4:24 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Prakash Somayajula

p.s.  
We already have a 24 hour grocery store just down the street on Santa Rita (Safeway). There is no need for another one.

It will also severely disrupt the flow of traffic on Santa Rita with huge Wal-Mart delivery trucks plugging up traffic lanes. Santa Rita is a primary artery for those getting onto/off 580.

Finally, it is too close to a residential neighborhood with children and a 24-hour grocery has the potential to attract unsavory characters purchasing liquor etc late at night. If a store has to be approved, then one that is open from 6am to 10pm is much more acceptable than a 24-hour store.

Regards,

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
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## Maria Hoey

---

**From:** leandra brundage  
**Sent:** Tuesday, September 06, 2011 4:57 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

leandra brundage

p.s.  
All I hear is excuses! Having a Walmart Grocery store (that's all it is, not a full Wal-Mart) will be no different than when Nob Hill was there. Holding back their opening is greatly impacting our economy here in Pleasanton. The small businesses in that shopping center are hurting due to the lack of traffic in that area. As a community we should be proactive and welcoming anything that will help bring jobs to our city as well as the taxes paid. People need to get their noses out of the air and realize this is a good thing.

If people did their research they would know that WalMart has one of the best green systems around. They will bring jobs and a little more financial security to our community. Lets build already!!!!

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

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**Subject:** Say YES to Walmart

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

From: Tamara

Sent: Tuesday, September 06, 2011 5:14 PM

To: Mayor and City Council

Subject: Say YES to Walmart

Because I cannot be at the meeting tonight, I would like to encourage the City Council to let the Walmart store redevelop the old Nob Hill store.

In these difficult times, we need lower cost alternatives to the grocery stores already in Pleasanton. And why not use a property that has been a grocery store in the past.

Please say "YES"!

Thank you,

Tamara Rhoads

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## Maria Hoey

---

**From:** David A Wood  
**Sent:** Tuesday, September 06, 2011 7:03 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

David A Wood

p.s.  
WalMart destroys local economies. Let's not let WalMart take over Pleasanton.  
--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
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## Maria Hoey

---

**From:** Vishavdeep Singh  
**Sent:** Tuesday, September 06, 2011 7:47 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Vishavdeep Singh

p.s.

One Wal-Mart is already too many. It will destroy the serenity of Pleasanton. Instead bring Whole Food or any other Quality business. Walmart is a NO NO!!!

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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**Maria Hoey**

---

**Subject:** Protect Pleasanton from Wal Mart!

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

From: Scott Myers

Sent: Wednesday, September 07, 2011 3:18 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Scott Myers

p.s.

You wouldn't let them build downtown or in Kottinger heights without an EIR. So why out in the neighborhoods?

Oh that's right council members live elsewhere in town.

Quit being so ignorant.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em>

Learn more about this campaign here:

<em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

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**Subject:** In favor of Walmart grocery store

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**From:** Zoe Wallace  
**Sent:** Thursday, September 08, 2011 8:47 AM  
**To:** Mayor and City Council  
**Subject:** In favor of Walmart grocery store

I am in favor of the possible Walmart grocery store in the old Nob Hill location.

I currently shop at several of the grocery stores in town. Fresh and Easy, Trader Joe's and Lucky's. Adding a Walmart would give residents more options and probably lower prices than Lucky's and Safeway, which we could benefit from especially in this economy.

Fresh and Easy and Trader Joe's have their unique products and a Walmart grocery store would not deter me from continuing to shop at those 2 stores.

Lucky's has declined in product selection and appearance in the last few years and while I shop there, I don't enjoy it.

I also believe the Walmart grocery store would revitalize the old Nob Hill shopping area and give local residents a place to shop instead of going to the Dublin Safeway on Tassajara. Vacant buildings are also not good for our city in regards to appearance, economy and safety.

Let's take advantage of this opportunity and bring business to Pleasanton!

Click [here](#) to report this email as spam.

**Maria Hoey**

---

**Subject:** Support for Pleasanton Walmart

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**From:** Cara Fraga

**Sent:** Thursday, September 08, 2011 4:10 PM

**To:** Mayor and City Council

**Subject:** Support for Pleasanton Walmart

WE SUPPORT ANOTHER WALMART IN OUR NEIGHBORHOOD!!

I am sending this in direct response to receiving a flyer at my home to make my voice heard from the [www.OurPleasanton.org](http://www.OurPleasanton.org) folks. They of course do not want me to use this flyer to support the new Walmart, but it inspired me to raise my voice for something that is good for our neighborhood.

I DO support having a local market in my area. My husband, two children and I live about 2 blocks from where the old Nob Hill market was and it was EXTREMELY convenient to have a store close to our home. My husband has been out of work for almost a year and the low prices at a Walmart Neighborhood Market will provide a needed benefit to all the hardworking families in the area, as well as, families who can no longer afford to shop at Safeway, Lucky's or the new Fresh & Easy.

I also feel that an empty store and parking lot, where the old Nob Hill used to be, is an eyesore, no reflection of our city and when entering our neighborhood anyone gets a slum feeling seeing an abandoned business. Any vacant lot or unoccupied business reeks of recession and poverty and quite frankly looks bad in our beautiful city.

My understanding is Walmart wants to continue to keep this store focused on grocery food items, the same as Nob Hill....Why not bring in another grocer to replace a previous grocer? Why is there so much discussion over this? The store is zoned to sell groceries...Walmart wants to sell groceries to the people of Pleasanton/Dublin... Is it because it is owned by a big box retailer named Walmart? Aren't the names Lucky, Albertson, Safeway, 99 Ranch, Trader Joe's and Fresh & Easy big names? This appears to be a campaign against Walmart and not a campaign against anything else.

I see the supporters of NO Walmart want an environmental impact study. Nob Hill had delivery trucks, customers and traffic coming in and out of Santa Rita. Why is this different? Why do we need to spend MORE money the city does not have to have yet another environmental impact study.....do they want to waste time and drag this out so the people and council of Pleasanton get to the point to where they just don't care anymore..I hope this is NOT the case.

I am a longtime Pleasanton resident. My children go to school here and we love living here. We do not like living next to an abandoned building and I don't see any other businesses jumping at the chance to occupy this space until now. A grocery store for a grocery store....it makes sense not to mention the revenue that it will bring to our beautiful town!

Cara Fraga  
Larry Fraga

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## Maria Hoey

---

**From:** Roy Cuellar  
**Sent:** Thursday, September 08, 2011 8:37 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Roy Cuellar  
Resident

p.s.  
I say "Let Wal Mart Come". The added traffic conjection is worth it; if it means more jobs, more revenue and an added convenience for those who live near by. I love Wal Mart and all that it has to offer! I strongly believe that city officials need to start thinking about what the citizens really want and need-convenience, jobs, and value!

Let the free market determine who or what business establishment eventually occupies that space!!!!!!!!!!!!!!

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

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**From:** Rei Masui  
**Sent:** Friday, September 09, 2011 12:59 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Rei Masui

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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**Maria Hoey**

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**Subject:** Grocery Store /Nob Hill Location vs Wal Mart

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

From: Vivian Miller

Sent: Friday, September 09, 2011 3:45 PM

To: Mayor and City Council

Subject: Grocery Store /Nob Hill Location vs Wal Mart

I live in the Meadows community and we would welcome a WalMart Grocery store. We have missed our little community store more than I can say. I do not get why people think that parking would be such an issue...it wasn't an issue before when a grocery store was here. We welcome WalMart to our neighborhood and hope that anyone would be grateful rather than an empty building to have a grocery store that we could make a "quick run" too.

vivian miller-boyce

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<https://www.mailcontrol.com/sr/CoBuP+3dRGPTndxI!oX7UsdpzMR7Bo2KM6Pa9AbiXv72NRUve3SlnSWHwc79Nh++tL2w8BfevsR+s7xSCXkZmg==> to report this email as spam.

## **Maria Hoey**

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**From:** Rana Hulays [ranahallis@yahoo.com]  
**Sent:** Sunday, September 11, 2011 8:32 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Rana Hulays

p.s.  
I urge the City of Pleasanton to hold public hearings regarding the proposed Wal Mart plan.

In addition, if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

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**From:** Monica Medeiros  
**Sent:** Saturday, September 17, 2011 11:06 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Monica Medeiros

p.s.

I live across the street from the proposed new Walmart development. This plan will bring more traffic to our residential areas and bring down our property value. And more importantly, totally destroy small business in an already bad economy.

Please, we do not need this in Pleasanton!

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

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**From:** Troy West  
**Sent:** Sunday, September 18, 2011 12:05 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart:

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Troy West

p.s.  
Pleasanton residents must have a voice in decisions that affect our quality of living. I have been a resident of Pleasanton for nearly 20 years and have always bragged about how well the city planners have laid things out here ... Other than the slew of problems I can see personally by having a Wal Mart store at the Nob Hill location, the other important issue at stake is the voice of Pleasanton's residents

Thank you for listening,

Troy West

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

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**From:** Susan Marie Silburn  
**Sent:** Sunday, September 18, 2011 5:39 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

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2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Susan Marie Silburn

p.s.  
I do not want an additional Wal Mart on Santa Rita Road where the Nob Hill Grocery Store was located. This location is small and would be great for some other business that does not already have a store in Pleasanton. If they want to add more non-taxable items they should re-configure the existing store they have on Rosewood Drive.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

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**From:** Chad Jensen  
**Sent:** Sunday, September 18, 2011 11:43 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Chad Jensen

p.s.  
I am greatly concerned regarding the negative impact that Walmart may bring if they build at the Santa Rita site. First of all, there is already a Walmart in Pleasanton, there is absolutely NO reason that there needs to be another site a mere two miles down the road. The atmosphere of Walmart and the megastore mentality does not fit with the vision and small-town feel of Pleasanton, which is what keeps the town so attractive to those who live here and even visit. I believe that it would be far more beneficial to have a store that promotes healthier lifestyles, buying local produce and goods, and organic foods such as a Whole Foods would elicit. This city needs to be making healthy decisions and Walmart will fall short every time.

By introducing another Walmart to Pleasanton gives the sense that they city could not think or anything better, anything more original, and anything more unique. Such a store also has a tendency to bring with it filth, crime, and waste. There is arguably not even enough room for such a large store and would as a result increase traffic tenfold on Santa Rita. The area just does not have the capacity to hold such a high volume of cars in that area especially given the residential communities surrounding the area. In the long run it will be another run down complex of "big America" that has no style or taste. We need a variety of stores and Pleasanton is as of now lacking on the fine food grocery stores. I believe that we need to be considering stores that speak to the history and values of Pleasanton; store such as Trader Joe's, Whole Foods, or Sprouts. That is the direction that Pleasanton should be taking and striving to show...not necessarily billion-dollar worth companies.



Moreover, the jobs that Walmart provides do not speak to the ethical standards that smaller companies have. Employees to these supermarkets are simply expendable and frankly disvalued. Pleasanton shall not partake in such an endeavor and statement as this.

I implore you to reconsider this option and reevaluate the construction site. The cons of this are far greater than any new jobs and I respectfully ask you to listen to the community because they are the ones who live so close to the proposed site. I can guarantee the committee that no one in my family will ever shop there, as it is already, many folks from Pleasanton shop outside the city at Whole Foods in San Ramon.

Thank you for listening.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

---

**From:** MARY HARRISON  
**Sent:** Monday, September 19, 2011 11:03 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

MARY HARRISON

p.s.  
I am in favor of a Wal Mart food store in the Nob Hill center, however there should be some measures to mitigate traffic problems.  
I'd recommend a right turn only coming out of the parking lot onto Santa Rita Rd.

A 24 hour drug store would be nice as we presently have only Walgreens in San Leandro which is too far when you have sick child and it's in the middle of the night.

You are doing a great job keeping Pleasanton the City that we all want to live in.

Thank you,

mary Harrison

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
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## Maria Hoey

---

**From:** Carol Rodriguez  
**Sent:** Monday, September 26, 2011 5:20 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Carol Rodriguez

p.s.  
As a person who lives in the neighborhood behind the proposed WalMart, it will impact my life greatly. The traffic at that intersection is bad as it is, and if Wal Mart comes there, it will be more of a mess. It is already hard to get out of that parking lot and there is not enough parking. If a Wal Mart goes to that location, I will not let my kids walk down to that shopping center, as I am willing to let them do now. We are a small town, even though we have a large population. Adding another Wal Mart will take away from that feel. Also, Wal Mart is not even a mile from the proposed location. One Wal Mart in Pleasanton is enough.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## **Maria Hoey**

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**Subject:** Nob Hill/Walmart

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**From:** Joe

**Sent:** Wednesday, September 28, 2011 7:21 PM

**To:** Mayor and City Council

**Subject:** Nob Hill/Walmart

Dear Mayor and Council,

I know you're getting pressure from a group of people that are urging you to reject Walmart (if they so choose) filling the vacated Nob Hill store.

As a long-time resident of the neighborhood (something I doubt many if any of the "protesters" are) I can tell you that we've missed having a store there. These people, for, what I assume, are political reasons, don't want Walmart to go in there.

Rejecting Walmart is a short-sighted and discriminatory idea.

1. Is Pleasanton really saying that you HAVE to be unionized to have a grocery store in this town?
2. Don't we need more jobs in this town?
3. This neighborhood misses a local grocery store. Most people are going to Dublin now thereby costing Pleasanton tax dollars.
4. Why penalize Pleasanton Meadows to grant these people their political wish?
5. If they follow the laws that don't require review and you still review them, you are opening Pleasanton up to legal action.

Please ignore this vocal minority and vote for what is best for the city and Pleasanton Meadows, not the whims of the few "protestors".

Sincerely,

Joe Silva

Click [here](#) to report this email as spam.

**Maria Hoey**

---

**Subject:** Want a Grocery store at old Nob Hill location

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

From: \_Pleasanton Web Team\_  
Sent: Tuesday, October 04, 2011 1:45 PM  
To: Joanne Hall; Nelson Fialho  
Subject: [PLSWEB] Want a Grocery store at old Nob Hill location

City of Pleasanton Website - Contact Us Online

Name: John Carroll

Email:

Category: Mayor and City Council

Subject: Want a Grocery store at old Nob Hill location

Comment:

Hello Mayor and Members of the City Council,

I am writing to let you know that I would like to see a store at the old Nob Hill location. I have received a couple of flyers in the mail that raise concerns about a Walmart going in at the old Nob Hill site. The flyers FAIL to explain that the intention is to put in a grocery store, and not a full size Walmart like we have on Owens already. I believe the flyers are purposefully misleading and encouraging people to take actions based on false implications. The flyers request residents to email the mayor and members of the city council to enact some new ordinance, which I personally do not believe is necessary.

I don't know who is behind the OurPleasanton.Org but none of the politically active people in my neighborhood are behind this mailing campaign or web site. The mailing effort seems well organized and well funded. For them to claim we've had enough is a bit insulting when they HAVE NOT EVEN IDENTIFIED WHO THEY ARE. So who is it that has had enough?

Claiming that scores of people came to the last city council meeting is a big stretch. I watched the city council meeting on television and there were not that many people there complaining. Many were just asking for full disclosure and transparency, which is what we need and deserve. The mailings that went out to many in our neighborhood have probably generated more questions than answers.

Claiming the city council is sitting on their hands is another stretch. There doesn't appear to be any reason for the city council to enact any new ordinance. There was a grocery store there before, and there does not seem to be any logical reason why a grocery store would NOT work just fine if operated under similar conditions. Contrary to the flyer, the city council is NOT on the hook for anything in my opinion.

I would personally like to see a grocery store back at the Nob Hill location.

Thank you for your service to Pleasanton, and sorry you have to be put through unfounded criticisms created by these flyers!

Sincerely,

John M. Carroll

**Maria Hoey**

---

**Subject:** Protect Pleasanton from Wal Mart!

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

From: Vitali Potapov  
Sent: Saturday, October 15, 2011 4:34 PM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Vitali Potapov

p.s.  
NO Wal Mart, we have enough grocery stores.  
To City Council. people very unhappy with this and if you will support this idea, better look for job in WalMart for next election.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>  
--

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## **Maria Hoey**

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**From:** Cindy L. Marks  
**Sent:** Sunday, October 16, 2011 10:00 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Cindy L. Marks

p.s.

The Joy and Irony of re-connecting with Pleasanton's locals, business owner's and restaurateurs in San Ramon.

As a 27 year resident of Pleasanton I can joyfully make an asseration that I have come to find very ironic. Rarely do I ever go to Whole Foods in San Ramon without running into friends and acquaintances from Pleasanton. I have raised three children in the community, all have been through the Pleasanton School District, it is alway a delight to go through the "Wow, what are you doing grocery shopping in San Ramon?" and then move on to "where are your children living now where are they employed, are they married" and so on.

Most recently, it was a long time owner of a Pleasanton popular restaurant that my husband and I had the pleasure of speaking with in line at Whole Foods.

Rarely have I ever been to Whole Foods in San Ramon without seeing familiar faces from the downtown and the community.

On the other hand Wal-mart, conveniently located off the freeway has steady flow of traffic from 580 with consumers seeking low cost goods.

While many are leaving their community to frequent our low cost retail stores many of our residents are creating a steady flow to another community seeking sustainably raised, organic as well as high quality products.

I made my stand long ago, my dollars will continue to be spent on high quality, sustainably raised and organic foods even if I have to go the extra mile.

What a shame for Pleasanton!

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Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

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## **Maria Hoey**

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**From:** Cecilia Huang  
**Sent:** Monday, October 17, 2011 9:38 AM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Cecilia Huang

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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

**Maria Hoey**

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**Subject:** Protect Pleasanton from Wal Mart!

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

From: Allen Wang  
Sent: Monday, October 17, 2011 9:39 AM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Wal Mart!

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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

**Maria Hoey**

**Subject:** Protect Pleasanton from Wal Mart!

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

From: Paula Voluntad  
Sent: Thursday, October 20, 2011 11:40 AM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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Thank you for your consideration and we look forward to public hearings on the proposal!

Paula Voluntad

p.s.

From: Paula Voluntad  
To: [citycouncil@ci.pleasanton.ca.us](mailto:citycouncil@ci.pleasanton.ca.us), [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com), [mhoey@ci.pleasanton.ca.us](mailto:mhoey@ci.pleasanton.ca.us)  
Subject: Protect Pleasanton from Wal Mart!

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**Maria Hoey**

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**Subject:** Protect Pleasanton from Wal Mart!

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

From: Sumant Lokeshwar & Sricharitha Krishnamoorthy  
Sent: Sunday, October 23, 2011 9:08 AM  
To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

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Thank you for your consideration and we look forward to public hearings on the proposal!

Sumant Lokeshwar & Sricharitha Krishnamoorthy

p.s.

**Maria Hoey**

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**Subject:** The Ultimate Pro-Walmart Article

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**From:** Linda Corbett  
**Sent:** Sunday, October 23, 2011 11:36 AM  
**To:** Mayor and City Council  
**Subject:** The Ultimate Pro-Walmart Article

Hello Pleasanton City Council,

I came across this article from the **Ludwig Von Mises Institute** (on Facebook) about WalMart.

It is a long read, but I read every word and learned a lot. The article covers all these issues:

- Introduction
- Wal-Mart's Critics
- Wal-Mart's Response
- Wealth
- Productivity
- Prices
- Poverty
- Wal-Mart's Critics on Wealth
- Capital
- Jobs
- Wages
- Healthcare Benefits
- Executive Wages
- Conclusions About the Critics
- A Proper Wal-Mart Response
- Recommended Reading

I am hoping that the knowledge from this article will help you do the right thing for Pleasanton.

## **The Ultimate pro-WalMart Article**

Wal-Mart is one of the great shining examples of what a market economy can achieve. If I were to give a tour of the United States to visitors from a socialist country, who are used to experiencing chronic shortages of almost everything, Wal-Mart would be one of the first places I would take them. It is a perfect symbol of one of the most remarkable things that we have — an enormous variety of high quality, low cost products that are available to virtually everyone throughout the United States.

Wal-Mart stores are indeed impressive sights, housed in gigantic structures, capable of serving many thousands of customers every day. Wal-Mart's most common type of store — the Supercenter — offers customers an indoor, air-conditioned shopping area

larger than three football fields. These shopping behemoths provide so much — such a staggeringly huge range of well-made products — that a person could practically live his whole life without having to shop anywhere else.

Walk into a Wal-Mart Supercenter and look around; the place is amazing! It boggles the mind to think of the enormous complexity that must be involved in running a store that accomplishes all this, which is truly responsible for an improvement in our standard of living. For Wal-Mart to provide so much, for so many, as efficiently, reliably, and inexpensively as it does is an economic miracle. Never in human history have so many people had such affordable and convenient access to all the products that Wal-Mart offers, and the number of people with this access is growing all the time. As Wal-Mart's late founder Sam Walton said:

"...we'll lower the cost of living for everyone, not just in America, but we'll give the world an opportunity to see what it's like to save and have a better lifestyle, a better life for all. We're proud of what we've accomplished; we've just begun."

This is a company that deserves to be praised and admired the world over.

### **Wal-Mart's Critics**

In spite of Wal-Mart's outstanding achievements and tremendous benefits to the public, a determined group of Wal-Mart critics has appeared on the scene. These people have made it their life's mission to smear and obstruct Wal-Mart at every turn, many of them behaving with the same passion that one might expect from religious fanatics. The critics are utterly ignorant of economics, yet they pretend to be authorities on the subject, and loudly proclaim such things as: "Wal-Mart causes unemployment," "Wal-Mart lowers wages," and "Wal-Mart reduces access to healthcare." In addition to these alleged economic sins, they say: "Wal-Mart destroys communities," "Wal-Mart treats its female employees unfairly," "Wal-Mart causes greedy consumerism," "Wal-Mart desecrates sacred ground." To listen to these critics, one might think that Wal-Mart was the source of all evil.

Every time Wal-Mart tries to open up a new store, there is a good chance that these anti-Wal-Mart crusaders will be there to interfere, attempting to persuade zoning boards and local governments to intervene and make it impossible for Wal-Mart to operate. They've created websites such as [Wakeupwalmart.com](http://Wakeupwalmart.com) and [Walmartwatch.com](http://Walmartwatch.com) that provide "public education" on their incorrect version of the economic effects of Wal-Mart. They've held anti-Wal-Mart demonstrations, and put out advertisements, books, and movies. They've called for crippling regulation of Wal-Mart,

and increased taxes on Wal-Mart. One of their favorite activities is to point to someone who they believe has been, or could be, negatively affected by Wal-Mart's success — no matter how temporarily — misinterpret the meaning of this phenomenon, and proceed to work themselves into a frenzy because they are convinced that this proves that Wal-Mart is destroying the world.

All of their objections are based on profound ignorance of Wal-Mart's actual economic significance, and their behavior is destructive to themselves and everyone else. The huge amount of media attention given to these critics by many willing accomplices has strengthened their negative influence. The critics have succeeded in making themselves impossible to ignore. They have dragged Wal-Mart's good name through the mud, causing the general public to associate Wal-Mart with the endless list of accusations, rather than with the incredible service they provide.

High profile individuals such as Theresa Heinz Kerry, who came very close to being first lady of the United States, have taken public stances in favor of these critics. According to a recent Zogby poll, 56% of Americans now believe that "Wal-Mart is bad for America."

Wal-Mart managers now have a new challenge; not only do they have to run one of the biggest organizations in the world; they have to do it with an army of fools waging a constant war of propaganda against them. They are forced to waste an increasing amount of their time and company's resources defending their highly efficient, very successful, and perfectly legitimate organization against these vicious saboteurs.

## **Wal-Mart's Response**

Wal-Mart's response has been superficial and somewhat counterproductive. At times Wal-Mart accepts the false premises put forth by the critics, and thereby allows the debate to be improperly cast. Instead, it should boldly dispute the false premises of its critics and confidently present its justification for the Wal-Mart business model. This essay will attempt to expose the erroneous views of the critics, as well as present an accurate picture of the economic significance of Wal-Mart. To make my case, I rely extensively on some of the economic ideas developed by George Reisman in his book *Capitalism*.

## **Wealth**

To understand Wal-Mart's economic significance, the concept of wealth must first be understood. Economic progress means an increasing level of wealth, both for the

individual and for the entire economic system. Wealth, in an economic sense, is material goods that have been produced by human labor. This includes cars, houses, lipstick, silverware, garden hoses, television sets, and anything else that has been taken from nature and changed by man into something that is more valuable to man. It can include land or natural resources to the extent that humans perform labor to make them useful.

"Wal-Mart is one of the great shining examples of what a market economy can achieve."

Wealth is not the same thing as money. Money is simply a medium of exchange for wealth. Money derives its value from the wealth available for trade in an economic system. For example, if someone were stranded alone on a desert island with few supplies, it would not be accurate to call this person wealthy even if he had \$5 million in cash with him on the island. His money is valueless here because there is no wealth on the desert island for him to buy. Since money derives its value from wealth, as an economic system produces more total wealth, its money supply becomes more valuable.

To learn what policies would create the most wealth is the most fundamental concern of economic science. It is not primarily concerned with consumer spending, or jobs, or interest rates, but with wealth. And it is not about how to make some particular group wealthier; rather, it is about how to make the entire economic system wealthier. It is no coincidence that one of the most influential economics books ever written is titled *The Wealth of Nations*. This innovative work was one of the first to focus not on the wealth of steelworkers, or the wealth of blacksmiths, but on the wealth of entire nations. We should use this same focus in deciding whether or not "Wal-Mart is bad for America."

## **Productivity**

There are many reasons why Wal-Mart has been so successful. It offers a wide variety of products, it has customer-friendly service, it effectively communicates its value through advertising and promotions, it selects merchandise that people want, and much more. But the major reason that Wal-Mart has had such a meteoric rise is that it



offers its products for consistently lower prices than its competitors. Its motto is "Always Low Prices. Always." And it has lived up to that promise. Wal-Mart customers have come to expect good deals on virtually all Wal-Mart products at all times. Its lower prices have attracted large and growing numbers of customers, and have resulted in large and growing volumes of sales.

These lower prices are possible because Wal-Mart is more productive — more efficient — than its competitors. This gives it lower costs than its competitors and because its costs are lower than theirs it is able to charge less than they do while still making a profit.

To increase productivity is to increase the amount of wealth that can be produced per unit of input. To illustrate this concept, consider the effect of a modern technology like telecommunication. Before the telephone, telegraph, or radio were invented, communications had to be physically carried from the communicator to the recipient either in person or through letters. When telecommunications became widespread, people were able to instantly communicate with each other from all over the country. Imagine all the labor that was saved from no longer having to physically carry all communications from one party to another. This caused a vastly increased ability to produce more total wealth. The economy could produce everything that it could before, plus whatever could be produced with the labor that was no longer needed to carry communications.

This is an increase in productivity. It is an increase in the ability to produce. It is more wealth with less expense.

Increases in productivity are achieved economy-wide, by single businesses, and by individuals. They can be as simple as a hot dog stand owner finding a more efficient way to cook his hot dogs. Anyone who has figured out a way to produce more with less has found a way to increase productivity, and all increases in productivity cause an ability to produce a larger total amount of wealth in the economic system as a whole.

The history of Wal-Mart is a history of increases in productivity. Wal-Mart started off buying products in larger volumes to get them cheaper per unit. It was one of the first to use self-service in its stores for goods other than groceries, thereby saving money on employees. It opted for less extravagant store presentation in favor of lower prices.

Wal-Mart saved money through the years simply by being frugal when it came to its manager's accommodations. It prefers to have small and cheap offices in cheap

locations. It has been known for requiring managers to fly coach on business trips, stay two to a room in cheap hotels, rent cheap cars, and eat at cheap restaurants.

Wal-Mart increased productivity through new methods of training its employees. It used its own central distribution centers and trucking to improve the efficiency of its flow of incoming inventory. As its business grew and volumes of sales continued to increase, Wal-Mart began utilizing advanced technology to help it further increase productivity. It was one of the first to use electronic scanners to capture the movement of an item at the point-of-sale. It was one of the prime movers in the push for the development of the Universal Product Code (UPC), which increased productivity for retailers all over the world by streamlining the processing of orders, management of inventory, and tracking of sales.

Wal-Mart was one of the first to use Electronic Data Interchange, which allowed it to transmit purchase orders, invoices, and other communications electronically with suppliers. It created a system called Retail Link, which integrates all its suppliers directly with its computer system so they can coordinate more efficiently.

Wal-Mart owns the largest private database in the world, along with the largest private satellite system in the world. This has linked every Wal-Mart store directly with the home office. This has sped up its communications, integrated virtually its entire business, allowed it to automate an increasing number of processes, and enabled it to analyze business and sales data to an unprecedented degree.

Wal-Mart is now the driving force behind a movement towards RFID (Radio Frequency Identification) technology as the successor to bar codes. This involves the use of identifying tags inside the packaging of each item that can be detected by radio frequency. Instead of having to scan each item by putting its bar code in the line of sight of an optical scanner, with RFID, many items can be scanned at once simply by being in their proximity with a tag reader. This could potentially increase productivity in many ways. It could revolutionize the tracking of items through the supply line. Whole truckloads of products could be accounted for in seconds. RFID technology could enable customers to purchase all their products by walking past a tag reader without having to stop and have each item's barcode individually scanned. Since RFID tags can be hidden in packaging, shoplifting could be virtually eliminated, and the management of inventory could be radically improved.

The history of Wal-Mart is a history of increases in productivity.

All of the foregoing merely scratches the surface of everything Wal-Mart has done or plans to do to increase productivity. The meaning of all these increases in productivity is increases in our ability to produce more wealth. The result of this process can be seen in the history of many products, such as television sets. When the television set was first invented, it was very expensive to produce, and only a few people could afford it. As productivity increased in the television industry, television sets became cheaper to produce, more plentiful, better, and more inexpensive. More and more people could afford better and better television sets. Today television sets are everywhere. This phenomenon was humorously highlighted in the movie *Back to the Future*. When the main character travels back in time from 1985 to 1955; as he's eating dinner with the 50's family, he mentions that he has two television sets and they assume that he's either joking or rich.

The same thing can be said about radios, cars, computers, refrigerators, air-conditioners and countless other products. A recent example is mobile phones. When the technology for their creation was first available, they were expensive to produce and rare so only a few people could have them at high prices. Increases in productivity caused them to be made more cheaply and in abundance, so virtually everyone could have them at much more affordable prices.

The effects of increases in productivity are easiest to detect in new products since their supply starts at zero and often multiplies quickly. But this same phenomenon happens for all products in which productivity increases. Wal-Mart's major economic significance is that it is increasing the abundance of, and access to, not cars or air-conditioners, but to many of the most basic shopping goods, such as groceries, clothes, drugs, beauty products, toys, sporting goods, home appliances, and much more. Because of its efforts, more of these goods exist for everyone. As it continues to produce more, and brings prices ever lower, an increasingly large group will have increasingly inexpensive access to these goods. Who knows? In the future, if Wal-Mart is allowed to continue on this path, grocery shopping might one day be as simple and inexpensive as ordering a pizza is today.

## **Prices**

The significance of lower prices must be emphasized. Without considering prices, many people confuse money with wealth, and thereby make themselves susceptible to serious errors in judging an action's or policy's effect on wealth. Income is typically thought of in nominal terms. Nominal income is the quantity of monetary units (e.g., dollars) of income. Real income is the amount of wealth that can be acquired with income; it is the ratio of nominal income to prices. So, for example, if a person makes

\$50,000 a year and the prices of everything he buys fall by 50%, his nominal income has not changed, but his real income has doubled since he can buy twice as much wealth. If he gets a pay raise from \$50,000 to \$100,000 and the prices of everything he buys also double, his nominal income has doubled, but his real income has not changed since he can't buy any more wealth.

To determine the level of wealth that income represents, real income should be considered and not nominal income. Prices are equally as important as dollar incomes; they are half the equation. To a person's well-being, a fall in prices (other things unchanged) is the equivalent of an increase in pay (other things unchanged). As will be shown, Wal-Mart critics are completely ignorant of the fundamental significance of prices for real incomes.

The abundance of wealth and consequently lower prices, for which Wal-Mart is responsible, causes an increase to the real incomes of all its customers. It allows them to acquire more wealth with the money they have. Of those customers, the ones whose real incomes increase by the highest percentage are those who spend the highest portion of their incomes on Wal-Mart products. This group is made up primarily of people with lower incomes. Wal-Mart offers a good portion of what you need to get by in this world, and if you have a low income, Wal-Mart is your best friend. By shopping there, even with the lowest of wages, most people can afford to live pretty well, or at least much better than they otherwise could.

## Poverty

One of the Wal-Mart critics' chief strategies is to pretend that they are on the side of the so-called "poor" in our country, and allege that Wal-Mart is an enemy of the poor. The truth is the other way around. Due to our increasingly large production of wealth (due to a long line of innovators like Wal-Mart) true poverty in America has been largely eradicated. "Poverty" here isn't like poverty in the past or in most other places in the world. For example, starvation was a constant danger for most of humanity since time immemorial, but it is almost unheard of today in America even with all its three hundred million occupants. Most people "below the poverty line" here have access to running water, modern plumbing, electricity, refrigeration of food, a bed, furniture, air-conditioning, products for personal hygiene, cleaning products, cooking and eating utensils, plenty of warm clothing, and more than sufficient food to stay healthy. In addition to these goods

"Wal-Mart offers a good portion of what you need to get by in this world, and if you have a low income, Wal-Mart is your best friend."

that satisfy the more basic needs, virtually anyone can save enough to have access to modern goods like television sets, telephones, DVD players, washing machines, personal computers, books, radios, CD players, and microwave ovens. Many of these goods, not long ago, either didn't exist or were only accessible to a wealthy few. This high and rising standard of living for even those with comparatively modest incomes is possible because of radical increases in the production of all these products. The "rich" of the past couldn't have dreamed of having all this. If policies like those advocated by the critics had been pursued in the past, this economic progress for the poor would never have occurred.

## **Wal-Mart's Critics on Wealth**

Wal-Mart's critics are oblivious to the fact that Wal-Mart is responsible for a significant increase in total wealth, and that the greatest beneficiaries of this increase are those with the lowest incomes. In fact, they don't even seem capable of understanding that it is possible to create more total wealth. They care nothing about the increases in productivity that Wal-Mart has achieved, nor do they see any significance in Wal-Mart's lower prices. The critics believe that any person or company who becomes wealthy is immorally taking an excessive share of the fixed amount of wealth that is available. A book written by one of the critics called *The Case Against Wal-Mart* begins with the following quote: "Behind every great fortune there is a crime." This speaks volumes about the motivations of many of Wal-Mart's critics. It shows that they don't have an open mind about whether or not Wal-Mart is good or bad. They have an agenda against Wal-Mart and all their accusations and methods are used to further that agenda, which is to punish the company for being so big and successful. If there is a crime behind every great fortune then Wal-Mart must be the biggest criminal of them all. These critics fail to see that the great fortunes of businessmen and companies are built by producing wealth for everyone else, and not by taking wealth from others. Since the critics can't imagine creating wealth, they react to those who are wealthy with jealous rage. Their only solution to anyone's desire for more wealth is to seize already existing wealth from one party — in this case Wal-Mart — and give it to another. Unfortunately, not only does such a practice fail to create more total wealth, it causes the destruction of wealth and of our ability to create more total wealth.

## **Capital**

Wealth can be used in basically two ways. It can be consumed in personal use, or it can be employed in production. For example, sunflower seeds are consumed in personal use by being eaten, or they can be employed in production by being planted in the ground to grow a larger number of seeds. When we utilize wealth in personal

use it is consumed in present enjoyment. When we employ wealth in production we forego present enjoyment for more wealth in the future. In the context of a modern division of labor economic system, all the wealth that is used personally outside of a business is being consumed for personal use and reduces future wealth for the sake of present enjoyment. All the wealth that is used for business investment purposes is employed in wealth creation for the future and is called "capital."

Contrary to what the critics probably imagine, Wal-Mart does not hold its wealth in huge piles of cash for greedy fat cats to sit atop as they light their cigars with burning hundred dollar bills. Wal-Mart holds the vast majority of its wealth in capital, i.e., material wealth employed in the production of more wealth. This can include things such as buildings, trucks, tools, ships, cranes, telephones, mops, conveyor belts, welding torches, parking lots, distribution centers, computers, and forklifts. A large portion of Wal-Mart's capital is made up of inventories. Without capital, man could only produce what he could make with his bare hands. For food, he couldn't do much more than pick fruits and nuts off of wild plants. Capital vastly increases the ability of man to produce. As our capital stock becomes larger and more technologically advanced, our wealth-creating abilities increase. Progressively rising capital accumulation is responsible for our rising levels of productivity and standard of living.

Just as an individual can waste his wealth by consuming too much and not saving and investing enough, so can an entire economic system waste its wealth by consuming too much in personal use and investing too little in capital. Wage earners typically consume the vast majority of their incomes, and large companies typically use a large portion of their incomes to accumulate capital. When Wal-Mart critics try to take wealth from Wal-Mart to give to wage earners they are attempting to take wealth out of productive employments to be consumed non-productively. In the sunflower seed example, it would be like forcibly taking seeds away from someone who plans to keep replanting them to make the seed supply grow exponentially larger, and giving them instead to someone who plans to eat them right away. If the seed planter were allowed to continue as he was, he could produce more than enough seeds for everyone to eat, which he would make available to everyone else through trade. In the same way, if every producer were allowed to produce like this, there would be more of everything for everyone no matter what his place in the economic system.

If we allow companies to keep and invest their wealth in capital accumulation, our wealth-creating ability progressively increases and thus everyone's real income progressively increases. If we forcibly take from those who accumulate capital, and redistribute their wealth to those who consume their wealth, as the Wal-Mart critics

propose to do, we destroy the engines of future wealth creation for one group's larger current consumption. Without such interference, total wealth for everyone would go on progressively increasing, and everyone's real income — including the supposed beneficiaries of redistribution — would quickly surpass what could have been achieved with redistribution.

Wal-Mart's critics are preoccupied with the idea of "corporate greed," of which Wal-Mart is alleged to be the poster child. When they consider the large amounts of wealth held by corporations as compared to lower income individuals, they take this as proof that corporations are unnaturally and immorally obsessed with making money to the detriment of everyone else. They fail to see that businesses — mainly corporations — are the source of all our wealth. Take a look around your house and consider where all the products that you own came from. For me, as I look around from my chair right now, I see a computer, paper, a desk, carpet, mini-blinds, a sofa, a television set, and a refrigerator. I can't make any of these things myself. All of these products were produced by a corporation and are available to me because corporations have produced such an abundance of them that it has brought down their price to a level such that I can easily afford to have them all. To attack corporations that produce these products is to attack these products. For example, if we wanted to, we could surely cripple the corporations that specialize in making, selling, or installing carpet, but this would thereby cripple everyone's ability to obtain carpet. The result would be less carpet available, and consequently much higher carpet prices. Carpet would once again be something that only the wealthy could afford. By attacking the "greedy" carpet corporations, the people with the lowest incomes would suffer the most because they are the ones who would lose the ability to buy carpet. The same goes for every other corporation and the products they sell. By their attempts to cripple Wal-Mart, the critics are thereby attempting to cripple consumers' ability — especially lower income consumers' ability — to obtain the products that Wal-Mart sells.

"Since the critics can't imagine creating wealth, they react to those who are wealthy with jealous rage."

Incidentally, this is precisely what has happened recently in the oil industry. Governments and the environmental movement put up endless obstacles to the production of oil and, lo and behold, so restricted the supply of oil in the face of rising demand that we now have sharply increased oil prices. To add insult to injury, those responsible for this state of affairs blame the high oil prices that they have caused on oil company "greed."

## Jobs

While increases in productivity, such as those achieved by Wal-Mart, always cause a net gain to the economic system, they also, in many cases, cause a shift in the points of the economic system where human labor is most valuable. Every time some new innovation in technology or organization enables people to produce more with less, the landscape of the market changes. Some jobs disappear, while some jobs come into existence for the first time. When the automobile was invented, it caused a radical increase in productivity for businesses throughout the economic system by allowing almost everything to be transported much more easily. But it did not arrive without causing problems for some people in the short-term. Countless people employed in businesses that depended on the widespread use of horses and buggies were left without a job, but this did not represent any kind of net loss to the economic system. That Americans no longer needed to dedicate a large part of their labor force to producing and maintaining horses and buggies was an advancement, not a setback.

The resources saved by increased productivity were used to build up other industries and create whole new industries. The displaced workers quickly found work in other areas of the economic system where their efforts became more valuable. Some took jobs in the new industries such as producing or maintaining automobiles, some took jobs in already existing industries that were enabled to become larger, and some replaced workers who had moved to the new or larger industries from jobs that were still in demand.

Shifts like these, caused by increases in productivity, do not cause long-term unemployment. As I will explain below, artificial interference with the market causes long-term unemployment. If increases in productivity caused unemployment, the unemployment rate would be increasing all the time. But the unemployment rate in this country is about the same today as it was a hundred years ago. The actual effect of these shifts is a constant repositioning of human effort from less productive points to more productive points, and consequently an overall ability to produce more total wealth per person. It means increasingly more and better products becoming increasingly more affordable to more people, which is nowhere better exemplified than at Wal-Mart.

Just as the Wal-Mart critics cannot comprehend our ability to increase total wealth, they also cannot comprehend our ability to create new forms of employment. When a job becomes obsolete because we have discovered a way to do things more productively, the Wal-Mart critics believe that we have squandered a precious commodity, jobs. They believe that the challenge of economics is not to find a way to



produce more wealth, but to make sure that everyone has something to do. All of their endless hand-wringing over Wal-Mart "shipping jobs overseas," and "closing down local businesses" is based on the mistaken belief that when someone loses his job he has forever lost his only possible employment. In reality, a job becoming unnecessary is merely a signal that there are more productive things to do. There is no limit to our need for human labor since there is no limit to our desire for more wealth.

The fact that human beings "always want more," no matter how wealthy they become, is often cited as if it were a sad fact of human nature. But it is this fact that guarantees that we will never run out of employment opportunities. The Wal-Mart critics spend half their time worrying about something that is taken care of automatically by human nature. Worrying about running out of things for the economy to do is like worrying about the sun not coming up tomorrow. The possibilities for new products, businesses and entire industries are infinite. Just as it would have been difficult for someone a hundred years ago to imagine all the things that our economy does today, it is difficult for us to imagine today all the new things that the economy will do in the years to come.

Most people couldn't have predicted the Internet just a few years ago; since then, it has totally reshaped our economy. In addition to the potential of new technologies, there is unlimited potential for employment in the already existing lines of production. Virtually everyone would like to have five to ten times the real income he now has. Almost everyone would like the larger homes, the second and third homes, the swimming pools and tennis courts, the luxury cars, the better wardrobes, the restaurant meals, and the travel that is today enjoyed almost exclusively by the very well-to-do. The production of these goods in the quantities people would like to have of them, using today's methods of production, would require more labor than people are capable of performing. As the productivity of labor rises, more labor is made available to expand the production of what had previously been luxuries. The only thing that prevents us from taking advantage of possibilities like these is the lack of available resources to devote to them. As increases in productivity free up resources, the economy will always expand into new areas.[1]

## **Wages**

Perhaps the favorite complaint of the critics is that "Wal-Mart lowers wages." Wal-Mart's critics believe that a warm and fuzzy employer will pay his employees more, while a cold-hearted exploiter will pay his employees less. The critics believe that Wal-Mart is an unusually malicious cold-hearted exploiter, and that it gained a large part of its advantage by immorally "squeezing" money out of its employees. They believe that

this will encourage other companies to start squeezing their employees, and thus an epidemic of meanness to employees and lower wages will occur throughout the economic system.

This view, which is so central to their belief system, couldn't be more wrong. An employer is not a caretaker of his employees; he is a purchaser of the services they are selling. Companies do not have arbitrary power over the wages that they pay their workers. Any rational company should want to pay its employees as little as possible to adequately perform the job, and any rational employee should want to be paid as much as possible. If an employer does not offer enough money to a potential employee, the potential employee will choose not to work for him. If an employee insists on more money than the employer can find another qualified worker for, the employer will choose not to hire him. An arrangement that is acceptable to both parties is where they must end up in order for them to agree to work together. The level of pay is determined by all the factors that go into supply and demand, just as with all other goods.

The economics of selling labor services can be accurately compared with the economics of selling a used car. When selling a used car, the relevant factors in determining market price are the supply of the type of car for sale, and the demand for that type of car. Individuals who are interested in selling their cars wish to receive as much as possible, just as individuals selling their labor services wish to receive as much as possible. At any given point in time there is a certain number of used cars of any specific type available for sale. The supply of that type of car is a given, and the sellers desire to maximize their selling price is a given. So how is the market price determined? It is determined by the competition of buyers for that limited supply of cars. In some circumstances, that competition will be more intense, and in other circumstances it will be less intense. When a person sells his car, he gives it to the party that makes the highest offer, just as people do when selling their labor services. To successfully purchase a car, even though a buyer wants to pay as little as possible, he must bid higher than every other potential buyer of that car. It makes no difference how nice or mean a potential buyer is; his bid is what counts. He must be the highest bidder to acquire the car.

"The fact that human beings 'always want more,' no matter how wealthy they become, is often cited as if it were a sad fact of human nature. But it is this fact that guarantees that we will never run out of employment opportunities."

Wal-Mart's critics worrying about Wal-Mart driving wages down, is as preposterous as worrying that some group that buys cars will decide to drive the prices of cars down. Every car buyer would love to drive the prices of cars down, but they can't. If some buyer tried to be mean to sellers of cars by refusing to outbid other potential buyers of those cars, the sellers of those cars would cease selling them to that buyer. The same thing can be said about employers purchasing labor services. They don't pay their employees a certain amount because they're nice or mean. They pay their employees the least they can to outbid competing businesses. If their offer isn't enough, the potential employee is free to try getting a higher offer somewhere else.

Wal-Mart's critics get the economics of the labor market confused when they see examples of Wal-Mart paying employees less than competitors for similar type positions. They mistakenly believe that this proves Wal-Mart has arbitrary power over wages and chooses to pay less. If it is the case that Wal-Mart workers receive lower wages than workers with similar positions at other businesses, it doesn't mean that it is "squeezing" its employees' incomes. A number of market forces can cause this to happen. It can mean that there are too many employed in the industry and that the lower wages are a signal to workers to do something else, or that Wal-Mart has simplified the necessary jobs to run a Wal-Mart store and can use less qualified job applicants. In the case of Wal-Mart, simplified jobs are probably at least partially responsible. As Wal-Mart has advanced technologically and organizationally, on average, its employees' jobs have become less complicated than its competitors. Because less qualified individuals need to accept lower wages to be able to compete with more qualified individuals, Wal-Mart can pay less than competitors if it is able to use less qualified workers.

For example, by using an elaborate computer system integrated with suppliers, Wal-Mart has radically simplified the demands on employees to track and order new inventory. Every time a cashier processes the sale of any product, the exact effect on store inventory is instantly recorded electronically, and a computer program manages reordering. Imagine what it would take to manage inventory in a store like Wal-Mart without the aid of computers. It would no doubt require the efforts of many far more capable people working around the clock. To attract such people it would have to offer much higher wages, but Wal-Mart has made the system ingenious so its employees don't have to be. This is why it's very common to see individuals with modest qualifications working for Wal-Mart, such as teenagers and those with little education or experience. In spite of their modest qualifications, they can still be relied upon to perform the relatively simple jobs that Wal-Mart requires.

This does not represent a driving down of wages, but a driving up of less qualified individuals' ability to accomplish more productive tasks. Wal-Mart's simplification and automation of processes could go so far as to one day eliminate the need for most of the human labor presently employed in Wal-Mart stores. Cashiers will probably be the next position to be completely automated. One day machines may even take over the stocking of inventories. This would be beneficial in the same way that eliminating our need to expend labor on horsewhips and buggies was beneficial. The workers who no longer worked at Wal-Mart would then quickly find more productive things to do and total wealth would thereby increase.

It is a waste of time for the Wal-Mart critics to worry about average wages falling too low. Average nominal wages on an economy-wide basis will always tend towards the level of full employment. If average wages go higher or lower than this point, the market automatically works to bring them back to this level.

At any given time, there is a certain quantity of total dollars of demand for labor services by all employers in the entire economic system. Average wages at full employment will be at the level of the total amount of monetary demand for labor services divided by the total number of people who choose to sell their labor services. When the average wage rate is forced above the full employment level there is not enough total monetary demand for labor to pay all those who want to work at this higher average. If, for example, in a hypothetical small economy, the total monetary demand for labor is \$1 billion, and the total number of workers seeking employment is one million, the average wage must be \$1,000 to reach full employment. If the average wage is forced higher than this point — say to \$2,000 — then employers could only hire 500,000 workers. Without artificial interference with average wages, such as minimum wage laws or labor union coercion, unemployed workers would outcompete the employed by accepting lower wages. If the average wage was \$2,000, an unemployed person could outcompete an employed person by offering his services for \$1,500. The next unemployed person could get a job by accepting \$1,400. As wages fell, employers could hire more total workers. This would happen throughout the economic system until the average wage rate was back at \$1,000, at which point there would be enough total monetary demand to hire all one million workers. Freedom in the labor market is all that is required to reach full employment.

"Progressively rising capital accumulation is responsible for our rising levels of productivity and standard of living."

It is in the self-interest of employers to keep wages from falling below the point of full employment because any lower wage would cause a shortage of labor services for employers. The lower average wage would allow employers who couldn't previously obtain employees to be able to afford them. This would leave many employers who were willing and able to pay higher wages without the employees they desired. In response to this imbalance, the employers who needed more labor services, and were willing and able to pay higher wages, would simply offer higher wages and outbid the employers who weren't able to pay the higher wages. This would happen throughout the economic system until the average wage was back up at the point of full employment.

The critics grand idea for fixing the non-existent problem of economy-wide falling wages is essentially the same as that of labor unions, namely, to harass, intimidate, or force companies — in this case Wal-Mart — into handing over higher nominal wages to their employees. Not only is such a practice morally repugnant, it is ineffective as a way to improve the lot of wage earners. Artificial increases of nominal wages cause unemployment, and by attacking the producers, the labor unions and Wal-Mart critics attack the economic system's ability to accumulate capital and produce wealth. They may succeed in getting certain favored groups more wealth in the short-term, but this is at the cost of less wealth for everyone in the long-term.

Wal-Mart's critics are far too focused on nominal wages when they should be focused on production, for it is the capacity of businesses as producers that can make us all richer, and not their capacity as employers. As stated before, there are two parts to real income, nominal wages and prices. Just as Wal-Mart's critics are ignorant of the possibility of creating more total wealth and of the existence of potentially unlimited employment opportunities, they are also ignorant of the fundamental effect of prices on real incomes. The part that they myopically focus on — nominal wages — is the part that it is useless to focus on changing. Prices are the part that can change in a significant way to make us all increasingly richer. While increased production can cause prices of goods to fall, raising everyone's real incomes potentially without limit, it is impossible to make every wage earner wealthier by causing everyone to receive higher nominal wages. Everyone cannot get a raise without an increase in the total quantity of money. But an increase in the total quantity of money does not increase real incomes one bit. No extra wealth has been produced by such an increase. Prices would rise as much as dollar incomes and thus real incomes would be left unchanged. If the critics want to help wage earners, they should find ways to increase production. Probably no company has accomplished this in recent years to a greater degree than Wal-Mart.

## Healthcare Benefits

Wal-Mart improves access to healthcare by raising the real incomes of all the millions of people who are its customers or the customers of its competitors, whose prices are lower because of its powerful competition. This allows people to be able to afford healthcare more easily than they otherwise could.

In spite of this fact, another one of the Wal-Mart critics' favorite complaints is that Wal-Mart "reduces access to healthcare." The Wal-Mart critics believe this because Wal-Mart does not offer substantial healthcare benefits to all its employees. Employees who don't have substantial healthcare benefits are often unable to afford healthcare on their own, and thus they are left with little or no access to healthcare. Wal-Mart is blamed for their plight since the company is allegedly capable of offering more healthcare benefits but chooses not to. In part the critics are right; access to healthcare is becoming more problematic, but this is not caused by Wal-Mart or by "corporate greed." It is the result of an irrational healthcare system that causes us all to suffer, including Wal-Mart.

This is not an article on the problems in our healthcare system. So I can only deal with that subject very briefly here. Many people are under the false impression that employers are responsible for the healthcare costs of their employees. The reason that so many people have this misconception is due to government intervention. For several decades, the government has put pressures — mainly powerful tax incentives — on companies to offer healthcare as a fringe-benefit. It has artificially created a system in which it is cheaper for an employer to purchase healthcare for an employee than for that employee to buy healthcare for himself with take-home wages. This has caused healthcare fringe-benefits to become so widespread for so long that most people have forgotten that they are fringe-benefits (i.e., an alternate way to pay wages.) Instead, many people incorrectly believe that healthcare benefits for employees are a moral duty of employers in addition to wages. But healthcare costs are not the responsibility of employers any more than the costs of food or clothing or anything else are.

**"Wal-Mart has made the system ingenious so its employees don't have to be."**

The disastrous byproduct of healthcare fringe-benefits being offered on such a widespread basis is that healthcare costs have become collectivized. Employers cannot directly pay unlimited amounts for all the healthcare any employee would ever desire, so instead they routinely contribute amounts into employee health "insurance" policies. Employees spend money for healthcare out of giant pools of these

contributions. If employees bought healthcare with take-home wages, they would have no reason to collectivize all their healthcare costs in health insurance policies. Many employees would get health insurance for catastrophic events, but not for routine health expenses.

Unfortunately, collectivization turns economic progress on its head. Healthcare is a product of human labor. Just as we can improve our ability to produce all other products through increases in productivity, we can improve our ability to produce healthcare. The same market mechanisms that caused television sets to become increasingly better and more affordable can cause all healthcare to become increasingly better and more affordable. But instead of becoming more and more inexpensive as time goes by, healthcare in our country is becoming more and more expensive, a typical result of collectivization. Since money for healthcare is spent out of giant pools of contributions, for the most part, people don't feel any direct financial effects from their healthcare expenditures. Therefore, an individual has little reason to show any restraint in his healthcare spending, and few people do when they know "insurance is paying for it." Furthermore, there is no limiting force on prices of healthcare. Healthcare providers want prices going up higher and higher without limit, and healthcare buyers who don't feel the direct financial effects of buying healthcare have no reason to exert pressure on providers to keep prices down. Mainly for these reasons, healthcare costs are sharply rising.

The fundamental problem with access to healthcare in this country has nothing to do with employers who may or may not choose to offer healthcare fringe-benefits in the face of sharply rising healthcare costs. The fundamental problem is:  
*healthcare costs are sharply rising.*

"Many people are under the false impression that employers are responsible for the healthcare costs of their employees."

As healthcare costs rise, it will become increasingly difficult for companies and individuals to afford, and paying for it will become more of a drag on the rest of the economic system.

The sensible solution is not to pressure companies like Wal-Mart to attempt to clean up the government's mess by dumping more and more money into the bottomless pit of healthcare collectivization as it gets more expensive. The sensible solution is to eliminate healthcare collectivization altogether, the cause of sharply rising healthcare costs. We must get the government out of healthcare, and we must expose as false the idea that employers have a moral duty to provide for their employees' healthcare costs. In the absence of government pressure, healthcare collectivization would end. Healthcare fringe-benefits would be dramatically reduced, take-home wages would

increase, health insurance would be used primarily for catastrophic events, and most people would buy healthcare with take-home wages just as they buy almost everything else with take-home wages. Most importantly, the healthcare industry would get back on a path of economic progress, and healthcare would become increasingly better and more affordable for everyone as time went by.

## **Executive Wages**

Wal-Mart's critics often complain that while many employees make too little, top executives in the company make too much. In a recent speech, Nancy Pelosi, the Democratic leader in the US House of Representatives, said the following:

"I was told that an entry level person at Wal-Mart, who works his or her entire career at Wal-Mart, would make as much as the CEO makes in two weeks. A lifetime of work versus two weeks in the executive suite – this is not America, this is not fairness, this is not the basis of a strong middle class that is essential for our democracy. We must change that in our country."

This speech was reported in a CNSNews.com article titled "Pelosi Hints at Democrats' 'Unified' Agenda." The quote is part of what the article describes as a "draft version" of the Democrats' "election-year agenda." If this article is correct, promoting aspects of the Wal-Mart critics' destructive agenda may become a central goal of the Democratic Party.

Executive wages are subject to the same types of market forces as any other types of wages. Pelosi makes the same mistakes that so many other Wal-Mart critics make. She believes that wages are a charity fund and that Wal-Mart has a twisted and immoral preference in how it chooses to dole out its charity. Why, she wonders, should a company give so much charity to its top executives when the people at the bottom need it more? Once again, the answer to this question is that *wages aren't charity!*

Wal-Mart owners would love to pay their executives less, just as they would love to pay all their employees less. The reason they pay executives so much more than cashiers is because the position is so much more important to the business. Isn't it obvious that the job of a CEO for one of the largest companies in the world is quite a bit different than the job of a cashier? The job of a cashier can be performed well by the vast majority of people even with very modest qualifications and skills, but the job of leader of the entire company should only be entrusted to one of the most qualified people available in the whole world. He should possess the most extraordinary motivation, experience, and ability. To obtain people of this caliber, Wal-Mart must offer sufficient



wages. A CEO can make or break a company. For a company the size of Wal-Mart, choosing the right person for CEO can cause it to make many billions of dollars more than it otherwise could, and choosing the wrong person for CEO can cause it to lose many billions of dollars. Because of the crucial importance of top positions such as this, it is not surprising that Wal-Mart is willing to pay many millions of dollars to obtain the very best. If the government forces Wal-Mart to pay its top executives less, it will reduce Wal-Mart's ability to obtain the people it wants to manage its company.

Why Pelosi says the success of the leader of one of America's greatest companies is "not America" is unclear. Maybe she meant to say "this isn't what should happen in North Korea." In America we have the American Dream, which is the idea that in our market economy, with hard work, it is possible to achieve extraordinary things. Everyone has a shot at improving his situation and at possibly achieving huge success. The success story of Wal-Mart's CEO Lee Scott is a perfect example of the American Dream coming true. Scott did not come from an elite background. He was the son of a gas station owner in Kansas. He paid his own way through college and got a management training position at a trucking company after college. Scott first came into contact with Wal-Mart when his company had a dispute with Wal-Mart over a \$7,000 bill. David Glass, who later became CEO of Wal-Mart, met with Scott about the dispute. Glass refused to pay the bill but was impressed with Scott and offered him a job. At first Scott declined, but he later changed his mind and took a job managing Wal-Mart's transportation department in 1979. Over the years he performed very well and was given increasing levels of responsibility. In 2000, Scott became CEO of the entire company. He has led the company to tremendous success and today he makes many millions of dollars a year.

Wal-Mart's critics aren't really interested in economics at all, but they know that in order to be taken seriously they have to pretend to be addressing the issue from a rational point of view.

Some of the employees that Pelosi says will only make in their entire lives what the CEO makes in two weeks may in fact be Wal-Mart's future CEO's or other top executives. Scott's story should serve as an inspiration for such people to work hard and try to achieve as he has. Instead, Pelosi prefers to encourage people to feel jealous of this level of success and calls for forcible government intervention to prevent it from being possible in the future. *That* is un-American.

## Conclusions About the Critics

Many of Wal-Mart's critics are socialists who probably resent the fact that Wal-Mart provides an increasingly clear example of how capitalism can shower abundance on its entire population, as their socialist utopias never could. Many of the critics seem to be motivated by fear of change and fear of economic progress. They have a deep distrust of economic freedom and see doom and gloom around every corner as an economy is advancing. In the past, people like this denounced innovations like the assembly line and mass production for many of the same reasons that they denounce Wal-Mart today. They said that these new methods of production would reduce us all to miserable cogs in a machine enslaved to our employers. It is ironic that their intellectual descendants now panic at the thought of losing assembly-line manufacturing jobs overseas because of Wal-Mart. The next generation of ignorant critics will probably complain about the loss of Wal-Mart jobs to more efficient producers.

The truth about Wal-Mart's critics is that they aren't really interested in economics at all, but they know that in order to be taken seriously they have to pretend to be addressing the issue from a rational point of view. Economic science is complicated and poorly understood by most people, so propagandists often use it as a tool to lend credibility to their arguments. By misusing economic concepts, terminology, and statistics, Wal-Mart's critics have been able to give many people the impression that they are on the side of science. I hope this essay has demonstrated the utter fallaciousness of that impression.

The Wal-Mart critics' understanding of economics isn't much better than could be expected of a small child. They are incapable of seeing anything except the most direct effects of an action or policy in the short-term. If a child sees something he wants, he takes it, and so do Wal-Mart's critics. Never mind if this causes destruction and decline in the long-term for the economic system as a whole and unemployment and impoverishment for those they are allegedly trying to help.

Everything that the critics claim to be against is caused by the policies that they seek to enact. They claim to be against unemployment, but then seek to avoid unemployment by enacting the very thing that causes unemployment. They claim to be against wage earner impoverishment, but then seek to enact policies that would cause such impoverishment. *Wal-Mart's critics are the economic equivalent of hysterical quack doctors running around trying to cure an imaginary health epidemic by injecting people with real diseases.*

## **A Proper Wal-Mart Response**

Unfortunately, Wal-Mart, even with all its resources, has failed to make a strong case on its own behalf. In defending itself, it has made superficial arguments, and worse, it has accepted many of the false premises on which its critics' arguments depend. For example, to show that it is good for the economy, Wal-Mart often claims to be an engine of job creation. This argument hurts Wal-Mart by accepting and lending credibility to the false premise that jobs, and not production, are the precious commodity that we should all be worried about. When the critics condemn Wal-Mart for paying its employees too little, Wal-Mart responds by claiming that it pays its employees more than the critics say. This argument hurts Wal-Mart by accepting and lending credibility to the false premises that wages are a charity fund, and that the higher the nominal wages a company pays its employees, the better for wage earners as a whole.

Wal-Mart has also advocated a higher federal minimum wage, presumably to try to ingratiate itself with the critics. This strategy hurts Wal-Mart by accepting and lending credibility to the false premise that government interference with market wages — such as the kind the critics seek to unleash on Wal-Mart — is a sensible policy.

Wal-Mart should know better than to try to appease these vicious critics, who will never be satisfied until Wal-Mart is completely destroyed. Wal-Mart versus its critics is an intellectual battle and must be fought on intellectual terms.

The anti-Wal-Mart crusade is growing and if the Democratic Party decides to get behind it, there is no telling what kind of disastrous policies might be enacted against the company. Wal-Mart's current strategy to defend itself is insufficient; a new and principled strategy is desperately needed. The first thing Wal-Mart senior management should do is learn more about economics. The company has plenty of financial firepower, but more importantly, it needs intellectual firepower. While the critics have brought the equivalent of a popgun to the fight, Wal-Mart has brought even less.

\$70

To start, Wal-Mart executives should read Henry Hazlitt's *Economics In One Lesson*, Frederic Bastiat's *Economic Sophisms*, and especially *Capitalism* by George Reisman. Simply reading these three books will go far towards giving them the tools they need to strengthen their position.

When Wal-Mart began using advanced technology, senior management made it a point to keep informed of the technology available and how it could help. The same should be done with the intellectual defense of the business.

A proper understanding of economics will clearly show that Wal-Mart has right on its side, which, to counter the attacks of the critics, should be communicated as far and wide as possible. The critics should be exposed for the fools that they are, and treated as such. Wal-Mart should stop apologizing and acquiescing; it should stand proud, for it is the true champion of a better way of life for all.

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Paul Kirklin has a BA in Economics from the University of Texas. He is enrolled to study law at The University of Houston. Send him mail. Comment on the blog.

Link to the article:

<http://mises.org/daily/2219>

Click [here](#) to report this email as spam.

## Maria Hoey

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**Subject:** Wal Mart Comment

This email was sent to you from the Comments section of the <http://webadmin.ci.pleasanton.ca.us/> site. You can Sign In and view this comment to update the status or priority and add notes.

Comment

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27-Oct-2011

Wal Mart @ Meadow Plaza Center

Name: Dottie Fink

Email:

Comment:

I am a senior, retired and saving money is high on my list. I am in favor of a Wal Mart grocery store at this location. I believe most people in Pleasanton need this kind of grocery store. Just check out the regular Wal Mart store and see how many people are trying to get by with the savings from Wal Mart. Let the people vote on it. I bet it will pass big time.

## Maria Hoey

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**From:** \_Pleasanton Web Team\_  
**Sent:** Thursday, October 27, 2011 9:21 AM  
**To:** Maria Hoey  
**Subject:** [PLSWEB] Meadow Plaza Shopping Center

City of Pleasanton Website - Contact Us Online

Name: Martina Har

Email:

Category: City Planning Department

Subject: Meadow Plaza Shopping Center

Comment:

"Meadow Plaza Shopping Center" and Walmart.  
Please let it not be Walmart!

"Mothers Market" out of Southern California, or "New Leaf Community Markets" for example, would be my preferred option. How do I suggest as a resident to my city, that such potential gets explored. Not knowing if one of the mentioned companies is interested to expand into Pleasanton. On the other hand, they might not be aware of the great location, which offers itself, parking and other infrastructure and a solid customer base, which I think has largely grown to appreciate organic foods. I would definitely embrace to spend my tax dollars in Pleasanton, rather than traveling to San Ramon for "Whole Foods Market". (Did I mention how that would reduce my carbon footprint as well? )Please let me know if there is anything I can do as an individual.  
Sincerely Martina Harrison

**Maria Hoey**

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**Subject:** Protect Pleasanton from Wal Mart!

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

From: Kelly Seiber

Sent: Thursday, December 15, 2011 12:12 PM

To: Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey

Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Kelly Seiber

p.s.

I would love to see Walmart move across from where I live. I have done a lot of my shopping at Walmart and find it very strange there aren't more in the Tri-valley area. It would bring in more jobs and revenue to the city of Pleasanton. I would love to see a store up 24 hours in this town. I have needed to run to a store late at night before to get stuff for my sick kids and it be some much easier to just to run across the street. I don't not agree with some of the statements that OurPleasanton.org has made.

**Maria Hoey**

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**Subject:** FW: [PLSWEB] Nob Hill

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**From:** Jenni  
**Sent:** Friday, December 16, 2011 5:46 PM  
**To:** Natalie Amos  
**Subject:** Re: [PLSWEB] Nob Hill

Thank you so much for your reply. The Neighborhood markets by Walmart are very nice stores and would be a real asset to Pleasanton.

Jenni McQueen  
Sent from my iPad

On Dec 16, 2011, at 9:34 AM, Natalie Amos <[namos@ci.pleasanton.ca.us](mailto:namos@ci.pleasanton.ca.us)> wrote:

Dear Ms. McQueen:

Thank you for your e-mail regarding a potential WalMart store at the previous Nob Hill location, 3112 Santa Rita Road. The City has received an application to use the former Nob Hill location as a grocery store. The applicants have not indicated that it is a WalMart store, but we believe it is a new format for a small grocery owned by WalMart. We will evaluate the proposal when we receive the project description to determine whether or not it is consistent with the list of permitted uses and conditions of approval for this shopping center and if a public hearing would be required.

Should you have additional questions and/or comments, please feel free to contact me directly.

Kindest regards,

Natalie

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

From: Pleasanton Web Team  
Sent: Friday, December 16, 2011 6:30 AM  
To: Karen Gonzales  
Subject: [PLSWEB] Nob Hill  
City of Pleasanton Website - Contact Us Online  
Name: Jennifer McQueen  
Email:  
Category: General Inquiries  
Subject: Nob Hill

Comment:

Can someone please tell me what the status is of Walmart opening one of their Neighborhood markets in the vacant Nob Hill building.  
There is always an ongoing discussion about this in the community forums of the Pleasanton Weekly.



I for one strongly approve of this happening. I'm tired of paying the high prices at Luckys and Safeway. Walmart was not allowed to expand to a Super Walmart and one of their markets would be a wonderful addition to this town.

**Maria Hoey**

---

**Subject:** FW: Tonight's city council mtg 1/10/12

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

From: Steven Robinson  
Sent: Tuesday, January 10, 2012 1:42 PM  
To: Matt Sullivan  
Cc: Mayor and City Council  
Subject: Tonight's city council mtg 1/10/12

Councilman Sullivan;

I urge you to procede with a proposed ordinance (CUP) to ensure that the public has a chance to view and provide inputs concerning developments having the potential to alter the character of our city. I believe that this process assumes particularly importance for use permits issued more than 20 years ago, especially since we have now had the opportunity to see how the original land use planning and intent have played out.

At the September 20 City Council meeting I spoke of my concerns about the traffic issues around the old Nob Hill market site. These were, in no particular order, the safety of cyclists, the need for speed reductions, conflicts with elementary school traffic and the fire station, and the dangerous mid-block crossing. More cross-town traffic from the existing Walmart to another one will not help the situation, and the prospects for mitigation of the traffic impacts appear dim. Speaking as a resident of Pleasanton Meadows, we are particularly impacted by congestion at the Santa Rita/Las Positas Blvd. intersection, since there are only two entry/exit points from an area of several hundred homes.

Therefore, I urge a re-evaluation of the traffic impacts of yet another market.

I confess that I am no friend of Walmart and it's business practices; while they have the right to conduct their business as they see fit, there is good reason to question the need for another supermarket in this end of town. Another market has opened on Santa Rita Road south of Rosewood Drive (Fresh Choice?). There are already no fewer than six markets within two miles of the proposed location. I see negligible traffic in the new store, and it may well fail.

Sincerely,

Steven Robinson

Click

<https://www.mailcontrol.com/sr/D9toZwHdb4fTndxI!oX7UjiaeDmea67kX4vjSBrdVmowMMrpHTn9iGGOPGa1kacK8vliPFfp+1rsi9SxI5CUG1g==> to report this email as spam.

## **Maria Hoey**

---

**From:** Maria Hoey  
**Sent:** Tuesday, January 10, 2012 2:54 PM  
**To:** Natalie Amos  
**Subject:** FW: [PLSWEB] Walmart Grocery Store

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

**From:** \_Pleasanton Web Team\_  
**Sent:** Tuesday, January 10, 2012 1:56 PM  
**To:** Maria Hoey  
**Subject:** [PLSWEB] Walmart Grocery Store

City of Pleasanton Website - Contact Us Online

Name: Catherine McCarthy

Email:

Category: City Planning Department

Subject: Walmart Grocery Store

Comment:

I do not want to see a Walmart grocery store open in the Nob Hill Shopping Center. I prefer to have a grocery store that will sell fresh, organic groceries. A Nugget grocery store or Whole Foods store would be a welcome addition. It would also be a better location for the Trader Joe's store with more parking space. Thank you for your consideration!

**Maria Hoey**

---

**Subject:** FW: Nob Hill conditional use permit

**From:** Peter Miller

**Sent:** Saturday, January 21, 2012 12:11 PM

**To:** Mayor and City Council; Nelson Fialho

**Subject:** Nob Hill conditional use permit

Dear Mayor Hosterman, Councilmembers and Staff,

It becomes too much of a mystery-and concerns others, not to be able to become informed and participate in a process that, we as a community enjoy. Could someone provide a copy of the conditional use permit, that presently applies to the old Nob Hill property. Thank you.

respectively,  
Peter Miller

Click [here](#) to report this email as spam.

## Maria Hoey

---

**From:** Peter Miller  
**Sent:** Monday, January 23, 2012 4:59 PM  
**To:** Natalie Amos  
**Subject:** RE: Nob Hill conditional use permit

Thank you Natalie... if you have to address me as Mr. Miller, do so... otherwise it is Peter. I would be more comfortable with that... up to you of course. I will probably read this(PUD) some 50 times, placing myself in Wal-Marts/City of Pleasanton's position. As a citizen, upon reading one time, with no particular position at present, with the multiple uses being sought after, within a single property... it would/might require a modification of the said PUD? Keep in mind... I'm only thinking out loud as I write. Considering it is a PUD, at some point then, property could be rezoned for residential? Or already is? Kinda? It has struck me from time to time... that mixed use would be good. Just to assist you where I'm coming from... over the 46 years I have lived in Pleasanton, there were never many times... that passing the Bernal property, that some sort of future planning to said property didn't pass through my mind. Has a "past" PUD...required a modification to satisfy our current ability to create flexibility to obtain a more desired result in our future planning procedures for a better quality of life outcome. That is all for now... have to run. Please forward comments those interested. Thank you.

respectfully,  
Peter

> From: [namos@cityofpleasantonca.gov](mailto:namos@cityofpleasantonca.gov)  
> To:  
> CC: [bdolan@cityofpleasantonca.gov](mailto:bdolan@cityofpleasantonca.gov); [cmcgovern@cityofpleasantonca.gov](mailto:cmcgovern@cityofpleasantonca.gov); [NFialho@cityofpleasantonca.gov](mailto:NFialho@cityofpleasantonca.gov); [ccook-kallio@cityofpleasantonca.gov](mailto:ccook-kallio@cityofpleasantonca.gov); [LTarnow@cityofpleasantonca.gov](mailto:LTarnow@cityofpleasantonca.gov)  
> Date: Mon, 23 Jan 2012 11:37:42 -0800  
> Subject: RE: Nob Hill conditional use permit  
>  
> Dear Mr. Miller,  
>  
> Thank you for your email regarding the property at 3112 Santa Rita Road (formally Nob Hill). Those uses that are permitted and conditionally permitted at this location were adopted by the City Council on September 17, 1985 under Ordinance 1215 (attached for your reference). As indicated on page 4 of the attached document (Ordinance 1215), "Food markets, including supermarkets, and specialty stores" are listed as a permitted use; therefore, a Conditional Use Permit for Nob Hill was not required.  
>  
> Should you have any additional questions and/or comments regarding this site, please feel free to contact me directly.  
>  
> Kindest regards,  
> Natalie  
>  
>  
> Natalie Amos| Associate Planner  
>  
> CITY OF PLEASANTON  
> Community Development Department  
> Planning Division  
> P.O. Box 520 / 200 Old Bernal Avenue  
>  
> (P) 925.931.5613| (F) 925.931.5483  
>  
>

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>  
> From: Peter Miller [[petermiller72@msn.com](mailto:petermiller72@msn.com)]  
> Sent: Saturday, January 21, 2012 12:11 PM

> To: Mayor and City Council; Nelson Fialho

> Subject: Nob Hill conditional use permit

>

> Dear Mayor Hosterman, Councilmembers and Staff,

>

> It becomes too much of a mystery-and concerns others, not to be able to become informed and participate in a process that, we as a community enjoy. Could someone provide a copy of the conditional use permit, that presently applies to the old Nob Hill property. Thank you.

>

> respectively,

> Peter Miller

>

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> Click

here<<https://www.mailcontrol.com/sr/2lUb!l6rJ5zTndxI!oX7UpJAdpTSMUBqpmY61drVF+woY5szmgfuDfVZsg6WZmRui4zoYj0LIhcDNW0+5ADKWw==>> to report this email as spam.

>

## Maria Hoey

---

**From:** Doug Bacon  
**Sent:** Tuesday, January 24, 2012 4:13 PM  
**To:** Natalie Amos  
**Cc:** 'kathy.wooley@hfa-ae.com'; Brian Dolan; 'George.Bacso@walmartlegal.com'; Chippey, II, Rollin B.; Jonathan Lowell  
**Subject:** P11-0764 and B11-0090 / 3112 Santa Rita Road  
**Attachments:** Pleasanton Letter.pdf

Please see attached correspondence.

Doug Bacon

### SheppardMullin

Sheppard Mullin Richter & Hampton LLP  
Four Embarcadero Center, 17th Floor  
San Francisco, CA 94111-4109  
415.434.9100 | main  
[www.sheppardmullin.com](http://www.sheppardmullin.com)

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January 24, 2012

415.774.2993 direct  
j davidoff@sheppardmullin.com

File Number: 15CM-165208

## VIA E-MAIL & US MAIL

Natalie Amos  
Associate Planner  
City of Pleasanton  
200 Old Bernal Avenue  
Pleasanton, CA 94566

Re: P11-0764 and B11-0090 / 3112 Santa Rita Road  
Applications for Design Review and tenant improvement plan approval

Dear Ms. Amos:

On behalf of the applicant for the above referenced project, the responses to the questions in your January 19, 2012 letter to Kathy Wooley are provided below:

1. Zoning Certificate Narrative. Please provide additional information regarding the pharmacy as listed below.
  - a. The hours of operation:  
*Typical operating hours would be 9a.m. to 9p.m. on weekdays, 9a.m. to 7p.m. on Saturdays, and 10a.m. to 6p.m. on Sundays.*
    - (i) when a pharmacist will be on-site;  
*A pharmacist is always present whenever the pharmacy is open.*
    - (ii) when other pharmacy services offered.  
*There will be no other services offered such as testing or a clinic.*
  - b. Indicate:
    - (i) the square-footage of the pharmacy space/area:  
*The square footage of the pharmacy enclosure is 459sq.ft., approximately 1.4% of the total interior footprint of 33,443sq.ft.*
    - (ii) the number of shelves / aisles designated for pharmacy items.  
*There will be 52 linear feet of pill bay shelving with 4 aisles in between. This total includes only the enclosed pharmacy and not the shelving outside the pharmacy designated to over the counter medicines and related health products.*



# SheppardMullin

Natalie Amos  
January 24, 2012  
Page 2

- c. Will there be a designated medical test area?  
No.
- d. Will the proposed pharmacy be a Wal-Mart Clinic?  
No.

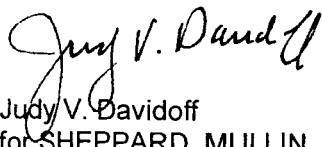
Please also include information regarding any other uses within the store, such as a bakery, delicatessen, bank, coffee and/or juice kiosk, etc., and what the approximate square-footage of each will be.

*It will not include a bank, coffee and/or juice kiosk, nor does it have a full service deli or bakery. All deli and bakery items are prepared out of customer view and displayed in self service cases on the sales floor area.*

2. Design Review and Tenant Improvements. Based on the submitted plans and narrative, dated "Received December 22, 2011," exterior building and site changes/improvements (i.e. façade color change, alterations to the front door area and shopping cart wall, and visible roof top equipment) are no longer being proposed. Although this will no longer require Design Review from the Planning Division, the tenant improvement plans, dated "Received July 27, 2011," submitted to the Building and Safety Division will need to be revised to reflect that these exterior changes/improvements are no longer being proposed.

*Revised tenant improvement plans reflecting the changes made in the December 22, 2011 plans will be submitted to the Building Department upon final approval by the City Community Development Department.*

Very truly yours,



Judy V. Davidoff  
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

W02-WEST:5JVD1\404543472.2

cc: Kathy Wooley, Harrison French & Associates  
Brian Dolan, Community Development Director  
Jonathan Lowell, City Attorney  
Rollin Chippey III, Esq., Morgan Lewis  
George Bacso, Esq., Walmart Stores, Inc.

## Maria Hoey

---

**From:** Peter Miller ..  
**Sent:** Tuesday, January 24, 2012 8:19 PM  
**To:** Cindy McGovern; Cheryl Cook-Kallio; Natalie Amos; Nelson Fialho; nancy allen  
**Subject:** Wal-Mart

Dear Councilmembers, Mr. Fialho and Staff,

Now that I've read the attachment sent to me, for a second time, which I appreciate receiving, there are more questions than before. Noting that numerous comments from others, have little value on what to expect from Wal-Mart occupying the former Nob Hill... the HOA representing the Garden Apartments across street are now in the process of taking steps to manage the strip being made available for the Ironwood Trail, Stoneridge Drive being connected and primarily... to try and maintain a quality of life that is important. The one attachment sent to me, represents the uses that the said property can accept. No information about operating hours, not whether a business could operate with five businesses within "one." How would that effect other entrepreneurial activities for other "like" businesses? It is agreed that said property requires "something" to stabilize its existence. I am satisfied that requiring Wal-Mart to be clear on its intention to do business in Pleasanton will provide present Pleasanton Staff and a future generation, who run our City, to prepare for all future land use changes... especially revenue wise and quality of life issues within our City.

Thinking out loud about the Valley Ave./Santa Rita Safeway property... I think it contains 9 businesses, on how many acres? I would say it is larger than the Nob Hill property from sight alone. Christmas tree lots, outdoor art craft activities, tobacco shops... are all listed on the modified PUD that are uses that can be utilized by Wal-Mart, according to uses for property. Along with Wal-Marts current application, I support "MY" City to request clarification on Wal-Marts intention of said property. Reasoning... at least in my mind, currently feels it is important to understand the possible unforeseen circumstances that could occur, at our expense. I don't welcome any important City expenditures to be dramatically cut. To understand that this land use decision is driven by its fiscal outcome... please attempt to balance it with what is important to community.

respectfully,  
Peter

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Meadow Plaza Shopping Center Merchants  
Pleasanton, CA 94566

January 26, 2012

Mayor Jennifer Hosterman and City Council  
City of Pleasanton  
200 Old Bernal Avenue  
Pleasanton, CA 94566

Re: Meadow Plaza Merchant Support for Walmart Market

Dear Mayor Hosterman,

As the collective group of businesses in the Meadow Plaza Shopping Center, we are writing to express our support for the proposed Walmart Market. We have been waiting for over two years for a new anchor tenant to come to the center.

Since Nob Hill closed at the beginning of 2010, our businesses have suffered. We hope that a new full-service grocery store would bring nearby residents and other shoppers to the area, encouraging them to patronize the surrounding merchants. Not only do our businesses depend on regular customers but new customers as well making it possible for the shopping center to thrive.

Re-tenanting the vacant building is essential to the viability of the shopping center. Please support the new full-service grocery store moving into Meadow Plaza.

Sincerely,

1 SATINDER SINGH *Satinder Singh*  
MOUNTAIN MIKE'S PIZZA

2 SCOTT MILLER *Scott Miller*  
TRIVALLEY MORTGAGE

3 YONG OGDEN *Yong Ogden*  
KARI SUSHI

4 MYUNG S PAUL *myung paul*  
VIP CLEANERS

5 PETER HOANG *Peter Hoang*  
Pleasanton Urgent Care

6 LOLANI NEARY *LOLANI NEARY*  
PRACTICE MANAGER

7 FRANK A. *FRANK A.*  
BY SCOTT MILLER

8 FRANK ALAKI *FRANK ALAKI*  
HER BLOCK MANAGER

9 JOHN HAH *JOHN HAH*  
PARNER QUALITY CONSTRUCTION

JOHN HAH  
JOHN H.

INGRAM + BRAUN'S MUSIC

10 Mitch Candler  
MITCH CANDLER HAW U SAL

11 Debra Amato, TUESDAY MORNING  
DEBRA AMATO

12 Teralynn Patrick Togo's SANDWICHES

13 Doswell's ~~of~~ Natalie Vesperas and  
additional employees

14 #1 NAILS Trang Nguyen JAW

CC: City Clerk  
Vice Mayor Cook-Kallio  
Council Member McGovern  
Council Member Matt Sullivan  
Council Member Jerry Thorne

## Maria Hoey

---

**From:** Peter Miller :  
**Sent:** Friday, January 27, 2012 11:24 AM  
**To:** Natalie Amos; Nelson Fialho; Cindy McGovern; Cheryl Cook-Kallio  
**Subject:** Wal-Mart

Dear Leaders and builders of Pleasanton, Wal-Mart has such a wealth of knowledge of operation... and I'm certain that you are trying to understand all unforeseen circumstances that could arise, but one thing is for sure, as much as our expertise encompasses certain areas, Wal-Mart is ahead of us all. Public review involving uses, with public, is the right thing to do. 163 parking places, 2 primary ways in, 1 primary way out, how many actually businesses will be implemented within said building?, my list could go on and on. A great day outside, enjoy!

respectively,  
Peter

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## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Monday, January 30, 2012 9:03 AM  
**To:** Maria Hoey  
**Subject:** FW: Proposed Walmart at Nob Hill site must be subject to open process, public review and City Council action

---

**From:** Karen Bilbrey  
**Sent:** Friday, January 27, 2012 5:28 PM  
**To:** Mayor and City Council  
**Cc:** Pamela Ott; Nelson Fialho; Brian Dolan  
**Subject:** Proposed Walmart at Nob Hill site must be subject to open process, public review and City Council action

1/27/2012

Dear Mayor Hosterman and City Council Members,

As a Pleasanton resident living nearby the former Nob Hill site on Santa Rita Road, I strongly oppose the siting there of the proposed Walmart grocery store. A quick and dirty "by-right" approval of this project by the Pleasanton Planning Department makes an end-run around public input that will make a mockery of the potentially huge impacts this new property use will have on nearby neighborhoods and on the City over and above the impacts of the Nob Hill store's prior property use.

I spoke with Ms. Stern in the Planning Department today. She indicated that the Community Development Director may make a decision on this issue within days. I then went to the Planning Department and looked at some of the materials submitted as provided to me by Ms. Stern. The 1/24/2012 letter by Walmart's lawyers to the City Planning Department is quite telling. It systematically attempts to remove all possible chances of this project coming under Design Review and related public scrutiny. It is incredible and ridiculous that my neighbor's room addition last year was subject to more public review and comment than this project may get under present course and speed – even though it will have wide-ranging impacts on the City.

I do not need to remind you of Walmart's abuse of the planning process in other locales throughout the nation. It is well known that Walmart has no hesitation to throw its weight, money and consultants around to get what it wants. Thus, the long-time hiding of the identity of the project's submission, just recently officially revealed, does not surprise me, and gives me great concern. Walmart's conduct so far, in what is its standard operating procedure, shows it is doing everything possible to avoid the Design Review and the Conditional Use Permit processes, both of which allow direct public comment and participation, and potential up/down City Council action. Walmart clearly prefers that I and other concerned Pleasanton residents have no say whatsoever in this project's approval process, even though it will affect us.

Several months ago prior to Walmart finally revealing itself, I and many others spoke out initially before the City Council for the need for transparency and formal public input into this project's approval process. Now that the elephant is in the room, let me be clear. We, as Pleasanton residents, need a say in not just how, but whether Walmart goes forward at this location. If allowed, it will impact our neighborhoods and businesses, including more traffic, congestion, crime, drains on city services, loss of local store sales and jobs, and related hard costs and quality-of-life costs that will pass through to us.

Despite its catchy marketing tag, let's not kid ourselves. This Walmart is NOT just a replacement of the moribund Nob Hill "neighborhood" store with a few new tenant improvements. It is not a "neighborhood" store at all, though the square footage of the building is a bit less than 35,000 square feet. Walmart's core ethic and business model is to use deeply discounted prices to attract the highest volume of customers possible, regardless of where they live. The formula is predatory pricing coupled with high customer volume attracted from here, there, wherever. This will reportedly be Walmart's first California attempt at this stand alone, deep discount, regional type of grocery store. So, Walmart is using Pleasanton and the Nob Hill site as a guinea pig for this concept in California. Walmart will try to not only poach customers from our local, truly "neighborhood" Pleasanton grocery and specialty stores and pharmacies, but also will no doubt work hard to attract customers from all over the East Bay and beyond.

Obviously, Walmart is aware of your recent consent agreement to site 2300+ new high-density housing units in Pleasanton over the next decade as a result of state housing mandates. Walmart surely is also aware of Dublin's plans for incessant residential expansion of 6000+ homes over the next decade in the Wallis Ranch, Fallon Village, and Doolan Canyon areas -- whose future residents it will no doubt solicit to drive down the Tassajara/Santa Rita corridor into Pleasanton and patronize its "neighborhood" Walmart.

The old Nob Hill met its demise before "Fresh and Easy" and Ranch 99 and the new Bernal Safeway added to the already high number of grocery alternatives in Pleasanton and in Dublin. So, with its high-volume business model and that newly-increased level of grocery competition already operating in the Pleasanton area, it is preposterous to think this Walmart will be content to attract just a low number of "neighborhood" local customers like Nob Hill did. The proposed Walmart necessarily will attract far, far more traffic and related problems to this area than the former sad sack Nob Hill store. To what exact extent, we residents won't know, can't know, can't even ask under the secret planning process now taking place.

There are already plenty of neighborhood supermarkets, grocery outlets, and small stores in Pleasanton and in nearby Dublin to serve all income levels in Pleasanton's current and future maxxed-out population. Pleasanton does NOT need this project.

Following are some of my concerns that I believe warrant full and open debate with public and related review through a public process either under the auspices of the Planning Department, and/or ultimately, before the City Council.

1. Due to Walmart's pull of grocery customers from all over the East Bay region and the exploding Dublin residential areas, siting Walmart at the Nob Hill location will no doubt further aggravate traffic congestion on an already highly-congested Santa Rita Road (41,200 ADT at the Nob Hill site), and Stoneridge Drive corridors. We already have a horrible situation with the hordes of cut-through drivers from I-580 and I-680 during the day on Santa Rita and Stoneridge, especially at peak hours. Compared to Ranch 99, Walmart's predatory, low-price concept appeals to a far, far larger and broader regional customer base. So, Walmart's impacts on our traffic and congestion surely will be far greater than those we've already seen from Ranch 99, and far, far greater than the desultory Nob Hill operation. This will be exacerbated at the proposed Nob Hill site since it requires a one mile-south drive into the City from I-580 and is surrounded by residential neighborhoods. The high number of transient regional and Dublin customers that the Walmart grocery will attract through targeted advertising and word of mouth will worsen Santa Rita Road's daily traffic count to an extent that cannot be evaluated at all in the truncated "by right" process being manipulated to intentionally exclude public review.

More specifically, how is the existing infrastructure on Santa Rita between Las Positas Blvd. and Stoneridge Drive going to handle the increased traffic and turning to enter the site? There are limited options. The increased traffic into Pleasanton from I-580 using southbound Santa Rita Road could or will cause some or all of the following: (i) seriously back up the protected left turn lanes from southbound Santa Rita onto eastbound Las Positas, and/or (ii) the left turn cut on southbound Santa Rita between Las Positas and Stoneridge at Navajo Ct. (enough for only 3 to 4 cars backed up at a time) will become a dangerously backed-up, unprotected left-turning nightmare into the site across northbound Santa Rita Road, and/or (iii) Walmart traffic will go still further south on Santa Rita to Stoneridge, clogging that intersection with Walmart customers making U-turns (not currently allowed by existing signage) onto northbound Santa Rita to ingress the Nob Hill site from its road cuts on the east side of Santa Rita.

Any of these potential impacts on an already-stressed Santa Rita Road necessitates careful study and review, especially impact (ii) where a new stoplight for protected left turns might be warranted to prevent frequent roadside car crashes and resultant City liability exposure. Such a light would highly impact through-traffic flows on Santa Rita. These serious traffic implications and potentially high costs of new infrastructure go far beyond a "by right" process, requiring robust City review and public input.

2. The former Borders book store building now sitting vacant directly across the parking lot from the existing Hacienda Walmart is a far better alternative location for the Walmart grocery. As of my visit there today, this modern structure is for lease, and has square footage appropriate to Walmart's stand-alone grocery concept. The new Sprouts grocery that just located in the former Circuit City site in Dublin clearly shows that this kind of retail-to-grocery conversion is viable. The Borders location has been discussed as a highly suitable siting for the Walmart grocery in Pleasanton, since it is of proper size, already has ample existing parking, is just off an I-580 exit compared to the Nob Hill site a mile inside the City, needs no stop light or street infrastructure enhancements, and is away from residential areas -- reducing the impacts on our traffic and neighborhoods. <http://www.arounddublinblog.com/2011/08/pleasanton-ca-perfect-location-for-walmart-neighborhood-market-in-plain-sight/> In short, it just makes more sense for the City and its residents than the Nob Hill site. Since it is available, why is it not being considered as the Walmart grocery site?



3. What are the costs/benefits of this project to the City of Pleasanton and its residents? The projected sales tax revenue of the proposed Walmart grocery should be available to our residents. That projection should include analysis of the reduction in tax revenues caused by loss of sales stolen from existing Pleasanton grocery operations. The projected NET sales tax impact must be compared to the new, additional hard and quality-of-life costs that a new Nob Hill sited Walmart generates – traffic, congestion, crime and public safety, new infrastructure, policing, and others yet uncovered – and that we Pleasanton residents would bear. What will be the net gain, if any, in good jobs for City residents, when one considers that local stores may cut employees in response to sales poached by Walmart? And, as everyone knows, Walmart notoriously brings bad jobs, lacking in benefits. Why trade good jobs for bad jobs? Store profits will be shipped directly to Bentonville, Arkansas, instead of staying here to be ploughed back into our community. Surely the City can work with the property owner to find another, more appropriate tenant for the former Nob Hill space that will serve well as an attractive anchor to the shops in that complex.

4. As company policy, Walmart allows RVs and other transient travelers to overnight park in the parking lots of many of its locations. This has reportedly been going on at the Hacienda Walmart in Pleasanton, despite the Walmart corporate website officially disallowing the practice at that site. That land use never went on at the proposed site when Nob Hill operated there. Would it be allowed there now by a “by-right” approval? Would an ordinance disallowing it be required? Will the Pleasanton PD enforce no overnight parking there, and if so, what would that cost? This has to concern residential areas whose homes could easily become nighttime crime targets, particularly those directly south from the site across the Arroyo.

Just over a decade ago, like many others my family moved to Pleasanton for its schools, small-town atmosphere, and quality of life. Compared to when I moved here, our Pleasanton is regrettably experiencing more crime in our neighborhoods, more traffic, more congestion, more noise and more pollution. Now, the City Council has agreed to put over 2000 more housing units into the City over the next decade, further stressing our infrastructure and threatening our beloved small town way of life. I fail to see how another Walmart, known for its predatory pricing and slash and burn employment practices, attracting hordes of non-local customers, clogging our streets, stealing business and jobs from our local stores and shipping profits to Arkansas, will enhance the quality of life in Pleasanton for my family and most of its residents. In the end, does a good “neighbor” hide for months its identity and intentions from its future neighbors to minimize their opportunity to have input on its project?

In sum, if yet another Walmart is to become part of the fabric of Pleasanton, a Planning Department “by-right”, rubber stamp approval of this project is an improper and woefully inadequate way to do it. This project cries out for transparent public review and vigorous debate. For the benefit of all Pleasanton residents and voters, the City Council members need to be fully engaged on this issue and ultimately stand for it or against it – on the record.

Sincerely,

Tom Zengel

McHenry Gate Way, Pleasanton

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## Maria Hoey

---

**From:** Joanne Hall  
**Sent:** Monday, January 30, 2012 9:04 AM  
**To:** Maria Hoey  
**Subject:** FW: Walmart

---

**From:**  
**Sent:** Saturday, January 28, 2012 5:55 AM  
**To:** Mayor and City Council  
**Subject:** Walmart

I want to express my support for the Neighborhood Market by Walmart in the Nob Hill building. That building has sat empty for two years and now it can be filled and create some revenue for this city.

Why does this city council oppose Walmart and anything they try to do. Either with this store or the present one.

Is it perhaps because of the influence Safeway has.

The Pleasanton Weekly has had several discussions on this Nob Hill store. I urge you to go read the town square forums there and see how your Pleasanton residents feel about this.

I support Walmart opening a Neighborhood Markey

~Jennifer McQueen~

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**Maria Hoey**

---

**Subject:** FW: Please approve the Wal-Mart grocery

**From:** Dorothy Philipovitch

**Sent:** Saturday, January 28, 2012 1:35 PM

**To:** Mayor and City Council

**Subject:** Please approve the Wal-Mart grocery

I have been reading the blogs in the Pleasanton Weekly and want to show my support for a Wal-Mart grocery in the old Nob Hill location. Hopefully, this can be approved without a hearing. Let us have as many choices as possible to shop in Pleasanton.

Thanks.

Dorothy Philipovitch

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## Maria Hoey

---

**From:** Joanne Hall  
**Sent:** Monday, January 30, 2012 9:05 AM  
**To:** Maria Hoey  
**Subject:** FW: Walmart grocery

---

**From:** Jim Muir I  
**Sent:** Saturday, January 28, 2012 1:13 PM  
**To:** Mayor and City Council  
**Subject:** Walmart grocery

I wanted to add my support to the Wal-Mart grocery store in the old Nob Hill site.

I realize some of you have to cater to the wants of unions, however I submit you should consider the NEEDS of the Pleasanton residents first. After all, you did seek your positions on the premise you would aid those same residents.

I find it curious that little is made of the considerable increase in traffic on Bernal and the surrounding area, while the alleged potential increase in Santa Rita traffic is championed.

You have criticized Wal-Mart for hurting the 'Mom and Pop' stores. Do you really think the 55,000-sq. ft. Safeway will not hurt Raley's or Gene's Fine Foods? Or that the Home Depot just might hurt ACE Hardware or Orchard Supply?

I'm sure the stores adjacent to the Nob Hill site just might like the increase in business.

And 95 new jobs--- What's not to like??

Jim and Glenda Muir

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## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Monday, January 30, 2012 9:03 AM  
**To:** Maria Hoey  
**Subject:** FW: [PLSWEB] WalMart Neighbor Market

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

**From:** \_Pleasanton Web Team\_  
**Sent:** Sunday, January 29, 2012 3:11 PM  
**To:** Joanne Hall; Nelson Fialho; Pleasanton Response  
**Subject:** [PLSWEB] WalMart Neighbor Market

City of Pleasanton Website - Contact Us Online

**Name:** Mike Rapine

**Email:**

**Category:** Mayor and City Council

**Subject:** WalMart Neighbor Market

**Comment:**

Please add me to the list of citizens who support the WalMart Market at the abandoned Nob Hill Store. I live close to the shopping center and it would be a good addition to our town and that area of Pleasanton. The positives far outweigh the negatives: 1) It creates new jobs at a time people desperately need them (including our youth); 2) It provides families a convenient place to shop, either for weekly groceries or a quick stop shop; 3) It fills a vacant building that has been empty for far too long; 4) It helps the other businesses located there by bringing in more shoppers, and; 5) As my Mother used to say--Opportunity doesn't knock at often and when it does, we've got to open the door. How many other businesses wanted to move there? There are many more reasons, but I think I've provided enough. Please do everything you can do to enable WalMart to move in.

Sincerely,

Mike Rapine

## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Monday, January 30, 2012 9:03 AM  
**To:** Maria Hoey  
**Subject:** FW: Walmart grocery store

---

**From:** Marcos Pinheiro  
**Sent:** Monday, January 30, 2012 6:49 AM  
**To:** Mayor and City Council  
**Subject:** Walmart grocery store

I am writing to voice my opinion regarding the approval of yet another Walmart in town.

Whether it is a regular Walmart or a grocery store, I hope the Council will not approve of this second monster to come to our town. Their business practices are ruthless, the quality of their products is cheap, they are anti American made goods and they prey on small neighborhood business.

I hope you will do the right thing and not allow them to put another business destroyer in town.

Thank you,  
Marcos Pinheiro

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## Maria Hoey

---

**From:** Doug Bacon [DBacon@sheppardmullin.com]  
**Sent:** Monday, January 30, 2012 1:01 PM  
**To:** Natalie Amos  
**Cc:** 'kathy.wooley@hfa-ae.com'; Brian Dolan; 'George.Bacso@walmartlegal.com'; 'Chippey, II, Rollin B.'; Jonathan Lowell  
**Subject:** P11-0764 and B11-0090 / 3112 Santa Rita Road  
**Attachments:** DOC.PDF

Please see attached correspondence.

Doug Bacon  
Legal Secretary  
415.774.2964 | direct  
[DBacon@sheppardmullin.com](mailto:DBacon@sheppardmullin.com)

### **SheppardMullin**

Sheppard Mullin Richter & Hampton LLP  
Four Embarcadero Center, 17th Floor  
San Francisco, CA 94111-4109  
415.434.9100 | main  
[www.sheppardmullin.com](http://www.sheppardmullin.com)

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# SheppardMullin

Sheppard Mullin Richter & Hampton LLP  
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www.sheppardmullin.com

415.774.2993 direct  
jdavidoff@sheppardmullin.com

January 30, 2012

File Number: 15CM-165208

## VIA E-MAIL & US MAIL

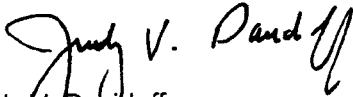
Natalie Amos  
Associate Planner  
City of Pleasanton  
200 Old Bernal Avenue  
Pleasanton, CA 94566

Re: P11-0764 and B11-0090 / 3112 Santa Rita Road  
Applications for Design Review and tenant improvement plan approval

Dear Ms. Amos:

This is in response to your inquiry to Kathy Wooley regarding the site to store service. The proposed Pleasanton Neighborhood Market will not provide the site to store service at this time.

Very truly yours,



Judy V. Davidoff  
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

W02-WEST:5JVD1404581776.1

cc: Kathy Wooley, Harrison French & Associates  
Brian Dolan, Community Development Director  
Jonathan Lowell, City Attorney  
Rollin Chippey III, Esq., Morgan Lewis  
George Bacso, Esq., Walmart Stores, Inc.

**Maria Hoey**

---

**From:** Peter Miller  
**Sent:** Monday, January 30, 2012 2:54 PM  
**To:** Natalie Amos  
**Subject:** Resolution NO. 2691/Meadow Plaza

Dear Natalie,

Hope your had a great weekend...

Requests are pertaining to Ordinance No.1215/Resolution No. 2691

Resolution No. 2691 Section 1. it specifies a ref. to Meadow Plaza Shopping Center known as PUD-84-4... Question: is there other ref. paperwork to PUD-84-4 to clarify an overall view/feel for its past and current allowable delivery schedules agreed upon with our City? And any other specific paperwork that may assist, to offer an opinion back, to City, from many residents point of view? Specifically neighbors within 500-1000ft.

Section 1. Accessory uses and structures, not including warehouses,located on the same site as a permitted use  
Could you share specifically, what that means? People tend to understand in many different ways. If there are a couple of examples you might share to clarify above statement, that would be terrific.

Section 1. Accessory uses and structures located on same site as a conditional use-C Could you share specifically, what that means as well? Maybe a couple examples as well.

I don't know if you are a young women... say... under 50 or a slightly older women over... I suspect we can both agree that Wal-Mart's inventory/distribution control system is probably one of the best in the entire world. Some very young, up and coming planners may not know this. I can not imagine ... your letter to Wal-Mart to clarify intention, has everything to do with their capabilities as a business, in general. Wish I were in your place, that would actually excite me. I do hope you don't feel pressure and are providing the expertise you were educated to do. That may sound strange, but sitting at the table with such an opportunity at hand, to make a real differance, is what most dream about. I'm happy for you!

Get this... I stood at the opening at Las Positas Garden Homes at the intersection of Owens and Las Positas Blvd. I wound up... and threw ball toward Wal-Mart. It required four tosses... even with these bum shoulders. Maybe not a visual you would want to see, nevertheless, it was a strange thing to do. Don't you think? ;-)

respectfully,  
Peter

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**Maria Hoey**

---

**From:** Peter Miller  
**Sent:** Monday, January 30, 2012 2:57 PM  
**To:** Natalie Amos  
**Subject:** Forgot...

Hi again, I am not pressed for immediate response. Take care.

Peter

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## Maria Hoey

---

**From:** Joanne Hall  
**Sent:** Tuesday, January 31, 2012 3:53 PM  
**To:** Maria Hoey  
**Subject:** FW: For the Walmart Market

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

**From:** Rick Decker  
**Sent:** Tuesday, January 31, 2012 2:53 PM  
**To:** Mayor and City Council  
**Subject:** For the Walmart Market

Dear City Council,

We are NOT opposed to Walmart moving into the space formerly occupied by Nob Hill. That property has been sitting vacant for 5+ years. We strongly urge you to NOT pass a Conditional Use Permit (CUP) at the council meeting Feb. 7. It is unjust for the city to have a different set of rules just for Walmart. No one would complain if Nob Hill wanted to reopen a store at this site. This uproar is being raised by the minority of people who don't like Walmart, period! They didn't complain when Safeway wanted to open a second store less than 2 miles from their other store. Additionally, one of the opponent's objections to Walmart is the heavy traffic on Santa Rita Rd. We don't recall anyone objecting to the Fresh & Easy Neighborhood Market, even though it is on Santa Rita Rd. This Walmart Market will bring more jobs and more tax revenue to the city, both of which the city can use. We doubt there will be significantly more traffic on Santa Rita Rd. than there is now, as the store will draw people that would have gone to Safeway, Fresh & Easy or Trader Joe's, all on Santa Rita Rd. We are both self-employed and more competition means better prices for all residents, something we can all use in these lean financial times. We urge you to oppose a CUP for this store.

Thank you,

Sincerely,

Rick & Susie Decker, residents of Pleasanton since Nov. 1984

Click

<https://www.mailcontrol.com/sr/PL21tb+rT0TTndxI!oX7UsdpzMR7Bo2KYHMdteFfE73z0CntEnvsm9XmtuEVj2qQp094bctw1aedye7!a4h0mw==> to report this email as spam.

## Maria Hoey

---

**From:** Joanne Hall  
**Sent:** Tuesday, January 31, 2012 3:52 PM  
**To:** Maria Hoey  
**Subject:** FW: Walmart store

---

**From:** marty  
**Sent:** Tuesday, January 31, 2012 3:42 PM  
**To:** Mayor and City Council  
**Subject:** Walmart store

The yellow flyer from ourpleasanton.org is offensive. What good is a group that is against everything. Walmart is a good use of that space and will alleviate some of the traffic at Safeway and Trader Joes. Walmart should be allowed in that space and the building owner is entitled to get his rent. The fact that there will be traffic means that there is a need for this operation. If this organization is so concerned, let them buy the building. (then we can tell them what we want to go in the space!) These types of organizations do not represent the vast majority of residents. Please do the right thing and tell these people to get a life!

***MARTY BIRK***  
***925 484 2255 (h)***  
***925 518 8507 (c)***

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---

**From:** Lisa Symons  
**Sent:** Tuesday, January 31, 2012 5:32 PM  
**To:** Mayor and City Council  
**Subject:** Wal Mart

I am writing to let you know that I am in favor of allowing Wal-Mart to open a grocery store on Santa Rita in the space formerly occupied by Nob Hill **without** first issuing a conditional use permit.

A grocery store to replace a grocery store. Shouldn't be that much to consider.

Thanks,

Lisa Symons  
1080 Hearst Drive

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

From: Sowmya Ramineni  
Sent: Wednesday, February 01, 2012 1:56 PM  
To: Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Sowmya Ramineni

p.s.

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here:  
<em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
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## Natalie Amos

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**From:** Allan & Sheryl Thompson  
**Sent:** Wednesday, February 01, 2012 3:41 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Allan & Sheryl Thompson

p.s.

We believe the city should vote against replacing a upscale grocery store to a Walmart. Walmart will bring to much traffic to that area. Another Walmart downgrades Beautiful Pleasanton. We are looking forward to a vote against Walmart having a second store in Pleasanton.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

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**From:** Warren Gaisser  
**Sent:** Thursday, February 02, 2012 9:27 AM  
**To:** Mayor and City Council  
**Subject:** Wal-Mart Grocery

Dear Council Members,

As "neighbors" living on Montpelier Court in Pleasanton Meadows, we urge you to expedite approval of Wal-Marts application to open a Market in the old Nob Hill store on Santa Rita Rd. The blatantly deceptive mailing by OurPleasanton received this week does not reflect the view of the vast majority of residents this market is intended to serve. Do not be misled!

Sincerely,

Warren and Pat Gaisser

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**Maria Hoey**

---

**Subject:** FW: Alameda Labor Council Walmart Letter

**From:** Jean Cohen

**Sent:** Thursday, February 02, 2012 2:04 PM

**To:** [jenniferhosterman@comcast.net](mailto:jenniferhosterman@comcast.net); Mayor and City Council; [hosterman@jenniferhosterman.com](mailto:hosterman@jenniferhosterman.com); [ccook-kallio@sbcglobal.net](mailto:ccook-kallio@sbcglobal.net); Jerry Thorne; Matt Sullivan; Cindy McGovern

**Cc:** Josie

**Subject:** Alameda Labor Council Walmart Letter

Dear Mayor and Council,

Attached is a letter from Alameda Labor Council Executive Secretary Treasurer Josie Camacho regarding Walmart. Please confirm you received this email and let me know if you have any questions.

Sincerely, Jean Cohen

-----  
Jean F. Cohen  
Political Director  
Alameda Labor Council  
desk 510-632-4242 x222  
cell 510-499-2839  
[www.alamedalabor.org](http://www.alamedalabor.org)

Visit us at [facebook.com/Alameda.Labor.Council](https://facebook.com/Alameda.Labor.Council) for more information!

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# Alameda Labor Council, AFL-CIO



February 1, 2012

Send all correspondence to:  
Executive Secretary-Treasurer  
Josie Camacho, CWA 39521

**President**

David Connolly, SUP

**1st Vice President**

Martha Kuhl, CNA

**2nd Vice President**

Gary Jimenez, SEIU 1021

**Executive Committee**

Doug Bloch, IBT JC 7  
Jazy Bonilla, IUPAT DC 16  
Bob Britton, IFPTE 21  
Cathy Campbell, AFT 1078  
Andreas Cluver, BCTC  
Don Crosatto, IAM 1546  
Tina Davenport, BCTGM 125  
Jeff Delbono, IAFF 689  
Adolph Felix, IBT 853  
Keith Gibbs, CWA 9412  
Mike Henneberry, UFCW 5  
Wei-Ling Huber, Unite Here 2850  
Brian Lester, IUOE 3  
Melvin Mackay, ILWU 10  
Maricruz Manzanarez, AFSCME 3299  
Tom Mullarkey, IBEW 595  
Dionisio Rosario, AFSCME 2428  
Tamara Rubyn, OPEIU 29  
Shawn Stark, IAFF 55  
Hunter Stern, IBEW 1245  
Obay Van Buren, UA 342  
Brenda Wood, AFSCME DC 57  
Cindy Zecher, CSEA 27

**Trustees**

Thomas Manley, IFPTE 21  
Jose Nunez, ILWU 6  
William Schechter, IAM 1546

**Sergeant at Arms**

Garry Horrocks, IAM 1546

Dear Mayor Hosterman and Members of the Pleasanton City Council:

On behalf of over 100,000 workers in Alameda County including those living and working in Pleasanton, the Alameda Labor Council (ALC) opposes Walmart's plans to expand their operations in Pleasanton. Walmart is planning to redevelop the former Nob Hill grocery store on Santa Rita Road, as well as remodel their existing store on Rosewood Drive. As city leaders, the ALC strongly encourages you to take an active stand for working families by adopting a Conditional Use Permit (CUP) ordinance that gives the community a say in what type of development comes to their neighborhood.

Allowing out-of-state, global corporations to move forward without any means of checks and balances poses a serious threat to local jobs throughout Pleasanton. The most direct impact will be to the hundreds of workers at union-based stores like Lucky's and Safeway in Pleasanton. These stores have members of the United Food and Commercial Workers Union, which is one of our affiliated unions. This would result in the loss of good paying jobs with strong benefits only to be replaced by below, living-wage standard jobs at Walmart.

In addition to the potential loss of jobs, the redevelopment of the existing Walmart would result in a loss of tax revenue for the city of Pleasanton. Currently, Walmart provides additional sales tax support to the city in the form of retail sales at its Rosewood location. However, the transition to more groceries (i.e., non-taxable items) and less retail means the city will lose the sales tax benefits of those items previously eligible for sales tax with more non-taxable items.

The most important tool that the city could use would be to adopt a conditional use permit process for new development. Currently, the City of Pleasanton does not have the option for discretionary review of certain land use applications. A conditional use permit would give the city and the residents a say in the type of development that occurs in their community. A conditional use permit will not prohibit new businesses from locating in Pleasanton, nor will it be in conflict with other existing ordinances. Instead it will give citizens a voice in the process, and elected officials the power to review potential new businesses.

We request you allow the community to be part of the planning process by adopting a Conditional Use Permit (CUP) ordinance.

Sincerely,-

A handwritten signature in cursive script that reads "Josie Camacho".

Josie Camacho  
Executive Secretary Treasurer

CC: UFCW Local 5

**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Subject:** FW: WAL-MART  
**Date:** Thursday, February 02, 2012 2:34:58 PM

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**From:** Joanne Hall  
**Sent:** Thursday, February 02, 2012 2:21 PM  
**To:** Maria Hoey  
**Subject:** FW: WAL-MART

---

**From:** DHLUSA  
**Sent:** Thursday, February 02, 2012 2:15 PM  
**To:** Mayor and City Council  
**Subject:** WAL-MART

I live very close to where Wal-Mart wishes to open a food only market on Santa Rita,

I have no foreseeable problem with them doing so.

We hated to see Nob Hill close their store in this location. They did so for at least two reasons: one, rent increases, two, we began to treat them like a 7-Eleven store.

I, and others, question the background of those who are adamantly opposed to Wal-Mart opening a store at this location.

Are they affiliated with any competitors?

I do not recall us having major traffic problems when Nob Hill was at this location. There would be a problem if everyone in this area chose to shop at the store at the same time.

More importantly, with regard to rush hour exit traffic, is it feasible that most drivers who are going east bound on 580 from Santa Rita will take the Stoneridge extension when it is open?

Actually, by having Wal-Mart open a store at this location, it might reduce traffic on Santa Rita. Now, many of us have to drive to Safeway at Valley or cross town to Lucky.

However, I can understand the problem that the Council will have with regard to allowing Wal-Mart to open this store.

1. Safeway has their headquarters in Pleasanton.

2. Fresh & Easy will likely not be able to survive the competition from Wal-Mart.

Has the Fire Department or the Valley Care expressed any concerns about the store being opened?

Have other merchants in the shopping center expressed any concerns?

We need to have more revenue producing entities in Pleasanton.

By the way, I am not a fan of Wal-Mart in general.

I believe the Council will be able to come to a decision based on what is best for the majority of the Pleasanton citizens and for the merchants in the immediate area surrounding Wal-Mart.

I hope I was able to be clear in writing the above.

Good luck and best wishes to you all in reaching your decisions with regard to this matter.

*David H. Lewis*

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**From:** Bob Keller  
**Sent:** Saturday, February 04, 2012 12:35 PM  
**To:** Mayor and City Council  
**Subject:** WALMART

Honorable City Council City of Pleasanton,

My wife and I have lived at 2713 Laramie Gate Cir. for 27 years. We remember the old Nob Hill grocery and enjoyed shopping there. It was close enough that we could walk to do our shopping and we were disappointed when they closed.

It's already zoned for a grocery store and we would like to have another one in that location. When Nob Hill was there we never noticed a problem with traffic or any of the other things these anti people are talking about.

We support Walmart going in to that location or any other store that wants to do so.

Bob & Charlotte Keller

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**From:** Lynn Dunn  
**Sent:** Sunday, February 05, 2012 10:29 AM  
**To:** Mayor and City Council  
**Subject:** I support the opening of a grocery store in the Nob Hill center, even if it is a Walmart corporation project

I cannot understand why the city of Pleasanton would be swayed to prevent a grocery store replacement for the Nob Hill store just because some snobs, AKA Swankvillians, are opposed. I live in a nearby neighborhood to the site and I am in support of having a grocery store in that location. The city did not hesitate to allow another large Safeway store to be built in the city so why would you discriminate against a grocery store in the Nob Hill center just because it is backed by the Walmart company? Please consider this my vote for allowing Walmart to open a neighborhood market in the Nob Hill vacant space.

Thank you for your consideration.

Lynn Dunn

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## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Monday, February 06, 2012 8:53 AM  
**To:** Maria Hoey  
**Subject:** FW: Santa Rita Grocery Store (former Nob Hill)

---

**From:**  
**Sent:** Monday, February 06, 2012 8:38 AM  
**To:** Mayor and City Council; Maria Hoey  
**Subject:** Santa Rita Grocery Store (former Nob Hill)

Hi, I have been getting flyers from some group called [OurPleasanton.org](http://OurPleasanton.org). I am not sure who they are, but I really struggle with the anonymous nature or the communications and website. It smacks of union propaganda and is pretty cowardly.

I hope the city council will look at the grocery application for what it is and hold the application to the same standards that you would any application by a business looking to open in our community. As long as the process is fair, we should look to follow the process.

Ken Rhodes

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## Natalie Amos

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**From:** Steven Robinson  
**Sent:** Monday, February 06, 2012 4:28 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Steven Robinson

p.s.

I have lived here for 37 years and observed the evolution of the city and the traffic issues. The original traffic designs were inadequate for the expected growth of the city and a Wal Mart, with it's expected traffic, will make it worse without mitigations.

The Pleasanton Meadows neighborhood consisting of several hundred homes is heavily impacted by the combination of school traffic, the fire station and the shopping district since there are only two ways into and out of the neighborhood.

I think it is unlikely that significant savings in groceries can be offered by Wal Mart in this competitive industry without exploitation of labor. This is a common pattern across the country. Two jobs gained, three better jobs lost when Wal Mart comes to town.

We already have six markets withing two miles of the site; I doubt that we need another.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

## Maria Hoey

---

**From:** Peter Miller  
**Sent:** Tuesday, February 07, 2012 9:08 AM  
**To:** Natalie Amos; Mayor and City Council; Nelson Fialho  
**Subject:** Wal-Mart

Goodmorning Mayor,Vice-Mayor,Councilmembers,Nelson and Natalie,

Hoping you have the majority of information required to provide an informed decision to our Community with regards to Wal-Mart's application, to occupy Meadow Plaza.

I was out and about yesterday and decided to count parking places. So... by rolling up my sleeves... it was dirty work, this is what I counted: McDonalds at Santa Rita has 90 parking places---Trader Joes has 98 parking places, 10 of those occupied by carts,whew...a mess, Safeway I'll breakdown, 45 parking places in front of Pet Food Express,Super Cuts,Starbucks and Noah's Bagel Shop...122 parking places in front/side/behind, Walgreens, Hallmark and Cleaners...330 parking places for Safeway, 27 of those spaces occupied by shopping carts. The grand total for Safeway proximity was 500 parking places. +/- Meadow Plaza, in front of the old Nob Hill is 163 parking places... that will provide parking for 90+ employees-off and on...no shopping cart areas...an anticipated, 15% lazy shopper will leave their cart in next available parking place. That leaves parking area equivalent to McDonalds or Trader Joes and yet... we still may not know full intention of said property. Thank you for reading... Respectfully

Peter

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## Maria Hoey

---

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 1:19 PM  
**To:** Pleasanton City Clerk  
**Subject:** FW: Conditional Use Permit

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

**From:** Russ Willmes  
**Sent:** Monday, February 06, 2012 6:16 PM  
**To:** Mayor and City Council  
**Subject:** Conditional Use Permit

Dear City Council members and Mayor,

We strongly encourage all of the City Council members to support the Conditional Use Permit. As residents and registered voters in Pleasanton we feel it is important to allow the residents to have a say in what businesses come into Pleasanton. It is important that the effects of a Wal Mart Grocery Store coming into Pleasanton be examined. Gene's, Kohl's Market, the Custom Care Pharmacy are just a few of the small businesses along with the bigger stores whom may be affected.

Thanks,

Angela,  
Russ, &  
Zeke Willmes

3803 Newton Way  
Pleasanton

Sent from my iPad

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[https://www.mailcontrol.com/sr/Cmm9pyyleArTndxI!oX7Uh7XR2aRSVGG1UpPy22C74A7HpYZ0bCEurY89cl1Xr\\_gpoNrfTtE7IUnTIRMBnXawg==](https://www.mailcontrol.com/sr/Cmm9pyyleArTndxI!oX7Uh7XR2aRSVGG1UpPy22C74A7HpYZ0bCEurY89cl1Xr_gpoNrfTtE7IUnTIRMBnXawg==) to report this email as spam.

## Natalie Amos

---

**From:** Bonnie De Martin  
**Sent:** Monday, February 06, 2012 8:39 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Bonnie De Martin

p.s.

This town already has too many grocery stores and way too much traffic , especially on Santa Rita!

Please do the right thing and say NO to Wal-Mart.

Please save this town from further deterioration.

Thank you.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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<https://www.mailcontrol.com/sr/3JKd86dk2sTTndxI!oX7UsdpzMR7Bo2KRbgBOXC4fvqT5pZyubbKu5rKftcFZNBmoNrFtTE7IUlUlvAsdlYHAg==> to report this email as spam.

## Natalie Amos

---

**From:** Gisella Saavedra  
**Sent:** Monday, February 06, 2012 9:12 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

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3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Gisella Saavedra

p.s.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
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<https://www.mailcontrol.com/sr/Cwy7etX0kkDTndxIloX7UskfEqpntbSQP6KdjfASJxzh6HZn0XUsZP3pOM!83jtSoNrFtTE7IUn00lfc7GpTWA==> to report this email as spam.

**From:** Maria Hoey  
**To:** Natalie Amos  
**Cc:** Janice Stem; Brian Dolan  
**Subject:** FW: Conditional Use Permits..another perspective  
**Date:** Tuesday, February 07, 2012 1:33:46 PM

---

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

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 1:26 PM  
**To:** ;  
**Cc:** Maria Hoey  
**Subject:** RE: Conditional Use Permits..another perspective

Dear Mr. Mezzetta,

Thank you so much for taking time to write and share your concerns regarding the former Nob Hill site. Your email has been forwarded to the Mayor and City Council, the City Manager, as well as the responsible City department so that they may benefit from your comments.

Regards,

Joanne Hall  
Public Information Officer  
City of Pleasanton

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

**From:** pmezzetta@wini.com [mailto:pmezzetta@wini.com]  
**Sent:** Monday, February 06, 2012 9:16 PM  
**To:** Mayor and City Council  
**Subject:** Conditional Use Permits..another perspective

My wife and I have lived in Pleasanton since 1988 and in that time I've never sent a letter or e-mail to the city council. What prompts me today is the postcards I've received over the last few months from a group of citizens opposed to another business moving into the site previously occupied by Nob Hill Foods. The postcards have cited environmental concerns, traffic issues, fears about a super-center, as well as vague quality of life concerns. The most recent card even quotes a sitting council member's "concerns" regarding the presence of another grocery store in town.

I'm confident in the city's existing application process and I hope you allow it to function. Creating an additional layer of bureaucracy to add to the process and inviting the community to provide input is unnecessary. Obviously, an empty store front does not provide any benefit to the landowner, surrounding businesses, or the community. Updating and refurbishing the store brings temporary jobs to the city, while requiring a permanent, daily staff to operate the store. The store will become an anchor to the surrounding businesses, while providing another choice to the community. In an approximately 7-8 mile radius of my home, there are four Safeways, a Luckys, Raleys, Genes, Ranch 99, Fresh Choice, Trader Joes etc. I've never received a card in the mail from any group concerned about another Safeway or Ranch 99 opening, suggesting that the concern is based solely on the applicant.

With regards to traffic, Santa Rita road is not a two lane country road. It is designed to carry traffic, as it does every day. The presence of another grocery store may alter traffic patterns in some parts of town, while alleviating others. Traffic was altered when Nob Hill closed, yet somehow we adjusted. The arroyo is in no more danger than it was when Nob Hill occupied the site. Anyone who previously shopped at Nob Hill knows the Super Center argument is a non-issue as the existing building is just not large enough. We're talking about a neighborhood grocery store.

Ultimately, a business should be able to succeed or fail based on the quality of the goods and services it provides the community. The fact remains that anyone opposed to Wal-Mart or any other business has a choice as to whether they will patronize the business or not. While I don't begrudge anyone's personal feelings regarding where they want to spend their money, I also don't want someone else limiting my choices. Let the market decide how many grocery stores, banks, or yogurt shops are viable. Nob Hill stands as a perfect example that the market works.

I appreciate the opportunity to share my thoughts with you.

Paul Mezzetta

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<https://www.mailcontrol.com/sr/KE+Uctg12jzTndx1oX7UuoY1VmXKYhKDCs31p5a5KgIYRA+NeGFSK1CaSF15BaoNrFTE7IUnOOIfc7GpTWA==>  
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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#); [Brian Dolan](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: City of Pleasanton letter - D Anderson  
**Date:** Tuesday, February 07, 2012 1:55:37 PM  
**Attachments:** [City of Pleasanton letter - D Anderson.pdf](#)

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**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 1:46 PM  
**To:** Maria Hoey  
**Subject:** FW: City of Pleasanton letter - D Anderson

---

**From:** Ed Gallagher  
**Sent:** Tuesday, February 07, 2012 11:37 AM  
**To:** Mayor and City Council  
**Cc:** Nelson Fialho; Karen Diaz; Jonathan Lowell; 'Dorothy Anderson'; 'Tom Foley '  
**Subject:** City of Pleasanton letter - D Anderson

Gentlemen, attached is a letter from Dorothy Anderson, the owner of the Meadow Plaza Shopping Center in Pleasanton, requesting that you process the applications of her tenant, Walmart Neighborhood Grocery, in order that they can open soon in the center. Please make the attached letter available to all at tonight's meeting. Thank you.

Edward Gallagher  
**Gallagher & Miersch, Inc.**  
(925) 671-7000, ext 14  
(510) 599-5010 Cell  
(925) 671-9107 Fax  
[egallagher@gmre.net](mailto:egallagher@gmre.net)  
Lic. # 00390508

Click [here](#) to report this email as spam.

Dorothy Anderson  
1091 Buckingham Drive  
Los Altos, Ca. 94024

Telephone (650) 961-7563

Fax (650) 961-4867

February 7, 2012

City of Pleasanton  
200 Old Bernal Ave.  
Pleasanton, Ca. 94566

Dear Mayor and City Council:

As the property owner of Meadow Plaza, I have been working hard to secure a new anchor tenant for the space vacated by Nob Hill Market in early 2010. The empty building is zoned for a grocery store that includes a pharmacy and we are excited that we were able to attract Walmart and their market format.

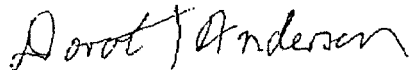
Every year a large tax bill is sent to me for the privilege of owning a commercial property on Santa Rita Road in Pleasanton and in spite of a recent very low income factor on the property due to vacancy, I have paid those taxes which help support the local schools and government agencies.

Neighborhood residents and local tenants have made it clear to me over the past two years that they need and want a full service grocery store in the neighborhood. We could not be more pleased that Walmart wants to fulfill this need.

It is disappointing that grocery competitors are working to keep Walmart from reusing a building for the exact same use that was there before, with only a new name. This is self-serving for them, and a detriment to Pleasanton shoppers.

A Walmart grocery store in Meadow Plaza would provide a much needed anchor for our center and a much needed store for the neighborhood. It is my hope that Walmart's desire to do business in the City of Pleasanton will be met with the welcome and acceptance it rightly deserves.

Sincerely,



Dorothy Anderson



## Maria Hoey

---

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 1:14 PM  
**To:** Pleasanton City Clerk  
**Subject:** FW: Protect Pleasanton from Wal Mart!

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

**From:** John Stout and Marianne M Stout  
**Sent:** Tuesday, February 07, 2012 11:40 AM  
**To:** Mayor and City Council; [ourpleasanton@yahoo.com](mailto:ourpleasanton@yahoo.com); Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

John Stout and Marianne M Stout

p.s.

--  
Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here: <em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

--  
This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

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<https://www.mailcontrol.com/sr/jLSm3zq6PE!TndxI!oX7UhHqCnr9FF1ioaqtvGc2yro2wrxCpAEMLYnR1bMhcs0NrFtTE7IU1EcZNy6HxKug==> to report this email as spam.

**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: Conditional Use Permit  
**Date:** Tuesday, February 07, 2012 1:13:24 PM

---

Nat:

I guess this has something to do with the WalMart application as well.

---

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 1:13 PM  
**To:** Pleasanton City Clerks Office; Maria Hoey  
**Subject:** FW: Conditional Use Permit

---

**From:**  
**Sent:** Tuesday, February 07, 2012 11:45 AM  
**To:** Mayor and City Council  
**Subject:** Conditional Use Permit

The City Council needs to pass a ***Conditional Use Permit(CUP)*** that will give residents a say in the type of development in your neighborhoods, while properly assessing the impacts to traffic and the quality of life in Pleasanton.

Thank you for your support in this matter.

John C Stout and Marianne M Stout

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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#); [Brian Dolan](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: Letter for Zoning Administrator Report  
**Date:** Tuesday, February 07, 2012 1:15:49 PM  
**Attachments:** [2011 Pleasanton - Zoning Report.pdf](#)

---

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 1:14 PM  
**To:** Maria Hoey  
**Subject:** FW: Letter for Zoning Administrator Report

**From:** Matthew Hargrove  
**Sent:** Tuesday, February 07, 2012 12:02 PM  
**To:** Mayor and City Council; Karen Diaz  
**Cc:** Rex Hime  
**Subject:** Letter for Zoning Administrator Report

Madam Mayor, Council, and City Clerk:

Attached is a letter respectfully submitted for consideration at your meeting tonight regarding the Zoning Administrator's Report. My apologies for the late submission, and thank you for taking our Association's views into account.

Respectfully,  
Matthew

Matthew Hargrove  
Senior Vice President of Governmental Affairs  
California Business Properties Association  
1121 L Street, Suite 809  
Sacramento, CA 95814  
916-443-4676 phone  
916-248-9533 mobile  
916-443-0938 fax  
[mhargrove@cbpa.com](mailto:mhargrove@cbpa.com)



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ROBERT URAM, Sheppard Mullin Richter & Hampton LLP

ROBERT WEBSTER, Bohannon Development Company

KIMBERLY WINSTON, Starbucks Coffee Company

DANIEL WINTON, Daniel K. Winton Law Offices

The Honorable Jennifer Hosterman

Mayor, City of Pleasanton

P.O. Box 520

Pleasanton, CA 94566

**Re: Support for Zoning Administrator Report; Meadow Plaza Project**

Dear Mayor Hosterman and Members of the City Council:

California Business Properties Association (CBPA) is pleased to support the Pleasanton Zoning Administrator decision to allow the Meadow Plaza retail project to move forward. That space has been empty for almost two years, and in this sluggish economy finding tenants that are willing to reuse space, invest in commercial properties, and bring jobs, taxes, and shopping opportunities to residents, is very difficult. Therefore we urge you to accept the report on this project as it is reported to City Council.

Pleasanton, like most cities across California, has been hit by the recent economic downturn. Businesses large and small continue to close their doors leaving cities with tens of thousands of square feet of vacant retail and commercial space. And with the recent elimination of Redevelopment Funds, tools cities have for attracting new businesses to existing sites are even further constricted. You have a great opportunity here to allow a private company to provide jobs and generate taxes.

Furthermore, the fact that this project is reusing a vacant building should be of great interest and further reason to accept Zoning Administrator's. Countless articles and books have been written on the benefits for communities in reusing vacated retail space – however, sometimes due to the cost to renovate and specific-use needs, reuse is at times cost prohibitive. The fact that you have a tenant willing to reuse this space – in a manner similar to the previous tenant – should be recognized as a great benefit.

Please don't discourage economic development opportunities by placing unnecessary hurdles in front of the progress of a property owner and tenant to move forward with such a project

CBPA serves as the California legislative and regulatory advocate for individual companies as well as the International Council of Shopping Centers (ICSC), the California Chapters of the Commercial Real Estate Development Association (NAIOP), the Building Owners and Managers Association (BOMA) California, the Institute of Real Estate Management (IREM), the California Downtown Association (CDA), the Retail Industry Leaders Association (RILA), CCIM of Northern California, and ACRE of Southern California making CBPA the recognized voice of the commercial, industrial, and retail real estate industries in California representing over 11,000 companies.

Thank you for taking our views into consideration.

Respectfully,

Rex S. Hime

President & CEO

**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: Protect Pleasanton from Wal Mart!  
**Date:** Tuesday, February 07, 2012 1:11:44 PM

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

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 1:03 PM  
**To:** Pleasanton City Clerks Office  
**Cc:** Maria Hoey  
**Subject:** FW: Protect Pleasanton from Wal Mart!

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

**From:** Theodore Raabe  
**Sent:** Tuesday, February 07, 2012 12:15 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Theodore Raabe

p.s.

We live on Weymouth Court which is directly behind the old Nob Hill facility. Having a Wal-mart move into this area will be a detriment to the property values of the homes on Weymouth Court. In addition, truck traffic at all hours of the day and night will be intollerable. We demand that public hearings be held on this proposal.

Regards,  
Ted Raabe

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here:  
<em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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## Maria Hoey

---

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 4:05 PM  
**To:** Pleasanton City Clerk  
**Subject:** FW: Let Walmart Come

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

**From:** Nancy Krakauer  
**Sent:** Tuesday, February 07, 2012 3:51 PM  
**To:** Mayor and City Council  
**Subject:** Let Walmart Come

Please don't object to Walmart replacing Nob Hill. It will bring jobs, tax revenue, competitive prices, shopping convenience and remove blight from an unoccupied space. It will also bring more business to the local shops in that center. Don't let Safeway sway your decision.

They have enough stores in Pleasanton. We want choice, we want Walmart. The sooner the better.

Thanks for listening.

Nancy Krakauer

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## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 5:21 PM  
**To:** Maria Hoey  
**Subject:** FW: replacing neighborhood grocery

**From:**  
**Sent:** Tuesday, February 07, 2012 5:12 PM  
**To:** Mayor and City Council; mayor@ci.pleasanton.ca.us  
**Subject:** replacing neighborhood grocery

Dear Mayor, All Council members, and Nelson Fialho,  
How sad there is such need for fighting to replace a neighborhood grocery.

It seems there would be no need for discussion. Same kind of business, no structural changes, no hours of operation...slam dunk. To create different requirements for one situation would create costly legal issues, which would further deprive the neighborhood from the grocery they lost. I vote for approval as is. I would be there tonight, except I have reservations for Firehouse tonight. It seems it might be better for the community if they didn't overlap with Council meetings...often the same participants.

Thank you,  
Judy Symcox

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## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Tuesday, February 07, 2012 5:22 PM  
**To:** Maria Hoey  
**Subject:** FW: Support for a Walmart Market

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

**From:** Anna Instenes  
**Sent:** Tuesday, February 07, 2012 5:16 PM  
**To:** Mayor and City Council; Karen Diaz  
**Subject:** Support for a Walmart Market

Hello, we are unable to attend the meeting tonight but our family supports having a Walmart Market in the old Nob Hill building of Meadow Plaza shopping center.

Thank you for your consideration,  
Sincerely, Anna Instenes

Click

<https://www.mailcontrol.com/sr/kCNdGVpyHnfTndxI!oX7UsdpzMR7Bo2Kj1KL8IzAY2tkdEU6tZzSqE5Mk0tjZefny7QxMSRExv+z5oFEicUPXg==> to report this email as spam.



## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Wednesday, February 08, 2012 9:30 AM  
**To:** Maria Hoey  
**Subject:** FW: Protect Pleasanton from Wal Mart!

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

**From:** Carole Cloud  
**Sent:** Tuesday, February 07, 2012 6:19 PM  
**To:** Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
**Subject:** Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

Carole Cloud

p.s.  
I agree completely with "OurPleasanton. Org".

A Wal Mart on Santa Rita, a busy thoroughfare which is the means to 580 and exit from Pleasanton is a terrible idea.

Any plans to have more Wal Mart stores in Pleasanton should be subject to public review.

At a minimum, Wal Mart should be required to do an an Environmental Impact Report and should provide solutions to traffic problems and a means to protect pedestrians and cyclists going by the store.

Santa Rita is a ridiculous place to have a Wal Mart!

--

## Natalie Amos

---

**From:** Joanne Hall  
**Sent:** Wednesday, February 08, 2012 9:29 AM  
**To:** Maria Hoey  
**Subject:** FW: Pleasanton Walmart Market

---

**From:** Suzanne Powers  
**Sent:** Tuesday, February 07, 2012 6:56 PM  
**To:** Mayor and City Council; Karen Diaz  
**Subject:** Pleasanton Walmart Market

Dear Pleasanton City Council,

Our household received notification this afternoon that the Walmart market at Meadow Plaza would be discussed at tonight's City Council meeting. My husband and I are residents of the Belvedere neighborhood near Meadow Plaza. We simply do not understand the amount of criticism and concern for Walmart opening their store at the former Nob Hill Foods location. The small businesses in that center are suffering from a lack of consumer activity (we are longtime and loyal clients of VIP Cleaners) and while I (Suzanne) happen to work in the commercial real estate industry, no one seems to have considered that the owner of the shopping center property likely will have difficulty in maintaining and improving the appearance of the center without a credit tenant in that space. We also do not understand the complaint of the traffic that the store will generate - has everyone forgotten that there used to be a grocery store in that location previously?

Our household would be pleased to have another shopping alternative close by. Walmart has unfortunately made some bad decisions that have resulted in tarnishing its reputation in the past. However, in the interest of moving our local economy along and adding to the tax base and services provided to the residents of Pleasanton, we would welcome the new market to our area. We encourage the City to allow the use of the space in Meadow Plaza, consistent with its past uses, to Walmart.

Thank you for your consideration.

Suzanne Powers and John Camacho

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**From:** [Maria Hoey](#)  
**To:** [Natalie Ames](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: Walmart  
**Date:** Wednesday, February 08, 2012 1:59:35 PM

---

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

From: Joanne Hall  
Sent: Wednesday, February 08, 2012 11:57 AM  
To: Maria Hoey  
Subject: FW: Walmart

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

From: Tamara |  
Sent: Wednesday, February 08, 2012 11:27 AM  
To: Mayor and City Council  
Subject: Walmart

As a Pleasanton resident who could not attend last night, I would like to the City Council to consider that we need another grocery store.

I realize Safeway is based in Pleasanton and feel that most of the propaganda is coming from employees of Safeway. They are not allowed to shop any where but Safeway.

I hate shopping at Safeway because their pricing system is beneficial only to Safeway. Cashiers rarely will check prices, if there is an issue, the customer has to go to the customer service desk to get a refund. This is a waste of time for everyone.

Please say yes to major competition for Safeway. Maybe they will be able to provide better service if they are not the only game in town.

Our seniors also need lower prices. They have no options in Pleasanton.  
It would also be nice to keep some tax dollars in Pleasanton. I am shopping more often in Dublin now.

Thank you for reading!

Tamara Rhoads

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**From:** [Maria Hoey](#)  
**To:** [Natale Amos](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: Walmart  
**Date:** Wednesday, February 08, 2012 1:42:38 PM

---

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

**From:** Joanne Hall  
**Sent:** Wednesday, February 08, 2012 1:38 PM  
**To:** Maria Hoey  
**Subject:** FW: Walmart

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

**From:** Ajay Dhillon  
**Sent:** Wednesday, February 08, 2012 12:41 PM  
**To:** Mayor and City Council  
**Subject:** Walmart

All City Council Members

I am writing to you to support Walmart's right to open the grocery store in Pleasanton. I am probably never going to shop there but support their right to open. It will also be good for the small business owners in the shopping center plus the owner of the property.

Thanks

Ajay Dhillon

Click

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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: WalMart Zoning Action  
**Date:** Thursday, February 09, 2012 5:52:42 PM

---

---

**From:** Joanne Hall  
**Sent:** Thursday, February 09, 2012 4:40 PM  
**To:** Maria Hoey  
**Subject:** FW: WalMart Zoning Action

---

**From:** Ernest Freeman  
**Sent:** Thursday, February 09, 2012 1:54 PM  
**To:** Mayor and City Council  
**Subject:** WalMart Zoning Action

As a Pleasanton resident residing on Fairlands Drive in the Pleasanton Meadows neighborhood, my wife and I are in support of the new WalMart Neighborhood Market at the former Nob Hill Market building on Santa Rita Road. We used to be frequent shoppers at Nob Hill when it was in operation, and find it wearisome having to go to the Safeway in Dublin to do our day-to-day grocery shopping.

It is discouraging to read of the various "spins" opposing the WalMart application. If you want to think Green, consider the effect of the extra gas mileage having to go to Dublin vice having the Santa Rita store in operation.

I would like to know the reason why Matt Sullivan is opposing the store.

And if the previous tenant Nob Hill was operating without a CUP, why is it necessary for WalMart to have one? It's much ado about nothing for a simple neighborhood market. Thank you. - Ernest and Joyce Freeman,

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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: Walmart Grocery Store  
**Date:** Thursday, February 09, 2012 5:52:59 PM

---

**From:** Joanne Hall  
**Sent:** Thursday, February 09, 2012 4:40 PM  
**To:** Maria Hoey  
**Subject:** FW: Walmart Grocery Store

**From:** Ralph Edwards |  
**Sent:** Thursday, February 09, 2012 2:10 PM  
**To:** Mayor and City Council  
**Subject:** Walmart Grocery Store

I am a 70 year old man who lives within 5 blocks of the now empty Knobhill store. I am adamantly in favor of Walmart reopening as a grocery store on these premises. The nay sayers complain of more traffic...what about the fact I have to drive to a grocery now when I could walk before. Why didn't they complain when Knobhill closed? Please approve Walmart now!

Best regards,

***Ralph Edwards***

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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#); [Janice Stern](#)  
**Subject:** FW: Dorothy Anderson Letter Dated 2-10-2012 regarding Council Meeting of 2-7-2012  
**Date:** Monday, February 13, 2012 2:37:37 PM  
**Attachments:** [Response to City Council meeting 2-7-12, letter dated 2-10-12.pdf](#)

---

**From:** Joanne Hall  
**Sent:** Monday, February 13, 2012 12:03 PM  
**To:** Pleasanton City Clerks Office; Maria Hoey  
**Subject:** FW: Dorothy Anderson Letter Dated 2-10-2012 regarding Council Meeting of 2-7-2012

---

**From:** Ed Gallagher  
**Sent:** Monday, February 13, 2012 11:57 AM  
**To:** Mayor and City Council; Jonathan Lowell; Brian Dolan  
**Cc:** 'Dorothy Anderson'; 'Tom Foley '  
**Subject:** Dorothy Anderson Letter Dated 2-10-2012 regarding Council Meeting of 2-7-2012

Gentlemen, attached is a follow up letter from Dorothy Anderson, the owner of Meadow Plaza Shopping Center, regarding the Council meeting of February 7<sup>th</sup>, 2012. Please enter this letter into the record.

Edward Gallagher  
**Gallagher & Miersch, Inc.**  
(925) 671-7000, ext 14  
(510) 599-5010 Cell  
(925) 671-9107 Fax  
[egallagher@gmre.net](mailto:egallagher@gmre.net)  
Lic. # 00390508

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Dorothy Anderson, Trustee  
Anderson Family Trust  
1091 Buckingham Drive, Los Altos, Ca. 94024  
Telephone (650) 961-7563 Fax (650) 951-4867

February 10, 2012

City Council  
City of Pleasanton  
200 Old Bernal Road  
Pleasanton, California, 94566

Dear Council Members:

As the owner of the old Nob Hill store building in Pleasanton that Walmart has requested to rent in Order to re-open as a grocery store, I find the Council's decision to 'pass the buck' back to the Planning Commission very disturbing. Since early 2010 this store has been vacant and this vacancy results in a 65%+ vacancy for a small center such as this. The loss of the anchor grocery store tenant has severely affected the business of the other small merchants in the center who may be forced to close their business and move out. Since Nob Hill left, two small tenants have vacated the center and more may be forced to shut their doors.

The Council decision appears to be motivated by some members who seek to defuse the anger of a small but organized vocal group of individuals, many of whom seek to protect their own interests from the free competitive market. I find myself coming back to the question 'do we or don't we believe in the free market'. Along with my family, those small tenants have invested their money in your City and have created jobs and they deserve your consideration.

Walmart and I seek only to replace the name on the front of the store with another name. The business remains unchanged. It will be a store that sells groceries as did Nob Hill. Are we scared they will do a better job of merchandising than Nob Hill? In the past when a grocery store name or any other store has been replaced with simply another name in the City of Pleasanton the permits have not been subject public hearings and this would appear to be discrimination against the name, i.e. Walmart.

The cost of paying taxes and maintaining the premises is a drain on my financial situation as well as the other small business tenants in the Center and the failure of permitting me to allow another company to operate a grocery store on my premises will in all likelihood result in a devastating affect on my family's investment.

I request that the Permit be issued in a timely manner as has been done in the past for prior applicants when the circumstances have in essence been the same.



Dorothy Anderson  
Property Owner  
Meadow Plaza Shopping Center



**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Cc:** [Janice Stern](#)  
**Subject:** FW: New Wal-Mart in Pleasanton  
**Date:** Wednesday, February 15, 2012 9:38:10 AM

---

**From:** Joanne Hall  
**Sent:** Wednesday, February 15, 2012 9:00 AM  
**To:** Maria Hoey  
**Subject:** FW: New Wal-Mart in Pleasanton

---

**From:** Joe McAdams  
**Sent:** Tuesday, February 14, 2012 5:21 PM  
**To:** Mayor and City Council  
**Subject:** New Wal-Mart in Pleasanton

Dear City Council members:

You would do well to reflect on the message from Councilman Sullivan as printed in the Pleasanton Weekly (2/10/12). The thinking is consistent with a more overall citizen approach to the City's needs, as opposed to the general business favorable approach of most Council decisions.

Thanks for your service.

Joe McAdams

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## Maria Hoey

---

**From:** Peter Miller  
**Sent:** Thursday, February 16, 2012 6:37 PM  
**To:** Mayor and City Council; Nelson Fialho; Natalie Amos  
**Subject:** Wal-Mart

Dear Mayor,Vice Mayor,Councilmembers and Staff,

Does the Zoning Ordinance address the public health, safety,welfare and/or preventing nuisances through specific and comprehensive regulations... that encompass the full scope of the enabling legislation? Did the applicant even consider applying these particular values to said property? Had to formulate these questions from researched material. These questions apply and are reasonable. Composure and determination are values I see in all of you... please recognize what I am trying to say. If you can not...?

respectfully,

Peter Miller

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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Subject:** FW: Follow up to Application for Design Review - Appeal  
**Date:** Friday, February 17, 2012 4:02:36 PM

---

**From:** John Nunes  
**Sent:** Friday, February 17, 2012 2:17 PM  
**To:** Maria Hoey  
**Cc:** [mrw@mrwolfeassociates.com](mailto:mrw@mrwolfeassociates.com)  
**Subject:** RE: Follow up to Application for Design Review - Appeal

Hi Maria

In answer to your questions below;

- The appeal cited PUD 84-4, General Plan policy and the Pleasanton Zoning Code as general reasons for the appeal. More specific details for the appeal will be brought forth at the Planning Commission Appeal hearing.
- Two Pleasanton residents filed the appeal and were included on the appeal form.
- The two Pleasanton resident's addresses are as follows
  - Angela Joe-Willmes: 3803 Newton Way, Pleasanton CA 94588
  - Linda Martin: 859 Rose Avenue Apt 4 Pleasanton CA 94566

*John Nunes  
Collective Bargaining Director  
UFCW Local 5  
28870 Mission Blvd  
Hayward, CA 94544  
510-583-8410*

---

**From:** Maria Hoey [<mailto:MHoey@cityofpleasantonca.gov>]  
**Sent:** Wednesday, February 15, 2012 4:17 PM  
**To:**  
**Cc:** Natalie Amos  
**Subject:** Follow up to Application for Design Review - Appeal  
**Importance:** High

Mr. Nunes:

I was just talking to Natalie Amos, the project planner for WalMart, and she said that you should specify (either on the application form under "Description of Proposal" or on a separate sheet) what you are appealing and why; for example, that you are appealing the

Zoning Administrator's approval of the application for a Zoning Certificate for the WalMart Neighborhood Market to be located at 3112 Santa Rita Road, because \_\_\_\_\_.

Also, I want to clarify and make sure we are on the same page regarding having three appellants for the appeal, and please let me know if I misunderstood you:

- I did mention that we need to have the addresses and contact information of all three appellants so we are able to contact any and all of you/them should the need arise. You indicated that the addresses and contact information would be the same for all three appellants.
- I also mentioned that we would need the signatures of all three appellants on the application form, or if the other one or two are unable to sign the application form, we would need a signed letter from one or both authorizing you to act of their behalf.

Please let me know if you have any questions or need further clarification.

Thanks.

Maria

---

**From:** Maria Hoey  
**Sent:** Wednesday, February 15, 2012 12:55 PM  
**To:** -  
**Subject:** Application for Design Review - Appeal

Mr. Nunes:

Attached is the form for filing an appeal. Please feel free to call should you have questions.

Thanks.

Maria L. Hoey  
Office Manager  
Community Development Department  
City of Pleasanton  
(925) 931-5602

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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Subject:** FW: Wal-Mart  
**Date:** Thursday, February 23, 2012 10:08:54 AM

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**From:** Joanne Hall  
**Sent:** Thursday, February 23, 2012 8:57 AM  
**To:** Maria Hoey  
**Subject:** FW: Wal-Mart

**From:** John Curcija  
**Sent:** Thursday, February 23, 2012 8:57 AM  
**To:** Mayor and City Council  
**Subject:** Wal-Mart

Why would we not want a Wal-Mart grocery store on Santa Rita Road? The site has been approved for such a use since 1984. Why should we be forced to subsidize the higher prices at Safeway and their union employees? If Wal-Mart can offer quality food at lower prices, why not make that available to folks in the city? Makes no sense at all to force us to pay higher prices for food to maintain the status quo, or force us to go outside the city to shop at the Wal-Mart stores that will be open in other cities on the area.

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**From:** [Maria Hoey](#)  
**To:** [Natalie Amos](#)  
**Subject:** FW: Walmart Grocery Store  
**Date:** Friday, February 24, 2012 9:38:34 AM

---

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

From: Joanne Hall  
Sent: Friday, February 24, 2012 9:29 AM  
To: Maria Hoey  
Subject: FW: Walmart Grocery Store

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

From: Eric Helmgren  
Sent: Thursday, February 23, 2012 5:47 PM  
To: Mayor and City Council  
Subject: Walmart Grocery Store

Mayor and Council members,

My Wife and I are strongly opposed to the presence of a Walmart Grocery store in Pleasanton. Two local Safeway stores not only provide us with quality products but the main concern is that they provide their employees with living wages and benefits. Yes, the argument for a Walmart coming in is more jobs, more low paying jobs to the detriment of those working at our other local chains. A Walmart will probably be the death of Genes (all jobs lost) as well as lost jobs at our Safeways, Lucky's and Raleys. Wow, what a slap in the face to our locally run Safeway. They don't need to keep their headquarters here now do they?

As an IBEW 595 Electrician and Pleasanton home owner I STRONGLY OPPOSE a Walmart Grocery presence in Pleasanton.

Sincerely,

Eric Helmgren

;

Sent from my iPad

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**From:** Maria Hoey  
**To:** Natalie Amos  
**Subject:** FW: Protect Pleasanton from Wal Mart!  
**Date:** Wednesday, February 29, 2012 11:25:37 AM

---

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

From: Joanne Hall  
Sent: Wednesday, February 29, 2012 11:17 AM  
To: Maria Hoey  
Subject: FW: Protect Pleasanton from Wal Mart!

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

From: suren  
Sent: Tuesday, February 28, 2012 2:12 PM  
To: Mayor and City Council; ourpleasanton@yahoo.com; Maria Hoey  
Subject: Protect Pleasanton from Wal Mart!

Wal-Mart recently submitted plans to redevelop the old Nob Hill store on Santa Rita Road. Wal Mart wants to redevelop the store without any public review. We believe the residents should have input in any decision. We are urging the City of Pleasanton to hold public hearings regarding the proposed Wal Mart.

In addition, we believe if Wal Mart wants to build, then the City of Pleasanton:

1. Should require Wal Mart do an Environmental Impact Report on the proposed store,
2. Should not allow Wal Mart to operate the store 24 hours/day,
3. Should require Wal Mart to provide solutions to traffic congestion instead of make it worse, including but not limited to a signal at the entrance and pedestrian bridge across Santa Rita Rd.

Thank you for your consideration and we look forward to public hearings on the proposal!

suren

-

p.s.

- 1) Traffic issue needs to be addressed
- 2) Needs to review any impact on nearby communities in the future.

Thanks,  
Suren.

--

Campaign (<em>2124</em>): <em>Protect Pleasanton from Wal Mart!</em> Learn more about this campaign here:  
<em><http://www.citizenspeak.org/campaign/ourpleasanton/protect-pleasanton-wal-mart></em>

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This campaign was created with CitizenSpeak. Visit us online at <http://citizenspeak.org>

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## Maria Hoey

---

**From:** Pat Shaughnessy  
**Sent:** Wednesday, February 29, 2012 3:58 PM  
**To:** Natalie Amos  
**Subject:** Citizenship in the Community

Dear Ms. Amos,

My name Isaac Shaughnessy from Boy Scout troop 908. I stopped by the city offices today, and was referred to you for help. I am working on Citizenship in the Community Merit Badge, and could you take your time to answer these questions?

1. What is the current status of the Walmart grocery store?
2. How can young people help?

Thank you for your time, I look forward to hearing from you soon.

Regards,  
Isaac Shaughnessy

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**Maria Hoey**

---

**From:** Pat Shaughnessy  
**Sent:** Thursday, March 01, 2012 1:07 PM  
**To:** Natalie Amos  
**Subject:** RE: Citizenship in the Community

Hi Ms. Amos,

Thank you for answering the questions I needed answered, you helped me out on this merit badge and getting it completed. I appreciate your time.

Sincerely,  
Isaac

---

**From:** Natalie Amos [<mailto:namos@cityofpleasantonca.gov>]  
**Sent:** Thursday, March 01, 2012 9:19 AM  
**To:** 'patnpat98@gmail.com'  
**Subject:** RE: Citizenship in the Community

Hello Isaac,

Thank you for your email regarding the proposed Wal-Mart Neighborhood Market grocery store. Responses to your questions have been inserted in your email below.

Please feel free to contact me again should you have any additional questions and/or need clarification on the responses. I wish you the best in receiving your Citizenship in the Community Merit Badge.

Kindest regards,  
Natalie

**Natalie Amos | Associate Planner, AGBP**

**CITY OF PLEASANTON**  
**Community Development Department**  
**Planning Division**  
**P.O. Box 520 / 200 Old Bernal Avenue**

**(P) 925.931.5613 | (F) 925.931.5483**

---

**From:** Pat Shaughnessy [<mailto:patnpat98@gmail.com>]  
**Sent:** Wednesday, February 29, 2012 3:58 PM  
**To:** Natalie Amos  
**Subject:** Citizenship in the Community

Dear Ms. Amos,

My name Isaac Shaughnessy from Boy Scout troop 908. I stopped by the city offices today, and was referred to you for help. I am working on Citizenship in the Community Merit Badge, and could you take your time to answer these questions?

1. What is the current status of the Walmart grocery store? The City Planning Division approved Wal-Mart's request to operate a Neighborhood Market grocery store at 3112 Santa Rita Road, the site of the former Nob Hill grocery store. An appeal of City staff's determination that a grocery store is permitted use at that site has now been filed by two interested members of the community. The appeal is scheduled to be presented before the Planning Commission at their March 14, 2012 meeting.

These meetings begin at 7:00 p.m. and are held in the City Council Chambers at 200 Old Bernal Road. There are several items on the Planning Commission's agenda that evening, so this item will not be heard promptly at 7:00 p.m. The Planning Commission will take action on the appeal, which could be to: 1) approve the appeal and find that Wal-Mart's Neighborhood Market is not a supermarket permitted on the site; or 2) deny the appeal and uphold staff's approval of Wal-Mart's grocery store at that site.

By the afternoon of Friday March 9<sup>th</sup>, the Planning Commission's written agenda, with reports on each of the items that the Commission will consider on the 14th, will be available on the City's website at: <http://www.ci.pleasanton.ca.us/government/representatives/city-commissions.html#pc> [scroll down to Planning Commission, then [Click Here](#) for the March 14<sup>th</sup> agenda]; or the printed agenda is available at the counter at 200 Old Bernal for public review.

2. How can young people help? Should a member of the community wish to address the Planning Commission regarding this appeal, they are welcome to attend the March 14, 2012 Planning Commission and speak about this matter. An alternative to that, should attendance not be an option, is to submit a letter/email to City staff to provide to the Planning Commission for their consideration.

According to information from the internet regarding Boy Scout Merit Badges – Citizenship in the Community (internet excerpt attached), your attendance at this Planning Commission meeting may help you towards meeting Requirement #3 of this merit badge; though Requirement #3 does say "Attend a city ... council ... meeting", which is the meeting of City elected officials (mayor and council members) occurring on the first and third Tuesdays of the month. The Planning Commission is an appointed board, so not technically the City Council. City staff anticipates that this Planning Commission meeting will be a lively discussion about the Wal-Mart Neighborhood Market, and invite you and other interested members of the community to attend.

Thank you for your time, I look forward to hearing from you soon.

Regards,  
Isaac Shaughnessy

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## Natalie Amos

---

**From:** Anne Fox  
**Sent:** Friday, March 02, 2012 7:24 PM  
**To:** Natalie Amos  
**Subject:** Re: Wal-Mart approval

Hi,

Walmart operating hours of 6 AM to midnight is staying open later than the old Nob Hill hours which were open M-Saturday 6 AM - 11 PM and Sunday 6 AM - 10 PM according to this:

<http://web.archive.org/web/20081120131345/http://www.nobhill.com/apps/locator/files/storlist.pdf>

[No deliveries were are allowed before 6 AM and after 10 PM according to the old Ord 1165 so I'm assuming that your note means the delivery hours will end at 10 PM.]

There is confusion about this because many of the newspapers are saying that the operating hours will be the same as the old Nob Hill store. Also Nob Hill did not load the store in the middle of the night.

The notice sent out by the city to the residents should state the hours planned for Walmart are 6 AM - 12 AM. ( I believe that the Belvedere neighborhood and the court behind the Nob Hill building are under the impression Walmart will close at 10 PM on Sunday and 11 PM the rest of the week like the previous store did.) Also, there needs to be some clarification as to whether there will be unloading of trucks in the middle of the night.

Thanks  
Anne

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

**From:** Natalie Amos  
**To:** 'Anne Fox'  
**Sent:** Friday, March 02, 2012 4:35 PM  
**Subject:** RE: Wal-Mart approval

Hi Anne,

If we receive any additional information/documentation, it will be included in the staff report. If that occurs after the report is published, I will provide you with a copy of what the appellants submitted.

The hours of operation would be between 6:00 a.m. and 12:00 a.m. and delivery hours are 6:00 a.m. and 10:00 p.m.

Kindest regards,  
Natalie

**From:** Anne Fox  
**Sent:** Friday, March 02, 2012 4:09 PM  
**To:** Natalie Amos  
**Subject:** Re: Wal-Mart approval

Hi there,

If they submit something after the fact, I'd be interested in seeing it. One last question. What are the store hours hours of operation and delivery hours proposed?

Also, I don't know what the noticing area will be, but it might be good to notice the entire area that was noticed for Staples Ranch.

Thanks  
Anne

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

**From:** Natalie Amos  
**To:** 'Anne Fox'  
**Sent:** Friday, March 02, 2012 3:53 PM  
**Subject:** RE: Wal-Mart approval

Afternoon Anne,

They did/have not provided any other comments/documentation for their appeal. The application is the only item that was received.

Best regards,  
Natalie

**From:** Anne Fox  
**Sent:** Friday, March 02, 2012 2:33 PM  
**To:** Natalie Amos  
**Subject:** Re: Wal-Mart approval

Hi Natalie,

Thanks for your quick reply.

Did they attach a document or anything listing specifics of what makes the grocery store inconsistent with PUD 84-4, the General Plan and the zoning ordinance or just provide that one sentence?

Thanks  
Anne

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

**From:** Natalie Amos  
**To:** 'Anne Fox'  
**Sent:** Friday, March 02, 2012 2:09 PM  
**Subject:** RE: Wal-Mart approval

Hi Anne,

Please find attached the appeal information that you requested.

Kindest regards,  
Natalie

**From:** Anne Fox  
**Sent:** Thursday, March 01, 2012 9:35 PM  
**To:** Natalie Amos  
**Subject:** Re: Wal-Mart approval

Hi Natalie,

Thanks for your note. Could I get a copy (maybe in PDF) of the appeal paperwork that was filed by the appellants for the Walmart proposal please?

If I need to get it from Karen Diaz, I can email her instead. Just let me know.

Thanks  
Anne

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

**From:** Natalie Amos

**To:** [redacted]

**Sent:** Thursday, March 01, 2012 9:30 AM

**Subject:** RE: Proposed response to Anne Fox re: Wal-Mart approval

Dear Anne –

I am writing in response to your Feb. 15<sup>th</sup> email about the City Council accepting the report of actions of the Zoning Administrator and Planning Commission, which included the zoning certificate for the Wal-Mart Neighborhood Market on Santa Rita Road.

Staff's incorrect references to the conditions of approval in the ordinances and related Planning Commission resolution will be corrected in the staff report for the Planning Commission's hearing next month on the appeal of the zoning certificate determination. This correction, plus the actual ordinances and resolution, will address any potential public confusion.

Thanks, as always, for your careful research and reading.

- Natalie

**Natalie Amos | Associate Planner, AGBP**

**CITY OF PLEASANTON**

**Community Development Department**

**Planning Division**

**P.O. Box 520 / 200 Old Bernal Avenue**

**(P) 925.931.5613 | (F) 925.931.5483**

**From:** Anne Fox [redacted]

**Sent:** Sunday, February 12, 2012 3:22 PM

**To:** Nelson Fialho; Brian Dolan

**Cc:** Jerry Thorne; Cindy McGovern

**Subject:** Possible error in your staff report that went to the Council on Feb. 7, 2012 regarding Walmart approval

Hi Brian and Nelson,

I noticed also on the Zoning Administrator report that went to the city council that "Ordinance 1215" was listed. You both signed the staff report so I am sending this email to both of you.

The staff report said:

P11-0764, K. Wooley of Harris French & Associates for Walmart Neighborhood Market

Application for a Zoning Certificate to operate a supermarket as a permitted use at 3112 Santa Rita Road within the hours of operation and delivery limits as set forth in the existing Conditions of Approval for PUD 84-4 (Ordinance 1215)

I'm confused because Ordinance 1215 has no hours of operation and delivery limits. Ordinance 1215 just outlines the permitted and conditional uses. It is Ordinance 1165 that has hours of operation and delivery limits.

Since the Ordinance 1215 merely outlined the permitted and conditional uses, I'm wondering if the staff report had an error and whether it should have said:

"...within the hours of operation and delivery limits as set forth in the existing Conditions of Approval for PUD 84-4 (Ordinance **1165**)."

or

"...to operate a supermarket as a permitted use (Ordinance **1215**) at 3112 Santa Rita Road within the hours of operation and delivery limits as set forth in the existing Conditions of Approval for PUD 84-4 (Ordinance **1165**),"

Nelson, I had sent the ordinances to you and Matt Sullivan and Cindy McGovern back in April 16, 2011 with the subject line "Nob Hill site Ord 1165 prohibits 24 hour stores and major/minor mods I found in Laserfiche do not change that original condition."

As you are probably aware, there were recently a series of according to newspaper accounts Safeway and union funded lawsuits filed against various cities in Northern California outlining various procedural errors and mistakes, including each and every mistake, regarding Wal-mart's applications and the various cities' approval processes.

If this is a mistake, you should correct the mistake in the relevant documents.

Thanks  
Anne

Click [here](#) to report this email as spam.

## Maria Hoey

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**From:** Anne Fox |  
**Sent:** Friday, March 02, 2012 7:39 PM  
**To:** Natalie Amos  
**Cc:** Anne Fox  
**Subject:** When I look up Neighborhood Markets at walmart.com, many of their hours are 6 to 10 pm like this one

### Chicago Neighborhood Market Store #5647

---

#### Pickup Options

- Site to Store<sup>SM</sup>

#### At this store

- Pharmacy
- Grocery
- Garden Center
- Photo Center
- 1-Hour Photo Center

#### More Details

570 W Monroe St  
Chicago, IL 60661

**Phone:** (312) 470-1460

**0.22 miles** | [Get Directions](#)

Monday-Friday

**6 :00 am - 10 :00 pm**

Saturday

**6 :00 am - 10 :00 pm**

Sunday

**6 :00 am - 10 :00 pm**

**Make This My Store**

Click [here](#) to report this email as spam.

## Maria Hoey

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**Subject:** FW: Emailing: The Honorable Jennifer Hosterman Council ltr from D Anderson (3-6-12)  
**Attachments:** The Honorable Jennifer Hosterman Council ltr from D Anderson (3-6-12).pdf

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

From: Ed Gallagher  
Sent: Tuesday, March 06, 2012 11:02 AM  
To: Mayor and City Council; Karen Diaz; Jonathan Lowell; Brian Dolan  
Cc: 'Dorothy Anderson'; 'Tom Foley '  
Subject: FW: Emailing: The Honorable Jennifer Hosterman Council ltr from D Anderson (3-6-12)

Gentlemen, attached is a follow up letter from Dorothy Anderson, the owner of Meadow Plaza Shopping Center, regarding the upcoming City of Pleasanton Planning Commission meeting for March 14th, 2012. Please enter that letter and this e-mail into the record of the Planning Commission Hearing.

Edward Gallagher  
Gallagher & Miersch, Inc.  
(925) 671-7000, ext 14  
(510) 599-5010 Cell  
(925) 671-9107 Fax  
[egallagher@gmre.net](mailto:egallagher@gmre.net)  
Lic. # 00390508

Click

<https://www.mailcontrol.com/sr/AXD9nIgl02XTndxI!oX7U1+sZxelw3DRJeWZ7JdKYLzcatTYVeDs7K!ROUNDk0KHjz1D+HXh2vieLvRJKIvyA==> to report this email as spam.



Dorothy Anderson, Trustee  
Anderson Family Trust  
1091 Buckingham Drive, Los Altos, Ca. 94024  
Telephone (650) 961-7563 Fax (650) 951-4867

March 6, 2012

The Honorable Jennifer Hosterman, Mayor of Pleasanton  
And Members of the Pleasanton City Council  
City Hall & Council Chamber  
200 Old Bernal Avenue  
Pleasanton, CA 94566

Dear Mayor Hosterman and Members of the Council:

My family invested in the property on Santa Rita Road with money earned the hard way by working five days a week for many years, and we hoped for a good return. Along with my husband, I worked in industry most of my life. Neither of us had high salaries or the benefits coming to us that many Union workers have today. But by saving and doing without unnecessary luxuries we raised our family and were able to save and make an investment for our retirement. While I realize and respect the right of union people to be concerned about their jobs and futures, there are the rights of others involved here. This is an existing 33,000 square foot grocery store, not a "big box". It has now been empty for 22 months since Nob Hill grocery vacated. During the time it has been vacant, the cost of maintaining the premises and paying the property taxes has been substantial to my family. I do not understand how we have delegated such power to our local government that enables them to decide that in that existing premises Mr. Brown can reopen the grocery store but Mr. Jones cannot. It appears to me that there is an attempt to use or rather mis-use the permit process to try to deny my right to have a grocery store tenant in that empty building. The City of Pleasanton made the decision to allow a shopping center on that site which included a grocery store. I believe the City now has an obligation to allow that shopping center vacant unit to be re-rented to a qualified tenant operator and I am asking that a permit be speedily granted.

Thank you for your consideration of my position and in applying the laws of the City of Pleasanton as they exist today.



Dorothy Anderson  
Property Owner  
Meadow Plaza Shopping Center

CC: Pleasanton Planning Commission Members

## Maria Hoey

---

**From:** Donna Raabe  
**Sent:** Wednesday, March 07, 2012 2:53 PM  
**To:** Natalie Amos  
**Cc:** Ted Raabe; Donna Raabe  
**Subject:** Walmart grocery store at 3112 Santa Rita Road?

Hi Natalie,

I live at \_\_\_\_\_ on the side of \_\_\_\_\_ that is closest to the shopping center.

Since we have a Walmart with a grocery store 1.4 miles from the proposed Walmart grocery store I don't know why we need another store so close. We are setting up other grocery stores to fail if we add another store in our town.

We have already the following stores in Pleasanton & their distance from the proposed Walmart grocery store:

- Safeway stores (1.4 miles & the new store near 680) in Pleasanton. PLUS the Safeway store 3.1 miles away in Dublin.
- 99 Ranch Market & another grocery store in the same shopping center which are 0.7 miles away.
- Trader Joe's 0.9 miles away
- Lucky's 1.8 miles away
- Gene's Fine Foods 2.4 miles away
- Raley's 3.3 miles away

Also, we have other smaller grocery stores in Pleasanton. How is the approximately 66,000 population of Pleasanton going to support all of these stores?

Let's think of a "family friendly" business to occupy the old Nob Hill building. Ideas like a bowling alley, ice skating, roller skating, movie theater, etc.

I will be attending the planning commission meeting on March 19th at 7PM.

Thank you and the city council for giving this matter the same concern that the citizens of Pleasanton have.

Regards, Donna Raabe

Click [here](#) to report this email as spam.

## Maria Hoey

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**From:** Edd.  
**Sent:** Thursday, March 08, 2012 1:26 PM  
**To:** Natalie Amos  
**Subject:** RE:

Oops.  
March 19 planning commission. Regarding Wall Mart

Sent from my Verizon Wireless Phone

Natalie Amos <[namos@cityofpleasantonca.gov](mailto:namos@cityofpleasantonca.gov)> wrote:

>Afternoon Ed,  
>  
>I'm not sure which item and/or meeting your question pertains to. Please let me know which project you would like to comment on or which meeting you are referencing so that I can better answer your question.

>  
>Kindest regards,  
>Natalie

>  
>  
>Natalie Amos | Associate Planner, AGBP

>  
>CITY OF PLEASANTON  
>Community Development Department  
>Planning Division  
>P.O. Box 520 / 200 Old Bernal Avenue  
>  
>(P) 925.931.5613 | (F) 925.931.5483

>  
>From: ed heuer [<mailto:ehеuer@sbcglobal.net>]  
>Sent: Thursday, March 08, 2012 12:59 PM  
>To: Natalie Amos  
>Subject:

>  
>Hi Natale,  
>A quick question.  
>Will the public be allowed to comment at this meeting?  
>Thank You  
>Ed Heuer

>  
>  
>Click  
here<<https://www.mailcontrol.com/sr/S1YpkwmPCyfTndxI!ox7Un!fCV8K0U3G4DsGVSNrQF5+Yyd1ngmFBWr1Gy1xFX8KaW9XP93hglJhjvXYAQ53ow==>> to report this email as spam.

**Maria Hoey**

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**Subject:** Wal Mart Market

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**From:** Ron Landis

**Sent:** Thursday, March 08, 2012 9:29 PM

**To:** Mayor and City Council

**Subject:** Wal Mart Market

I am a resident of the Pleasanton Meadows neighborhood who supports having a tenant in the empty Nob Hill property. I have literally never heard anyone I know or in conversation say they are against the WalMart Market going in. I read from the very beginning, when it was just speculation that in fact it was a WalMart store going in, that as long as the operation was the same as Nob Hill there was no way to deny the application. I for one, am disgusted by the power the unions wield both in how they make up an issue like people are against this store or the apparent sway they hold over the council. I am unable to be at the meeting on the 14th but would be very curious as to how many of the bussed in union supporters are actually Pleasanton residents, my guess is it will be a very small minority. Show some spunk and stand up for your constituency and approve the permits, the space has been empty for ong enough. Let's not do the same thing you did with the other empty space in that center, remember Gold's Gym (empty)?

Ron Landis

Click [here](#) to report this email as spam.

## Maria Hoey

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**From:** Pleasanton Web Team  
**Sent:** Friday, March 09, 2012 6:32 PM  
**To:** Maria Hoey  
**Subject:** [PLSWEB] Walmart Grocery

City of Pleasanton Website - Contact Us Online

Name: Nick Eman

Email:

Category: Planning Commission

Subject: Walmart Grocery

Comment:

I attended the 2-7-12 meeting and spoke in favor of the Walmart Grocery. I can't attend the appeal meeting. This is what the opposition is hoping for - that favorable voices will not be heard and do not have the time and funding behind them to continue making their voices heard. I can walk to Walmart, and have walked to Nob Hill. I have lived here in the same home for 24 years.

1. You are replacing a grocery store with a grocery store.
2. The Walmart not only adds to your tax base and employment but it will increase business at the other stores in the shopping center.
3. Angela Willmes and Linda Martin have appealed the City Council decision. It is too far for Angela Willmes and her husband to walk. They have only lived in their home one year. No one forced them to buy a home with Stoneridge Drive as their main artery in and out. They knew what the traffic was like before they bought and knew that Staples Ranch will be built soon and Stoneridge Dr. will go to Livermore soon.

If Mr. and Mrs. Willmes have buyers remorse, move to another home, in a neighborhood full of union members and very little traffic. Maybe they could move to a unionized neighborhood of horse ranches, farms, vineyards, or livestock.

4. Linda Martin is the president of Domar Inc, Sp Services, Inc., and Martin Technical Services, Inc., all located at 5000 Hopyard Rd. Ste. 420. I did not find other officers listed or any employees. She can't walk to Walmart either.

Since her three companies are located across Hopyard from Hacienda Business Park, why doesn't she complain about all the businesses in Hacienda Business Park that are not unionized and cause traffic problems? Isn't it easier, shorter, less traffic, and more convenient for her to go south on Hopyard to Lucky's and Gene's than to go cross town to the proposed Walmart Grocery (which she wouldn't go to anyway)?

5. If enough union advocates do not shop at Walmart Grocery, then it will go out of business. If, however, Pleasanton residents choose (freedom of choice) to shop at Walmart Grocery, then it will thrive. If Walmart Grocery thrives:

A. That doesn't mean that Lucky's, Safeway, Gene's, Trader Joes, Fresh Express, 99 Market and other places that sell food, like, Walgreens, CVS and Rite Aid will not thrive too. If the economy continues to pick up, all should thrive or they have a bad business plan and poor service.

Example:

1. Trader Joes is a parking accident waiting to happen and a safety concern.

2. Safeway has no control over what the warehouse sends them, when it is sent, and the condition of what is sent to the stores. They are out of sale items their warehouse doesn't send, corn sent is soaking wet, items on the shelf are outdated by up to a week and the milk leaks, spilling in your car or in the bag. Safeway's prices are inflated. Safeway, headquartered in Pleasanton, chose to close its Pak N Save store in Dublin, which sold the same Safeway merchandise for a lower cost and replace it with more upscale and inflated price Safeways to gouge the customer, increase its bottom line and make its executives rich at the customer's expense. If I had a choice I would still go to Pak N Save and not Walmart, but, Safeway took the Pak N Save choice away from me and the community in which it is headquartered.

B. If Pleasanton residents choose to shop at Walmart Grocery; that is their right and choice.

6. My choice is to have Walmart Grocery in my backyard. My choice of Pak N Save was obliterated by Safeway Headquarters. In my opinion, bad choice Safeway Headquarters - you live with it. Maybe Safeway would like to open a Pak N Save in the old Nob Hill grocery facility, after all, Safeway still has Pak N Save stores and makes a good profit from the ones it still has.

7. This smells of a union against Walmart fight and has nothing to do with the best interests of Pleasanton residents.

8. Will the city set a precedent to stop all non-union stores from opening in Pleasanton? What about the non-union stores already here?

9. My neighbor works for Walmart - for 8-years. She and her husband love it. They own their home and pay the taxes that come with home ownership, as I do.

Approve Walmart Grocery, Please.

February 23, 2012

Linda Gheno

Mr. Brian Dolan  
Community Development Director  
Planning Commission  
Pleasanton, CA

Subject: Walmart-Traffic-

Dear Mr. Dolan,

I am writing to voice my opinion on the Walmart Grocery Store issue. I was not able to make it to the last meeting and have been informed that some people have appealed the ruling on Walmart. I want to give you some reasons why I do not want to see this store exist at the location on Santa Rita Rd. I also will attend the next hearing to again voice my concerns.

My main concern is the speeding traffic in this location. It is far worse than when Nob Hill was in business. I have lived here across the street for over 30 years and have seen the growth. Something needs to be done about slowing traffic, putting "Pedestrian-Bicyclist signs". As it stands now, there is cross traffic of cars from the shopping center drive to both entrances to Santa Rita, this will definitely impact the speeding traffic and also pedestrians trying to walk in the designated areas. This is already a busy area for school children, people, autos, our Fire Dept. etc.

I would like to give an example, I drive frequently daily and when I try to make a right turn onto Navajo Ct., I purposely slow down more than I should because of the speeding cars behind me and also to observe any pedestrians, bicyclists (many of them), often mothers with strollers, kids on their scooters, etc. Fortunately much of the time, I'm lucky enough that I do not have to stop for any of the people I mention but occasionally if I see them, I will be extremely cautious and alert them as well that I'm trying to make my turn to avoid any cars that could cause a collision. This is a very dangerous situation as I see it. In the past, I did bring it to your office (the name slips my mind) to have a red painted curb marking to be at both corners of the street in order to not have any obstacle (car) in the way of making right turns. This still is not good enough when people are trying to cross that street. This is especially dangerous at night as the lighting is very poor and there are many bicyclists around. This particular issue I mention will be even worse if a Walmart is present.

I shop at the Walmart on Owens Drive (not usually for food as I prefer other stores) but they do have quite a lot of grocery items there. So I question why the need for another Walmart to be on Santa Rita? My observation also is that the present Walmart allows RVs to camp over night in their parking lot or stay there for long periods of time during the day. Do we really want this to happen here? The other issue is Shopping Carts all over the neighborhood.

If this store does get approved, I would like to see some strong regulations about monitoring the parking lot, shopping carts leaving the area, and speed limits lowered. I also would like to see no left turn onto Santa Rita from that shopping center. Even though there is a sign for pedestrians to not cross the street, people will still do it because it is inconvenient to walk out of the way to the signals. What will this take, accidents to occur before you make these changes???

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COMMUNITY DEVELOPMENT

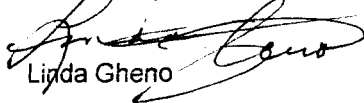
B. Dolan

We do not need Walmart to go in at this location! We have so many grocery stores already in this area within walking distances. This is not fair to have another competitor so close. I and many other residents are very happy with our larger super markets as they exist. By the way, responsible people buy their own shopping carts if they are walking, people should not be allowed to take shopping carts.

I'm also enclosing a letter that I sent to Mr. Wickboldt and the City Council regarding Shopping Carts (mainly Walmart) all over this neighborhood, do we really want more? Something needs to be done about this! There should be heavy fines to the stores, afterall it is their responsibility to not allow them off their premises. There is a lot of littering around here already and if Walmart goes in there will be more.

Thank you for your time and hope that you will make the necessary changes if Walmart does open.

Respectfully submitted,

  
Linda Gheno

cc: City Council of Pleasanton & MAYOR  
Walter Wickboldt, Code Enforcement Office

W. F. Alb, City Mag.