

RCPC ROCKRIDGE COMMUNITY PLANNING COUNCIL

◇ 5245 COLLEGE AVENUE PMB 311 ◇ OAKLAND, CALIFORNIA 94618 ◇ 510•869-4200 ◇ www.rockridge.org ◇

July 11, 2008

Todd R. Paradis, Manager
Real Estate Section
Northern California Division
Safeway, Inc.
5918 Stoneridge Mall Road
Pleasanton, CA 94588-3229

Re: College Avenue Safeway Rebuild Project.

Dear Todd,

The Rockridge Community Planning Council (RCPC) appreciates Safeway's efforts to involve the community in developing its plans for rebuilding its College Avenue Safeway store. It is in that spirit of cooperation and constructive criticism that the RCPC Board of Directors, acting on the unanimous recommendation of the RCPC Land Use Committee, has unanimously adopted the following position on this project:

The Rockridge Community Planning Council opposes the current Safeway College Avenue Rebuild Project for the following reasons:

- The project is too big and will cause major negative impacts on the community;
- In addition to the project's size, its design is incompatible with the surrounding community;
- The information provided to the public is totally inadequate for serious discussion of the project.

RCPC hopes that Safeway will take these criticisms to heart, especially given the strong and almost unanimously negative response its plans received at the recent community meeting on the project. The existing College Avenue Safeway has been and continues to be an important and valued part of the Rockridge community. We are hopeful that Safeway will come up with revised plans for remodeling or rebuilding this store that will respond to the community's needs and concerns.

Sincerely,



Stuart M. Flashman
RCPC Chair

cc: Elisabeth Jewel
Jane Brunner
Peterson Vollman
Dean Metzger