



# PETITION FOR APPEAL

Planning, Building & Transportation Department  
 2263 Santa Clara Ave., Rm. 190  
 Alameda, CA 94501-4477  
 planning@alamedaca.gov  
 510.747.6805

Please print clearly. This petition is hereby filed as an appeal of the decision of the:

Planning Board, which  
 (Planning, Building & Transportation Director / Zoning Administrator / Planning Board / Historical Advisory Board)

Granted for application  
 (Denied/Granted/Established Conditions)

Use Permit Amendment number PLN24-0094  
 (Application Type) (Application Number)

at 1310 Central Avenue on 06/01/2025  
 (Street Address) (Date of Action)

State the reasons or justification for an appeal (attach additional sheets if needed):

See attached

## Appellant

Name: Leland Price Phone: 917-861-2850

Address: 1304 Morton St, Alameda CA 94501

Email: lelandp@gmail.com

Alameda Municipal Code (AMC) 30-25, Appeals and Calls for Review, provides that within ten (10) days a decision of the Planning, Building & Transportation Director or Zoning Administrator may be appealed to the Planning Board, and decisions of the Planning Board or the Historical Advisory Board may be appealed to the City Council. In addition to the appeal process, decisions of the Planning, Building & Transportation Director or Zoning Administrator may be called for review within ten (10) days to the Planning Board by the Planning Board or by the City Council and decisions of the Planning Board or the Historical Advisory may be called for review by the City Council or a member of the City Council.

## Fees (must accompany this petition)

Single-Family Residential and Multi-family Residential / Commercial / Industrial: **\$2,126**

(Please contact Planning Dept. at (510)747-6805 to confirm current fees)

Leland Price  
 Appellant Signature

06/17/2025  
 Date

Leland Price  
 Print name

## FOR OFFICE USE ONLY

Received by: \_\_\_\_\_ Date Received: \_\_\_\_\_

Leland Price  
1304 Morton St  
Alameda CA 94501

On behalf of the Central Alameda Neighborhood Union, we appeal on the following grounds:

- The Planning Board was not made aware that previously the Mobil station had been operating its pumps 24/7, with no attendant on site. The community complained to code enforcement and the fire department in order to enforce the current hours of operation. This kind of behavior should be disqualifying for a business seeking to expand.
- The Planning Board was presented with the wrong current operating hours in prepared materials and there was confusion about what the scope of the expanded hours were.
- The Planning Board was not made aware that the existing hours of operations, which close the service station on Sundays, were set out of consideration of the Trinity Lutheran Church, which is located across the street on Central & Morton.
- The Planning Board did not contemplate or restrict the light pollution that would ensue from enabling a gas station to extend hours into the night. Gas station fluorescent/neon lighting does not belong in a residentially zoned neighborhood.
- Two of the four key themes of Alameda's General Plan 2040 are 1) Environment (specifically reducing greenhouse gas emissions) and 2) Preserving Alameda's historic neighborhoods and character. Bolsa de Encinal / Gold Coast has some of the oldest homes in Alameda, some over 100+ years. The Planning Board's decision is not aligned in any way with the General Plan.
- The stated reason to permit expanded operations (longer hours, adding a convenience store on site) is due to "declining revenues." ExxonMobil had over \$300 Billion in revenues last year. The goal of this station has always been to expand operations, and it will continue to request late night or 24/7 service hours, beer and liquor sales, and other non-permitted uses in a residential zone under the threat of closure. Will the Planning Board ever say no?
- As California transitions to electric vehicles, it is clear Alameda has more gas stations than it needs. Alameda needs a plan to address its abandoned gas stations - spoiling one of Alameda's oldest neighborhoods in response to a threat of closure shows a lack of leadership and foresight on this issue. This decision only delays the inevitable and adds blight to a beautiful neighborhood in the process.
- We ask the City Council to reverse the Planning Board decision, to stop ExxonMobil's expansion into a historic Alameda neighborhood.