

From: [wc b](#)
To: [Heth, Emma](#)
Cc: [Kevin Lovett](#); [Tim Colton](#)
Subject: Proposed Fast Food Restaurant
Date: Monday, June 9, 2025 11:13:12 AM

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I attended the virtual Planning meeting in April regarding the proposed Mc Donald's restaurant on Summit Blvd. While agreeing with the attitudes of the other Drake Landing owners (who also attended the meeting) I have since reviewed some of the links provided by my HOA and have some issues directly under the purview of the Planning Commission, should consider:

1. Confused as to how the Exit 203 re-construction will mitigate any of the traffic concerns. The CDOT plans do not include any new left turn access off of south bound Summit Blvd, either directly into the proposed parking lot of the restaurant or onto Lake Point. Therefore, any new and additional traffic will still have to access the facility via Ten Mile Dr. either from the south (light at Wendy's) or the north at KFC.
2. Has the proponent agreed to a new traffic flow review that more accurately reflects the potential impact during more correlated time frames (perhaps the summer season during July or August) and the winter season in late December. The proponent's current analysis was an embarrassment to some of the home owners who maintain a more accurate assessment of traffic, living in the county year around. It can only be surmised that they knew the results would not be representative of likely outcomes going into their analysis.
3. On the traffic flow issues- an organization that is going to be enduring this type of investment cost, has to of performed its own traffic (both auto and pedestrian) expectations in order to evaluate a return on the investment. Have they shared those expectations with the Planning committee. With that information. the Committee would then model a traffic analysis (post construction) based upon the volume expectations of the proponent's facility.
4. Has the Committee contacted the Summit Stage for their input on what effect the proposed restaurant and traffic (both pedestrian and vehicle) increase would have on their scheduling and service.
5. The Committee should require the proponent to provide additional traffic crosswalks and associated painting at both Lake Point and Ten Mile crossings.
6. Understanding that the County wants the additional tax revenues associated with the

proponent's business-- has the County looked into other potential restaurants (higher average dollar per customer). Many of these outlets (sit down/takeout) can also use the existing commercial allowances but may not place the strain on the neighborhood the associated issues brought up in this note and at the meeting in April.

Thank you reviewing and addressing these questions.

Willis Bennett

Unit D4 Drake Landing

From: [Michael Bernstein](#)
To: [Heth, Emma](#)
Cc: tim@coltoncustom.com
Subject: Feedback on Proposed McDonald's
Date: Monday, May 5, 2025 11:44:49 AM

You don't often get email from michael.bernstein@rocketmail.com. [Learn why this is important](#)

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Hello Emma,

I hope this message finds you doing well. I wanted to pass this feedback to you and hope that you can forward to the rest of the Planning Commission. I'm also copying our HOA President Tim Colton.

Thank you for all you do, Mike

To the Frisco Planning Commission:

I understand that drive-in restaurants are a permitted use under Lakepoint PUD 3. However, I'm writing to formally express two key objections to the proposed McDonald's development at this site: **(1) the proposed access configuration and (2) the request to allow multiple menu boards.**

1. Access and Nuisance Impact

While the site was previously occupied by a bank—an establishment operating under normal business hours—the nature of a McDonald's drive-thru, particularly one with the discretion to operate 24 hours, presents a very different and more disruptive use of the property.

The current access design, a one-way counterclockwise route, would direct drive-thru traffic and vehicle headlights directly at the Drake Landing condominiums and small businesses on Ten Mile Drive. I personally visited the site at night and observed just how intrusive the light pollution will be. A 24-hour operation or any business with high traffic operating outside of business hours will exacerbate this, subjecting residents and small business owners to constant disturbance throughout the night.

It's worth noting that other fast-food establishments in Frisco—Taco Bell, Starbucks, and KFC—do not direct vehicle traffic toward residential buildings in this manner. The proposed McDonald's layout breaks this precedent and poses a clear nuisance.

Moreover, the traffic study presented by McDonald's projected a 365% increase in traffic volume, based on data collected under conditions that may have downplayed the true impact. This should raise red flags. Directing that level of traffic, with headlights shining into people's homes, effectively makes those homes uninhabitable at night.

Given this, I urge the Commission to require McDonald's to revise the site plan and submit an alternative access design that minimizes the nuisance to the neighborhood.

2. Menu Boards and Code Exemptions

Current code permits one menu board per site. I see no valid reason why the Commission should consider granting an exemption to allow multiple menu boards—particularly not for the benefit of a Fortune 500 company seeking to optimize ROI at the direct expense of Frisco's residents.

The Planning Commission has made it clear that the McDonald's proposal falls within their right of use. However, that right should not be extended through preferential exemptions. Residents of Drake Landing and the broader Frisco community have a reasonable expectation that the Town will enforce its code—not amend it to suit corporate interests.

If the Commission is willing to consider amendments to benefit McDonald's, it should also be willing to consider amendments that benefit residents, such as limiting the number of drive-thru restaurants within a one-mile radius. It would be inconsistent—and, frankly, inequitable—to alter zoning code in a way that only favors powerful companies while ignoring residents' concerns.

A Matter of Precedent and Principle

I'm reminded of the Commission's bold and decisive action in placing a cap on short-term rentals in Frisco. Prior to that policy, homeowners had full right of use, yet that right was curtailed in the interest of protecting the town's character and livability. Some residents felt that their property rights were limited—but the Town acted because it was the right thing to do.

I ask the Commission to apply the same principled judgment in this case. If we can restrict residents use of their private property for the greater good, we should certainly be able to place reasonable restrictions on a multinational corporation—especially when its proposed use threatens one of our neighborhoods.

We should not treat a Fortune 500 company better than we treat our own residents. I respectfully urge the Commission to:

- Require a reconfiguration of the proposed drive-thru access,

- Deny any request for code amendments that expand menu board allowances,
- And consider zoning limitations that prevent further overconcentration of drive-thru establishments near residential areas.

Thank you for your time, service, and consideration of this important issue.

Sincerely,

Michael Bernstein
Drake Landing A4

From: [Todd](#)
To: [Heth, Emma](#)
Subject: Re: Opposed to the McDonalds
Date: Friday, May 9, 2025 8:56:36 AM

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Thank you for the info!

Will the traffic study be redone?

As part of the final Master Plan review, an updated traffic study will need to be done. We raised several concerns about the initial traffic study. For example, the study used mid-week and Saturday evening traffic counts during October 2024 and late January 2025. As we all know, October is during "shoulder season" so the traffic volumes are not representative. The CDOT traffic data in the initial traffic study shows that some of the highest traffic volumes are during the summer and mid-winter periods. We also pointed out that Sunday and holiday weekends are a serious concern.

These streets were NOT designed for such a high traffic fast food location like this. The realignment (if it ever happens on I70 and Highway 9) will not fix problems on Ten mile drive, where there already are problems due the starbucks and natural grocers, MUCH higher traffic than that study predicted. I was at the city council meeting and NOBODY listened or cared about the residents.

What needs to be done to ensure a proper and correct traffic study is done?

I really hope you are focusing on the citizens of Frisco FIRST vs some slick corporate guy with the backing of McDonalds who are experts at pushing their will.

This location will not benefit the citizens of Frisco and directly impact hundreds of people that live close by.

Thanks
Todd

> On May 9, 2025, at 8:50 AM, Heth, Emma <emmah@townoffrisco.com> wrote:

>

> Hello Todd,

> The next step for this project will be for the applicant to submit a full Major Site Plan application. Once Planning receives that application, the applicant will work with Community Development, Public Works, and other referral agencies to get the application to a point where it meets Town Code and Town requirements. This is when they will work with our Town

Engineer on any traffic concerns.

> Once the project has received sign-offs from all agencies, it will go back to Planning Commission for a final public hearing. At this point, the Planning Commission can take a vote on the project. There will be public noticing for that meeting in the same fashion as there was for the last one – all property owners within 300 feet of the property will receive a postcard, and posters will be posted on the property.

> There is not a clear timeline for this as it depends on when the applicant submits the application and how long it takes to work out any concerns with the referral agencies. However, you can keep an eye out for that public noticing to let you know when the updated plans are posted on our website and there will be another public hearing.

> Let me know if you have further questions.

> Best,

> Emma

> Emma Heth (she/her) | Planner II | Community Development<image001.png>Email: EmmaH@TownofFrisco.com

> Office: 970-668-4581

> From: Todd <tkcmkerch@gmail.com>

> Sent: Wednesday, May 7, 2025 6:51 AM

> To: Heth, Emma <emmah@townoffrisco.com>

> Subject: Re: Opposed to the McDonalds

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> Hi Emma, What are the next steps for this project, approvals, etc? What are the timeframes?

Thanks Todd On Apr 17, 2025, at 8:20 PM, Heth, Emma <emmah@townoffrisco.com>

wrote: Hello Todd, Thank you for sharing your comments with us, and

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> Hi Emma, What are the next steps for this project, approvals, etc?

> What are the timeframes?

> Thanks

> Todd

>

>

> On Apr 17, 2025, at 8:20 PM, Heth, Emma <emmah@townoffrisco.com> wrote:

> Hello Todd,

> Thank you for sharing your comments with us, and apologies that I did not see them until after the meeting. I will pass your comments along to the Planning Commission and the applicant for consideration.

> Best,

> Emma

> Emma Heth (she/her) | Planner II | Community Development

> <image001.png>

> Email: EmmaH@TownofFrisco.com

> Office: 970-668-4581

> From: Todd <tkcmkerch@gmail.com>

> Sent: Thursday, April 17, 2025 3:58 PM
> To: Heth, Emma <emmah@townoffrisco.com>
> Subject: Opposed to the McDonalds
> Importance: High
> You don't often get email from tkcmkerch@gmail.com. Learn why this is important
> Emma, I understand you are on the city council or can get our comments to the city council meeting. I am going to attempt to make the meeting tonight, but I not be able to make it, the notice was short. I live at 965 N 10 Mile Ave in Drake Landing,
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> Emma, I understand you are on the city council or can get our comments to the city council meeting. I am going to attempt to make the meeting tonight, but I not be able to make it, the notice was short.
> I live at 965 N 10 Mile Ave in Drake Landing, just steps from the proposed McDonald's at 960 N Drive. I have owned my property for over 13 years and currently work at Breckenridge Ski resort on the mountain as an employee. When I bought my property I could see Buffalo Mountain, now 90% is blocked by the huge Natural Grocers building that this council approved in the lot that was the "Christmas Tree lot"!
> I'm here, alongside my neighbors, to urge you to deny this proposal. We've seen what happens when developments are approved without fully considering the community's voice, and we fear this McDonald's will bring irreversible harm to our neighborhood.
> Please hear us out and put Frisco's residents first.
> Past Promises, Broken Trust
> Let me take you back to the Natural Grocers and Starbucks approvals. I don't know if any of you were on the council then, but I was there, pleading alongside others. We warned about noise and traffic, but it felt like no one truly listened. The council approved it that night, assuring us the impacts would be minimal with all sorts of what turned out to be incorrect facts. What happened? It's been worse than anyone predicted.
> Natural Grocers' loading dock is a nightmare. Trucks roll in at all hours, beeping as they back up, some idling right in front of our homes, waiting for other trucks. The noise disrupts our sleep and peace. Traffic? It's far beyond what was promised. That experience taught us that assurances don't always hold up, and we're still living with the consequences.
> Then there's the A&W, replaced by a pot shop. That change brought a surge in traffic and new problems to our doorstep. Just last week, I found two homeless people sleeping on the Lake Dillon path—they're there almost every day, even in winter. I've seen someone rummaging through our locked trash dumpster and motorhomes camping in our parking lot, next to our homes. These aren't isolated incidents; they're our new reality. A McDonald's will only amplify these issues, and we can't afford to repeat past mistakes.
> Why a McDonald's Here Is Wrong
> Let's talk specifics about why this McDonald's at 960 N Drive is a bad fit, especially when we already have a Wendy's and KFC nearby.
> Traffic Overload
> McDonald's typically operates from 6:00 AM to midnight, with many locations running 24

hours [Source: McDonald's Corporation Website, [https://urldefense.com/v3/___https://corporate.mcdonalds.com/corpmcd/our-stories/article/ourfood.breakfast.html___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR1Yflu7t\\$](https://urldefense.com/v3/___https://corporate.mcdonalds.com/corpmcd/our-stories/article/ourfood.breakfast.html___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR1Yflu7t$)]. A 2019 study by the Institute of Transportation Engineers found that a McDonald's with a drive-thru generates an average of 1,500 vehicle trips per day in suburban areas, compared to 1,200 for Wendy's and 1,000 for KFC [Source: ITE Trip Generation Manual, 10th Edition, [https://urldefense.com/v3/___https://www.ite.org/technical-resources/topics/trip-generation/___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR5LpCqOv\\$](https://urldefense.com/v3/___https://www.ite.org/technical-resources/topics/trip-generation/___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR5LpCqOv$)]. That's hundreds of extra cars flooding 10 Mile Ave, which is already strained. McDonald's also draws a broader customer base due to its global brand, driving more traffic than its competitors.

> Our street wasn't built for this. There's no traffic light at Lakepoint Drive and Highway 9, so northbound drivers can access the site, but southbound drivers will have to loop through Dillon Dam Road or Lakeview by Taco Bell. This will clog our neighborhood streets, creating bottlenecks and safety risks. We've seen how traffic projections underestimate reality—just look at Natural Grocers. With Wendy's and KFC already here, adding McDonald's will push our roads past their limit.

> The Smell

> Have you ever stood near a McDonald's? The odor of fryers and grease lingers. A 2017 study in the Journal of Environmental Health noted that fast-food restaurants, including McDonald's, produce volatile organic compounds and particulate matter from cooking, contributing to noticeable odors. [Source: Journal of Environmental Health, Vol. 80, No. 3, [https://urldefense.com/v3/___https://www.neha.org/publications/journal-environmental-health___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR4KKsrYJ\\$](https://urldefense.com/v3/___https://www.neha.org/publications/journal-environmental-health___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR4KKsrYJ$)]. McDonald's high-volume fryers and grills operate at a larger scale than Wendy's or KFC, amplifying emissions—its menu relies heavily on fried items, with 30% of sales from fries alone compared to 20% for KFC [Source: QSR Magazine, 2022, [https://urldefense.com/v3/___https://www.qsrmagazine.com/reports/drive-thru-performance-study-2022___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR_2WfOnw\\$](https://urldefense.com/v3/___https://www.qsrmagazine.com/reports/drive-thru-performance-study-2022___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR_2WfOnw$)]. Here, the wind often blows from Copper Mountain toward Drake Landing, carrying that smell right to our homes. Imagine opening your window to that every day. Would you want to live with it? We don't.

> Rising Crime

> Fast-food restaurants, especially those open late, can attract crime, but McDonald's scale makes it worse. A 2021 analysis by the Urban Institute found that areas within a quarter-mile of 24-hour fast-food restaurants saw a 12% increase in property crimes like vandalism and theft compared to similar areas without them [Source: Urban Institute, "Crime and Fast Food," 2021, [https://urldefense.com/v3/___https://www.urban.org/research/publication/crime-and-fast-food___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR33hSwHh\\$](https://urldefense.com/v3/___https://www.urban.org/research/publication/crime-and-fast-food___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR33hSwHh$)]. McDonald's, with its extended hours and high foot traffic (serving 26 million U.S. customers daily versus 10 million for Wendy's), becomes a magnet for loitering and petty crime [Source: Statista, 2023, https://urldefense.com/v3/___https://www.statista.com/statistics/1231356/mcdonalds-customer-traffic-united-states/___:!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSch3PM5u8vIW6tA

[amQL3il8GW4CWX8adXiPAIDQj8oOxCR1g1O0kf\\$](#)]. The pot shop already brought trespassing to our doorstep. A McDonald's risks drawing even more strangers lingering in our neighborhood, and we're already stretched thin.

> Property Values at Risk

> The traffic by the Natural grocers and Starbucks that this council already approved has already hurt our property values due to the traffic on 10 mile ave.

> This McDonald's threatens our home values and quality of life even more. A 2018 study by the National Association of Realtors found that homes within 1,000 feet of fast-food restaurants sold for 8-15% less than comparable homes farther away, citing noise, traffic, and odor as key factors [Source: NAR, "Impact of Commercial Development on Residential Values," 2018, [https://urldefense.com/v3/__https://www.nar.realtor/research-and-statistics/research-reports__!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSCh3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR670jShP\\$](https://urldefense.com/v3/__https://www.nar.realtor/research-and-statistics/research-reports__!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSCh3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR670jShP$)]. McDonald's, as the largest fast-food chain with a denser customer draw (70% of locations have drive-thrus versus 50% for KFC), has a bigger impact than smaller chains [Source: McDonald's SEC Filings, 2022, [https://urldefense.com/v3/__https://www.sec.gov/Archives/edgar/data/63908/000006390823000016/mcd-20221231.htm__!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSCh3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR297i96Z\\$](https://urldefense.com/v3/__https://www.sec.gov/Archives/edgar/data/63908/000006390823000016/mcd-20221231.htm__!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSCh3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR297i96Z$)]. Drake Landing, Lakeview, and nearby residents could see hundreds of thousands wiped off our property values if you approve this project.

> Who will compensate us for that loss? The McDonald's franchisee? The city? We shouldn't have to pay the price for a business's gain.

> Better Alternatives Exist

> This McDonald's doesn't have to be at 960 N Drive. There are smarter options that avoid harming residents:

>

>

> • Deny this permit and building

>

> • Safeway or Walmart Parking Lots: Roughly 60% of McDonald's locations in the U.S. are built in shopping centers or shared lots, leveraging existing infrastructure [Source: McDonald's SEC Filings, 2022,

[https://urldefense.com/v3/__https://www.sec.gov/Archives/edgar/data/63908/000006390823000016/mcd-20221231.htm__!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSCh3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR297i96Z\\$](https://urldefense.com/v3/__https://www.sec.gov/Archives/edgar/data/63908/000006390823000016/mcd-20221231.htm__!!Darphol7AI4AHw!q6iA3m89mWIA7fdx61ORb36rpw8yKBrSCh3PM5u8vIW6tAamQL3il8GW4CWX8adXiPAIDQj8oOxCR297i96Z$)]. Walmart's lot already hosts 20-40 campers and has room to spare. Safeway's lot, right off Highway 9, has space and established traffic lights. These sites are designed for high traffic and won't disrupt residential areas.

>

>

> • Land Near Summit Inn: There's a parcel for sale next to Summit Inn, visible from Highway 9. It's a blank slate—no need to demolish anything—and the roads there can handle the load. Why cram a McDonald's into our neighborhood when this option exists?

> Listen to Us, Act for Us

> Council, you have the power to prevent this. We're not anti-business; we're pro-community. The Natural Grocers approval ignored our warnings, and we're still paying for it. The pot shop showed how one change can ripple through a neighborhood. A McDonald's at

960 N Drive will bring worse traffic, stronger odors, more crime, and lower home values than the Wendy's, KFC and Natural Grocers we already have—hurting not just Drake Landing but everyone that lives or owns a property nearby.

> Deny this application at his location or choose alternatives that work for all of us. Protect our homes, our peace, and our town's charm.

> Deny this proposal and show Frisco that you hear us and care for the community first. Thank you.

> Please see the attached summary document: