

9 Lyells Court
Wilmington, DE 19808
May 23, 1996

Susan McDaniel
McDonalds Corporation
8850 Stanford Boulevard
Suite 2000
Columbia, MD 21045
Dear Susan:

Two conflicting faces of the McDonalds Corporation were evident this month in Delaware. The LPGA golf tournament at the Dupont Country Club, with the proceeds benefiting the McDonalds' charities was a positive picture. The other extreme was your company stated position of placing a higher concern for a potential loss in business versus individuals' safety. Which is the true representation of the McDonalds Corporation?

I have attempted, with the Middlesex Beach Association, to correct a serious traffic problem at this resort community's only beach access intersection. There has been a fatality and numerous near misses because of the mixing of auto with pedestrian and bike traffic at this intersection. The enclosed November 29, 1995 letter from DelDOT, proposed three corrective actions. The major impact on the safety issue was the closing of the north bound left turn lane at Bridge Road (see the enclosed hand drawn map). This action would result in the automobile traffic traveling two additional small blocks to make this turn. As you can see in the third paragraph of page two, this action was contingent upon agreement with the Middlesex Beach Association and the commercial owners. The Association in its February 96 meeting, after considering the DelDOT proposal, developed a logical long range plan. They proposed the left turn lane would be temporarily closed during 1996 summer season. The impact of this closure on the home and commercial property owners would be assessed. Following this, all interested parties; homeowners, commercial and DelDOT; would develop a comprehensive plan for handling the expected increase in traffic at this and the other four Route 1 intersections of Middlesex Beach.

I was referred to and conveyed this position to Gene Dawson of your Corporation. He said McDonalds is opposed to any permanent or temporary closure of the northbound turn lane regardless of the circumstances! He stated this action would **kill this McDonalds' business!** His reasoning was people would continue on to competitive fast food restaurants rather than make the u-turn back to McDonalds. Mr. Dawson logic fails because these potential customers now and in the past have made a u-turn and traveled two blocks to McDonalds. This proposed change is simply to have those people travel an additional two blocks for the u-turn. Further, the closest Berger King or Wendy's, which I consider to be your primary competition, is at least 10 miles away in Rehoboth!

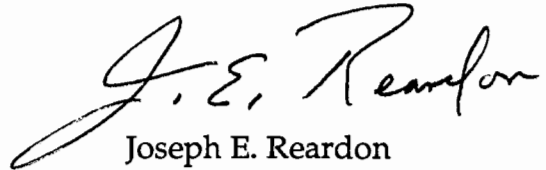
A large percentage of the drivers in the left turn lane in question are making a u-turn to McDonalds. Their primary concern is other automobile traffic; for at any given time there can be traffic 1) coming from the north, 2) crossing to and from the beach, and 3) left or u-turning in the opposite direction. They do not expect, or in

many cases may not see, children crossing in front of them on their way to the beach. I have experienced similar near misses crossing this intersection as a pedestrian many times. Unless something is done, this is a prescription for a disaster!

McDonalds is the major business and as such is a leader in the actions of the commercial interests in Middlesex Beach. I have difficulty reconciling the logic put forth by Mr. Dawson and the corporate image McDonalds attempts to convey. Should the LPGA charity represent McDonalds or is it a company more concerned about an unsubstantiated impact on profits than the safety of the children of Middlesex Beach? The position put forth by the Middlesex Board to temporarily close this left turn lane and then assess the impact on safety and the commercial interests is the right approach. I hope McDonalds Corporation can see this and reverse its stated position.

Please call and we can discuss this issue in more detail.

Sincerely,

A handwritten signature in black ink that reads "J. E. Reardon". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Joseph E. Reardon

phone:

work (302) 695-1071
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cc:

Middlesex Beach Association
Representative G. Bunting
B. Littleton, DelDOT