



Zoning Adjustments Board Staff Report

APP #ZP2025-0084

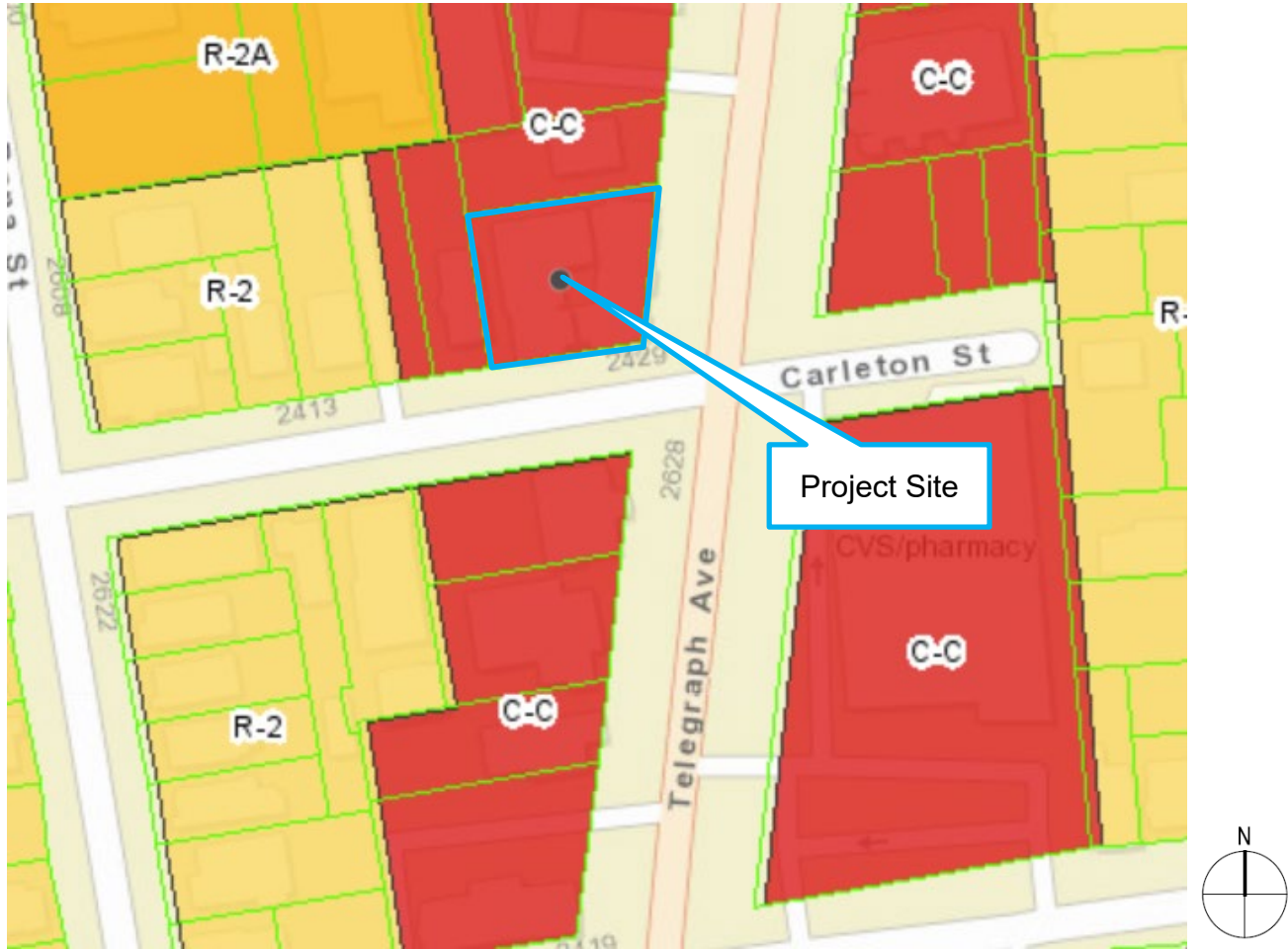
June 11, 2026

Use Permit for 2620 Telegraph Avenue



Quick Facts	Project Description:
Applicant: Mateo Cauchi	The applicant is seeking approval to add alcohol retail sales (beer and wine) for a Type 20 Alcohol Beverage Control (ABC) license to an existing general retail store.
Project Address: 2620 Telegraph Avenue	
GP Land Use: AC, Avenue Commercial	Permits Requested:
Zoning: C-C, Corridor Commercial	A Use Permit Public Hearing is required for the following permit: <ul style="list-style-type: none"> • Alcohol. BMC Section 23.204.020(A) “Allowed Land Use” to add alcoholic beverage retail sales to an existing general retail in the C-C zoning district*
CEQA: Categorically Exempt pursuant to Section 15301 (“Existing Facilities”)	*Denotes required findings.
Submittal Date: September 9, 2025	Staff Recommendation
Date Deemed Complete: December 19, 2025	Staff recommends that ZAB determine the project is exempt from CEQA pursuant to Section 15301 of the CEQA Guidelines (“Existing Facilities”) and approve ZP2025-0084 pursuant to Section 23.406.040 (E) (1-5) “Findings for Approval” and subject to the attached Findings and Conditions of Approval.
Project Planner: Marytonae Sanchez	

ZONING MAP



Not to scale.

- Districts
- Features
- Landmarks / Structure of Merit
- Partially Demolished
- Demolished

Figure 1: Vicinity and Zoning Districts Map

Comparison of Adjacent Properties			
Vicinity	GP Land Use	Zoning	Current Use
North	AC: Avenue Commercial	C-C: Corridor Commercial	Commercial (Medical)
South	AC: Avenue Commercial	C-C: Corridor Commercial	Mixed-Use
East	AC: Avenue Commercial	C-C: Corridor Commercial	Commercial
West	AC: Avenue Commercial	C-C: Corridor Commercial	Commercial (Offices)

AERIAL



Not to scale.

STREET ELEVATION



Image 1: Telegraph Avenue Side Façade (East)

BACKGROUND

Subject Site

The subject parcel is a corner lot located on the northwest corner at the intersection of Telegraph Avenue and Carleton Street. The parcel has one existing mixed-use building with ground level commercial storefronts. The project site includes an existing 1,106-square-foot retail store at 2620 Telegraph Avenue with entry on Telegraph Avenue. A food service establishment (Kuboba Spot) occupies the adjacent neighboring commercial unit at 2618 Telegraph Avenue. The area contains a variety of commercial uses, including retail, food service establishments, personal services, office, and multi-family housing.

The confronting property to the east of the project site operates as a restaurant (2629 Telegraph Avenue) and offices (2433-2435 Carleton Street). The property to the south (2628 Telegraph Avenue) is mixed-use with multi-family residences and ground floor commercial office use. The abutting properties north (2614 Telegraph Avenue) and west (2417 Carleton Street) of the project site currently operate as commercial uses: medical (2614 Telegraph Avenue) and offices (2417 Carleton Street).

The neighborhood is pedestrian-friendly, and is served by a variety of transportation options, including Bay Area Rapid Transit (BART) Stations (Downtown Berkeley located 1.1 miles north-west and Ashby located 1.3 miles south-west), and the AC Transit bus line 6.

The property does not include any off-street parking spaces. Additionally, pursuant to BMC Section 23.322.020(D) and California Government Code Section 65863.2, off-street parking spaces are not required for a new use that is located within 0.5 miles of a major transit stop.

Site History

As of 2001, the property was redeveloped and a mixed-use building with twenty residential units were approved and constructed under Use Permit #01-10000053 for 2612-2620 Telegraph Avenue.

From 2005 to 2009, the project site, which is the commercial space at 2620 Telegraph Avenue, operated as a food service establishment under Use Permit #05-10000020. In 2009, a photography studio was established in the space under Zoning Certificate #09-0003458. In 2012 a medical office use was established.

In September of 2025, the project applicants applied and were approved for a Zoning Certificate Business License (#ZCBL2025-00335) for a general retail use. The store is in operation, selling retail products such as snacks, frozen foods, non-alcoholic beverages, personal hygiene and tobacco related items.

Community Outreach

Prior to submitting this application, the applicant installed a pre-application poster on site and sent certified mail to residential property owners and tenants within the vicinity. On May 28, 2026, the City mailed public hearing notices to property owners and occupants within 300 feet

of the project site, and to interested neighborhood organizations. The City also posted notices within the neighborhood at three nearby locations.

At the time of writing this report, the applicant and business owner shared letters and signatures of support from residents and neighboring businesses in the area, found in Attachment 7 of this staff report. The proposal has received 25 letters of support from local businesses and residents by going door-to-door and discussing the proposed incidental use, revising the project to address concerns. Over 500 signatures were obtained by tabling along Telegraph Avenue, going door-to-door and contacting customers that have previously purchased general products from the general retail business.

Two communications were received in opposition to the project regarding the overconcentration of ABC off-sale licenses, and the location of the alcohol and tobacco related product shelves within the store; found in Attachment 7. To address some of these concerns, the applicant has reached out to the neighbors and has revised the proposal by relocating alcohol and tobacco related products away from entryways.

ANALYSIS

Project Scope

The proposed project would permit the incidental use of retail sale of beer and wine under a Type 20 Alcoholic Beverage Control (ABC) license in an existing general retail store approved with Zoning Certificate Business License #ZCBL2025-00335 (doing business as “Duffl”). The addition of the alcohol beverage retail sale use (approximately 24 square feet) will occur within the existing tenant space (1,106 square feet) with no expansion to the building footprint. The proposed use will include alcoholic beverages stored within refrigerator coolers located at the back of the shop. The remainder of the tenant space will continue to be used for general retail sales, employee areas, and storage.

The business offers a software system for customers to make on-line purchases and deliveries. Alcohol related products are only available for online purchase with pre-designated mapped areas that are permitted for these deliveries. Locations such as the UC campus and housing units, schools such as Willard Middle School, and parks will be fenced off in the software mapping to prevent any delivery that includes alcohol and are handled by employees verified to be over the age of 21. Verification of identity, age, and signature of the purchaser are required prior to purchase and upon arrival of delivery.

Storage of alcohol products will be located within the vicinity of general products to create efficiency for packaging deliveries. Employees over the age of 21 will be trained to monitor and lock up alcohol related products during in-store purchases of other general items.

The project does not propose any physical changes to the property. Proposed signage will be reviewed and processed under a separate Sign Permit and is not part of this approval.

Findings

The project meets the findings required to recommend approval because the proposed use will not result in a detrimental impact to the surrounding area and is consistent with the C-C District purpose and findings for Public Convenience and Necessity were made. The project would continue to support the existing commercial retail use along the Telegraph Avenue corridor and does not propose changes to the existing building exterior.

Draft findings for approval can be found in Attachment 2 to the staff report.

Environmental Review

Categorical Exemption

The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA, Public Resources Code §21000, et. seq. and California Code of Regulations, §15000, et seq.) pursuant to Section 15301 of the CEQA Guidelines (“Existing Facilities”) because it is an existing retail store in an existing building, with no physical changes proposed.

ADVISORY BODY REVIEW

Landmarks Preservation Commission Review

This project is not subject to Landmarks Preservation Review as the property is not a designated City landmark nor will the project involve demolition of a non-residential building over 40 years of age.

Design Review Committee Review: Preliminary Design Review

This project is not subject to additional Design Review because no new signage or exterior alterations are proposed. Any future new sign will be reviewed under a Sign Permit. A condition of approval has also been imposed for any future proposal of new signage.

POLICY CONSISTENCY

General Plan Consistency

The 2002 General Plan contains several policies applicable to the project, including the following:

- **Land Use Element. Policy LU-7 Neighborhood Quality of Life** - Preserve and protect the quality of life in Berkeley’s residential areas through careful land use decisions.
 - **Action B:** Carefully evaluate and monitor new and existing uses to minimize or eliminate negative impacts on adjacent residential uses.

Staff Analysis: The project is consistent with Policy LU-7: Neighborhood Quality of Life because the business includes a delivery system using electric scooters and supports accessibility and convenience for general goods. The application system will remove areas for schools and parks, including, but not limited to, the Willard Park School and the UC campus and housing units, and deliveries will require verification of identity and

signature to receive alcohol products. The delivery model would encourage less instances of littering and loitering in the neighborhood with an ABC Type 20 license for off-site consumption.

- **Land Use Element.** Policy LU-27 Avenue Commercial Areas – Maintain and improve Avenue Commercial areas, such as University, San Pablo, Telegraph, and South Shattuck, as pedestrian-friendly, visually attractive areas of pedestrian scale and ensure that Avenue areas fully serve neighborhood needs as well as a broader spectrum of needs.
 - Action E: Maintain and encourage a wide range of community and commercial services, including basic goods and services.
 - Action G: Regulate the design and operation of commercial establishments to assure their compatibility with adjacent residential areas.

Staff Analysis: The project is consistent with Policy LU-27: Avenue Commercial Areas because the existing storefront will not change, and the project does not propose any exterior alterations; it will remain pedestrian-friendly. The proposed incidental use will support the existing commercial retail business and will operate within the allowed hours of operation for the C-C zoning district.

RECOMMENDATION

Because of the project’s consistency with the Zoning Ordinance and General Plan, and minimal impact on surrounding properties, staff recommends that the Zoning Adjustments Board:

1. **FIND** that the project is categorically exempt from the provisions of CEQA pursuant to Section 15301 of the CEQA Guidelines (“Existing Facilities”); and
2. **APPROVE** ZP2025-0084 pursuant to BMC Section 23.406.040(D) and subject to the attached Findings and Conditions (see Attachments 2 and 3).

Attachments

1. Tables:
 - a. Table 1: Project Chronology
 - b. Table 2: Special Characteristics
2. Draft Findings
3. Draft Conditions of Approval
4. Project Plans, dated May 13, 2026
5. Notice of Public Hearing
6. Berkeley Police Department email, dated January 22, 2026
7. Neighbor Residents and Business Letters and Signatures

Attachment 1

Table 1: Project Chronology

Date	Action
December 19, 2025	Application deemed complete
January 17, 2026	CEQA Recommendation/Determination by Staff
February 19 – May 26, 2026	Application processing ^a
May 28, 2026	Public hearing notices mailed/posted
June 11, 2026	ZAB hearing
Notes: a. Application processing reflects the project compliance review after the application is deemed complete. Submittals are reviewed within 30 days of receipt, pursuant to the Permit Streamlining Act.	

Table 2: Special Characteristics

Characteristic	Applicability	Explanation
Affordable Child Care Fee for qualifying non-residential projects (Per Resolution 66,618-N.S.)	No	These fees apply to net newly constructed nonresidential gross floor area over 7,500 square feet. The project includes less than 7,500 square feet of net new commercial space. Therefore, the project is not subject to this fee.
Affordable Housing Fee for qualifying non-residential projects (Per Resolution 66,617-N.S.)		
Alcohol Sales/Service	Yes	The project is proposing alcohol sales (beer and wine) with this permit.
Bird Safe Buildings (BMC Section 23.304.150)	No	The project will not include any new construction or addition and is not proposing to replace any transparent or reflective material on the existing building.
Coast Live Oak Trees (BMC Chapter 6.52)	No	There are no Coast Live Oak (<i>Quercus agrifolia</i>) trees on the project site.
Creeks	No	No creek or culvert, as defined by BMC Chapter 17.08, exists on or within 30 feet of the project site.
Hard Hats (BMC Chapter 13.107)	No	The project does not meet the definition of a " Covered Project " which includes construction, alteration, or demolition of 50,000 square feet or more of floor area which has not received its final permits, variances, approvals and/or other entitlements.
Historic Resources	No	The project does not involve any alteration or demolition of a non-commercial building over 40 years old. The property is also not designated as a City Landmark, Structure of Merit, or within a Historic District.
Rent Controlled Units	No	The project does not involve the demolition of non-residential structures; no rent-controlled units would be demolished.
Seismic Hazards (SHMA)	No	The project site is not located within an area susceptible to landslide/liquefaction/fault rupture as shown on the State Seismic Hazard Zones map. ^c

Characteristic	Applicability	Explanation
Soil/Groundwater Contamination	No	The site is not on the Cortese List. ^d The property is located within the City’s Environmental Management Area. However, the project does not include any structural alterations, ground excavation, or other site disturbances that would have the potential to affect soil or groundwater conditions.
Transit	Yes	The project site is served by multiple AC Transit bus lines (local and Transbay) that operate within ¼ mile of the site, is approximately 1.1 miles south-east from the Downtown Berkeley Bay Area Rapid Transit (BART) Station, and approximately 1.3 miles north-east from the Ashby BART Station.
<p>Notes:</p> <p>a. BMC 23.328.020(E) defines a "Housing Development Project" for purposes of inclusionary housing requirements as "a development project, including a Mixed-Use Residential project involving the new construction of at least one Residential Unit. Projects with one or more buildings or projects including multiple contiguous parcels under common ownership or control shall be considered as a sole Housing Development Project and not as individual projects.</p> <p>b. Government Code Section 65589.5(h)(2) "Housing development project" means a use consisting of any of the following: (A) residential units only, (B) mixed-use developments consisting of residential and nonresidential uses in which at least two-thirds of the square footage is designated for residential use, and (C) transitional or supportive housing. Government Code Section 65905.5(b)(3)(C) "Housing development project" includes a proposal to construct a single dwelling unit. This subparagraph shall not affect the interpretation of the scope of paragraph (2) of subdivision (h) of Section 65589.5.</p> <p>c. California Department of Conservation. DOC Maps: Geologic Hazards. Available: https://maps.conservation.ca.gov/geologic Hazards/</p> <p>d. Cortese List is an annually updated list of hazardous materials sites compiled pursuant Government Code Section 65962.5.</p>		



Zoning Adjustments Board Findings

APP #ZP2025-0084
Use Permit for 2620 Telegraph Avenue

June 11, 2026



Project Facts	Project Description:
<p>Applicant: Mateo Cauchi</p> <p>Project Address: 2620 Telegraph Avenue</p>	<p>The applicant is seeking approval to add alcohol retail sales (beer and wine) for a Type 20 Alcohol Beverage Control (ABC) license to an existing general retail store.</p>
<p>GP Land Use: AC, Avenue Commercial</p> <p>Zoning: C-C, Corridor Commercial</p> <p>CEQA: Categorical Exempt pursuant to Section 15301 (“Existing Facilities”)</p>	<p style="text-align: center;">Permits Requested:</p> <p>A Use Permit Public Hearing is required for the following permit:</p> <ul style="list-style-type: none"> • Alcohol. BMC Section 23.204.020(A) “Allowed Land Use” to add alcoholic beverage retail sales to an existing general retail in the C-C zoning district* <p>1. *Denotes required findings.</p>
<p>Submittal Date: September 9, 2025</p> <p>Date Deemed Complete: December 19, 2025</p> <p>Project Planner: Marytonae Sanchez</p>	<p style="text-align: center;">Staff Recommendation</p> <p>Staff recommends that ZAB determine the project is exempt from CEQA pursuant to Section 15301 of the CEQA Guidelines (“Existing Facilities”) and approve ZP2025-0084 pursuant to Section 23.406.040 (E) (1-5) “Findings for Approval” and subject to the attached Findings and Conditions of Approval.</p>



Zoning Adjustments Board Findings

CEQA

Categorical Exemption

The project is categorically exempt from the requirements of CEQA pursuant to Section 15301 'Existing Facilities'.

Evidence: The proposed project is categorically exempt from the requirements of CEQA Section 15301 as it includes interior alterations including such things as shelving, refrigerator and counter installation, plumbing, and electrical. The project will involve the addition of a use incidental to the primary retail use, within an existing commercial building with no expansion of the building footprint or floor area.

FINDINGS FOR APPROVAL

As required by BMC Section 23.406.040 (E) (1-5) "Findings for Approval," the following findings shall be made:

1. To approve a Use Permit, the ZAB shall find that the proposed project or use:

- (a) Will not be detrimental to the health, safety, peace, morals, comfort, or general welfare of persons residing or visiting in the area or neighborhood of the proposed use; and

Evidence: The proposed project will not be detrimental to the health, safety, peace, morals, comfort, or general welfare of persons residing or working in the area or neighborhood, of the proposed use because the project is an incidental use to an existing general retail use within an existing mixed-use building. There are no changes to the building's footprint, and no exterior physical additions or alterations will occur. The proposed use is permitted under the permitted uses for the district. In addition, the findings for permits that exceed the allowed number of off-sale licenses in the census tract have been made under 2.b.iii. The proposed project is not expected to create off-site impacts beyond those typically associated with a retail use. Therefore, the project will be compatible with the surrounding commercial and residential uses and will not result in detrimental impact to the area.

- (b) Will not be detrimental or injurious to property and improvements of the adjacent properties, the surrounding area or neighborhood, or to the general welfare of the City.



Zoning Adjustments Board Findings

Evidence: The proposed project will not be detrimental or injurious to property and improvements of the adjacent properties, the surrounding area or neighborhood or to the general welfare of the City because there are no exterior changes with the project. The proposal is consistent with the purpose of the C-C district, as noted in Finding 2(a) below. By adding an incidental use to the main general retail, it will help support the district’s purpose to continue retail services at ground level, enhance commercial services, and will not alter the existing design and character of the neighborhood.

2. To approve the Use Permit, the ZAB must also make any other Use Permit findings specifically required by the Zoning Ordinance for the proposed project.

- a. Pursuant to BMC Section 23.204.110(E) “Permit Findings” to approve an AUP or Use Permit for a project in the C-C district, the review authority must make the findings in Section 23.406.040 (Use Permits) and find that the proposed use or structure:
 - i. Is compatible with the purpose of the district;

Evidence: The project is consistent with the purpose of the C-C district because it will implement the General Plan designations for Avenue Commercial area and provides convenient access to general products. The business will encourage availability of a variety of goods, by including alcohol to its list of offered products. This business will complement existing commercial uses by providing a convenient place to purchase beer and wine for neighborhood residents and provide opportunities of employment for students within the area.

- ii. Is compatible with the surrounding uses and buildings;

Evidence: The finding is met because the project proposes the incidental use of alcoholic beverage retail sales (approximately 24 square feet) in support of the existing commercial retail use (1,106 square feet) and will not alter the existing residential use on site. The project does not include any physical modifications to the building aside from interior reconfiguration with new storage shelves and refrigerators; there will be no exterior modifications. The business will continue to be compatible with adjacent commercial and residential uses, because general products can be purchased both on-line and in-store, while alcohol can only be ordered and delivered to patrons (with



Zoning Adjustments Board Findings

identification verification), creating less significant foot traffic and encourage off-site consumption.

- iii. Does not interfere with the continuity of retail or compatible service facilities at the ground level; and

Evidence: The finding is met because the project maintains the active ground floor commercial use for general retail and will continue to support the mixture of surrounding commercial business in the area. Surrounding business uses range from office, medical office, food service establishments, personal services, and general retail.

- iv. Does not exceed the amount and intensity of use that can be served by the available traffic capacity and potential parking supply.

Evidence: This finding is met because the project site is in proximity to a wide range of transportation services and minimizes vehicle trip generation because it provides no vehicle parking on-site. In addition, the business offers a delivery service of their products using electric scooters, reducing on-street and off-street parking in the area.

- b. Pursuant to BMC Section 23.310.020(C) “Findings of Public Convenience or Necessity” to approve a permit for alcoholic beverage sales or service, the decision-making body must make the following findings:
 - i. BMC Section 23.310.020(C)(1): The number of alcoholic beverage sales licenses in the census tract does not exceed the limit set by the Department of Alcoholic Beverage Control, as defined in California Business and Professions Code Section 23958.4; and
 - ii. BMC Section 23.310.020(C)(2): At least one of the following:
 - a) The proposed establishment will promote the City’s economic health, contribute to General Plan or area plan policies, or further the district purpose.
 - b) The economic benefits associated with the establishment could not reasonably be achieved without the proposed alcohol sales or service.
 - c) The applicant has operated a licensed establishment that has not been the subject of violations regarding alcohol, or violations of public safety or nuisance statutes or regulations in Berkeley. In



Zoning Adjustments Board Findings

making this finding, the decision-making body may consider the number, frequency, and severity of prior violations, the time elapsed since the last violation, and other relevant factors.

Evidence: ABC reports that the census tract allows only three licenses of this type, but that the tract contains four. Therefore, the project does not meet the finding under Section 21.310.020(C)(1). The project does meet the finding under Section 23.310.020(C)(2)(a), as the business provides employment for college students and contributes to the General Plan policies to maintain and encourage a wide range of community and commercial services, including basic goods and services. Because the ABC reports that the census tract allows only three licenses of this type, but the tract currently contains four, the alternative findings in BMC Section 23.310.020(C)(3) must be made to approve the permit. If approved, the license requested with this use permit would be the fifth in the census tract.

- iii. BMC Section 23.310.020(C)(3): If the number of alcoholic beverage sales licenses in the census tract exceeds the limit set by the Department of Alcoholic Beverage Control; the decision-making body must find that the public convenience or necessity would be served by approving alcohol sales at the proposed location for any two or more of the following reasons:
 - a) The proposed establishment will promote the City’s economic health, contribute to General Plan or area plan policies, or further the purposes of the district.
 - b) The economic benefits associated with the establishment could not reasonably be achieved without the proposed alcohol sales or service.
 - c) The sale of alcoholic beverages will enhance recreational or entertainment opportunities in the area.
 - d) The sale of alcoholic beverages complements the sale of other goods and merchandise at the location.
 - e) The issuance of a license at the proposed location will improve the convenience of area residents and visitors who purchase alcoholic beverages.

Evidence: The project would satisfy items (a), (d), and (e) in these findings. The existing retail business promotes the City’s economic health by offering employment to college students within the area. The sale of general and convenience items including snacks, non-alcoholic beverages, tobacco and



Zoning Adjustments Board Findings

personal hygiene items. The sale of alcoholic beverages would complement the sale of these other goods. To improve the convenience and concerns of residents in the area and customers, the business offers a delivery system using electric scooters to lessen instances of loitering and to encourage off-site consumption of alcohol beverages. The business utilizes an application system that pre-determines acceptable locations for delivery and removes areas such as schools and parks, including, but not limited to, Willard Park School, and the UC campus and housing. Alcohol purchases will be limited to deliveries only with an add-on function verifying identity and age.

Alcohol products will be within the general vicinity of all products and stored in refrigerator coolers to create efficiency for packaging deliveries. Alcohol deliveries will be handled by students that are verified to be 21 years of age and older.

The Berkeley Police Department has stated that they do not have any concerns about this project.

3. When taking action on a Use Permit, the ZAB shall consider in its findings:

- (a) The proposed land use; and

Evidence: The finding is met because the proposed Alcoholic Beverage Retail Sale is incidental to an existing general retail use that operates within a commercial tenant space. The existing business includes the sale of consumer and household items such as snacks, candy, personal hygiene and tobacco. The proposed use will include the sale of beer and wine. Therefore, the proposed use supports the commercial retail use in the area and along the Telegraph Avenue corridor.

- (b) The structure or addition that accommodates the use.

Evidence: This finding is met because the proposed use will be contained entirely within an existing commercial unit with no expansion of the building footprint or floor area. The project includes only minor interior tenant improvements, and the existing structure is suitable to support the alcoholic beverage retail incidental use.

4. Required findings shall be made based on the circumstances existing at the time a decision is made on the application.



Zoning Adjustments Board Findings

Evidence: The required findings are satisfied because the project has been determined to be fully compliant with all applicable regulations based on the project plans submitted on May 12, 2026 and evaluated based on the existing conditions of the subject site and surrounding neighborhood at the time of decision.

5. The ZAB shall deny a Use Permit application if it determines that it is unable to make any of the required findings.

Evidence: N/A



Site Address: 2620 Telegraph Avenue
Application Number: ZP2025-0084

Project Description: The applicant is seeking approval to add alcohol retail sales (beer and wine) for a Type 20 Alcohol Beverage Control (ABC) license to an existing general retail store.

STANDARD CONDITIONS OF APPROVAL APPLICABILITY

Development projects approved through the City of Berkeley are subject to Standard Conditions of Approval (Standard COAs). The City of Berkeley has established Standard COAs that identify requirements for the construction and operation of the approved project. This includes general administrative conditions, permitting requirements, project construction and the regulation of on-going, on-site uses. Compliance requirements with the Berkeley Municipal Code, building permit review and issuance process, construction, final inspection requirements, certificate of occupancy, and on-going operations of the approved use are included in this document.

The Standard COAs may vary based on site size, location, environmental settings, topography, historic alteration or approved uses. Variations in the application of the Standard COAs may occur based on the project scope and site-specific characteristics including but not limited to parcel size, location, topography, and use.

Conditions which have specified thresholds due to size, uses, and other characteristics are identified.

Part I. Administrative Conditions

- A. General Project Conditions
- B. On-Going Operational Conditions

Part II. Operational Conditions

- A. Alcoholic Beverage Service (off-site)



CONDITIONS OF APPROVAL

Property Address: 2620 Telegraph Avenue

Application Number: ZP2025-0084

I. Administrative Conditions A. General Project Conditions		Regulation Source	Timing/Implementation	Enforcement/ Monitoring
1.	Project Approval. This Project approval is for 2620 Telegraph Avenue, as substantially shown and described on the Project plans dated May 13, 2026, except as required to be modified by Conditions of Approval herein and plans as presented to the Zoning Adjustments Board on June 11, 2026 (“Approval Date.”). For any Condition herein that requires preparation of a Final Plan where the project applicant has submitted a conceptual plan, the Project applicant shall submit final plan(s) in substantial conformance with the conceptual plan and incorporate any required modifications.	City of Berkeley	On-Going	Land Use Planning
2.	Approval Limited to Proposed Project and Replacement of Existing Uses. This Use Permit authorizes only the Proposed Project described in the application. This project approval does not authorize other uses, structures or activities not included in the Project Description. When the City approves a new use that replaces an existing use, any prior approval of the existing use becomes null and void when permits for the new use are exercised (e.g., building permit or business license issued). To reestablish the previously existing use, an applicant shall obtain all permits required by the Zoning Ordinance for the use. (BMC Sections 23.404.060.B.1 and 2)	City of Berkeley BMC Sections 23.404.060	On-Going	Land Use Planning
3.	Compliance Required. All land uses and structures in the City of Berkeley shall comply with the Zoning Ordinance and all applicable City ordinances and regulations.	City of Berkeley BMC Section 23.102.050(B)	On-Going	Land Use Planning
4.	Other Regulations. Compliance with the Zoning Ordinance does not relieve an applicant from requirements to comply with other federal, state, and City regulations that also apply to the property.	City of Berkeley BMC Section 23.102.050 (E)	On-Going	Land Use Planning
5.	Conformance with Approved Plans. All work performed under an approved Use Permit shall follow the approved plans as presented to ZAB on June 11, 2026 and pursuant to the Conditions of Approval.	City of Berkeley BMC Section 23.404.060 (B)(4)	On-Going	Land Use Planning



CONDITIONS OF APPROVAL

Property Address: 2620 Telegraph Avenue

Application Number: ZP2025-0084

I. Administrative Conditions A. General Project Conditions		<u>Regulation Source</u>	<u>Timing/Implementation</u>	<u>Enforcement/ Monitoring</u>
6.	<p>Permit Modifications. No change in the use or structure for which this Permit is issued is permitted unless the Permit is modified by the Zoning Adjustments Board. The Zoning Officer may approve changes to plans approved by the Board which reduce the size of the Project, consistent with the Board’s policy adopted on May 24, 1978.</p>	City of Berkeley BMC Section 23.404.070	On-Going	Land Use Planning
7.	<p>Permit Revocation. The City may revoke or modify a discretionary permit for completed projects due to:</p> <ul style="list-style-type: none"> 1) Violations of permit requirements; 2) Changes to the approved project; and/or 3) Vacancy for one year or more. <p>No lawful residential use can lapse, regardless of the length of time of the vacancy. Proceedings to revoke or modify a permit may be initiated by the Zoning Officer, Zoning Adjustments Board, or City Council referral.</p>	City of Berkeley BMC Section 23.404.080	On-Going	Land Use Planning
8.	<p>Permit Remains Effective for Vacant Property. Once a permit for a use is exercised and the use is established, the permit authorizing the use remains effective even if the property becomes vacant. The same use as allowed by the original permit may be re-established without obtaining a new permit, except as set forth in Standard COA #5 above.</p>	City of Berkeley BMC Section 23.404.060	On-Going	Land Use Planning



CONDITIONS OF APPROVAL

Property Address: 2620 Telegraph Avenue

Application Number: ZP2025-0084

I. Administrative Conditions A. General Project Conditions		<u>Regulation Source</u>	<u>Timing/Implementation</u>	<u>Enforcement/ Monitoring</u>
9.	<p>Exercise and Expiration of Permits A permit authorizing a land use is exercised when both a valid City business license is issued (if required) and the land use is established on the property.</p> <p>A. A permit authorizing a land use is exercised when both a valid City business license is issued (if required) and the land use is established on the property.</p> <p>B. A permit authorizing construction is exercised when both a valid City building permit (if required) is issued and construction has lawfully begun.</p> <p>C. The Zoning Officer may declare a permit lapsed if it is not exercised within one year of its issuance, except if the applicant has applied for a building permit or has made a substantial good faith effort to obtain a building permit and begin construction. The Zoning Officer may declare a permit lapsed only after 14 days written notice to the applicant. A determination that a permit has lapsed may be appealed to the Zoning Adjustments Board in accordance with Chapter 23.410 (Appeals and Certification).</p> <p>D. A permit declared lapsed shall be void and of no further force and effect. To establish the use or structure authorized by the lapsed permit, an applicant shall apply for and receive City approval of a new permit.</p>	<p>City of Berkeley BMC Section 23.404.060 (C)</p>	<p>On-Going</p>	<p>Land Use Planning</p>



CONDITIONS OF APPROVAL

Property Address: 2620 Telegraph Avenue

Application Number: ZP2025-0084

I. Administrative Conditions A. General Project Conditions		<u>Regulation Source</u>	<u>Timing/Implementation</u>	<u>Enforcement/ Monitoring</u>
10.	<p>Hold Harmless. The permittee agrees as a Condition of Approval of this application to indemnify, protect, defend with counsel selected by the City, and hold harmless, the City, and any agency or instrumentality thereof, and its elected and appointed officials, officers, employees and agents, from and against any and all liabilities, claims, actions, causes of action, proceedings, suits, damages, judgments, liens, levies, costs and expenses of whatever nature, including reasonable attorney’s fees and disbursements (collectively, “Claims”) arising out of or in any way relating to the approval of this application, any actions taken by the City related to this entitlement, or any environmental review conducted under the California Environmental Quality Act, Public Resources Code Section 210000 et seq., for this entitlement and related actions. The indemnification shall include any Claims that may be asserted by any person or entity, including the permittee, arising out of or in connection with the approval of this application, whether or not there is concurrent, passive or active negligence on the part of the City, and any agency or instrumentality thereof, and its elected and appointed officials, officers, employees and agents. The permittee’s duty to defend the City shall not apply in those instances when the permittee has asserted the Claims, although the permittee shall still have a duty to indemnify, protect and hold harmless the City.</p>	City of Berkeley	On-Going	Land Use Planning
11.	<p>Compliance with Conditions of Approval and Environmental Mitigations. The Building Permit application is subject to verification of compliance of these Conditions of Approval and any applicable Mitigation Measures. The applicant shall be responsible for demonstrating compliance with all Conditions of Approval per the timeline set forth by this Permit.</p>	City of Berkeley	On-Going	Land Use Planning



CONDITIONS OF APPROVAL

Property Address: 2620 Telegraph Avenue

Application Number: ZP2025-0084

I. Administrative Conditions		<u>Regulation Source</u>	<u>Timing/Implementation</u>	<u>Enforcement/ Monitoring</u>
B. On-Going Operational Conditions				
1.	Exterior Lighting. All exterior lighting shall be energy efficient where feasible; and shielded and directed downward and away from property lines to prevent excessive glare beyond the subject property.	City of Berkeley	On-Going	Land Use Planning



CONDITIONS OF APPROVAL

Property Address: 2620 Telegraph Avenue

Application Number: ZP2025-0084

II. Operational Conditions		<u>Regulation Source</u>	<u>Timing/Implementation</u>	<u>Enforcement/ Monitoring</u>
A. Alcoholic Beverage Service (off-site)				
1.	Authority & Revocation. This Permit is subject to review, imposition of additional Conditions of Approval, or revocation if factual complaint is received by the Zoning Officer that the maintenance or operation of this establishment is violating any of these or other required Conditions of Approval or is detrimental to the health, safety, peace, morals, comfort or general welfare of persons residing or working in the neighborhood or is detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the City.	City of Berkeley	On-Going	Land Use Planning Code Enforcement Officer
2.	Department of Alcoholic Beverage Control. The establishment shall comply with all applicable regulations of the California Department of Alcoholic Beverage Control.	Department of Alcoholic Beverage Control	On-Going	Department of Alcoholic Beverage Control
3.	Incidental Use. Alcoholic beverage retail sales shall be “incidental” to the primary general retail use, as defined in Zoning Ordinance 23.502. An incidental use shall not exceed twenty-five percent (25%) of the floor area of the primary use, and if it consists of the commercial sales of a different line of products or services than the primary use, such incidental use may not generate gross receipts in excess of 33 percent of the gross receipts generated by the primary use.	City of Berkeley	On-Going	Land Use Planning Code Enforcement Officer
4.	Prior Complaints. Any operator of the licensed establishment shall not have had a prior licensed establishment that was the subject of verified complaints or violations regarding alcohol, public safety or nuisance statutes or regulations to be confirmed by the Zoning Officer prior to issuance or transfer of a business license at this location.	City of Berkeley	On-Going	Land Use Planning Code Enforcement Officer
5.	Advertising. The establishment shall comply with BMC Chapter 20.67, Alcohol Product Advertising.	City of Berkeley	On-Going	Land Use Planning Code Enforcement Officer

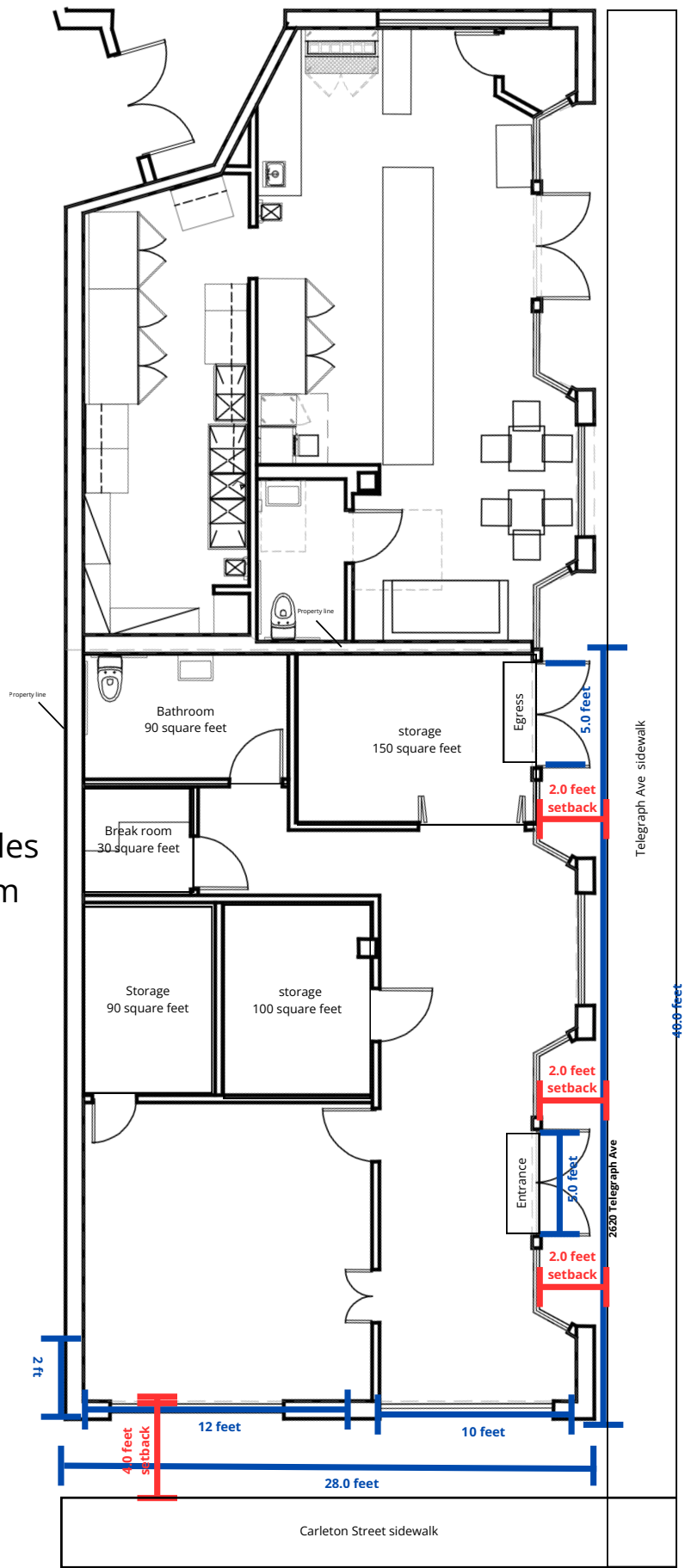
Site Plan
2618-2620 Telegraph Ave
Berkeley, CA 94704

2618 Telegraph Ave
817 Sq ft

2620 Telegraph Ave
1106 Sq ft

Prepared by:
Vindium Real Estate
9-29-2025

NO alcohol sales
past 12:00 am



Scale: 1" = 8'



Z O N I N G
A D J U S T M E N T S
B O A R D
NOTICE OF PUBLIC HEARING

2620 Telegraph Avenue

Use Permit #ZP2025-0084 to add alcohol retail sales (beer and wine) for a Type 20 ABC license to an existing general retail store.

The Zoning Adjustments Board of the City of Berkeley will hold a public hearing on the above matter, pursuant to Zoning Ordinance, Section [23.404.050 \(Public Hearings and Decisions\)](#).

When: Thursday, June 11, 2026, 7:00 pm

Where: Berkeley Unified School District meeting room, 1231 Addison Street, (wheelchair accessible) with remote/hybrid option (via Zoom).

Please visit: <https://berkeleyca.gov/your-government/boards-commissions/zoning-adjustments-board> and click on the hearing date to access the most up-to-date meeting information, or call the Land Use Planning division (510) 981-7410.

PUBLIC ADVISORY: THIS MEETING WILL BE CONDUCTED IN A HYBRID MODEL WITH BOTH IN-PERSON ATTENDANCE AND VIRTUAL PARTICIPATION AVAILABLE FOR MEMBERS OF THE PUBLIC.

For in-person attendees, face coverings or masks that cover both the nose and mouth are encouraged. If you're feeling sick, please do not attend the meeting in-person as a public health precaution.

Currently, there are no physical distancing requirements in place by the State of California or the Local Health Officer for an indoor event similar to a Commission meeting. However, all attendees are requested to be respectful of the personal space of other attendees. An area of the public seating area will be designated as "distanced seating" to accommodate persons that need to distance for personal health reasons.

A. Land Use Designations:

- General Plan: General Plan: Avenue Commercial
- Zoning: C-C – Corridor Commercial District

B. Zoning Permits Required:

- Use Permit pursuant to Berkeley Municipal Code (BMC) Section 23.204.020(A) "Allowed Land Use" to establish alcoholic beverage retail sales in the C-C zoning district.

2620 Telegraph Avenue
Page 2 of 4

NOTICE OF PUBLIC HEARING
Posted May 27, 2026

- C. CEQA Recommendation:** Categorically exempt pursuant to Section 15301 of the CEQA Guidelines (“Existing Facilities”).
- D. Project Recommendation:** Approve Use Permit #ZP2025-0084 pursuant to BMC Section 23.406.040(D).
- E. Parties Involved:**
- Applicant Mateo Cauchi, San Jose, CA
 - Property Owner 2616 Telegraph Avenue, LLC, Berkeley, CA

Further Information:

All application materials are available online at: <https://aca-prod.accela.com/BERKELEY/Default.aspx>.

The Zoning Adjustments Board final agenda and staff reports will be available online 6 days prior to this meeting at: <https://berkeleyca.gov/your-government/boards-commissions/zoning-adjustments-board>.

Questions about the project should be directed to the project planner, Marytonae Sanchez, at (510) 981-7419 or MSanchez@berkeleyca.gov.

Written comments or a request for a Notice of Decision should be directed to the Zoning Adjustments Board Secretary at zab@berkeleyca.gov.

Communication Disclaimer:

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the secretary to the relevant board, commission or committee for further information.

Written Comments, Communications, and Reports:

Written comments must be directed to the ZAB Secretary at the Land Use Planning Division (Attn: ZAB Secretary), or via e-mail to: zab@berkeleyca.gov. All materials will be made available via the Zoning Adjustments Board Agenda page online at this address: <https://berkeleyca.gov/your-government/boards-commissions/zoning-adjustments-board>

All persons are welcome to attend the hearing and will be given an opportunity to address the Board. Comments may be made verbally at the public hearing and/or in writing before the hearing. The Board may limit the time granted to each speaker.

Correspondence received by 5:00 PM, eight days before this public hearing, will be provided with the agenda materials provided to the Board. Note that if you submit a hard copy document of more than 10 pages, or in color, or with photos, you must provide 15 copies. Correspondence received after this deadline will be conveyed to the Board in the following manner:

- **Correspondence received by 5:00 PM, two days before** this public hearing, will be conveyed to the Board in a Supplemental Communications and Reports #1, which is released around noon one day before the public hearing.
- **Correspondence received by 12:00 PM, the day of** this public hearing, will be conveyed to the Board in a Supplemental Communications and Reports #2, which is released around noon the day of the public hearing.
- **Correspondence received after 12:00 PM, the day of** this public hearing will be saved in the project administrative record.



Accessibility Information / ADA Disclaimer:

To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6342 (V) or 981-6345 (TDD) at least three business days before the meeting date.

SB 343 Disclaimer:

Any writings or documents provided to a majority of the Commission regarding any item on this agenda will be made available to the public. Please contact the Land Use Planning Division (zab@berkeleyca.gov) to request hard-copies or electronic copies.

Notice Concerning Your Legal Rights:

If you object to a decision by the Zoning Adjustments Board regarding a land use permit project, the following requirements and restrictions apply:

1. If you challenge the decision of the City in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice.
 2. You must appeal to the City Council within 14 days after the Notice of Decision of the action of the Zoning Adjustments Board is mailed. It is your obligation to notify the Land Use Planning Division in writing of your desire to receive a Notice of Decision when it is completed.
 3. Pursuant to Code of Civil Procedure Section 1094.6(b) and Government Code Section 65009(c)(1), no lawsuit challenging a City Council decision, as defined by Code of Civil Procedure Section 1094.6(e), regarding a use permit, variance or other permit may be filed more than 90 days after the date the decision becomes final, as defined in Code of Civil Procedure Section 1094.6(b). Any lawsuit not filed within that 90-day period will be barred.
 4. Pursuant to Government Code Section 66020(d)(1), notice is hereby given to the applicant that the 90-day protest period for any fees, dedications, reservations, or other exactions included in any permit approval begins upon final action by the City, and that any challenge must be filed within this 90-day period.
 5. If you believe that this decision or any condition attached to it denies you any reasonable economic use of the subject property, was not sufficiently related to a legitimate public purpose, was not sufficiently proportional to any impact of the project, or for any other reason constitutes a "taking" of property for public use without just compensation under the California or United States Constitutions, the following requirements apply:
 - a. That this belief is a basis of your appeal.
 - b. Why you believe that the decision or condition constitutes a "taking" of property as set forth above.
 - c. All evidence and argument in support of your belief that the decision or condition constitutes a "taking" as set forth above. If you do not do so, you will waive any legal right to claim that your property has been taken, both before the City Council and in court.
-

5/28/26, 3:38 PM

Re: iaRE: 2620 Telegraph Ave - Sanchez, Marytonae - Outlook



Re: iaRE: 2620 Telegraph Ave

From Greenwald, Cynthia <CGreenwald@berkeleyca.gov>

Date Thu 1/22/2026 2:59 PM

To Sanchez, Marytonae <MSanchez@berkeleyca.gov>

Hi Marytonae,

After completing our review, the Berkeley Police Department has no concerns regarding the approval of alcohol retail or the sale of nicotine at 2620 Telegraph Avenue.

Also, please feel free to CC me on any future applications you submit to Sgt. Kleppe, as I am responsible for processing them on his behalf.

Thank you.

CSO Cynthia Greenwald

Berkeley Police Department
Community Service Bureau
(510) 981-5769

Follow us on:



From: Sanchez, Marytonae <MSanchez@berkeleyca.gov>

Sent: Wednesday, January 21, 2026 4:11 PM

To: Greenwald, Cynthia <CGreenwald@berkeleyca.gov>

Subject: iaRE: 2620 Telegraph Ave

Hello Cynthia,

The applicant is Mateo Cauchi (mateocauchi@gmail.com or 408-472-9710) of Johnson Delivery LLC.

An LLC (2616 Telegraph Avenue, LLC) is noted as the owner, and their contact info is info@vindiumrealestate.com or 510-898-1580.

Let me know if this helps!
Marytonae

Marytonae Sanchez (MEH-ree-tuh-nay; pronouns she/her)

5/28/26, 3:38 PM

Re: iaRE: 2620 Telegraph Ave - Sanchez, Marytonae - Outlook



Assistant Planner
Planning and Development, Land Use Division
1947 Center St., 2nd Floor, Berkeley, CA 94704
Phone: (510) 981-7419
Email: MSanchez@berkeleyca.gov
In-Office: Tues, Wed, Thurs | **Remote:** Mon, Fri _

The [Permit Service Center \(PSC\)](#), including the zoning counter, is open *between 8:30 am – 2:30 pm (final check in at 2:00 pm) Monday through Thursday*. All permit-related and Zoning services are available online. Please visit us [online](#) for more information.

From: Greenwald, Cynthia <CGreenwald@berkeleyca.gov>
Sent: Wednesday, January 21, 2026 3:43 PM
To: Sanchez, Marytonae <MSanchez@berkeleyca.gov>
Subject: 2620 Telegraph Ave

Hi Marytonae,

Could you provide me the name of the individual(s) who owns the business at 2620 Telegraph Ave.

Thank you.

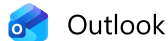
CSO Cynthia Greenwald
Berkeley Police Department
Community Service Bureau
(510) 981-5769

Follow us on:



5/29/26, 12:13 PM

Inbox - Sanchez, Marytonae - Outlook



Fw: Objection to off sale alcohol license ZP2025-0084

From Sanchez, Marytonae <MSanchez@berkeleyca.gov>
Date Fri 5/29/2026 12:13 PM
To Sanchez, Marytonae <MSanchez@berkeleyca.gov>

From: Alicia Abramson <alicia.abramson@gmail.com>
Sent: Wednesday, February 4, 2026 3:38 PM
To: Planning Dept. Mailbox <Planning@berkeleyca.gov>; Bartlett, Ben <BBartlett@berkeleyca.gov>; Lunaparra, Cecilia <CLunaparra@berkeleyca.gov>
Subject: Objection to off sale alcohol license ZP2025-0084

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello,

In regards to the zoning permit application #

ZP2025-0084

I would like to register an objection and request a response from you on this matter. Specifically, the business is requesting to be able to sell alcohol on a retail "to go basis" (I.e. "off sale retail license"). According to the ABC there are already four businesses with this type of license registered in this census tract (4236.02) which exceeds by one the maximum allowed by law.

There is no benefit to the community to adding yet another off-sale alcohol retail outlet in this neighborhood, especially considering the proximity to the Willard middle school and UC Berkeley and the lack of any type of demonstrable economic benefit that this would bring to the neighborhood or the city of Berkeley.

This is in addition to adding yet another nicotine retail establishment to Telegraph Avenue near the UC Berkeley campus, a blight to the health and welfare of the student population.

Further, please refer to this information:

You can see this information directly from the California ABC's license authorization table:

 [ABC Census Tract Authorizations Page](#)

<https://www.abc.ca.gov/licensing/licensing-reports/census-tract-authorizations/>

On that page there's a table listing each census tract in Alameda County with its population and the number of on-sale and off-sale licenses authorized under ABC's population ratio formulas.

5/29/26, 12:13 PM

Inbox - Sanchez, Marytonae - Outlook



How This Is Used in Practice

- If the number of active off-sale licenses in Tract 4236.02 is less than 3, a new off-sale license application typically isn't automatically disallowed due to ABC limits.
- If the tract already has 3 or more active off-sale licenses, a new application would generally require a finding of "public convenience or necessity" from ABC and typically from the local city (e.g., Berkeley) to proceed.

This authorized limit is separate from the City of Berkeley's own zoning review, but Berkeley's permit decisions often depend on these ABC limits to determine whether a local PCN finding is necessary.

Alicia Abramson
Berkeley, CA 94705

5/29/26, 12:16 PM

Fwd: Proposed alcohol and tobacco sales - Sanchez, Marytonae - Outlook



Fwd: Proposed alcohol and tobacco sales

From Mateo Cauchi <cal@duffl.com>
Date Wed 1/28/2026 4:59 PM
To Sanchez, Marytonae <MSanchez@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

----- Forwarded message -----

From: **Elizabeth Kanwit** <bkanwit@gmail.com>
Date: Sat, Oct 4, 2025 at 3:37 PM
Subject: Re: Proposed alcohol and tobacco sales
To: Mateo Cauchi <cal@duffl.com>

The plan sounds good and thank you for hearing my concerns.
Elizabeth

On Oct 2, 2025, at 6:44 PM, Mateo Cauchi <cal@duffl.com> wrote:

Correct, the 21+ products will be stored away from the doors, as outlined in the floor plan mailed to you. If it would make you more comfortable, we can plan on moving that further back to make it more inconspicuous. Additionally, our windows are frosted over and we don't plan on having any posters or physical promotions in the windows advertising the sale of alcohol and nicotine.

Mateo

On Thu, Oct 2, 2025 at 5:23 PM Betsy Kanwit <bkanwit@gmail.com> wrote:

One other thought- will you be moving the alcohol and cigarettes to the storage areas?
Not in the front of the store at all?
Sent from my iPhone

On Oct 2, 2025, at 2:57 PM, Mateo Cauchi <cal@duffl.com> wrote:

Hi Betsy!

5/29/26, 12:16 PM

Fwd: Proposed alcohol and tobacco sales - Sanchez, Marytonae - Outlook

Thank you for voicing your concerns. We want our neighbors to be comfortable with our project before we move forward. I'd love to get on a call to explain our situation if you're free anytime soon. My number is 408.472.9710.

I appreciate you reaching out.

Mateo Cauchi

On Thu, Oct 2, 2025 at 2:46 PM Betsy Kanwit <bkanwit@gmail.com> wrote:

Sent from my iPhone

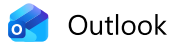
As an owner of a unit in the building next door (2628 Telegraph) I am absolutely opposed to any alcohol and tobacco sales at your location

Doesn't this change have to be approved by the City of Berkeley?
Also there is a CVS across the street which sells alcohol and tobacco which seems like enough for the area.

B Kanwit

5/29/26, 12:18 PM

Fwd: Your letter - Sanchez, Marytonae - Outlook



Fwd: Your letter

From Mateo Cauchi <cal@duffl.com>
Date Thu 1/29/2026 12:04 PM
To Sanchez, Marytonae <MSanchez@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

----- Forwarded message -----

From: **Mateo Cauchi** <cal@duffl.com>
Date: Mon, Oct 6, 2025 at 2:32 PM
Subject: Re: Your letter
To: Laurie Capitelli <laurie@redoakrealty.com>

Thank you Laurie. I appreciate your support and let me know if you need any info from my end!

On Mon, Oct 6, 2025 at 2:29 PM Laurie Capitelli <laurie@redoakrealty.com> wrote:

Thanks for the explanation. I'm going to share this little vignette with my friend, The Planning Director. That is an onerous requirement for a small business.

Laurie

 **Red Oak Realty**
broker associate • #634236
510-593-9178
[7502 Fairmount Avenue](https://www.redoakrealty.com/7502-Fairmount-Avenue-El-Cerrito-Ca-94530)
[El Cerrito, Ca 94530](https://www.redoakrealty.com/El-Cerrito-Ca-94530)
• **GOOD MOVE.**

When information is supplied by third parties, please do not assume I have investigated or verified such information.

On Mon, Oct 6, 2025 at 2:03 PM Mateo Cauchi <cal@duffl.com> wrote:

Hi Laurie,

5/29/26, 12:18 PM

Fwd: Your letter - Sanchez, Marytonae - Outlook

Thank you for your concern. To answer your question, we sent out about 90 letters to all neighbors adjacent/abutting our address at 2620 Telegraph with Certified mail and a return receipt. The city of Berkeley planning division required us to mail notice of our proposed project to each individual neighbor in a list they sent us.

I agree, it's been an incredibly tedious and expensive process. But we believe it's worth it for us. If you have any other questions, please feel free to reach out.

Mateo

On Sun, Oct 5, 2025 at 2:45 PM Laurie Capitelli <laurie@redoakrealty.com> wrote:

Received your letter. I built the condo across the street...2615T. I have no objection to your additional uses.

I'm curious about the letter I received. Did the City or some other entity require the mailing? How many letters did you send out?

My reason for asking is that I saw the cost of mailing my letter. It was over \$10.

The City is supposed to be lowering barriers for small businesses...not creating expensive and superfluous requirements.

Thanks for your response.

Laurie

 Red Oak Realty
Laurie Capitelli
broker associate • #634236
510-593-9178
[7502 Fairmount Avenue](#)
[El Cerrito, Ca 94530](#)
• GOOD MOVE.

When information is supplied by third parties, please do not assume I have investigated or verified such information.

Dear Berkeley City Council,

Below is a blank copy of the letter that we used to obtain 500+ signatures of support from local Berkeley Southside Residents.

Dear Berkeley City Council,

As a Berkeley resident living near the Duffl store, I support Duffl's application for a Type 20 Beer and Wine license. Duffl's delivery-only model will benefit the community in more ways than one:

- Duffl operates as a delivery-only business with no walk-in beer and wine traffic, helping reduce loitering, noise, littering, impaired driving, and parking impacts, especially late at night.
- Duffl utilizes ID verification software and trained W-2 employees (as opposed to third-party contractors) to promote responsible beer and wine delivery and compliance with applicable laws.
- Duffl supports local businesses and contributes to the neighborhood economy through local hiring and partnerships with nearby businesses and organizations.

Overall, my support is based on the belief that this model provides a way to meet public convenience and necessity without adding unnecessary strain to the surrounding residential environment. I respectfully encourage the Council to approve their application.

Sincerely,

Signature

Date

Name

Berkeley Southside Resident

We obtained 25+ individualized *letters* of support from local businesses and residents, as well, and they have been submitted to our planner. Here's how we obtained them:

- 1. Going door to door and explaining our proposal to local business owners, and requesting they write a letter of support,**
- 2. Going door to door and explaining our proposal to local residents, addressing their concerns, making changes to how we will operate with a Type 20 license, and requesting they write a letter of support.**

We obtained *signatures* for our application in three different ways:

- 1. Tabling on Telegraph Ave and asking local residents that walked by to sign our letter;**
- 2. Going door to door to homes near our store and speaking to local residents, many of whom have used our service before;**
- 3. Contacting existing customers virtually and requesting their support through signing our letter.**

Below is a list of all 500+ *signers* for our support letter:

Brandon Babby
Nathan Sledjeski
Marko Samardzija
RBI
Ryann Settje
Margaret O'Brien
Marisa Schiehser
MB
Sasha Penwarden
Amanda Robles
Maana Kolagotla
Emilie Enser
Aidan Rascher
Shelby Coleman
Lila hallward
Kate Corlew
Elsa Franks
George Billionis
Lena wilson
Anna Yrungaray
Tony getsin
Blake Mason
Jack Rogers
Meaghan
Benjamin Thomas

trent chu
Matthew McHugh
Cate Alexander
Natalia Mercadal
Keira Kauv
Kianna Rodarte
Genesis
Shae Sawyer
Charles Mallery
Luis Aceves
Jarett Walker
Francesca
Devyn Healy
Dylan Osborn
Oscar Livingston
Franklin Lichtman
Yarden Pri-Noy
Sydney hoang
Whitney Marsh
Seth Zahner
Blythe Powaga
Erika Kariru
Mahnoor Mehdi
Jonah Wolfman
Jordan Spillman
Dominic Zante
Skye G
Sam Schnaars
Lilah Odishoo
Sruti elson
Marilena Ciuffa
Elle Morris-Benedict
aah
Lila Hong
Hadley Dermott
Megan Harris
Ayla Weiss
Isabel Yrungaray
Nava Modanlou
Jake Lavin
Karson Meza
Hendrix Handel
Michela Maher
Emilie Ma
krishita dutta
Jenna
Ram Jhawar
Ryan Rodriguez
Javier Castel

Viet
Michael
Chloe Rand
Gracy Mora
Victoria Kabat
Kate Meyjes
Grant Giuliano
Adithya Balagurumoorthy
Tahlia Noble
Kaitlin Graetz
Lily Salazar
Nidhish Tekkam
Brooklynn Collins
Kaine Zeoli
Megana Nimmagadda
Alejandro flores
Declan Owen
Ivy Childers-Nuelle
Addie Johnson
Thomas Michailidis
Faisal Nabulsi
Aaron Rome
Emily Sedgwick
Logan Wall
Maya Mercado-Garcia
Cole Gonya
Miles Wetzler
Jc
Katie Vlastic
Collin Hendrickson
William Li
Thian Callanan
Alex
Erica Nassar
Sabina Datwani
Daphne Shlain
Sofia Shahlapour
Austen Kite
SRT
Clara Devlin
Brendan Jorenby
Maitreyee Potdar
Frank Marquez
Morgan Hofknecht
Chloe Balliet
Aanya Virmani
Emma Korolev
Elle Firestone
Priscilla Iniguez

Yolanda Zhu
Riley McKibben
Isabella Vlaytchev
Krizia Siordia Velasco
Hannah Zeiger
Anthony Aguirre
Madison Kurtz
Charlotte Gordon
Anthony Economy
Harshita Nair
Ashly Marquez
Danielle Mellon
Santi Sandoval
Liza Davitaia
Matthew Bakonyvari
William Harman
Naomi Fandetti
Patrick Landry
Samuel Pasternak
Hope Luebbe
Ryan Chuang
Nishanth Kankipati
Kyra Aitelli
Arin Awalegaonkar
Cecelia Hammond
Adeline St Phillip
Layla Afshari
Tina
Genesis Kellerman
Arsh Chug
Zack Bukovec
Sahana Chandran
Kimberly Marmolejo
Erin McDonald
Alejandro Santos
Sydney Meza
Anya Mirza
shalini elson
Connor Youshaei
Angela QiN
Trishla Dedhia
Giancarlo Mota
Rohin Juneja
Adrian Gonzalez
Arjun Sharma
Sinan Pepemehmetoglu
Leah Cokias
Chinguunbayar Batnyam
Jugaad Sandhu

Eli Jones
Janelle Ramirez
Pranay Mallik
Emily Hinkley
Diana Lopez
Skye Davis
Chloe T
Sophie Safret
Bryan Bartolo
Sabine Cadwallader
Molly Webster
Henry Nelson
Nicholas Johns
Jesse
Nicole hamm
Gavin Kingstein
Katerine Fateev
Sam schnaars
Dorothy Ma
Marco Jimenez
Andres Rodriguez
Han-Ning Lu
Arnav Dua
Maisey Mansson
Kailey Roy
Aadith Kannan
Colten Fazio
Kavin Jegathesan
Andrea C
Camila Gutierrez
Abbey Gabriel
Riley Dison
Zachary Cooper
Jacqueline Cox
Taeyoung Kim
Mia Rojas
Sonya Dado
Tara Nath
Sofia Sipelis
Julia Sipelis
Arthur Qon
Grant Mundl
Mayrin Ceja
James Mendoza
Paul Galarza
elyse duesler
Sarah
Angel martinez
Dylan Chung

Lindsey Oppegard
Faateh Pervez
Avani Sood
Seena Farhadi
Callie Mae Johnson
Sofia Thomas
Daniel Weizmann
Aryan Vij
ZRB
Jesse Chavez
Isla Garcia-McDougall
Meagan Bald
Nikola Radovic
Elliot Rosin
Pavel Karabelov
Camille Rochon
Daniel Oroszlan
Derek Lam
Julia fox
Jake Lewis
Marisa Rush
London Hoffart
Cole Weaver
Zoe Eastham
Nathan Fredericks
Gabriel Arzate
NA
Rory Bushong
Lauren Tofel
Diego Rios
Noah Watkins
Max Andre
Samantha Perez-Mendez
Riley Easter
Esme Sozio
Chris Francisco
Josealfredo Salcedo
Neeki Nosrati
Devin Diba
owen browne
Anushka Bhagavathula
Carlos roig
Gabriel O.
Lilly
Gabriel Rousseau
Erin Hogan
Henna Rahimi
Harrison Williams
Bruce McGruder

Chase Johnson
Alan Tran
Ishaia Goldberg-Berman
Hugo Gebhard
Zoey Cutter
Luis Martinez
Stella Pisaturo
Colin Behan
Juliana Asdourian
Abraham B
Kaaya Batra
Nikki Golkarieh
Lindsay Zwetsloot
Lauren snyder
David covarrubias
Gavin Carey
Isabella Daste
Mia Burr
Edan Gortzak
Klea Miloti
preisha
Caitlin Kim
Zoe Schaelen
David Navar
Greta Mixon
Rakshith Bellam
Michael O'Hara
Frances Cramer
Mia
Andy Bass
Clare Antonow
Sophia Durand
Grace Cleveland
Joshua Yang
Maitri Halappa
Eli Aten
Jake Pace
Noah Augenstein
Kate Hope O'Hara
Luz Garcia
Morgan Wagner
Manuel Aguilar
Denia Mittelman
Alexander Stankus
Richard Villagomez
Chad Doe
Maya LaBrache
Johari Baschnagel
Katie Homrig

Bianca Nicula
Elia Barnes
Isabella de Santiago
James Breen
peter
Summer Salas
Nadeen
Owen Bizzaro
Jocelyn Lamond
Isaac Nieves
Piper Saken
Colette Hale
Jenna Adham
Ruaa Abushareefh
Devan elson
Anna Pados
Sebastian James
Daisy Avila
Nikolas Krause
Elizabeth Roeder
Joseph Mena
Nicole Mateljan
Danielle L
Maricela Felix
Kushal Dutta
Jonathan Manjarrez
Leah Badie
Antonio Loria Apuzzo
Brandon Fraser
Adrianna Ron
Bert Hochbrueckner
faith spalding
Lola Hagen
Fred
Connor Testa
Cf
Claire Deely
Will Crotty
Carlos Sanchez
Dani frank
Maxwell Green
Rondo pizzard
Aleyha Chaidez
Kyle Stepczyk
George frech
Katherine Grove
Andrew Ma
Jack Goodman
Luke Tuter

Jack Guan
Kate Maddux
Nicolle Aguilae
Aaron M
Gabriel Zamora
Ruby Alvarez
Skye Morton
Stella Borgioli
Noelle Faeth
Kayden Roloff
Samantha Burd
Sydney Scott
Vishaal Krishab
Ishitha Vemula
Luci Hagen
Hetal Kurani
Louisa
Lucia Stankovic
Emre Demiryurek
Priscilla Iniguez
c
Daniela Uyuni
Hendrik Marine Ortega
Carsten Peters
Adriana
Elizabeth Wiley
Naithrav subbiah
sura
Diego
Venice Park
Sage Barden
Bones
Isabella
Brenden Estell
Megan messex
Byron
Cheyenne Arnold
Madeline Koehl
Jacob goldberg
Jesse Waller
Joshua Ruiz
Hyonjin Kim
Rex Denger
Tatiana Sanchez
Nadia Liu
Rohan Gandhi
Katelynn Ruiz
taylor shaw
Alex Bruneau

Ava Ozair
Gabe Schoor
jorel n
Tanizzle Kobian
Chiara Bazan
Ruby Jasmine
Noa Panasik
Sanya Chaturvedi
Anna Martinson
Kylie Davis
Bob Dylan
Kiran Dias
Ayra Mumtaz
JD
Ariana Thakur
Keili Gorczyca
Aiji Li
Ben L
Rushil Ghimire
Gavin Flanders
Jon Elson
Lucy Blanchard
Ashley
Javier Savinien
Claire Engelkraut
Noelle Nash
Paulett Cardona
Mikah Panasik
Olivia g
Lila Kellison-Miller
Sophia Sandman
Riley DeGuzman
Sophia Hashim
Hayden Kelly
Daniela R.
Andrew Garcia
Nico Medina
Chase Palisoc
Madeleine Jensen
Sienna clark
Chloe Luu
Tanner Young
HL
Sioni Doshi
Brian Ou
Leah Markworth
Yajaira Figueroa Valencia
Dylan Jayalath
Mya Ferguson

Thomas T
Dylan Ehlers
Aman Cake
Dylan ehlers
Damien Paschke
vidhi
Arely González
Tim Marnell
Tim Marnell
Harrison Chuang
Micah Kamenetskiy
Sarah Trujillo-Guerrero
Divya Mathur
devaj gupta
Eli Hervas
Allison Letsinger
Vivian Fonseca
Ali Barnard
Jane adams
Lizzy Richter
Forrest Huff
Andrew Falcon
Hanna
Dhruv Vallurupalli
Annika Sharma
Evren Dogrul
Owen Sangiacomo
Nicholas Monreal
Henry Crabtree
Natalie Heilig
Julio Perez
Benjamin Farnsworth
Benoît Pelchat
Kinsey Fuller
Nathan Greif
Laura Euyoque
Marton Szatmary
Rebecca Green
Corinne
Shelby Leonardich
Pablo Chavarria
Simon Zernicki-Glover

Thank you for your consideration.

Best,
Mateo Cauchi

Dear Council Members,

As a Telegraph business owner, I support businesses that contribute positively to the neighborhood while operating responsibly and thoughtfully.

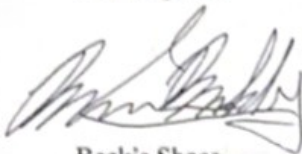
Duffl's delivery-only model avoids many of the impacts commonly associated with traditional alcohol retail because there are no late-night crowds gathering outside the storefront. That helps reduce noise, littering, loitering, and congestion affecting nearby businesses.

I also appreciate the safeguards they have implemented around alcohol delivery, including ID verification, employee training, and digitally logged transactions.

In addition, Duffl is a locally rooted business creating jobs and continuing to invest in Berkeley and the Telegraph community.

For these reasons, I respectfully support approval of their application.

Best Regards,



Brian Beckley

Beck's Shoes
Local Business Owner

Dear Council Members,

As a business owner near Telegraph Avenue, I understand how important it is to support businesses that improve convenience while minimizing neighborhood impacts.

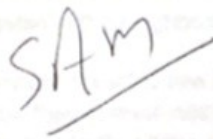
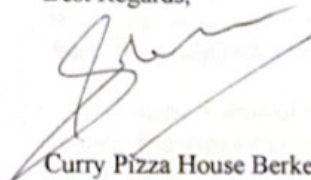
Duffl's delivery-only business model appears much more compatible with the area than a traditional alcohol storefront because it reduces late-night crowds, noise, littering, parking congestion, and unnecessary activity around the property.

I also value the accountability measures they have implemented, including employee training, ID verification on every order, and digitally tracked deliveries.

In addition, Duffl is a locally operated business contributing to Berkeley through local employment and long-term investment in the Telegraph corridor.

I respectfully support approval of their application.

Best Regards,



Curry Pizza House Berkeley
Telegraph Avenue Business Owner

May 17, 2026

Hello City of Berkeley Council Members,

We respectfully write to express our support for our neighboring business, Duffl, a mobile convenience store that delivers essential items through an app-based platform, often within 10 minutes.

Duffl has been a valuable addition to the community, especially for students who benefit from quick and reliable access to everyday necessities. As their neighbor, we have observed their professionalism and commitment to operating responsibly. We also sincerely appreciate their efforts in creating job opportunities for students.

Because their business operates on a delivery-only model, it helps minimize concerns such as loitering, noise, and congestion in the surrounding area. Regarding their proposed alcohol delivery service, Duffl has shared that they will implement strict safeguards, including requiring customers to upload valid identification before placing orders and verifying IDs again upon delivery. Their deliveries are tracked, and their staff are trained in alcohol compliance procedures.


From our experience, Duffl has been respectful, responsible, and accountable in all aspects of their operations. As fellow business owners, we humbly support Duffl's application for a Type 20 Beer and Wine license and kindly ask for your thoughtful consideration in approving their request.

Thank you very much for your time and consideration. If you have further questions, please feel free to contact us at support@kubobaspot.com.

Sincerely,



Sam Bernardino



Seyna Smith

Kuboba Spot Owners
2618 Telegraph Avenue Berkeley CA 94704
(510) 529 4046

Dear Council Members,

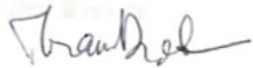
As a local Telegraph business owner, I believe businesses should be encouraged when they operate responsibly and minimize impacts on nearby residents and storefronts.

What I appreciate about Duffl is that their delivery-only business model helps reduce many of the concerns businesses already face around Telegraph Avenue, including loitering, littering, late-night noise, and unnecessary traffic congestion.

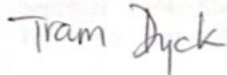
I also appreciate the safeguards they have implemented around alcohol delivery through employee training, ID verification, and digitally logged deliveries.

In addition, Duffl is a locally rooted business creating jobs and contributing positively to the Telegraph business community. I strongly support their application for a Type 20 Beer and Wine license.

Sincerely,



Nom Nom Banh Mi
Local Business Owner



Dear Council Members,

My name is Aditya, and I am a business owner in Berkeley. I am writing to express my support for Duffl's application for a Type 20 Beer and Wine license. As someone who lives in this neighborhood, I believe Duffl has been a genuinely positive presence on Telegraph, and I hope the Council will approve their application.

I first came across Duffl the way most customers do; through word of mouth on campus. What kept me coming back was how straightforward and responsible the experience felt. The app requires ID verification before you can even place an order, and the delivery is fast, tracked, and handled professionally. For customers who might otherwise be making late-night runs to less accountable retailers, having a service that takes compliance seriously actually matters.

Beyond the convenience, what I appreciate most is that Duffl is genuinely embedded in this community. They partner with local businesses like Kuboba Spot on Telegraph, which is actually how I discovered that place, through the Duffl app. That kind of cross-promotion helps small local businesses reach individuals like me who might not have wandered in otherwise. It feels like a business that's invested in the neighborhood, not just operating in it.

As an alumni of UC Berkeley, I want to see businesses that are responsible, locally rooted, and thoughtful about how they operate near a university campus. Duffl checks all of those boxes. Their model keeps foot traffic off the streets late at night, reduces congestion and noise that affects residents and nearby businesses, and still serves the Berkeley community well.

I strongly support this application and hope the Council will too. Thank you for your time and consideration.

Sincerely,

Aditya Banerjee

Aditya Banerjee

Posana Health Incorporated
Local Telegraph Business Owner

Dear Council Members,

As someone who operates a business near Telegraph Avenue, I understand how important it is for businesses to contribute positively to the neighborhood and operate responsibly.

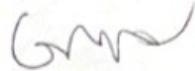
Duffl's delivery-only model appears far more compatible with the area than a traditional alcohol storefront because it reduces nuisance concerns like late-night crowds, noise, littering, and unnecessary parking congestion.

I also value the fact that their alcohol deliveries include ID verification on every order and are handled by trained employees with digitally logged transactions. Those safeguards demonstrate accountability and responsible operation.

In addition, Duffl is a local business investing in Berkeley and contributing to the local economy through employment and long-term commitment to the area.

I strongly support their application and respectfully encourage approval.

Best Regards,



Eric Rodriguez

Sapphire Smoke Shop
Telegraph Avenue Business Owner

Dear Council Members,

As a Berkeley business owner, I believe businesses should operate in ways that support the surrounding neighborhood while minimizing impacts on nearby residents and storefronts.

What stands out to me about Duffl is that their delivery-only model avoids many of the concerns commonly associated with traditional alcohol retail. Because customers are not gathering outside the storefront late at night, the business helps reduce noise, loitering, littering, and congestion around Telegraph Avenue.

I also appreciate the safeguards they have implemented around alcohol delivery. IDs are checked on every order, employees receive alcohol compliance training, and deliveries are digitally tracked for accountability.

Duffl is also a locally rooted business creating jobs and continuing to invest in Berkeley long term. I strongly support their application for a Type 20 Beer and Wine license.

Sincerely,


Farish
Textures Vintage Clothing
Local Business Owner


Duffl

Dear Berkeley City Council,


I live close to the Duffl storefront and honestly think their model makes far more sense for this part of Berkeley than another traditional alcohol retailer.

Parking and congestion around Telegraph are already difficult, especially during busy hours. A delivery-focused business reduces the need for additional customer traffic circling the area looking for parking or stopping outside storefronts late at night.

I also appreciate that alcohol deliveries are digitally tracked and require ID verification on every order.

Overall, Duffl seems to have built their operations around minimizing impacts on the neighborhood, and I support their application.

Sincerely,

Lucas Scott

2336 Derby St.

Dear Berkeley City Council,

Living near the Duffl location, I have become especially aware of how much storefront activity can affect nearby residents at night.

One reason I support Duffl's application is because their delivery-only operations greatly reduce the amount of late-night activity happening directly outside the business itself. Compared to traditional alcohol retailers, that seems far less disruptive for the surrounding neighborhood.

I also appreciate the accountability measures they have implemented through employee training, ID verification, and digitally documented deliveries.

Overall, I believe Duffl's model is much more neighborhood-friendly and deserving of support.

Sincerely,

Olivia Wagner Olivia Wagner
2616 Regent St. Berkeley 94704

Dear Berkeley City Council,

As someone who lives near Duffl on Telegraph, I appreciate businesses that are mindful of how they fit into the surrounding community.

What stands out to me about Duffl is that they appear to have built their operations specifically to reduce many of the concerns residents already have around alcohol sales. Their delivery-only model limits noise, loitering, and unnecessary congestion around the storefront itself.

I also think the safeguards they have implemented around alcohol delivery are important, especially in a student-heavy area. IDs are checked on every order and deliveries are digitally tracked for accountability.

I strongly support their application.

Sincerely,

 Nancy Roy  Kailey Roy

2616 Regent St.
Berkeley 94709

Dear Berkeley City Council,


I live near the Duffl storefront and believe their approach is much more responsible than many traditional alcohol retail models.

Because they operate through delivery only, there are fewer customers gathering outside, fewer parking issues, and less disruption affecting nearby residents and businesses.

I also appreciate the fact that they seem to take alcohol compliance seriously through employee training, ID verification, and digitally logged transactions.

From my perspective as a nearby resident, Duffl appears committed to operating responsibly within the neighborhood, and I support their application.

Sincerely,

Wilton Calyton 
2624 Regent St,

Dear Berkeley City Council,

As someone who lives a short distance from the Duffl store, I think it is important to support businesses that are trying to modernize services in ways that reduce neighborhood impacts instead of adding to them.

What stands out to me about Duffl is that they provide convenience without creating the same issues traditional alcohol storefronts often bring. Their delivery-only structure helps reduce noise, littering, parking congestion, and crowds gathering outside late at night.

I also believe their safeguards around alcohol delivery show a serious commitment to accountability.

For these reasons, I support their application.

Sincerely,

Easton Hamm
Easton Hamm
2508 Regent St, Apt A

Dear Berkeley City Council,


I live near the Duffl storefront on Telegraph Avenue and support their application because their business model feels much more compatible with the neighborhood than a traditional alcohol retailer.

Telegraph already deals with enough late-night congestion and activity. Duffl's delivery-only approach helps reduce unnecessary foot traffic and minimizes many of the nuisance concerns residents already experience.

I also appreciate that alcohol deliveries require ID verification and are handled by trained employees rather than anonymous third-party drivers.

In my opinion, Duffl is operating responsibly and thoughtfully within the community.

Sincerely,

Charlie Ellison 

2536 Regent St. Berkeley CA

Dear Berkeley City Council,

As someone who lives near the Duffl store, one of my biggest concerns with any new alcohol license is whether it will create more late-night noise and disruption in the neighborhood.

What makes Duffl different to me is that they are not operating like a traditional liquor store where customers gather outside throughout the night. Their delivery-only model avoids many of the issues residents already deal with around Telegraph Avenue, including loitering, littering, and unnecessary foot traffic.

For that reason alone, I believe their business is much more compatible with the neighborhood than many existing retail operations.

I strongly support their application.

Sincerely,

Quinn Altman 

2308 Warring st. Berkeley CA 94704

Dear Berkeley City Council,

Living near the Duffl storefront, I have seen how much nearby businesses can impact daily life for residents.

What stands out to me about Duffl is that their operations seem intentionally designed to avoid creating unnecessary neighborhood problems. Because customers are not gathering outside the storefront, there is less noise, less loitering, and less disruption for people living nearby.

I also appreciate the safeguards they have implemented through ID verification and employee training.

Overall, I think Duffl's business model is far more thoughtful and neighborhood-conscious than many people assume, and I support their application.

Sincerely, *Blayne Dowaga* *Blayne*
2224 Dwight Way, Berkeley CA 94704

Dear Council Members,

I live near the Telegraph area and believe Duffl's business model is much more compatible with the neighborhood than a traditional alcohol storefront.

Because they operate through delivery only, there is less foot traffic gathering outside, fewer disturbances late at night, and less littering around the property. Those quality-of-life impacts matter to residents who live nearby.

I also appreciate that every alcohol order requires ID verification and is handled by trained employees. That gives me confidence they are approaching alcohol delivery responsibly and with proper safeguards in place.

In addition, Duffl is a locally operated business creating jobs and investing in Berkeley instead of leaving another storefront vacant.

I support their application and hope the Council will approve it.

Sincerely,

Jackson Goubling



2912 Fulton St

Berkeley, CA 94705

Dear Council Members,

As someone who has lived in Berkeley for several years, I have seen firsthand how important it is for businesses to operate responsibly and remain mindful of the neighborhoods around them.

What I appreciate about Duffl is that their business model is delivery-only, which avoids many of the issues associated with traditional alcohol retailers. There is no large crowd gathering outside, no late-night lines, and far less noise and litter impacting nearby residents.

I also value the fact that their employees are trained, IDs are checked on every order, and deliveries are digitally documented. In a dense neighborhood like Telegraph, that level of accountability matters.

Duffl also appears genuinely invested in Berkeley through local hiring and long-term commitment to the area. I believe responsible local businesses deserve support, especially when they are trying to improve how these services are provided.

For these reasons, I strongly support their application for a Type 20 Beer and Wine license.

Sincerely,

Rabih Ariadi 

2429 Martin Luther King Jr. Way

Berkeley, CA 94704

To whom it may concern:

As a Berkeley resident, I think it is important to distinguish Duffl from a traditional liquor or convenience store.

Because the business operates through delivery only, it avoids many of the neighborhood concerns commonly associated with alcohol sales, including large crowds, late-night noise, and people lingering outside storefronts.

I also believe their operational safeguards are meaningful. Requiring ID verification for every order and maintaining digital records of transactions demonstrates a level of responsibility and accountability that should be recognized.

Duffl is also a local company employing local workers and contributing to the Telegraph business community.

I support their application and hope the Council will approve it.

Sincerely,

Aaron Kao-Mutch

05/13/26



2414 Carleton Street

Dear Berkeley City Council,

As a Berkeley resident, I believe the City should support local businesses that are making an effort to operate responsibly and minimize impacts on surrounding neighborhoods.

What I appreciate about Duffl is that their business model is structured in a way that reduces many of the concerns residents often have regarding alcohol sales. Their delivery-only system avoids large crowds gathering outside storefronts and helps reduce parking congestion and late-night disturbances.

I also value the safeguards they have implemented through ID verification, employee training, and digital tracking of deliveries.

In my opinion, Duffl provides a useful service while taking meaningful steps to operate responsibly within the community. I respectfully support approval of their application.

Sincerely,

Jasmine Kahler *Jasmine Kahler* 04/13/26

2331 Curleton Street, Berkeley, CA, 94704

Dear Berkeley City Council,

As someone who lives in Berkeley, I think it is important to recognize when a business is actively trying to reduce its impact on the surrounding neighborhood.

What stands out to me about Duffl is that they are not operating like a traditional alcohol retailer. Their delivery-only approach helps reduce noise, loitering, littering, and unnecessary traffic around Telegraph Avenue.

I also appreciate the level of accountability built into their operations. IDs are checked on every alcohol order, deliveries are digitally documented, and employees receive compliance training.

Overall, I believe Duffl's model is more controlled and neighborhood-compatible than many traditional retail environments, and I strongly support their application.

Sincerely,

Holly Aunn  04/13/26

2331 Carleton Street #A, Berkeley, CA 94704

Dear Berkeley City Council,


As a resident of Berkeley, I believe responsible local businesses should be supported when they demonstrate accountability and consideration for the surrounding community.

Duffl's delivery-only model appears designed specifically to minimize many of the impacts residents are concerned about, including late-night disturbances, congestion, littering, and groups gathering outside storefronts.

I also appreciate the safeguards they have implemented around alcohol delivery through ID verification, employee training, and digitally tracked transactions.

In my opinion, Duffl is providing a practical service in a way that is thoughtful, controlled, and better suited for the neighborhood. I strongly support their application and respectfully encourage approval.

Sincerely,

Ian Reikels  5/13/26

2414 Corleton St.

Dear Berkeley City Council,

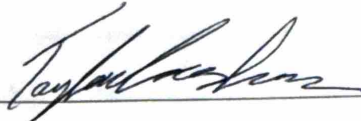
As a resident of Berkeley, I support businesses that are locally accountable and conscious of how they affect the surrounding neighborhood.

Duffl's delivery-only model seems like a much more practical and responsible approach than a traditional alcohol retailer. By avoiding in-person alcohol sales, the business helps reduce loitering, littering, late-night disturbances, and parking issues around Telegraph Avenue.

I also appreciate the safeguards they have implemented around alcohol delivery, including ID verification, employee training, and digital tracking of orders.

Overall, I believe Duffl provides a useful service while minimizing many of the impacts residents are concerned about. I strongly support their application and respectfully encourage approval.

Sincerely,

TAYLOR CROSHERE 
2740 Parker St Berkeley, CA 94704

Dear Berkeley City Council,

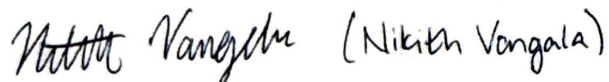
As a Berkeley resident, I support businesses that are trying to operate responsibly while adapting to how people actually use services today.

What I appreciate about Duffl is that their business model reduces many of the neighborhood impacts associated with traditional alcohol retail. Because they operate through delivery only, there is less foot traffic, less noise around the storefront, and fewer late-night disruptions affecting nearby residents.

I also believe their operational safeguards are meaningful. IDs are checked on every order, deliveries are digitally tracked, and employees are trained directly by the company.

Overall, I believe Duffl provides convenience in a way that is much more controlled and neighborhood-compatible than many traditional retail models.

Sincerely,

 (Nikith Vongala)

2133 Parker St #2, Berkeley, CA, 94704

Dear Berkeley City Council,

I live near the Duffl location and think it is important to recognize that their operations are very different from a traditional liquor store.

Because the business operates through delivery only, there is far less impact on the surrounding neighborhood in terms of crowds, noise, littering, and parking congestion. In my opinion, that makes their model much more appropriate for a dense area like Telegraph Avenue.

I also appreciate their emphasis on accountability through employee training, ID verification, and digitally logged deliveries.

I believe Duffl is making a real effort to operate responsibly within the community, and I support their application.

Sincerely,

KENNEDIE EDESAR
Kennedie Edesar
2608 BENVENUE APT. 102