

Exhibit Q-1
Supplemental Materials Provided by Applicant

CITY COUNCIL HEARING: Conditional Use Permit Application No. P23-00835, Planned Development Permit Application No. P23-02080, and related Environmental Assessment

2500 MLK LLC

RE: Answer to City of Fresno Honorable Councilmembers Addressing Starbucks Appeal, providing the plans, policies, programs, and strategies that mitigate all concerns raised in appeal:

It is with heavy hearts and some confusion that the partnership of 2500 MLK, LLC must respond to the recent appeal of the City of Fresno Planning Director's and Planning Commissions "Approval" of our Conditional Use Application No. P23-00835 and Planned Development Application No. 23-02080.

We are pensive in our reponse, because 2500 MLK has been working hand-in-hand for the past eleven years with the City of Fresno (COF) Planning Department, COF Public Works, State of California, State Center Community College District, the Southwest Fresno Community and Leadership, COF PARCS Division, DR Horton Home Builders, Washington Union School District, Self-Help Enterprise Apartment Builders, and even the appellants themselves to plan and design West Creek Village Development Project Area.

We do not understand the motivations of this continued appeal, after the supporting information (to follow) was provided. This underserved community of Fresno is asking for the exact retail services that this project will provide – especially with the magnificent SCCC West Fresno Campus newly opened. The appellants list of concerns were reviewed and vetted by the COF Planning Commission and found totally within all General Plan and Southwest Fresno 2017 Specific Plan goals and objectives, along with complying with all zoning and uses under the COF 2500 MLK Development Agreement. On January 3, the 2024 City Of Fresno Planning Commission voted unanimously to reject the appellants appeal and reaffirm Director of Planning Approval of our CUP and Development Application. **Since 2017 both Planning Commissioners and City Councilmembers have voted unanimously approximately 77-0 in favor of the West Creek Village Development Project Area components and uses, along with full support since 2017 from the Director of Public Works, Director of Planning, City Manager, and both Mayors Lee Brand and Jerry Dyer.**

In their approval, the COF Planning Commission thoroughly reviewed our application as prepared by City Planner Mr. Steven Martinez. Mr. Martinez was able to present and enlighten the Planning Commission and community that the Starbucks project was only one component of a much larger Southwest Fresno Specific Planned (SWFSP) Project Area and was only one component of the West Creek Village Development Master Planned Complete Neighborhood Project Area. Mr. Martinez went on to demonstrate that the appellants concerns regarding the location of retail, traffic, pollution, parking lot, and drive-thru idling cars had all been addressed through; the Fresno 2035 General Plan, the Southwest Fresno 2017 Specific Plan and Environmental Impact Report, Swift & Associates City of Fresno West Creek Village Development Traffic Impact Analysis (TIA), West Creek Village Complete Neighborhood 2018 Master Planning Process, COF Public Works TCC Infrastructure Street Improvement Plan 2017-current, Tree Fresno 2019 West Fresno Landscape Plan, San Joaquin Valley Air Pollution Control District South Central Fresno 2019 (Community Emissions Reduction Program), the COF 2500 MLK Development Agreement and lastly through the current COF Planning Department Entitlement and Permit Application Process.

The Following Summarizes Plans, Policies, Programs, Analysis, and Reports address appellant concerns:

- The **SWFSP 2017 EIR** specifically addressed **Air Quality** and **Green House Gas Emissions** and the report concludes that the initial growth and development in the SWFSP Area on the short term will increase pollution in Southwest Fresno, however in the broader scope of the **Fresno 2035 General Plan, SWFSP, West Creek Village Complete Neighborhood 2018 Master Plan, and COF Public Works TCC Street Improvement Plan** **goals of creating Complete Neighborhood Concepts around Magnet Cores such as West Creek Village Project Area will actually decrease Pollution, GHG, and VMT growth rates within Southwest Fresno Specific Plan Area over the next 30 years.** GHG, Pollution, and VMT will be decreased through the SWFSP goals, objectives, and development criteria limiting and eliminating industrial uses and providing more efficient infrastructure street improvements with broad sidewalks, bike paths, hiking trails, access to diverse modes of transportation, including mass transit, shared electric mobility, and a more walkable community providing education, employment, recreation, career development, entertainment, child care and diverse types housing all within a five minute walking radius.
- **Swift & Associates 2019 Traffic Impact Analysis** of West Creek Village Development accounts for up to **481** residential units, **343,700** sq. ft. of commercial uses, **5,000** student West Fresno College, and a **11.75** acre community park with museum and community resilience center; resulting in **26,279** Average Daily Trips.
- **Tree Fresno 2019 West Fresno Landcape Plan** will increase the West Fresno tree canopy by 30% over the next 40 years and all component Stakeholders of West Creek Village Development Project Area are in partnership with Tree Fresno and thousand of trees and shrubs will be planted within the SWFSP and West Creek Village Development Project Areas.
- **SJVAPCD (Community Emissions Reduction Program) (CERP)** reduces volatile organic compounds (VOCs), particulate matter (PM), oxides of nitrogen (NOx) and air toxins like benzene, formaldehyde, and acetaldehyde, all of which are harmful to the environment and sensitive populations like children and seniors. Targeting anti-idling outreach to areas commonly serving these sensitive individuals is an important way to reducing exposure. However, **the preventable problem of idling is best addressed by the “Healthy Air Living Schools Program”**. Participating schools receive sets of free bilingual anti-idling signs to post near drop-off and pick-up area, along with educational materials, presentations, and speakers from SJVAPCD able to address the impacts of idling. The strategy provides and distributes sets of bilingual English and Spanish idle-reduction street signs to be installed in locations that commonly serve sensitive groups throughout the community boundary. Sites may include the parking lots of schools, child care facilities, libraries, senior centers, parks, nursing homes, medical centers, and pediatrics offices. When possible, SJVAPCD representatives would provide materials or infographics to each location to explain the importance of reducing idling and its impact on health and air quality.
- **COF 2500 MLK Development Agreement (DA)** is the legal document adopted by the COF City Council on March 5, 2020 identifying terms and conditions for the construction of the 115 acre West Creek Village Development Project Area. The West Creek Village Development Project Area is a vital tool for implementing the objectives and policies of the Southwest Fresno 2017 Specific Plan, adopted by COF City Council on October 26, 2017. The DA identifies that the West Creek Village Development Project Area consists of the West Fresno College Campus, West Creek Village Community Park, Regional Retail, Neighborhood Retail, Single-Family Residential, Multi-Family

Residential, Elementary School, Museum, and Community Center. The DA assures all the aforementioned plans, programs, policies, terms, and conditions will be kept and fulfilled in order to create the Complete Neighborhood Master Planned Community promised to the citizens of Southwest Fresno Specific Plan Area, thus becoming the model and foundation for reducing Pollution, GHG, and VMT.

- **West Creek Village Development Project Area is the number one Magnet Core identified in the Southwest Fresno Specific Plan as being the foundation of the revitalization of Southwest Fresno. The \$ 70 million dollar Fresno Transformation Climate Collaborative (FTCCC) awarded to Fresno was primarily due to the West Creek Village Development Project Area Complete Neighborhood Concept components; State Center College Community District received \$ 18 million for their West Fresno Campus, COF received \$ 11.5 million for offsite infrastructure, and COF received \$ 5.5 million for the Community Park; all these components of West Creek Village Development Project Area received awards from FTCCC because of their plans to reduce Pollution, GHG and VMT within Southwest Fresno Specific Plan Area and West Creek Village Development Project Area and every other component of the West Creek Village Development Project Area is planned and designed to reduce Pollution, GHG and VMT, within the SWFSP Area, including the subject Starbucks neighborhood retail center.**

Thanks for your consideration in defeating the largest problem this City faces - “The Tale of Two Cities”. This community deserves and demands new growth, jobs, buildings, opportunities, **a drive-through Starbucks** – that all other residents in Fresno take for granted. The few appellants of this project, who have been shown all the information above but still deny its existence, certainly can not cancel out the benefits that this project will provide.

Sincerely,

Jim Shehadey, Member

Date

Steve Shehadey, Member

Date

Tom Shehadey, Member

Date

Sylvesta Hall, Member

Date

**Starbucks and Dutch Brothers
City of Fresno
Locations
(Zero Locations West of 99 Freeway)**

