On behalf of everyone at Trinity/RED we'd like to wish you a Happy New Year and hope that this year brings you much happiness, prosperity and better hope for the future.

We have a short break in the Eagle Town Board of Trustee hearing schedule, so I thought I'd address some of the misinformation that continues to be put forward by a few individuals about Eagle River Station. Below are responses to that misinformation:

1. **Tax Revenues** - The Town of Eagle will receive tax revenues generated by ERS from Day One. The notion that it will be 20 years before Eagle sees any money is not true at all. It wasn't the case in our first proposal, and it's not the case now. In addition to tax revenues ERS will generate hundreds of thousands of dollars in permit fees, tap fees, filing fees and sales use tax payments.
2. **Traffic** - Traffic will continue to get worse in Eagle regardless of whether ERS is built or not. ERS will not only provide the financing for a new interchange, the completion of Chambers Road and new roundabouts, but will also help provide the tax dollars necessary to pay for the improvements on Eby Creek Road. That combination of public improvements, made possible in part by ERS, will provide traffic relief for the town as stated by the traffic professionals and your own public works staff.
3. **Water and Sewer** – The Town of Eagle is in desperate need of water and sewer improvements along Chambers Ave, regardless of whether ERS is built. Those systems are near capacity right now, which severely limits the possibility of any future development along Chambers. By providing the financing for these off-site improvements, ERS is making a considerable contribution to the infrastructure of the community which otherwise could only be done with more tax increases.
4. **Parking** – The proposed parking for ERS is well below industry standards and falls within the current town standards. As was noted in the public focus groups the parking areas are broken up into many smaller areas surrounded by trees and irrigated planting beds. Any opinion that there is more parking than is necessary is terribly wrong and it would be a risk to public safety if parking were to be lessened any more than it already has.
5. **Approval Process** – Does anybody really believe that the approval process for ERS has been too short after 5 years of public hearings? Opponents complain because no one seems to want to attend the public hearings any longer. Just maybe it's because of the 5 years of hearings? Or maybe it's due to the many focus group meetings we've had where people have already given us their opinions and we've reacted to them in this new application? Maybe it's because the town has a very qualified professional staff to do their job by working through the details in work sessions so the Planning Commissioners and Trustees can listen to their recommendations and vote on the merit of the application and not spend their valuable time on the flow rate of a storm sewer? We encourage people to come out and give their support.
6. **The PUD guide** – There is nothing "too general" about this PUD guide. It's one of the largest most comprehensive design guidelines we've seen. It's also a book that received a unanimous recommendation of approval by the Planning Commission stating that it's in conformance with the intents of the Eagle Area Community Plan. Keep in mind that there will be more specific approvals by Staff, Planning Commission and the Trustees as the process moves forward. There will be other bites at the apple for the Town.
7. **Market Analysis** - Lastly, we have updated the retail and residential market studies and financial projections for ERS to reflect the current conditions. Those updates and projections continue to point to a successful project, otherwise we wouldn't be doing it, no matter what we paid for the land. It's interesting that the most common objection to the studies is simply, "I don't believe the numbers." While "not believing" may be an opinion, it doesn't make the extensive, objective studies any less true.

"Eagle deserves better" is a refrain we hear from a few individuals, and we couldn't agree more. Eagle deserves better than continually losing tax revenue to other communities. It deserves better than our residents having to commute to jobs 30 miles away because the jobs both temporary and permanent have left. Eagle deserves better than watching our neighbors pursue progressive projects while we sit still. Do you really want the adjacent communities to decide what's best for Eagle by taking away significant tax dollars while leaving you with the burden of improving the roads and infrastructure to support their projects? We believe that Eagle River Station can help the Town of Eagle get the "better" it deserves.

–Jeff McMahon, Managing Partner RED Development

EAGLE RIVER STATION

Come to the next Eagle Town Board of Trustees Meeting to learn more! February 1, 2012 at 6 p.m. in the Eagle Town Hall. The financial impacts of Eagle River Station are scheduled to be discussed.
Visit our website at www.eagleriverstation.com for more information and details.

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