

Dear Planning Commissioners,

My name is Orion and I'm with CIN. We handle the property management for 4300 Green River Road (Green River Promenade, the retail center adjacent to the new proposed Starbucks). **We are supportive of this new Starbucks**, what it means to bring them in as a new business at our center, and showing that we have come such a long way since 2013! I'm emailing to help the owners of the site complete their development. After I heard about the February planning commission continuance despite full staff support, years of planning, and lots of pre-discussion and approval in concept with the City, I figured I'd voice support more formally to help them in this process, as I have with the last 15 new businesses to Corona we've helped get open for business since 2013, bringing in both jobs, AND providing much needed services for the local community. I've since been informed the developers are trying to set up meetings directly here, but just in case I don't get the chance to speak with each of you personally, I was told the below 3 points were the main concerns of the planning commission, so I wanted to offer my feedback on them in advance:

- If you have concerns or questions around the community impact of the site, I am happy to explain the detailed history of the site, on how we have worked the better part of a decade to turn what was a run down 65% vacant center with 3 dirt lots that businesses didn't want to look at into a 100% occupied property with built out pad sites attracting national chains.
- If you have concerns or questions around competition within our property, I am happy to explain our process and why it has worked for us more than other properties in the area, and how we became supportive of this site for a Starbucks. This is not the first, nor likely the last time we will have to navigate having business that compete on some share of their products, but just like we got our Maiz Cocina's liquor license years after they opened for business in a way that didn't jeopardize Happy Hour Saloon's business, I could show that we do not make these decisions lightly, and we consider a lot of data in arriving at our conclusions.
- If you have concerns or questions around traffic impact, I could explain why this might actually help alleviate the cut thru traffic we have experienced for years from people who race through the speed bumps we installed to save 5 minutes turning left from Dominquez Ranch Rd. instead of just continuing on Green River to the 91, or address other parking related site concerns.

As a property management firm, we understand the burden of your job here. You are responsible for balancing constrained resources with imperfect information against many competing interests, all of which complain when they don't get what they want, and few of which appreciate you when they do. **I would just like to say that we do appreciate the hard work you do, and we look forward to working with you to help make Corona a better place to live and work.**

Best Regards,

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EXHIBIT 10