



145 South State College Boulevard, Brea, California 92821

February 2, 2007

Fullerton Observer
PO Box 7051
Fullerton, CA 92834

Dear Editor:

Pacific Coast Homes thanks the Fullerton Observer for including stories from both sides of the West Coyote Hills discussion in its early-February edition. Chuck Greening contributed an article outlining the history and benefits of the proposed West Coyote Hills plan and Kathleen Shanfield wrote an article in opposition to the plan. However, from our perspective, the coverage of the issue lacked balance.

The Observer allowed a rebuttal to Greening's article, but did not allow a rebuttal to Shanfield's article. If a response to Shanfield's article had been included, which balanced coverage would require, it would have pointed out that the "*highly respected*" law firm quoted extensively throughout Shanfield's story is actually the group's paid legal consultant – that's an important fact to know when reading the aspersions the firm casts upon our proposal.

Building on Mr. Greening's story in support of West Coyote Hills, the following offers your readers additional background information on our plan.

For about a decade, Pacific Coast Homes has prepared a plan that is consistent with Fullerton's General Plan; followed strict environmental guidelines set forth by the State and Federal government; and most importantly, worked closely with hundreds of Fullertonians to ensure West Coyote Hills would be one of the finest planned communities in the City's proud history.

The result of these efforts is a plan that would bring tremendous benefits to Fullerton and its residents. In short, our proposal:

- Preserves 55 percent of our 510-acre property as open space and is consistent with the U.S. Fish & Wildlife Service's goals for the land.
- Provides millions of dollars to the City so it can finally open, and then maintain, the City's 72-acre Robert E. Ward Nature Preserve for public enjoyment.
- Offers a variety of distinctive home options at a housing density that has been reduced to just 1.5 homes per gross acre.

As the public hearings near, please visit www.westcoyotehills.com for updates on our proposal or to ask us questions about information presented by the opposition group.

Sincerely,

Scott Starkey
Pacific Coast Homes