

April 24, 2014

To my fellow City Council members and Mayor Jordan,

As you are all aware, Whole Foods has submitted plans to build a retail center in East Fayetteville near the new fly-over uptown area. They are proposing to occupy the area which is currently an abandoned car dealership that is sometimes used for overflow auto inventory from a neighboring dealership.

It came to my attention that a traffic light is needed at the intersection of Masonic and College, which will serve as the primary way in and out of the proposed development. I believe the city should invest \$150,000 to build the traffic light, which is the estimated cost. This partnership between the city and Whole Foods is important for our citizens both in the short term and long term.

There are many reasons this traffic light should be built and paid for by the city. This \$25 million investment of Whole Foods in Fayetteville is expected to create 140 jobs at the average annual wage of \$40,000 each. The estimated total annual payroll is \$5.6 million. The estimated average hourly wage exceeds \$19.00 an hour. The sales tax revenue for the retail center is estimated to be between 800,000 and 1.2 million dollars annually.

The traffic light is needed on that section of North College as stated by the State of Arkansas highway department letter you all have in your packet. I believe this will improve safety for the drivers and pedestrians in the area. Regarding the site itself, this real estate is one of the first things that visitors see as they enter our city from the 540/expressway. We have discussed on the council making North College a more beautiful and productive street, and I believe this development will be a tremendous improvement to what is there now.

I want Fayetteville to be known as a city that is willing to help business thrive. I want to be sure we are looking for the right businesses to partner with, and Whole Foods is unquestionably one of those. It fits perfectly in Fayetteville, and we need to show we are truly a community and a partner in their business plans.

The city will get a tremendous return on this investment for these and many other reasons for decades to come.

Thank you.

Justin Tennant  
Alderman, Ward 3  
City of Fayetteville

