

To Residents and Concerned Citizens of Sugar Land,

As you all know, we are in the planned development zoning process (PD) for the Imperial project. This is a long public process that allows time for the community to understand the issues and to provide input. For our part, we have held community meetings and subsequent updates and emails to communicate our plans and listen to feedback.

We have received emails and calls from residents, had meetings with numerous people from the surrounding neighborhoods, community leaders, public officials and other interested parties. We have attended several meetings with City staff and have received their comments to the Imperial PD application, which we are in the process of addressing.

Through all of this, the input that we have received has been extremely helpful. As a result, we are now in the process of revising our submittal to SIGNIFICANTLY reduce the number of multifamily units in both the Ballpark District and the Historic District. In addition, we are also in the process of developing additional multi-family building standards that will go above and beyond what is currently required by city code. We believe that this will further evidence our commitment to the quality and long term viability of the proposed multi-family housing to be built at Imperial.

Councilman Don Smithers has been instrumental in communicating with us on behalf of his district and facilitating discussions on compromise. As a result of his efforts, we believe we are nearing a plan that will be mutually beneficial to all parties. We have also reached out to Diana Miller for her input as well but she has thus far declined our requests to meet with us.

Once our revised PD application is submitted to the City, we will send another email to the community detailing the specific changes discussed above.

If you have questions on any issues related to Imperial, please feel free to contact me at this email address shay@imperialsugarland.com. For more information on the project and to sign up for future email distributions, please visit www.imperialsugarland.com.

Please note that the second page of this document presents some additional information and resources to keep you fully informed.

Thank you for your continued interest in the Imperial redevelopment project!!!

Sincerely,

Shay Shafie
General Manager
Imperial

The below summary details the process to date and links to further information:

- 2/17/11 – Public meeting held to present the Imperial Planned Development submittal and receive citizen feedback.
- 2/24/11 – Detailed letter was emailed to interested parties addressing the concerns we heard in the 2/17 public meeting. The letter included comments on the Imperial PD Submittal History, General Development Plan Specifics, Q & A Regarding Multi-family, Q & A Regarding Traffic and Other General Q & A. http://imperialsugarland.com/images/meeting_response.pdf
- 2/24/11 - Public workshop with the Planning & Zoning Commission where we received feedback from the commissioners and the public. You can view the discussion that took place at the meeting at <http://www.youtube.com/watch?v=NgVFRSHoJHs> and you can receive a copy of the power point presentation we made to P&Z on our website at http://imperialsugarland.com/images/pdf/PZ_Presentation.pdf.
- 3/3/11 - Partnership agreement announced with Sueba USA, one of the foremost developers of quality multi-family residential communities in Houston. Sueba has been extremely helpful in providing us with detailed information on projected demographics for the proposed multi-family housing at Imperial. Their experience with comparable developments points to a product at Imperial with the following characteristics:
 1. Average # People / Unit: 1.5
 2. Average & Median Age of Residents: 32 & 30 years
 3. Marital Status: 75% single, 25% married
 4. Number of Children: 5% of residents with children
 5. Rent Range per Month: \$1,294 - \$1,779
 6. Average Monthly Rent: \$1,506
 7. Income Range to Qualify for Average Size Unit: \$55,000 - \$65,000
 8. Income Range to Qualify for Largest Unit: \$75,000+
 9. Income Forecast of Residents: 80% of households are projected to earn \$60,000 and 40% are projected to earn over \$100,000

A copy of “Sueba USA Mid-Rise Projects” presentation with photos and demographic detail of several comparable projects in Houston has been posted on our website at http://imperialsugarland.com/images/pdf/Sueba%20Mid-Rise_Information.c.pdf . For more information regarding Sueba and their reputation for quality development, please visit their website at www.suebausa.com