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DUKE
DEVELOPMENT
COMPANY

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Dear Southside Park Neighbor,

There's been some controversy about development along R Street.

As the owner of property located on R Street between 3rd and 7th Streets, I'd like to take this opportunity to tell you what we're considering.

We believe our site is well suited for a first-class office complex. We're proposing mid-rise office buildings with a child care center, small shops, and cafes. Our plan calls for leaving nearly a third of the property as planned open space.

The previous owner had proposed a high-rise office and hotel project with four buildings as tall as 39 stories. Clearly, this kind of construction would overwhelm the neighborhood.

The property currently is zoned for heavy commercial or light industrial purposes. This allows large warehouses on the site.

We think the office complex we're proposing would be a more suitable development for the neighborhood.

Since it's located next to the freeway, we'd like to bring a light rail train right to the building to reduce traffic. The tallest building would be 13 stories.

In exchange for developing this project, we're proposing to pay for some additional improvements:

- Extra city police to patrol your neighborhood and Southside Park, exclusively.
- Improvements to Southside Park.
- A special housing rehabilitation loan fund so neighbors can fix up their homes.

Our plan is being opposed by the Sacramento Old City Association (SOCA). They're advocating the construction of large, multi-unit apartment complexes.

The zoning specifically prohibits the construction of housing on this site, and frankly, we are not interested in building apartments. It's not what our company does. (If you get a chance, take a look at 400 R Street, our latest project.)

The only way this land can be developed for apartments is if SOCA can get the Redevelopment Agency to condemn the land from us and build subsidized apartment units, like they're planning to do at T Street between 4th and 5th Streets.

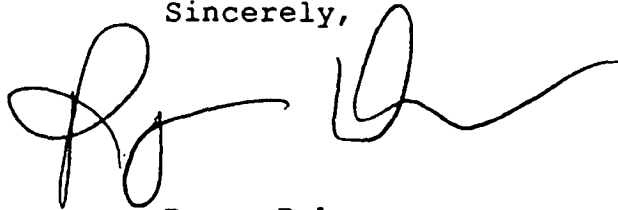
We're not convinced SOCA's view is shared by everyone.

We'd like to hear what you think. That's why we're launching a door-to-door survey in your neighborhood. We'll have a questionnaire that asks you what kind of development you'd like to see on R Street. We'll also be asking you to prioritize the improvements we could pay for as part of our office project.

It will take about a month to complete our survey and then we'll share the results with you. In the meantime, we are anxious to hear any of your thoughts or concerns.

I appreciate your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Roger Duke', written in a cursive style.

Roger Duke