

SIGNER

BUICK • CADILLAC

January 17, 1992

Mr. Bill Ball
Mayor, City of Fremont
4825 Hansen Avenue
Fremont, CA 94536

Dear Bill:

This is to urge you to vote for the Pacific Greens project. The project is beneficial to the City of Fremont, and essential for the success of the Fremont Auto Mall.

As you may know, I have invested a substantial sum of money and many hundreds of hours, into the Auto Mall project. Because of the economic times and banks' reluctance to lend on commercial real estate, I have not yet been able to purchase land in the Mall, so to date, have nothing to show for my investment.

As you are aware, General Motors does not want me nor its other dealers in the Auto Mall. They prefer us to be in Newark, with immediate proximity to Newpark Mall, good freeway visibility, and more pleasant surroundings. They have studied buying property and building facilities at attractive price and terms for us dealers. Non-approval of the Pacific Greens project would all but assure that I could not change their thinking, and would most likely cause the other General Motors dealers and me to end up in Newark.

Approval of the desirable Pacific Greens project, which would enhance the surrounding area, would give me a reasonable chance of convincing General Motors of the Auto Mall's superiority. Catellus' willingness to assist in the financing without strings attached would allow me to move on it quickly. General Motors has made it very clear that they will not assist in my financing for the Fremont Auto Mall, and it is unlikely that this position will change.

Again, I urge your vote for the Pacific Greens project.

Sincerely,



Donald R. Signer
President

