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Mr. Brannon Howse  
1016 W. Poplar Avenue  
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Brannon,

Main Street Collierville has received many inquiries in regards to the article posted on your web-site titled "City Redevelopment Plan: Plundering Citizens in order to Benefit Insiders?" while Main Street Collierville is not a political organization and does not endorse any candidate The Board of Directors finds it necessary to correct the false statements and implications in your article.

The first false statement that is the whole basis of your article is" The town of Collierville voted to spend \$43,075 to develop a business plan that would use Eminent Domain to seize private property from citizens and give it to developers to be used for commercial purposes." We direct you to page 32 of the document in question which can be viewed on [www.mainstreetcollierville.org](http://www.mainstreetcollierville.org). The footnote reads" The project Steering Committee voted not to use eminent domain as a tool in the redevelopment of the Downtown Square area." The steering committee also denounced the use of a housing authority to implement the plan which gave the ability to use eminent domain.

Secondly you say "I also denounce the apparent insider collusion between city officials and select commercial developers evident in this scheme." Please read page 3 of the document in question. You will see that this was a totally transparent process that involved hundreds of Collierville residents. Please note the list of people that you are accusing to have acted in an unethical manner. Maybe you don't know these people but the Board of Main Street Collierville would like to be on record defending these honorable Citizens of Collierville which included a pastor, public officials, property owners, business owners and local residents.

The third non-factual item in your article says "The plan places control over the use of certain private property into the hands of a city-appointed commission of private individuals" First of all every piece of property in the city limits of Collierville is subject to zoning regulations. Most of the property in the Downtown Square area is located in

the Historic District which has another layer of regulations. All that a plan for the Downtown area is intended to do is separate the area from the underlying zoning regulations and overlay this area with more appropriate regulations that will encourage development more in line with "Smart Growth" principles.

The Board of Main Street Collierville would like to reiterate the need for a plan for our Downtown area. In order to preserve the square we must make sure it remains commercially viable to be able to compete with all the new retail development in Collierville. In order to be commercially viable we must have new residents and businesses move to the area. For this to happen we must attract new development by applying "Smart Growth" principles to an overlay zoning and land use plan for the area, but we must have a **plan** in place to assure the development is done in a way that preserves the square and does not damage or threaten it in any way.

If you will read the "Guiding Principles" on page 13 you will see what the Steering Committee envisions for new development in the Downtown area. The square is the Crown jewel of Collierville and sets us apart from other local communities. It creates a sense of community and place, attracts tourism and is what makes Collierville a great place to live, work and play. We also noticed you chose the square to announce your candidacy for mayor so hopefully you realize how important it is for **all** Collierville's residents.

In conclusion, the Board of Main Street Collierville recognizes that the document in question was written over three years ago and you may not completely understand the reasons for its creation. We would love the opportunity to speak to you further on this matter in hopes of having you understand the importance of a plan for the Downtown area and the damage that will and has been done by continuing to politicize this issue. We would also ask that you correct the misconceptions that you have created by not understanding the facts.

***Main Street Collierville Board of Directors***