

November 15, 2011

Hon. Mayor Peter Herzog and Members of the City Council  
City of Lake Forest  
25550 Commercentre Drive, Suite 100  
Lake Forest, CA 92630



**Orange County  
Chapter**

Building Industry Association  
of Southern California

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**RE: SUPPORT FOR RESIDENTIAL LAND USES-FOOTHILL RANCH TOWN  
CENTRE BROOKFIELD HOMES/TRUMARK HOMES**

Dear Mr. Mayor and Members of the City Council,

I am writing on behalf of the Building Industry Association of Southern California, Orange County Chapter (BIA/OC) to support of the proposed development Town Centre Residential by Brookfield Homes and Trumark Homes.

Residential development in Town Centre will be a prime example of how to build sustainable communities by locating homes near growing job centers. Lake Forest and surrounding communities are home to some of the most significant job centers in the region. Your Council's approval of the developments would encourage a commuting workforce to become Lake Forest residents. As Lake Forest residents, this workforce will have a continued stake in supporting the community both economically, environmentally, and socially. **Moreover, the addition of new homes will yield over 600 new jobs and millions of dollars in economic productivity for Lake Forest.**

By moving people closer to economic growth centers, Lake Forest residents will appreciate reduced traffic congestion, less degradation of the roads, and decreased carbon emissions. This coincides with one of the major principles of SB 375. In addition, the introduction of new homes will provide a diversity of housing types and pricing accessible to a wide variety of residents.

**BIA/OC supports the development proposals because of its sustainable attributes and because it will be a key economic driver in Lake Forest. We respectfully encourage Council support for residential uses in the Foothill Ranch Town Centre.**

Thank you for your consideration.

Sincerely,

Bryan Starr  
Chief Executive Officer

Cc: City Manager

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BAYWOOD DEVELOPMENT

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