

LETTERS

LETTER POLICY

The Daily News welcomes letters. To improve the odds that your letter will be selected for publication, keep it short and to the point. Letters over 250 words aren't considered. All letters are subject to editing. One letter per month per person please.

Letters require the author's full first and last name, home street address and phone number. Send letters to 324 High St., Palo Alto, 94301, fax to (650) 327-0676 or e-mail to editorial@paloaltodailynews.com.

Misleading picture

Dear Editor: This is in response to the articles written about the proposed Ikea store on Friday and Saturday.

The photo of the service road in Emeryville is misleading. It presents an image of clogged traffic entering the store.

However, that service road also supports a number of business including Trader Joe's, Circuit City, Good Guys, 10-screen theatre, Home Depot, and a new Marriott Hotel, as well new housing constructed as part of the project.

The Emeryville store currently serves all Northern California. With an Ikea in both Pleasanton and East Palo Alto, the customer

base and traffic would be spread among the three.

The sales tax revenue of \$1 million is a guarantee minimum for the first eight years, not the total sum we expect to generate.

The Anderson proposal submitted to the agency, included a dealership with 15 jobs, and an "Old Navy" with 100 retail jobs. (Anderson later changed his proposal to include a supermarket).

It's not a neither or situation with the supermarket. There are five other sites within the city which have been identified as sites which could support a supermarket. The problem is that no major supermarket has been willing to make a commitment to locate here. Perhaps with Ikea here, there would be more interest.

The unemployment rate in East Palo Alto is 8.9 percent. The 500 jobs, which come with full medical benefits, and tuition reimbursement would cut that rate in half.

I hope your future coverage of this issue would be more balanced.

**Sharifa Wilson,
Glen Way,
East Palo Alto,
City Council member**