

Dear Honorable Mayor Joyce, Members of the Town Council, and Members of the Braintree Planning Board,

On behalf of the **COMPANY NAME HERE**, we are submitting the following letter in strong support of the proposed Planned Unit Development by ZOM Living at the South Shore Plaza. The Residences @ South Shore would be a welcomed addition to the Braintree community for several reasons.

First, the Braintree business community carries the brunt of the financial support, and rightfully so. However, to attract people to our doorstep, grow our businesses, and continue to financially support Braintree, we need people to see our community as a welcoming, vibrant, active area that offers live, work and play experiences.

Second, as the South Shore Plaza continues to be a draw for regional shoppers and those seeking food and entertainment experiences, our businesses experience a positive ripple effect. That impact would only increase with this development.

Third, Braintree, its leaders, and residents need to embrace progress. Change is happening all around us and either we adapt, thrive, and take advantage of these growth opportunities or we revel in the status quo.

This leads to the last point; Braintree and its hard-working residents deserve to experience the benefits of a business-friendly community. Investments such as what ZOM Living is proposing will have a positive and lasting financial impact on Braintree—an impact that can help pay teachers, improve infrastructure, support police and fire departments, and much more. Without these and other developments, the financial burden will continue to remain with the existing business community, but eventually, will trickle down to resident's wallets.

Now is the time to embrace change. We strongly encourage you to work collaboratively with the developer, bring an investment such as the Residences @ South Shore, and support the growth of your community.

Thank you for your time and consideration.

Sincerely,