

December 16, 2025

City of Perris Planning Commission

101 North "D" Street
Perris, CA 92570

Re: Letter of Support – Harvest Landing Retail Center

Dear Chair Hammond and Members of the Planning Commission,

On behalf of Selbert Perkins Design (SPD), I am writing to express our full support for the proposed Harvest Landing Retail Center project, scheduled for consideration at the Planning Commission hearing on December 17, 2025. SPD was engaged by the development team as the signage and wayfinding designer for this important project. We worked closely with project stakeholders to develop a comprehensive signage system that enhances clarity, accessibility, and sense of place across the site. Our design approach integrates thoughtful wayfinding strategies with architectural vision to support both functional circulation and placemaking goals.

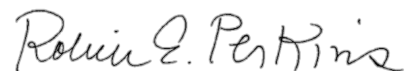
From the outset, the Harvest Landing Retail Center has represented a transformational opportunity for the City of Perris. The current plan—Alternative 4—preserves the essential commercial, residential, and parcel hub components while removing warehouse distribution uses, offering a more balanced and community-focused land use vision. This revised direction aligns with contemporary planning best practices and reflects a forward-thinking strategy that will support both local economic growth and long-term livability.

As a firm that has contributed to the project's visual identity and user experience, we believe strongly in its ability to deliver real benefits to the City and region. The project's mix of retail amenities, housing opportunities, and logistics infrastructure—combined with a strong emphasis on walkability, safety, and aesthetic quality—will foster a dynamic and accessible environment for Perris residents, workers, and visitors.

We commend the City's staff and leadership for their thorough review of the proposal and their commitment to shaping responsible and impactful development. We respectfully urge the Planning Commission to adopt the staff-recommended resolution and approve the necessary entitlements to move this project forward.

Please do not hesitate to contact our office if any further information is needed regarding our involvement in the project.

Sincerely,



Robin Perkins

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