

CITY OF TAMPA



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December 20, 2007

City Council

Pemilla Lopez, President
IKEA US/North America
420 Alan Wood Road
Conshohocken, PA 19428

Dear Ms. Lopez:

IKEA sells great products and I am a loyal customer. I have shopped at your New Haven store, ordered from your Atlanta store and visited the new Orlando store. Your brand represents quality design and a commitment to sustainability.

Your eagerly awaited new store in Tampa has a flawed site plan and structure, which do not properly reflect IKEA's values. The site plan is a cookie-cutter template which harkens to the 1970's with its 15 acre sea of asphalt and rectangular drainage retention area stuck in the back corner. The structure is a big box, period. No green roof, no shade, no LEEDS certification.

If you were Walmart, which does not aspire beyond mediocrity, then I would not be expecting a decent design. But you have a painful disconnect between your stated mission and your built presence in Tampa. The tone of this letter reflects my frustration at IKEA's unwillingness to make changes. I began this conversation when your representatives came before City Council for your rezoning in the spring of 2007 and IKEA has, thus far, made no improvements.

I will take this case to the public via You Tube videos of your site and embarrass you if you are unwilling to come up with a better plan. Please save yourself and the City of Tampa the shame of mediocrity and redesign your Tampa store to be sustainable.

Most sincerely,

Linda Saul-Sena
Tampa City Council
District 3 At-Large