

VOTE **NO** on **A**

Save Carlsbad "We are NOT LA!"

Measure A Traffic Facts

Measure A supporters claim "traffic will improve" with the mall.

The Truth:

Measure A will bring nearly **13 million annual visitors** and more than **35,000 new vehicle trips per day**. Adding a few stoplights and a turn lane will not improve traffic. **Past Caruso Affiliated projects have promised "traffic mitigation,"** but the reality is that those communities live with the same traffic gridlock we can expect here.

Freeway Congestion

- Most of the 13 million annual visitors and more than 35,000 vehicle trips per day will use I-5
- **All 5 freeway segments** from La Costa Avenue to Carlsbad Village Drive are **WORSE** with the mall development! (*Appendix N, Traffic Impact Analysis, p 56*).
- I-5 improvements at Cannon Road are not planned by Cal Trans until 2035:
"However, it is important to note that per the 2050 Regional Transportation Plan (RTP), the I-5 NCC funded improvements to the Cannon Road Interchange are not anticipate to be completed prior to 2035."
(*Cal Trans letter to City of Carlsbad, dated July 24, 2015*)
- Because of Measure A, our entire city will lose its only opportunity for a real improvement to local freeway congestion, a Direct Access Ramp at Cannon Road.
"It is important to note, as part of the I-5 Express Lanes planning process Direct Access Ramps (DAR) had been recommended at Cannon Road. The DAR would improve travel and reduce congestion for carpool and Fasstrak users from Carlsbad and surrounding cities....It is important to note that the proposed development would limit or preclude the region from implementing a DAR at this location. Previous planning studies determined that there are no other feasible sites for a DAR in Carlsbad." (*Cal Trans letter to City of Carlsbad, dated July 24, 2015*)

Impact on Local Streets Nearly all of the City of Carlsbad traffic signal improvements are already in the City's plan. Measure A only partially funds improvements at 3 additional intersections. All these "new" improvements will do is allow us to **sit in traffic and watch those stoplights turn red and green** without moving. There's no place to go! The freeway and roads will be gridlocked!

- Of the 34 intersections studied, 27 get worse and 3 stay the same.
- The only mall entry and exit sites included in Measure A do not meet city standards for intersection spacing, and will likely create even more congestion.

We are a city of 110,000. Adding a few stoplights and restriping a few intersections is NOT going to handle 35,000 new vehicle trips per day - one third of our entire population. **Traffic will simply be a nightmare.** How much of your life do you want to spend sitting in traffic? **Measure A = Gridlock!**

Please help #SaveCarlsbad! Vote **NO** on Measure A! We are not LA!

Paid for by Citizens For North County, No on Measure A, With Major Funding by Westfield, LLC * ID# 1380112