

FINAL COUNTDOWN-5 REASONS TO VOTE NO ON MEASURE A

Michael Holzmiller, Retired Carlsbad Planning Director

Measure A will permit a regional shopping mall right on the edge of Agua Hedionda Lagoon. Perhaps the two most discussed issues regarding the shopping mall project are its traffic impacts and whether we need another shopping mall given this project's size and intensity (585,000 sq. ft.) and its location right on the shoreline of one of our lagoons. These are very important issues. There are, however, some other issues and reasons to vote **NO ON MEASURE A** that need to be discussed when talking to your neighbors or those you cross paths with who have not yet voted or are presently undecided on how to vote. Here's my final countdown.

1) Contrary to what the proponents of Measure A have consistently stated in their campaign literature, the proposed shopping mall project **does not conform to the city's existing General Plan**. Measure A is proposing an amendment to the General Plan in order to allow the project. This fact is even acknowledged in the city's own impartial analysis of the Measure.

2) Contrary to what the proponents of Measure A have consistently stated in their campaign literature, **the proposed shopping mall project does not comply with all of the city's existing development standards**. This fact is even acknowledged in the city's own report (9212 Report) on the project. The project does not meet parking requirements, intersection spacing standards and the city's Growth Management Plan standard for traffic. Measure A allows building architectural features such as towers and equipment storage to protrude above the city's 35 ft. height limit to a height of 55 ft.. Nothing in the Measure prohibits the developer from raising the grade of the project site to increase its overall height.

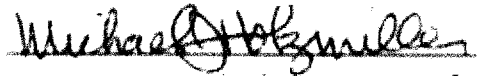
3) Measure A approves a project that **did not go the city's normal, long-established planning process that was required of every other project previously approved in the city**. Proponents of the Measure claim that the project went through a thorough staff review but, unlike other major projects approved in the city, the staff only had artists renderings and conceptual drawings to review. Unlike other projects, there were **no noticed public hearings, no traditional environmental review and no oversight and recommendation from the Planning Commission**.

4) **Measure A proposes an amendment to the city's existing Coastal Plan**. The Measure defers all the implications of this amendment to the State Coastal Commission and the proponents of the Measure say that this is a great thing. However, this is a first in the history of coastal planning in the city. It has always been the city's responsibility to first analyze the impacts of a Local Coastal Plan amendment and make findings to support the amendment before it is submitted to the Coastal Commission. Deferring this analysis is unfair to the citizens of Carlsbad who do not have the same access to a state Commission as they are suppose to have to their locally elected officials. This is a very troubling issue given the recent turmoil at the Coastal Commission over staff leadership and orientation and the fact that the city is paying for the Commission to hire an additional coastal planner to streamline the city's development projects through the Commission's processes.

5) The proponents of Measure A proclaim that the primary benefit to the citizens of Carlsbad for approving Measure A is the enhancement to open space in the city. **The facts are that nearly 90% of the open space provided by the Measure is already permanently protected by Proposition D approved by Carlsbad voters in 2008. The majority of additional open space that is being provided is considered undevelopable by the city's Growth Management Plan and Open Space Ordinance.** The proponents of Measure A claim that for the "first time ever", the Measure will allow the public to use and have trails in the open space. This is not factual. The city has had the legal right for public recreational use of a major portion of the open space for years (Hub Park Lease). Proposition C approved by Carlsbad voters in 2002 authorized the city to fund open space and trail construction. In 2012, the city set-aside 5 million dollars of the Proposition C funds for that purpose. We do not need to approve a 585,000 sq. ft. mega-shopping mall on Agua Hedionda Lagoon in order to gain public access and provide trails on the open space lands already permanently protected by Proposition D.

IT'S THE FINAL COUNTDOWN!

Please urge anyone who has not already voted to vote No on Measure A.



Michael Holzmilller, Retired Carlsbad Planning Director