

From: "Mark S. Tanner"
Subject: Urge You To Vote No on A
Date: January 11, 2016 at 3:19:17 PM PST

Dear Carlsbad Friends & Voters,

When considering Measure A, there is fact and there is fiction.

The facts are as follows:

A. The Los Angeles-based developer, Mr. Caruso, very much wants to build a mall in Carlsbad next to the lagoon. He has spent millions of dollars sending multiple, expensive, colorful communications to the homes of registered Carlsbad voters to persuade them to permit him to build his mall. Like many of you, we even received a Christmas card from Mr. Caruso, with an artist's rendition of his hoped-for mall.

B. Mr. Caruso is in business. His business is to develop successful malls, NOT to preserve open space, NOT to make the optimal lifestyle decisions for Carlsbad residents. It is to build successful malls. Despite the claims of his multiple mailings, funded under the misnamed, ***Preserving Carlsbad Open Space the Right Way, with MAJOR funding by Caruso Affiliated***, he wants to generate positive financial returns. We do not fault him for his motivation. It is his right, however as residents of Carlsbad, we respectfully, and strenuously disagree with his choice of a venue for the new mall and **urge a NO vote on A**. Unfortunately we lack the millions of dollars of funding to communicate our message to you.

C. From the get go, the tactics undertaken by Mr. Caruso have tried to circumvent the established processes which have served us well up to now. Why would any developer be permitted to bypass California Environmental laws as well as the City of Carlsbad's planning processes? Why the sudden and direct assault? Why should a developer have no oversight for 15 years? What is so special about Mr. Caruso and his mall? Why would Carlsbad residents also exempt Mr. Caruso's mall from zoning, grading, height and other "normal" and "standard" development regulations that have served Carlsbad well? **WHY IS SO MUCH MONEY BEING SPENT TO CIRCUMVENT NORMAL PROCESSES?**

D. ***If*** Carlsbad truly needs and would benefit from a new mall, then let it be built in accordance with an open space plan, i.e., on undeveloped land better suited to this purpose. Once open space overlooking the lagoon is paved over, it is gone forever. Let's have a careful evaluation of alternative mall sites, with input from residents.

We urge you to carefully consider the facts. Consider the needs of you, your family and Carlsbad. **VOTE NO on A**.

Sincerely,

Mark S. Tanner Trustee & President, Carlsbad Unified School District 2002-2010
Ann E. Tanner Trustee & President, Carlsbad Unified School District 2010-2014