

VOTE NO on A

Save Carlsbad “We are NOT LA!”

Measure A Questions

1. Couldn't something much worse be built on this land?

Measure A proposes building a 585,000 square foot shopping mall. That's twice the size of the Carlsbad Premium Outlets mall and the size of 5 typical Walmart stores - about 25% more intense development than the City's Growth Management Plan allows for this site. Any project going through the standard process would need to comply with the General Plan- and would therefore be much smaller. And be assured- our existing zoning does not allow a Walmart on this site! The question that should be asked- couldn't something much better be built on this land? The answer to that is a resounding “YES.” This should be an authentic community space. Cities all around us are enhancing their public gathering spaces. Newport's newly opened, harbor-side community facility boasts state of the art banquet facilities, private restaurants with beach and dockside moorings so boaters can stop, stroll, shop and dine. To the south of us, Encinitas is planning an arts center on an abandoned school site that overlooks the coast. Imagine the possibilities for this land- if we had a real community process to come up with the best plan- not what one developer wants to build.

2. Won't Measure A bring a lot of jobs?

Measure A will bring minimum wage jobs, not the type of jobs that will allow people to afford to live in Carlsbad. Carlsbad has spent a lot of taxpayer money on “Innovate 78” a regional development plan with Oceanside, Vista, San Marcos, and Escondido to attract high paying professional jobs so that people will come to North County to jobs that pay a living wage. A large part of Carlsbad's attraction is our Carlsbad lifestyle, which the city and the public have spent years to build and protect.

Measure A defeats all of that – bringing 12.8 million visitors a year creating crowds, gridlock and traffic jams on the freeway and around Cannon Road. We don't need minimum wage jobs. We need to create jobs in Carlsbad will pay enough to allow people to live, work, and raise their families in Carlsbad.

Furthermore the revenue from this project - \$2.6million per year – that's merely \$24 per year for each Carlsbad resident - 5 Starbucks coffees a year. Endless traffic jams, crowds, noise, pollution – with no relief for at least 20 years for the price of a few cups of coffee.

There are better jobs to create and better ways to raise revenue. We only have 3 lagoons. They are precious. Shopping centers are a dime a dozen.

3. If No on A wins, what is the next step?

The next step will be for the City to actually implement the existing plan for the trails around the Agua Hedionda Lagoon and to link them with the existing trail system. Funds to do that were approved by the voters over 10 years ago (Measure C in 2002) and are sitting in a reserve account.

In addition, Caltrans is interested in a few acres of the property zoned for development that lies close to the freeway for future expansion of I-5 direct access express access ramps. Cannon Road has been deemed the only viable area to provide those traffic improvements for the City of Carlsbad.

Then either a private developer proposes another project, or we as a community come up with another way to convert this land into a real community gathering space.