

The Carlsbad City Council urges voters to study the FACTS and vote Yes on Measure A.

Development is allowed on this land and has been since the 1980's. The proposed open-air shopping and dining promenade will take up 26.7 of the 48 acres zoned for commercial use. If Measure A is not approved, another plan could build on the entire 48 acres, with no obligation to improve the adjacent open space or provide any access to the public.

City planners, traffic engineers and environmental managers have thoroughly evaluated Measure A and found it MEETS or EXCEEDS city standards for height limits, environmental protection, and most importantly, vastly complies with 10 of the 11 standards in the city's award-winning growth management plan. Regional traffic growth will exceed city standards with or without the plan. These are the FACTS.

City staff and independent experts have verified that voting Yes on A means:

- IMPROVED TRAFFIC FLOW compared to the status quo because of builder-funded improvements to roads and traffic signals as a part of the plan.
- MORE OPEN SPACE than Carlsbad has today.
- Miles of new TRAILS with picnic areas.
- Family-run strawberry farming is made SUSTAINABLE for future generations.
- PRESERVATION and enhancement of lagoon wildlife, wetlands and water quality.
- California Coastal Commission approval IS required.

A YES on A vote makes financial sense because revenue from retail sales will provide, at NO COST TO TAXPAYERS:

- \$16.5 million for open space restoration and maintenance.
- \$2.6 million annually for police, fire, parks libraries and other city services.
- A donation of 155 acres of open space to a conservancy to ensure it remains well-maintained and permanently accessible to the public.

Join the Carlsbad City Council, the Agua Hedionda Lagoon Foundation, the Carlsbad Strawberry Company and the Carlsbad Chamber of Commerce.

Vote YES on Measure A.

ARGUMENT/REBUTTAL SIGNATURES

(The following statement is required by California Elections Code Section 9600.)

The undersigned authors of the _____ argument _____ ballot measure _____
 Direct OR Rebuttal to the _____
 In Favor of OR Against _____ Letter
 at the _____ election for the _____ to be held on _____ hereby state
 Special Election _____ City of Carlsbad _____
 Election Title _____ Jurisdiction _____
 Date _____

that such argument is true and correct to the best of _____ their _____ knowledge and belief.
 his/her/their

NAME (Signature): <u>Matt Hall</u> (Print): <u>Matt Hall</u> *TITLE (Optional): <u>Mayor</u> ADDRESS: <u>1200 Carlsbad Village Drive</u> <u>Carlsbad, CA 92008</u> DATE: _____ PHONE: <u>760-434-2820</u>	NAME (Signature): <u>[Signature]</u> (Print): <u>Keith Blackburn</u> *TITLE (Optional): <u>Mayor Pro Tem</u> ADDRESS: <u>1200 Carlsbad Village Drive</u> <u>Carlsbad, CA 92008</u> DATE: _____ PHONE: <u>760-434-2820</u>
NAME (Signature): <u>Michael Schumacher</u> (Print): <u>Michael Schumacher</u> *TITLE (Optional): <u>Council Member</u> ADDRESS: <u>1200 Carlsbad Village Drive</u> <u>Carlsbad, CA 92008</u> DATE: _____ PHONE: <u>760-434-2820</u>	NAME (Signature): <u>[Signature]</u> (Print): <u>Lorraine Wood</u> *TITLE (Optional): <u>Council Member</u> ADDRESS: <u>1200 Carlsbad Village Drive</u> <u>Carlsbad, CA 92008</u> DATE: _____ PHONE: <u>760-434-2820</u>

NAME (Signature): <u>Mark Packard</u> (Print): <u>Mark Packard</u> *TITLE (Optional): <u>Council Member</u> ADDRESS: <u>1200 Carlsbad Village Drive</u> <u>Carlsbad, CA 92008</u> DATE: _____ PHONE: <u>760-434-2820</u>	<p>NOTE</p> <p>Registrar of Voters policy does not allow candidates, campaign managers, campaign treasurers, argument or rebuttal signers of ballot measures or members of their immediate family to host a polling place or act as a poll worker in the jurisdiction in which the candidacy or ballot measure of the interested party is being voted upon.</p>
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* If provided, this title may be printed in the Sample Ballot/Voter Information Pamphlet.