



FACT SHEET

5/30/2017

WHAT: Identified for “visionary development” since the early 1990’s, “Ponto Beachfront” comprises 11 acres of vacant coastal land located in southern Carlsbad, California. Ponto Beachfront will become a new community with a distinctive village market and community gathering place with boutique retail and culinary experiences, public park areas, natural open space, and luxury residences. The Ponto Beachfront layout and design has been crafted to complement the adjacent neighborhood and to provide amenities that the entire community can enjoy in the years ahead.

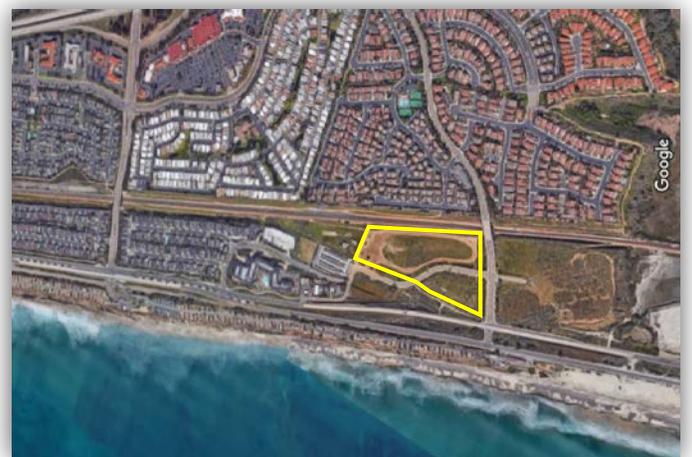


CURRENT LAND USE DESIGNATION

Ponto Beachfront was originally identified as “Planning Area F” in the 1993 Poinsettia Shores Master Plan. In 2005, the Ponto Beachfront Village Vision Plan established the City’s vision for a mixed-use residential and retail center on the west side and a high density residential neighborhood on the east side of the site.

Ponto Beachfront’s zoning designation is P-C (Planned Community). In 2015, as part of the City of Carlsbad General Plan update, official land use designations were approved for the site. Envision Carlsbad allocated 136 residential units to the property and established two General Plan land use designations for Ponto Beachfront: General Commercial (GC) for the land located west of Ponto Drive and Residential (R-23) for the land located east of Ponto Drive. The current plan complies with the General Plan and Zoning land use designations for the property and contains natural open space in the General Commercial zone of the site.

WHERE: Located at the corner of Carlsbad Boulevard and Avenida Encinas, Ponto Beachfront is the gateway to south Carlsbad. As such, Ponto Beachfront is being designed as an iconic waystation of the California Coastal Trail emphasizing pedestrian and bicycle connectivity and creating opportunities for enhanced nearby shoreline access.



HOW: **RECENT SITE PLANNING HISTORY**
June 2013: Shopoff Realty Investments acquired Ponto Beachfront

October 2013: First plan drafted; submitted for informal City review

July 2014: Second revised plan drafted; submitted for informal City review

April 2015: Third revised Plan drafted; official application submitted for formal City review

2016: Re-invented the Ponto Beachfront Planning Process

After submitting several plans to the City of Carlsbad over three years, we heard from the community that we still had more work to do. So we took some time to rethink our approach and took steps to create a new, responsive land use plan based on a Ponto Design Vision and Guiding Principles presented to and embraced by a consensus of community stakeholders.

THE PLAN: After working to gain community input and listening to community concerns and desires, we submitted a new application to the City of Carlsbad in December 2016 for a community-responsive Ponto Beachfront: a high-end, mixed-use village showcasing Carlsbad’s southern gateway.

WHO: Shopoff Realty Investments is a family-owned and operated real estate firm with a portfolio of holdings throughout Southern California and the United States. Under the direction of Oceanside-based Senior Vice President of Development Brian Rupp, the local Shopoff team manages property holdings in Carlsbad, the City of San Diego, Vista, and two properties in Oceanside.

For more information, please visit WWW.PONTOBEACHFRONT.COM

DETAILS:**Ponto Commons:**

- 18,000 sq. ft. of neighborhood serving commercial
- Ocean view, casual, yet up-scale restaurant and bar
- Artisanal public market and services
- Outdoor gathering and dining spaces
- Enhanced natural open space
- 153 operator-controlled retail parking spaces, not including Ponto Dr.

Luxury Residential Neighborhood:

- 136 luxury, for-sale condos
- Single-level, elevator-served residences
- California Coastal architecture
- Balconies and covered patios
- HOA Restriction on short-term rentals
- Resident-exclusive pool and pocket parks
- Underground resident parking
- Onsite visitor surface parking
- HOA controlled parking

Neighborhood Enhancements:

- Coastal Trail Connection
- Landscaped pedestrian parkway on both sides of an 8 ft. sidewalk along Avenida Encinas
- Ponto Dr. improvements and defined public parking
- Traffic calming along Avenida Encinas

**WHAT CHANGED BASED ON COMMUNITY INPUT**

1. Reduced proposed number of units from a high of 227 to 136
2. Supported and requested reduction in density in the General Plan from R30 to R23
3. Eliminated roof top decks
4. Separated the residential and commercial and increased the square footage of the commercial buildings
5. Agreed to remove existing standard 5' curb adjacent sidewalk and replace with 8' meandering sidewalk
6. Improved layout and design of Ponto Village corner (views, connectivity, compatibility with residential area)
7. Proposed U-turn option for northbound traffic on Carlsbad Blvd at Avenida Encinas intersection
8. Revised architecture to address community concerns and comments
9. Emphasized pedestrian and bicycle connectivity
10. Committed to HOA CC&Rs to control the use of short-term rentals
11. Redesigned residential area and eliminated apartments
12. Agreed to provide bike racks and surfboard racks at highly visible areas
13. Agreed to measure building height from existing grade for the residential buildings instead of finished grade as permitted by the City's definition of Building Height
14. Relocated commercial buildings from fronting on Ponto Drive to the western portion of the commercial site

WHEN:**COMPLETED:**

- Conducted working group sessions with the Ponto Beachfront Development Review Committee (PBDR) and evolved the plan based on input over 3 years
- Established a project email address and website
- Held meetings with the Ponto Beachfront Development Review Committee between June 2016 through January 2017
- Hosted two community workshops (August and October 2015)
- Held individual meetings with Carlsbad residents (Between June 2014 and August 2015)
- Conducted Ponto beachgoer interviews (July 2016)
- Hosted a community Open House to present conceptual plans to residents before submitting application to the City (October 2016)
- Re-submitted application to City (December 2016)

UNDERWAY:

- Ongoing outreach with the PBDR, surrounding HOAs, and other stakeholders
- Individual meetings with residents
- Response to staff and community comments on latest plan

NEXT STEPS:

- Planning Commission
- City Council
- Coastal Commission public review