

ACCEPTING AS FACT THAT THE PONTO AREA IS THE SOUTHERN COASTAL GATEWAY TO CARLSBAD
WHAT ARE YOUR POSITIONS ON THE FOLLOWING QUESTIONS:

1. The San Pacifico Community Association and its Ponto Development Committee has communicated to the City Council consensus Community concerns and desires to Develop Ponto Right. The attached file lists the following major concerns and desires as of August 2, 2108. Have you read the attached file?

Yes

a. Item #1 – City Park Standard in SW and South Carlsbad & Planning Area F requirement to consider a Ponto Coastal Park; and General Plan justification to support a request that the City Council provide a Ponto Coastal Park.

i. What is your position on providing a meaningful Park at Ponto?

I fully support siting community parks within each Park District as per our Growth Management Plan. It is unfortunate that the City of Carlsbad is potentially moving ahead with plans to amend the General Plan and the Local Coastal Program in a manner that would radically change the character of this master planned Poinsettia Shores area---and in a manner that is seemingly inconsistent with our Growth Management Plan and Facilities Management Zone requirements.

If, according to the Growth Management Monitoring Report for FY 2015-15, the South West quadrant is already at a 6.6 acre deficit for park land, I do not believe that allocating 22.9 acres of Veterans Memorial Park on paper is a solution that lives up to the intent of the rules to site community parks. I agree that this is a unique opportunity in time to evaluate this Ponto location, designated as Non-Residential Reserve (NRR), as a coastal park, and because this is an opportunity to provide a park within Zone 9. The people of Carlsbad in our Community Visioning process clearly stated a desire for an active waterfront, parks, and trails; and according to Carlsbad's Local Coastal Program and the Coastal Commission rules, we "must consider" the need for lower cost visitor accommodations or recreation (i.e. park) on the west side of the railroad tracks on this site.

b. Item #2 – Planning Area F Local Coastal Program Compliance & requesting the City Council reset the land use planning process and conduct a community based planning approach to compliance

i. What is your position in creating a Community-based planning process to fix the prior planning flaws and re-plan the Ponto area?

Carlsbad residents have demonstrated a desire to be fully engaged in the future of our city, and we are deserving of a community-based planning process, rather than a developer-focused approach, for this very special coastal property along our southern shoreline. I commend the San Pacifico Community Association for requesting such a process not just for the residents of Facilities Management (including parks) Zone 9, but also the inclusion of all Carlsbad residents. This Ponto area is a treasure that many of our residents enjoy and consider a precious public access area. If we are thoughtful in engaging the residents in the process, we should be able to come to a solution that is in compliance with the good rules we have in the City, and is a benefit to the public and the future of our families.

Having served on Envision Carlsbad Citizens' Committee myself, I find it disconcerting and a conflict of interest if one of the committee members, a Carlsbad resident, was actually under contract with, and representing the developer of this property during this visioning process for the new General Plan.

c. Item #3 – Growth Management Program Open Space Standard not being met in Local Facility Management Plan Zone 9 [Ponto] and requesting the City require the developer(s) to amend the Local Facility Management Plan Zone 9 [LFMP-9] to show compliance with the City’s Growth Management Program Open Space Standard

i. What is your position on compliance with Carlsbad’s Growth Management Program?

ii. What is your position on complying with the Growth Management Program Open Space Standard in LFMP-9?

Compliance with our city’s Growth Management Plan is essential, and amendments should only be made to the benefit of the residents and our communities, rather than out of town developers whose sole motive is to ensure profits for their investors. It is their responsibility to maximize profits, and that is understandable. But it is the responsibility of the City leaders to protect and preserve the resources in our communities, in a financially sound manner, to the benefit of current and future residents.

If there is a lack of data that supports compliance with the City’s Growth Management Open Space standard, this should be remedied before any new development permits are granted. In fact, in the Annual Open Space Status Report for FY 2016-17, Zone 9 is listed as currently not meeting the open space standard. I agree that the City Manager and the City Council should require the developer to provide a Growth Management Program Open Space analysis to ensure compliance with the full Growth Management Facility Standards, and specifically, open space.

d. Item #4 – Provided a survey of San Pacifico Community Association on community concerns and requests of the City regarding developers’ proposed development of last remaining vacant portions of our Coastal Planned Community’s [Ponto] Planning Area F by Shopoff, and Planning Areas G & H

i. What is your position on ensuring new development is compatible with the established character of existing neighborhoods and community; particularly density, and building intensity and height?

ii. What is your position regarding the consideration of Park and/or Visitor Serving Commercial and Recreation uses on Planning Area F as part Carlsbad’s and the California Coastal Commission’s evaluation of potential land uses on Planning Area F?

It was very clear from the Envision Carlsbad process that residents across the city want to maintain our community character, and a small-town, beach community feel. Character is something that makes Carlsbad special, and it is what brings both new home owners and visitors to our lovely city. For the Ponto residents specifically, who invested in this master planned community, the expectation is that the established character of existing neighborhood and community, and particularly density, building intensity and heights would be compatible in future developments.

Planning area F is a special location in the Poinsettia Shores Master Plan, and is our last large tract of open coastal land in the city. Over the past few years I have heard frustration from many residents about the loss of open space and missed opportunities to develop unique properties to the benefit of residents per the stated desires in our visioning process and expectations of our Growth Management Plan. I agree that the property should be evaluated per the Coastal Commission to consider a park and/or visitor serving commercial and recreation. This is also in alignment with the Community Vision for an active waterfront, community gathering spaces, open space, and connecting trails.

e. Item #5 – Correction of the 8/17 Shopoff mailer

- i. What is your position if developers misrepresent, or exclude information regarding their development proposals from citizens?
- ii. Should the City, or an independent fact-checking group, have a lead role in fact-checking and assuring a developer's communications to citizens includes all the facts and is not misrepresenting or is only selectively communicating information to citizens?
- iii. Could you please explain your thoughts on the role of the City in assuring a well and accurately informed citizenry regarding land use and development issues?

I believe that our City leadership has abdicated responsibility for communicating in a thoughtful and thorough manner with residents about developments. And I believe this is in direct conflict with the best interest of our city, our communities, and our residents.

Putting a developer in charge of communicating with the public has inherent conflicts of interest, and could be compared to putting a fox in the hen house. I would like to see the City take back the responsibility of creating an open and transparent process for communication about proposed developments---not at the late stage of Planning Commission approval, but much earlier in the process. Especially in our older communities and as we "fill in" these last parcels of developable land, we need to ensure that the surrounding community and the residents have a voice in what our future city looks like, as they have so clearly requested.

f. Item #6 – Questions for City and Shopoff re Shopoff Planning Applications

- i. How do you think the City should reply to the Planning Questions for the City?

Over the past 1.5 years, I have worked with a group of over 200 residents to successfully oppose an inappropriate and incompatible development in our community. During this process, we had to hire both an attorney and an engineer to help us to review current code, developer plan submittals, and ask a similar breadth of questions of city planning staff and leadership. We were not satisfied that we always got the answers to our questions. And we were certain that the intent of some of our own good city policies were being ignored for convenience /or out of haste.

We have an amazing and intelligent population living in Carlsbad. We have some very engaged residents who are concerned about protecting our quality of life. We have professional staff who should be given the leadership, the time, and the support to dig deeper into the very good development policies that we have in the city to ensure that as development continues to "fill in" our last developable parcels, that we do follow the thoughtful rules on the books, that we connect the dots in a more comprehensive manner, that we discover opportunities to make adjustments for the better, and that we engage our intelligent and professional residents in the process.

g. Item #7 Community offer to Shopoff to work towards Land Swap for Park and Open Space at Ponto and/or fundamental community desires for development

- i. What is your position in exploring an alternative and more comprehensive planning process if a community and proposed developer cannot come to a mutual solution; particularly in this Ponto situation which requires the City to correct prior planning flaws and address many significant outstanding Citywide and Local Coastal Program Policy issues, fundamental compliance with City Growth Management Standards, and the developer's proposed City legislative land use and zoning changes?

A land swap is a creative solution that has been used in the recent past as mitigation for a developer in the inland Poinsettia area which created a park in Facilities Management Zone 1 on the Buena Vista Reservoir site. It appears to be a solution here proposed as an option which would allow the developer to build a higher density project in a more appropriate location, and which could result in compliance with the Open Space standard that is currently deficient in Zone 9.

Although, in this case it would seem that the developer has been unresponsive to resident requests, and as such is another demonstration of the reasoning why developer-led community outreach is ineffective and counter intuitive, and is not the best way to come to creative solutions that benefit the greater community. If the City were leading the communication efforts and was at the table for these discussions, there would be more power behind the collaboration and incentive for the developer to respond.

2. Ponto is the last remaining significant vacant land along the coast, and Carlsbad's Southern Coastal Gateway. What are your most important concerns about development in this last vacant coastal land in Ponto area and why?

My most important concerns about this property and stretch of coastal land is that we develop/preserve it in a way that provides access and views for generations of residents to come. Other communities and residents have also fought to save coastal lands for park and recreation. We are not alone in this desire. What is now a precious corridor, with open and wild coastal views, could become a densely packed housing and commercial development. If we as residents of Carlsbad, and leaders of our City, do not assign value beyond the development dollars to this very special place, we will surely look back on this as a missed opportunity, and that would be truly sad to see.

3. What is your position on initiating an open and comprehensive Community-based planning process (one that directly involves and engages the San Pacifico Community Association) to address the prior planning efforts' failure to discuss and consider Planning Area F's Public Park or Low-cost Visitor Accommodations land use needs, and overall development planning of the Ponto area?

There are times in our lives when we need to slow down and take stock of the current situation. Sometimes we may even have to admit that we missed something, or that we made a mistake. And that is far better than forging ahead with a poor plan or a plan with gaps or errors in it. It sounds like there are some gaps in the planning in this case, and that there is a deficiency in park land allotment for Zone 9, so perhaps this is one of those times when we can take that step back, and yes, conduct an evaluation to determine the current state, and engage in an open and comprehensive community-based planning process to determine the best solution going forward.

4. The City approved, but the California Coastal Commission (CCC) denied the Ponto Beachfront Village Vision Plan (PBVVP). Are you familiar with the PBVVP, and in particular the images and description for Planning Area F and how a developer's proposed development varies from the images and descriptions?

I am somewhat familiar with the PBVVP and have seen the difference in images and descriptions for Planning Area F. I would need to review the details in more specificity and would be interested in understanding why there are such large differences in the planning documents and those being shown to residents. Again, this is an example of why the City should own the community engagement process and act as the trusted intermediary between developers and residents.

5. How do you think the City should assure proper coordination of the various public and private development proposals in Ponto and Coastal South Carlsbad? How do you think the City should assure comprehensive coordination and implementation of development in Ponto and Coastal South Carlsbad, particularly supporting public infrastructure and Coastal priority uses and facilities?

It would seem that the first course of action would be to ensure the standards of the Growth Management Plan are met and enforced. From there a review, which I believe could already be underway, to determine the required and preferred coastal uses per the Coastal Commission would be a good start. After this baseline information is confirmed, then a public and transparent process to determine which options are both legal and beneficial to the property owners and the residents. A resident-first strategy is what I would support.

6. What do you think are the most important public infrastructure and public facility issues that need addressing in the Ponto area?

I would need to do a bit more research, as this is a very broad question. But in regard to the coastal park, it seems clear that there is a deficit, and that a park on this parcel could make up that deficit, and would be a benefit to not only the adjacent communities, but to all of Carlsbad residents and visitors.

7. What do you think are the most important features, land uses, and design considerations needed to create Carlsbad's Southern Coastal gateway in the Ponto area? How do you think the City should lead in creating that gateway?

A gateway is an intriguing idea. And a coastal gateway should surely make the most of open space, as well as access to and views of nature. When I have traveled to places with large parks, whether natural or manmade, they always seem to be special places for both residents and tourists. I think of the High Line or Central Park in New York, or Balboa Park in San Diego, or others as examples. These are treasures and worth more as open space than as housing developments.

In this case the San Pacifico Community Association is suggesting alternative options that could make sense financially for the developer by, i.e. including thoughtful commercial development, and preferably a park (or lower density more compatible housing development as per the Master Plan) or even land swapping to allow higher density in a more appropriate location. All this in an effort by engaged citizens to get a coastal park that is required in this part of Carlsbad, but is not currently provided. A park as a gateway could be amazing, connecting communities to the park and to the beach and campground, and possibly some thoughtful commercial uses as well.

8. There are no existing or planned Coastal Parks (west of Interstate 5) in South Carlsbad where a 6.6 acre park acreage deficit has existed since 2012. There is a State Campground that has no park facilities. Do you think that is good to have no Coastal Parks in South Carlsbad? Do you think no meaningful coastal park in South Carlsbad should be the Park Plan for the City? What is your position on providing meaningful (sufficient size and shape) Coastal Parks in South Carlsbad? What is your position on working collaboratively with California State Parks to provide mutually beneficial, coordinated, and sustainable Coastal Park and campground environment?

I believe that I have answered this in previous replies, except for the part about working collaboratively with California State Parks to provide a mutually beneficial, coordinated, and sustainable Coastal Park and campground environment, which is a great idea. We work better when we work together. Our coastal campgrounds are also a treasure; I have met and know many families who camp in these campgrounds year after year. It is a different kind of connection to the coast when camping versus in a hotel.

The campgrounds could also use a good partner to enhance and support their work, by for example revegetation efforts and addressing other unfunded needs that they identify. And---providing a park on one side and a beach on the other, that would be an amazing set of amenities.

9. Long-term adequacy of public beach parking are important and community concerns. Do you support angled parking on Ponto Road to increase public parking? What other public beach parking ideas do you think the City should explore and implement?

I see that according to the survey conducted by San Pacifico Community Association, that there are a lot of opinions and concerns about parking. I would support an open evaluation of options and surely consider the most efficient and effective solutions to provide adequate parking in addition to access to the area by other multi-modal means.

Thank you for your consideration and providing your positions and thoughts on the above. Our goal is to Develop Ponto Right. We will post your reply or non-reply on our [pontolocal.com](http://www.pontolocal.com)

<http://www.pontolocal.com/>

Thank you again.

Ponto Development Committee