

August 17, 2015

Via email

To: Oscar Uranga, Project Manager, Shopoff Realty Investment
Brian Rupp, Vice President Shopoff Realty Investment
Mike Howes, President, Howes Weiler Associates
Laurie Madigan, Madigan Consulting, Inc.

Copy: Don Neu, Planning Director, City of Carlsbad [for copy to Carlsbad City Council and Planning Commission]
David de Cordova, Principal Planner, City of Carlsbad [for General Plan and Local Coastal Program]
Jason Goff, Associate Planner, City of Carlsbad [for Shopoff Ponto development proposal application]
Gabriel Buhr, California Coastal Commission [for Local Coastal Program Amendment & Coastal Development Permit]

From: Jim Nardi, San Pacifico HOA President, on behalf of the Ponto Beachfront Development Review Committee

Re: San Pacifico Community concerns on Shopoff proposed development of Ponto

Following is a summary of the concerns the San Pacifico Community has with your proposal for development of Ponto based on plans that we have been provided to date. Directly to the east of your proposed development the San Pacifico Community is your closest neighbor and source of potential customers. The Board of Directors of the San Pacifico Community Homeowners Association of approximately 500 homes and over 1,000 citizens has formed a Committee in May 2015 to:

- Educate the San Pacifico Community and other adjoining developments regarding the proposal for the Ponto Development and to identify community concerns and suggestions.
- Work collectively to collaborate with the City of Carlsbad, California Coastal Commission, and developer where possible in communicating community concerns and suggestions.
- Develop a constructive plan to present to the City of Carlsbad, Coastal Commission, and to the Developer that addresses those community concerns and incorporates those suggestions.

This summary of concerns was developed by a survey of San Pacifico citizens as of July 22nd 2015. We will likely get more survey responses and will update this data when needed. We understand the City of Carlsbad has provided you several letters outlining its current review of your proposed development application, and that the letters outline several areas of needed information and/or fundamental changes required in your development proposal. Using the following list of issues the San Pacifico Committee can work with you to provide community input and suggestions as you work on the changes and information needed for your development proposal. The fundamental concern of San Pacifico citizens are that we "Develop Ponto Right". Clearly recognizing the precious and limited coastal resource that is Ponto - Carlsbad's Southern Coastal Gateway - a long-term view is needed. We hope to work with you in a positive and constructive way to meet those ends.

In our initial meeting with you on July 27th we had hoped to hear how you were approaching the information needs and changes for your proposal as outlined by the City, and in our San Pacifico and other citizen audience concerns that you heard at the City of Carlsbad General Plan and Local Coastal Program Public Hearing in July, 2015. We hope the forthcoming meetings you have scheduled with us for August can be focused on a more collaborative approach to alternative designs that address both the City's and our citizens' and customers' concerns.

As the San Pacifico Committee, we work to regularly communicate back to our HOA Board and fellow citizens to update them on the status of Ponto development; work to define and coordinate their consensus; and efficiently communicate that to you, the City and Coastal Commission. If you have any updated status on your proposal's redesign or information please let us know and we can help communicate that to our citizens. We hope to be able to communicate back to our citizens after each of our meetings with you, if possible. However please recognize we are citizens that have day jobs, travel on business, and are busy with our family and home lives. It can take some time to disseminate, discuss, and get back to you our consensus - particularly for complicated or lengthy analysis and issues. We will do our best to be as responsive as possible, but we as a Committee and Citizens are doing this on top of our many work, family and home obligations. We hope you understand. We truly care about Developing Ponto Right and want to ensure we do not rush to a bad decision.

Following are the San Pacifico survey questions and percentage of support from San Pacifico citizens to your current proposed development as of June 22nd, 2015. As you can see most responses have very significant consensus. These are fundamental concerns.

1. Do you support the San Pacifico HOA's efforts to obtain and provide homeowner's input and concerns into the Ponto Beachfront Villages development? – **95% support**
2. Do you support the Developer's request for a variance to allow the maximum density of 23 dwelling units per net acre (over 19 acceptable dwelling units per acre) on the Eastern section of the project site? – **87% do not support**

3. Would you like to see more mixed use of commercial and retail space (as proposed in the original Ponto Vision Plan) included within the development that will also serve residents from other surrounding communities such as San Pacifico? – **64% support**
4. Do you concur with the Developer's request for making the western site primarily residential use over commercial use? – **75% do not support**
5. Would you prefer a more Commercial mixed use area as originally shown in the Ponto Beachfront Village Vision Plan as opposed to higher residential with no real minimal Commercial mixed use units? – **78% support**
6. Do you support the Developer's calculations and request for a residential density of approximately 28 dwelling units per net acre (42 total) on the Western section of the project site, as opposed to a strict interpretation for R-30 zoning of the acceptable dwelling units at 25 units per acre? – **90% do not support**
7. The original Ponto Village plan included a medium sized community facility for a Nature and Art center. Do you support a plan that would include this community center? – **80% support**
8. The original Ponto Village plan included a Wetland Interpretive Park with a boardwalk trail. Do you support a plan that would include this Wetland Interpretive Park? – **88% support**
9. Do you support keeping the number of affordable housing units to 29? – **67% support**
10. Do you support the Developer's suggested 30 affordable housing units? – **78% support**
11. Do you support the Developer's request for increasing the building heights to 40 feet with living space below? – **91% do not support**
12. Do you support measuring building heights from existing grade, not from top of new fill? – **81% support**
13. Do you support the Developer's design showing 3 story buildings? – **83% do not support**
14. Do you support the Developer's design showing/allowing roof decks? – **68% do not support**
15. Do you support the Developer's proposal for reduction in setbacks – **88% do not support**

16. Would like to see a comprehensive traffic plan that includes a traffic study for Avenida Encinas, Ponto Road and Carlsbad Blvd (Hwy 101)? – **93% support**
17. Would you also like the City to require the Developer and General Contractor submit a construction traffic mitigation plan that will identify alternative routes other than Avenida Encinas? - **95% support**
18. There is concern over accidents that will likely occur with traffic turning left from Ponto Road onto Avenida Encinas, as drivers currently speed quickly over the hill towards Hwy 101 with limited visibility. Would you like to see this covered in the traffic study and a limit on traffic exiting Ponto Road onto Avenida Encinas? – **95% support**
19. Would you like the traffic study to include options for regular traffic flow that enters the project from Avenida Encinas and leaves onto Hwy 101 only? – **84% support**
20. Should the traffic study evaluate and look to eliminate the new exit/entrance for commercial space between Hwy 101 and Ponto Road? There is another exit/entrance for commercial space planned off Ponto Road. – **76% support**
21. Would you like to see plans for safe walking/safe biking/wider paths in, around and adjacent to the project site, to the beach and including crossing all streets? – **96% support**
22. The on-site parking seems inadequate for the number of dwelling units and commercial space. There are currently 2 parking spaces per dwelling unit, plus some guest parking for a total of 415 parking spaces on site. There will likely be another 62 spaces on Ponto Road. Do you think the Developer should increase on-site parking? – **80% support**
23. If the Developer cannot increase on-site parking or chooses not to, do you believe the Developer should decrease the number dwelling units accordingly? – **92% support**
24. Would you like to see a noise and vibration mitigation plan that will take into account the echo from the building and increased vibration from underground concrete structures? – **95% support**
25. Would you like to see a new and current Environmental Impact Report that specifically addresses this project and project site? – **88% support**
26. Would you like to see more open space in the project site itself? - **91% support**
27. Would you like the project to have areas such as trails/paths & benches with public access? - **90% support**

28. Would you like to have bike access/linkage on Ponto Road and through the development? – **87% support**
29. Would you like to see bike paths in the Development? - **81% support**
30. Would you like the aesthetics and theme of the development to stay with the Ponto Beachfront Village Vision Plan? - **74% support**
31. Would you prefer color, architecture, etc. to be consistent with neighboring developments? – **77% support**
32. Would you like to see more specific design details regarding the Ponto Beachfront Village development plan? – **90% support**
33. The Committee welcomes any and all other comments that you might have on the proposed development project. Please provide your feedback and thoughts in the space provided: - **We are currently working to provide a summary consensus of open ended responses we have received.**

As San Pacifico Committee co-Chairs please contact us if you have any questions about this communication.

Sincerely,

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