



July 13, 2016

Via Email

Ponto Beachfront Development Review Committee
c/o Jean Camp E-mail: jeanscamp@yahoo.com

Re: Ponto Beachfront

Dear Ms. Camp:

On behalf of the Shopoff team, I want to thank you and the rest of the Ponto Beachfront Development Review Committee (PBDRC) for hosting us at your pool deck on 6/27/2016. We are grateful for your time and consideration and are genuinely encouraged by the thoughtful nature of the commentary and the willingness to work together in a transparent and collaborative way. Your committee is comprised of truly remarkable and sophisticated individuals with a shared goal of developing Ponto "right." Our goals are aligned!

Per our discussion, I have attached the following materials for your review and distribution to the San Pacifico HOA Board and homeowners:

- Our refined Ponto Beachfront Vision Statements and Planning Guidelines
- A conceptual site plan of the western parcel of Ponto Beachfront (the site designated General Commercial) with amenity call-outs and descriptions
- A conceptual Composite Mobility Plan, the components of which were reviewed by PBDRC on 6/27/2016

Again, the site plan, architecture images, and mobility plans provided to you are all conceptual in nature and subject to change. Please let me know if I neglected to include any other images we reviewed on 6/27/2016.

As expressed during the PBDRC meeting last month, we are excited to work with you, the Committee, San Pacifico homeowners as well as additional stakeholders within the larger Carlsbad community on the ultimate development proposal for Ponto Beachfront. In order to do that, we appreciate the opportunity to work collaboratively by engaging the Committee and San Pacifico homeowners in an attempt to develop consensus and move through issues in a structured and thoughtful way.

With that said, please know that our team was inspired by the ideas, concerns, comments, and suggestions we received from your 2015 resident reaction survey. It allowed us to stop what we were doing and reassess our land use plan and planning process. As a result, we've conducted some essential research to understand the constraints and opportunities of the site as well as the land uses proposed under past applicable plans, while also understanding the current and future market demand for specific commercial and residential uses – all set within the context of the concerns and aspirations for the site as expressed by our San Pacifico neighbors. This led us to dig deeper and conduct historical, locational, geographical and social research so that we could develop an authentic Vision for Ponto Beachfront. The attached Vision Statements for Ponto Beachfront now form the foundation for our new Planning Principles which will guide our policy-making, planning and design process for Ponto Beachfront. It is

essential that we receive feedback from San Pacifico homeowners on the Vision Statements and the Guiding Principles. Thank you for fostering this opportunity.

We appreciate PBDRC's acknowledgement that this 11 acres of privately owned property has been identified for development since the early 1990s. We believe that what we are now proposing for the westerly General Commercial (GC) site and what we are exploring for the easterly Residential R-23 (R-23) site respect the 1993 Poinsettia Shores Master Plan, the 2005 Ponto Beachfront Village Plan, and the 2015 City of Carlsbad General Plan ("Envision Carlsbad") and its certified Environmental Impact Report.

To that end, we are not proposing a Zone Change under Envision Carlsbad and are only considering a General Plan Amendment so that we can add more open space and preserve additional valuable habitat in a portion of the site now designated GC. We've removed all residential units from the area designed GC, increased open space, and reduced the number of residential units on the R-23 site by 28% from our 2015 application of 192 units. That means that we can commit to staying at or below the Growth Control Point of 138 units, as allocated under Envision Carlsbad.

From a site planning standpoint, we believe that it's best to start with the edges and work our way toward the middle. We think what we've proposed matches many of the desires San Pacifico homeowners expressed for this site in your 2015 survey. The next step is to move into the area designed R-23. We see this process becoming the subject of a San Pacifico-specific workshop later this summer.

In addition, a Conceptual Composite Mobility Plan is also included. It highlights all of the various improvements to access, parking, sidewalk, parkway, trail, traffic calming and safety features that are proposed as part of Ponto Beachfront.

And, we are very pleased to share with you that we've just launched the first phase of our website (www.PontoBeachfront.com) so that you can reference the site in your communications with San Pacifico residents. Over time, the site will be expanded to include information about the residential component as well as responses to Frequently Asked Questions and so much more. The site has an email component so residents and other stakeholders can ask us questions directly. Yet please rest assured that in the interest of transparency, responses to emailed questions regarding the plan and land use planning process for Ponto Beachfront will be researched and then posted to the website's FAQs prior to individual responses being sent.

Jean, thank you for your leadership and expertise as we move the planning process forward.

Sincerely,

Oscar Uranga, PMP
Development Manager

CC: Greg Vail <GVail@Shopoff.com>