

CITY OF POWAY

(This Measure will appear on the ballot in the following form.)

MEASURE W

Do you approve Specific Plan Amendment 16-002 as adopted by the Poway City Council to amend the Old Coach Golf Estates Specific Plan, to allow development of a hotel with up to 240 rooms on the existing Maderas Golf Course site located at 17750 Old Coach Road?

This measure requires approval by a simple majority (over 50%) of the voters voting on the measure. Full text of this measure follows the arguments and rebuttals.

CITY ATTORNEY IMPARTIAL ANALYSIS

Under California law a specific plan allows a systematic implementation of a city's general plan for all or part of the area covered by the general plan. A specific plan must include text and diagrams specifying, among other things, the location and the extent of uses of land within the area covered by the plan. A specific plan can limit those uses otherwise allowed by the underlying zone. Since 1990 the Old Coach Golf Estates Specific Plan ("OCGESP") has applied to the development and operation of that part of Poway that includes the Maderas Golf Course ("Maderas"). As adopted by the Poway City Council the OCGESP currently limits development to a 27-hole championship golf course and clubhouse as well as a community of high quality, detached, single-family home sites on large parcels located throughout the plan area.

The owner of Maderas has applied for an amendment to the OCGESP in order to expand the allowable uses to include the construction of a hotel with not more than 240 rooms (the "Amendment"). Any hotel must be built within the "Golf Course Envelope" as that term is defined in the OCGESP. The Amendment also includes a definition of "hotel," providing that any hotel must be designed to complement the clubhouse and the surrounding area, and may include a spa and other related facilities commonly found in a resort destination hotel. On July 19, 2016, the Poway City Council approved the Amendment as requested by the owner of Maderas. The approval of the Amendment only allows the *possibility* of a hotel in the Golf Course Envelope; the property where Maderas is located will retain the zone classification of PC "planned community" and any hotel will still require the additional approval of a conditional use permit by the City Council under the City's Zoning Code.

Even though the Amendment has been approved by the City Council the City's General Plan and Zoning Code (Title 17 of the Poway Municipal Code) both provide that the City Council's approval is not effective unless approved by the City's voters. These voter approval requirements come from what is known as Proposition FF, adopted by the City's voters in 1988. Proposition FF amended the City's General Plan to require, among other things, that any change to the Old Coach Planned Community Development Plan that would increase the commercial use within the Old Coach area must be approved by the City's voters. Proposition FF also added section 17.20.130 to the Poway Municipal Code specifically requiring voter approval of any increase in commercial use within the Old Coach Planned Community. Because the Amendment allows the increase in commercial use at Maderas, and because Maderas is located within the Old Coach Planned Community, the City Council's approval of the Amendment is not effective unless approved by a majority vote of those voters casting ballots at the election.

In compliance with Proposition FF this measure was placed on the ballot by the City Council of the City of Poway.

ARGUMENT IN FAVOR OF MEASURE W

YES on Proposition W!

Proposition W protects Poway's community character and way of life. The hotel at Maderas Golf Course will be limited to no more than 240 rooms, will bring jobs and tax revenue to our City, and will be designed to blend with the surrounding golf course and neighborhoods.

Important safeguards protect Poway residents:

- **Full** environmental review under the California Environmental Quality Act (CEQA) is required by law.
- A two-story building height limitation is required by law.
- Hotel approval by public hearing at the City Council is required by law.
- The Proposition keeps the golf course economically sustainable, preventing densification and maintaining community character.

Proposition W won't raise your taxes but the hotel will provide increased revenues for Poway!

- The hotel will generate an estimated \$1.5 million in Transit Occupancy Tax, plus property taxes. That's three times more TOT than Poway receives today.
- These are taxes paid by hotel guests and the hotel's owners, NOT you!
- \$1.5M in TOT could pay for:
 - Poway's annual budget for Fire Prevention and Paramedics
 - Poway's annual budget for the Performing Arts Center
 - Almost all of Poway's Parks and Open Space Capital Improvement budget

Poway residents say this about Proposition W:

"I like that Proposition W puts the tax burden on the right people—the owners of the project—and not on Poway residents." Don Higginson, businessman and former Mayor of Poway

"If we want to continue to be 'The City in the Country,' we need to say yes to projects like Proposition W." Kelly Burt, Neighbor of Maderas Golf Course

If you want new funding for critical City services without raising your taxes,

VOTE YES ON PROPOSITION W!

MICHAEL FLICKINGER
General Manager, Maderas Golf Course

JACK COHEN
Chair, Poway Chamber of
Commerce

KELLY BURT
Neighbor of Maderas Golf Course

DON HIGGINSON
Businessman and former
Mayor of Poway

DOLORES CANIZALES
President/CEO Poway Chamber of Commerce

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE W

Poway voters have a right to expect that development in the City will be created in an OPEN, COLLABORATIVE AND POSITIVE MANNER WITH THE COMMUNITY. This ballot measure was crafted in haste with NO dialogue and very little information.

Voters should ask themselves these basic questions:

- **Is it transparent?** It's NOT merely a 240-room hotel but a resort development, which typically has facilities for corporate conferences that GREATLY IMPACT TRAFFIC, SAFETY AND NOISE ISSUES in the immediate area and along Espola Road, Twin Peaks Road, Poway Road, and Pomerado Road.
- **Is it honest?** The \$1,500,000 TAX REVENUE IS UNFOUNDED and could be much less based on actual occupancy levels and number of rooms built. The City will get even less money after deducting costs for additional city services needed for this large development.

Also note, the 35-foot height CAN be exceeded by simply applying for another amendment to the Specific Plan and receiving approval by a City Council majority.

- **Is there enough information?** According to a June 2016 Traffic Impact Analysis, a 240-room resort WOULD INCREASE TRAFFIC BY NEARLY 80% on Old Coach Road.

Has the developer demonstrated the long-term viability of a large resort in Poway?

The answer to each question is NO. Key decisions on a development of this size should not be taken out of voters' hands. YOU should have a say. Send a message that voters deserve better at the ballot. **Vote NO on W.**

STEVEN STONE
President, GVCA

ANITA EDMONDSON
Vice President, GVCA

JACK TRIPP
Treasurer, GVCA

DALE LONG
Board Member, GVCA

ARGUMENT AGAINST MEASURE W

**Demand transparency, honesty, more information.
Vote NO on W**

Don't be fooled. Nothing being promised by developer Sunroad Enterprises is what it appears. There are too many red flags and unanswered questions to approve a development of this scale and impact.

- **Not a “boutique” hotel**, defined by industry as 100 rooms or less. The plan is a RESORT DESTINATION HOTEL with spa and related facilities on the scale of the 287-room Rancho Bernardo Inn.
- **Inflated tax revenue?** How is the alleged \$1.5 million in hotel tax revenue being calculated without substantiating project scope? Will it require all 240 rooms and what level of occupancy to meet that revenue? If development size is reduced, WILL ACTUAL REVENUE BE LESS?
- **No guarantees.** The developer can make NO GUARANTEES how the City will spend the tax revenue; these are empty promises.
- **Nothing is final.** Specifications on height limit, square footage, etc. are not final and CAN BE CHANGED AND APPROVED by the City with little say from residents.
- **Where is the water coming from?** Purchased city water? On-site wells? Is water usage by a large resort sustainable?
- **All City Council members declined to take a position on the development.**

What the Poway community is saying about Proposition W:

“We urge Poway voters to pay attention and be as knowledgeable as possible before casting their ballots.” –Steve Dreyer, Editor, Poway News Chieftain

“I strongly recommend that you vote NO, until such time that a more comprehensive plan is presented to the voters.” –Concerned citizen

“The City has recently demonstrated a pattern of decision-making on projects without adequate community input. I have real concerns about how big decisions on a large hotel will be made.” – Concerned citizen

ALL POWAY VOTERS deserve transparency and accurate information and should demand it by voting NO on Prop W.

STEVEN STONE
President, GVCA

ANITA EDMONDSON
Vice President, GVCA

JACK TRIPP
Treasurer, GVCA

DAVE ZETTEL
Secretary, GVCA

DALE LONG
Board Member, GVCA

REBUTTAL TO ARGUMENT AGAINST MEASURE W

The opponents of Measure W are giving you anonymous statements by “concerned citizens” instead of the actual facts about the project. What are they hiding and why?

Here’s what you really need to know:

Measure W and the laws under which it will be implemented are really quite straightforward. The law protects you and Poway. Maderas is not asking for any exceptions to the law.

- The project will generate hotel room tax and increased property taxes paid by the hotel to the City which can be spent on Poway needs, including public safety, fire prevention, and the Performing Arts Center.
- Residents will have a voice. There will be public hearings by the City Council to evaluate the Project. That’s the law.
- The hotel can not exceed Poway’s height restriction of two stories. That’s the law.
- No groundwater will be used for the Hotel.
- There will be full environmental review. That’s the law.
- The project can be no more than 240 rooms, but the City Council – **after public input** - will decide. That’s the law.
- All new taxes will be paid by Maderas, not you.

The City Council voted to put this before the voters, as the law requires, and decided that they, as individuals, would remain neutral. There are no hidden messages here; they simply did not want to tip the scales either way.

If you want new funding for critical City services without raising your taxes,

VOTE YES ON MEASURE W!

MICHAEL FLICKINGER
General Manager
Maderas Golf Course

SHARON CAFAGNA
Poway Resident

JIM BENNET
Poway High School
Girls Golf Coach

JACK V COHEN
Chair Board of Directors
Poway Chamber of Commerce

JOHN DARLING
Poway High School Assistant Coach
Boys and Girls Golf Team

FULL TEXT OF MEASURE W

Proposed Amendments to the Old Coach Golf Estates Specific Plan (Deletions indicated in strike out and additions shown in underline)

The first paragraph of Land Use Element subsection A (page II-1) is proposed to be amended as follows:

PLANNING OBJECTIVES

The basic objectives of this Plan are to enhance the “magic” of the area through careful planning and sensitive design for the location and development of a 27-hole championship golf course and clubhouse; a hotel with no more than 240 rooms within the Golf Course Envelope; and a community of high quality, detached, single-family homesites on large parcels of land located throughout the site.

The first paragraph of Land Use Element subsection B (page II-1) is proposed to be amended as follows:

PLANNING CONCEPTS

The concept for the Planned Community is to take advantage of the natural building areas which are created within the environmental constraints of the site, the routing of the golf course and the general plan are applied. The plan relies upon the creation of a 27-hole championship golf course within an envelope of approximately 300 acres of land on one lot; surrounding the golf course are 156 large single-family estate lots and a hotel with no more than 240 rooms within the Golf Course Envelope. The concept is to have the majority of the homesites front on the golf course or have views over the golf course. Views overlooking the golf course from the adjacent existing single-family residential homes will be enhanced.

The first paragraph of Land Use Element subsection C (page II-2) is proposed to be amended as follows:

GOLF COURSE ENVELOPE

The golf course envelope contains approximately 300 gross acres of land and consists of one continuous lot. Within the golf course envelope, identified on the Development Concept Plan (see Exhibit 2), will be developed a 27-hole championship golf course, clubhouse, ~~and~~ driving range, and a hotel with no more than 240 rooms within the Golf Course Envelope; additionally there will be two major areas of preservation, i.e., the riparian and certain hillside areas.

A new subsection H is added at the end of the Land Use Element as follows:

HOTEL

One hotel with no more than 240 rooms may be developed within the Golf Course Envelope, subject to the review and approval by the City Council. Any hotel will be designed to complement the Club House and surrounding area. A hotel may include a spa and other related facilities normally found in a resort destination hotel.

The first sentence of the first paragraph of Community Design Element subsection A (V-1) is proposed to be amended as follows:

OVERALL DESIGN CONCEPTS AND GUIDELINES

The overall design concept for the Old Coach Estates is to create a golf resort-oriented residential community of the highest quality.

FULL TEXT OF MEASURE W (CONTINUED)

The list of land uses, contained in the first paragraph of Community Design Element subsection B.1 (V-2) is proposed to be amended as follows:

- Golf Course/Clubhouse and related resort facilities including a hotel with no more than 240 hotel rooms within the Golf Course Envelope
- Custom Single-Family Parcels and individually Designed Homes
- Public Uses such as the fire station and the water tank site
- Trails, both regional and local
- Project Growing Grounds
- Quasi-Public Uses such as the mini park, the scenic overlook, and the sewer pump stations

The Permitted and Conditional Uses table in the Overall Implementation Plan is proposed to be amended to add the following at the end of subsection C as follows:

7. One hotel with no more than 240 rooms C