

ARGUMENT IN FAVOR OF MEASURE G

The private property above North Beach has been closed off to the public for over a century. The current zoning allows 16 private estates, with few if any benefits to the public.

Measure G proposes a better plan for the site, one that will benefit all Del Mar rather than just an exclusive few.

Public Access

Measure G will create new public accessibility with walking trails along the bluff top and around the entire 16+ acres.

Amenities for the Community

All Del Mar will be able to enjoy the views from new restaurants, a spa, and beautiful outdoor settings open to the public.

Additionally, new stairways, restrooms and storage facilities will be provided at the beach, making our public beach more clean and safe.

Environmental Stewardship

Beach nourishment endowment funding will be provided annually to help maintain the long-term health of our beaches.

As a result of extensive geotechnical studies, large setbacks will be in place, along with runoff diversion to reduce bluff erosion.

The sustainably designed plan received a 2019 LEED Neighborhood Design award.

Fiscal Benefits to Del Mar

According to a City sponsored Economic and Fiscal Benefit Analysis, Measure G will likely generate over \$4 million per year in hotel tax revenue for the City. These funds could be used for public projects such as utility undergrounding or street improvements.

An Open, Transparent Public Process

In addition to the public vote, Measure G requires multiple public reviews and discretionary approvals. These include Design Review, Tentative Map Approval, City Council and Coastal Commission review and approval.

We urge a Yes vote on Measure G because our community needs more public benefits, not more gated estates.

Donald Mosier
Former Mayor / Councilmember

Jim Watkins
52-year Community Leader

Nate McCay
Resident, Former Planning Commissioner

Karen Charisse Vafiadis
Business Owner

ARGUMENT/REBUTTAL SIGNATURES

(The following statement is required by California Elections Code Section 9600.)

The undersigned authors of the DIRECT argument IN FAVOR OF ballot proposition G
Direct OR Rebuttal to the In favor of OR Against Letter
 at the _____ election for the _____ City of Del Mar _____ to be held on 3/3/2020 hereby state
Election Title Jurisdiction Date
 that such argument is true and correct to the best of _____ their _____ knowledge and belief.
his/her/their

NOTE

At least one of the authors/signers (designated the "filer") shall meet the criteria of being a registered voter in the jurisdiction in which the proposition appears. Any other signers are not required to meet that or any other criteria and are assumed to appear at the discretion and approval of the filer.

CONSOLIDATED

*Organization Title (Optional)

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|---|---|
| NAME (Signature): _____ (Print): <u>Donald Mosier</u> *TITLE (Optional): <u>Resident, Former Mayor / Council Member, DRB member</u> ADDRESS: _____ <u>Del Mar, CA 92014</u> DATE: <u>12/11/2019</u> PHONE: _____ | NAME (Signature): _____ (Print): <u>JAMES M. WATKINS</u> *TITLE (Optional): <u>52-year resident</u> ADDRESS: _____ <u>Del Mar, CA 92014</u> DATE: <u>12/11/19</u> PHONE: _____ |
| NAME (Signature): _____ (Print): <u>Nate McCoy</u> *TITLE (Optional): <u>Del Mar Resident - Planning Commission member</u> ADDRESS: _____ <u>Del Mar, CA 92014</u> DATE: <u>12/11/2019</u> PHONE: _____ | NAME (Signature): _____ (Print): <u>Karen Charisse Vafiadis</u> *TITLE (Optional): _____ ADDRESS: <u>Del Mar, CA 92014</u> DATE: <u>12/11/19</u> PHONE: _____ |

* If provided, this title may be printed in the Sample Ballot/Voter Information Pamphlet.

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|---|
| NAME (Signature): _____ (Print): _____ *TITLE (Optional): _____ ADDRESS: _____ DATE: _____ PHONE: _____ |
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NOTE

Registrar of Voters policy does not allow candidates, campaign managers, campaign treasurers, argument or rebuttal signers of ballot measures or members of their immediate family to host a polling place or act as a poll worker in the jurisdiction in which the candidacy or ballot measure of the interested party is being voted upon.