

# CITY OF POWAY

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

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## MEASURE P

Do you approve The Farm in Poway Specific Plan as adopted by the Poway City Council to amend the General Plan and Zoning Code to allow development of a master-planned sustainable community with a maximum of 160 homes and at least 70.4 acres of permanent open space including community-serving recreational and agricultural amenities, on approximately 117.2 acres at 17166 Stoneridge Country Club Lane in the City of Poway?

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This measure requires approval of a simple majority (50% plus 1) of those voting on the measure.

### CITY ATTORNEY IMPARTIAL ANALYSIS

On June 16, 2020, the Poway City Council approved The Farm in Poway project ("Project"), which would allow the development of a maximum of 160 residential units with recreational, agricultural, and commercial amenities, including at least 70.4 acres of passive and active open space, on the 117 acre site formerly occupied by the Stoneridge Country Club. Proposed amenities include publicly accessible parks, trails, community gardens, an event space, a cafe, a butterfly vivarium, a community classroom, and a fitness club with recreational courts and a swimming pool. Pedestrian, bicycle and vehicular street improvements will be provided along Espola Road and Valle Verde Road to allow full sidewalk connectivity from the Project to Chaparral Elementary School and to improve traffic congestion from its current condition. The Project site has been vacant and closed to the public since the closure of the golf course and associated amenities in 2017. If Measure P is approved by the voters, demolition of the existing clubhouse and accessory structures is required within 90 days.

When approving the Project, the Poway City Council approved: (1) a General Plan Amendment; (2) The Farm in Poway Specific Plan (which would function as the site's zoning); (3) a Zone Change and Zoning Ordinance amendment; (4) a tentative tract map; (5) development review; and (6) a conditional use permit. However, the Poway City Council's approval of the foregoing entitlements is not effective unless approved by the City's voters. A vote of the people is required pursuant to Ordinance No. 283, more commonly referred to as Proposition FF, adopted by the City's voters in 1988 and codified in the City of Poway General Plan and Zoning Code. Accordingly, Measure P was placed on the ballot by the Poway City Council.

In connection with its approval of the Project, the City Council also certified an environmental impact report ("EIR") pursuant to the requirements of the California Environmental Quality Act ("CEQA"), which analyzed all of the potential impacts of the Project on the environment, including, but not limited to, impacts relating to air quality, biological resources, noise, public services, wildfire risk, and traffic. The EIR concludes that, after the implementation of the mitigation measures required by the EIR, which will be implemented by the City, all of the Project's impacts on the environment would be less than significant.

A "Yes" vote on Measure P will authorize the development of the Project, pursuant to the conditions of the Poway City Council's approvals. In particular, the development and operation of the Project will be governed by The Farm in Poway Specific Plan, which includes detailed design guidelines and other requirements governing all development. Measure P will be approved if it receives a simple majority (50% plus 1) of "Yes" votes.

## **CITY ATTORNEY IMPARTIAL ANALYSIS (CONTINUED)**

The above statement is an impartial analysis of Measure P. If you desire a full copy of the measure, please call the Poway City Clerk at (858) 668-4530 and a copy will be mailed to you at no cost to you. The full measure, including the approved Farm in Poway Specific Plan, is also available online at <https://poway.org/1050/November-3-2020-General-Municipal-Electi>.

## ARGUMENT IN FAVOR OF MEASURE P

### **Measure P is a better choice for Poway's future.**

"Yes" on Measure P confirms the Poway City Council's unanimous approval of The Farm in Poway Specific Plan.

Measure P gives Poway residents control over development of the former Stoneridge Country Club -- an overgrown, blighted property with safety, public nuisance, and fire hazards that threaten nearby neighborhoods -- with no public access or conservation open space.

Measure P limits the project to a maximum of 160 homes on 117 acres -- density similar to the surrounding neighborhoods -- secures 60% of the property as permanently maintained, publicly-accessible open space, and provides amenities for use by all Poway residents.

At no cost or risk to local taxpayers, Measure P transforms the existing property, generates new revenues for the city, and requires the developer to enhance Espola Road to improve traffic flow. **It's endorsed by the Poway Chamber of Commerce.**

Measure P includes more than 55 acres of conservation open space (gardens, agriculture), and 14 acres of recreation open space (3.5 miles of trails, a park, an open-air grass amphitheater and an off-leash dog park) open to all Poway residents. **It's endorsed by the Endangered Habitats League.**

Measure P provides amenities for use by all Poway residents, including a butterfly farm and education center, event barn, café, beer/wine garden, and an athletic club that includes a pool and tennis/pickleball courts. **It's endorsed by the Green Valley Civic Association.**

Measure P requires ongoing management of open space, greenbelt buffers, irrigated and maintained landscaping, and state-of-the-art safety features to enhance fire safety for the surrounding community. **It's endorsed by the Poway Firefighters Association.**

The current Beverly Hills-based developer of the property has failed to work constructively with the city. Approval of Measure P ends this developer's involvement and puts Poway residents in control of the property's future.

### **Vote "Yes" on Measure P to enhance our city's future.**

[www.TheFarmInPoway.com](http://www.TheFarmInPoway.com)

STEVEN STONE  
President, Green Valley Civic Association

BRUCE BOCHY  
Former San Francisco Giants & San Diego  
Padres Manager & 23-year resident

SUE HERNDON  
Poway community activist & 43-year resident

KEVIN MCNAMARA  
Managing Partner, The Farm in Poway, LLC &  
23-year resident

DAVID MICHAEL STRAWN  
Vice President, Poway Firefighters Association

## REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE P

**The greater the amount of direct interface a community possesses between urban and nature, the healthier the community!**

The StoneRidge property provides this special interface with contiguous open spaces, slopes and hills winding between the existing homes.

Measure P will not give Poway "control over development". **IT ONLY PROMOTES DEVELOPMENT** by eliminating Poway's 117 acres of protected Open Space-Recreational land and replacing it with a Planned Community (PC) residential development zoning to the entire 117 acres.

McNamara's plan includes 160 houses, with additional roads cutting through the entire property. Housing tracts of **GREATER THAN 5.2 HOMES PER ACRE** will be packed along Espola Road bringing additional traffic and school crowding. **FARM-LIKE GIMMICKS** are included only to distract voters from these levels of San Diego-inspired densities!

Our own City Council's endorsement of The Farms Project is out of touch with city voters and its charter, as evidence by the landslide vote against the same rezoning proposal in 2017's Measure A. They exaggerate "blight" and state housing mandates, and are noticeably AWOL on fire mitigation issues to promote their pro-development agenda.

Also, consider Kevin McNamara's attempts to distance himself from property owner Michael Schlesinger, while touting himself as a local champion. Their collaboration is a classic case of one hand washing the other. Consider the millions in profit they both intend to make **for the sake of eliminating Poway's Open Space/Recreational zoning**. - It makes **NO** difference whether these two developers are from Beverly Hills or Poway.

**Vote No on Measure P!**

BRIAN EDMONSTON  
Preserve Poway, President

# ARGUMENT AGAINST MEASURE P

NO TO MORE TRAFFIC. NO TO OVERCROWDED SCHOOLS.  
NO TO HIGH-DENSITY, UNAFFORDABLE HOUSING.

## The Facts

A yes vote for Measure P allows wealthy developers to convert 117 acres of protected open space into a high-density housing development with 160 million-dollar homes. If passed, the developers win and we lose. The developers make millions, while we get more traffic, overcrowded schools and less open space.

Only a few hundred acres of similar open space remain in Poway. Once developed, there is no going back. A yes vote forever cripples our ability to protect the property's future use and sets the precedent for future dense development elsewhere in the city.

## The Developers Cannot Be Trusted

The developers behind this measure are Michael Schlesinger and his business partner Kevin McNamara. Schlesinger is a Beverly Hills developer set on turning California's open space into high density housing. Schlesinger cannot be trusted. Schlesinger once dumped a truckload of manure near neighboring homes to punish residents for not giving in to his demands. The manure sickened neighbors. Schlesinger was fined \$100,000.

To try to get their way, Schlesinger and McNamara have used gimmicks like beer and butterflies combined with hefty political contributions (including to our mayor) and scare tactics like veiled threats that Poway homes will burn when the property is intentionally left to become a fire hazard. Poway's future cannot be entrusted to developers who rely on gimmicks, campaign contributions and veiled threats to Poway families.

## Vote No to Preserve Poway

Poway has rejected unreasonable development in the past – including the rezoning of Iron Mountain and Metate Lane lots. We should do the same here. Poway's winning formula is space and balanced growth. This formula provides us with an unparalleled quality of life, low crime, reduced traffic and great schools. Vote No on The Farm.

PHILIP P. MAIORCA  
StoneRidge Resident

CHRIS PRINE  
StoneRidge Resident

BOB SHUTTER  
Green Valley Resident

CHRISTINE VICKERS  
Preserve Poway, Treasurer

BRIAN EDMONSTON  
Preserve Poway, President

## REBUTTAL TO ARGUMENT AGAINST MEASURE P

**The small group of NIMBYs who oppose Measure P are playing fast and loose with the facts:**

Opponents claim Measure P is “high-density.” The truth is Measure P limits the project to density and size comparable to the surrounding neighborhoods – and secures 60% of the property as permanently maintained open space.

- **Endorsed by the Green Valley Civic Association.**

Opponents claim Measure P will destroy protected open space. The truth is the former Stoneridge Country Club is privately-owned and currently contains no conservation open space or public access.

Measure P guarantees more than 55 acres of permanently protected conservation open space, and 14 acres of recreation open space, all publicly accessible.

- **Endorsed by the Endangered Habitats League.**

Opponents claim Beverly Hills developer Michael Schlesinger is a partner in the project. Not true! Schlesinger currently owns the former Stoneridge Country Club, and he will retain control if Measure P is defeated. In contrast, approval of Measure P sends Schlesinger packing, ends his involvement, and puts Poway residents in control of the property’s future.

Opponents claim the project will increase traffic and claim the project’s amenities are just ‘gimmicks.’ The truth is Measure P requires the developer to enhance Espola Road to improve traffic flow and includes substantial amenities for all Poway residents.

- **Endorsed by the Poway Chamber of Commerce.**

Don't be fooled by a few NIMBYs' irresponsible claims and misinformation.

Vote ‘Yes’ on Measure P – a better choice for Poway’s future.

[www.TheFarminPoway.com](http://www.TheFarminPoway.com)

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