

NO on Measure U*

Bad for residents, great for developers!

- Height up to 37' (42' with rooftop equipment)*
- 30 units per acre – up to 41 units with density bonus*
- 1,500 high-density units – up to 2,030 units with density bonus*
- 15,000+ additional car trips daily (standard City calculation)
- 15% affordable housing, remainder 85% market rate*
- Lack of onsite parking pushes overflow into neighborhoods*

***Measure U eliminates Prop A –
Your Right to Vote***

Without Prop A, future high-density sites citywide will be approved by Council, staff, developers – not voters*

Measure U is not the “better plan” we were promised AND it exceeds State requirements

What the City doesn't want you to know about Measure U

- **Last-minute addition of new sites in Leucadia** in place of city-owned L-7 parcel
- **Secret city meetings with developers** were “unadvertised” to the public (*Feb 28, Apr 4 – per Director of Development Services*)
- **Tasha Boerner-Horvath voted NO** on Measure U, citing its lack of affordable housing (*June 12, July 5 City Council votes*)
- Affordable housing nonprofit Keys4Homes **refused to sign** the City’s rebuttal argument, citing the removal of L7 – the 100% affordable housing parcel (*August 12 Special Council meeting*)
- **No paper trail** of negotiations with HCD (State agency) – despite Mayor’s agreement to keep records (*per Director of Development Services*)
- Developers’ “alternatives” **allow builders to avoid constructing 100% of their affordable housing requirement** on one site (*pg. 30**)
- Environmental Impact Report **was not performed on all Measure U sites**
- The city employs the same scare tactics it used in Measure T – threatening lawsuits if Measure U fails – but **admits the judge could decide in our favor** (*City representative, Measure U debate Sept. 13*)

*Full Ballot Measure pdf – City of Encinitas

website:<http://encinitasca.gov/Portals/0/City%20Documents/Documents/Development%20Services/Planning/Advanced%20Planning/Housing%20Plan%20Update%202018/Ballot%20Measure%20U%2C%20Full%20Text.pdf>