

SEP 01 2016

CITY OF POWAY

**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.**

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President, GVCA

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