

**COUNTY OF SAN LUIS OBISPO
IMPARTIAL ANALYSIS OF MEASURE J-06**

This measure will determine whether the San Luis Obispo County General Plan, Title 22, of the County Code, and the Official Maps shall be amended to allow for development of the Dalidio Ranch property (“the property”).

If the measure passes, the General Plan will be amended, adding “The Dalidio Ranch Land Use Category,” which will apply only to the property. The measure adds provisions to Title 22, creating a specific zoning area, intended to conform to and be consistent with the proposed “Dalidio Ranch Land Use Category.” The measure mandates ministerial grants of applications for development within the zoning area, removing almost all discretionary decision-making from the County over the use and development of the property.

The measure provides for development of the property to permit the following: (1) construction of approximately 530,000 square feet of commercial or retail space, 30,000 square feet of outdoor sales space, and a 150-room, 4-story, hotel; (2) provision of up to two soccer fields, a family-oriented recreational area, a farmer’s market and incidental facilities, pedestrian/bicycle trails, and relocation of the Victorian House and Barn from its present location to a separate setting on the property; (3) construction of up to 60 residential units and 198,000 square feet of office space. The measure provides for conservation of open space for part of the property, and for service of the proposed uses through private on-site water supply and sewage disposal systems.

The proponents of the measure have created numerous development features called “conditions of approval,” including a \$4 million conditional deposit that could be applied toward design and construction of a Highway 101 overpass at Prado Road.

If the measure passes, the Dalidio Ranch Land Use Category will be exempt from all other existing County regulations, guidelines, ordinances, and code provisions that regulate land use and development, including Title 22 and Title 26 (the Growth Management Ordinance). The California Environmental Quality Act (CEQA) will not require a study of the General Plan amendment, the new Dalidio Ranch provisions of Title 22 or subsequent ministerial development approvals. CEQA will apply to any needed state agency approvals, and any needed approvals under the Subdivision Map Act.

If the measure passes, it may be legally challenged on the grounds that it is beyond the power of the electorate to enact because: (1) it attempts to mandate administrative acts rather than just legislative acts, and (2) it deals with an issue of statewide concern (the amendment of the General Plan within the jurisdiction of the Airport Land Use Commission).

A yes vote on this measure is a vote in favor of amending the General Plan and Title 22 to allow for ministerially approved development of mixed uses on the Dalidio Ranch Property, as provided in the measure.

A no vote on this measure is a vote against amending the General Plan and Title 22 to allow for ministerially approved development of mixed uses on the Dalidio Ranch Property, as provided in the measure.

s/ JAMES B. LINDHOLM, JR.
County Counsel

The above is an impartial analysis of Measure J-06. If you desire a copy of the measure, please contact the elections official’s office at 781-5228 and a copy will be mailed at no cost to you. You may also access the full text of the measure on the county Web site at <http://www.slocounty.ca.gov/clerk>

SEE NEXT PAGE FOR ARGUMENTS

ARGUMENT IN FAVOR OF MEASURE J-06

The Dalidio family has lived in San Luis Obispo for over 125 years, living and working on a ranch near Madonna Road and Highway 101 for 87 years.

Houses and businesses now surround Dalidio Ranch, making traditional farming impossible.

For nearly a decade, potential uses of Dalidio Ranch have been studied and debated. Measure J was developed, reworked and improved after extensive community input and thorough expert review, including two full Environmental Impact Reports.

Measure J will set aside acres for public use, open space, an organic farm, farmers market, and recreation areas. A scaled back retail center will bring new jobs and revenue for fire protection, paramedics, sheriffs, roads, and schools throughout San Luis Obispo County.

The plan has been put to a vote throughout San Luis Obispo County because Dalidio Ranch lies on unincorporated county land. 18,000 San Luis Obispo County voters signed petitions asking to vote on Measure J.

A Yes vote on Measure J will approve a balanced plan that honors the property rights of the Dalidio family and sets aside Dalidio Ranch for:

- An extension of the Bob Jones hiking and biking trail
- A natural habitat preserve and viewing area
- A 13-acre organic farm
- A 7-day-a-week farmers market
- Youth sports fields and family recreation area
- 60 workforce housing units
- A retail center scaled back to reflect community input and designed to appeal to the region's consumers
- The historic ranch house and barn, preserved for public use

Measure J will benefit residents throughout San Luis Obispo County by requiring developers to contribute more than their fair share for road improvements and providing funding for essential services without raising taxes, including:

- \$2.5 million per year for fire protection, paramedics, sheriffs and other county services
- \$500,000 per year for local schools
- \$10 million for local road and traffic improvements

Please visit www.dalidioranch.com and vote Yes on J.

s/ Howard D. Mankins
Former Member, San Luis Obispo County Board of Supervisors
s/ Dodie Williams
Former Member, San Luis Obispo City Council
s/ Bill Thoma
Business Owner, San Luis Obispo
s/ Lee Ferrero
Former Chairman, San Luis Obispo Chamber of Commerce
s/ John R. Linn
Business Owner, Cambria

ARGUMENT AGAINST MEASURE J-06

If it sounds too good to be true, it is!

Vote "NO" on Measure J-06, the Initiative that would subsidize the Los Angeles and Texas developers' 500,000+ square foot mega-mall project and allow them to write their own rules.

The Initiative's unrealistic time and dollar estimates mask the project's negative impacts and real costs to County taxpayers.

In addition to the losses that will be incurred by other local Cities, the City of San Luis Obispo has stated that it will suffer a net loss of \$1 million each and every year.

This Initiative sets a dangerous precedent by allowing a developer to circumvent public participation and review of project impacts.

While this Initiative seems to promote democratic practices, the developers' strategy actually takes land use, traffic and other decisions out of the hands of residents by bypassing review by local government.

The developers will avoid paying their fair share, leaving County taxpayers to pay for the Prado Interchange and other needed road improvements, including to Highway 101. Although CalTrans' states that the Prado Interchange will cost as much as \$39,000,000 in 2006, with their special deal, the developers are committing only \$4,000,000 tied to that use.

As a result, neither the Prado Interchange nor other road improvements needed to support the project will be built in the foreseeable future. This will cause significant slowing of traffic along Highway 101 and its ramps located adjacent to the project. All the traffic generated will be funneled onto Madonna Road. With more than 20,000 additional car trips per day, there will be more traffic on Madonna Road than on Highway 46!

Support local control. Make these developers play by the rules and pay their fair share.

Vote "NO" on J-06 and send these developers back through the planning process, just like everyone else.

s/ Cydney Holcomb
V.P., County Coalition for Local Control
s/ Dominic Perello
Professor Emeritus of Economics, Cal Poly
s/ Michael Winn
Vice-President, Nipomo Community Services District
s/ Allen Settle
Vice-Mayor, City of San Luis Obispo
s/ James R. Patterson
County of San Luis Obispo Supervisor

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE J-06

A dangerous precedent will be set if these developers win and demonstrate they can get approval by countywide initiative. Our tradition of local control has fostered this County's collection of unique towns. That tradition is being attacked.

By using countywide initiatives, every developer can avoid local review. Your community could be threatened next.

These developers want you to ignore obvious problems until after the Initiative becomes law:

- snarls of local and freeway traffic without a new interchange
- acres of prime farmland paved over
- inadequate flood, emergency, fire and police protection
- taxpayers burdened with infrastructure costs
- a sewage treatment plant in the middle of town

Normal development review requires identifying problems and finding solutions beforehand. Accountability should be demanded of these developers, not vague promises.

In addition, every community will feel the pinch from subsidizing this huge mall. Sales and occupancy tax paid to the County will drain revenues from every City budget.

Developers are one-sidedly reducing their "fair share" of the project's costs at county taxpayers' expense.

With continually escalating construction costs, there is no limit on the final bill to county taxpayers. But the Prado Interchange needed for this project alone will cost \$3,000,000+ or more annually for 30 years, exceeding any tax benefits to the County.

Clearly, this project will create traffic congestion and cost the County and each individual City big money. But how much?

Visit the website at www.nomeasureJ.org.

Too much traffic, too much money!

Vote No on Measure J-06.

s/ Michael Boswell
Professor of City & Regional Planning, Cal Poly
s/ Ed Eby
Chairman, South County Advisory Council
s/ George Luna
Member, Atascadero City Council
s/ Ian Irving McMillan II
Rancher
s/ Betty Winholtz
Member, Morro Bay City Council

REBUTTAL TO ARGUMENT AGAINST MEASURE J-06

Opponents of Measure J deliberately mislead voters with untrue statements.

Here are the facts:

- The Dalidio family who has farmed in this county for over 125 years can't farm the land anymore due to development on all sides of the farm.
- Measure J would permanently set aside significant acreage of the Dalidio farm for a natural habitat, hiking and biking trails, sports fields as well as a 13-acre organic farm.
- In exchange, the family would be allowed to build no more than 60 units of critically needed housing, a high quality retail center (much smaller than what was already approved by the city of San Luis Obispo) and a daily farmers market selling fresh organic produce.
- Costs of road construction will be borne by the project and taxpayers will not have to pay a penny.
- Over \$3,000,000 a year in sales and property taxes will be generated by this project and every penny will stay in our community to benefit local schools and public safety.
- \$10,000,000 will be set aside for road improvements.
- Opponents say Measure J is undemocratic, yet the San Luis Obispo City Council previously voted to approve a larger retail project on Dalidio Ranch after certifying a full Environmental Impact Report. Now voters get the final say.

We want this land to be enjoyed by future generations and to benefit this community for years to come. We hope you consider the benefits to our community. Please vote yes.

s/ Harry L. Ovitt
Member, San Luis Obispo County Board of Supervisors
s/ Howard D. Mankins
Former Member, San Luis Obispo County Board of Supervisors
s/ Dodie Williams
Former Member, San Luis Obispo City Council
s/ Bill Thoma
Business Owner, San Luis Obispo
s/ Dee Lacey
Cattle Rancher, Paso Robles