

**IMPARTIAL ANALYSIS BY CITY ATTORNEY  
MEASURE V**

The City of Newport Beach General Plan is the preeminent planning document and contains goals, policies and land use limitations for the development of the City. All zoning ordinances and development applications must be evaluated for compliance with the General Plan.

The last update of the City's General Plan was in 1988. The existing General Plan contains specifically described limits on the number of residential units and non-residential square feet to be built in the City. On July 25, 2006, the City Council adopted a comprehensive update of the General Plan and determined that the update constitutes a "major amendment" of the General Plan that is required to be sent to the voters for approval under Section 423 of the City Charter, also known as the Greenlight Initiative.

A "yes" vote would approve the Land Use Map and Land Use Tables included as part of the updated "Land Use Element" section of the General Plan. The Land Use Map and Land Use Tables contain specific development limits and designated land uses to be allowed over the twenty-year life of the General Plan. A "yes" vote will allow 1,166 more residential dwelling units than the existing General Plan, but will also decrease non-residential development by 449,499 square feet from what the existing General Plan allows.

If approved, the updated Land Use Element is projected to result in less traffic than the existing General Plan. The traffic analysis shows 28,920 fewer daily vehicle trips, including 1,121 fewer peak hour trips in the morning and 958 fewer peak hour trips in the evening.

If the Measure is defeated, there will be limited potential for more residential dwelling units. Furthermore, there will be no reduction in the non-residential development, such as office, industrial and retail, currently authorized under the existing General Plan. Projected traffic under the existing General Plan will also remain the same.

s/ Robin L. Clauson  
City Attorney

The above statement is an impartial analysis of Measure V. If you desire a copy of the measure, please call the City Clerk's office at 949-644-3005 and a copy will be mailed at no cost to you. The information is also available on the City's website: <http://www.city.newport-beach.ca.us>.

## ARGUMENT IN FAVOR OF MEASURE V

**Newport Beach has been a great place to live for one hundred years and we have a unique opportunity to make it even better in the future.**

Measure V implements key provisions of the General Plan Update ("Update") – a master plan developed by 38 Newport Beach residents representing all segments of our community who served on the General Plan Advisory Committee with recommendations and input from 3,200 residents.

Measure V and the Update are designed to **limit future growth, protect our neighborhoods and reduce traffic congestion while continuing to provide exceptional resident services.**

**To limit growth and traffic, Measure V and the Update WILL:**

- Reduce traffic citywide by nearly 30,000 vehicle trips each day compared to the existing General Plan.
- Reduce allowable commercial, office and industrial space by more than 440,000 square feet compared to the existing General Plan.
- Limit the number of new homes that can be built in the future.

**And to protect our quality of life, Measure V and the Update establishes THESE PRIORITIES:**

- Maintain current high levels of fire, police and emergency services
- Improve traffic flow by reducing potential vehicle trips, synchronizing signals and improving intersections
- Promote senior, library, recreational and cultural services
- Revitalize older commercial areas
- Prevent future expansion of John Wayne Airport

**To protect our environment, the Update IS COMMITTED to:**

- Improve bay and beach water quality
- Secure more open space such as Banning Ranch
- Protect the public's ocean, harbor and bay views

Measure V will reduce the potential for growth.

**Most importantly, as mandated by Greenlight I, a vote is still required for any major General Plan amendment.**

Measure V is on the ballot because residents should decide the future of Newport Beach.

**Vote Yes on Measure V.**

Signed:

s/ DON WEBB  
MAYOR, CITY OF NEWPORT BEACH

s/ STEVEN ROSANSKY  
MAYOR PRO TEM, GENERAL PLAN UPDATE COMMITTEE MEMBER

s/ NANCY GARDNER  
CO-CHAIR GPAC

s/ EDWARD ROMEO  
SENIOR CITIZEN

s/ SEYMOUR BEEK  
MEMBER, NEWPORT BEACH HARBOR COMMISSION

## REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE V

**Don't be fooled.** The ballot argument for Measure V, the General Plan Update, leads you to believe there will be a reduction of traffic. This claim is deceptive and misleading. The claim of a reduction in traffic of 28,120 car trips a day is a comparison to the 1988 General Plan build out, which has never happened and never will.

**They fail to inform you that Measure V actually increases traffic over 100,000 car trips a day over existing traffic levels. Do we want all this traffic and congestion?**

**Measure V allows over 7,500 new residential units to be built in the City compared to what exists on the ground today, representing a population increase of some 16,000 people, a 20% increase.**

**Measure V's traffic impacts 100% of the homes in Newport Beach.**

In actuality, **Measure V is the developers' wish list of high-density apartments and multifamily residences throughout the city.** If you want Newport Beach to look like Irvine's high-rise apartments along Jamboree, vote for Measure V. If you want Newport Beach to remain a high quality low-density, residential and beach oriented city, **vote NO on Measure V.**

Over the past year, Greenlight II obtained 8,000+ signatures from residents who want to vote on major development projects like those lumped together in Measure V. These people want Newport Beach to remain low density with high property values and high Quality of Life.

**If you agree, Vote No on Measure V and Yes on Greenlight II Measure X to preserve your city.**

s/ Richard A. Nichols  
City Councilman, Consulting Engineer

s/ Jean H. Watt  
Former Newport Beach City Council Member

s/ Philip S. Arst  
Spokesperson, Greenlight Residents Group

s/ Iryne Black

s/ Jan D. Vandersloot, MD

## ARGUMENT AGAINST MEASURE V

Measure V is hundreds of pages thick containing many hidden impacts upon your life that have been inadequately disclosed to you. **They will in fact significantly increase traffic and population density.**

Measure V claims a 28,920 average daily vehicle trips traffic reduction and a dwelling unit increase of only 1,166. **This is a paper comparison to the 1988 General Plan.** In reality, IT INCREASES PHYSICAL TRAFFIC BY OVER 100,000 AVERAGE DAILY CAR TRIPS OVER OUR PRESENT STREET CONGESTION.

It also authorizes adding MORE THAN 10,000 DWELLING UNITS, generally in multi-story buildings, producing a MORE THAN A 25% POPULATION INCREASE over what we have in the city today.

All street intersections will be impacted. A number of them will stay unsatisfactory. The City does not currently have the money to widen all the remainder except over the long term.

Measure V copies the City of Irvine's massive high-density developments on Jamboree by authorizing similar high-density developments in Newport.

Measure V doesn't apply to Newport Coast because the city left its planning control in the hands of The Irvine Company upon annexation.

Measure V if passed, **essentially renders your right to vote under the Greenlight law useless.** Politicians will then make the decisions about adding major traffic-producing developments in the city.

**Do you want more traffic and density or do you want the right to vote on your quality of life?**

**Vote NO on the General Plan Update Measure V and YES on Greenlight II Measure X.**

s/ Richard Nichols, Newport Beach City Councilman

s/ Jean Watt, Former Newport Beach City Council Member

s/ Philip Arst, Spokesperson, Greenlight Resident's Group

s/ Phillip Drachman, Alternate Spokesperson, Greenlight Residents' Group

s/ Wesley Whitmore, Greenlight Resident's Group

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## REBUTTAL TO ARGUMENT AGAINST MEASURE V

**Measure V was conceived, reviewed, and approved in a process that involved over 3,200 residents (including Greenlight I supporters, environmentalists and business leaders) over a period of more than four years.** It is Newport Beach's blueprint for the future to protect our quality of life.

Measure V respects the will of the voters. In fact, as required by Greenlight I, the City **must** bring Measure V before the voters for their approval.

Don't be fooled by the opponents to Measure V and the General Plan Update. **The opponents would have you believe that if we did nothing, the city would remain as it is today.**

**That's wrong.** Don't be misled.

HERE ARE THE FACTS:

- **Measure V cuts** traffic by 28,920 vehicle trips per day
- **Measure V cuts** commercial, office and industrial space by more than 440,000 square feet
- **Measure V caps** the amount of housing units allowed in the City
- **Measure V does include Newport Coast** and eliminates 370 housing units.
- **Measure V eliminates** 1700 vehicle trips along Mariners Mile
- **Measure V provides** land use and circulation policies that improve intersections throughout Newport Beach
- **Measure V's priorities** include creating 400 acres of Open Space in Banning Ranch

For additional FACTS about Measure V, we urge you to read the impartial analysis prepared by the City Attorney. The text of the Update is available on the City's website at <http://www.city.newport-beach.ca.us/>.

Reduce Traffic and Protect Our Quality of Life!

Vote **YES on Measure V**

s/ DON WEBB  
MAYOR, CITY OF NEWPORT BEACH

s/ STEVEN ROSANSKY  
MAYOR-PRO-TEM, GENERAL PLAN UPDATE COMMITTEE MEMBER

s/ NANCY GARDNER  
CO-CHAIR GPAC

s/ EDWARD ROMEO  
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