



In compliance with the Americans with Disabilities Act (ADA), if you need special assistance to participate in a City meeting or other services offered by this City, please contact the City Clerk's office, (619) 522-7320. Assisted listening devices are available at this meeting. Ask the City Clerk if you desire to use this device. Upon request, the agenda and documents in the agenda packet, can be made available in appropriate alternative formats to persons with a disability. Notification of at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

NOTICE and AGENDA  
**SPECIAL MEETING**  
**CITY OF CORONADO CITY COUNCIL**  
1825 Strand Way  
CORONADO, CALIFORNIA  
Tuesday, July 31, 2012 3 p.m.

1. ROLL CALL.
  
2. COMMUNICATIONS - ORAL: Each person wishing to speak before the City Council on only matters listed on this agenda shall approach the City Council, give their name, and limit their presentation to 3 minutes.
  
3. CITY COUNCIL BUSINESS:
  - a. Adoption of Resolutions to Place a Measure on the November 6, 2012, Ballot to Amend Title 16, Chapter 16.12, Section 16.12.030 of the Coronado Municipal Code Increasing the Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent. (Pg 1)  
**Recommendation: Adopt the resolutions; authorize Council members to file written arguments in favor or against the measure; direct the City Clerk to file copies of the resolutions with the San Diego County Board of Supervisors via the San Diego County Registrar of Voters; and direct staff to return at a future meeting with information regarding the cost and method to educate the public on this ballot measure.**

- b. Adoption of Resolutions to Place an Advisory Measure on the November 6, 2012, Ballot Regarding Reducing the Floor Area Ratio (FAR) on R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zoned Properties Within the City of Coronado. (Pg 29)

**Recommendation: Adopt the resolutions; authorize Council members to file written arguments in favor or against the measure; direct the City Clerk to file copies of the resolutions with the San Diego County Board of Supervisors via the San Diego County Registrar of Voters; and direct staff to return at a future meeting with information regarding the cost and method to educate the public on this ballot measure.**

4. ADJOURNMENT

DATED: July 27, 2012

Casey Tanaka  
Mayor  
City of Coronado

**Materials related to an item on this Agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office at 1825 Strand Way during normal business hours.**

**ADOPTION OF RESOLUTIONS TO PLACE A MEASURE ON THE NOVEMBER 6, 2012 BALLOT TO AMEND TITLE 16, CHAPTER 16.12, SECTION 16.12.030 OF THE CORONADO MUNICIPAL CODE INCREASING THE TRANSIENT OCCUPANCY TAX (HOTEL TAX) FROM EIGHT TO TEN PERCENT**

**ISSUE:** Whether the City Council should adopt the attached resolutions to formally place a measure on the November 6, 2012, ballot asking voters to raise the transient occupancy tax (hotel tax) from eight to ten percent.

**RECOMMENDATION:**

- 1) Adopt “A Resolution of the City Council of the City of Coronado, California, Calling and Giving Notice of the Holding of a General Municipal Election, to be Consolidated with the Statewide General Election, on Tuesday, November 6, 2012, for a Ballot Measure asking the City of Coronado Voters to Amend Title 16, Chapter 16.12, Section 16.12.030 of the Coronado Municipal Code to Increase the City’s Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent”; and
- 2) Adopt “A Resolution of the City Council of the City of Coronado, California, requesting the Board of Supervisors of the County of San Diego to consolidate a General Municipal Election to be held on November 6, 2012, with the Statewide General Election to be held in San Diego County on the same date pursuant to §10403 of the California Elections Code”; and
- 3) Adopt “A Resolution of the City Council of the City of Coronado, California, directing the City Attorney to prepare an Impartial Analysis, and authorizing Written Arguments and Rebuttal Arguments regarding a Ballot Measure to Amend Title 16, Chapter 16.12 ,Section 16.12.030 of the Coronado Municipal Code Increasing the Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent”; and
- 4) Adopt “A Resolution of the City Council of the City of Coronado, California, setting priorities for filing written argument(s) regarding a City Measure”; and authorize Council members to file written arguments in favor or against the measure in accordance with said resolution; and
- 5) Direct the City Clerk to file copies of the appropriate resolutions with the San Diego County Board of Supervisors via the San Diego County Registrar of Voters; and
- 6) Direct staff to return at a future meeting with information regarding the cost and method to educate the public on this ballot measure.

**FISCAL IMPACT:** The City’s current transient occupancy tax (TOT) of 8% will contribute approximately \$8,800,000 to the City’s General Fund in FY 11-12. It is anticipated that increasing the TOT 2% will generate an additional \$2.2 million per year in revenue to the General Fund.

Placing a measure on the November 2012 ballot will cost approximately \$10,000 per the San Diego County Registrar of Voters. In addition, if this proposal moves forward, the Council may want to consider funding an educational component for the ballot measure, which can include preparing and mailing educational material(s) to voters.

**STRATEGIC PLAN IMPACT:** This recommendation is consistent with Strategic Plan Section 12. Communication and Public Participation, Objective 12.1.1: Maintain and promote interactive communications and participation in Coronado issues, activities, governmental/community affairs, and associated decision making processes.

**CITY COUNCIL AUTHORITY:** California Revenue and Taxation Code Section 7280 authorizes the legislative body to levy a tax on a privilege of occupying a room or rooms, or other living space, in a hotel, inn, tourist home or house, motel, or other lodging for a transient period of time. Pursuant to Section 9222 of the California Elections Code, the City Council has authority to place measures on the ballot.

**PUBLIC NOTICE:** The City has notified all hotels/motels, the Chamber of Commerce, Coronado MainStreet, the Coronado Historical Association (Visitor Center), and the Coronado Tourism Improvement District. The City Clerk is required to publish a Notice of Election for measures; however, the required dates for publishing the notice are not specified in the Elections Code. A notice to the voters of the timeline when General arguments and rebuttal arguments related to the measure may be submitted will be posted on bulletin boards outside City Hall and in the City Library by the City Clerk and is listed on Attachment I.

**BACKGROUND:** At its July 17, 2012 meeting, the City Council directed staff to bring back the Mayor's request that the Council consider placing an item before the voters to increase the TOT from 8% to 10% (Attachment A). The TOT proposed is a general tax subject to approval by a majority of voters at a General Election in which City Council members are elected. The proposed ballot measure language cannot exceed 75 words.

**ANALYSIS:** A "General Tax" means any tax imposed for general governmental purposes. A "Special Tax" means any tax imposed for specific purposes, including a tax imposed for specific purposes, which is placed into a general fund. Because the proposed TOT increase is not a special tax for a specific purpose, approval of two-thirds of the voters is not required for passage of the measure.

Coronado last increased its TOT in May 1995 when the Council raised the TOT from 7% to 8%. This increase was subsequently approved by a majority of voters (72%) in November 1996 in order to comply with a Supreme Court decision that required certain local taxes to be approved by a public vote.

Currently, 15 of 19 public agencies in San Diego County (18 cities plus the County) have a TOT of 10% or higher (Attachment B). Those agencies with less than 10% include the County of San Diego (8%), Lemon Grove (6%), Santee (6% - Santee has a measure on the Nov. 2012 ballot to increase their TOT to 10%), and Coronado (8%). The City of San Diego's TOT is 10.5% plus a Tourism and Marketing District Assessment of 2% set to expire at the end of 2012. In addition, San Diego recently passed a Convention Center Facilities District Assessment from 1% - 3%, depending on the location within the City.

A supermajority or two-thirds of the City Council is required to approve the proposed tax measure for it to be placed on the ballot. Therefore, the City Council must approve Attachment F with at least four Council members voting yes in order to place the TOT increase ordinance on the ballot.

Should the majority of the voters voting on the proposed ballot measure to increase the City's TOT vote in its favor, the ordinance shall become a valid and binding ordinance of the City. The ordinance shall be considered as adopted upon the date that the vote is declared by the legislative body, and shall go into effect 10 days after that date.

### **CALLING THE ELECTION**

The City Council is required to approve a resolution calling and giving notice of the holding a General Municipal Election for November 6, 2012, for the purpose of submitting to the voters a City ballot measure. In addition, the City Council shall adopt a resolution officially requesting the San Diego Board of Supervisors to provide various services of the San Diego Registrar of Voters to add the ballot measure to the November ballot.

### **PREPARATION OF IMPARTIAL ANALYSIS**

California Elections Code Section 9280 authorizes the City Council to refer any ballot measure to the City Attorney for preparation of an impartial analysis showing the effect of the measure on existing law and the operation of the measure. The analysis is printed in the ballot pamphlet immediately preceding the arguments for and against the measure. Staff recommends that the Council adopt a resolution (Attachment E) to provide voters with impartial information regarding the measure.

### **PREPARATION OF BALLOT ARGUMENTS**

**Arguments:** California Elections Code Section 9281 provides procedures for the submittal of arguments regarding ballot measures. Pursuant to Elections Code Section 9282, for measures placed on the ballot by the legislative body, written arguments *for or against* any city measure may be filed by the following:

- The legislative body,
- Any member or members of the legislative body authorized by that body,
- Any individual voter who is eligible to vote on the measure,
- Bona fide association of citizens, or
- Any combination of voters and associations.

In the event multiple arguments are submitted within the time prescribed, arguments will be accepted in the following priority order as dictated by Section 9287 of the Elections Code:

- First Priority: Arguments by the legislative body or authorized members of the legislative body.*
- Second Priority: Bona fide sponsors or proponents of the measure, whether individual voters or groups.*
- Third Priority: Bona fide associations of citizens.*
- Fourth Priority: Individual voters who are eligible to vote on the measure.*

The City Council may authorize any and all members of the City Council to file (a) written argument(s) in favor or against City measure(s), accompanied by the printed name(s) and signature(s) of the authors(s) submitting it, in accordance with Article 4, Chapter 3, Division 9 of the Elections Code and to change the argument until and including the date fixed by the City Clerk after which no arguments for or against the City measure may be submitted to the City Clerk. Should the City Council authorize councilmember-authored arguments, such arguments

shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument. The arguments shall be accompanied by the Form of Statement To Be Filed By Author(s) of Argument. See Attachments H and I for dates and deadlines for Arguments and Rebuttals.

**Rebuttals:** California Elections Code Section 9285(b) gives the City Council the discretion to determine whether or not to allow rebuttals to the arguments *for* and *against* the ballot measure. If the City Council decides to allow rebuttal arguments, it must do so by approving a resolution (Attachment E). Only the authors, or a majority of the authors, of the accepted arguments may prepare and submit rebuttal argument.

**Schedule for Argument and Rebuttal Deadlines:** Attachment I provides the schedule that is set to meet all of the State requirements based on meeting the deadlines required for inclusion in the November 6, 2012, General Election.

**EDUCATIONAL OUTREACH:**

Once the measure is placed on the ballot, no public money (or resources) can be spent advocating or supporting the measure. A governmental agency can only expend funds educating voters on the ballot measure - such as an appropriately objective educational flyer(s) mailed to voters, or by hosting a public workshop(s) that discusses the facts related to the ballot measure. Expenditures for objective, impartial, factual information are permitted so long as the style, tenor, timing, method of communication, and other factors do not suggest that the information is promotional rather than purely informational. A local legislative body may take a position on a ballot measure at a public meeting. Individual members of the legislative body, and other public officers or employees, are free to advocate a personal position, provided the advocacy conforms to local and state laws regarding political activity on the job or while in uniform.

**CONCLUSION:**

To place a measure on the ballot, the Council must adopt the attached resolutions to call and consolidate the election with the Statewide General Election, direct the City Attorney to prepare an impartial analysis and authorize written arguments for and against the ballot measure, set priorities for filing written arguments, and provide a statement and notice to voters.

**ALTERNATIVES:**

1. Do not place a measure on the ballot at this time.
2. Schedule another Council meeting prior to August 10, 2012, to finalize the ballot language and adopt the necessary resolutions.

Submitted by: Asst. City Manager/Ritter, City Clerk/Hascup

**Attachments:**

- A. Mayor Tanaka's memo requesting consideration of a proposal to put an item before the voters of the City of Coronado to increase the Transient Occupancy Tax
- B. Survey of TOT rates in San Diego County
- C. Resolution Calling Election for Measure
- D. Resolution Requesting Consolidation with the Statewide General Election
- E. Resolution Directing the City Attorney to Prepare an Impartial Analysis, and Authorizing Written Arguments and Rebuttal Arguments Regarding a Ballot Measure

07/31/12

- F. Resolution Setting Priorities for Filing Written Argument(s) Regarding a City Measure
- G. Form of Statement to be Filed by Author(s) of Arguments For, Against, or in Rebuttal
- H. Notice to Voters of Date after which No Arguments For or Against City Measures may be Submitted to the City Clerk
- I. Ballot Measure Schedule of Events

CM	ACM	AS	CA	CC	CD	EPD	F	G	L	P	PS	R
NA	TR	NA	JNC	LKH	NA	NA	NA	NA	NA	NA	NA	NA

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# CITY OF CORONADO

OFFICE OF THE MAYOR

CASEY TANAKA

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1825 STRAND WAY • CORONADO, CA 92118 • (619) 522-7320 • CTANAKA@CORONADO.CA.US

July 6, 2012

Pursuant to City Council Policy #2, I am requesting that the City Council consider at a future meeting a proposal to put an item before the voters of the City of Coronado to increase the Transient Occupancy Tax (TOT) from 8% to 10%.

As of February 1, 2012, the State of California dissolved all redevelopment agencies throughout the State of California, including our own Community Development Agency (CDA.) Our CDA was responsible for funding the construction of fundamental public structures and facilities that include City Hall, the Community Center, the Police Station, the Animal Control Facility, our Library remodel, the Lawn Bowling Green, affordable senior housing, our elementary and secondary public schools, and a host of other projects. With the CDA being dissolved by the state, there will no longer be a unique funding source for the construction of important public facilities like a Senior Center or for the maintenance of the public structures that we already have in existence. The burden for the maintenance and replacement of these buildings will therefore fall upon the shoulders of the City of Coronado and her taxpayers. Raising the TOT will net the City approximately two million dollars per year of new revenue to help protect the city's finances against future threats and will give the City greater ability to budget for these foreseen and unforeseen responsibilities that we and our children will face in the decades to come. The revenue that we would reap as a City from an increase in the TOT would largely be borne by tourists and out of town visitors and would net Coronado new revenues without overburdening our own Coronado taxpayers.

If Coronado's TOT went from 8% to 10%, Coronado would still maintain one of the lowest, if not the lowest, TOT rate in San Diego County.

If the Council should choose to place such an item on the ballot, the following deadlines would need to be met and would require one or more Special City Council Meetings.

- August 10 – Resolution Calling for Election for Ballot Measure including the ballot text (limited to 75 words)
- August 20 – Impartial Analysis due
- August 21 is when the next regularly scheduled meeting of the City Council Meeting is set to occur.

I appreciate your willingness to consider this request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Casey Tanaka', written over a horizontal line.

Casey Tanaka  
Mayor of Coronado

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Comparative Analysis of TOT Rates In San Diego County			
City	TOT Rate	TID Assessment	TOTAL
Carlsbad	10%	1\$/room night	10%+\$1
Chula Vista	10%	2.5%	12.5%
Coronado	8%	0.5%	8.5%
Del Mar	11.5%	1%	12.5%
El Cajon	10%	N/A	10%
Encinitas	10%	N/A	10%
Escondido	10%	N/A	10%
Imperial Beach	10%	N/A	10%
La Mesa	10%	N/A	10%
Lemon Grove	6%	N/A	6%
National City	10%	N/A	10%
Oceanside	10%	1.5%	11.5%
Poway	10%	N/A	10%
San Diego	10.5%	2% TMD* <b>Plus</b> 1%-3% SDCCFD**	12.5% to 15.5%
San Marcos	10%	N/A	10%
Santee***	6%	N/A	6%
Solana Beach	13%	N/A	13%
Vista	10%	N/A	10%
County of SD	8%	N/A	8%

TOT = Transient Occupancy Tax

TID = Tourism Improvement District (Assessment)

\*TMD = Tourism Marketing District Assessment for hotels with 70 or more rooms, which is set to expire December 31, 2012. The City of San Diego is considering renewing a similar type of assessment through 2053 for hotels with 30 or more rooms.

\*\*SDCCFD = San Diego Convention Center Facilities District Assessment, which went into effect July 1, 2012. Rate is based on proximity to Convention Center.

\*\*\* City of Santee has placed an initiative on the November 2012 ballot to raise TOT to 10%.

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## RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, CALLING AND GIVING NOTICE OF THE HOLDING OF A GENERAL MUNICIPAL ELECTION, TO BE CONSOLIDATED WITH THE STATEWIDE GENERAL ELECTION, ON TUESDAY, NOVEMBER 6, 2012, FOR A BALLOT MEASURE ASKING THE CITY OF CORONADO VOTERS TO AMEND TITLE 16, CHAPTER 16.12, SECTION 16.12.030 OF THE CORONADO MUNICIPAL CODE TO INCREASE THE CITY'S TRANSIENT OCCUPANCY TAX (HOTEL TAX) FROM EIGHT TO TEN PERCENT**

WHEREAS, pursuant to Section 9222 of the California Elections Code, the City Council has authority to place measures on the ballot to be considered at a Municipal Election; and

WHEREAS, the City of Coronado (the "City") currently imposes a transient occupancy tax at the rate of eight percent (8%) upon the guests of hotels and other transient accommodations located throughout the City; and

WHEREAS, the City Council desires to increase and establish the rate for the City's transient occupancy tax to a total of ten percent (10%) to be imposed on the guests of hotels and other transient accommodations located throughout the City; and

WHEREAS, pursuant to California Constitution Article XIII C, Section 2(a) and California Government Code Section 53721, the City's existing and proposed transient occupancy tax is a general tax and the revenue thereof is and will be used for general governmental purposes of the City; and

WHEREAS, pursuant to California Revenue and Taxation Code Section 7280, the City Council is authorized to submit to the qualified electors of the City a ballot measure regarding the imposition of or increase to the City's transient occupancy tax; and

WHEREAS, pursuant to California Constitution Article XIII C, Section 2(b) and California Government Code Section 53723, no local government may impose, extend, or increase any general tax unless and until that tax is submitted to the electorate and approved by a majority vote of the qualified electors voting in the election; and

WHEREAS, pursuant to California Constitution Article XIII C, Section 2(b) and California Government Code Section 53724(c), any election for the approval of an increase to a general tax must be consolidated with a regularly scheduled general election for members of the governing body of the local government; and

WHEREAS, pursuant to California Government Code Section 53724(b), any such measure may be presented to the voters only if the ordinance or resolution so proposing is approved by a two-thirds vote of the governing body; and

WHEREAS, pursuant to Coronado Municipal Code Section 2.02.010 and California Elections Code Section 1301, the City's General Municipal Elections are held on the same day as the statewide General Election in each even-numbered year, and the next regularly scheduled General Municipal Election for members of the City Council will be held on Tuesday, November 6, 2012; and

WHEREAS, on July 31, 2012, the City Council held a public meeting after due notice regarding the proposed increase to the City's transient occupancy tax and an election to be held for the purpose of establishing the City's transient occupancy tax at a rate of ten percent (10%); and

WHEREAS, the City Council desires to submit to voters at the November 6, 2012, General Municipal Election one ballot measure, entitled "Approving an Increase to the City of Coronado's Transient Occupancy Tax."

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

SECTION ONE. FINDINGS. The City Council finds that all of the foregoing recitals are true and correct and are hereby incorporated and adopted as findings and determinations by the City Council as if fully set forth herein.

SECTION TWO. CALLING AND GIVING NOTICE OF GENERAL MUNICIPAL ELECTION. That pursuant to the requirements of the laws of the State of California relating to general law cities, there is called and ordered to be held in the City of Coronado, California, on Tuesday, November 6, 2012, a General Municipal Election, to be consolidated with the statewide general election.

SECTION THREE. SUBMISSION OF BALLOT MEASURE. Pursuant to California Government Code Section 53724 and any other applicable requirements of State law, the City Council hereby orders the ordinance attached hereto as Exhibit "A," and by this reference incorporated herein and made an operative part hereof, to be submitted to the qualified voters of the City at the General Municipal Election to be held on Tuesday, November 6, 2012.

SECTION FOUR. BALLOT MEASURE. The ballot measure shall be presented and printed on the ballot submitted to the voters in the manner and form set forth in this Section Four, for the purpose of submitting the following proposed ballot measure:

<b>MEASURE: ___ APPROVING AN INCREASE TO THE CITY OF CORONADO'S TRANSIENT OCCUPANCY TAX</b>	<b>YES</b>
Shall the Ordinance Amending Coronado's Municipal Code to Increase the City's Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent be Adopted?	<b>NO</b>

SECTION FIVE. That the ballots to be used at the election shall be in form and content as required by law.

SECTION SIX. That the City Clerk is authorized, instructed, and directed to procure and furnish any and all official ballots, notices, printed matter, and all supplies, equipment, and paraphernalia that may be necessary in order to properly and lawfully conduct the election.

SECTION SEVEN. That the polls shall be open at seven o'clock a.m. on the day of the election and shall remain open continuously from that time until eight o'clock p.m. of the same day when the polls shall be closed, pursuant to Election Code §10242, except as provided in §14401 of the Elections Code of the State of California.

SECTION EIGHT. That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

SECTION NINE. That notice of the time and place of holding the election is given and the City Clerk is authorized, instructed, and directed to give further or additional notice of the election, in time, form, and manner as required by law.

SECTION TEN. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED THIS 31<sup>ST</sup> DAY OF JULY 2012, at a special meeting of the City Council of the City of Coronado, California, by the following vote, to wit:**

**AYES:**

**NAYS:**

**ABSENT:**

**ABSTAIN:**

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**CASEY TANAKA, MAYOR**

**ATTEST:**

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**LINDA K. HASCUP, CMC  
CITY CLERK**

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**RESOLUTION NO.**

**EXHIBIT "A"**

**TRANSIENT OCCUPANCY TAX ORDINANCE**

**WHEREAS, the City of Coronado ("City") currently imposes a transient occupancy tax at the rate of eight percent (8%) upon guests of hotels and other transient accommodations located throughout the City; and**

**WHEREAS, the City has not increased the transient occupancy tax rate since 1995; and**

**WHEREAS, the City desires to increase and establish the rate for the City's transient occupancy tax to ten percent (10%) to be imposed on guests of hotels and other transient accommodations located throughout the City.**

**THE CITY COUNCIL OF THE CITY OF CORONADO DOES ORDAIN as follows:**

**Section 1. Section 16.12.030 of Chapter 16.12 of Title 16 of the Coronado Municipal Code shall be amended to read in its entirety as follows:**

**16.12.030. Imposition**

**For the privilege of occupancy in any hotel, each transient is subject to and shall pay a tax in the amount of ten percent (10%), of the rent owed by the transient to the City, which is extinguished only by payment to the operator of the hotel at the time the rent is paid. If the rent is paid in installments, a proportionate share of the tax shall be paid with each installment. The unpaid tax shall be due upon the transient's ceasing to occupy space in the hotel. If for any reason the tax due is not paid to the operator of the hotel, the City Treasurer may require that such tax shall be paid directly to the City Treasurer.**

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RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF SAN DIEGO TO CONSOLIDATE A GENERAL MUNICIPAL ELECTION TO BE HELD ON NOVEMBER 6, 2012, WITH THE STATEWIDE GENERAL ELECTION TO BE HELD IN SAN DIEGO COUNTY ON THE SAME DATE PURSUANT TO §10403 OF THE CALIFORNIA ELECTIONS CODE**

WHEREAS, the City Council of the City of Coronado called a General Municipal Election to be held on November 6, 2012, for the purpose of placing a measure on the ballot asking the City of Coronado voters, “Shall the Ordinance Amending Coronado’s Municipal Code to Increase the City’s Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent be Adopted?”; and

WHEREAS, it is desirable that the General Municipal Election be consolidated with elections to be held in San Diego County and conducted by the County Registrar of Voters on the same date and that within the City, the precincts, polling places and election officers of the two elections be the same, and that the County Elections Department of the County of San Diego canvass the returns of the General Municipal Election and that the election be held in all respects as if there were only one election.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONADO DOES RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to the requirements of §10403 of the Elections Code, the Board of Supervisors of the County of San Diego is hereby requested to consent and agree to the consolidation of a General Municipal Election with any elections held in San Diego County and conducted by the County Registrar of Voters on Tuesday, November 6, 2012, for the purpose of placing a measure on the ballot.

SECTION 2. That the measure is to appear on the ballot as follows:

<p><b>MEASURE: ____ APPROVING AN INCREASE TO THE CITY OF CORONADO’S TRANSIENT OCCUPANCY TAX</b></p>	<p><b>YES</b></p>
<p>Shall the Ordinance Amending Coronado’s Municipal Code to Increase the City’s Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent be Adopted?</p>	<p><b>NO</b></p>

SECTION 3. That the County Elections Department is authorized to canvass the returns of the General Municipal Election. The election shall be held in all respects as if there were only one election, and only one form of ballot shall be used.

SECTION 4. That the Board of Supervisors is requested to issue instructions to the County Elections Department to take any and all steps necessary for the holding of the consolidated election.

SECTION 5. That the City of Coronado recognizes that additional costs will be incurred by the County by reason of this consolidation and agrees to reimburse the County for any costs.

SECTION 6. That the City Clerk is hereby directed to file a certified copy of this resolution with the Board of Supervisors and the County Elections Department of the County of San Diego.

SECTION 7. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED by the City Council of the City of Coronado, California, this 31<sup>st</sup> day of July 2012, by the following vote:**

**AYES:**

**NAYS:**

**ABSENT:**

**ABSTAIN:**

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**CASEY TANAKA, MAYOR**

**ATTEST:**

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**LINDA K. HASCUP, CMC  
CITY CLERK**

RESOLUTION \_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, DIRECTING THE CITY ATTORNEY TO PREPARE AN IMPARTIAL ANALYSIS, AND AUTHORIZING WRITTEN ARGUMENTS AND REBUTTAL ARGUMENTS REGARDING A BALLOT MEASURE TO AMEND TITLE 16, CHAPTER 16.12, SECTION 16.12.030 OF THE CORONADO MUNICIPAL CODE INCREASING THE TRANSIENT OCCUPANCY TAX (HOTEL TAX) FROM EIGHT TO TEN PERCENT**

**WHEREAS**, Resolution No. **TBD** authorized a General Election to be held in the City of Coronado, California, on November 6, 2012, at which there will be submitted to the voters a Measure asking the voters, “Shall the Ordinance Amending Coronado’s Municipal Code to Increase the City’s Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent be Adopted?”; and

**WHEREAS**, California Elections Code Section 9280 allows the governing body to direct the City Attorney to prepare an impartial analysis of the measure showing the effect of the measure on the existing law and the operation of the measure; and

**WHEREAS**, California Elections Code Sections 9281 and 9282 authorizes voters to submit written arguments for and against any City measure; and

**WHEREAS**, California Elections Code Section 9285 allows for rebuttal arguments for and against a City measure to be submitted.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:**

SECTION 1. All of the foregoing recitals are true and correct.

SECTION 2. That pursuant to Elections Code Section 9280, the City Council directs the City Clerk to transmit a copy of the ballot measure to the City Attorney. The City Attorney shall prepare the Impartial Analysis of the measure, not to exceed 500 words in length, showing the effect of the measure on the existing law and the operation of the measure.

SECTION 3. That pursuant to Elections Code Section 9282, the City Council hereby acknowledges its authority, and the authority of any individual voter who is eligible to vote on the measure, or bona fide association of citizens, or any combination of voters and associations, to submit a written argument.

SECTION 4. That pursuant to Elections Code Sections 9283 and 9286 the arguments for or against the measure shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument. The arguments, which shall not exceed 300 words, shall be

accompanied by the Form of Statement To Be Filed By Author(s) of Argument hereto attached. The City elections official has set **August 22 by 5:30 p.m.** as the deadline for submitting arguments, after which no arguments for or against the measure may be submitted, withdrawn, or changed.

SECTION 5. That pursuant to Elections Code Section 9285, the City Council authorizes the submission of rebuttal arguments by the author or a majority of the authors of an argument relating to a city measure. Rebuttal arguments may not exceed 250 words in length. The rebuttal arguments shall be filed with the City Clerk, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers, not more than 10 days after the final date for filing direct arguments. The rebuttal arguments shall be accompanied by the Form of Statement To Be Filed By Author(s) of Argument, hereto attached. The City elections official has set **August 30, 2012**, as the deadline after which no rebuttal arguments for or against the proposed measure may be submitted.

Rebuttal arguments shall be printed in the same manner as the direct arguments. Each rebuttal argument shall immediately follow the direct argument, which it seeks to rebut.

SECTION 6. That all previous resolutions providing for the filing of rebuttal arguments for city measures are repealed.

SECTION 7. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED, by the City Council of the City of Coronado, California, this 31<sup>st</sup> day of July 2012, by the following vote:**

**AYES:**

**NAYS:**

**ABSENT:**

**ABSTAIN:**

---

**CASEY TANAKA, MAYOR**

**ATTEST:**

---

**LINDA K. HASCUP, CMC  
CITY CLERK**

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, SETTING PRIORITIES FOR FILING WRITTEN ARGUMENT(S) REGARDING A CITY MEASURE**

WHEREAS, a General Municipal Election is to be held in the City of Coronado, California, on November 6, 2012, at which there will be submitted to the voters the following measure:

<p><b>MEASURE: ___ APPROVING AN INCREASE TO THE CITY OF CORONADO'S TRANSIENT OCCUPANCY TAX</b></p>	<p><b>YES</b></p>
<p>Shall the Ordinance Amending Coronado's Municipal Code to Increase the City's Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent be Adopted?</p>	<p><b>NO</b></p>

WHEREAS, Section 9282(b) of the California Elections Code provides that for measures placed on the ballot by the legislative body, the legislative body, or any member or members of the legislative body authorized by the body, or any individual voter who is eligible to vote on the measure, or bona fide association of citizens, or any combination of voters and associations, may file a written argument for or against any city measure; and

WHEREAS, arguments will be accepted in the following priority order as dictated by Section 9287 of the Cal. Elections Code:

- First Priority: Arguments by the legislative body or authorized members of the legislative body.*
- Second Priority: Bona fide sponsors or proponents of the measure, whether individual voters or groups.*
- Third Priority: Bona fide associations of citizens.*
- Fourth Priority: Individual voters who are eligible to vote on the measure.*

NOW THEREFORE, the City Council of the City of Coronado, California, does resolve, declare, determine, and order as follows:

[SECTION 1. That the City Council authorizes the following member(s) of its body

	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against

to file (a) written argument(s) not exceeding 300 words regarding the City measure as specified above), accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in 07/31/12

accordance with Article 4, Chapter 3, Division 9 of the Elections Code of the State of California. The arguments may be changed or withdrawn until and including the date fixed by the City Clerk after which no arguments for or against the City measure may be submitted to the City Clerk.]

*or*

[SECTION 1. That the City Council authorizes ALL members of the City Council to file (a) written argument(s) In Favor of or Against City measure(s) not exceeding 300 words, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in accordance with Article 4, Chapter 3, Division 9 of the Elections Code of the State of California. The arguments may be changed or withdrawn until and including the date fixed by the City Clerk after which no arguments for or against the City measure may be submitted to the City Clerk.]

The arguments shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument. The arguments shall be accompanied by the Form of Statement To Be Filed By Author(s) of Argument (see attached Form).

SECTION 2. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED by the City Council of the City of Coronado, California, this 31<sup>st</sup> day of July 2012, by the following vote:**

**AYES:**

**NAYS:**

**ABSENT:**

**ABSTAIN:**

---

**CASEY TANAKA, MAYOR**

**ATTEST:**

---

**LINDA K. HASCUP, CMC  
CITY CLERK**



**ATTACHMENT G**

**FORM OF STATEMENT TO BE FILED BY AUTHOR(S)  
OF ARGUMENTS FOR, AGAINST, OR IN REBUTTAL**

All arguments concerning measures filed pursuant to Division 9, Chapter 3 (beginning with §9200) of the Elections Code shall be accompanied by the following form statement to be signed by each proponent, and by each author, if different, of the argument:

The undersigned proponent(s) or author(s) of the (general/rebuttal) argument (in favor of/against) ballot proposition (name or number) at the General Election for the City of Coronado to be held on **NOVEMBER 6, 2012**, hereby state that the argument is true and correct to the best of (his/her/their) knowledge and belief.

Sign Name	Print Name	Date
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

All Authors must print his/her name **and sign this form** (EC 9600)

AND

Print his/her name **and sign the Argument itself** (EC 9283)

AND

Print his/her name **and sign the Rebuttal Argument itself** (EC 9285)

Further, pursuant to Election Code § 9219, printed arguments submitted to the voters shall be titled either "Argument In Favor Of Measure \_\_\_" or "Argument Against Measure \_\_\_".

Likewise, printed rebuttal arguments submitted pursuant to Election Code §§ 9220 and 9285 shall be titled either "Rebuttal To Argument In Favor Of Measure \_\_\_" or "Rebuttal to Argument Against Measure \_\_\_".

In the case that any argument is signed by more than five authors, only the signatures of the first five shall be printed.  
E.C. § 9283

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**NOTICE TO VOTERS OF DATE AFTER WHICH NO ARGUMENTS  
FOR OR AGAINST CITY MEASURES  
MAY BE SUBMITTED TO THE CITY CLERK**

NOTICE IS GIVEN that a General Municipal Election, to be consolidated with the Statewide General Election, is to be held in the City of Coronado, California, on November 6, 2012, at which there will be submitted to the voters the following measure:

<b>MEASURE: ___ APPROVING AN INCREASE TO THE CITY OF CORONADO'S TRANSIENT OCCUPANCY TAX</b>	<b>Yes</b>
Shall the Ordinance Amending Coronado's Municipal Code to Increase the City's Transient Occupancy Tax (Hotel Tax) from Eight to Ten Percent be Adopted?	<b>No</b>

NOTICE IS FURTHER GIVEN that pursuant to Article 4, Chapter 3, Division 9 of the Elections Code of the State of California, the legislative body of the City, or any member or members thereof authorized by the body, or any individual voter or bona fide association of citizens, or any combination of voters and associations, may file a written argument, **not to exceed 300 words in length**, accompanied by the printed name(s) and signature(s) of the person(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers, for or against the City measure(s).

NOTICE IS FURTHER GIVEN that, based upon the time reasonably necessary to prepare and print the arguments and sample ballots for the election, the City Clerk has fixed **August 22, 2012**, during normal office hours, as posted, as a reasonable date prior to the election **after which no arguments for or against the City measures may be submitted** to the City Clerk for printing and distribution to the voters as provided in Article 4. Arguments shall be submitted to the City Clerk, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers, who is the author of the argument, at the City Hall, 1825 Strand Way, Coronado, California. Arguments may be changed or withdrawn until and including the date fixed by the City Clerk.

NOTICE IS FURTHER GIVEN that the City Council has determined that **rebuttal arguments, not to exceed 250 words in length**, as submitted by the authors of the opposing direct arguments, **may be filed with the City Clerk**, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, **not more than 10 days after the final date for filing direct arguments**.

NOTICE IS FURTHER GIVEN that **any ordinance, impartial analysis, or direct argument** filed under the authority of the Elections Code **will be available for public examination in the City Clerk's office for not less than 10 calendar days** from the deadline for the filing of the arguments and analysis. **Any rebuttal argument** filed under the authority of the Elections Code **will be available for public examination** in the City Clerk's office **for not less than 10 calendar days** from the deadline for filing rebuttal arguments.

\_\_\_\_\_ Date

\_\_\_\_\_ By: Linda K. Hascup, CMC, City Clerk, City of Coronado

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**BALLOT MEASURE SCHEDULE OF EVENTS**

The following timeline applies to place a measure on the November 2012 ballot:

Tuesday, July 31	City Council Meeting to Approve Ballot Language and Adopt Resolution Calling Election
Friday, August 10	Deadline to submit resolutions calling an election and requesting consolidation to the Registrar of Voters
Monday, August 20	City Attorney Impartial Analysis limited to 500 words due at City Clerk Office <u>by 5:30 p.m.</u>
<b><u>Arguments For and Against</u></b>	
Wednesday, August 22	Arguments limited to 300 words due at City Clerk Office <u>by 5:30 p.m.</u>
Wednesday, August 22	City Clerk trades pro/con arguments with authors from each side and 10-day public review period for arguments <u>begins</u> .
Tuesday, September 4	10-day public review period for pro/con arguments <u>ends</u> .
<b><u>Rebuttals</u></b>	
Thursday, August 30	Rebuttal Arguments limited to 250 words <u>due</u> at City Clerk's Office <u>by 5:30 p.m.</u>
Thursday, August 30	10-day public review period for rebuttals <u>begins</u> .
Monday, September 10	10-day public review period for rebuttals <u>ends</u> at 5:30 <u>p.m.</u>
<b><u>Election Day - Tuesday, November 6, 2012</u></b>	

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**ADOPTION OF RESOLUTIONS TO PLACE AN ADVISORY MEASURE ON THE NOVEMBER 6, 2012, BALLOT REGARDING REDUCING THE FLOOR AREA RATIO (FAR) ON R-1 (SINGLE-FAMILY RESIDENTIAL) AND R-3 (MULTIPLE-FAMILY RESIDENTIAL) ZONED PROPERTIES WITHIN THE CITY OF CORONADO**

**ISSUE:** Whether the City Council should adopt the resolutions and related documents to formally place an advisory measure on the November 6, 2012, ballot to ask voters, “Should the Floor Area Ratio (FAR) on properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zones within the City of Coronado be reduced by 5%?”

**RECOMMENDATION:** If the City Council determines that it is desirable to place an advisory measure on the November 6, 2012 ballot, the City Council should review and agree on the draft language of the proposed advisory ballot measure; and take the follow actions:

- 1) Adopt “A Resolution of the City Council of the City of Coronado, California, Calling and Giving Notice of the Holding of a General Municipal Election, to be Consolidated with the Statewide General Election, on Tuesday, November 6, 2012, for an Advisory Ballot Measure asking the City of Coronado Voters “Should the Floor Area Ratio (FAR) on Properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zones within the City of Coronado be Reduced by 5%?” (Attachment B);
- 2) Adopt “A Resolution of the City Council of the City of Coronado, California, Requesting the Board of Supervisors of the County of San Diego to Consolidate a General Municipal Election to be Held on November 6, 2012, with the Statewide General Election to be Held in San Diego County on the Same Date Pursuant to §10403 of the California Elections Code” (Attachment C);
- 3) Adopt “A Resolution of the City Council of the City of Coronado, California, Directing the City Attorney to Prepare an Impartial Analysis, and Authorizing Written Arguments and Rebuttal Arguments Regarding an Advisory Ballot Measure asking the City of Coronado Voters “Should the Floor Area Ratio (FAR) on Properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zones within the City of Coronado be Reduced by 5%?” (Attachment D);
- 4) Adopt “A Resolution of the City Council of the City of Coronado, California, Setting Priorities for Filing Written Argument(s) Regarding a City Measure” (Attachment E); and authorize Council members to file written arguments in favor or against the measure in accordance with said resolution; and
- 5) Direct the City Clerk to file copies of the appropriate resolutions with the San Diego County Board of Supervisors via the San Diego County Registrar of Voters; and
- 6) Direct staff to return at a future meeting with information regarding the cost and method to educate the public on this ballot measure.

**FISCAL IMPACT:** The estimated cost provided by the San Diego County Registrar of Voters for placing a measure on the November 6 ballot is approximately \$10,000 per measure.

If this proposal moves forward, the Council may also fund an educational component for the ballot measure, which could include preparing and mailing educational materials to voters. If

this is desired, the cost would be based on the scope and format of the educational materials. Funding for preparation and mailing of educational materials would need to be authorized by the City Council once the scope and costs were determined.

**STRATEGIC PLAN IMPACT:** This recommendation is consistent with Strategic Plan Section 12. Communication and Public Participation, Objective 12.1.1: Maintain and promote interactive communications and participation in Coronado issues, activities, governmental/community affairs, and associated decision making processes.

**CITY COUNCIL AUTHORITY:** California Elections Code Section 9603 provides that the City Council, at its discretion, may hold an advisory election on any date on which the jurisdiction is currently permitted to hold a regular or special election for the purpose of allowing voters within the jurisdiction to voice their opinions on a substantive issue, or to indicate to the local legislative body approval or disapproval of the ballot proposal. An advisory vote means an indication of general voter opinion regarding the ballot proposal. The results of the advisory vote will in no manner be controlling on the sponsoring legislative body.

**PUBLIC NOTICE:** The City Clerk is required to publish a Notice of Election for measures; however, the required dates for publishing the notice are not specified in the Elections Code. A notice to the voters of the timeline when General arguments and rebuttal arguments related to the measure may be submitted will be posted on bulletin boards outside City Hall and in the City Library by the City Clerk.

**BACKGROUND:** At the July 17, 2012, City Council meeting, the City Council directed that a future meeting agenda include consideration of placing a proposal on the November 6, 2012, ballot to ask the voters if they would be in favor of lowering the Floor Area Ratio (FAR) in all R-1 (single-family residential) and R-3 (multiple-family residential) zones by 5%. Attachment A is a copy of the memorandum from Mayor Tanaka requesting consideration of this proposal.

The purpose of this report is to provide the City Council with background on the Floor Area Ratio (FAR) regulations in the R-1 (all single-family residential) and R-3 (multiple-family residential) zones, and to provide information on the procedural steps that are necessary to place a measure on the November 6, 2012 ballot. Because of the deadlines associated with submitting a ballot measure, it is necessary for the City Council to decide if it is desirable to place such a measure before the voters this November, to agree on the language of the measure, and to adopt specific resolutions described above prior to August 10.

**ANALYSIS:** Floor Area Ratio (FAR) restrictions are one element of a variety of development standards contained in the City's zoning ordinances that regulate the bulk and scale of residential development in Coronado. The Floor Area Ratio expresses the floor area of structures in relation to the size of the lot. Along with setbacks, height limits, lot coverage limitations, parking requirements, and a variety of other regulations, FAR restrictions regulate the size of residential development in Coronado.

Although FAR restrictions were first introduced into Coronado's residential development regulations more than 20 years ago, they have been changed at least twice within the past decade. Attachment I provides a brief history of the FAR standards and how they have changed over the years in Coronado's R-1 (single family) and R-3 (multiple family) residential zoning regulations.



A significant feature of Coronado's FAR standard is that a "base" FAR and a "maximum" FAR have been established for both single family and duplex development in the single and multi-family zones. Those development projects that incorporate specific design features earn points which allow the FAR of the development to increase from the "base" to the "maximum" amount. Another significant feature of Coronado's FAR regulations in the single-family zones is that a sliding scale provides for a lower FAR on larger lots and a higher FAR on smaller lots.

Attachment I, Exhibit 1 shows the current FAR limits as well as how those limits would change if a .05 reduction in FAR was incorporated for all lot sizes. As an example, Exhibit 1 shows that for the single family zones (R-1A/R-1B) on a lot of 3,500 square feet (a typical 25 ft. by 140 ft. lot), the current maximum allowable FAR of 0.69 would provide for a structure (combined dwelling and garage) of 2,415 square feet. Assuming 400 square feet of garage area and 200 square feet of exterior walls and stairs, the interior living area of a residential unit would be about 1,800 square feet. If the maximum FAR were reduced by .05, the living area of the dwelling would be reduced by approximately 150 square feet, to about 1,650 square feet. Using the same assumptions, on a lot of 7,000 square feet (a typical 50 ft. by 140 ft. lot), the maximum living area of a dwelling would be reduced by approximately 300 square feet, from about 3,400 square feet to about 3,100 square feet.

In the R-3 zone, the allowable FAR for single-family development differs from the R-1 zones. For example, the "base" FAR is 54% and the maximum is 75%. There is no sliding scale based upon lot size. Additionally, the design features that allow a FAR to increase are different and somewhat less restrictive than the R-1 zone design features. Additionally, in the R-3 zone, the FAR is different for multiple family (3 or more units) developed in this zone. R-3 multiple-family development has a FAR of .90 and there are no design features required; however, the project is subject to Design Review Commission approval. A last distinction is that for all development in the R-3 zone, the garage is not included as part of the FAR calculation unlike the R-1 zones.

Similar to the sample provided above, Exhibit 1 shows for a 4-unit multiple family development on a 7,000 square foot lot, the maximum allowable FAR would be 5,670 square feet, or approximately 1,418 square feet per residential unit of interior living area. A reduction of .05 FAR would reduce the dwellings by about 80 square feet each, to 1,340 square feet.

Coronado's residential development standards are detailed and complex. It should be noted that FAR restrictions are one of a variety of development standards that together serve to regulate residential development. Attachment I, Exhibit 2 shows the current base and maximum FARs for development in the single-family zones, along with the design features required to exceed the base FAR. Exhibit 3 shows how the base and maximum FARs would change if a .05 reduction were applied to all lot sizes. Exhibit 4 shows the current R-3 zone FAR regulations.

It is difficult to determine exactly how a reduction in FAR might affect future development because other factors, such as product type, underground parking and basement living areas can contribute to a different result.

Regardless of whether or not a measure is placed on the ballot or the outcome of an advisory measure, changes to zoning regulations may be initiated by the City Council. Whether changes to the code are initiated by an advisory measure or by the City Council, the amendment process

is the same. The process of modifying zoning regulations requires notification and public hearings at meetings of both the Planning Commission and the City Council, prior to adoption of an ordinance. The proposed ordinance would be available for public review and comment. Additionally, environmental review of proposed ordinance amendments is required to be conducted prior to consideration of adoption. This process is intended to provide adequate opportunity for the public and affected property owners to provide input on proposed changes to zoning regulations.

### **CALLING THE ELECTION**

The City Council is required to approve a resolution calling and giving notice of the holding a General Municipal Election for November 6, 2012, for the purpose of submitting to the voters a City ballot measure. In addition, the City Council shall adopt a resolution officially requesting the San Diego Board of Supervisors to provide various services of the San Diego Registrar of Voters to add the ballot measure to the November ballot.

### **PREPARATION OF IMPARTIAL ANALYSIS**

California Elections Code Section 9280 authorizes the City Council to refer any ballot measure to the City Attorney for preparation of an impartial analysis showing the effect of the measure on existing law and the operation of the measure. The analysis is printed in the ballot pamphlet immediately preceding the arguments for and against the measure. Staff recommends that the Council adopt a resolution (Attachment E) to provide voters with impartial information regarding the measure.

### **PREPARATION OF BALLOT ARGUMENTS**

**Arguments:** California Elections Code Section 9281 provides procedures for the submittal of arguments regarding ballot measures. Pursuant to Elections Code Section 9282, for measures placed on the ballot by the legislative body, written arguments *for* or *against* any city measure may be filed by the following:

- The legislative body,
- Any member or members of the legislative body authorized by that body,
- Any individual voter who is eligible to vote on the measure,
- Bona fide association of citizens, or
- Any combination of voters and associations.

Arguments will be accepted in the following priority order as dictated by Section 9287 of the Elections Code:

- First Priority:* Arguments by the legislative body or authorized members of the legislative body.
- Second Priority:* Bona fide sponsors or proponents of the measure, whether individual voters or groups.
- Third Priority:* Bona fide associations of citizens.
- Fourth Priority:* Individual voters who are eligible to vote on the measure.

The City Council may authorize any and all members of the City Council to file (a) written argument(s) in favor or against City measure(s), accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in accordance with Article 4, Chapter 3, Division 9 of the Elections Code and to change the argument until and including the date fixed by the City

Clerk after which no arguments for or against the City measure may be submitted to the City Clerk. Should the City Council authorize councilmember-authored arguments, such arguments shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument. The arguments shall be accompanied by the Form of Statement To Be Filed By Author(s) of Argument. See attachments G and H for dates and deadlines for Arguments and Rebuttals.

**Rebuttals:** California Elections Code Section 9285(b) gives the City Council the discretion to determine whether or not to allow rebuttals to the arguments *for* and *against* the ballot measure. If the City Council decides to allow rebuttal arguments, it must do so by approving a resolution. Only the authors, or a majority of the authors, of the accepted arguments may prepare and submit rebuttal argument.

**Schedule of Events:** Attachment H provides the schedule that is set to meet all of the State requirements based on the deadlines required for inclusion of a measure on the November 6, 2012 General Election ballot.

**EDUCATIONAL OUTREACH:**

Once the measure is placed on the ballot, no public money (or resources) can be spent advocating or supporting the measure. A governmental agency can only expend funds educating voters on the ballot measure such as an appropriately objective educational flyer(s) mailed to voters or by hosting a public workshop(s) that discusses the facts related to the ballot measure. Expenditures for objective, impartial, factual information are permitted so long as the style, tenor, timing, method of communication, and other factors do not suggest that the information is promotional rather than purely informational. A local legislative body may take a position on a ballot measure at a public meeting. Individual members of the legislative body, and other public officers or employees, are free to advocate a personal position, provided the advocacy conforms to local and state laws regarding political activity on the job or while in uniform.

**CONCLUSION:**

To place a measure on the ballot, the Council must adopt the attached resolutions to call and consolidate the election with the Statewide General Election, direct the City Attorney to prepare an impartial analysis and authorize written arguments for and against the ballot measure, set priorities for filing written arguments, and provide a statement and notice to voters.

**ALTERNATIVES:**

1. Do not place a measure on the ballot at this time.
2. Revise the text of the proposed ballot measure.
3. Schedule another Council meeting prior to August 10, 2012, to finalize the ballot language and adopt the necessary resolutions.

Submitted by: Dir. Community Development/Hurst, City Clerk/Hascup

**Attachments:**

- A. Mayor Tanaka's memo
- B. Resolution Calling Election for Measure
- C. Resolution Requesting Consolidation with the Statewide General Election

- D. Resolution Directing the City Attorney to Prepare an Impartial Analysis, and Authorizing Written Arguments and Rebuttal Arguments Regarding a Ballot Measure
- E. Resolution Setting Priorities for Filing Written Argument(s) Regarding a City Measure
- F. Form of Statement to be Filed by Author(s) of Arguments For, Against, or in Rebuttal
- G. Notice to Voters of Date after which No Arguments For or Against City Measures may be Submitted to the City Clerk
- H. Ballot Measure Schedule of Events
- I. FAR History and Current Standards (with Exhibits 1-4)

CM	ACM	AS	CA	CC	CD	EPD	F	G	L	P	PS	R
NA	TR	NA	JNC	LKH	RAH	NA	NA	NA	NA	NA	NA	NA



CITY OF CORONADO

OFFICE OF THE MAYOR  
CASEY TANAKA

---

1825 STRAND WAY • CORONADO, CA 92118 • (619) 522-7320 • CTANAKA@CORONADO.CA.US

July 5, 2012

Pursuant to City Council Policy #2, I am requesting that the City Council consider at a future meeting a proposal to put an item before the voters of the City of Coronado to lower the Floor Area Ratio (FAR) on R-1 and R-3 properties within the City of Coronado on the November 6, 2012 ballot.

While the City's efforts to rein in development with a Residential Standards Improvement Project (RSIP) have netted our community improved design standards, there is still a lingering dissatisfaction amongst many within our community about overbuilding in Coronado. Allowing our voters to cast a ballot on a proposition to lower the maximum allowable FAR in Coronado would give our residents the chance to provide the City Council feedback on whether we as a City should proceed toward a more restrictive FAR or to leave the current moderate standards established by our RSIP in place.

The ballot proposition that I would suggest would ask our voters if they would be in favor of lowering the existing FAR in all R-1 and R-3 Residential Family Zones by 5%.

If the Council should choose to place such an item on the ballot, the following deadlines would need to be met and would require one or more Special City Council Meetings.

- August 10 – Resolution Calling for Election for Ballot Measure including the ballot text (limited to 75 words)
- August 20 – Impartial Analysis due
- August 21 is when the next regularly scheduled meeting of the City Council Meeting is set to occur.

I appreciate your willingness to consider this request.

Sincerely,

A handwritten signature in black ink that reads "Casey Tanaka".

Casey Tanaka  
Mayor of Coronado

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## RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, CALLING AND GIVING NOTICE OF THE HOLDING OF A GENERAL MUNICIPAL ELECTION, TO BE CONSOLIDATED WITH THE STATEWIDE GENERAL ELECTION, ON TUESDAY, NOVEMBER 6, 2012, FOR AN ADVISORY BALLOT MEASURE ASKING THE CITY OF CORONADO VOTERS "SHOULD THE FLOOR AREA RATIO (FAR) ON PROPERTIES IN THE R-1 (SINGLE-FAMILY RESIDENTIAL) AND R-3 (MULTIPLE-FAMILY RESIDENTIAL) ZONES WITHIN THE CITY OF CORONADO BE REDUCED BY 5%?"**

WHEREAS, pursuant to Section 9603 of the California Elections Code, the City Council has authority to place an advisory measures on the ballot to be considered at a Municipal Election; and

WHEREAS, the City Council of the City of Coronado, California, desires to submit to the voters of the city at a General Municipal Election, to be consolidated with the statewide general election, a proposed advisory measure relating to "Should the Floor Area Ratio (FAR) on properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) zones within the City of Coronado be reduced by 5%?"; and

WHEREAS, pursuant to Coronado Municipal Code Section 2.02.010 and California Elections Code Section 1301, the City's General Municipal Elections are held on the same day as the statewide General Election in each even-numbered year, and the next regularly scheduled General Municipal Election for members of the City Council and the next statewide General Election for members of the City Council and the next statewide General Election will be held on Tuesday, November 6, 2012; and

WHEREAS, on July 31, 2012, the City Council held a public meeting after due notice regarding the proposed advisory measure to reduce the allowable Floor Area Ratio (FAR) on properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) zones within the City of Coronado.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

SECTION ONE. FINDINGS. The City Council finds that all of the foregoing recitals are true and correct and are hereby incorporated and adopted as findings and determinations by the City Council as if fully set forth herein.

SECTION TWO. CALLING AND GIVING NOTICE OF GENERAL MUNICIPAL ELECTION. That pursuant to the requirements of the laws of the State of California relating to general law cities, there is called and ordered to be held in the City of Coronado, California, on Tuesday, November 6, 2012, a General Municipal Election, to be consolidated with the statewide general election.

SECTION THREE. SUBMISSION OF BALLOT MEASURE. Pursuant to California Elections Code Section 9603 and any other applicable requirements of State law, the City Council hereby orders the advisory ballot measure, to be submitted to the qualified voters of the City at the General Municipal Election to be held on Tuesday, November 6, 2012.

SECTION FOUR. BALLOT MEASURE. The ballot measure shall be presented and printed on the ballot submitted to the voters in the manner and form set forth in this Section Four. On the ballot to be submitted to for the purpose of submitting the following proposed ballot measure:

<b>ADVISORY VOTE ONLY</b>	<b>YES</b>
Should the Floor Area Ratio (FAR) on Properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zones within the City of Coronado be Reduced by 5%?	<b>NO</b>

SECTION FIVE. That the ballots to be used at the election shall be in form and content as required by law.

SECTION SIX. That the City Clerk is authorized, instructed, and directed to procure and furnish any and all official ballots, notices, printed matter, and all supplies, equipment, and paraphernalia that may be necessary in order to properly and lawfully conduct the election.

SECTION SEVEN. That the polls shall be open at seven o'clock a.m. on the day of the election and shall remain open continuously from that time until eight o'clock p.m. of the same day when the polls shall be closed, pursuant to Election Code §10242, except as provided in §14401 of the Elections Code of the State of California.

SECTION EIGHT. That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

SECTION NINE. That notice of the time and place of holding the election is given and the City Clerk is authorized, instructed, and directed to give further or additional notice of the election, in time, form, and manner as required by law.

SECTION TEN. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED by the City Council of the City of Coronado, California, this 31<sup>ST</sup> DAY OF JULY 2012, by the following vote, to wit:**

- AYES:**
- NAYS:**
- ABSENT:**
- ABSTAIN:**

\_\_\_\_\_  
**CASEY TANAKA, MAYOR**

**ATTEST:**

\_\_\_\_\_  
**LINDA K. HASCUP, CMC**  
**CITY CLERK**



RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF SAN DIEGO TO CONSOLIDATE A GENERAL MUNICIPAL ELECTION TO BE HELD ON NOVEMBER 6, 2012, WITH THE STATEWIDE GENERAL ELECTION TO BE HELD IN SAN DIEGO COUNTY ON THE SAME DATE PURSUANT TO §10403 OF THE CALIFORNIA ELECTIONS CODE**

WHEREAS, the City Council of the City of Coronado called a General Municipal Election to be held on November 6, 2012, for the purpose of placing a measure on the ballot asking the City of Coronado voters: “Should the Floor Area Ratio (FAR) on properties in the R-1 (Single-Family Residential) and R-3 (Multi-Family Residential) zones within the City of Coronado be reduced by 5%?”; and

WHEREAS, it is desirable that the General Municipal Election be consolidated with elections to be held in San Diego County and conducted by the County Registrar of Voters on the same date and that within the City, the precincts, polling places and election officers of the two elections be the same, and that the County Elections Department of the County of San Diego canvass the returns of the General Municipal Election and that the election be held in all respects as if there were only one election.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONADO DOES RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

SECTION 1. That pursuant to the requirements of §10403 of the Elections Code, the Board of Supervisors of the County of San Diego is hereby requested to consent and agree to the consolidation of a General Municipal Election with any elections held in San Diego County and conducted by the County Registrar of Voters on Tuesday, November 6, 2012, for the purpose of placing a measure on the ballot.

SECTION 2. That the measure is to appear on the ballot as follows:

<p><b>ADVISORY VOTE ONLY</b></p> <p>Should the Floor Area Ratio (FAR) on Properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zones within the City of Coronado be Reduced by 5%?</p>	<p><b>YES</b></p>
	<p><b>NO</b></p>

SECTION 3. That the County Elections Department is authorized to canvass the returns of the General Municipal Election. The election shall be held in all respects as if there were only one election, and only one form of ballot shall be used.

SECTION 4. That the Board of Supervisors is requested to issue instructions to the County Elections Department to take any and all steps necessary for the holding of the consolidated election.

SECTION 5. That the City of Coronado recognizes that additional costs will be incurred by the County by reason of this consolidation and agrees to reimburse the County for any costs.

SECTION 6. That the City Clerk is hereby directed to file a certified copy of this resolution with the Board of Supervisors and the County Elections Department of the County of San Diego.

SECTION 7. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED by the City Council of the City of Coronado, California, this 31<sup>st</sup> day of July 2012, by the following vote:**

**AYES:**

**NAYS:**

**ABSENT:**

**ABSTAIN:**

---

**CASEY TANAKA, MAYOR**

**ATTEST:**

---

**LINDA K. HASCUP, CMC  
CITY CLERK**

RESOLUTION \_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, DIRECTING THE CITY ATTORNEY TO PREPARE AN IMPARTIAL ANALYSIS, AND AUTHORIZING WRITTEN ARGUMENTS AND REBUTTAL ARGUMENTS REGARDING AN ADVISORY BALLOT MEASURE ASKING THE CITY OF CORONADO VOTERS “SHOULD THE FLOOR AREA RATIO (FAR) ON PROPERTIES IN THE R-1 (SINGLE-FAMILY RESIDENTIAL) AND R-3 (MULTIPLE-FAMILY RESIDENTIAL) ZONES WITHIN THE CITY OF CORONADO BE REDUCED BY 5%?”**

**WHEREAS**, Resolution No. **11BD** authorized a General Election to be held in the City of Coronado, California, on November 6, 2012, at which there will be submitted to the voters an advisory measure asking its voters “Should the Floor Area Ratio (FAR) on properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) zones within the City of Coronado be reduced by 5%?”; and

**WHEREAS**, California Elections Code Section 9280 allows the governing body to direct the City Attorney to prepare an impartial analysis of the measure showing the effect of the measure on the existing law and the operation of the measure; and

**WHEREAS**, California Elections Code Sections 9281 and 9282 authorizes voters to submit written arguments for and against any City measure; and

**WHEREAS**, California Elections Code Section 9285 allows for rebuttal arguments for and against a City measure to be submitted.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:**

SECTION 1. All of the foregoing recitals are true and correct.

SECTION 2. That pursuant to Elections Code Section 9280, the City Council directs the City Clerk to transmit a copy of the ballot measure to the City Attorney. The City Attorney shall prepare the Impartial Analysis of the measure, not to exceed 500 words in length, showing the effect of the measure on the existing law and the operation of the measure.

SECTION 3. That pursuant to Elections Code Section 9282, the City Council hereby acknowledges its authority, and the authority of any individual voter who is eligible to vote on the measure, or bona fide association of citizens, or any combination of voters and associations, to submit a written argument.

SECTION 4. That pursuant to Elections Code Sections 9283 and 9286, the arguments for or against the measure shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument. The arguments, which shall not exceed 300 words, shall be

accompanied by the Form of Statement To Be Filed By Author(s) of Argument hereto attached. The City elections official has set **August 22 by 5:30 p.m.** as the deadline for submitting arguments, after which no arguments for or against the measure may be submitted, withdrawn, or changed.

SECTION 5. That pursuant to Elections Code Section 9285, the City Council authorizes the submission of rebuttal arguments by the author or a majority of the authors of an argument relating to a city measure. Rebuttal arguments may not exceed 250 words in length. The rebuttal arguments shall be filed with the City Clerk, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers, not more than 10 days after the final date for filing direct arguments. The rebuttal arguments shall be accompanied by the Form of Statement To Be Filed By Author(s) of Argument, hereto attached. The City elections official has set **August 30, 2012**, as the deadline after which no rebuttal arguments for or against the proposed measure may be submitted.

Rebuttal arguments shall be printed in the same manner as the direct arguments. Each rebuttal argument shall immediately follow the direct argument, which it seeks to rebut.

SECTION 6. That all previous resolutions providing for the filing of rebuttal arguments for city measures are repealed.

SECTION 7. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED, by the City Council of the City of Coronado, California, this 31<sup>st</sup> day of July 2012, by the following vote:**

**AYES:  
NAYS:  
ABSENT:  
ABSTAIN:**

---

**CASEY TANAKA, MAYOR**

**ATTEST:**

---

**LINDA K. HASCUP, CMC  
CITY CLERK**

**RESOLUTION NO.**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, SETTING PRIORITIES FOR FILING WRITTEN ARGUMENT(S) REGARDING A CITY MEASURE**

WHEREAS, a General Municipal Election is to be held in the City of Coronado, California, on November 6, 2012, at which there will be submitted to the voters the following measure:

<p><b>ADVISORY VOTE ONLY</b></p> <p>Should the Floor Area Ratio (FAR) on Properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zones within the City of Coronado be Reduced by 5%?</p>	YES
	NO

WHEREAS, Section 9282(b) of the California Elections Code provides that for measures placed on the ballot by the legislative body, the legislative body, or any member or members of the legislative body authorized by the body, or any individual voter who is eligible to vote on the measure, or bona fide association of citizens, or any combination of voters and associations, may file a written argument for or against any city measure; and

WHEREAS, arguments will be accepted in the following priority order as dictated by section 9287 of the California Elections Code:

- First Priority: Arguments by the legislative body or authorized members of the legislative body.*
- Second Priority: Bona fide sponsors or proponents of the measure, whether individual voters or groups.*
- Third Priority: Bona fide associations of citizens.*
- Fourth Priority: Individual voters who are eligible to vote on the measure.*

NOW THEREFORE, the City Council of the City of Coronado, California, does resolve, declare, determine, and order as follows:

[SECTION 1. That the City Council authorizes the following member(s) of its body

	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against
	Council Member In Favor		Council Member Against

to file (a) written argument(s) not exceeding 300 words regarding the City measure as specified above), accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in accordance with Article 4, Chapter 3, Division 9 of the Elections Code of the State of California. The arguments may be changed or withdrawn until and including the date fixed by the City Clerk after which no arguments for or against the City measure may be submitted to the City Clerk.]

*or*

[SECTION 1. That the City Council authorizes ALL members of the City Council to file (a) written argument(s) In Favor of or Against City measure(s) not exceeding 300 words, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in accordance with Article 4, Chapter 3, Division 9 of the Elections Code of the State of California. The arguments may be changed or withdrawn until and including the date fixed by the City Clerk after which no arguments for or against the City measure may be submitted to the City Clerk.]

The arguments shall be filed with the City Clerk, signed, with the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument. The arguments shall be accompanied by the Form of Statement To Be Filed By Author(s) of Argument (attached).

SECTION 2. That the City Council directs the City Clerk to transmit a copy of the measure to the City Attorney, unless the organization or salaries of the office of the City Attorney are affected. The City Attorney shall prepare an impartial analysis of the measure not exceeding 500 words showing the effect of the measure on the existing law and the operation of the measure. If the measure affects the organization or salaries of the office of the City Attorney, the City Clerk shall prepare the impartial analysis. The impartial analysis shall be filed by the date set by the City Clerk for the filing of primary arguments.

SECTION 3. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED AND ADOPTED by the City Council of the City of Coronado, California, this 31<sup>st</sup> day of July 2012, by the following vote:**

**AYES:  
NAYS:  
ABSENT:  
ABSTAIN:**

---

**CASEY TANAKA, MAYOR**

**ATTEST:**

---

**LINDA K. HASCUP, CMC  
CITY CLERK**

07/31/12

ATTACHMENT F

FORM OF STATEMENT TO BE FILED BY AUTHOR(S)  
OF ARGUMENTS FOR, AGAINST, OR IN REBUTTAL

All arguments concerning measures filed pursuant to Division 9, Chapter 3 (beginning with §9200) of the Elections Code shall be accompanied by the following form statement to be signed by each proponent, and by each author, if different, of the argument:

The undersigned proponent(s) or author(s) of the (general/rebuttal) argument (in favor of/against) ballot proposition (name or number) at the General Election for the City of Coronado to be held on **NOVEMBER 6, 2012**, hereby state that the argument is true and correct to the best of (his/her/their) knowledge and belief.

Sign Name	Print Name	Date
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

All Authors must print his/her name **and sign this form** (EC 9600)

AND

Print his/her name **and sign the Argument itself** (EC 9283)

AND

Print his/her name **and sign the Rebuttal Argument itself** (EC 9285)

Further, pursuant to Election Code § 9219, printed arguments submitted to the voters shall be titled either "Argument In Favor Of Measure \_\_\_" or "Argument Against Measure \_\_\_".

Likewise, printed rebuttal arguments submitted pursuant to Election Code §§ 9220 and 9285 shall be titled either "Rebuttal To Argument In Favor Of Measure \_\_\_" or "Rebuttal to Argument Against Measure \_\_\_".

In the case that any argument is signed by more than five authors, only the signatures of the first five shall be printed.  
E.C. § 9283

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**NOTICE TO VOTERS OF DATE AFTER WHICH NO ARGUMENTS  
FOR OR AGAINST CITY MEASURES  
MAY BE SUBMITTED TO THE CITY CLERK**

NOTICE IS GIVEN that a General Municipal Election, to be consolidated with the Statewide General Election, is to be held in the City of Coronado, California, on November 6, 2012, at which there will be submitted to the voters the following measure:

<b>ADVISORY VOTE ONLY</b>  Should the Floor Area Ratio (FAR) on Properties in the R-1 (Single-Family Residential) and R-3 (Multiple-Family Residential) Zones within the City of Coronado be Reduced by 5%?	Yes
	No

NOTICE IS FURTHER GIVEN that pursuant to Article 4, Chapter 3, Division 9 of the Elections Code of the State of California, the legislative body of the City, or any member or members thereof authorized by the body, or any individual voter or bona fide association of citizens, or any combination of voters and associations, may file a written argument, **not to exceed 300 words in length**, accompanied by the printed name(s) and signature(s) of the person(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers, for or against the City measure(s).

NOTICE IS FURTHER GIVEN that, based upon the time reasonably necessary to prepare and print the arguments and sample ballots for the election, the City Clerk has fixed **August 22, 2012**, during normal office hours, as posted, as a reasonable date prior to the election **after which no arguments for or against the City measures may be submitted** to the City Clerk for printing and distribution to the voters as provided in Article 4. Arguments shall be submitted to the City Clerk, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers, who is the author of the argument, at the City Hall, 1825 Strand Way, Coronado, California. Arguments may be changed or withdrawn until and including the date fixed by the City Clerk.

NOTICE IS FURTHER GIVEN that the City Council has determined that **rebuttal arguments, not to exceed 250 words in length**, as submitted by the authors of the opposing direct arguments, **may be filed with the City Clerk**, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, **not more than 10 days after the final date for filing direct arguments**.

NOTICE IS FURTHER GIVEN that **any ordinance, impartial analysis, or direct argument** filed under the authority of the Elections Code **will be available for public examination in the City Clerk's office for not less than 10 calendar days** from the deadline for the filing of the arguments and analysis. **Any rebuttal argument** filed under the authority of the Elections Code **will be available for public examination** in the City Clerk's office **for not less than 10 calendar days** from the deadline for filing rebuttal arguments.

\_\_\_\_\_  
Date  
07/31/12

\_\_\_\_\_  
By: Linda K. Hascup, CMC, City Clerk, City of Coronado

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**BALLOT MEASURE SCHEDULE OF EVENTS**

The following timeline applies to place a measure on the November 2012 ballot:

Tuesday, July 31	City Council Meeting to Approve Ballot Language and Adopt Resolution Calling Election
Friday, August 10	Deadline to submit resolutions calling an election and requesting consolidation to the Registrar of Voters
Monday, August 20	City Attorney Impartial Analysis limited to 500 words due at City Clerk Office <u>by 5:30 p.m.</u>
<b><u>Arguments For and Against</u></b>	
Wednesday, August 22	Arguments limited to 300 words due at City Clerk Office <u>by 5:30 p.m.</u>
Wednesday, August 22	City Clerk trades pro/con arguments with authors from each side and 10-day public review period for arguments <u>begins</u> .
Tuesday, September 4	10-day public review period for pro/con arguments <u>ends</u> .
<b><u>Rebuttals</u></b>	
Thursday, August 30	Rebuttal Arguments limited to 250 words <u>due</u> at City Clerk's Office <u>by 5:30 p.m.</u>
Thursday, August 30	10-day public review period for rebuttals <u>begins</u> .
Monday, September 10	10-day public review period for rebuttals <u>ends</u> at 5:30 <u>p.m.</u>
<b><u>Election Day - Tuesday, November 6, 2012</u></b>	

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## FLOOR AREA RATIO (FAR) HISTORY & CURRENT STANDARDS

The City's Zoning Development Standards have changed several times over the past few decades. Below is a brief history of how the FAR calculation and standards have changed over the years.

### 1980

Prior to the 1980s, a Floor Area Ratio (FAR) standard did not exist for any residential zones. However, the size and scale of development was regulated by other zoning standards including setbacks, lot coverage, height, and off-street parking requirements. Applying these standards created an Effective FAR (EFAR) of .60 - .92 in the Single-Family zones and .60 - .99 in the R-3 (multiple-family) zone with a lot size of 2,000 – 10,500 sq. ft., respectively.

### 1990

In the early 1990s, the first FAR standard was implemented in Coronado. A single FAR limit of .75 in the Single-Family zones and .90 in the R-3 zone was established. If less than three units on a single lot were developed in the R-3 zone, the R-1B zone standard of .75 applied. Garages, exterior walls, and one level of interior stairwells were exempt from being included in the FAR.

### 2000

In the early 2000s, the first "Performance Based" FAR standards were adopted, which maintained the Single Family "Maximum" FAR at .75 but created a "Base" FAR of .54. With certain design features, the FAR could be increased incrementally to the maximum of .75. This same .54 - .75 FAR range applied to developments of less than three units in the R-3 zone. A .90 FAR continued to be allowed for three units or more in the R-3 zone. Garages, exterior walls, and one level of interior stairwells continued to be exempt from being included in FAR calculations in all zones.

### 2005

A multi-year comprehensive analysis of the development standards in the Single-Family zones, known as the Residential Standards Improvement Project (RSIP), was undertaken. This effort resulted in revisions to many of the development standards including larger side yard and second story rear yard setbacks, the creation of a sliding scale FAR based on lot size, a reduction in FAR particularly for the larger lots, and an increase and tightening of design features to earn points between a "Base" and "Maximum" FAR. In the Single-Family zones, the revisions reduced the base FAR to between .62-.35 for lots between 2,000–10,500 sq. ft., respectively. The maximum FAR was also lowered to between .71-.50 for lots between 2,000–10,500 sq. ft., respectively. Bulk and mass of dwellings in the single-family zones was further reduced by requiring garages, exterior walls, and all floors of stairs to be included in the FAR as well as any phantom floors such as open cathedral ceilings over 14 ft. in height and certain attic areas.

The R-3 zone regulations were modified slightly so that exterior walls and stairwells were included in the FAR calculation. The parking requirements remained exempt from the FAR calculation.

The attached Exhibit 1 includes tables that detail the Effective Floor Area Ratio (EFAR), Floor Area Ratio (FAR), and Maximum Dwelling Floor Area (Max DFA) in the Single Family and R-3 zones for the four time periods discussed above as well as the FAR with the .05 reduction to be considered by the City Council.

Exhibit 2 shows a graph and table of the existing Base and Maximum FAR in the Single-Family Zones and optional design features, as depicted in the Municipal Code section 86.10.035.

Exhibit 3 shows the same graph and table as Exhibit 2 but with the FAR reduced by .05 for all lot sizes in the Single-Family zones.

Exhibit 4 depicts the existing FAR regulations in the R-3 zone.

**EXHIBIT 1  
FAR HISTORY - SINGLE FAMILY ZONES**

GLA	~ 1980		~ 1990		~ 2000		CURRENT 2005 RSIP		2012 POSSIBLE .05 REDUCTION				
	EFAR	Max DFA*	FAR	Max DFA*	Max FAR***	Base FAR	Max DFA*	Max FAR***	Base FAR	Max DFA**	Max FAR***	Base FAR	Max DFA**
2000	0.600	1200	0.75	1500	0.75	0.54	1500	0.716	0.621	1108	0.666	0.571	1018
3500	0.771	2700	0.75	2625	0.75	0.54	2625	0.690	0.600	1814	0.640	0.550	1656
5200	0.846	4400	0.75	3900	0.75	0.54	3900	0.644	0.539	2653	0.594	0.489	2419
7000	0.886	6200	0.75	5250	0.75	0.54	5250	0.595	0.475	3389	0.545	0.425	3074
7500	0.893	6700	0.75	5625	0.75	0.54	5625	0.581	0.457	3565	0.531	0.407	3227
8700	0.908	7900	0.75	6525	0.75	0.54	6525	0.549	0.414	3938	0.499	0.364	3546
10500	0.924	9700	0.75	7875	0.75	0.54	7875	0.500	0.350	4365	0.450	0.300	3893
>10500			0.75		0.75	0.54		0.500	0.350		0.450	0.300	

**FAR HISTORY - R-3 ZONE (Less than 3 units)**

GLA	No. Units	~ 1980****		~ 1990****		~ 2000****		CURRENT 2005 RSIP		2012 POSSIBLE .05 REDUCTION				
		EFAR	Max DFA*	FAR	Max DFA*	Max FAR***	Base FAR	Max DFA**	Max FAR***	Base FAR	Max DFA**	DFA/Unit#		
2000	1	0.600	1200	0.75	1500	0.75	0.54	1500	0.75	0.54	1350	0.70	0.49	1260
3500	2	0.771	2700	0.75	2625	0.75	0.54	2625	0.75	0.54	2363	0.70	0.49	2205
5200	2	0.846	4400	0.75	3900	0.75	0.54	3900	0.75	0.54	3510	0.70	0.49	3276
7000	2	0.886	6200	0.75	5250	0.75	0.54	5250	0.75	0.54	4725	0.70	0.49	4410
7500	2	0.893	6700	0.75	5625	0.75	0.54	5625	0.75	0.54	5063	0.70	0.49	4725
8700	2	0.908	7900	0.75	6525	0.75	0.54	6525	0.75	0.54	5873	0.70	0.49	5481
10500	2	0.924	9700	0.75	7875	0.75	0.54	7875	0.75	0.54	7088	0.70	0.49	6615
>10500				0.75		0.75	0.54		0.75	0.54		0.70	0.49	

**FAR HISTORY - R-3 ZONE (3 or more units)**

GLA	No. Units	~ 1980		CURRENT ~ 1990		2012 POSSIBLE .05 REDUCTION			
		EFAR	Max DFA*	FAR	Max DFA*#	FAR	Max DFA#	DFA/Unit#	
5200	3	0.987	5130	0.90	4212	1404	0.85	3978	1326
7000	4	0.989	6920	0.90	5670	1418	0.85	5355	1339
7500	4	1.003	7520	0.90	6075	1519	0.85	5738	1434
8700	5	0.987	8590	0.90	7047	1409	0.85	6656	1331
10500	6	0.989	10380	0.90	8505	1418	0.85	8033	1339
>10500				0.90			0.85		

\* Garage exempt from FAR

\*\* Excludes 400 sq. ft. garage & 10% in exterior walls & stairs (200 sq. ft. garage if GLA <3500)

\*\*\* Design Features Required to Obtain Max FAR

\*\*\*\* Required to follow R-1B standards

# Excludes 10% in exterior walls & stairs

DFA = Interior Dwelling Floor Area sq. ft. (cumulative for all units on lot)

GLA = Gross Lot Area sq. ft.

FAR = Floor Area Ratio

EFAR = Effective Floor Area Ratio (No FAR, structural coverage limit of 50% (60% R3 3+units), 2 stories, & assumed 2 car garage were controlling factors)

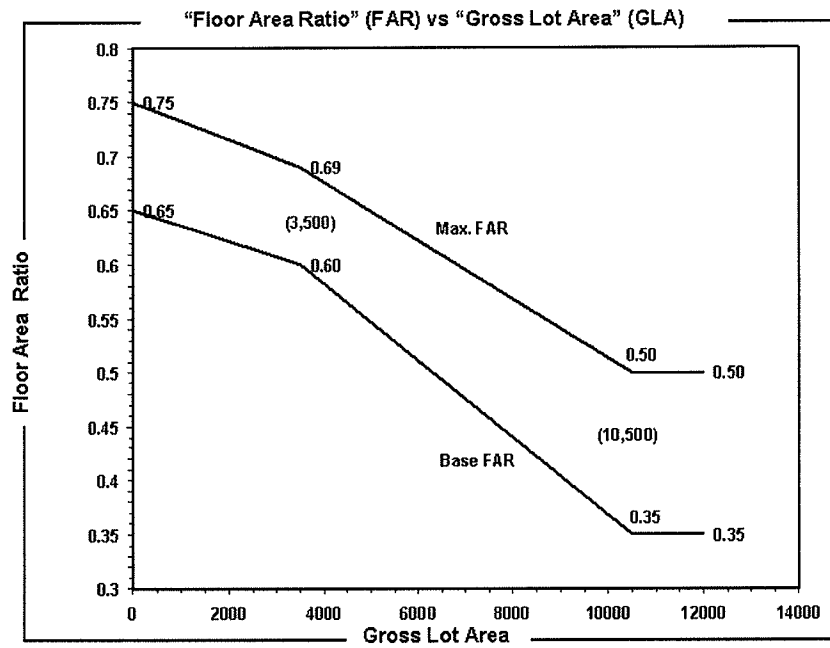
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**EXHIBIT 2**

**86.10.035 Floor area ratio.**

Development shall not exceed a base and maximum "floor area ratio" (FAR) in accordance with the following chart and table:



Allowable Base "Floor Area Ratio" (FAR) and Maximum FAR vs. "Gross Lot Area" (GLA)											
GLA	Base FAR	Max FAR	GLA	Base FAR	Max FAR	GLA	Base FAR	Max FAR	GLA	Base FAR	Max FAR
600	0.641	0.740	3100	0.606	0.697	5600	0.525	0.633	8100	0.436	0.565
700	0.640	0.738	3200	0.604	0.695	5700	0.521	0.630	8200	0.432	0.562
800	0.639	0.736	3300	0.603	0.693	5800	0.518	0.628	8300	0.429	0.560
900	0.637	0.735	3400	0.601	0.692	5900	0.514	0.625	8400	0.425	0.557
1000	0.636	0.733	3500	0.600	0.690	6000	0.511	0.622	8500	0.421	0.554
1100	0.634	0.731	3600	0.596	0.687	6100	0.507	0.619	8600	0.418	0.552
1200	0.633	0.729	3700	0.593	0.685	6200	0.504	0.617	8700	0.414	0.549
1300	0.631	0.728	3800	0.589	0.682	6300	0.500	0.614	8800	0.411	0.546
1400	0.630	0.726	3900	0.586	0.679	6400	0.496	0.611	8900	0.407	0.543
1500	0.629	0.724	4000	0.582	0.676	6500	0.493	0.609	9000	0.404	0.541
1600	0.627	0.723	4100	0.579	0.674	6600	0.489	0.606	9100	0.400	0.538
1700	0.626	0.721	4200	0.575	0.671	6700	0.486	0.603	9200	0.396	0.535
1800	0.624	0.719	4300	0.571	0.668	6800	0.482	0.600	9300	0.393	0.533
1900	0.623	0.717	4400	0.568	0.666	6900	0.479	0.598	9400	0.389	0.530
2000	0.621	0.716	4500	0.564	0.663	7000	0.475	0.595	9500	0.386	0.527
2100	0.620	0.714	4600	0.561	0.660	7100	0.471	0.592	9600	0.382	0.524
2200	0.619	0.712	4700	0.557	0.657	7200	0.468	0.590	9700	0.379	0.522
2300	0.617	0.711	4800	0.554	0.655	7300	0.464	0.587	9800	0.375	0.519
2400	0.616	0.709	4900	0.550	0.652	7400	0.461	0.584	9900	0.371	0.516
2500	0.614	0.707	5000	0.546	0.649	7500	0.457	0.581	10000	0.368	0.514
2600	0.613	0.705	5100	0.543	0.647	7600	0.454	0.579	10100	0.364	0.511
2700	0.611	0.704	5200	0.539	0.644	7700	0.450	0.576	10200	0.361	0.508
2800	0.610	0.702	5300	0.536	0.641	7800	0.446	0.573	10300	0.357	0.505
2900	0.609	0.700	5400	0.532	0.638	7900	0.443	0.571	10400	0.354	0.503
3000	0.607	0.699	5500	0.529	0.636	8000	0.439	0.568	≥10500	0.350	0.500

**EXHIBIT 2**

The base FAR may be cumulatively increased to the maximum FAR shown in the above chart and table if the development is designed:

- A. With a different front elevation compared to all other development on both the subject block face and the block face immediately across the street from the front of the subject property if new construction, replacement or 50 percent or more reconstructed or restored; and
- B. With one or more of the following additional design features incorporated into the project. Each additional design feature has a corresponding FAR bonus, which is cumulatively added to the base FAR up to the maximum FAR permitted above. In addition, the following list is succeeded by a list of FAR deductions which cumulatively reduce the allowable FAR, but in no case shall the allowable FAR be reduced below the above base FAR:

<b>ADDITIONAL DESIGN FEATURES</b>		<b>FAR BONUS</b>
<b>LANDSCAPE</b> (A maximum of 0.03 FAR bonus points permitted.)		
1.	Preserve a tree (with a minimum diameter of eight inches for a shade tree or 16 inches for a palm tree, measured four feet, six inches above the root crown, and a height of no less than 20 feet) and its root system in the required front yard, and install an automatic irrigation system for all landscaping in the front yard, including the adjoining public property.	.02
2.	Preserve a shade tree (with a minimum diameter of eight inches, measured four feet, six inches above the root crown, and a height of no less than 20 feet) and its root system on the subject property, other than within the required front yard, and install an automatic irrigation system for all landscaping in the rear yard.	.01
3a.	Plant a shade tree (with a minimum diameter of three inches, measured four feet, six inches above the root crown) in the required front yard, and install an automatic irrigation system for all landscaping in the front yard, including the adjoining public property.	.01
3b.	Design and install water-efficient plant material and irrigation in compliance with Chapter 64.06 of the City of Coronado Municipal Code (CMC) for the entire lot (exemptions provided within Chapter 64.06 shall not apply).	.01
4.	A required front yard with no walls, fences or hedges over three feet in height excluding walls, fences, or hedges on or within 12 inches of the common side property lines, architectural features or columns on said walls or fences up to a maximum of four feet in height, and landscape accessory structures as permitted in CMC 86.56.595 plus all of the following:	.02
	A. Installed landscaping with automatic irrigation for the entire lot and adjoining public property which has been designed by a licensed landscape architect;	
	B. Preservation or installation of three trees on the subject private property with at least one tree located in the front yard. A minimum of two of said trees shall be shade trees and all shade trees shall have a diameter of no less than three inches (measured four feet, six inches above the root crown). One of said trees may be a cluster of palm trees with a minimum of three stems with each stem having a minimum six-foot brown trunk height;	
	C. A minimum of 35 percent of the lot shall be landscaped, of which a maximum of one-half shall be decorative hardscape or water features; and	
	D. Plant material shall cover a minimum of 80 percent of the front yard between the main building and the front property line (excluding driveways within the front yard where the center of the driveway is planted and maintained with turf or other plant material equal to 100 percent or more of the total width of all hard drivable surface area (wheel well, Bermuda or Hollywood style driveways).	
<b>NEIGHBORHOOD COMPATIBILITY</b> (A maximum of 0.02 FAR bonus points permitted.)		
5.	An addition designed to be compatible to, and to retain, the architectural style of the original dwelling.	.01
6.	Underground all existing, proposed, and future utilities to the site.	.01

**EXHIBIT 2**

7.	Install a building integrated photovoltaic (BIPV) system incorporated into the building architecture with a minimum 1.2kW (kilowatts) (e.g., thin film photovoltaic (PV) cells integrated into roof shingles). (Bonus points for 7 and 8 may not be combined.)	.01
8.	Install a minimum 1.2kW photovoltaic system with solar panels not visible from ground-level public property adjacent to the dwelling as viewed from within the property lines projected into all adjoining street rights-of-way. (Bonus points for 7 and 8 may not be combined.)	.01
<b>FRONT PORCH</b>		
9.	An unenclosed front porch with a minimum of 50 percent of the perimeter walls of said porch at least 65 percent or more permanently open to the passage of light and air (porches on corner lots may wrap a maximum of 60 percent of the required length around the corner of the dwelling from the front to the street side yard so long as required setbacks are satisfied):	
A.	Raised a minimum of 12 inches above the ground, has a length of at least 65 percent of the width of the dwelling, projects out a minimum of eight feet from the dwelling (eaves may project an additional 12 inches) and a minimum of 50 percent is covered with a permanent, solid, waterproof roof and the remaining portion covered by a minimum 10 percent solid trellis; or	.02
B.	Has a length of at least 50 percent of the width of the dwelling, projects out a minimum of six feet from the dwelling (eaves may project an additional 12 inches) and is 100 percent covered with a permanent, solid, waterproof roof.	.01
<b>ROOFS</b> (A maximum of 0.02 FAR bonus points permitted.)		
10.	A roof on the main building having a slope of at least 4:12 but less than 6:12 for at least 80 percent of the total building area with eaves projecting a minimum of 12 inches for the entire sloped roof perimeter.	.01
11.	A roof on the main building with a pitch of 6:12 or greater for at least 80 percent of the total building area with eaves projecting a minimum of 12 inches for the entire sloped roof perimeter and the 6:12 portion of the roof's ridge axis perpendicular to the street.	.02
12.	On lots which are 40 feet or less in width: a main building with a variation of roof lines visible from all adjoining street rights-of-way.	.01
13.	A roof on the main building having a slope of 4:12 or greater for at least 80 percent of the total building area with eaves equivalent to at least five percent of the width of the front facade for the entire sloped roof perimeter with a minimum of 24 inches.	.01
<b>WINDOWS</b>		
14.	All windows along both side facades of the main building, at each story, offset horizontally at least 12 inches (edge to edge) from windows of immediately adjoining main buildings. Windows with a sill height of 66 inches or more above the floor, obscure, or separated by 20 feet or more horizontally are not required to be offset.	.01
<b>STRUCTURAL COVERAGE</b>		
15.	A maximum total structural coverage of 40 percent with exceptions otherwise permitted:	
A.	For lots with a gross lot area of 5,650 square feet or less; or	.02
B.	For lots with a gross lot area greater than 5,650 square feet.	.01
16.	A main building where the second story gross floor area and floor area equivalent is 50 percent or less of the gross floor area and floor area equivalent of the first story.	.02
<b>GARAGES AND DRIVEWAYS</b> (A maximum of 0.02 FAR bonus points permitted.)		
17.	An on-grade detached garage adjacent to the rear property line with the following garage and site restrictions: (a) limited to a depth of 26 feet from the rear property line; (b) a maximum of 11 feet in height for flat roofs or 13 feet in height for sloped roofs of 4:12 or greater; and (c) a minimum rear yard setback of 66 feet to any main building (the separation between the garage and main building shall be open from the ground to the sky except for projections or landscape accessory structures otherwise permitted).	.02
18.	A garage with the following garage and site restrictions: (a) on a lot that does not	

**EXHIBIT 2**

	abut an alley, or due to the location of the lot or physical attributes of the land the garage may only be accessed by vehicles through the front yard; (b) the garage provides the required covered parking; and (c) the lot is not a corner lot:	
	A. All on-grade garages located in the rear 50 percent of the lot depth with a driveway maximum width of 10 feet in the first 30 percent of the lot depth.	.02
	B. All on-grade attached garages with parking garage doors which are visible from the street with a maximum cumulative door width of 18 feet set back four feet or more from the dominant adjoining building facade which are wood and contain architectural details.	.01
	C. All parking garages with vehicle access doors turned 90 degrees or more from the street or which are otherwise not visible from the street, provided the garage door(s) are facing the adjacent side yard setback and the garage wall facing toward the street does not extend beyond the adjacent front facade of the building.	.01
	D. Driveways within the front yard setback where the center of the driveway is planted and maintained with turf or other plant material equal to 100 percent or more of the total width of all hard drivable surface area (wheel well, Bermuda or Hollywood style driveways).	.01
<b>SETBACKS AND HEIGHT</b>		
19.	A main building limited to one story with a maximum height of 14 feet to top of a flat roof and 20 feet to the ridge or peak of sloped roofs (otherwise permitted exceptions allowed).	.03
20.	A main building with a maximum flat or ridge roof height of 150 percent of the flat or sloped roof ridge height of the shortest of the immediately adjoining next door main building, provided at least one of the neighboring main buildings does not exceed one story or 14 feet in height (may not be combined with other height features).	.02
21.	A main building with a roof height limited to 90 percent of otherwise allowable height (may not be combined with other height features).	.01
22.	A second story front facade set back a minimum of eight feet from the dominant first story facade for a minimum of 70 percent of the width of the first story.	.01
23.	A courtyard along the side facade of the main building, open to the side yard, of at least 15 feet in depth (parallel to the side property line), and a minimum width of 30 percent of the lot width from the side property line. Said courtyard shall be open to the sky, except for architectural features which may project into the courtyard up to a maximum of 10 percent of the lot width. Said courtyard shall be an integral part of the main building and not open to the front or rear yards.	.01
24.	An increased front yard setback a minimum of eight feet for all stories for 50 percent or more of the front facade width with exceptions otherwise permitted from said increased setback line; provided, that any portion of a garage along the front facade is set back the additional eight feet.	.02
25.	A main building with one increased side yard setback above 16 feet in height which slopes away from the vertical plane of the required side yard setback line by at least 45 degrees:	
	A. With the increased side yard provided along a northerly side property line which has a compass bearing between N 60° E and S 60° E; or	.02
	B. With the increased side yard located other than along the northerly side property described above.	.01
Dormers shall be permitted to encroach into the 45-degree setback; provided, that they comply with CMC 86.08.080, Dormers.		
26.	A main building with increased side yard setbacks on both sides above 16 feet in height which slope away from the vertical plane of the required side yard setback lines by at least 45 degrees. Dormers shall be permitted to encroach into the 45-degree setbacks; provided, that they comply with CMC 86.08.080, Dormers (may not be combined with number 25).	.02
27.	One side yard setback above the first story which is at least 33 percent greater than the minimum required side yard setback.	.01

**EXHIBIT 2**

28.	Both side yard setbacks above the first story which are at least 33 percent greater than the minimum required side yard setback (may not be combined with number 27).	.02								
29.	A main building with one side yard setback for all stories which is at least 33 percent greater than the minimum required side yard setback with projections otherwise permitted from the increased setback line except for eaves which may project from the minimum setback line.	.01								
30.	A main building with both side yard setbacks for all stories which are at least 33 percent greater than the minimum required side yard setback with projections otherwise permitted from the increased setback line except for eaves which may project from the minimum setback line (may not be combined with number 29).	.02								
31.	On lots which are 30 feet or less in width: two or more attached dwellings and covered parking constructed with a common zero side yard setback on two or more lots having contiguous interior lot lines. The remaining side yards shall not be less than 20 percent of the width of each respective lot. All side street lot lines and interior lot lines adjoining property not part of the development shall not be permitted to have such a reduced side yard.	.02								
<b>ARCHITECT AND DESIGN REVIEW</b>										
32.	Plans drawn and signed by a California licensed architect with the architect-of-record's title block on all sheets of the plans and an affidavit signed by the architect stating that the plans were drawn by or under the direct supervision and approval of him or her.	.01								
33.	Approval from the Design Review Commission.	.01								
<b>HISTORIC DESIGNATION</b>										
34.	Approval of a historic alteration permit by the City of Coronado Historic Resource Commission to alter, add to, or modify a main building designated as a historic resource by the City of Coronado, State of California, or the Federal Government.	.02								
<b>FAR DEDUCTIONS</b>										
35.	FAR Deductions:									
A.	More than 18 lineal feet (cumulative) of garage door(s) on the front facade of the main building;	-.01								
B.	A deck or balcony on any building adjoining a building facade or on or above the roof which is above the finished floor of the second story or 14 feet above grade, which does not have all of the following minimum setbacks:	-.01								
1.	A front and street side setback of five feet from the adjoining front or street side facade;									
2.	An interior side setback from the side facade of the structure as follows:									
	<table border="1"> <thead> <tr> <th>Lot Width</th> <th>Facade Setback Required</th> </tr> </thead> <tbody> <tr> <td>25 feet or less</td> <td>3 feet</td> </tr> <tr> <td>26 – 50 feet</td> <td>5 feet</td> </tr> <tr> <td>51 feet and greater</td> <td>8 feet</td> </tr> </tbody> </table>	Lot Width	Facade Setback Required	25 feet or less	3 feet	26 – 50 feet	5 feet	51 feet and greater	8 feet	
Lot Width	Facade Setback Required									
25 feet or less	3 feet									
26 – 50 feet	5 feet									
51 feet and greater	8 feet									
3.	A rear setback of 50 percent of the lot depth;									
C.	A main building whose front and side elevations have architectural elements such as, but not limited to, windows, doors and columns that are higher than 14 feet or have a cumulative proportion opening-to-solid of greater than 30 percent with each story per facade calculated separately;	-.01								
D.	A finished first story floor or a finished floor directly above an underground parking garage or basement greater than 30 inches above grade;	-.01								
E.	Landscaping with plant material or water features between the front of the main building and the front property line which is less than 40 percent of said area for lots with a frontage less than 50 feet in width and less than 60 percent for lots with a frontage of 50 feet or greater;	-.01								
F.	A main building with facades of the same color, style, and texture, as the main building of either adjoining properties;	-.01								
G.	Construction of a new main building with the same roof pitch as the main building of either adjoining properties as viewed from the street (a minimum roof pitch	-.01								

**EXHIBIT 2**

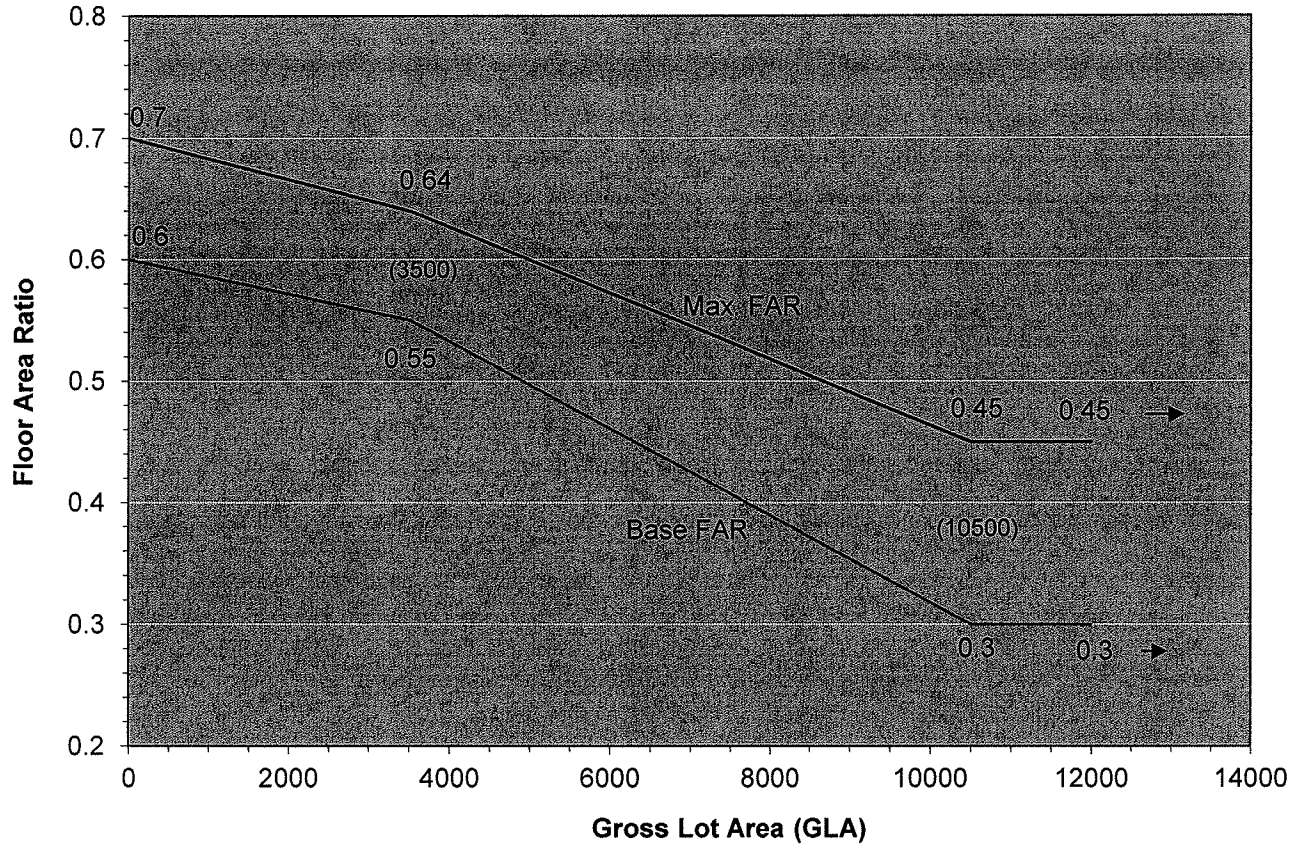
	of 1:12 difference is required). The following roofs are excluded:	
	1. Roofs with the main ridge line oriented 90 degrees to the ridge line of both adjoining roofs; and	
	2. Roofs with the main ridge line having an eight-foot or greater vertical height difference as compared to the ridge line of both adjoining roofs (e.g., one story vs. two story).	

(Ord. 2017 §§ 8, 11, 2010; Ord. 2003 § 9, 2009; Ord. 1971 § 2, 2005)

### EXHIBIT 3

Reduction in FAR of .05 for all Lot Sizes in Single Family Zones

"Floor Area Ratio" (FAR) vs "Gross Lot Area" (GLA)



GLA	Max FAR	Base FAR	GLA	Max FAR	Base FAR	GLA	Max FAR	Base FAR	GLA	Max FAR	Base FAR
600	0.690	0.591	3100	0.647	0.556	5600	0.583	0.475	8100	0.515	0.386
700	0.688	0.590	3200	0.645	0.554	5700	0.580	0.471	8200	0.512	0.382
800	0.686	0.589	3300	0.643	0.553	5800	0.578	0.468	8300	0.510	0.379
900	0.685	0.587	3400	0.642	0.551	5900	0.575	0.464	8400	0.507	0.375
1000	0.683	0.586	3500	0.640	0.550	6000	0.572	0.461	8500	0.504	0.371
1100	0.681	0.584	3600	0.637	0.546	6100	0.569	0.457	8600	0.502	0.368
1200	0.679	0.583	3700	0.635	0.543	6200	0.567	0.454	8700	0.499	0.364
1300	0.678	0.581	3800	0.632	0.539	6300	0.564	0.450	8800	0.496	0.361
1400	0.676	0.580	3900	0.629	0.536	6400	0.561	0.446	8900	0.493	0.357
1500	0.674	0.579	4000	0.626	0.532	6500	0.559	0.443	9000	0.491	0.354
1600	0.673	0.577	4100	0.624	0.529	6600	0.556	0.439	9100	0.488	0.350
1700	0.671	0.576	4200	0.621	0.525	6700	0.553	0.436	9200	0.485	0.346
1800	0.669	0.574	4300	0.618	0.521	6800	0.550	0.432	9300	0.483	0.343
1900	0.667	0.573	4400	0.616	0.518	6900	0.548	0.429	9400	0.480	0.339
2000	0.666	0.571	4500	0.613	0.514	7000	0.545	0.425	9500	0.477	0.336
2100	0.664	0.570	4600	0.610	0.511	7100	0.542	0.421	9600	0.474	0.332
2200	0.662	0.569	4700	0.607	0.507	7200	0.540	0.418	9700	0.472	0.329
2300	0.661	0.567	4800	0.605	0.504	7300	0.537	0.414	9800	0.469	0.325
2400	0.659	0.566	4900	0.602	0.500	7400	0.534	0.411	9900	0.466	0.321
2500	0.657	0.564	5000	0.599	0.496	7500	0.531	0.407	10000	0.464	0.318
2600	0.655	0.563	5100	0.597	0.493	7600	0.529	0.404	10100	0.461	0.314
2700	0.654	0.561	5200	0.594	0.489	7700	0.526	0.400	10200	0.458	0.311
2800	0.652	0.560	5300	0.591	0.486	7800	0.523	0.396	10300	0.455	0.307
2900	0.650	0.559	5400	0.588	0.482	7900	0.521	0.393	10400	0.453	0.304
3000	0.649	0.557	5500	0.586	0.479	8000	0.518	0.389	>=10500	0.450	0.300

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**EXHIBIT 4**  
**Existing R-3 Zone FAR Regulations**

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**86.14.035 Floor area ratio.**

- A. All multiple-family dwelling or nonresidential development shall not exceed a floor area ratio of 0.90 (90 percent).
- B. Single-family or duplex development shall not exceed a floor area ratio (FAR) of 0.54 (54 percent) except that the FAR may be cumulatively increased up to a maximum of 0.75 (75 percent) if the development is designed:

- 1. With a different front elevation compared to all other development on both the subject block face and the block face immediately across the street from the front of the subject property if new construction, replacement, or 50 percent or more reconstructed or restored; and
- 2. In accordance with the following allowable FAR table when one or more of the additional features listed below are incorporated into the project:

<b>Allowable FAR Table</b>	
<b>Number of Additional Features</b>	<b>Allowable FAR (%)</b>
1	55
2	56
3	57
4	58
5	60
6	62
7	64
8	66
9	68
10	70
11	72
12	75

C. **Additional Features.**

- 1. A shade tree with no less than a four-inch diameter trunk (measured four feet, six inches above the root crown) planted in the required front yard and an automatic irrigation system, consistent with water conservation laws, for all landscaping in the front yard, including the adjoining public property.
- 2. Plans drawn and signed by a California licensed building designer or architect.
- 3. An addition designed to be compatible to, and to retain, the architectural style of the original dwelling.
- 4. All roofs which have a slope of 2:12 or greater with eaves of at least 12 inches for the entire roof perimeter.
- 5. A variation of roof lines visible from all adjoining street rights-of-way.
- 6. A dwelling and garage with all facades being of a different color, style, and texture, and all visible roofs being of a different color, as compared to the dwellings and garages of the adjoining next door neighbors.
- 7. A roof with a pitch of 6:12 or greater for at least 50 percent of the length of the roof.
- 8. Preservation, restoration, or replication of historical or architectural elements and design of the original dwelling if an addition to a dwelling designated historic by the City of Coronado, State of California, or the Federal government.

**EXHIBIT 4**  
**Existing R-3 Zone FAR Regulations**

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9. A raised, covered, and unenclosed front porch which projects out at least six feet from the dwelling and has a width of at least 70 percent of the width of the dwelling. The front and side walls of said porch shall be open except for required guard rails.
10. All windows along both side facades offset at least 12 inches (edge to edge) from windows of immediately adjoining dwellings. Windows with a sill height of 66 inches or more above the floor are not required to be offset.
11. A front second story facade set back a minimum of eight feet from the dominant first-story facade.
12. A 25-foot required front yard setback where the average front yard setback of the block face is 23 feet or less.
13. A front yard setback which is at least 20 percent greater than the minimum required front yard setback for 40 percent or more of the front facade width. Porches, architectural features, and other permitted projections shall be allowed to project the standard distance from the normal required front yard setback line.
14. A maximum structural coverage of 45 percent with normal exceptions permitted.
15. Approval from the Design Review Commission.
16. A garage with the vehicle entry door turned 90 degrees or more from the street. This shall only be permitted for required off-street parking in fully enclosed garages and on lots which do not have alley access.
17. A courtyard along the side facade, open to the side yard, of at least 15 feet in width (parallel to the side property line), and a minimum depth of 30 percent of the lot width from the normal setback line. Said courtyard shall be open to the sky, except for architectural features which may project into the courtyard up to a maximum of 10 percent of the lot width. Said courtyard shall not be open to the front or rear yards.
18. One side yard setback above the first story which is at least 33 percent greater than the minimum required side yard setback.
19. One side yard setback at the first story which is at least 33 percent greater than the minimum required side yard setback when subsection (C)(18) of this section is implemented at the second story on the same side.
20. An increased side yard setback above 15 feet in height which slopes away from the vertical plane by at least 45 degrees for a minimum of 50 percent of the side facade length, continuous from the front facade. Dormers shall be permitted to encroach into the 45-degree setback; provided, that they shall be set back a minimum of five feet from the property line, shall not exceed a total width of 25 percent of the length of the roof abutting the side yard, that each dormer shall not exceed a width of eight feet, and that there shall be a minimum of four feet between each dormer.
21. A second increased side yard setback in accordance with subsection (C)(20) of this section for the entire length of the second or opposite side yard.
22. Two or more attached dwellings and covered parking constructed with a zero side yard setback on two or more lots having contiguous interior lot lines. The remaining side yards shall not be less than 20 percent of the width of the lot; provided, however, that such side yard shall not be less than six feet and need not exceed 10 feet in width. All side street lot lines and interior lot lines adjoining property not part of the development shall not be permitted to have such a reduced side yard. (Ord. 1865; Ord. 1834; Ord. 1756; Ord. 1650)