

ATTACHMENT B
DIRECT ARGUMENT FORMAT

2014 AUG -8 PM 4: 59

ARGUMENT AGAINST MEASURE ____

As your Mayor and City Leaders, we believe this initiative to re-zone a portion of the RSM Auto Center is the single greatest threat to our City's award-winning master plan and your quality of life – ever.

****PLEASE -- VOTE NO ON MEASURE __!****

This proposed re-zoning has already been thoroughly analyzed and rejected by the RSM Planning Commission and by those you elected to protect your City and your quality of life – the RSM City Council.

This re-zoning seeks to change our City's master plan in a manner that would harm the long-term viability of our City and the quality of life of every resident.

THE OUT-OF-TOWN DEVELOPERS SEEKING THIS RE-ZONING:

- Have sued your City for \$10,000,000;
- Admit they understood the current zoning when they bought the property;
- Claim no auto dealer is interested in opening a dealership here – **which is false**. (Multiple dealers have expressed interest in opening at this location; with one submitting a written offer!)

CITY REVENUES PROVIDE RESIDENTS VITAL SERVICES:

- Emergency Response
- Police
- Street Cleaning/Re-surfacing
- Youth Programs
- Senior Services
- Free Community Events

Our City's #1 source of revenue is sales tax – auto dealers are the #1 sales tax generators!

NEGATIVE IMPACTS:

- ✓ Traffic Congestion on Santa Margarita Parkway would increase by 3,200+ cars daily
- ✓ Potential \$540,000 annual loss of City revenues (\$5,400,000 over 10 years).
- ✓ Loss of this dealership site would compromise the continuing viability of the remaining Auto Center.
- ✓ Potential \$1,500,000 annual loss of City revenues if the entire Auto Center closes (\$15,000,000 over 10 years).
- ✓ Your City could be forced to consider raising taxes and cutting vital services to residents!

EVERY MAYOR IN RSM'S HISTORY URGES YOU TO VOTE NO:

- Carol Gamble
- Tony Beall
- Jerry Holloway
- Gary Thompson
- Jim Thor
- Debra Lewis
- Neil Blais
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No More Traffic! No More Taxes! **NO ON MEASURE 1**

www.SaveRSM.com

Signed: Carol Gamble Date 8/7/2014
Carol Gamble
Mayor, City of Rancho Santa Margarita

Signed: Tony Beall Date 8/7/2014
Tony Beall
Former Mayor & Current Council Member, City of Rancho Santa Margarita

Signed: Brad McGirr Date 8/7/14
Brad McGirr
Mayor Pro-Tem, City of Rancho Santa Margarita

Signed: Mike Vaughn Date 8/7/2014
Mike Vaughn
Chairman of the Planning Commission, City of Rancho Santa Margarita