



## Poinsettia Development

**WHAT:** Highlights of the Poinsettia project are (1) relieving traffic congestion via extension of the Poinsettia Lane road, (2) preserving valuable open space and habitats, (3) building a new public park, and (4) developing 123 state-of-the-art detached single family homes.

Lennar proposes to accomplish the above objectives by completing the 'missing link' of Poinsettia Lane on the approximately 60 acre property and building a 123 new detached home community on the northern most 25 acres. The remaining 35 acres will be preserved as open space with a financial endowment to ensure it is properly maintained. As part of a related arrangement, an additional 8.8 acres off-site will be added to the City of Carlsbad's Preserve, and Lennar will build a new public park at the Buena Vista Reservoir site.

The new housing will include four different floor plans with three architectural styles – Tuscan, Spanish and Craftsman. Proposed are three two-story floor plans, one single story floor plan, as well as Lennar's Next Gen – Home within a Home. Included are two community recreation areas (pool and passive area) as well as RV storage on site. The project includes construction of the last remaining segment of Poinsettia Lane that will require a bridge to span a canyon to facilitate a wildlife crossing corridor.

**WHERE:** Poinsettia is on 60 acres of land located in the southwest quadrant of the City of Carlsbad (See Attached). The project site is located south of Cassia Road, between the existing western and eastern segments of Poinsettia Lane, east of Ambrosia Lane. The site is comprised of gently rolling hills and a canyon in the east. The proposed development is primarily located within the previously disturbed agricultural area on the easterly and westerly sides of the future Poinsettia Lane extension between Cassia Road and Oriole Court.

**HOW:** For the past 3 years, Lennar has worked with the City, community groups, the California Coastal Commission, and the State and Federal Wildlife agencies. In deference to safety concerns raised by neighborhood groups, Lennar removed 17 of the 140 homes that were originally proposed. Along with a full Environmental Impact Report, the development plan was reviewed extensively to arrive at the final form that will go to the City Council for consideration on February 28, 2017.

The development application was reviewed by the Planning Commission on February 1st. After a four-hour public testimony and deliberations, the seven-member Planning Commission voted unanimously to approve the development .



**DETAILS:** In February 2017 Lennar presented to the City of Carlsbad Planning Commission the following:

**Poinsettia Development Highlights**

- State-of-the-Art Homes (E.I. Program & Solar)
- 123 Single Family Detached Homes (1,745 to 2,718 sqft)
- Much needed mid-level housing with estimated price points in the \$700 to low 800K
- Next Gen – Home within a home designed especially for multi-generational families
- Energy efficient one & two story homes
- Two Neighborhood Parks plus Recreation Center
- On-site RV Storage (out of public view)
- Public Trail created along SDG&E easement
- Traffic Signal
- Poinsettia Lane Extension
- Open Space Preservation & Bridge to Allow Wildlife Crossings

**HMP Impacts & Community Benefits**

- For every 1 acre of development, preserving/restoring more than 2.2 acres
- Much needed traffic relief via Poinsettia Lane Extension
- Provides additional evacuation route in the event of another fire
- Support of NCA, Preserve Calavera, FOA, FOBV

**WHO:** Lennar is one of America’s leading homebuilders since 1954. Founded in Miami, Florida, Lennar is a Fortune 500 company that trades on the NYSE with a national foot print in 19 states. Lennar has long maintained a presence in San Diego with notable communities such as The Bridges, The Lakes in Rancho Santa Fe, Bressi Ranch, and Casero in Carlsbad. Lennar’s Home(ful) Program generates funds from closings for local charitable organizations. Lennar has received top recognition awards for exceptional design, Build It Green Award for energy efficient homes and continue to deliver “Quality, Value, and integrity” to their homeowners.

**WHEN:** The Poinsettia development will be considered by the Carlsbad City Council on Tuesday, February 28, 2017 at 6 p.m. in the City Council chamber.

Once the City Council approves the development application, next step will be consideration by the California Coastal Commission which is expected to take place this year. After that, development can proceed with final engineering and construction. The Poinsettia community is expected to open lately 2018.