

Vote for

Bruce Ehlers

Encinitas City Council, D4

On November 8th to
represent New Encinitas and Olivenhain



Concerned about traffic, overdevelopment and lost open space?

If you're like me, you came to Encinitas to enjoy its small, beach-town atmosphere and our wonderful coastal environment. I've been a proud Encinitas resident for almost 40 years.

Our community is threatened by a Council majority planning to increase housing density and to allow building heights above our current 2-story, 30-foot limits. The El Camino Real corridor is their latest target where a city-formed task force is contemplating 4 to 5 story buildings.

I will oppose excessive development and defend your "Prop A" right to vote on any zoning increases.

I need your vote to win and preserve our Encinitas.

Restore Your Voice on Council

Why you should vote for Bruce

Bruce's priorities:

- **Protect Encinitas from excessive development** while providing state-mandated lower income units. Defend Proposition A and restore local control over zoning and development.
- **Protect our environment** through saving open space, restoring the tree canopy, promoting native plants, and reducing green-house gas emissions.
- **Protect public safety**. Ensure public safety and reduce crime. Address homelessness both locally and regionally. Improve medical and fire response times and ensure wildfire safety.
- **Improve traffic**. Keep traffic flowing on main arterials and out of our neighborhoods.
- **Ensure a healthy business environment**. Support our local businesses and encourage a broad mix of restaurants, stores and services.

Who is Bruce?

- ✓ Bruce is a common-sense leader with practical solutions. He will be your voice on Council.
- ✓ **Bruce wrote Proposition A, Right to Vote initiative**, passed by Encinitas voters in 2013. Prop A guarantees your right to vote on increases in zoning density and height. His court testimony was crucial to the citizen's successful defense of Prop A from a recent City Council lawsuit attempting to overturn it.
- ✓ **Bruce was Chairman of the Planning Commission**, where he served 7 years, so he knows how City Hall works and will hit the ground running. His collaborative approach has earned him the endorsement of the commission's current chairman and several of its past and present members.
- ✓ Bruce has been a volunteer and citizen activist fighting to preserve Encinitas' community character and quality life for 25 years.
- ✓ **Bruce is a 38-year resident**, who lived in Village Park and New Encinitas for 8 years before moving to Olivenhain. He and his wife Beth raised three daughters here. He has been an active volunteer in Encinitas for over 25 years.

Learn more, volunteer or contribute to the campaign!

www.BruceForEncinitas.com

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Paid for by: FPPC #1448196
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*Why the oak symbols on his signs?
Bruce is an avid native plant gardener. 30 years ago, he planted several native Live Oaks on his property. They have propagated profusely and now many small oaks also grow in his yard.
Also, Encinitas means "little oaks."*

