

City
of
San Diego



Sample Ballot
& Voter Information Pamphlet

GENERAL MUNICIPAL ELECTION
TUESDAY, NOVEMBER 5, 1985

Administered by:

CHARLES G. ABDELNOUR
San Diego City Clerk
202 C Street
San Diego, California 92101
(619) 236-6420

POLLS OPEN AT 7 A.M. AND CLOSE AT 8 P.M.

To simplify voting on Election Day, take your pre-marked sample ballot to the polling place shown on the back cover.

**THE LOCATION OF YOUR POLLING PLACE
IS SHOWN ON THE BACK COVER**

Spanish translations of voting materials are available upon request from the Registrar of Voters.

Materiales para votar están disponibles en español previa petición al Registrador de Volantes.

008

MUNICIPAL AND DISTRICT GENERAL ELECTIONS
SAN DIEGO COUNTY - NOVEMBER 5, 1985 - OFFICIAL BALLOT

CITY OF SAN DIEGO

MEMBER OF THE CITY COUNCIL
DISTRICT 1

	Vote for One	
ABBE WOLFSHEIMER Property Law Professor	29 →	<input type="radio"/>
BILL MITCHELL Deputy Mayor/City Councilmember	30 →	<input type="radio"/>

MEMBER OF THE CITY COUNCIL
DISTRICT 3

	Vote for One	
GLORIA DEMERS MC COLL City Council Member	33 →	<input type="radio"/>
ART SALZBERG Public Administrator/Businessman	34 →	<input type="radio"/>

MEMBER OF THE CITY COUNCIL
DISTRICT 5

	Vote for One	
ROBERT D. "BOB" SWITZER Corporate Vice President, Author	37 →	<input type="radio"/>
ED STRUIKMA San Diego City Councilmember	38 →	<input type="radio"/>

MEMBER OF THE CITY COUNCIL
DISTRICT 7

	Vote for One	
JEANETTE ROACHE Community Worker, Legislative Assistant	41 →	<input type="radio"/>
JUDY MC CARTY Community Leader/Legislative Aide	42 →	<input type="radio"/>

MEASURE SUBMITTED TO VOTE OF VOTERS

A CITY OF SAN DIEGO INITIATIVE MEASURE. AMENDS THE CITY OF SAN DIEGO PROGRESS GUIDE AND GENERAL PLAN. Shall the City of San Diego Progress Guide and General Plan be amended by adding restrictions requiring that land areas which are designated as "future urbanizing" not be redesignated without voter approval?	Yes 46 →	<input type="radio"/>
	No 47 →	<input type="radio"/>

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 1**



ABBE WOLFSHEIMER

Law Professor

- **Involved**
- **Experienced**
- **Qualified**

Abbe Wolfsheimer has lived in the San Diego area for 42 years. An attorney, she has been a law professor for 11 years, specializing in real property law and land use.

San Diego's former mayor twice appointed Abbe to the San Diego Board of Zoning Appeals. She serves as an arbitrator for the Superior Court.

Abbe is involved in numerous civic and professional organizations:

- San Diego Crime Commission**
- California Center for Victimology**
- San Diego County Bar Association Ethics Committee**
- Child Abuse Prevention Foundation**

She is currently a director of the Gaslamp Quarter Theatre, and serves on the Advisory Boards of KPBS and the Girl Scouts.

She is a former Co-Chair of the Old Globe National Shakespeare Festival and COMBO, and a former director of the San Diego Ballet, Theatre and Arts Foundation, Committee of 100, Women's Association for the Salk Institute, UCSD School of Medicine Associates and the Brandeis University National Women's Committee. In 1981, Abbe was named a Woman of Dedication by the Salvation Army Door of Hope.

It's time for a change. Vote for integrity and effective leadership. Elect Abbe Wolfsheimer on November 5.

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 1**



BILL MITCHELL

Deputy Mayor/City Councilmember
UCLA Graduate
Business Administration/Finance

WINNER DISTRICT ONE PRIMARY

A native San Diegan, Bill Mitchell is a doer not a talker. He has walked over 1,000 miles, staying in citizens' homes, learning their concerns. An effective leader, he was twice elected Deputy Mayor by his colleagues. Bill stands tough on the things we care about:

HONEST GOVERNMENT - Proposed a new Code of Ethics to guarantee the integrity of office holders and candidates.

MANAGED GROWTH - Successfully fights development of open space; enforces community plans; initiated traffic congestion solutions.

VIOLENT CRIME - Commended by police chief for founding neighborhood watch programs; introduced more successful anti-crime programs than any legislator in San Diego, which helped us become the first major city to decrease neighborhood crime; endorsed by major public safety organizations including the Police Officers Association.

DRUG ABUSE - Founder successful drug prevention programs: ADAPT; Youthnet on Drugs; introduced campus raids.

CULTURAL LIFE - Promoting plan for world-class performing arts; raises money personally; helped direct over \$1 million to Old Globe Theater; founder, Save Our Heritage Organization.

Bill won a clear majority over two challengers in the primary. Vote for the winner.

Bill Mitchell.

Nobody else can fill his shoes.

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 3**



GLORIA DEMERS MC COLL

GLORIA McCOLL -- In response to her effective representation on the Council, Gloria received an overwhelming victory of 82% in the Primary election ... decisive community support.

GLORIA McCOLL -- Endorsed by key District and citywide leaders including:
POLICE OFFICERS ASSOCIATION
SAN DIEGO CITY FIRE FIGHTERS
MUNICIPAL EMPLOYEES ASSOCIATION
SAN DIEGO LIFE GUARD ASSOCIATION

GLORIA McCOLL -- Gloria has led the drive for improved public transportation, the establishment of park and recreational facilities, and increased awareness of the need for child care centers.

Her fight against prostitution in our mid-city has resulted in an 83% decrease in violent crime for that area.

Councilwoman McColl has worked to solve the problem of affordable housing for seniors. She has re-activated the Senior Victim-Witness Assistance Program and established a Senior Advisory Board.

A native San Diegan, Gloria has made a personal commitment to protect and preserve our beaches, canyons and open space.

GLORIA McCOLL -- Honest, experienced, and responsible. Her efforts on the City Council have helped to restore pride and confidence in our neighborhoods.

**SHE IS NOT AFRAID TO LISTEN, TO RESPOND . . . TO TAKE ACTION
KEEP THE VOICE OF THE NEIGHBORHOODS ON THE CITY COUNCIL
RE-ELECT COUNCILWOMAN GLORIA McCOLL**

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 3**



ARTHUR "ART" SALZBERG

Businessman/Social Commentator

My business and educational background qualify me for the position of City Councilman. I have a Bachelor of Science degree (Labor Relations, Cornell University, State University of New York); Master of Public Administration, National University San Diego; and am currently a Ph.D. candidate at United States International University.

My commitment is to all the people of the 3rd District and the City of San Diego, as I have stated in many recent articles and commentaries in the leading newspapers of San Diego. Moreover, I have indepth concern for many cultures because of my life experiences. I am a veteran of the Korean War and I am a successful businessman.

Political decision-making must include maximum citizen participation. My first emphasis will be on better communication with the citizens of my district and the city.

Each individual has God given dignity and worth. The needs, thoughts, ideas of our people are vital to the greater good of San Diego, and our governmental decision-making process. Government, and elected officials are the servants of the people, and never their masters.

My dedication is to honesty, efficiency, and integrity in government; and government which is truly responsive to the needs of the people.

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 5**



ROBERT D. "Bob" SWITZER

As your City Councilmember, I will continue the fight to:

- Prevent child molestation and abuse.
- Assure living wages for ALL city employees.
- Make all Councilmembers accountable to the WHOLE city, not just their districts.
- Bring in non-polluting industry which will fully use the talents of San Diegans - the most highly-educated population in America.
- Without raising taxes, we'll broaden the tax base to fund needed city services.
- Fight against "pet projects" which drain needed city services and money.
- Fully enforce the Growth Management Plan.

During the last four years, unwise decisions have been made in the Council which will create a HUGE DEFICIT in the City's budget. I will make sure we get through this upcoming crisis.

These unwise decisions have also made many people's jobs insecure. Whether you carry a lunchbox or a briefcase, **you need assurance that YOU CAN AND WILL BE ABLE TO WORK!** As your Councilmember, I will make sure you have the dignity of having a job.

MAKING SAN DIEGO WORK AGAIN FOR YOU, INCREASING SAN DIEGO'S ECONOMIC WEALTH, PRESERVING SAN DIEGO'S BEAUTY - These are your most important concerns. With your vote, I'll make sure

YOUR VOICE WILL BE HEARD IN CITY HALL!

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 5**



ED STRUIKSMA

San Diego City Councilmember

In his own district, where voters know him best, Councilman Ed Struiksma received 77% of the vote in the September primary election.

It was a strong endorsement of the job Ed's done speaking out for San Diegans for the past four years.

A native San Diegan, Ed Struiksma first was elected to the City Council in 1981, campaigning on a platform of fiscal conservatism and strong support for law enforcement.

Prior to joining the City Council, Ed served nine years with the San Diego Police Department and four years as a litigation investigator for the city attorney. He's endorsed by the San Diego Police Officers Association.

As your councilman, Ed Struiksma supports San Diego's Growth Management Plan. He opposed legislation allowing the 5,100 acre La Jolla Valley development.

As your Councilman, Ed Struiksma:

- Orchestrated the consolidation of all county public transit services as a tax-saving measure;
- Strongly opposes oil drilling off the San Diego coastline;
- Established San Diego's first Small Business Advisory Board;
- Supports new east-west freeway links to ease traffic congestion.

Keep Councilman Ed Struiksma "Speaking Out" for you. On Nov. 5, vote for Ed Struiksma -- a thoughtful, conservative reasoned voice for San Diego's future.

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 7**



JEANETTE ROACHE

PERSONAL

Born February 14, 1948
San Diegan since 1964
Married 20 years to
Sheriff's Captain Jim Roache
Two children, Ron 18, Keri 13

EXPERIENCE AND COMMITMENT TO SERVE

I worked 6 years as Administrative Assistant to two former City Councilmen, including 3 years with District 7's past Councilman. As a result, I know how to make things happen, and how to serve you. Two former District 7 Councilmen endorse me.

We must preserve our quality of life in San Diego. I pledge to help keep San Diego America's finest city. We must not overbuild our City, its canyons and coastline.

My background as a Stamp Out Crime Council Board member, past President of the Deputy Sheriff's Wives Association, member of State Police Officers Wives Club and wife of a Sheriff's Captain gives me a special understanding of crime. We must support our Police Chief.

Crime, growth control, road repair and integrity in government are my top concerns. Cooperation is needed to solve them, and my experience with the State Assembly will help.

A tradition of excellence has been set for the 7th District by its former Councilmen. I want to continue that tradition.

Please give me your views by calling [REDACTED]

**SAN DIEGO CITY COUNCIL
DISTRICT NO. 7**



JUDY Mc CARTY

**YOUR GROWTH MANAGEMENT
CANDIDATE**

San Diego needs solid, stable leadership. People just like you, with the same concerns, voted **JUDY McCARTY** the primary election winner.

JUDY McCARTY is the overwhelming choice of the 7th District and the best choice for San Diego!

JUDY McCARTY is committed to:

- Honesty and integrity in City Hall
- Common sense and a responsive government
- Completing her full term
- Keeping our neighborhoods safe

JUDY McCARTY led successful efforts to manage growth and improve the quality of life as President of the Navajo Community Planners.

JUDY McCARTY, as legislative aide for a San Diego Assemblyman, worked to reduce crime, increase water quality and supply, plan Route 52, promote small business, develop latch-key legislation and improve senior citizen services.

JUDY McCARTY has a record of achievement in public service. She serves on the San Diego Land Development Advisory Board, citizen committees for downtown redevelopment and Mission Trails Regional Park. She is a member of Navy League, Tough on Drugs and Friends of the Library.

JUDY McCARTY is endorsed by San Diego community leaders and elected officials.

JUDY McCARTY graduated from Indiana University and lives with her family in San Carlos.

JUDY McCARTY KNOWS HOW TO MANAGE SAN DIEGO'S GROWTH...AND WILL!

CITY OF SAN DIEGO

Proposition A

(This proposition will appear on the ballot in the following form.)

A CITY OF SAN DIEGO INITIATIVE MEASURE. AMENDS THE CITY OF SAN DIEGO PROGRESS GUIDE AND GENERAL PLAN. Shall the City of San Diego Progress Guide and General Plan be amended by adding restrictions requiring that land areas which are designated as 'future urbanizing' not be redesignated without voter approval?

This proposition requires a majority vote.

Add to the Progress Guide and General Plan for the City of San Diego, Document Number 764585, at page 35 immediately following the caption "Future Urbanizing Areas" the language of the proposed initiative measure which is underlined.

Future Urbanizing Areas

Land within the future Urbanizing designation which is zoned agricultural or low density residential-recreational use for extended periods of time should be given tax relief through preferential tax assessments. This can be accomplished through the use of the Williamson Act which requires the designation of land as an "agricultural preserve" or as open space pursuant to the General Plan or specific plans based on the overall program to guide growth. The designation of land in this category is not permanent, it is an interim or urban reserve designation. Its purpose is to preclude premature development and to guide urbanization.

Section 1. "No property shall be changed from the "future urbanizing" land use designation in the Progress Guide and General Plan to any other land use designation and the provisions restricting development in the future urbanizing area shall not be amended except by majority vote of the people voting on the change or amendment at a City wide election thereon."

Section 2. Definitions. "For purposes of this Initiative measure, the following words and phrases shall have the following meanings:

(a) "Progress Guide and General Plan shall mean the Progress Guide and General Plan of the City of San Diego, including text and maps, as the same existed on August 1, 1984".

(b) "Change in Designation" or "changed from 'Future Urbanizing'" shall mean the removal of any area of land from the future urbanizing designation".

(c) "Amendment" or "amended" as used in Section 1 shall mean any proposal to amend the text or maps of the Progress Guide and General Plan affecting the future urbanizing designation as the same existed in the Progress Guide and General Plan on August 1, 1984 or the land subject to said designation on August 1, 1984, except amendments which are neutral or make the designation more restrictive in terms of permitting development".

Section 3. Implementation. "The City Council, City Planning Commission, and City staff are hereby directed to take any and all actions necessary under this initiative measure, including but not limited to adoption and implementation on any amendments to the General Plan and zoning ordinance or City Code, reasonably necessary to carry out the intent and purpose of this Initiative measure. Said actions shall be carried forthwith".

Section 4. Guidelines. "The City Council may adopt reasonable guidelines to implement this initiative measure following notice and public hearing, provided that any such guidelines shall be consistent with the intent and purpose of this measure".

Section 5. Exemptions for Certain Projects. "This measure shall not prevent completion of any project as to which a building permit has been issued pursuant to Section 91.02.03(a) of the San Diego Municipal Code prior to the effective date of this measure; provided, however, that the project shall cease to be exempt from the provisions of Section 91.02.0303(d) of the San Diego Municipal Code or if the said permit is suspended or revoked pursuant to Section 91.02.0303(e) of the San Diego Municipal Code".

Section 6. Amendment or Repeal. This measure may be amended or repealed only by a majority of the voters voting at an election thereon.

Section 7. Severability. "If any section, subsection, sentence, phrase, clause, or portion of this initiative is for any reason held to be invalid or unconstitutional by any Court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Initiative and each section, subsection, sentence, clause, phrase, part or portion thereof would have been adopted or passed irrespective of the fact that any one or more sections, subsections, sentences, clauses, phrases, parts or portions be declared invalid or unconstitutional."

ARGUMENT IN FAVOR OF PROPOSITION A

SUPPORT THE CITIZEN'S RIGHT TO DECIDE

San Diego is at a crossroads: a shining city by the sea or a city with runaway growth, traffic jams, overcrowded schools and parks.

Influenced by narrow **special interests** a City Council majority has **consistently violated** our adopted Growth Management Plan. Unable to say "no" to powerful development interests, the Council has allowed the exception to become the rule.

Our current Growth Management Plan sets aside thousands of acres to provide job opportunities and housing as they are needed - both now and in the future. Yet, since 1979 the City Council has **squandered more than half** of this precious resource.

These irresponsible actions will result in:

- **RUNAWAY GROWTH**
- **TRAFFIC JAMS**
- **POLLUTED AIR**
- **OVERCROWDED SCHOOLS**
- **HIGHER SERVICE COSTS**

The citizens must **regain control** of San Diego's future!

PROPOSITION A provides needed checks on the influence of special interests and assures accountability of our elected representatives. Just as government was unwilling to curb spending prior to Proposition 13, government is now unwilling to prevent the "Los Angelization" of San Diego.

Don't be misled by the expensive media campaign waged by our **opponents** who seek to **bulldoze precious canyons and increase traffic congestion**. The fact is, San Diego's current community plans provide for a **surplus of housing** beyond the year 2000, and the Chamber of Commerce confirms that **thousands of acres** of land for job producing industry are **currently available** in our city.

PROPOSITION A does not change the existing public review process. The City Council could still say "no" to requests to violate our Growth Management Plan but if they say "yes", **YOU WILL HAVE THE FINAL VOTE**. The undersigned represent a bipartisan citizen's effort to **save our neighborhoods and prevent urban sprawl**.

To maintain our quality of life, support the citizen's right to decide!

IT'S YOUR CHOICE!

NO "L.A.!" VOTE YES ON A!

MIKE GOTCH, Councilman, City of San Diego

JULIA ZALOKAR, President, San Diego League of Women Voters

DAVID KREITZER, Past Chairman, Rancho Bernardo Planning Board;
Chairman, San Diegans for Managed Growth

SHERLIE MILLER, President, Friends of Tecolote Canyon

MARK D. ZERBE, Coordinator, San Diego Common Cause

ARGUMENT AGAINST PROPOSITION A

----- **DANGER** -----

Don't Let Them "Los Angelize" Our Neighborhoods

Vote No on 'A'. It's the wrong way!

Proposition 'A' Will Force Growth Into Our Neighborhoods

With 'A', new growth isn't stopped.

Instead, it's jammed into our existing neighborhoods.

It will force unwanted development of vacant lots, canyons and open spaces.

We'll Pay Higher Taxes

✓ New houses mean higher taxes.

Overcrowded neighborhoods mean we must pay for more parks, streets, sewers, traffic lights, police and fire protection.

The Mayor's own Task Force Report on Growth Management says San Diego will get 100,000 new homes over the next 15 years. If 'A' passes, almost all new housing will be forced into existing neighborhoods.

That means overburdened streets, crowded schools and more people in our neighborhoods than anyone ever planned on.

'A' will create the very 'Los Angelization' it was supposed to stop.

There's a Better Way Than 'A'

Proposition A tries to offer solutions, but in the process it causes far bigger problems, problems its supporters never even thought about.

Says the TRIBUNE: "It goes too far. It is not reasonable and responsible. It may not be constitutional. It will certainly lead to a court battle and could be nullified."

The TIMES' San Diego edition, in opposing 'A', calls it "cumbersome" and suggests other solutions for managing growth.

In response to the Mayor's Growth Management Task Force Report, our City Council already is drafting tough, new controls on growth that take into account many of the concerns raised by 'A'.

More than 25 citizen-planning leaders -- ordinary citizens from throughout San Diego who help the city in the planning of their neighborhoods -- urge "No on 'A'".

Don't be confused.

Unfortunately, Proposition 'A' does exactly what it says it won't -- it puts San Diego on the road to 'Los Angelization'.

VOTE NO on 'A'. It's the wrong way!

UVALDO MARTINEZ, San Diego City Councilman

DOROTHY LEONARD, Former Chair, San Diego Planning Commission;
Former Chair, Navajo Community Planners

LEE GRISSOM, Mayor's 1984 Growth Management Review Task Force Member

ERNEST W. HAHN, Steering Committee, Citizens for Community Planning

BILL LOWERY, United States Congressman, San Diego