



Application for Appointment to Fill Vacancy for Carlsbad City Council District 2

RECEIVED
FEB -1 2023
CITY OF CARLSBAD
CITY CLERK'S OFFICE

Applications must be received by Thursday, Feb. 2, 2023 at 5 p.m.

*ROV 1:45 p.m.
tm*

Requirements:

- Citizen of the United States
- Registered voter and resident of City of Carlsbad District 2
- Complete Form 700
- Attach a resume or professional biography

Personal Information

Name Brian Peeling		Date of Birth: <i>tm</i> <small>Required for Voter Registration Verification</small>
Home Address		District Number 2 ✓
City Carlsbad	ZIP 92010	
Home Phone	Mobile	
E-mail		
Occupation Vice President of Construction		
Employer William Warren Group		
Employer Address		
City Costa Mesa	ZIP 92626	
Work Phone	Mobile	

Acknowledgements

	Yes	No
I am a resident of the City of Carlsbad District 2.	✓	
I am a registered voter in Carlsbad.	✓	
I am a Citizens Academy graduate.		✓
I have sufficient time to devote to the responsibility of the position and will attend the required meeting(s) if I am appointed.	✓	
I acknowledge that if appointed I will file necessary documents including a Form 700 Economic Disclosure Statement (a public record that will be posted on the City's website). I further agree to attend Ethics Training as required under the Political Reform Act and any other required trainings.	✓	

Questions? Please call 442-339-2808 or email clerk@carlsbadca.gov

I acknowledge that if appointed to fill the District 2 Council seat for a term ending with the November 2024 election, I will not be eligible to run for that seat in the November 2024 election per Carlsbad Municipal Code section 2.04.110. I further agree to abide by the provisions of this code section as it exists at the time of my appointment.

<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	

I am aware that this application is a public document.

Please describe your professional experience and relevant experience.

I have 20 years of experience in commercial construction and development with companies like JMI and Irvine Company, working on large ground up projects like Petco Park the home of the San Diego Padres, OMNI Hotel in downtown San Diego and Sharp Grossmont hospital. I have extensive experience working with city representatives, city council members and local planning groups through out San Diego, Orange County and Santa Clara County.

I was also the head coach for the women's club college soccer team at San Diego State University from 2005 to 2012, winning a NIRSA National Championship in 2006.

Please describe your educational background.

I graduated college in 2002 with a degree in Economics from San Diego State University. I also recently completed my PMP certification through UC Irvine.

Please describe your current or past community involvement, including any service on boards, commissions or committees, with private or public agencies.

Multiple years as the VP of the Board of Directors for Robertson Ranch in Carlsbad. Overseeing the budget and operations for over 300 home owners.

I have and will continue to manage the All Star teams each year for the Carlsbad Youth Baseball (CYB) league.

**Please explain why you wish to be appointed to City Council
(attach a separate sheet if needed)**

I love the city of Carlsbad and want to ensure it stays a safe and vibrant community.

I have grown up in San Diego (Point Loma) but moved to Carlsbad in 2018. Since that time I have come to realize this is the best place to raise a family. The proximity to the beach, the great downtown environment and shops, great schools (my kids go to Kelly Elementry), the recreational sports leagues that both my children (8 year old twins) participate in, all are second to none. We do not plan to leave Carlsbad and I would love to represent the residents of my district to help ensure it stays the best place to live.

Are you related to, employed by, or affiliated in any way with anyone on the City Council or City of Carlsbad staff members? If yes, please list member name(s).

No, I have no relations to any member of the City Council or Carlsbad Staff members.

What would you like to accomplish as a council person if appointed?

The main goal is to work with the other council members, local leaders and city officials to ensure Carlsbad stays the best community to live in. Ensuring local residents are not only heard but represented.

Please give examples of using collaboration to become successful.

My entire adult life has been about collaboration and team work. I was a professional soccer player straight out of high school, playing here in the US and abroad. I was then the head coach of the SDSU Women's Club Soccer team. In 2006 we won a National Championship. Managing young adults, coaches and university expectations if a difficult but rewarding endeavor.

I have since spent my career collaborating with various cities, engineers, owners, and local leaders to bring projects to life all across San Diego and Orange County.

I manage the process of collaborating with general contractors, architects, engineers, etc to ensure a final product that is both on budget, completed on time and is both functional and attractive. With that many people and interests involved, you need to be an excellent public speaker, a talented negotiator and very honest in your setting of expectations.

What are the most pressing issues facing our community and how do you plan to address them?

There are several issues I would like to see addressed.

1) Crime

We are seeing an uptick in B&E and vehicle crimes throughout the Carlsbad area. Being on the HOA board of directors I have already started a dialogue with CPD regarding ways to tackle this issue.

2) E Bike issues

There has been numerous incidents involving E-bikes and motor vehicles. I'd like to find a way to better regulate these bikes considering they are now motorized vehicles being driven by some people under the legal driving age on the same road ways as cars yet not either understanding or ignoring the laws of the road.

3) Small business and local residence assistance after Covid lock downs

The lock downs had a profound affect on our small businesses. I would like to ensure our local businesses can thrive in a post inflationary period. It is becoming extremely expensive to buy even the basics for many families and small business operators. I want to work to find solutions that can better help are residence make ends meet.


Additional information or comments

I am a San Diego native. I have been involved in some of the most major parts of San Diego as a whole. From college at San Diego State to playing for the San Diego Sockers indoor soccer team, coaching a national championship team at SDSU, training killer whales at Sea World of San Diego and working along side Padres ownership to help bring a new baseball stadium to San Diego.
In this next chapter of my life I want to help Carlsbad stay a vibrant and safe community for years to come. This is where I will raise my children, where they will eventually go to High School and where I will call home for years to come.
I would be honored to represent the residents of Carlsbad.

Signature

By signing below, I declare under penalty of perjury under the laws of the State of California that the answers provided in this application are true and correct to the best of my knowledge.

First Name: Brian Last Name: Peeling

Signature:  Date: 1/31/2023

Signature

Completed applications must be received by the City Clerk’s Office no later than Thursday, Feb. 2 at 5 p.m. Once submitted, applications cannot be amended. Remember that you must answer all questions on this application, provide a resume or biography and submit a Form 700 to be considered for the appointment to the City Council District No. 2 office. Incomplete application packages will not be considered.

Option 1: Mail or drop off the signed paper copy of your completed application with resume or professional bio and Form 700 to:

City of Carlsbad
City Clerk’s Office
1200 Carlsbad Village Drive
Carlsbad, CA 92008
(442) 339-2808

Postmarks are not accepted. Applications must be received by the City Clerk’s Office by the due date.

Option 2: E-mail your completed application.

Sign, date and e-mail the application with your resume or professional bio and Form 700 to: clerk@carlsbadca.gov

**STATEMENT OF ECONOMIC INTERESTS
COVER PAGE
A PUBLIC DOCUMENT**

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)
Peeling Brian Jason

1. Office, Agency, or Court

Agency Name (Do not use acronyms)
City of Carlsbad

Division, Board, Department, District, if applicable Your Position
District 2 Council Member

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: _____ Position: _____

2. Jurisdiction of Office (Check at least one box)

- State Judge, Retired Judge, Pro Tem Judge, or Court Commissioner (Statewide Jurisdiction).
- Multi-County _____ County of _____
- City of Carlsbad Other _____

3. Type of Statement (Check at least one box)

- Annual:** The period covered is January 1, 2022, through December 31, 2022.
- Leaving Office:** Date Left ____/____/____ (Check one circle.)
- Assuming Office:** Date assumed ____/____/____
- The period covered is January 1, 2022, through the date of leaving office.
- Candidate:** Date of Election _____ and office sought, if different than Part 1: _____
- or-** The period covered is ____/____/____, through the date of leaving office.

4. Schedule Summary (required)

► Total number of pages including this cover page: 2

Schedules attached

- Schedule A-1 - Investments – schedule attached
- Schedule C - Income, Loans, & Business Positions – schedule attached
- Schedule A-2 - Investments – schedule attached
- Schedule D - Income – Gifts – schedule attached
- Schedule B - Real Property – schedule attached
- Schedule E - Income – Gifts – Travel Payments – schedule attached

-or- None - No reportable interests on any schedule

5. Verification

MAILING ADDRESS STREET CITY STATE ZIP CODE
(Business or Agency Address Recommended - Public Document)
Carlsbad CA 92010

DAYTIME TELEPHONE NUMBER EMAIL ADDRESS
()

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed January 31, 2023
(month, day, year)

Signature B. Peeling
(File the originally signed paper statement with your filing official.)

Brian Peeling

PROFESSIONAL EXPERIENCE

William Warren Group, Costa Mesa, CA

Vice President of Construction

2022 - Present

Primarily responsible for the development, implementation, supervision and reporting on the company's new ground up property developments across the country. Leading a team of construction managers to carry out the company's objectives, while setting goals, defining and implementing strategies, and evaluating results to ensure business unit objectives are met.

Irvine Company, Newport Beach, CA

Director - Construction, Office Properties

2020 - 2022

Director - Construction, Retail

2018 - 2020

Senior Manager – Development and Construction

2015 - 2018

Project Manager- Development

2012 - 2015

*Responsible for the coordination of ground up and redevelopment projects ranging from \$2M to \$200M.

*Support Office Properties portfolio growth and major development and reinvestment efforts.

*Oversee early-stage development activities, including entitlement, design and permitting.

*Prepare capital request and development feasibility studies.

Dickinson Cameron Construction, Carlsbad, CA

2010 - 2012

Project Manager – High End Retail Construction

*Successfully managed multiple projects throughout the United States.

*Built strong personal relationships with companies like Tiffany's, Hermes and Apple.

HBI Construction, Newport Beach, CA

2009-2010

Project Manager

Jaynes Corporation, San Diego, CA

2007 - 2009

Project Manager, Procurement/Contracts Manager

Sharp Grossmont Hospital Buildout , OSHPD

Ledcor Petty Construction, San Diego, CA

2006 - 2007

Project Manager

Ritz-Carlton Rancho Mirage Redevelopment

Krump Construction San Diego, CA

2004 - 2006

Project Manager

IVY (Now Andaz) Hotel Project, Downtown San Diego

<u>JMI - San Diego, CA</u>	2001 - 2004
<i>Owners Representative - Assistant Project Manager</i>	
PetCo Park Stadium Project (Home of the San Diego Padres)	
OMNI Hotel at PetCo Park	
<u>San Diego State University, San Diego, CA</u>	2005 – 2012
<i>Head Coach – SDSU Women’s Club Soccer Team</i>	
2006 National Champions	
2007 National Runner Up	
<u>Sea World, San Diego, CA</u>	2000 - 2001
<i>Animal Trainer – Killer Whales</i>	

EDUCATION

San Diego State University	Graduated 2002
Bachelor of Arts in Economics	
UC Irvine	
Certificate in Project Management, PMP	Oct 2021 – July 2022

Professional Certificate in Contract Management

San Diego State University

*In depth study of intellectual property and licensing, acquisition planning and process, solicitation development, contract management; additional studies in legal aspects of contracts and proposal writing for department of defense contracts.

PROJECT LIST

Hotel Projects

Ritz-Carlton Rancho Mirage, CA

Project Manager / 260 guestrooms, 30 suites, 24,000 sqft spa building
<http://www.ritzcarlton.com/en/Properties/RanchoMirage/Default.htm>

Ivy Hotel and Night Club, San Diego, CA

Rebranded to the Andaz Hotel
Assistant Project Manager / \$53 MIL
Completion 06/2007
<http://www.sandiego.andaz.hyatt.com/hyatt/hotels/index.jsp>

OMNI Hotel and Metropolitan Condominiums, San Diego, CA

Owners Representative - Assistant Project Manager
513 Guestrooms plus 10 Floors of High End Residential Condominiums
\$124 M / Completion 9/2004
<http://www.omnihotels.com/FindAHotel/SanDiego.aspx>

Retail Projects

Tiffany & Co., Salt Lake City Utah

Project Manager / Approx. Value \$3.5 MIL / Completion 3/2012

Hermes, Las Vegas, NV

Project Manager / Approx. Value \$800K / Completion 11/2011

DoDo, Beverly Hills, CA

Project Manager / Approx. Value \$200K / Completion 09/2011

Tiffany & Co, Las Vegas, NV

Project Manager / Approx. Value \$2.5M/Completion 8/2011

Apple, Valencia, CA

Project Manager / Approx. Value \$2.2M /Completion 7/2011

Wal-Mart, San Diego and Chula Vista, CA

Project Manager - (4) Store Remodels, addition of grocery

OSHPD

Sharp Grossmont Hospital Reinvestment, La Mesa, CA / OSHPD

Project Manager / Approx. Value \$42.8M / Completion 09/2009

Misc

Broadway Pier Cruise Ship Terminal, San Diego, CA

Project Manager / Approx. Value \$20.2M / Completion 10/2010

IRVINE COMPANY PROJECT LIST

One La Jolla Center, San Diego CA	\$153 M
Construction Manager – Completion June 2015	
Ground up 15 Story, 364,000 GSF Class A Office Building, LEED Gold certification	
5 level parking structure, 1,225 parking stalls	
Terra Bella, Santa Clara, CA	\$25.0M
Ground up 1 story (36k sf) and 2 story (49k sf) buildings	
and subsequent site work at 1330 and 1400 Terra Bella Ave.	
Discovery Business Center Reinvestment, San Diego CA	\$2.7 M
Centerside Redevelopment, San Diego, CA	\$1.9 M
Eastgate / Bridge Point Redevelopment, La Jolla, CA	\$4.3 M
One America Plaza and Trolley Canopy Reinvestment	\$4.6 M
Market Place Reinvestment, Irvine, CA	\$1.9 M
Freeway Tech Reinvestment, Irvine, CA	\$3.6 M
Corporate Business Center Reinvestment, Irvine, CA	\$2.8 M
Newport Gateway Redevelopment, Newport Beach, CA	\$5.6M
Verizon Wireless Campus Reinvestment, Irvine, CA	\$3.2 M
Palm Court Plaza Reinvestment, Irvine, CA	\$5.0 M
Irvine Business Center Redevelopment, Irvine, CA	\$6.1M
Jamboree Business Center Reinvestment, Irvine, CA	\$2.3M
Symphony Towers Parking Garage, San Diego CA	\$12.4 M
341 Bayside New Pad Building, TI and Boat Dock, Newport Beach, CA	\$11.2 M
La Jolla Square Redevelopment Project, La Jolla, CA	\$6.0 M
Santa Clara Square Retail Parking Structure, Santa Clara, CA	\$16.1 M
Oak Creek Neighborhood Shopping Center Reinvestment, Irvine, CA	\$1.2 M
Eastbluff Neighborhood Shopping Center Reinvestment, Newport Beach, CA	\$3.5 M
Westcliff Redevelopment, Irvine CA	\$33.5 M
The Bluffs Neighborhood Shopping Center Reinvestment, Newport Beach, CA	\$4.0 M
Cherry Orchard Center Redevelopment, Sunnyvale, CA	\$5.2 M
Block 600 Newport Center Drive Reinvestment, Newport Beach, CA	\$3.2 M

Retail Tenant Coordination Projects

Lucid Motors – Fashion Island
OptumCare – Oak Creek
UPS – Newport Coast
Mayweather Boxing – Newport Coast
Alo Yoga – Fashion Island
Eyesite Optometry – Newport Coast
Exer Urgent Care – University Center
OC Fish Grill – Oak Creek
J San Ramen – Crossroads