

# CITY OF OCEANSIDE

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

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## MEASURE L

Shall Ordinance No. 19-OR0729-1, rezoning approximately 176.6 acres in northeastern Oceanside to implement the North River Farms project, be adopted? The current zoning is Agricultural, potentially allowing 2.5-acre minimum residential lots. Ordinance No. 19-OR0729-1 changes the zoning to Planned Development to accommodate the North River Farms project, approved by the City Council, including up to 585 homes, a 24.9-acre commercial village, 68.1 acres of agriculture, and 17 acres of parks/open space.

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This measure requires approval of a simple majority (50% plus 1) of those voting on the measure.

### CITY ATTORNEY IMPARTIAL ANALYSIS

Measure L asks voters to uphold or repeal the Oceanside City Council's adoption of an ordinance amending the zoning of property for the North River Farms project.

After conducting a public hearing on November 6, 2019, the City Council approved the North River Farms project, proposed for the South Morro Hills community in northeastern Oceanside. The City Council certified an Environmental Impact Report for the North River Farms project. In addition, the City Council adopted resolutions approving a General Plan amendment, a vesting tentative map, and a development plan. Finally, the City Council introduced, and subsequently adopted, Ordinance No. 19-OR0729-1, a zone amendment necessary to implement the North River Farms project ("the North River Farms zone amendment").

The North River Farms zone amendment is the subject of this Measure. Prior to the approval of the North River Farms development application, the project site was zoned Agricultural, a designation that allows a variety of crop producing activities. Residential development is permitted in the Agricultural zone on minimum lot sizes not less than two and one-half acres provided such development does not interfere with existing, proposed, or potential agricultural operations, the open space character of the area is preserved, and the proposed residential development is consistent with General Plan policies.

The North River Farms zone amendment rezones approximately 176.6 acres of property from Agriculture to Planned Development. This zone amendment is required to authorize a planned community, including up to 585 homes, a 24.9-acre commercial village, 68.1 acres of agriculture, and 17 acres of parks/open space.

A referendum petition protesting the adoption of the North River Farms zone amendment was signed by at least 10 percent of the voters and required the City Council to either repeal the NRF zone amendment or place it before voters. The City Council placed the North River Farms zone amendment on the ballot as this Measure. The NRF zone amendment will not become effective unless the voters approve this Measure. The referendum does not address the General Plan amendment approved by the City Council for the project. Should the North River Farms zone amendment be rejected by the voters, the General Plan amendment approved to implement the project will remain.

A "yes" vote approves the North River Farms zone amendment allowing the North River Farms project, as approved by the City Council, to proceed.

A "no" vote rejects the North River Farms zone amendment necessary for the project and retains the Agricultural zoning for the project site.

## **CITY ATTORNEY IMPARTIAL ANALYSIS (CONTINUED)**

The above statement is an impartial analysis of Measure L. If you desire a copy of the NRF zone amendment, please call the City Clerk's office at (760) 435-3001 and a copy will be mailed at no cost to you.

You can also access the full text of the amendment at the following website:  
<https://www.ci.oceanside.ca.us/civicax/filebank/blobdload.aspx?BlobID=52790>.

## ARGUMENT IN FAVOR OF MEASURE L

**A YES vote on Measure L preserves Oceanside's farmland, grows fresh produce for Oceanside residents, and creates an education center for children to learn about farming.** Voting YES on L also sends the strong message that Oceansiders prefer farming communities over estate homes built for the rich on sprawling 2½-acre lots.

**A YES vote for Measure L is a vote for North River Farms**, an approved farming community. Designed by locals, for locals, **North River Farms preserves farming by creating a working farm within a neighborhood for local produce production.** More than half of the 268-acre site is farmland and open space.

**At NO COST to taxpayers, North River Farms improves fire, bike and road safety.** North River Farms will widen College Bridge to six lanes – reducing traffic congestion, adding safe bike lanes, and improving wildfire evacuation routes.

At NO COST to taxpayers, North River Farms provides:

- **An 88-acre working farm.** The centerpiece of North River Farms, the farm would provide fresh, locally grown produce for thousands of Oceansiders and include u-pick orchards.
- **A new fire station**, staffing and equipment to improve wildfire and medical response.
- **\$5.2 million** to improve Oceanside Schools.
- **Tens of millions** of dollars to widen and fix Oceanside roads and reduce traffic congestion.
- **Ten miles** of public hiking and biking trails.
- **An Agricultural Education Center** to teach children about fresh food, farming and the value of agriculture.
- **Homes near public transit** built for teachers, first-responders and other working families.

**Voting NO on Measure L is a vote against local farming. If Measure L doesn't pass, the site reverts back to zoning for estate homes on 2½-acre lots only the rich can afford. Please don't let that happen!**

**Voting "YES" on Measure L locks in organic farming, a new fire station, and numerous additional benefits for Oceanside.**

**Join local farmers, firefighters, community and business leaders in voting YES on L!**

KRISTEN FINE  
Local Oceanside Farmer

SCOTT THOMAS  
Retired Oceanside Firefighter

JEANNE IMAN  
Former Principal,  
Oceanside Unified School District

CHRIS LIBS  
South Morro Hills,  
Oceanside Agricultural Landowner

HANEY HONG  
President, San Diego County Taxpayers Association

# REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE L

## Vote NO on Measure L

**THIS IS NOT A FARM; IT'S A SPRAWL HOUSING DEVELOPMENT!** The developer will send you glossy flyers, pretty pictures and flood social media with their ads. What they don't show you is the 585 houses they will build on agriculturally zoned land, or pictures of the increased traffic congestion and fire risk this sprawl project creates.

**This is a classic case of David versus Goliath!** The well-funded developer has filed two lawsuits to take away **your right to vote**. Our City is now forced to pay taxpayer dollars to defend themselves against this developer.

- This will be mostly high cost luxury homes with added HOA and Mello-Roos fees passed on to the buyers-increasing the cost beyond what most Oceanside residents can pay.
- Their promise of permanent jobs is all smoke and mirrors.
- Our fire experts agree the developer has **NOT** provided for adequate fire protection and evacuation.

**WHAT IS GUARANTEED? 176.6 acres of farmland will be replaced by a housing development.**

*We, the undersigned, join with the thousands of people like you who signed a petition to get this on the ballot. We are your neighbors, friends, educators and farmers.*

## VOTE NO on Measure L!

Please look for it near the bottom of the ballot.

LILLIAN ADAMS  
Retired Oceanside Unified School Board  
Member

ROCKY J CHAVEZ  
Retired Colonel, United States Marine Corps

VICTOR ROY  
Oceanside City Treasurer

ARLEEN HAMMERSCHMIDT  
Retired Oceanside Unified Educator/Coach

LUKE GIRLING  
Organic Farmer

## ARGUMENT AGAINST MEASURE L

We all share the same vision for Oceanside—a vibrant, sustainable community with a high quality of life for all. The North River Farms project is a big step back from this vision. It is a high-density, 585-unit, sprawl housing project. It will grow our city's problems of traffic congestion, fire risk and higher taxes.

You now have the right to vote on this sprawl development because thousands of Oceanside voters signed a petition to put this on the ballot.

### Vote No to:

- Stop the increase in **traffic congestion** created by sprawl projects.
- Protect all of us from **public safety nightmares** like the Lilac Fire evacuation.
- Stop more **taxpayer burdens** for a lifetime of maintenance of roads, water and sewer in this rural area. Do you want higher utility bills so a developer can walk away with huge profits?
- **Prevent permanent loss of 176.6 acres of agriculturally zoned land** with more at risk of dense development. This project doesn't just impact the 176.6 acres of farmland being rezoned. It puts all 3,350 acres of farmland in Morro Hills at risk.

**Vote NO to special interest politics.** This sprawl project was rejected twice by our city's Planning Commission. Hundreds of Oceanside residents opposed this development, including your friends and neighbors. Developers and politicians should not be allowed to change the rules or put their profits and short-term interests above the long-term interests of our community

Look near the end of your ballot—and **Vote No on Measure L**

COLLEEN BALCH  
Retired Deputy Fire Marshall

ANNE OMSTED  
President  
League of Women Voters, North County San  
Diego

JASON MRAZ  
Entertainer, Grower, So. Morro Hills Resident

DENNIS HUCKABAY  
Buena Vista Audubon Society

ESTHER SANCHEZ  
Oceanside  
City Council Member

## REBUTTAL TO ARGUMENT AGAINST MEASURE L

**Deceptive lies about North River Farms are falsely promoted by wealthy neighbors who only support more estate homes on sprawling lots consuming agricultural land.**

Don't be fooled! North River Farms is not in a high fire zone, according to CalFire. North River Farms will build a new fire station and improve evacuation routes, and it's endorsed by Oceanside firefighters.

**A YES vote on Measure L is a vote for San Diego County's first farm-based neighborhood.**

A working farm within a neighborhood, North River Farms will produce organic local produce, an agricultural education center for children, u-pick orchards, much needed affordable homes and more – at NO COST to taxpayers.

**A YES vote on Measure L will reduce traffic congestion** by widening and fixing nearby roads, including North River Road, Highway 76, and College Bridge – at NO COST to taxpayers.

Voting YES on L will help create nearly 700 local jobs, increase property values, and contribute \$1.6 million annually to local parks, libraries and other neighborhood services.

**North River Farms is endorsed by local farmers, firefighters, and nearby residents because it PRESERVES Oceanside's character and 88 acres of farmland.**

**Join us in voting YES on L to support a farming community and PREVENT the loss of farmland to sprawling estate homes.**

DAN IMAN  
Veteran, Military Helicopter Pilot

SCOTT THOMAS  
Retired Oceanside Firefighter

CHRIS LIBS  
South Morro Hills, Oceanside Agricultural  
Landowner

KRISTEN FINE  
Oceanside Farmer

JEANNE IMAN  
Former Principal, Oceanside Unified School District