

COUNTY OF SAN DIEGO

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

MEASURE B

ORDINANCE AMENDING THE COUNTY GENERAL PLAN, COUNTY ZONING MAP AND COUNTY CODE, AND ADOPTING THE LILAC HILLS RANCH SPECIFIC PLAN

Shall this Initiative be adopted for the purpose of amending the County General Plan, Zoning Ordinance and Code of Regulatory Ordinances and approving the Lilac Hills Ranch Specific Plan (“Plan”)? The Plan provides for the development of a 608-acre master-planned community including 1,746 dwelling units, three commercial centers, a public park, 10 private parks and 16 miles of trails. The project site is generally located north of Escondido and east of I-15 in the unincorporated area of North San Diego County.

This measure requires approval by a simple majority (over 50%) of the voters voting on the measure.

COUNTY COUNSEL IMPARTIAL ANALYSIS

This measure would amend the County General Plan, Zoning Ordinance and Code of Regulatory Ordinances and adopt the Lilac Hills Ranch Specific Plan for the development of a 608-acre master-planned community (“the project”) located east of I-15, south and west of West Lilac Road, north of Mountain Ridge Road and west of Covey Lane in the unincorporated area of North San Diego County. Much of the project site is currently used for agricultural operations, and the surrounding area has low-density residential and agricultural uses. Under the current General Plan designation, up to 110 homes could be developed on the project site; no commercial uses are allowed. The measure is exempt from the normal environmental review process.

The measure allows development of a new community including 1,746 dwelling units (903 single-family detached units, 164 single-family attached units, 211 mixed-use units, 468 single-family detached senior citizen units), and three commercial mixed-use centers totaling 90,000 square feet of space.

This measure would require amendments to the County General Plan including: (a) changing the project site’s land use designation from semi-rural to village; (b) exempting the project from the leapfrog development restrictions; (c) exempting the project from policies to protect agriculture and to maintain the existing rural life style; (d) exempting the project from the usual methodology for determining the maximum amount of time allowed for the fire agency to get to the project site and applying a separate methodology for the project.

The measure requires the project to include 25.6 acres of parks, including a 13.5-acre public park, 10 private parks, and 16 miles of trails. Approximately 104.1 acres would be preserved on site as biological open space, 23.8 acres of which would be in active agriculture.

This measure states its intent to provide a sustainable community that will introduce a variety of housing types across a range of affordability levels and create employment, retail and service opportunities in San Diego County.

COUNTY COUNSEL IMPARTIAL ANALYSIS (CONTINUED)

The measure further states its intent to require all necessary public facilities and services to meet the needs of the community. The measure requires recreational facilities, a potential school site, an internal private road system, storm drain system, underground utilities, water lines, a site for a water reclamation facility and related distribution system, detention basins and wet weather storage ponds. It would also amend County Ordinances to apply the standards included in the project for improving public and private roads if those standards conflict with the usual County standards.

The measure incorporates design features and policies based on the National Green Building Standards.

The measure may be amended by a majority vote of the Board of Supervisors, based on a proposal submitted by the Lilac Hills Ranch applicant or the County, or a vote of the people.

The measure was placed on the ballot by a petition signed by the requisite number of voters.

“Yes” is a vote to adopt this measure.

“No” is a vote to deny this measure.

The above statement is an impartial analysis of Measure B. A copy of the measure is also available for viewing at the Registrar of Voters website at www.sdvote.com/en/measure-b.pdf. If you desire a copy of the measure, please call the Registrar of Voter’s office at 858-505-7260 and a copy will be mailed at no cost to you. (NOTE: Web address is in all lower case letters.)

ARGUMENT IN FAVOR OF MEASURE B

San Diego County faces a critical housing shortage, resulting in higher housing costs and pressure to build more homes in existing communities.

Measure B authorizes development of Lilac Hills Ranch, a pedestrian-oriented village in North County that includes housing priced to start at \$300,000 – within reach of most working families and first-time home buyers – to address the County’s housing crisis and reduce development pressures near our neighborhood.

SANDAG calculated Lilac Hills Ranch reduces local traffic by giving existing residents nearby shopping, parks and a school, eliminating lengthy trips now required for these services. It also provides an alternative to lengthy commutes to San Diego employment centers from housing in southern Riverside County.

- Measure B requires strict energy and water-efficient green building standards and a water reclamation facility that will reduce water consumption of the completed project compared to current use of the property.
- Measure B requires the developer to provide a 13.5-acre public park and ten neighborhood parks, 23.8 acres of agriculture, 20.3 acres of open space with 18.3 acres maintained as orchards, preservation of 104 acres of biological open space, creation of 6 acres of wetland habitat, and a 16-mile trail network connected to County regional trails.
- Measure B requires the developer – not the taxpayers – to pay for these facilities.

In addition, the developer is required to pay for a K-8 school to serve the project and nearby residents.

Lilac Hills Ranch conforms to the vision and guiding principles of the County’s General Plan, complies with fire safety standards of the local Fire Protection District, and significantly improves existing roads near the project.

Lilac Hills Ranch was thoroughly reviewed for over three years by the County’s Planning Department, including two comprehensive Environmental Impact Reports.

**Housing advocates, local residents, business leaders and taxpayers urge you to vote
Yes on Measure B.**

www.YesForBetter.com

HOWARD WINDSOR
Former CALFIRE Unit Chief for San Diego and
San Diego County Fire Chief, Retired

LOU RIDDLE
President, Bonsall Unified
School District Board of Trustees

ALAN NEVIN
Director of Economic Research
Xpera Group

MARY SALAS
Mayor
City of Chula Vista

JERRY SANDERS
President and CEO
San Diego Regional Chamber of Commerce

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE B

Measure B is an end-run around environmental and safety laws designed to protect all San Diegans. Lilac Hills Ranch is inconsistent with the County General Plan. The County Board of Supervisors has not voted to approve the Project. The County's own analysis of Measure B shows it is bad for the region.

Measure B Will Worsen Regional Traffic

- Lilac Hills Ranch will add more than 19,000 daily car trips to local roads and highways.
- Taxpayers may foot the bill for any remaining traffic problems caused by this project. Needed improvements may cost taxpayers more than \$1.005 billion.

Measure B Won't Increase Affordable Housing Supplies

San Diego County has an affordable housing shortage.

- Nothing in Measure B requires affordable housing at Lilac Hills Ranch.
- According to the developer, Lilac Hills single family detached homes will start at more than \$500,000.
- Lilac Hills residents will face HOA as well as Mello-Roos fees for essential services, further driving up home costs.
- **Measure B will not reduce the cost of housing in the county.**

Measure B Adds to Taxpayer Burden

- Measure B allows a developer to skirt county requirements to provide water, sewer, fire, and road improvements for more than 1,700 new homes on land that is zoned to support 110 homes.
- The project increases fire and safety risks.
- Taxpayers will be forced to make up for the shortfall in the developer's investment in public services.

Measure B is a bad deal for San Diegans.

VOTE NO ON MEASURE B

PAM SLATER-PRICE
San Diego County Supervisor
District 3 1992-2013

DR. LOU OBERMEYER
Retired Superintendent
Valley Center/Pauma Unified School District

VICTOR REED
Retired Escondido City Fire Chief

DIANE BARLOW COOMBS
San Diegans for Managed Growth

PAT ZAHAROPOULOS
President – CEO Middle Class Taxpayers

ARGUMENT AGAINST MEASURE B

VOTE NO ON MEASURE B.

Measure B is a developer attempt to build 1,746 houses and 90,000 square feet of retail space in a critical agricultural area where only 110 homes and no retail uses are allowed by law (a 1,487% density increase). An impartial County report demonstrates that Measure B exempts crucial fire safety and road improvements. Instead of keeping residents and their children safe, Measure B may require county taxpayers to pay for the improvements. The facts in the County report show that:

1. MEASURE B won't meet the required 5-minute fire and emergency response time to protect the public and save lives. And, the developer chose not to construct an essential new fire station.
2. MEASURE B will create 19,428 car trips daily. And, MEASURE B doesn't pay for all improvements to freeways or county roads. It will take far more than the developer's proposed \$5 million to fix the shortfall. It also removes critical road and intersection improvements the County required, creating unsafe road conditions for which county taxpayers will be liable.

MEASURE B will exacerbate urban sprawl, which is inconsistent with the County General Plan.

MEASURE B supporters claim it would provide affordable housing for low income families and veterans. **NOT ONE WORD OF MEASURE B MENTIONS AFFORDABLE HOUSING.** If Measure B is approved, there is no enforceable requirement to provide affordable housing.

MEASURE B is a deceptive sweetheart deal for the developer at the expense of all San Diego County residents.

Don't be fooled.

VOTE NO ON MEASURE B.

PAM SLATER-PRICE
San Diego County
Supervisor District 3 1992-2013

JEANNE BROWN
President, League of Women Voters
San Diego Chapter

DR. LOU OBERMEYER
Retired Superintendent
Valley Center/Pauma Unified School District

VICTOR REED
Retired Escondido City Fire Chief

MARTHA COX
President-SD League of Women Voters
North County SD

REBUTTAL TO ARGUMENT AGAINST MEASURE B

A small group of NIMBYs (Not In My Back Yard) seeks to block this environmentally-friendly way to address our County's worsening housing crisis.

Sitting in their million dollar homes, opponents couldn't care less if you, your children or grandchildren can't afford to stay in San Diego County to raise a family.

Opponents misrepresent and distort the facts about one of the best-designed master-planned communities in our County's history. Here are the facts:

- Lilac Hills Ranch is adjacent to a 24/7-staffed fire station. Its fire safety plan was approved by the local fire protection district. It will be one of the most fire safe projects in the County.
- Measure B will result in reduced traffic on area roads, providing nearby commercial and other services which now require lengthy car trips. It requires the developer to pay for over \$14 million in fees and upgrades to area roads. Additionally, the developer made a legally binding \$2 million commitment for additional upgrades so area roads will be safer than they are now.
- The developer made a legally binding commitment to the local school district to provide a turnkey K-8 school to serve project residents and neighboring families.
- Measure B is consistent with the vision and goals of the County General Plan to provide sustainable, pedestrian-friendly villages near major transportation corridors to meet the region's housing needs.

Please don't be misled by opponents. Measure B is a well-planned, environmentally-friendly way to help address our region's housing crisis.

www.YesForBetter.com

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