



S.O.A.R. IS GREAT FOR OCEANSIDE !

A STRATEGY FOR THE FUTURE

What is SOAR? It is a citizen developed initiative to preserve the currently approved 2.5 acre zoning in Morro Hills, our city's prime agricultural land. It also preserves our precious open space. Don't our children and grandchildren deserve the wonderful quality of life that is here now, learn about where our food comes from and how to protect our precious natural resources including clean air and water?



Why do we need SOAR right now? Just 3 councilmembers can vote to change the zoning of our irreplaceable land. Our undeveloped and agricultural land is at high risk of being paved over and gone forever. Currently a developer has proposed 680-985 homes in Morro Hills area, **far exceeding what is allowed**. *This is sprawl at its worst as it costs everyone in the community for this private development!* Taxpayers would pay the lions' share for the cost of extending the sewer/water infrastructure and suffer increased traffic congestion and air pollution.

Have other areas passed SOAR-type initiatives? Yes. Not only have they passed these for 20-year periods by large numbers but they **renewed** the SOAR growth boundaries. *Ventura approved renewal by 59% and Napa by 62%.*

Is SOAR against development in general? No. SOAR is in favor of more dense development in the proper Smart Growth locations. These areas are near transportation, have existing sewer/water service and appropriate roadways, including safe sidewalks. The initiative allows development but keeps the 2.5 acre minimum that the majority of landowners in the area desire.

Said one Napa Valley farmer,
"Everybody likes [Measure J, Napa
County's version of SOAR], and
what happened in the intervening
18 years [since it passed] is that
people have seen that the measure
does nothing against business.
It isn't bad for anybody.

<http://www.soarvc.org/soar-napa-valley-ventura-county/>

Is this a "land grab" that will devalue property values? No. Studies show that other areas that passed similar initiatives have actually had an *increase* in land values and crop values, especially when combined with agritourism. Agritourism enhances the entire area through dollars spent on tours, products, gas, hotel rooms, etc.

See http://www.bren.ucsb.edu/research/matthew_fienup.htm.and
http://sfp.ucdavis.edu/agritourism/Case_Studies/agritourSD/

Landowners are free to choose how to enhance their land values with capital intensive agricultural uses including new and different high-value crops like coffee and wine-grapes. They are also free to create value-added items like organic crops, jams, soaps, wine, wreaths and so forth **and** to develop agritourism businesses, all without ruining the wonderful rural character of the land and preserving their land values!

Increasing public interaction shows people how food is grown and how continuing to grow *local food is important to our economy and well-being.*

<http://www.oceanside-soar.org>