INDUSTRIES IMPACTED
The project will impact no specific industry, but the business community in general in North County and the surrounding area as new housing opportunities come online.

SUPPORTERS
None reported

OPPONENTS
Jonathan Dummer

ARGUMENTS IN FAVOR
Harmony Grove Village South is a project planned in proximity to major employers and transit, maximizing the opportunity for businesses to house their employees within close proximity. It represents an important opportunity to further address the County’s housing crisis by creating over 400 new homes that are priced well below the average cost of a newly built home.

ARGUMENTS IN OPPOSITION
According to one opposition letter, “Harmony Grove Village South is proposed to be built on highly functioning wildlife habitat that will be forever destroyed.” There is concern that this project, by requiring a GPA, is not consistent with the best and highest use of the space and therefore should be rejected.

MORE INFORMATION
It is important to note that any time a GPA is required for a project, extensive review, including CEQA, is required. As a result, the projects are extremely thoroughly vetted, and there is ample time for public engagement. This is relevant because the County’s general plan, developed over the course of over a decade, is generic with the understanding that some amendments would be necessary over time, a changing community and changing regulations/policies from the state level. The necessity of a GPA should not automatically trigger any opinion about a project, although that seems to happen with increasing frequency. For context, the Chamber has opposed a county-wide initiative to make it almost impossible for any project requiring a GPA to get built, and also has supported projects in the past that called for a GPA.

Harmony Grove Village South proposes hundreds of units within major retail and commercial centers, and built immediately adjacent to extensive new infrastructure and transit. It is intentionally planned to increase connectivity for its residents and major employers. Further, it allocates almost 70% of the land for public space, including 30 acres of permanent biological open space.