

### YES TO OCEANSIDE GROWN: NORTH RIVER FARMS

**POSITION:** The Chamber's Transportation & Land Development Committee voted to SUPPORT the campaign on June 16, 2020. The Chamber's Public Policy Committee voted to SUPPORT the campaign on July 14, 2020. The Chamber's Board of Directors voted to SUPPORT the campaign on July 23, 2020.

**RATIONALE:** North River Farms worked very closely with the City of Oceanside to plan this thoroughly planned "agrihood," creating over 500 housing units, instead of the 70 homes for which the site was originally zoned. Over the course of five years, they held numerous public meetings and workshops, and revised the plan six different times to meet community needs. In November 2019, the Oceanside City Council approved the project and that approval should be honored.

**STATUS:** Yes to Oceanside Grown will appear on the November 3, 2020 ballot to combat the referendum created local opposition to the project.

#### SUMMARY

North River Farms is a master planned community approved by the Oceanside City Council in November 2019. Dubbed the county's first "agrihood," converts land originally zoned for 70 luxury homes into 68 acres of protected farmland, 585 eco-friendly homes, including 58 affordable apartments. Additionally, North River Farms will create nearly 700 permanent local jobs, build and staff a new fire station, and improve local roads, bridges, and other infrastructure.

Local property owners created a 'ballot-box planning' campaign against the project, despite its approval by the City Council in order to halt progress and block the development of additional affordable housing. The North River Farms referendum will be on the November 3, 2020 ballot in the City of Oceanside.

#### INDUSTRY/IES IMPACTED

The proposal will impact the Oceanside community in need of affordable housing, as well as those in the construction and agricultural field. The project will create nearly 500 construction jobs and 675 permanent local jobs.

#### SUPPORTERS

- Oceanside Firefighters Association
- Veterans Association of North County
- Oceanside Chamber of Commerce
- San Diego North Economic Development Council
- San Diego Building Industry Association
- County Supervisor Jim Desmond

#### OPPONENTS

- Oceanside Councilmember Esther Sanchez

**ARGUMENTS IN FAVOR**

- The project will create over 500 units of affordable housing, over 1000 local jobs, and generate nearly \$6 million annually in permanent economic impact for Oceanside.
- The proposal was already approved by the Oceanside City Council and voters should honor that decision.

**ARGUMENTS IN OPPOSITION**

- The neighborhood was originally zoned for 70 homes. Building eight times the amount of homes the area was planned for will generate significant amount of traffic.