

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.

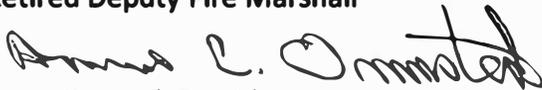
Vote NO to special interest politics. This sprawl project was rejected twice by our city's Planning Commission. Hundreds of Oceanside residents opposed this development, including your friends and neighbors. Developers and politicians should not be allowed to change the rules or put their profits and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

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



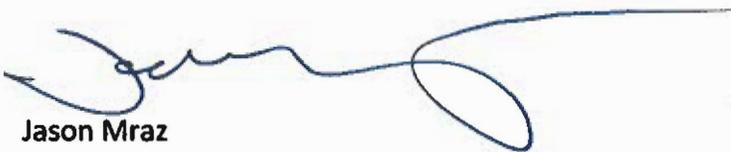
Colleen Balch

Retired Deputy Fire Marshall



Anne Omsted, President

League of Women Voters North County San Diego



Jason Mraz

Entertainer, Grower, So. Morro Hills Resident

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Dennis Huckabay
Buena Vista Audubon Society

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Esther Sanchez
City Council Member