

Measure B

North County needs change

Everything will be renewed

There will still be trails

Measure B is in favor for establishing purposes and usage upon a land parcel to provide a sense of continuity within the region, as well as neighborhoods. Thus, it will change the usage of the Lilac Hills Ranch by renovating the 608-acre land. The new changes will consist of housing (potentially 1,704 homes), 3 commercial centers, a public park, 10 private parks, and 16 miles of trails. Lilac Hills Ranch is located near the north of Escondido and east of I-15.

A No Vote	A Yes Vote
<p style="text-align: center;">Leave no stone unturned A beautiful place for all We love Lilac Hills</p> <p>If Measure B were to go through, there would be no way for fire safety to reach people in the new homes within the required five minutes. Lilac Hills does not currently have a firehouse, and Measure B doesn't include plans to build one.</p> <p>The roads in the Lilac Hills area currently allow for one lane of traffic each way, so if more people are living and working here, traffic will increase.</p> <p>Lilac Hills isn't meant to have commercial/urban areas, which would contribute to global warming from all the excess pollution created by constant vehicular distance. Taxpayers would be the ones to pay for further improvements.</p> <p>Supporters say that the new housing will be affordable for low-income families and veterans. However, Measure B does not once say "affordable" housing.</p> <p>Since there will be more housing, water requirements will be two-and-a-half times more than the current rural use. This area--specifically Valley Center--has already been told to make significant cuts to water use.</p> <p>Furthermore, the plan to make this area would be taking the land from more than thirty-nine private property owners.</p> <p>Evenmore, Measure B will be impacting the wildlife and wetland areas, destroying 608-acres of nesting and raptor foraging areas.</p> <p>Vote no to preserve Lilac Hills Ranch.</p>	<p style="text-align: center;">Available homes Lilac Hills renovation Rural to urban</p> <p>San Diego is in the midst of a housing shortage, so using a rural area to create more houses would relieve the tension of increasing housing costs whilst building more homes in existing communities. Not only will this measure provide more living spaces, but plenty of job openings as well.</p> <p>In addition, every building is required to be designed upon the National Green Building Standards, whilst adopting its policies. That means that there will be solar panels, recycled water, rainwater harvesting, onsite composting, and green building incorporated into housing and commercial designs. Thus, there'll be a significant reduction in greenhouse gas emissions since they'll be staying away from the current Business As Usual plan. As a result, the land of Lilac Hills will maintain an eco-friendly environment.</p> <p>Moreover, the new changes won't get rid of its natural beauty, but enhancing it instead. This consists of a 13.5-acre park and 16 miles of trails which will be open to the public.</p> <p>In addition, Measure B will provide an educational opportunity within the community with its construction of a K-8 school.</p> <p>Vote yes to make use of the 608-acre land by building a community of opportunity.</p>
<p>"My wife and I are voting NO on B to protect our local agricultural land from being swiftly and wrongfully developed without purpose and proper infrastructure. Area families present and future deserve to have place to continue to farm and work the land. Over-development without a whole-minded approach will devastate the region - economically and environmentally." -- <i>Jason Mraz, Songwriter/Singer</i></p> <p><i>OPPOSERS: Victor Reed (Retired Escondido City Fire Chief), Martha Cox (President, League of Women Voters of North County San Diego), Jason Mraz (Songwriter/Singer)</i></p>	<p>"Without adequate housing opportunities, it's not possible for businesses to attract or retain quality employees. That's why the Chamber of Commerce supports Measure B," -- <i>Jerry Sanders, CEO of the San Diego Chamber of Commerce</i></p> <p><i>SUPPORTERS: Gary London (CEO of London Group Realty Advisors), San Diego Chamber of Commerce, Mary Salas (Mayor of Chula Vista)</i></p>

(Works Cited on reverse)

