

Oxnard's SOAR, which is Measure L on your ballot, has a proven track record of keeping the cities of Oxnard, Camarillo and Ventura from growing together into one large urban sprawl.

SOAR works because it gives you the right to vote before the Oxnard City Council can rezone agricultural land for development beyond the city's urban limit line.

Southern California urban sprawl resulted from developers buying influence with campaign contributions to city council members. The result: cities grew together, agriculture disappeared and traffic congestion became rampant.

Only in Ventura County have citizens approved measures to give themselves the right to vote yes or no on these urban sprawl projects.

Measure L extends your right to vote on urban sprawl projects until 2050. That is much better than Measure K which only extends your right to vote until 2030.

SOAR 2050 does not lock in Oxnard's growth until 2050. Instead it locks in your right to vote on development proposals outside Oxnard's urban growth boundary until 2050. That is a good thing.

Locking in your right to vote on urban sprawl projects until 2050 ensures developers will propose better projects, with more public benefits. It also decreases incentives for developers to funnel campaign money to City Council candidates since politicians will not have the final approval on their sprawl projects.

Measure L is coordinated with the countywide SOAR, Measure C, with similar policies and expiration dates. That coordination improves protection of our agricultural land.

To get coordinated and effective protection of the agricultural land around Oxnard you need to vote YES ON MEASURE L and MEASURE C, and vote NO ON MEASURE K and MEASURE F.

We need to renew our SOAR laws Measures L and C to the year 2050 and ensure the next generation has the right to vote on urban sprawl projects proposed for Oxnard.