

Vote YES on Measure K

Voters passed the Oxnard Save Our Agricultural Resources ordinance in 1998. The original SOAR measure protected agricultural land from development and set boundaries for growth.

Voters should note that the existing Oxnard ordinance will sunset in 2020 unless the voters approve extending it for ten years through the passage of Measure K.

It is important that we renew protections for open space in our City. In order to renew these protections we recommend a YES on Measure K.

A YES Vote on Measure K keeps Save Our Agricultural Resources a part of Oxnard and prevents development on agricultural land.

YES on Measure K supports what the residents of Oxnard have already chosen as a plan for their community in the coming 14 years.

YES on Measure K is consistent with the City's existing General Plan, adopted by the City Council in 2011, that is dedicated to preserving our quality of life. The General Plan prohibits changing the land use designation for agricultural properties.

YES on Measure K takes into consideration our General Plan where residents had the opportunity to participate in numerous workshops and public hearings conducted over nearly two years before it was finalized. Input from residents was directly incorporated into the final version of the General Plan.

YES on Measure K is a 14-year plan for the City, and we can renew it in 2030 at the same time the General Plan expires. Together at that time, Oxnard voters can decide the right direction for our community.

It is important that we vote YES on Measure K and NO on Measure L to both protect our open space and be aligned with the only plan that has had considerable community input in shaping our future.