



For Immediate Release

January 7, 2019

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Mayor Paul McNamara joins public officials around the county in endorsing Yes on Measure A, the anti-sprawl measure

City of San Diego Councilmember and Mayoral Candidate Barbara Bry has also withdrawn her endorsement of the No on A campaign

San Diego County – Escondido Mayor Paul McNamara has announced his endorsement of Measure A. Mayor McNamara joins a growing number of elected officials who believe that to grow smartly in the region we need to curb sprawl and build sustainable, livable cities and suburbs.

Other current and former public officials endorsing Yes on Measure A include La Mesa City Council Member Kristine Alessio; Del Mar City Council Member Dave Druker; former San Diego City Council Member Donna Frye; Del Mar Deputy Mayor Terry Gaasterland; former Escondido Mayor Jerry Harmon; former Imperial Beach City Council Member Patricia McCoy; Oceanside City Council Member Esther Sanchez; former San Diego County Supervisor Pam Slater-Price; San Marcos City Council Member Randy Walton; and Del Mar City Council Member Dwight Worden. In addition, Barbara Bry, San Diego City Council Member and mayoral candidate, announced that she has rescinded her endorsement of the Building Industry Association's No on A campaign.

"I support Measure A because, similar to Escondido's Proposition S, it will help preserve the integrity of the consensus-based general plan that maps out smart land use planning for a growing region and it will encourage more entry-level, workforce housing in the county as it has in Escondido," said Mayor McNamara.

While Escondido's Proposition S is a citywide ordinance, Measure A (also known as the SOS initiative) focuses on the fire-prone rural and semi-rural areas of the unincorporated county. Like Proposition S, Measure A requires a public vote whenever a developer seeks to

amend the county's award-winning general plan. Escondido's Prop S has allowed that city to grow substantially over the years while ensuring growth is consistent with principles of sound planning, sustainability and fiscal prudence. It requires any project that proposes changes to Escondido's blueprint for growth (its general plan) be brought to a public vote before it is approved.

Since it passed in 1998, Proposition S has made it easier for developers to secure approval for projects from the City Council with little opposition and controversy. Measure A will have a similar effect in the county and will encourage developers to build a wider range of housing types, not just the high-end suburban housing that developers find most profitable.

Escondido's most [recent housing element update](#) makes it clear that the existence of Proposition S has not discouraged or prevented construction of market-rate or affordable units. Escondido's overall rate of housing development is virtually the same as the City of San Diego's (which does not have the same type of citywide voter approval initiative for development in place). The City of Escondido actually out-performs San Diego in meeting its goals for Moderate, Low and Very Low income housing production.

"Escondido's experience makes it clear that a healthy and balanced housing market is not only possible, but likely, with Measure A in place," added JP Theberge, Founder of Grow the San Diego Way and volunteer with the Yes on A campaign. "We appreciate Mayor McNamara's endorsement and the support of so many other current and former elected officials in jurisdictions throughout the county."

Background

In March 2020, San Diego County residents will vote on Measure A, the Safeguard Our San Diego Countryside Citizens' Initiative (SOS). The ballot measure will reinforce the county's award-winning "smart growth" General Plan by ensuring that developers who seek to change the General Plan to build large developments in the fire-prone rural and semi-rural areas of the county (known as General Plan Amendments) obtain voter approval. Measure A only applies in rural, unincorporated areas, not cities, towns or villages. It is intended to protect natural areas and farmland from land speculators and developers who want to build high-end, suburban-density housing in areas at high risk of fire that are zoned for low-density housing. It will also encourage developers to build more housing where the region needs it most, closer to existing roads, schools and other infrastructure, saving taxpayers potentially billions of dollars in infrastructure costs. It puts the decision of whether to allow such General Plan Amendments in the voters' hands, not in the hands of developers and politicians.

To learn more, go to saveourcountryside.org.

Paid for by Safeguard Our San Diego Countryside 2020, Committee major funding from Endangered Habitats League | State ID # 1418132

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