



Measure A requires voter approval for changes to San Diego County's General Plan that would increase residential density in semi-rural and rural areas. **The General Plan already allows 60,000 new homes to be built close to schools, services, major roads, and other infrastructure.** These units—including apartments, townhomes, and single-family homes—could be built today without changing the General Plan or voters casting a single vote.

**The SOS Initiative**

-  **Prevents Sprawl Development.**
-  **Stops Backroom Political Deals.**
-  **Gives a Voice to the People.**

### **Why We Need SOS**

Developers regularly propose large sprawl housing projects in areas zoned for low-density housing in high fire risk areas. These developers purchase cheap land and then secure zoning changes from politicians—the same politicians whose campaigns they help fund—to increase their profits. Measure A would stop these practices.



**Build the Housing  
San Diego Needs,  
Where We Need It**

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***VOTE March 3, 2020***



### **Prevents Sprawl Development**

San Diego County's General Plan concentrates new housing in areas where roads, public safety, schools, and other services are already available. These locations are easier to defend from wildfire and have a lower taxpayer burden because they don't require new infrastructure. The General Plan also zones for housing in areas that would limit traffic impacts. Measure A gives voters an opportunity to say "no" to dense developments in rural and semi-rural areas.



### **Stops Backroom Political Deals**

Today, the Board of Supervisors can amend the General Plan to let developers build large sprawl housing developments on rural and semi-rural land. Many of these developers make large contributions to the supervisors' political campaigns. Projects that require General Plan Amendments increase traffic, taxpayer burdens, and fire risks while driving up developer profits. Measure A would improve transparency by requiring developers to justify General Plan Amendments to the voters.



### **Gives a Voice to the People**

Measure A gives people the right to vote on whether they want large sprawl housing developments in San Diego County's backcountry, a decision now made by politicians and special interests who fund their campaigns. Measure A supports the sensible and orderly growth we have already planned for instead of allowing developers to maximize profits at the public's expense.

**Support the Yes on SOS Campaign** <https://saveoursdcountryside.org/donate/>

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