



SAVE OPEN-SPACE AND AGRICULTURAL RESOURCES

NEWS & VIEWS

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E-mail: soarusa.org

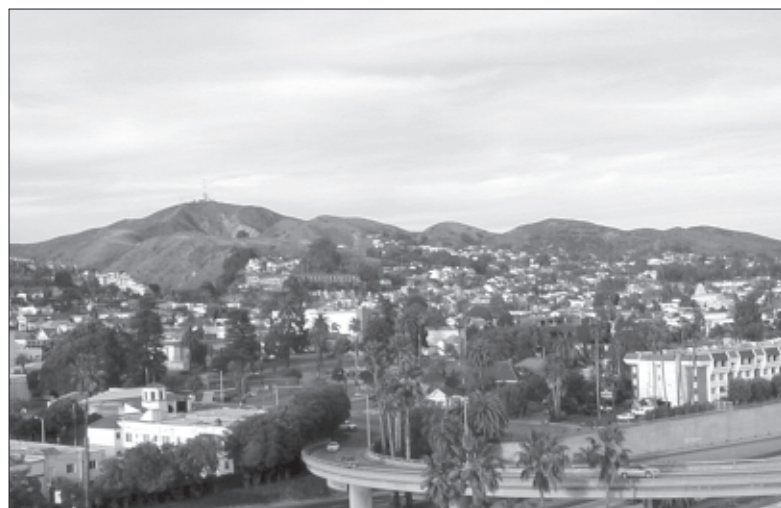
SOAR Wins in Fillmore and Ventura

Fillmore adopts SOAR boundary

The last city in Ventura County needing SOAR protection, Fillmore, adopted a SOAR boundary. The local Fillmore SOAR organization combined strong financial backing with legal expertise from the countywide SOAR group for a powerful campaign. The result was an historic compromise between Fillmore SOAR and the city council creating a united city with a SOAR boundary that cannot be changed without a vote of the citizens. We congratulate the local Fillmore volunteers and the Fillmore city council for their energy, vision and statesmanship.



Fillmore SOAR leaders



Ventura Hillside

SOAR Protection for Hillsides

Ventura voters approved Measure P last November. Now voter approval is needed before development occurs on over 9,000 acres of hillside property overlooking the city of Ventura. The countywide SOAR organization partnered with the Ventura Citizens for Hillside Preservation group to support passage of Measure P. In an unprecedented spirit of cooperation for environmental groups, the mailing cost of the Measure P campaign was split between the two groups. The countywide SOAR organization compliments our partners for their cooperative and energetic efforts to pass Measure P.

SOAR Fights Massive Projects in Santa Paula and Simi Valley

Developer proposes sprawling project in heart of county, traffic impacts enormous!

Imagine Ahmanson Ranch developed in the center of Ventura County. That is what the Santa Paula Adams Canyon development proposal calls for. Only the voters in Santa Paula will decide the fate of this project with countywide traffic impacts. *See page 3 for details.*

Unocal pushes 2,800 acre project for Simi Valley

Simi volunteers need help to tighten the SOAR boundary and block this project. *See page 2 for details.*



Simi Valley SOAR Fights Massive Project

Simi Valley has outstanding hillside areas and canyons that are threatened by a massive development scheme. The local Simi Valley SOAR organization has launched one of the biggest challenges in the history of SOAR. They must turn back land development proposals of Unocal Oil and other developers on thousands of acres of pristine land. Make no mistake. This will be a real battle with high stakes. Big money development profits on one side and the preservation of spectacular canyons and hillsides on the other. The countywide SOAR organization has committed to helping the Simi SOAR volunteers be successful.

To help the Simi SOAR volunteers we need two things.

1. Volunteers to help with the challenging task of gathering over 10,000 signatures in the next 7 weeks.
2. Enough money to get our message out in the face of a well-funded anti-SOAR campaign.

Please help us help them. **Give us your name if you are willing to spend an afternoon in Simi Valley gathering signatures with a Simi volunteer.** Send us a check if you are able.

Ventura Hillside Last Minute Update...

As this newsletter is going to press we have learned that the hillside landowners are submitting a ballot measure to be put before the voters this November. The ballot measure is 165 pages long!

The SOAR Board has not had time to evaluate this proposal and determine our position. We want to carefully review this project in light of our Phase II guidelines on page 3.



Fillmore Leader Joins SOAR Board

One of the leading forces in Fillmore for the local SOAR effort, Paul Harding held numerous planning meetings at his house with his pleasant wife Nona and five children.

Paul moved to Fillmore in 1992.

Now that Fillmore has adopted a SOAR boundary we took this opportunity to recruit this talented man to help us with the countywide effort.



Paul Harding

SOAR Phase II

Q. What is SOAR Phase Two?

A. Fighting obviously inappropriate attempts to change SOAR boundaries.

Our fundamental goal is to stop massive development projects that eat up the precious greenbelt buffers between our cities. Our basic strategy has been implemented - SOAR Phase I has effectively given citizens the right to vote on major development projects.

The SOAR Board will not take a position on every development project that is presented to the voters. We cannot and should not take on this role. We trust the voters to make good decisions about when boundaries should be changed.

However, some projects will blatantly violate even reasonable planning guidelines, have few significant public benefits for voter evaluation and be heavily funded by a developer who appears capable of seriously misleading voters. In those instances, we will allocate whatever resources we can to inform voters of our position. The situation described below in Santa Paula is one such project.

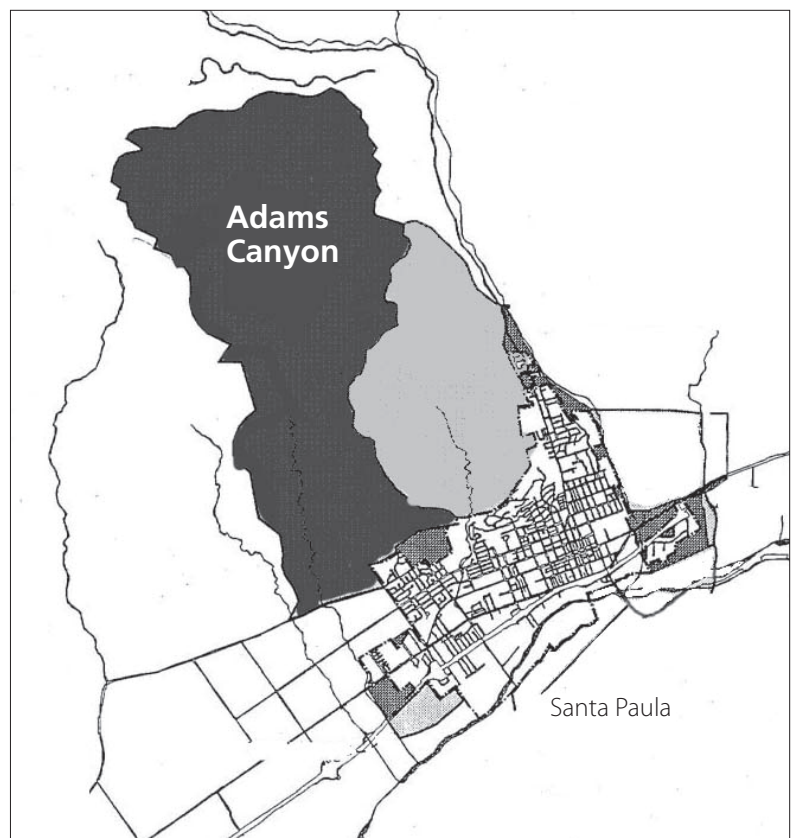
Monster Adams Canyon Proposal Threatens Ventura County

The Santa Paula SOAR boundary was created to keep development from spreading to the massive Adams canyon area before other more appropriate areas were developed. However, only one short year after SOAR passed in Santa Paula, the developer has launched an expensive campaign to win voter approval to bust the SOAR boundary and sprawl into Adams Canyon.

They have hired a professional public relations firm and set up an office in Santa Paula. They are **asking voters to approve this project in November** before it is reviewed and approved by the city council.

The developer claims they will spend \$1 million to win voter approval to build over 2,000 homes with only a small percentage of land dedicated to open space. In a city with only 15,000 voters, a million dollars will be the most expensive campaign, per voter, in the history of the Ventura County.

The SOAR Board believes we must tenaciously fight this project. The countywide traffic impacts alone will be enormous. We hope you will help us turn back this proposal as we launch our first SOAR Phase II campaign.



Ahmanson Ranch vs. Adams Canyon *If both get built imagine the traffic congestion in Ventura County!*

AHMANSON RANCH	vs.	ADAMS CANYON
2,800 acres at southeast corner of county		5,400 acres in center of county
3,000 homes		2,250 homes
150,000 sq feet of retail		150,000 sq feet of retail
900 acres of open space		Only 220 acres of open space
Daily traffic trips 45,000		Daily traffic trips 33,000

Q. *Have your past contributions to SOAR been good investments?*

A. *Your contributions have funded:*

- ✓ Ten successful campaigns that empower voters to block urban sprawl projects.
SOAR protection for all of the Ventura County unincorporated areas and the cities of Ventura, Thousand Oaks, Simi Valley, Camarillo, Oxnard, Moorpark, Santa Paula and Fillmore.
- ✓ A referendum campaign that turned back a 3,200 home project on the last open space between Simi Valley and Moorpark.
- ✓ Inspired the legal defense of SOAR in numerous court cases.
- ✓ The launching of this grand experiment to be the only county in Southern California to stop urban sprawl.

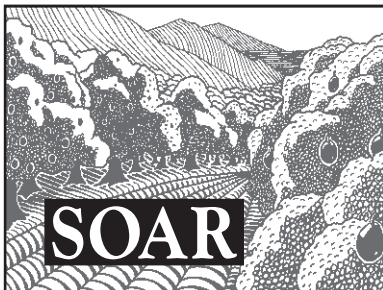
Last November we won in Ventura and Fillmore.

Now we are fighting massive projects in Santa Paula and Simi Valley.

We hope you will join us again in supporting SOAR's continuing countywide efforts.

Please use the enclosed envelope to link yourself with hundreds of others throughout Ventura County who are committed to keeping Ventura County the first in Southern California to stop urban sprawl.

Thank you!



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Ventura, California 93006

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