

I-329 Joanne Rodriguez

Comment Letter I-329

Joanne Rodriguez

1905 Atwood Ct
Fallbrook, CA 92028

August 10, 2017

Ashley Smith
Planning Department
San Diego County

Dear Ms. Smith:

Thank you for the opportunity to comment on the Proposed Newland Sierra Master Planned Community in North County San Diego. I am a 30-year resident of Fallbrook and I have been watching and waiting over fifteen years for a project to be approved at this location. We all recall that years ago, the Merriam Mountain project was denied due to concerns over fire management. Fortunately, Newland Sierra has not only resolved the fire issues, but will provide 2,000 new housing units and some important infrastructure to our community. It is estimated that the Newland Sierra project will deliver \$100 million dollars in public benefits, including road widening and improvements to Deer Springs Road, short and long range improvements to the local water, school, and fire districts, and over 1200 acres of open space for public parks and trails. These improvements will be provided at no cost to local taxpayers. We do not have to approve a bond measure to acquire them. What a deal!

Unfortunately, many residents oppose development and change of any kind. They become fearful of the unknown and can get stirred up by NIMBYs and fearmongering. A General Plan amendment in this case is a strategic change that will greatly improve the quality of life for everyone. The current General Plan calls for luxury homes and big box commercial development at this location, something we have plenty of in North County. The proposed General Plan Amendment offers a much-needed local grocery store, boutique service center, and a range of housing options, all in an environmentally-sustainable format. Your thoughtful efforts, working with Newland Sierra Communities has resulted in a quality project, which will demonstrate that this change will be for the best.

I support your approval of the Newland Sierra Project. Let's send a message to developers that San Diego County is a friendly place to do business, especially when the community and quality of life comes first.

Sincerely,

Joanne Rodriguez

I-329-1

INTENTIONALLY LEFT BLANK