NORTH SAN DIEGO BUSINESS CHAMBER
CONNECTIONS START HERE.

March 17, 2021

San Diego Planning Commission
1222 First Avenue, MS501
San Diego, CA 92101

Re: Support for The Trails Housing Project

Dear San Diego Planning Commission,

On behalf of the North San Diego Business Chamber (NSDBC), I am writing in support of New Urban West and their housing project, The Trails in Carmel Mountain Ranch

The North San Diego Business Chamber serves as a recognized and respected advisor, partner, and advocate for businesses across San Diego County. This past week the Economic Development & Advisory Council recently voted in support of the Trails Housing project due to the many benefits it will provide the community.

If approved The Trails would build 1,200 new residential units in a centralized area that is desperate for housing that can accommodate young families and emerging leaders. Many of our member's employees commute from areas like eastern San Diego and the northern region, like Temecula and Murrieta. There is a real benefit in providing more attainably priced housing options in San Diego for not only local employees, but for the County by helping reduce our carbon footprint.

Home ownership for many is out of reach, but this project creates opportunity. New Urban West has created thoughtful design ideas, like scaling homes to include two-bedrooms, to make home ownership a real possibility. The Trails is also centrally located in a major job rich region, a quarter mile to transit, and walkable to retail, shopping and recreation. We need to continue to encourage responsible community projects, like this, that build opportunities for our future workforce.

This project is needed and is responsibly designed to support our economy and the people who live and work in it. For these reasons, we support The Trails housing project. Please feel free to reach out if you have any questions.

Respectfully,



Debra Rosen
President & CEO