

Rebuttal to Argument Against Measure M

Don't believe the scare tactics and misinformation.

Measure M will NOT push development further away from downtown and closer to the neighborhoods! Significant, high-density residential development is already planned for downtown - thousands of new housing units in 5-8 story buildings are allowed under CURRENT ZONING. Measure M does not affect current zoning. A city-wide vote is required **only** if the city intends to change the General Plan or Zoning Ordinance to go above the established height and density limits.

Moreover, the neighborhoods would be **PROTECTED** from high-rise development because a vote would be needed to go over the 2-3 story height limits currently in place there.

Measure M does **NOT** require a vote for small projects such as over-height fences or "granny units" because they don't require a General Plan or Zoning Ordinance amendment to be approved. Opponents of Measure M keep repeating this falsehood even though the Assistant Planning Director confirmed that it's not true at the November 30, 2023, Planning Commission meeting.

In the rare case that Measure M requires a public vote, it can be included in a regularly-scheduled election, for a far lower cost than opponents claim, according to the County Elections Department.

Measure M means MORE democracy - The voters should be empowered to decide whether developers may build excessive, high-rise structures.

Measure M means MORE affordable housing - by modestly increasing the affordable housing rate from 20% to 25% in projects of 30 units or more.

For the facts, see: www.Yes-on-M.org

SIGNERS:

Gary Patton - Environmental Attorney, Former County Supervisor

Jane Weed-Pomerantz - Former Mayor

Frank Barron - Retired Urban Planner

Keresha Durham-Tamba - Bilingual Educator, Environmental-Climate Activist

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