

FACTS ABOUT MEASURE K

On November 8, 2022, Costa Mesa residents will vote on **Measure K – Ordinance to Revitalize Commercial and Industrial Areas and Protect Residential Neighborhoods** – on the November 2022 ballot. If approved, this measure will **protect residential neighborhoods** and provide for affordable housing for working and middle class families, individuals and seniors along certain industrial and commercial corridors, subject to height restrictions. Single-family and multi-family residential neighborhoods will remain intact.



WHAT WILL MEASURE K DO?



PRESERVE RESIDENTIAL NEIGHBORHOODS

Measure K has no impact on the type of development or renovations that are currently allowed in our single-family neighborhoods. Multi-unit housing is also unaffected by this measure.



REVITALIZE COMMERCIAL AND INDUSTRIAL CORRIDORS

Measure K will help attract new businesses and revitalize major commercial and industrial corridors such as Newport and Harbor Boulevards – not your local neighborhood.



CREATE AFFORDABLE HOUSING OPPORTUNITIES

Existing City regulations create barriers that make it difficult to build affordable housing. This measure allows for the creation of affordable housing for working and middle class families, individuals and seniors.



PROTECT THE ENVIRONMENT, PARKS AND OPEN SPACE

Measure K protects the environment, parks, and open space by focusing future development on major commercial and industrial corridors only, and restricting building heights.



REQUIRE DEVELOPERS TO PAY FEES TO MITIGATE TRAFFIC AND IMPROVE PARKS

Developers will have to pay their fair share, including contributing development impact fees to improve streets, relieve traffic congestion, and acquire parks and open space.



MAINTAIN LOCAL CONTROL

Measure K will help Costa Mesa control what can and can't be built in the City, not the State. This measure will help protect against regulations that limit local control.



REVITALIZING KEY CORRIDORS

If approved by voters, **Measure K will only affect specific corridors** and provide for housing and revitalization in existing industrial and commercial areas along key corridors such as Newport Blvd., Harbor Blvd., and north of the I-405 freeway.

Measure K allows for a new vision for these major corridors potentially including unique and vibrant shops, restaurants and businesses. This is important because current City regulations severely restrict any changes to these areas.

BUILDING FOR COSTA MESA'S FUTURE

The high cost of housing makes it challenging for teachers, firefighters, police officers, nurses and other frontline workers who serve our community to afford housing in Costa Mesa.

Measure K would update City regulations to address these issues and **allow the City to meet Costa Mesa's housing needs**, revitalize major corridors, and bring increased economic activity in support of City services.

COSTA MESA NEEDS MORE HOUSING

There are clear data points showing the housing shortage and affordability challenges in our City:

EVICTION RATES

The number of renters in Costa Mesa receiving eviction notices is **nearly 2X higher** than the Orange County average.

GROSS INCOME SPENDING

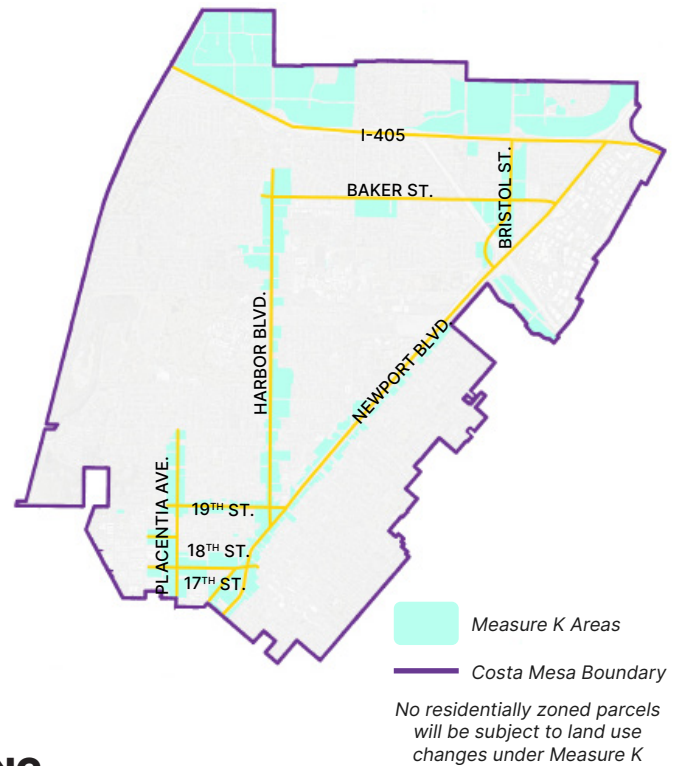
Approximately 50 percent of renters and one third of homeowners spend **more than 30 percent of their income** on housing.

Source: "Housing in Costa Mesa Study Session and Update." City of Costa Mesa Housing Study Session, 12 July 2022, <https://tinyurl.com/costamesahousing>.

COMMUNITY ENGAGEMENT

If approved by the voters, community engagement will be an important component of any activities related to any changes in land use plans under Measure K. Community involvement and oversight will be achieved through design charrettes, workshops and community surveys for any land-use plans that will be considered for adoption.

AREAS INCLUDED IN MEASURE K



RISING RENT

Rental rates are rising fast. In July 2017, the average 2-bedroom apartment was renting for approximately \$2,130. In July 2022, the average 2-bedroom rents for more than \$2,850 - **that's nearly a 34% increase in just 5 years.**

CURRENT CHALLENGES

Existing City regulations create **barriers** that make it difficult to build affordable housing and revitalize outdated commercial and industrial corridors. This measure allows for the creation of affordable housing for working and middle class families, individuals, and seniors.

