

REBUTTAL TO ARGUMENT AGAINST MEASURE K

VOTE YES ON MEASURE K for a BETTER HOUSING FUTURE IN COSTA MESA

Measure K **PROTECTS** residential neighborhoods, parks, and the environment.

- Our residential neighborhoods with parks and open space—areas in gray on the map—will NOT be affected.
- New development is directed to our commercial boulevards and industrial areas where it makes the most sense, near local jobs and transportation.

Measure K **EMPOWERS** Costa Mesans to shape future plans for our city.

- It gives the community tools to envision, plan, and revitalize our outdated commercial and industrial areas that desperately need revitalization—such as Newport Boulevard, Harbor Boulevard, and north of the 405 Freeway.
- **Building heights** will be restricted in land use plans approved for these areas.
- Developers will **pay fees** to reduce potential impacts to traffic, parks, and open space.

Measure K **PRESERVES** local control.

- This measure is necessary **to prevent the State from taking over** our local land use authority and issuing significant fines.
- Without action by the City now, we could face costly and unnecessary lawsuits.

Since 2016, Costa Mesans have NOT voted on a single development proposal. As a result, we have had few homes built. **Zero homes approved this year!**

WE HAVE A HOUSING CRISIS! Without more housing options for our teachers, police, firefighters, nurses, and future generations, we are losing those who keep Costa Mesa vibrant and thriving.

Vote YES for a better future for families, seniors, young adults, and all residents.

Vote YES on MEASURE K!

Jeffrey Harlan, Costa Mesa City Councilmember

Elizabeth “Liz” Dorn Parker. Governing Board Member, Coast Community College District

Ivan R. Calderon, Taco Mesa & Taco Rosa Founder

Byron de Arakal, Chair, Costa Mesa Planning Commission

Elena Perez, West Side Resident