

Argument In Favor of Measure M

Measure M is about **democracy**, it gives you a direct vote in zoning height and affordability in downtown and our neighborhoods.

What are your thoughts about the HUGE building that recently went up at Pacific and Laurel? Did you know the city wants to increase zoning heights to build multiple buildings TWICE that tall (12-stories) throughout 29-acres across the street? This is just the beginning. Our city is at a major crossroads. We need to act now to increase affordable housing and have a right to vote on rezoning for excessive heights.

1. **Measure M means More Democracy:** It requires the city to get voter approval before height limits can be raised to allow oversized high-rise developments anywhere in the city. Residents will get to vote on any proposed General Plan or Zoning Ordinance height increases affecting downtown or our neighborhoods.

2. **Measure M means More Affordable Housing:** It increases the number of affordable units developers must provide from 20% to 25% in projects of 30+ units. In 2021-22, the City Planning Commission researched and recommended a similar increase to the City Council, but the Council failed to act.

Opponents claim that multiple 12-story high-rises are necessary to meet the state requirement of 3,736 new housing units by 2031. Yet the city has already identified locations to build thousands more units than required under existing zoning (i.e., 5-8 stories downtown and south of Laurel). Excessive high-rises are not needed! If one day they are deemed necessary voters should be responsible for approving them, not developer allies in city government.

Don't believe the falsehoods spread by profit-seeking investors and other opponents. Bring **DIRECT DEMOCRACY** to the planning process shaping the future of our city and increase the amount of affordable housing that is built.

Vote YES on Measure M!

SIGNERS

Joseph S. Quigg - Affordable and Market-rate Housing Developer

Rick Longinotti - Author of Right to Vote on Desal Initiative

Katherine Beiers - Former Mayor

Gary Patton - Environmental Attorney, Former County Supervisor

Hector Marin-Castro - Santa Cruz City Schools Teacher's Aide and Service Worker