

**ARGUMENT IN FAVOR OF MEASURE “L”**

Vote Yes on Measure “L” to forever preserve La Sierra Hills and restrict development on La Sierra Lands.

The La Sierra Hills and La Sierra Lands properties together consist of about 1,300 acres. Current regulations allow development throughout approximately 1,300 acres of both La Sierra Hills and La Sierra Lands and fail to account for smart, sustainable land planning principles that are the standard for today’s development. The outdated regulations governing development in the La Sierra area have prevented Riverside from advancing smart growth proposals that would protect open space in the La Sierra area.

Vote Yes on Measure “L” to permanently protect approximately 900 acres, including the entire La Sierra Hills, as public open space.

Vote Yes on Measure “L” to restrict development to approximately 400 acres of La Sierra Lands.

Vote Yes on Measure “L” to improve the economy of Riverside and the local region by creating thousands of jobs through the future development of La Sierra Lands, helping people get back to work. Riverside’s unemployment rate is higher than both the state and national average.

Vote Yes on Measure “L” to provide millions of dollars to the City of Riverside, supporting police and fire services and maintaining local roadways through revenue generated from future projects in La Sierra Lands.

Vote Yes on Measure “L” to mandate that any future specific plan for La Sierra Lands designates land for senior living facilities, public safety facilities, as well as parks and hiking trails.

Vote Yes on Measure “L” to ensure future development envisioned by the measure shall undergo a strict environmental review process, including numerous opportunities for public participation, as well as review by the City of Riverside Planning Commission and City Council.

For more information, visit [www.citizens4balancedgrowth.com](http://www.citizens4balancedgrowth.com). Then, Vote Yes on Measure “L”.

By: Ron Loveridge, Former Riverside Mayor

Nancy Hart, Former Riverside Councilmember and Alvord School District Board Member

George Reyes, Former Rancho La Sierra Citizens Advisory Committee Chairman

Dan Silver, MD, Endangered Habitats League, Executive Director

Wendel Tucker, Former Alvord Unified School District Superintendent

**REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE “L”**

Dear Concerned Riverside Voter,

Measure “L” may be unconstitutional.

The Las Vegas developer is betting he can dupe Riverside voters and win the jackpot with Measure “L”, walking away with mega-millions in profits. Measure “L” seeks to gain voter approval to build 1,950 housing units in La Sierra by repealing voter-passed laws “R” & “C”, which only allow 162 homes. Too many houses, too much traffic and don’t forget our water shortage!

Measure “L” was drafted behind closed doors. There were no public hearings or analysis to justify breaking down our laws to build a massive housing project.

The developer is misleading voters with phony claims of Measure “Ls” conservation benefits. The Hills are already protected!

Riverside taxpayers may be on the hook for millions of dollars in legal costs. Our City Attorney’s Impartial Analysis states “A legal question exists regarding whether Measure “Ls” limitation on allowable uses within the La Sierra Hills would constitute a taking of private property without just compensation under the federal and State constitutions.”

Riverside residents fought to pass Prop. “R” in 1979 and Measure “C” in 1987. These laws made Sycamore Canyon Park and the Citrus State Historic Park possible, and protected the Greenbelt, Victoria Avenue, spectacular arroyos, a natural Santa Ana River, and scenic hills like La Sierra’s. Saving these unique assets makes even more sense today with surrounding population growth.

Stop the repeal of “R” & “C”. Protect our property values and quality of life.

Vote No on Measure “L”.

By: Laura Pearson Densmore, Retired Ward 7 Councilmember, Riverside Native

Dr. Sharon B. Mateja

Bob Buster, Former City Councilmember, Riverside Native

Morris F. Mendoza, Riverside Native

Terry Frizzel, Former Mayor City of Riverside