

ARGUMENT AGAINST MEASURE “L”

Dear Riversider,

A Las Vegas developer spent over \$600,000 to put Measure “L” on the ballot. Paid petition circulators claimed Measure “L” saves Riverside’s La Sierra Hills for public open space.

The developer dangles the Hills like bait to reel voters in. The Hills’ scenic value is already preserved by law and they are too steep for general public recreation.

The truth is Measure “L” permits a massive development of 1,950 houses on Rancho La Sierra lands instead of the 162 voters approved by initiatives “R” and “C”. Rancho lands are next to Norco and the Santa Ana River’s Hidden Valley Wildlife Refuge. The Norco City Council voted unanimously to oppose Measure “L”.

The developer – with only an option to buy – wants you to pass Measure “L” so he is guaranteed huge profits before purchasing the property. His scheme is to grab over 10 times the density allowed on the Rancho and dump the hard-to-develop Hills.

This housing project generates nearly 20,000 daily car trips, worsening severe traffic congestion on main roads, the 91 and 15 freeways. No permanent jobs are created, forcing more commuting.

Overdevelopment depletes Riverside’s limited water supply. This hurts all City utility ratepayers. Residents are already being asked to reduce water use 15 percent.

Measure “L” repeals longstanding protections of La Sierra lands and sets a dangerous precedent citywide. Developers and land speculators get the green light to try to build high density housing and apartments. Riverside’s Greenbelt, Victoria Avenue, orange groves, hillsides and arroyos are threatened. These irreplaceable assets increase property values and preserve our quality of life.

Don’t let an out-of-state developer damage the Riverside we know and love.

We are proud of Riverside. Vote No on Measure “L”.

Visit www.protectriverside.com or call (951) 780-4749 for more info.

By: Laura Pearson Densmore, Retired Ward 7 Councilmember,
Riverside Native
Dr. Sharon B. Mateja
Morris F. Mendoza, Casa Blanca Native
Teresa R. (Terry) Frizzel, Former Mayor City of Riverside
Bob Buster, Former Councilmember Ward 4, Riverside Native

REBUTTAL TO ARGUMENT AGAINST MEASURE “L”

The Measure “L” opposition can’t get its facts straight. If you can’t trust them to give you accurate information, how can you trust them to look out for Riverside’s interests?

Measure “L” is supported by a large, diverse group of local residents, conservationists, environmentalists, and community and business leaders who know this measure is good for Riverside. Here are the facts on Measure “L”:

Fact: Current zoning allows for homes to be built throughout La Sierra Hills. This is a matter of law, not an opinion. Riverside needs Measure “L” because La Sierra Hills deserves to be protected as public open space for all Riversiders to enjoy.

Fact: Measure “L” doesn’t permit a single home to be built. Rather, it sets minimum requirements for future projects that will guide growth in the La Sierra area. These requirements include providing land for a school and public safety facilities, multi-purpose trails, senior housing and parks. Riverside needs Measure “L” because current laws do not require these public amenities.

Fact: Measure “L” restricts future development, while the law already requires any future development to offset environmental impacts with mitigation measures such as road improvements and water conservation.

Fact: The City Attorney’s analysis is absolutely clear – Measure “L” only affects specific lands in the La Sierra area neighboring the City of Norco. It doesn’t affect any other areas of Riverside, meaning the Greenbelt and Victoria Avenue will remain untouched.

Stand with Riverside. Save the Hills. Vote Yes on Measure “L”!

By: Dr. Katherine Ann Wright, Former Superintendent, Alvord Unified School District
Tim Strack, President, Riverside City Firefighters’ Association
Frank Corral, President of Riverside City Chapter SEIU Local #721
Rose Mayes, Executive Director of the Fair Housing Council of Riverside County
Ron Redfern, Chairman of the Board, Greater Riverside Chambers of Commerce