

City of San José

**Argument For Measure C**

Measure C

City of San José's Urban Sprawl Charter Amendment – Amending the City of San José City Charter to enact a new Article XIX, entitled “An Act to Limit Urban Sprawl and the Fiscal and Environmental Effects of Specified Development in Outlying Areas”

Signature Order:

1. Sam Liccardo, Mayor, City of San José
2. Burton V. Smith, Veteran, Senior Citizen Advocate
3. Leslee Ann Hamilton, Executive Director, Environmental Non-Profit,  
Former San José Parks & Recreation Commissioner
4. Thang Do, Small Business Owner
5. Tamara Alvarado, Non-Profit Executive Director, Mother

**Vote Yes on Measure C to fight suburban sprawl and prevent developers from making their own rules.**

Sprawling development destroys our environment, and burdens San Jose's taxpaying and commuting residents, because sprawl:

- Damages our hillsides and open spaces, and increases greenhouse gas emissions from longer commutes;
- Strains street and sewer systems, stretching City finances to provide police, fire, and other services to outlying areas, undermining service quality for everyone else; and
- Worsens the gridlock on our freeways.

**Measure C combats residential sprawl on the environmentally sensitive edges of our City, including Coyote Valley, the Evergreen foothills, and the Almaden Valley.**

More than 5,000 residents helped to craft San Jose's General Plan, which embraced an Urban Growth Boundary to limit sprawl and protect our environment. **Measure C fights developers and other special interests who undermine our community's General Plan for their profits.**

Specifically, Measure C strengthens the City Council's ability to deny housing conversions of large sites near our Urban Growth Boundary by requiring environmental and fiscal studies. If conversions are allowed in those areas, then Measure C also requires the developer to:

- **Make at least 50 percent of any housing affordable for moderate- and low- income households;**
- **Pay for road improvements resulting from traffic impacts of their developments, rather than sticking taxpayers with the bill;**
- **Comply with "zero net energy" design standards;**
- **Use recycled water to maintain landscaping, where possible; and**
- **Provide, at no cost to San Jose taxpayers, support services appropriate for the intended residents, such as shuttle service, assisted living, memory care, or nursing care for seniors or persons with disabilities.**

Measure C prevents developers from rewriting our General Plan for the unchecked sprawl that maximizes their profits and destroys our environment. 9 of 10 Councilmembers support Measure C – Jones, Jimenez, Peralez, Diep, Carrasco, Davis, Nguyen, Arenas and Khamis.

**Vote Yes on Measure C.** For more information, please visit [www.StopSanJoseSprawl.com](http://www.StopSanJoseSprawl.com)