

City of San José

**Rebuttal to Argument In Favor of Measure B**

Measure B

Evergreen Senior Homes Initiative - Amending the Envision San José 2040 General Plan

Signature Order:

1. Fred Buzo, Associate State Director, AARP California
2. Burton V. Smith, Veteran and Senior Citizen Advocate
3. Bruce Rienzo, Chair, Sierra Club Loma Prieta Chapter
4. Teresa Alvarado, San Jose Director, SPUR (SF Bay Area Planning and Urban Research Association)
5. Sam Liccardo, Mayor, City of San Jose

Underneath their glossy mailers and multi-million dollar campaign, **the out-of-town developers who financed Measure B are trying to deceive you.** Measure B is bad for everyone except the billionaires who wrote it.

Measure B is opposed by nonpartisan, good-governance organizations like League of Women Voters, AARP, Mercury News, and Sierra Club because they read the fine print. Measure B:

- Waters down affordable housing requirements.
- Creates sprawl on undeveloped hillsides and threatens Coyote Valley.
- Will not pay for parks, libraries, and other community services.
- Will not pay for the road and traffic fees required normally.
- Worsens peak traffic bottlenecks.
- Does not provide for environmental or community review.
- Would not actually require a single veteran to be housed in the project.

**Why? Follow the money.** Measure B will fill the pocketbooks of Ponderosa Homes, the developer who funded it. They are using words like “seniors” and “veterans” only to exploit our compassion.

**Housing costs in San Jose are out of control and Measure B only makes the problem worse.** We need more homes under a million dollars, not a gated community of luxury homes.

San Jose has more housing than any other city in the region and new housing is being built thoughtfully with input from residents. With community support, our city council approved over 3,000 new homes in 2017 and is prioritizing affordable housing near transit. Measure B threatens this progress and sets dangerous precedent.

**These developers should play by the rules everyone else has to follow. Don't let them get away with Measure B. Vote No.**

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