City of San José

Rebuttal to the Argument Against 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. Megan Medeiros, Executive Director, Committee for Green Foothills
2. Magdalena Carrasco, Vice Mayor, City of San Jose
3. Lan Diep, Councilmember, City of San Jose
How do you know our opponents lie? Because “Jeffrey Schroeder, San Jose Residents for Evergreen Senior Homes” signed their ballot argument.

In fact, Schroeder isn’t a “San Jose resident.”

Rather, Schroeder is an executive with Ponderosa Homes, the out-of-town developers seeking to build a gated community of luxury homes in our undeveloped foothills through Measure B.

Why do these developers lie to us to try to defeat Measure C?

Because Measure C protects San Jose’s environmentally sensitive hillsides and open spaces, like Coyote Valley and Almaden Valley, from developers who seek to build sprawl there.

Measure C also protects San Jose’s ability to provide police, fire, emergency medical response to our residents, because poorly-planned sprawl strains those services.

Measure C maintains the public interest over developers’ interest, in two ways:

• Whenever developers propose sprawl in environmentally-sensitive outlying areas, Measure C requires environmental and fiscal studies of project impacts; and

• If Council approves the project, Measure C requires developers to provide, at no taxpayer expense:
  o 50% of any housing to be affordable;
  o Road improvements required by increased traffic;
  o “Zero net energy” construction and use of recycled water for landscaping;
  o Support services for residents, such as nursing care for seniors and persons with disabilities.

The process to bring Measure C to the ballot complied with every public disclosure law, and included two public hearings.

Measure C protects our taxpayers, our residents, and our environment by keeping our community in control of development in San Jose.

Join ten members of the San Jose City Council, including Mayor Sam Liccardo, in voting Yes on Measure C.

www.StopSanJoseSprawl.com