

Argument Against Measure S

VOTE No on Measure S to STOP SPRAWL

Measure S is poorly crafted, hastily planned and misleading. Just read the ballot language:

Shall the City of Watsonville maintain the restrictions on growth approved by the voters in 2002 until 2040, with the exception of any property identified by the City Council during the General Plan update...

“With the exception of,” means that future City Councils may identify any property, including farmland, outside the established Urban Limit Line for development and sprawl without approval from voters.

For decades residents of Watsonville have said loud and clear that future growth must be decided by the voters. Now, four members of the current City Council seek to undo decades of community values by crafting a poorly worded and misleading ballot measure that will give future City Councils the power to develop farmland without a vote of the people.

This is disingenuous and wrong. It was placed on the ballot with virtually zero community outreach and dialogue. In fact, three members of the City Council voted against placing this misguided measure on the ballot.

Housing is essential and our community needs more affordable housing for working people who are raising families in Watsonville and sending their kids to local schools. We don't need massive developments of single-family homes that nobody in our community can afford, especially not at the cost of losing valuable farmland.

In fact, Watsonville has adopted a Downtown Specific Plan which calls for infill housing and development within the boundaries of the Urban Limit Line. This type of housing is more affordable and closer to existing jobs, transportation systems and essential community services.

Please join a broad coalition of farmers, non-profit leaders, small business owners, elected officials and community leaders in opposing Measure S.

STOP SPRAWL-VOTE NO ON MEASURE S

s/ Sam Earnshaw, Member, Committee for Planned Growth and Farmland Protection*

s/ Greg Caput, Santa Cruz County Supervisor District 4

s/ Nita Gizdich, Watsonville Farmer

s/ Felipe Hernandez, Member, Cabrillo College Board Trustee

s/ Betty Bobeda, Former Mayor, City of Watsonville

