




## ARGUMENT AGAINST MEASURE


We can all agree on two things: 1) something must be done about Vallco and 2) Cupertino's residential neighborhoods don't need 4-story homes.


But Measure  will accomplish just the opposite. If passed, it will raise the maximum height of homes in most residential neighborhoods to 4 stories and will prevent the revitalization of Vallco, ensuring that it remains desolate and empty.


The initiative and the City of Cupertino's independent analyses are available at [www.cupertino.org/initiatives](http://www.cupertino.org/initiatives). Here are the facts:


Fact: Measure  will raise the height limit in the City's Neighborhoods to 45 feet, a 50% height increase. That means 4-story homes throughout our residential neighborhoods, impacting most of Cupertino.


Fact: Measure  will block mixed-use revitalization of Vallco, resulting in an empty 'ghost mall' for years to come.


Fact: Measure  will block more than \$47 million in onetime revenue and \$2.8 million in yearly revenue for Cupertino schools and city services such as public safety, parks, and libraries.

Fact: Measure  will block the creation of a 30-acre community park and nature area and substantially limit open space areas for the community.

Fact: Measure  will require an election to approve even minor changes to developments in our city. Each of these elections could cost taxpayers \$400,000, wasting money that could be better spent on vital city services.

Fact: Measure  will block the construction of much deserved housing for seniors.

Fact: Measure  will block over \$36 million in funding for badly needed transportation improvements to reduce traffic on I-280 and our city streets.

The facts speak for themselves. Join us and community leaders from across Cupertino in saying NO to 4-story homes in our neighborhoods and a desolate Vallco for years to come. The CC "Sensible" Growth Initiative simply doesn't make sense. Vote No on Measure .

**Judy Wilson, Education Advocate & 30-year Cupertino resident**

**Richard Lowenthal, Former Cupertino Mayor & 33-year Cupertino resident**

**Hung Wei, 2016 Cupertino Citizen of the Year & 26-year Cupertino resident**

**Hemant Buch, California Cricket Academy Co-Founder & 17-year Cupertino resident**

**Keith Warner, Cupertino Chamber of Commerce President-Elect & 17-year Cupertino resident**