

Argument in Favor of Measure C

The following Argument in Favor of Measure C represents the OPINIONS of the authors, who are long-term residents advocating sensible growth in Cupertino. We encourage you to read the initiative and decide what you think. (www.ccSensibleGrowth.org)

Measure C is the Cupertino Citizens' Sensible Growth Initiative.

What Measure C Does:

- Empowers the electorate to reject uncontrolled growth in Cupertino. Uncontrolled growth will damage the quality of life we enjoy today.
- Prevents deep-pocketed developers, lobbyists, special interest groups, and insiders from exploiting Cupertino for their own benefit.
- Revitalizes the Vallco Shopping District primarily as a retail, hotel, dining and entertainment venue, and rejects its designation as an office park with nearly 6 million square feet of office and other uses.
- * ▪ [REDACTED]
- Helps prevent further school over-crowding and traffic congestion.
- Empowers the electorate to hold developers accountable for infrastructure improvements necessitated by their projects.

How Does Measure C Work?

The City's review and approval process remains unchanged unless a project requires a General Plan amendment. For certain General Plan amendments (GPAs), which will increase density, including building heights, voter approval is required. Voter approval of GPAs ensures that development projects meet the needs of residents.

Why Do Developers Oppose Measure C?

Measure C requires that non-compliant projects must appeal to the majority of voters, rather than a mere 3 City Council members, who can be influenced by campaign contributions and other benefits from those with development interests.

Why Do Residents Support Measure C?

Residents support balanced growth where infrastructure, including schools and transportation, is developed in conjunction with offices and housing.

Vote **Yes on C**, the citizens-sponsored initiative.

Vote **No on D**, a developer-sponsored initiative.

* Removed per court order re: Petition for Peremptory Writ of Mandate dated September 2, 2016 in James, et al v. Schmidt et al, case number 16CV299134

CITY OF CUPERTINO FORM OF STATEMENT TO BE FILED BY AUTHORS OF ARGUMENTS ARGUMENT

The undersigned proponent(s) or author(s) of the argument in favor of ~~against~~ ballot measure C at the General Municipal Election for the City of Cupertino to be held on Tuesday, November 8, 2016, hereby state that this argument is true and correct to the best of his/ her/ their knowledge and belief.

1. [Redacted] 8/15/16 [Redacted] Cupertino, CA 95014
 Signature Date Residential Address
Proponent of Measure C Steven M. Scharf
 Type Title to Appear on Argument Type Name as Signed M F (for translation purposes)
 Member of City Council Registered Voter Bona Fide Association of Citizens

Committee supporting Cupertino Citizens' Sensible Growth Initiative
 Submitted on Behalf of (Name of Organization / City Council)

2. [Redacted] 8/15/2016 [Redacted] Cupertino, CA 95014
 Signature Date Residential Address
 Proponent of Measure C Anne Brooke Ezzat
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Committee supporting Cupertino Citizens' Sensible Growth Initiative
 Submitted on Behalf of (Name of Organization / City Council)

3. [Redacted] 8-15-16 [Redacted] Cupertino, CA 95014
 Signature Date Residential Address
Proponent of Measure C Xiangchen Xu
 Type Title to Appear on Argument Type Name as Signed M F (for translation purposes)
 Member of City Council Registered Voter Bona Fide Association of Citizens

Committee supporting Cupertino Citizens' Sensible Growth Initiative
 Submitted on Behalf of (Name of Organization / City Council)

4. _____
 Signature Date Residential Address

 Type Title to Appear on Argument Type Name as Signed M / F (for translation purposes)
 Member of City Council Registered Voter Bona Fide Association of Citizens

Submitted on Behalf of (Name of Organization / City Council)

5. _____
 Signature Date Residential Address

 Type Title to Appear on Argument Type Name as Signed M / F (for translation purposes)
 Member of City Council Registered Voter Bona Fide Association of Citizens

Submitted on Behalf of (Name of Organization / City Council)

Anne Brooke Ezzat _____
 Main Contact Person: E-Mail Address:
 Telephone: _____ Fax: _____

