

TOP TEN REASONS TO VOTE "NO" ON MEASURE Q

- 1 Measure Q says its only against "Large Developments."** Not True! A small coffee shop and the desperately needed fire station in South Laguna would require a public vote. Public votes could be two years after the City's lengthy approval process. What small business can take on this risk?
- 2 Laguna has been a low-and-slow growth town for decades.** We passed America's first community-wide height ordinance in 1971 and have many other tools that have maintained our smalltown character. These are why the town has the reputation for being one of most challenging places to build anything. Walk around. Where is the problem?
- 3 The City Council just strengthened our already-strong building codes.** These changes address core concerns of the Pro-Q people, so we hoped that they would declare victory and withdraw their initiative. No such luck.
- 4 Measure Q was written by people with no land-use experience.** Complex land-use decisions should not be left to amateurs, even if some are well meaning, who bypass the City Council, Planning Commission, and the City's planning professionals.
- 5 Measure Q will hurt local businesses run by our friends and neighbors.** Did you know that over 70% of our businesses are owned by locals? Ask them why they and our Chamber of Commerce are overwhelmingly opposed to Measure Q.
- 6 Measure Q will be costly for Laguna or compromise our safety.** It will cost the City millions of dollars a year in lost revenues and added expenses. That's money we need to fund our first-class police and fire departments and other essential community services.
- 7 Measure Q will discourage the preservation of historic buildings.** Old buildings get restored when uses change. In the face of more red tape, more delays, and more expense, many of these local treasures will continue to decline and decay.
- 8 Measure Q will trigger lawsuits taxpayers will pay for.** Measure Q is so complicated and has so many flaws that it will invite deep-pocket developers to sue the City to get their project approved. Win or lose, taxpayers will foot the bill.
- 9 Measure Q will never get past the Coastal Commission.** Measure Q's not-so-hidden agenda is to put a damper on tourism. That will go over like a lead balloon with Coastal. As long as we have our beautiful ocean, we'll have tourists.
- 10 Don't fall for the fearmongering.** The people behind Measure Q don't think the rest of us have what it takes to keep on keeping Laguna Laguna. Like overprotective helicopter parents, they would stifle and stunt the town in a misguided attempt to save it from the future.

DON'T BE FOOLED BY MEASURE Q **IT'S BAD FOR RESIDENTS.** **IT'S BAD FOR LAGUNA.**

Citizens For Laguna's Future is a grass roots local organization created solely to defeat Measure Q. Supporters include the majority of the City Council, majority of those running for Council, community leaders, Laguna Forward, Chamber of Commerce, the Directors of the Laguna Board of REALTORS[®], the Laguna Beach Firefighters Assoc and hundreds of citizens. Add your name to those dedicated to defeating 'Q' today.

Go to <https://lagunasfuture.com/count-me-in/>

DON'T BE FOOLED

NO ON Q



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