

OPPOSING the General Plan Measure – Measure A

Vote NO on Measures A and B

These two measures can **only** be defeated by your vote, the City of Santa Clara Citizens. Send a clear message to the City Council that you do not support the change in zoning, the high density bonus, and the general plan amendments proposed for the last 17 acres of agricultural open space land in the City of Santa Clara.

THE PROPERTY

Formerly the University of California Agricultural Research Center, recently known as the Bay Area Research and Extension Center (BAREC) on Winchester Boulevard and Forest Avenue.

FLAWED PUBLIC PROCESS

- The City of Santa Clara refused to consider all options for BAREC's future.
- Only one plan was seriously considered by the City of Santa Clara for this historic site.
- Public input was consistently ignored.

UNDERMINES GOOD PLANNING AND PUBLIC OPEN SPACE

Over 12,000 signatures were gathered in three weeks opposing the City Council's intended use of this land as well as registering over 400 new voters. The Santa Clara citizens want to consider better uses for this land and want their voices heard.

Stop Measures A and B or they will:

- Eliminate FOREVER the last 17 acres of open space in Santa Clara
- Negatively impact traffic on already congested roads
- Strain city facilities and services
- Not support Smart Growth Principles

Send the politicians your message – vote **NO** on Measures A and B.

LAND IS A NON-RENEWABLE RESOURCE

Once public land is sold for private uses, it can no longer serve the greatest common good. By voting **NO** on both measures, you will force the City of Santa Clara to have an open discussion with you, the citizens.

Join the thousands of Santa Clara citizens who have already petitioned the Santa Clara City Council to thoughtfully consider other uses for this historic and unique property by voting **NO** on Measures A and B. Vote **NO!**