

Argument In Favor Of Measure B

Santa Barbara's unique, small town character is under assault! A YES VOTE ON MEASURE B IS YOUR OPPORTUNITY TO STOP HIGH-RISE DEVELOPMENT IN OUR CITY.

Recently, shock ran through our town when residents saw massive, out-of-scale buildings constructed on Chapala Street. These buildings are just the tip of the iceberg—more are planned. They will become a common, defining feature in our city unless we act now.

The City Council was asked to address the problem of high-rise development, but declined. Consequently, citizens organized and gathered more than 11,500 signatures to put this initiative on the ballot amending the City Charter to lower building heights.

By voting yes on Measure B, you will place lower building height limits in the City Charter and preserve Santa Barbara's unique charm and small town atmosphere. Measure B requires that buildings in our historic downtown do not exceed 40' and that buildings in other commercial areas do not exceed 45'.

Imagine the impact of a high-rise building in or near your neighborhood! Bigger buildings overshadow our streets, block views, and result in lower air quality and increased traffic congestion. Measure B is essential to keep new development in harmony with the character and scale of our city.

In today's economy, influenced by environmental concerns, smaller buildings are greener and more sustainable than high-rises. Smaller buildings require fewer materials to build, cost less to heat and cool, and are therefore more affordable.

Over and over, Santa Barbarans have said what they love about their city is its views, sense of openness, and small town feel. These qualities set Santa Barbara apart from other communities.

For this and future generations, your yes vote on Measure B is vital. PRESERVE SANTA BARBARA'S VIEWS, CHARM, AND BEAUTY FOR ALL SANTA BARBARANS!

VOTE YES on MEASURE B!

Bill Mahan, AIAE, Chairman
Save El Pueblo Viejo Committee

Sue Adams, President
Pearl Chase Society

Frank Banales, Executive Director
Zona Seca

Connie Hannah, Past President
League of Women Voters

Jeanne Graffy, Former Supervisor
County of Santa Barbara