

ARGUMENT IN FAVOR OF MEASURE PP

Yes on PP (Protect Pleasanton):

- Immediately protects our scenic ridgelines, vital wildlife habitats and oak forests.
- Closes loopholes in our existing voter-approved housing cap.
- Placed on the ballot by over 5,000 citizens.

No on QQ:

- Is a “plan to create a plan” that may NEVER protect ridgelines.
- Continues the loophole that gives our City Council the flexibility to count or not count units toward the voter-approved Housing Cap.
- Placed on the ballot at the request of ridgeline developers and written with a provision to kill Measure PP even if it passes with a majority of votes.

This is black and white:

- **Measure PP** Protects Pleasanton ridgelines NOW.
- **Measure QQ** does not!

Over 5000 concerned Pleasanton residents signed a petition to put this initiative on the ballot because they are concerned with future development that would destroy Pleasanton’s scenic ridges forever.

Our City Council majority recently approved two hilltop developments. They approved massive grading of hillsides, a mile long road spanning the top of many of our Southeast Hills, and removal of extensive wildlife and plant habitat including hundreds and hundreds of oak trees. More than 40 feet will be cut from the tops of our beautiful hills to make pads for mega-mansions. **THIS MUST BE STOPPED!**

Developers are preparing to submit plans for even more environmental destruction of our ridgelands. **This is our last chance to Protect Pleasanton’s ridgelines.**

Vote **Yes on PP (Protect Pleasanton)** and continue to enjoy our quaint city while preserving the majestic nature of our surrounding landscape and ridgelines.

This is black and white: Vote Yes on PP (Protect Pleasanton) and No on QQ.

For more information:

www.SavePleasantonsHills.com

s/Kay Ayala

City Council Member (1996-2004)

s/Steve Brozosky

City Council Member (2002-2006),

Pleasanton School Board Trustee

s/Karla Brown-Belcher

Co-author Measure PP

s/Anne Fox

Planning Commissioner

s/Cindy McGovern

Pleasanton City Council Member

Rebuttal Arguments in Support or Opposition of the proposed laws are the opinions of the authors.

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE PP

Vote NO on Measure PP

Measure PP promises ridgeline protection but cannot deliver.

- It encourages development of large ultra private estates due to the exemption for ten homes or less.
- It prevents private property owners from dedicating land for parks and trails.
- It does not immediately protect the ridgelines because they are private property.
- It has no provision for environmental review.

The signatures collected reflect the desire of residents of Pleasanton for hillside protection. The current Council shares this vision and included hillside protection as a priority for this term. The Council is committed to acquiring publicly accessible open space to continue our regional trail network.

Measure PP claims to protect Pleasanton ridgelines but actually **jeopardizes** the protection by allowing the exemption for ten homes or less. It forces us into long, complex and costly legal battles.

The accusations made by the authors of Measure PP are untrue. This is a matter of public record.

Every Pleasanton resident values the beauty of our city.

The Council is obligated to protect the taxpayers of this community from costly litigation. The Council is committed to an open public process that includes the **entire** community, even the authors of Measure PP. We want to ensure that the few remaining opportunities to acquire **publicly accessible** open space and **ridgeline protection is achieved.**

Measure QQ was placed on the ballot to protect the city from costly litigation and to help clarify the issues. We trust the voters will agree.

There is better way. Vote No on Measure PP

s/Cheryl Cook-Kallio

Pleasanton City Council Member

s/Mary Jane Casper

Vice Chair Human Services Commission

s/James A. Dibiase

Vice-Chair, Park & Recreation Commission

s/Bonnie Shamblin

Downtown Business Owner

4th Generation Pleasanton Native

s/Jocelyn S. Combs

Former East Bay Regional Park District Director