Argument in Favor of Measure F

Redlands is known for its small town feel and quality of life where you know your neighbors, support local business, and enjoy the outdoor areas that are special to our community. Measure F continues this Redlands tradition by preserving the character of our Historic Downtown/Packing House District while allowing the development of a walkable mixed-use community with diverse housing, retail, and restaurant destinations in dedicated walkable space. Measure F will enhance the quality of life for Redlands residents by placing restrictions on developments to preserve our Redlands community while balancing the need for increased housing and access to the rail line for families and employees.

MEASURE F:

- **Limits buildings to three-stories in our Historic Downtown and University area** except for the buildings within ¼ mile of the University Street Transit Village which has planned two-, three- and four-story buildings.
- Sets **parking standards** for all multistory buildings that have a residential component, which will limit the worsening traffic and parking congestion in the city.
- Allows four-story buildings in the New York, Alabama, and California street transit villages where four-story buildings currently exist.
- **Reduces commuter traffic** in the University area, as members of the faculty and staff live in the University Village and work on the campus next-door.
- For the Downtown and University Street Transit Village, prohibits buildings taller than two **stories** in all established and constructed single-family, residential neighborhoods, preserving their quality of life.
- Sets **new rigorous standards** for the socio-economic study for all projects that have a residential component.
- **Preserves for generations** our Emerald Necklace in San Timoteo Canyon.

Measure F will ensure that development is consistent with the values and quality of life that we have inherited.

Paul Barich- Mayor of Redlands

Krista Newkirk- President, University of Redlands

William Cunningham