

Reply to: Rebuttal to Argument for Measure S

**Say No to Sprawl
Vote No on Measure S**

Measure S stands for Sprawl. It has a catchy title that sounds good, but in truth, Measure S is hastily crafted, poorly worded, and misleading. It allows future City Councils to develop farmland without a vote of the people.

Measure S is a loophole for future sprawl. It was approved by only four members of the current Watsonville City Council. It included virtually no community outreach, engagement or dialogue. It was rushed through and approved by the narrowest margin possible.

Proponents of Measure S make grand claims about all that can be achieved if approved. This is extremely misleading. Measure S simply allows future City Councils to develop land that has been protected by the voters of Watsonville for twenty years.

Measure S can break open the urban limit line with a single City Council vote. This was attempted in 2013 when proponents of sprawl placed Measure T on the ballot. Watsonville voters rejected that flawed attempt by an overwhelming margin. Now we must reject Measure S in a similar fashion.

If Measure S passes, future City Councils could pave over essential farmlands such as those alongside Riverside Drive. Imagine this critical farmland being replaced with a concrete parking lot and big box stores. There are many available sites within the existing boundaries for responsible development that don't require the destruction of valuable farmland.

**Don't be fooled by this deceptive measure
S is for Sprawl:
Vote No on Measure S**

s/ Greg Caput, Santa Cruz County Supervisor, District 4
s/ Nita Gizdich, Watsonville Farmer
s/ Felipe Hernandez, Member, Cabrillo College Board of Trustees
s/ Renee Mello, Real Estate Broker Associate
s/ Betty Bobeda, Former Mayor, City of Watsonville