

Rebuttal to argument favoring Measure F

The Measure F argument conveniently sidestepped the realities that Redlanders will face in November. Most notably, authors dodged how the measure allows for 68-foot buildings on the eastside and westside.

In comparison, the Stuart Street garage is an unaesthetic 55 feet. The future City Hall is an 85-foot hi-rise. If approved, the Measure F creates new eyesores blocking our mountain views.

Their obfuscations cannot be overlooked. They imply that Measure F:

- Caps buildings at three stories- Too late. In May, the Redlands City Council rubber-stamped State Street Village, which calls for 700 apartments in five-story buildings shoehorned into downtown.
- Reduces traffic- They claim University Village will magically reduce commuter traffic. Their implication that renters will swap cars for bicycles is wishful thinking. And incredibly, they state university faculty and staff will leave their houses for on-campus living.
- Will create four-story buildings- Nonsense. Sixty-eight feet equates to a five-story building.

Further, they never addressed crime and noise. Also, they ignore impacts on public services and an already failing sewer system.

Undoubtedly, supporters will enjoy a campaign war chest that out-of-town developers will provide. They will shower voters with advertisements claiming taller buildings lead to a happier community. (A similar tactic failed in 2020, when Measure G supporters lost in a 2-1 landslide despite enjoying a 9-1 spending advantage.)

We need voters to remain steadfast when faced with slick advertising. Most of all, we need Redlanders to reject Measure F – because, as we wrote, F stands for Failure.

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