

## ARGUMENT AGAINST MEASURE B

### VOTE NO ON NEWLAND SIERRA

#### **NO AFFORDABLE HOUSING FOR MIDDLE-CLASS SAN DIEGANS IS REQUIRED BY PROJECT APPROVALS!**

*With prices too expensive for many San Diegans, Newland Sierra will do nothing to solve our housing problem or reduce costs and will put millions of dollars in the developers' pockets. We need more housing in our area, but Newland Sierra is the **wrong** project.*

#### **Newland Sierra isn't affordable.**

- Not even a single unit of affordable housing is required by the project approvals.
- Developers admit that many houses could cost nearly a million dollars.
- It's a profit-driven development that could require the destruction of affordably-priced homes for seniors that already exist in the area.

#### **We can't trust Newland developers.**

- Developers could have committed to building affordable homes in the project's approvals, but instead chose not to make this guarantee.
- There are **no price guarantees** for any homes in Newland Sierra in the project approvals. The developers can increase the cost of homes at any time without a public vote.
- Why should we trust Newland executives, who've given thousands of dollars in campaign contributions to local politicians?

#### **Developers win while we lose. They make millions and all we get is traffic!**

- Newland isn't required to pay a dime to widen the freeway, and they'll pay far less than it would cost for local schools to deal with new growth.
- Newland Sierra would make traffic MUCH worse, adding tens of thousands of daily car trips onto our freeway and roads.

**American Federation of Teachers** says NO to Newland Sierra because the project approvals don't require affordable housing for teachers or other middle-class San Diegans.

*"This project is located in a high fire danger zone and **NO affordable housing** for firefighters is required by the project approvals—two good reasons to vote NO."*

John Thomson, Retired Deputy Fire Chief

**VOTE NO ON MEASURE B**  
[www.NoOnNewlandSierra.com](http://www.NoOnNewlandSierra.com)

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