

Impartial Measure title: INITIATIVE MEASURE REQUIRING VOTER APPROVAL OF “MAJOR MODIFICATIONS” TO THE ARTESIA CORRIDOR SPECIFIC PLAN

Signers: George Mendez, Ananda Farmer, Taylor Harrison, Jaimie Mockridge, Robert Spangler

Argument Below

YES on Measure __ . Strengthen Artesia’s Economy

Nearly 1500 Artesia voters signed petitions to place the *Strengthen Artesia’s Economy Initiative* on the ballot. Measure __ will permit the now-vacant former Dairy Plant site on Artesia Boulevard to become retail shopping and restaurants. Measure __ can strengthen the local economy and help relieve the city’s budget deficit.

Placing a new shopping center at the former Dairy Plant site will give the city the opportunity to attract quality retail shops, restaurants and businesses so Artesia residents can enjoy fine dining and find quality shopping without having to go to Cerritos. Additionally, it will help revitalize the Artesia Boulevard Corridor and boost the local economy by creating new good-paying jobs, making our community a more attractive place to work and live.

A new shopping center will generate badly needed revenues. The city gets a percentage of the sales tax generated within its boundaries. New revenues will help fund essential services including ‘911 Emergency Response’, neighborhood sheriff patrols, youth gang prevention programs, homeless assistance, and the repair and maintenance of streets, roads, parks and sidewalks.

At a time when rising costs are squeezing Artesia’s families, it would be a tragic mistake to let the former Dairy Plant site remain vacant when it could be developed into shops and restaurants that would create jobs and generate taxes. By passing Measure __, voters are stating that the Dairy Plant site can be used for retail and commercial enterprises and any change in its designation will require a new public vote.

Join us. Join your neighbors. Join your friends. Join the nearly 1500 Artesia voters who signed petitions in support of the Strengthen Artesia’s Economy Initiative. Measure __ will boost our local economy and help lead Artesia towards a brighter future.

Vote YES on Measure __.