

The opponents of Measure I are just plain wrong!

Measure I's supporters have NOT organized a committee to oppose (Measure AAA) Artesia's Public Safety/City Services Measure. Just the opposite. Measure I can help increase city revenues for emergency services.

Measure I is Pro-Housing. Measure I helps Artesia attract housing for working families. Measure I can boost Artesia's economy, generate revenue for municipal services, and reduce housing costs by enabling the city to cut development fees. This will make Artesia a more desirable place to live and to build housing.

Here's what Measure I does:

Measure I guarantees the former Dairy Plant site on Artesia Blvd. can become a viable commercial center with quality shopping and good restaurants. A quality shopping center will provide good-paying jobs, increase the tax base and generate city revenues.

A deep-pocketed developer tried to entice the Mayor and Council to put housing there. But the Dairy Plant site is not zoned for housing and never has been. The site is in the middle of an industrial area with noise and truck traffic 24/7. Within a hundred yards there are cannabis stores and a gun range. This is not a suitable location for family housing. In fact, housing is specifically excluded from this industrial zone in order to support local industry and protect the tax base.

Local industry supports Measure I to preserve and strengthen Artesia's industrial core. Artesia needs a strong economic base to attract housing, sustain jobs and remain the vibrant city we call home.