

Seven Good Reasons to Vote "A" on Measure J - March 8th



1. **"A" combines a restored wetland with a beautiful park.** 65 acres of coastal open space, improving our quality of life.
2. **"A" gives us needed park space.** U.S. average is 16 acres/ 1000 residents. We rate last in the South Bay with only 2.2 acres, and that includes the beaches!
3. **We can reduce ocean pollution!** Herondo Storm Drain, rated "F", can use the park's wetland to treat runoff - funding is available now for land and treatment.
4. **Coastal open space enhances our city.** It dramatically increases property values and lease rates, and improves the overall business climate.
5. **"A" does NOT raise our local taxes.** 'A' utilizes outside funding sources for coastal parks. Bolsa Chica and other restorations have done it. We can too!
6. **Coastal Parks can generate revenue...** from events, concessions, an ocean-viewing facility, parking fees ... the RB Pier parking structure alone earns \$1M+ per year!
7. **"A" says STOP the over development that will generate more than 11,500 new car and trucks trips every day!**

You are Invited !

**Redondo Beach
Heart Park Roundtable
Thursday, February 17
6:30 - 8:30 pm
Veterans Park
Historical Library
309 Esplanade
Light Refreshments Served**

**Hear Distinguished Speaker,
Jack McCurdy
Pulitzer Prize-winning journalist**
Plus a panel of experts, including:
The California State Coastal
Conservancy, Surfrider Foundation,
Sierra Club, Heal-the-Bay, Friends
of Heart Park, Herondo, Inc.

**Please RSVP by Email:
rsvp@heartpark.org**



**Tuesday, March 8th
Vote "A" on Measure J
less traffic - more parks**

Don't "B" fooled by Option B!
*Option "B" aka "The Village" is a
high density development plan*

**Option B supporters and the
developers claim their plan:**

"Provides a minimum of development"
Don't "B" fooled!
Option B's "Village Plan" so far has 2 hotels,
350 houses & condos, 150 timeshares,
100,000 sq ft retail space... **And if that's not
enough**, they still have residential zoning
of 16-55 units/acre to build even more!

"...Minimizes traffic impact"

Don't "B" fooled!
"B" will generate more than 11,500 daily
vehicle trips based on the City Traffic Dept's
trip tables! More traffic at rush hours on PCH
& Aviation Blvds. and more on side streets.

**"...Is a reasonable way to fund
open space..." Don't "B" fooled!**
A park squeezed between PCH and a
planned community? With a \$6.5 Million
funding gap even after Redevelopment taxes
are used? That's not reasonable - that's a
shame!

**Option "A" supporters are your fellow
RB citizens volunteering their efforts
www.heartpark.org**