

ARGUMENT IN FAVOR OF MEASURE CC

THE LAGUNA BEACH OPEN SPACE ACQUISITION AND PRESERVATION PARCEL TAX MEASURE

LEGACY (noun): something handed down from previous generations

Our community is special. That's no accident. Our schools, hospital, and arts venues reflect the vision and initiative of previous generations. Well-established institutions and unique public spaces help set Laguna apart. So does our open space—thanks to enlightened leadership and, at crucial moments, strong citizen involvement.

In 1989, in a landmark event, thousands filled the Canyon Road to oppose developing Laguna Canyon. Voters in 1990 authorized a bond to purchase that land for open space. State funding since then has helped to continue our conservation efforts.

The job is not quite done. The green, naturally vegetated hillsides and canyons around town may look like open space, but nearly 400 acres remain in private hands, vulnerable to development. Recognizing that state funds for open space are no longer available, volunteers last fall gathered thousands of signatures for Measure CC.

Measure CC says, in part, “for many years, whenever there has been a reasonable opportunity to acquire undeveloped open space lands from willing sellers, the City Council has voted to do so. The Measure will ... ensure this continued pattern for at least the next twenty years.”

This is more than a lofty goal. Edward McMahon, Senior Research Fellow at the Urban Land Institute, the nation's leading real estate forum, says that more green space leads to higher property values. That makes Measure CC a solid investment.

The proposed annual tax of \$120 per parcel will generate \$21 million over 20 years and then automatically expire. Only the City Council, with oversight by a citizens' watchdog committee, can approve acquisitions. Visit lagunaopenspace.com to learn more.

Let's continue Laguna's forward-thinking tradition. As our legacy, let's keep on saving the naturally beautiful setting that makes Laguna, Laguna. [Vote YES on CC.](#)

s/ Fred Droz
Former Chairperson, Laguna Beach Vision Steering Committee

s/ Michael Gosselin
Laguna Beach Realtor®

s/ Elisabeth M. Brown
Local Conservationist and Community Leader

s/ Theresa O'Hare
Governing Board Member, Laguna Beach Unified School District

s/ Gary T. Jenkins
Pediatrician, 2012 Patriots Day Citizen of the Year