

# The 36 Year Saga of Prop R and Measure C

## 1979 Citizens Won!

Riversider's for Reasonable Growth was formed, citizens of Riverside collected signatures and in 1979 Prop R was passed to protect Riverside's Victoria Avenue, Santa Ana River, Greenbelt, Hillsides and Arroyos.

## 1987 City Council vs the People of Riverside Citizens Won!

Measure C came about because the then City Council was granting variances to Prop R (4 Council votes was all it took) to get away with grading and smaller lots. Once again, Riverside citizens collected signatures, placed Measure C on the ballot, which added the Rancho La Sierra lands and mandated a Specific Plan on them that allowed clustering of homes.

## 1989 Opposition vs the People of Riverside Citizens Won!

Measure E placed on the ballot by Developer Chuck Cox to repeal Prop R and Measure C at a cost of \$337,000. The Citizens of Riverside voted to keep Prop R & Measure C place by 80%.

## 2003 Opposition vs the People of Riverside Citizens Won!

City of Riverside attempted to delete the La Sierra Hills and Rancho La Sierra from Prop R and Measure C by declaring them blighted under redevelopment law. The Citizens of Riverside sued the City and won, keeping Prop R and Measure C intact. Redevelopment law is abolished by the State of California.

## 2005 City Council vs the People of Riverside Citizens Won!

The City Council approved the first version of "donate the hills" but with 720 homes on Rancho La Sierra. The Citizens (Rural Residents) take this to court and it is declared invalid and illegal for the City of Riverside to amend. Any amendments to Prop R and Measure C must be voted on by the citizens of the City of Riverside.

## 2014 It's still in your hands!

Citizens4BalancedGrowth, an out of town development firm from Las Vegas and their paid petition gatherers, are seeking to again give the hills away (too costly to develop) in exchange for building 12 times the allowed home (1,980 homes vs. 164 homes) on the river land. By removing the lands from the protection of Prop R and Measure C, there is no zoning on the land, no protection.

### Don't be fooled.


We continue to do this at our own expense because we love our city!

Developers do this because they love what our city has to offer... a one-time huge profit!

If this initiative is allowed to pass, then we can expect Victoria Avenue, the Greenbelt, Hills and Arroyos in other areas of town to vanish. Apparently all you have to do is gather signatures, put it on the ballot and watch it disappear.

### Tell your friends and neighbors what a Yes or a No vote means

**YES** = Millions of \$\$\$ for the out of Town Developer and Prop R and Measure C's slow demise.

**Vote**  **NO** = means the continued protections and rights to develop under the guidelines of Prop R and Measure C.

