

## Requesting Your Endorsement for Yes on Measure Z: For an Inclusive, Affordable, and Livable Alameda

Greetings,

As the Mayor and Vice Mayor of the City of Alameda, we care deeply about supporting public policy that helps make our great City more inclusive, affordable, and livable. Much of it can be done at the Council level, and we've accomplished extraordinary things with our colleagues and the support of the community.

Unfortunately, we face a major roadblock, and it requires direct voter approval. The City Charter's Article 26, the ban on multi-family dwelling, is a 47-year old relic of a different era, and it impedes our ability to consider housing that is affordable, transit-accessible, and environmentally-friendly. **That's why we're proud to co-chair the Yes on Measure Z campaign, the measure to repeal Article 26, and we're asking for your organization's support.**

Yes on Measure Z has already earned incredible support from respected leaders and organizations across Alameda, including the Alameda Justice Alliance, Sierra Club, Renewed Hope for Housing, the Bay Area Council, a supermajority of the City Council, and State Senator Nancy Skinner, Assemblymember Rob Bonta, and County Supervisor Wilma Chan. Your support would mean a great deal to us.

To arrange a speaker or presentation for your organization, please contact Imber Anakara (Imber.Anakata@gmail.com).

You can learn more about the Yes on Measure Z campaign at <https://www.yesonmeasurez.com>.

We look forward to hearing from you, and we also welcome individual endorsers!

Sincerely,

Mayor Marilyn Ezzy Ashcraft  
Campaign Co-Chair

Vice Mayor John Knox White  
Campaign Co-Chair

# **The Time is Now: Repeal Article 26**

## **Vote Yes on Z: For an Inclusive, Affordable, and Livable Alameda**

In Alameda, we say everyone belongs here, yet for decades, the short-sighted and exclusionary zoning codes of the City Charter's Article 26 have trampled our capacity to make housing more affordable, accessible, and inclusive.

Article 26, which prohibits the construction of multi-family housing in Alameda, hurts our ability to attract families, young professionals, retirees, and essential workers, who have few housing options other than cost-prohibitive single-family homes. It forces people working at local Alameda businesses to commute into our City, instead of making a life as our neighbors, colleagues, and friends.

**Vote Yes on Z to make Alameda housing more affordable, accessible and inclusive.**

### **Five Reasons to Vote YES on Z:**

**1. YES on Z will help the City of Alameda address the housing affordability crisis.**

Under our existing exclusionary zoning law, the City of Alameda is incapable of achieving our affordable housing goals. YES on Z gives the City Council the ability to support more affordable housing.

**2. YES on Z will help the City of Alameda rise up for racial justice.**

Article 26 is a relic of racist land-use and discriminatory housing policies that have denied the dream of homeownership to families who deserved better from our City. 2020 is the year we vote for inclusion.

**3. YES on Z will demonstrate climate leadership in the City of Alameda.**

Housing near transit, accessible to commercial corridors, helps people live, work, and unwind in our City, helping people drive less while supporting our local small businesses. YES on Z makes that possible.

**4. YES on Z is necessary for the City of Alameda to comply with state law.**

State law requires our City to meet mandatory regional housing benchmarks, especially affordable. Article 26 will eventually be challenged in the courts if it's not repealed, at taxpayer expense.

**5. YES on Z will NOT affect the City of Alameda's historic architecture or raise taxes.**

Existing homes, including our many beautiful Victorians, are unaffected by YES on Z. While repealing Article 26 could eventually bring in new revenue to our City, it is in no way a new tax or fee.

**Join Affordable Housing Advocates, Business & Faith Leaders: Vote YES ON Z!**

### **Endorsed By:**

Mayor Marilyn Ezzy Ashcraft | Vice Mayor John Knox White | Councilmembers Jim Oddie & Malia Vella  
State Senator Nancy Skinner | State Assemblymember Rob Bonta | County Supervisor Wilma Chan  
Alameda Justice Alliance | Sierra Club | Renewed Hope Housing Advocates

**[www.YesOnMeasureZ.com](http://www.YesOnMeasureZ.com)**

Paid for By Yes on Measure Z: Alamedans for Housing Affordability | FPPC# Pending

# Frequently Asked Questions

## Yes on Measure Z

### **What does Measure Z do?**

Measure Z was placed on the ballot by a supermajority of the Alameda City Council in order for voters to decide whether to repeal Alameda Charter Article 26, historically referred to as Measure A, originally passed in 1973 by a city wide vote. A yes vote on Measure Z would repeal Article 26 in its entirety.

### **What does Article 26 do?**

Article 26 was implemented in 1973 with an explicit appeal to stop the construction of “multiple dwelling units.” As modified by 1991’s Measure A, it limits housing density to one home per 2,000 square feet. This has the effect of severely curtailing the City Council’s ability to approve energy efficient and transit-friendly projects that meet state-mandated affordable housing requirements.

### **Doesn’t Article 26 prevent the destruction of Victorians and other historical homes in Alameda?**

No! Alameda’s Alameda Historic Preservation Ordinance passed in 1980 is the law that protects homes and buildings of historic significance, including many of our beautiful Victorians. Article 26 does not even include the words “historic”, “architecture”, “demolition”, or “preservation”.

### **How does Article 26 contribute to the housing crisis?**

Yes! Since 1990, the region has created two jobs for every one home, putting intense pressure on our existing housing stock. To help our City do its part in solving the housing crisis, we need to repeal Article 26 to allow for mixed-use development near major transit corridors and to meet our affordable housing goals.

### **Does Article 26 hurt lower and middle income Alamedans?**

Yes! Article 26 severely restricts the availability of housing that Alameda families can afford, leading to housing denial and displacement. Middle and lower income people have a very hard time finding housing in Alameda, including the children of long-term residents, seniors, and families looking to establish roots.

### **Does Article 26 contribute to the climate crisis?**

Yes! At 40%, the transportation sector is the single biggest source of greenhouse emissions in California. Car-centered suburban sprawl and long commute times are a major reason why. It’s best for the environment if people live near where they work and if they are able to maintain a lifestyle where the primary modes of transportation are walking, biking, and/or public transit. By repealing Article 26, we can build new, more affordable housing, located in parts of Alameda that have good transit, and safe configurations for pedestrians and bicyclists, near major commercial corridors. By prohibiting multi-family housing, Article 26 forces the development of the kinds of homes that are worst for combating climate change. The City of Alameda Climate Action and

Resiliency Plan (CARP), published in 2019, specifically identifies multi-family housing near transit as the key strategy necessary to reduce vehicle miles traveled (VMT).

### **Won't the repeal of Article 26 cause more traffic?**

The CEQA process already includes extensive study of traffic impacts for any new dense development. As new businesses emerge in Alameda, many employees have no choice but to commute into the City, contributing to significant rush hour traffic. The truth is Article 26 limits the ability of the City Council to approve housing near transit or near where people actually work.

Indeed, since 1973, the year Article 26 was passed, no new-mixed-used buildings with ground floor commercial have been constructed on the transit-rich Parker Street or Webster Street corridors, despite the General Plan supporting this type of development. This is a wasted opportunity for our City to construct affordable housing in locations that make a car-reduced lifestyle possible.

### **Won't the repeal of Article 26 allow for high rise apartment buildings in Alameda?**

No, Article 26 doesn't address height limits. All projects with infill before the City will be required to go through an extensive review process. The City's General Plan identifies locations where denser infill is desired but not high rises.

### **Is Article 26 discriminatory?**

Yes! Article 26 enshrines into law redlining, exclusion, and discrimination. It's a stain on our City's character and reputation. The uncomfortable truth is we live in a City that first imposed racialized zoning laws dating back to the 1920s.

In 2020, there has been a reawakening of the importance of racial justice and inclusion. Our coalition also includes people who originally supported Article 26 but regret it now that they've seen its impact on diversity and inclusion in Alameda. By limiting housing to single-family homes and duplexes, the ability for families of more modest means to live in Alameda has been severely restricted, and disproportionately hurts families of color. Indeed, Article 26 was in part a reaction to public housing constructed in the City in the late 1960s.

### **What will replace Article 26 in protecting Alameda from construction of housing that is "inappropriate" for Alameda?**

A lot has changed since 1973, and our City and State have implemented a number of reforms focused on quality of life, historic preservation, and environmental stewardship. These include the Alameda Historic Preservation Ordinance, Alameda Design Review Ordinance, and California Environmental Quality Act, and oversight from the San Francisco Bay Conservation and Development Commission. Extensive public review consistent with our City's General Plan will still be required for notable new construction.

# Yes on Measure Z

## For An Inclusive, Affordable and Livable Alameda

Name: \_\_\_\_\_

Affiliated Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please check all relevant circles.**

Yes, you may use my/our name as an endorser of the “Yes on Measure Z” campaign.

I will contribute:  \$5,000  \$1,000  \$500  \$250  
 \$100  \$50  Other \_\_\_\_\_

Contribute online at: [www.yesonmeasureZ.com](http://www.yesonmeasureZ.com)

Send a check to: Yes on Measure Z, 333 Haight Ave., Alameda, CA 94501

Make check payable to: Yes on Measure Z

Contact me for volunteering: Phone \_\_\_\_\_

I'll take a lawn sign

State law requires the following information for contributions of \$100 or more

Occupation: \_\_\_\_\_

Employer: \_\_\_\_\_