



Office of the City Clerk
City of Sierra Madre

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AUG 18 2022

CITY OF SIERRA MADRE

BALLOT MEASURE PRIMARY ARGUMENT SUBMISSION FORM

A ballot argument will not be accepted unless accompanied by this submission form, which shall contain the printed name(s) and signature(s) of the person(s) submitting it or, if submitted on behalf of a bona fide association of citizens, the name of the association and the printed name and signature of at least one of its principal officers.

Word count limit for Primary Arguments = 300 words

Ballot Measure HR for the General Election to be held on November 8, 2022.

☒ Primary Argument in Favor of ☐ Primary Argument Against

City Councilmembers	
Contact Person's Printed Name:	
Phone:	Email:
Contact Person's Printed Name:	
Phone:	Email:
Bona Fide Association of Citizens	
If this argument is filed by a bona fide association of citizens, the signers of the argument must be affiliated with the association and be authorized to sign the argument on its behalf. Provide the printed name and signature of at least one principal officer of the association.	
Name of Association: Protect Sierra Madre Stop the Housing Project PAC	
Contact Person's Printed Name: Barbara Vellturo	
Phone: (802) 558-8864	Email: sierramadrepetition@gmail.com
Individual Voters Eligible to Vote on the Measure	
Contact Person's Printed Name: Alexander Arrieta	
Phone: (424) 360-8074	Email: alexanderarrieta23@gmail.com
Combination of Voters and Associations	
Contact Person's Printed Name:	
Phone:	Email:

The undersigned authors of Direct argument In Favor of ballot
Direct or Rebuttal to the In Favor of OR Against

measure HR at the General election for the City of Sierra Madre to be held on
Election Title

November 8, 2022 hereby state that such argument is true and correct to the best of their
Date of Election his/her/their

knowledge and belief.

Please complete the back of the form as well

PRIMARY ARGUMENT SIGNERS FORM

No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed. Names and titles listed will be printed in the order that they are listed below. Place a checkmark in the author column if the signer is the author of the argument. A signer can only list one title.

If the signers are part of a bona fide association, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual, the title under the signer's name must list the name of that bona fide association and may include their position within that association.

By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.

Print information clearly.

1. Name: Barbara Velturo		Title: Steering Committee PAC	
Phone: (802) 558-8864		Email: sierramadrepetition@gmail.com	
Address: 380 West Carter Avenue, Sierra Madre, CA 91024			
Signature: <i>Barbara Velturo</i>		Date: August 17, 2022	
☒ Check if the signer is the author of the argument. Authors must be signers.			
☐ FOR OFFICIAL USE ONLY - Staff check once the eligibility of the signer is verified.			
2. Name: Alexander Arrieta		Title: Steering Committee PAC	
Phone: (424) 360-8074		Email: alexanderarrieta23@gmail.com	
Address: 645 Edgeview Drive, Sierra Madre, CA 91024			
Signature: <i>Alexander Arrieta</i>		Date: August 17, 2022	
☐ Check if the signer is the author of the argument. Authors must be signers.			
☐ FOR OFFICIAL USE ONLY - Staff check once the eligibility of the signer is verified.			
3. Name: Gary Bacio		Title: Steering Committee PAC	
Phone: (626) 864-5153		Email: gary@baciolaw.com	
Address: 630 Fairview Avenue, Sierra Madre CA			
Signature: <i>Gary Bacio</i>		Date: August 17, 2022	
☐ Check if the signer is the author of the argument. Authors must be signers.			
☐ FOR OFFICIAL USE ONLY - Staff check once the eligibility of the signer is verified.			
4. Name:		Title:	
Phone:		Email:	
Address:			
Signature:		Date:	
☐ Check if the signer is the author of the argument. Authors must be signers.			
☐ FOR OFFICIAL USE ONLY - Staff check once the eligibility of the signer is verified.			
5. Name:		Title:	
Phone:		Email:	
Address:			
Signature:		Date:	
☐ Check if the signer is the author of the argument. Authors must be signers.			
☐ FOR OFFICIAL USE ONLY - Staff check once the eligibility of the signer is verified.			

ARGUMENT IN FAVOR OF MEASURE HR

Sierra Madre has spent decades refining our General Plan and Ordinances, to protect the character of our small town.

Our Open Space and Hillside Ordinances protect sensitive ecosystems in parcels near the San Gabriel Mountains, all areas within a Very High Fire Hazard Severity Zone.

EVERY LARGE PARCEL IN SIERRA MADRE ABUTTING THE SAN GABRIEL MOUNTAINS IS PROTECTED BY EITHER OUR HILLSIDE OR OPEN SPACE ORDINANCES - WITH **ONE** EXCEPTION - THE PARCEL OWNED BY MATER DOLOROSA.

Because that parcel was never included in our protective ordinances, Mater Dolorosa is now applying to build, with special rules for **ONLY** their property. Their proposed Specific Plan would allow larger single family homes than are allowed on similarly sized lots under our ordinances and would remove over 100 mature trees including protected species.

Our Initiative will rezone the property to Hillside, to include the same protections that Sierra Madre has already put on the many rezoned parcels abutting and near the mountains.

Our Hillside Ordinance allows building, including for religious purposes. But all development would be according to the standards of Sierra Madre's Hillside ordinance.

IF the Meadows housing project was built, the remaining 27 acres would stay zoned institutional. If the Illinois Diocese that owns the parcel chooses to sell that land, an institutional building, a school, hospital or retirement facility, could be built on the site. Under our code, that building could be 25-33 feet high and up to 70 percent of the site could be developed. That large facility would be IN ADDITION to the 42 large houses of the Meadows.

We believe that the citizens of Sierra Madre know best what is right for their City and will vote to protect that property, as others have been protected, by being rezoned to Hillside Zone.

VOTE YES ON MEASURE HR