



Office of the City Clerk
City of Sierra Madre

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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:	
Phone:	Email:
Combination of Voters and Associations	
Contact Person's Printed Name:	
Phone:	Email:

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

measure HR at the Municipal 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

REBUTTAL TO CITY COUNCIL'S ARGUMENT AGAINST MEASURE HR

VOTE YES ON MEASURE HR!

Don't let the City Council scare you or fool you: this initiative gives you, the voters, the power to decide what happens at Mater Dolorosa and block their 42-unit special plan that doesn't follow the same rules that apply to other hillside properties.

The 68 units they threaten is a lie. Only a homeowner who agrees to live in a home for three years can even apply for an SB9 lot split. Without an SB9 lot split, only 34 homes on two acre lots could be built - on the entire parcel. And that would still require the City to approve a subdivision request. No developer can build 68 units with limited review. Don't be fooled.

Any buildings must comply with Sierra Madre's zoning ordinances which have strict requirements for Hillside zones. These laws have significant protections and restrictions.

Measure HR takes the only large parcel abutting the mountains that is not zoned Hillside or Open Space and makes it follow the same rules that other Hillside properties do. By targeting the one property, the Initiative makes our city's zoning consistent.

The Planning Commission, City Council, and citizens have always supported the Hillside Ordinance and its values in our General Plan and Ordinances. Measure HR reflects those values of preserving and protecting our hillside lands. Measure HR allows Mater Dolorosa to continue operating and make necessary changes, while protecting our hillsides in the event of future development.

Don't let fear and misleading arguments deter you from voting the right way.

VOTE YES ON MEASURE HR!

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:	
Phone: (802) 558-8864		Email: sierramadrepetition@gmail.com	
Address: 380 West Carter Avenue Sierra Madre, CA 91024			
Signature: <i>Barbara Velturo</i>		Date: August 28, 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 Arietta		Title:	
Phone: 424 360-8074		Email: alexanderarietta23@gmail.com	
Address: 654 Edgeview Drive Sierra Madre, CA 91024			
Signature: <i>Alexander Arietta</i>		Date: August 28, 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:	
Phone: 626 864-5153		Email: gary@baciolaw.com	
Address: 630 Fairview Avenue Sierra Madre, CA 91024			
Signature: <i>Gary Bacio</i>		Date: August 28, 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.			
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