

## Measure A Timeline

Since being enacted by a citizens vote in 1973, Measure A has been discussed and debated and voted on by the people of Alameda many times and has withstood every assault by the “density for dollars” crowd.

- **2010** "Measure B" vote, 85% against
- **2008** Measure A Forum at Kaufman Auditorium
- **2006** Measure A Democratic Club debate at Alameda Hospital
- **2006** Alameda Architectural Society Measure A Information Meeting
- **2004** Measure A discussed extensively during the 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> workshops of Alameda Point PDC development
- **2004** Rotary Club Discussion – The Pro's and Con's of Measure A
- **2003** Chamber of Commerce Debate on Measure A
- **2003** City Manager Jim Flint asks for \$150,000 to study Measure A - rejected by the citizens of Alameda
- **2002** Planning Board meeting at Kaufman Auditorium on Measure A. Massive turn-out
- **1991** Measure A amended to include the 2,000 sq ft per dwelling unit requirement
- **1984** The “red brick building vote” to change Measure A. Alameda citizens voted overwhelmingly to keep Measure A
- **1975** Measure A keeps housing density on Bay Farm Island at 3,000 homes instead of 10,000 homes
- **1973** Measure A passed, providing City of Alameda Charter Amendment Article XXVI

## Organizations and Web Sites

*To support Measure A, contact:*

### **Keep Measure A Organization**

Request a lawn sign!  
Call 865-2714 or 523-5907  
[www.KeepMeasureA.org](http://www.KeepMeasureA.org)

### **Keep Measure A Citizens for Alameda Neighborhoods**

2857 Jackson St.  
Alameda, CA 94501  
FPPC # 1288721

*To see historical documents, contact:*

### **Alameda Museum**

2324 Alameda Ave  
Alameda, CA 94501  
510-521-1233  
[www.AlamedaMuseum.org](http://www.AlamedaMuseum.org)



## Alameda What is “Measure A” ?



If you have moved to Alameda within the past 30 years, it's probably because of the charm of Alameda that Measure A preserves and protects.

In March, 1973, citizens of Alameda approved Measure A, which amended the city's charter, and appears today as Article XXVI. This Charter Amendment states, “There shall be no multiple dwelling units built in the City of Alameda”. In 1991 there was an amendment stating “The maximum density for any residential development within the City of Alameda shall be one housing unit per 2,000 square feet of land.”

The term “Measure A” refers to this legislation.

The citizens of Alameda demanded and enacted this legislation to mitigate traffic congestion within Alameda, particularly on the island, which has limited access points to the mainland, and to mitigate quality of life problems such as crime, broken neighborhoods and overcrowding that come along with high-density development.

## Measure A Fact and Fiction

**Fiction:** Measure A is only about protecting Victorian homes.

**Fact:** In the 1960's when development ran rampant in Alameda and prompted citizens to enact Measure A, it's true that Alameda's housing stock was largely comprised of Victorian homes, therefore, it was those homes most at risk. However, the real issue was congestion and overcrowding on an island that is 10.8 square miles and not getting any bigger.

The spirit of Measure A also appears in the City of Alameda's Municipal code, in Chapter XXX, Section 30: *'The City Council declares and determines:*

a. The proliferation throughout the City of residential dwellings in attached groups of more than two (2) units has created and if continued, will further create land use densities and other undesirable effects to a degree which affects adversely the environment and the quality of living conditions necessary to and desirable by the people.'

Campaign pamphlets from the councilmen that were elected to enact Measure A speak of development that was contrary to the City's general plan and uncontrolled and unplanned growth. (Contact the Alameda Museum to see these historical documents.)

Later in the 1970's, citizens rallied behind Measure A again to restrict the density of a new housing development on Bay Farm Island, where there were no Victorian homes at risk. Measure A is about preventing overcrowding on the island.

**Fiction:** Measure A is a means to prevent newcomers from living on the island.

**Fact:** This is simply not true. Neither Measure A nor it's advocates prevent newcomers from moving to the island and occupying any of the existing resale or rental housing stock or new construction. As of the year 2000 U.S. census, the population mix of Alameda was 6.2% African American, 26.1% Asian, 9.3% Hispanic or Latino and 26.1% foreign born persons, representing a dramatic shift from the majority white population of pre-Measure A days.

**Fiction:** Measure A supporters are anti-development and 'stuck' in the 1950's.

**Fact:** Not true. Like the original framers of Measure A in 1973, current Measure A supporters favor moderated development that doesn't permit land developers to run roughshod over residents' quality of life. Young and old people, newcomers and long-time residents alike support Measure A. For the newcomers, the quality of life in Alameda that drew them here is in fact the fruit of Measure A. If anything, it is the Measure A critics that are stuck in the past - they echo 1960's urban renewal slogans that espouse "progress" in the form of high-density and high-rises. Measure A supporters aren't anti-development, they just want development that fits Alameda.

**Fiction:** There is no affordable housing in Alameda.

**Fact:** Market forces drive home values and rental rates, and due to the geography and climate, housing is expensive all over the San Francisco Bay area relative to many other parts of the country.

The City of Alameda provides Housing Assistance for Alameda residents through administration of the Section 8 housing program in Alameda, and also with First-Time Home Buyer Programs, including Free Home Buyer Workshops and a Down Payment Assistance Program. By law, new developments must set aside 25% of new homes as affordable housing, whereas 'affordable' is defined relative to the median income of the city.

**Fiction:** Measure A prevents public transit from working.

**Fact:** Measure A allows densities of 21.78 dwelling units per acre (du/ac) – more than the minimum (12 to 15 du/ac) required to support public transit.

**Fiction:** Alameda is a city of rich elitist home-owners.

**Fact:** Alameda's housing stock consists of 50% multi-dwelling/rental units and 40% single-family homes and 10% attached single-family homes. (U.S. Census data)

**Fiction:** The problems of 1973 have no bearing on what we face today.

**Fact:** As of 2006, there were at least ten major land development projects on the slate for Alameda, encompassing thousands of acres of land and millions of square feet of commercial, residential, and retail construction. If land development in Alameda doesn't look like it's a problem today, it is because of the success of Measure A. Turning back Measure A today would permit developers to go back to the drawing board and exponentially expand the density on those millions of square feet of planned development.