



## S

### City of Cypress, Cypress Housing Element Implementation

To address the rising cost of living and high cost of housing (without raising taxes); retain/attract small businesses; maintain local control; meet state housing requirements; provide for housing needs of workers, seniors, and middle-class families, shall the City of Cypress measure to approve an ordinance amending the Cypress Town Center and Commons Specific Plan to allow the right to develop 676 additional housing units, over time, at the Los Alamitos Race Course instead of allowing 766 housing units elsewhere in Cypress, be adopted?

#### What your vote means

YES	NO
A "YES" vote is a vote to approve the amendment to the CTCC.	A "NO" vote is a vote against allowing the amendment to the CTCC, and will result in the City having to allocate an additional 766 units to the Lincoln Avenue Specific Plan area.

#### For and against

FOR	AGAINST
Scott Minikus City of Cypress Mayor  Rob Johnson Former City of Cypress Mayor  Tim Keenan Former Cypress Mayor  Cypress Chamber of Commerce  El Zarape	George Pardon 35 year Cypress Resident  Brittney Cook 30 year Cypress Resident  Rita Gamil 30 year Cypress Resident  Ed Kraemer 24 year Cypress Resident  Laurie Chrispen 9 year Cypress Resident



# Ballot Measures-S

## Impartial Analysis City of Cypress Measure S

The Cypress City Council, by a vote of 4-to-1, placed Measure S (“Measure”) on the November 5, 2024, ballot.

State law requires all California cities to update their Housing Element and accommodate new housing units based upon the State-imposed Regional Housing Needs Assessment (RHNA). On June 27, 2022, the City of Cypress (City) adopted the 2021-2029 Housing Element Update, which includes a plan to accommodate the City’s RHNA of 3,936 housing units over eight years. After accounting for units already permitted or under construction, the plan distributes the remaining required units primarily between the Lincoln Avenue corridor and the Cypress Town Center and Commons Specific Plan (CTCC). Currently, the CTCC permits 1,250 units of which 135 units have already been constructed. This Measure would allow an additional 676 units in the CTCC to address the RHNA mandate to permit 1,926 units total within the CTCC. The remaining units are assigned to Lincoln Avenue and other areas in the City. The State also required the City to plan for a 323-unit buffer because it considered infill development on Lincoln Avenue less likely to develop due to site constraints, existing uses, and disparate ownership. With the buffer, the Housing Element plans for a total of 4,259 new housing units.

On June 5, 2018, the voters of the City approved an initiative titled “Measure A” establishing the CTCC 2.0. Measure A requires voter approval of any amendment of the CTCC that would permit any land use other than those permitted in Measure A.

In compliance with Measure A, this Measure S proposes the adoption of an ordinance approving the replacement of the CTCC 2.0 with the CTCC 3.0. If approved, the amendments to the CTCC include: increasing the number of housing units permitted by 676 units, increasing the maximum residential density to 30 (from 20) dwelling units per acre in the Town Center Portion of the CTCC, and creating a new medium density residential district allowing development up to 15 dwelling units per acre. The zoning remains the same on 95 acres (67%) of the CTCC area and the increased density is generally located in the southeast area of the CTCC.

If not approved, the City must implement the alternative and allocate an additional 766 housing units within the Lincoln Avenue Specific Plan and other areas of Cypress. Either way, the City must plan to accommodate the units to secure a State-compliant Housing Element and thus avoid the risk of facing penalties per State law.

A “YES” vote is a vote to approve the amendment to the CTCC. A “NO” vote is a vote against allowing the amendment to the CTCC, and will result in the City having to allocate an additional 766 units to the Lincoln Avenue Specific Plan area. This Measure would take effect only if it receives a majority “YES” vote at the November 5, 2024, election.

**The above statement is an impartial analysis of Measure S. If you desire a copy of the ordinance or measure, please go to the City’s website at:**

**[https://destinyhosted.com/cypredocs/2024/CCREG/20240708\\_277/2436%5FResolution%5Fre%5FHousing%5FElement%5FBallot%5FMeasure%5Fwith%5Fordinance%5Fattached.pdf](https://destinyhosted.com/cypredocs/2024/CCREG/20240708_277/2436%5FResolution%5Fre%5FHousing%5FElement%5FBallot%5FMeasure%5Fwith%5Fordinance%5Fattached.pdf) or contact the Cypress City Clerk’s Office at (714) 229-6685 and a copy will be provided at no cost to you.**

s/ Fred Galante, City Attorney  
City of Cypress



# Ballot Measures-S

## Argument in Favor of Measure S

As the cost of living continues to grow, the cost of housing has become a major concern for Cypress residents.

**Vote YES on S to meet State housing mandates, provide balanced housing opportunities for all income levels – all without raising taxes.**

Measure S enables Cypress to gradually comply with California's strict housing laws. If communities don't allow enough housing to be built, the State could override local decisions and impose development without regard to location, traffic, or the interests of our residents. After thorough studies, the City determined that the Los Alamitos Race Course site offers the most benefits to the community with minimal impact on existing neighborhoods and small businesses.

Measure S will not raise taxes but will make it easier for people to own homes and live in Cypress. Over the past 40 years, Cypress has become unaffordable for our children and grandchildren, leading to declining school enrollment.

That's why Measure S is essential. It will provide additional future housing opportunities, allowing families and workers in our community to afford to live here. More homeowners means more property tax revenue to support schools, road maintenance, public safety, and parks and recreation.

Measure S will also strengthen Cypress's economy by bringing new customers to our business community and providing housing for employees in our business parks.

### Vote Yes on S

- Support local schools
- Protect essential City services
- Provide balanced housing opportunities
- Prevent the State politicians, bureaucrats, and developers from building housing in Cypress with no community input

Measure S protects our existing neighborhoods and small businesses by locating new housing in the Los Alamitos Race Course when it eventually redevelops.

**Vote Yes on S: Expand housing opportunities, provide balanced housing opportunities, and generate increased property tax revenue to support schools without imposing new taxes.**

s/ Scott Minikus  
City of Cypress Mayor

s/ Rob Johnson  
Former City of Cypress Mayor

s/ Tim Keenan  
Former Cypress Mayor

Cypress Chamber of Commerce

El Zarape

## Rebuttal to Argument in Favor of Measure S

Vote NO on Measure S. This measure will permanently alter the character of Cypress without providing affordable housing.

While the State requires the city to plan for close to 4,000 additional residential units, who do you know that wants them?

The city has developed an alternative housing plan that will be submitted to the State for certification in the event this ballot measure is not approved.

The cost of housing in Cypress will remain high because the city's plan has no affordability mandate. While more housing may generate more tax revenue, it will seriously impact traffic and open space.

Packing more people into smaller spaces won't create affordable housing. If higher density created affordability then why doesn't the 60 unit per acre apartment complex recently built on Katella have any affordable units? Without an affordability mandate, developers are major beneficiaries of the city's plan.

Cypress is already well-funded and a great place to live. In 2018, residents voted for a balanced approach to a "Town Center" concept for the Racetrack property. Adding 676 more units to the Racetrack would be like adding another housing development with a similar number of residential units as Sorrento, but with significantly higher density.

Vote NO on Measure S.

- Honor the Town Center concept we voted for in 2018.
- Don't fall for the scare tactics of the proponents.
- Don't let developers profit at the expense of our quality of life.

s/ George Pardon  
35 year Cypress Resident

s/ Brittney Cook  
30 year Cypress Resident

s/ Rita Gamil  
30 year Cypress Resident

s/ Ed Kraemer  
24 year Cypress Resident

s/ Laurie Chrispen  
9 year Cypress Resident



# Ballot Measures-S

## Argument Against Measure S

The first problem with this measure is the name: 'Town Center and Commons.' It should be called 'More Housing' or 'No on Town Center'. The city is proposing the additional 676 units on the racetrack where residents voted to have a town center in 2018. Residents continually say they have to leave Cypress for fine dining, shopping, and entertainment. If approved, there is little chance there will be a town center.

Second, the city suggests if this isn't approved there is a risk of losing local building control, however, the city has an alternative plan that complies with the State's RHNA requirements.

Third, the number to keep in mind isn't 676, it is 1,791. If approved, 1,791 units can be built on the racetrack because 1,115 units have yet to be built based on the 2018 measure.

Fourth, the plan is for Moody to connect Cerritos Ave to Katella. Moody will become another major thoroughfare that will negatively impact our residents. Getting our children to school and other activities is challenging enough. Traffic on Katella is already bad enough.

Why didn't the city rezone the Mitsubishi building or other commercial property on Katella? Mitsubishi moved 5 years ago and that building remains vacant. The city stated they did not put housing on those properties because the owners didn't want it. It's only fair that residents get to say we don't want it either.

Vote No on Measure S

s/ George Pardon  
35 year Cypress Resident

s/ Brittney Cook  
30 year Cypress Resident

s/ Rita Gamil  
30 year Cypress Resident

s/ Ed Kraemer  
24 year Cypress Resident

s/ Laurie Chrispen  
9 year Cypress Resident

## Rebuttal to Argument Against Measure S

Measure S is about fairness. It evenly distributes the planning for State-required new homes throughout Cypress. Measure S plans for the eventual addition of up to 1,791 homes at the racecourse and up to 1,643 homes along Lincoln Avenue. Without Measure S, 2,379 high-density multi-family homes (five- and six-stories) are planned for Lincoln Avenue. This will disrupt established neighborhoods and force small, community serving businesses to close.

Measure S makes minimal changes to the Cypress Town Center & Commons Specific Plan (CTCC). In fact, 67% (95 acres) of the CTCC remains unchanged, and most of the new zoning is relatively low density (two-story townhomes). To attract new businesses, restaurants and shopping, three-story homes are planned in the southern part of the racecourse near Katella Avenue. This new housing will support a vibrant town center, something that is easy to see in The Square at Cypress, home to Trader Joe's. Planning housing near Katella Avenue allows people to live close to Cypress' largest employers, walk to commercial areas, and takes advantage of Katella Avenue's Smart Street designation.

Measure S does not create new traffic. A study available on the City's website found that traffic from the State-mandated housing will not overburden our streets. Measure S distributes traffic throughout the City and ensures that no one neighborhood is disproportionately affected. The Moody-Katella connection was approved by voters in 2018 and will be part of the racecourse's redevelopment whether or not Measure S is approved.

Vote YES on Measure S to fairly distribute new housing throughout Cypress.

s/ Scott Minikus  
Mayor, City of Cypress

s/ Rob Johnson  
Former Mayor, City of Cypress

s/ Tim Keenan  
Former Cypress Mayor

Cypress Chamber of Commerce