

Vote NO on Measure ___.

With no public hearings or input, no Environmental Impact Report, no full traffic studies, Measure ___ will allow a developer to alter the 2008 City Council and Resident approved plan and build the tallest building in Beverly Hills.

That's why the Beverly Hills City Council urges you to Vote No on Measure ___.

Using a legal loophole that circumvents the process used by every other project in Beverly Hills, Measure ___ will allow a tower 345-feet high with an additional 30 foot rooftop canopy.

- **Do you want** a 345-foot skyscraper, taller than the Statue of Liberty; twice the height of any building in Beverly Hills, extending the Wilshire Corridor into Beverly Hills?
- Do you want new event space with outdoor music and parties across the street from homes?
- **Do you want** to eliminate water conservation measures the developer promised Beverly Hills residents in 2008?
- Do you want no Architectural Commission discretionary approval for a gigantic new development?
- **Do you want** to open the door to developers changing the character of our community by bypassing Beverly Hills's development process?

We don't...

Contrary to what the developer has said, Measure ___ is NOT an open space initiative, because the 2008 plan already includes "4.5 acres of new ground level open space, public gardens, fountains and art."

We challenge anyone to read the initiative and find language that Beverly Hills residents will be able to use the garden every day or have free parking to use it. What the initiative states is: the garden shall "generally be open to the public . . . as determined by the owner of the property." It can be closed for private parties anytime the developer can rent it out.

Vote NO on Measure ___ and protect the character of Beverly Hills.

Join the City Council and your neighbors in voting NO on Measure ___.

Visit www.NoBHTower.com or call 424.254.0545 to learn more.

/s/ John Mirisch
Mayor, City of Beverly Hills
for the City Council

/s/ Edward I. Brown
Former Mayor, City of Beverly Hills

/s/ Farshid Shooshani
Chair of Beverly Hills Planning Commission

/s/ Lori Greene Gordon
Vice Chair, Beverly Hills Planning Commission

/s/ The Municipal League of Beverly Hills
by: Thomas A. White, Chairman