

If the developer promoting Measure __ thought it was a great plan, why not use our regular public planning process? Why not conduct an EIR and full traffic studies?

Why use a loophole to get it through? Why misrepresent it as an “open space” initiative?

Here’s why:

- The proposed skyscraper will be **375 feet high** (including rooftop accessories); more than double the tallest building in Beverly Hills and much more appropriate for Century City.
(Page 6, Initiative).
- The initiative actually **only adds 0.61 acres of open space** (26,616 square feet) to the already entitled 2008 plan. (Page 2, Initiative)
- The initiative **removes** the graywater requirement in the Waldorf-Astoria and condominiums. Graywater will only be used for landscaping. (Page 4, Initiative)
- The initiative **doesn’t guarantee** the garden as permanent open space. The developer wants us to believe he will file a covenant after the election. But he still can close the private garden whenever he wants to rent it out.
- The initiative expressly **eliminates** any design oversight by the Architectural Commission. There is nothing to protect the community from the developer’s architectural whims.

Voting NO on Measure __ means you oppose the developer’s scheme to ignore our City’s thorough development guidelines.

It means you agree with our City Council, as well as many residents and city commissioners that important planning decisions should be fully vetted. The Hilton Tower is simply too big, too unregulated and too much for our community.

Vote NO on Measure __.

Because fairness matters, and our development rules should apply to everyone.

Author of Argument

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