



Media Factsheet

Measure F puts housing and the economic vitality of Eureka first.

Measure F is simple:

- Keeps Downtown Vibrant
- Opens Jacobs for Housing

Measure F will make desperately needed housing possible for Eureka both Downtown and the vacant Jacobs Site.

Measure F, the Housing for All and Downtown Vitality Initiative, will:

- Open up the Jacobs site for hundreds of housing units for working- and middle-income families.
 - This is in addition to the affordable housing the city plans to build.
- Saves downtown small businesses by maintaining the accessible parking they need to survive.

Measure F protects small businesses.

- The Eureka Housing for All and Downtown Vitality measure will ensure that essential off-street parking remains available for visitors, customers, businesses, and workers.
- Measure F will help our downtown shops, restaurants, and points of interest attract the foot traffic they need to stay open.

Measure F provides a better plan to address Eureka's housing crisis by opening up the Jacobs site to develop badly needed, family-friendly homes.

- The Jacobs site still sits vacant and would make an excellent location for a family-friendly neighborhood.
 - It is already near shopping and services.
 - The City was ready to let it go to the state until Measure F suggested it be considered for housing.
 - Now voters can decide if the Jacobs site can be re-zoned so family homes can be built there.
- The former Jacobs Middle School site is a vacant eyesore that is overdue for a massive facelift. Its nearly nine acres could house many families, which Measure F's provisions enable with a zoning upgrade for that site.
- According to a recent poll of 392 Eureka voters, 60% of respondents agreed they wanted the Jacobs site to become housing.



Measure F provides a better plan to address Eureka's housing crisis.

- The initiative's purpose is simple: to accommodate the City's need for more housing for residents at all income levels and to protect the accessibility, safety, and economic vitality of our Historic Downtown. It would do two things:
 - One, rezone a large vacant property within the city limits, the former Jacobs Middle School site, to allow for housing development.
 - Two, the City must maintain current levels of public parking on specified downtown public parking lots, which helps our small businesses keep their doors open and gives new residents a place to park.
- Measure F does not negate or cancel the City's Downtown housing plan; it improves it.
 - The state's Regional Housing Needs Allocation requirement could be met with Measure F, a sensible housing plan that will not destroy downtown businesses.
 - The City of Eureka's extreme plan fails to consider ramifications that could hurt the community and devastate the local economy if hundreds of parking spots are removed. But Measure F will address these to:
 - Provide more housing for those in need.
 - Ensure Eureka has a thriving community for families seeking a welcoming place to live.
 - Protect the businesses that make Eureka so incredibly special by ensuring the infrastructure is there when new housing is built on downtown parking lots.
 - Measure F preserves the existing public parking but does not require additional parking spaces for occupants unless required.

Measure F is needed to preserve Eureka's small businesses and the arts and cultural activities that draw the community downtown.

- Keeping shops, restaurants, and small businesses thriving is vital to the fabric of the community.
- According to a recent poll of 392 Eureka voters, 62% of respondents agreed they wanted to maintain parking to keep the area a vibrant center for art, culture, and tourism.

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