

# **Costa Mesa voters approve Measure K to support affordable housing for local families and revitalize commercial areas**

With the certification of the Nov. 8, 2022, General Municipal Election by the Orange County Registrar of Voters and the Costa Mesa City Council, Costa Mesa residents have voted to approve Measure K, the Ordinance to Revitalize Commercial and Industrial Areas and Protect Residential Neighborhoods.

Measure K protects residential neighborhoods while enabling the revitalization of major commercial and industrial corridors such as Newport and Harbor Boulevards. It also promotes future opportunities for additional affordable housing for working and middle-class families.

With the approval of Measure K, Costa Mesa will have the zoning and land use framework to allow for the development of affordable housing, an essential component to maintaining Costa Mesa's core value of inclusion and the City Council's goal to diversify, stabilize, and increase housing to reflect community needs.

"It's our duty to provide an opportunity for current and future generations to find housing in the community they grew up in," said District 3 Council Member Andrea Marr, who helped author the ballot measure. "Revitalizing Harbor and Newport Boulevards will help to create much-needed housing while also improving critical parts of our city."

Measure K was placed on the November ballot by a majority vote of the City Council to address housing affordability and to

enhance economic development along major commercial corridors in need of revitalization.

Improving economic development and housing opportunities within Costa Mesa strengthens residents' quality of life and keeps the City thriving and vibrant, reinforcing that Costa Mesa is the ideal place to live, raise a family, and run a business for generations to come.

With new housing mandates by the State of California, Measure K helps to ensure that Costa Mesa's have a say in how the community develops, and maintains local control in land-use planning.

Measure K requires that new development projects pay their fair share of the improvements needed to mitigate potential traffic increases, including engineering and construction costs of roadway, bike paths and pedestrian facilities and traffic signal upgrades.

Measure K also enhances community involvement and oversight through design charrettes, workshops, and community surveys of any land use plans adopted or amended for any part of the defined commercial and industrial corridors.

*For more information on Measure K, please visit [www.CostaMesaMeasureK.com](http://www.CostaMesaMeasureK.com).*