



In 1963 James Baldwin warned us about "urban renewal".

Today, "gentrification" is a serious threat to our neighborhoods.



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JOIN Congresswoman Diane Watson and Community Leaders

WHY Support Measure S?

Because It Will:

- Empower local residents to have a bigger say in what gets built in our neighborhoods
- Encourage 100 percent affordable housing construction
- Stop the backroom deals at City Hall that give sweet deals to outside developers

Hon. Robert Farrell, Los Angeles Councilmember (Ret.)
 Baldwin Neighborhood Homeowners Association
 Black Community Clergy & Labor Alliance
 Hyde Park Organizational Partnership for Empowerment
 Clint Simmons, P.E., Board Member, Los Angeles Aviation Commission*
 Dr. Gloria Zuurveen, Publisher, PACE News
 Greg Akili, Institute of the Black World 21st Century*
 Jackie Ryan, Past President, Leimert Park Village Merchants Association*
 Rev. Kelvin Sauls, Senior Pastor, Holman United Methodist Church*
 Larry Aubry, Advocate & Columnist, Los Angeles Sentinel*
 Linda Ricks, Friends of the Hyde Park Miriam Mathews Library*
 Lori McCoy-Shuler, Parish Pastoral Council President, Holy Name of Jesus Church*
 Dr. Michael Batie, President, LA Council of Black Professional Engineers*
 Michael Guynn, Chair, Empowerment Congress Southwest Area Neighborhood
 - Development Council Land Use Committee
 Opal Young, President, Baldwin Hills-Crenshaw Homeowners Coalition



“Measure S will encourage the building of new affordable rental housing for our seniors and working families.”

**U.S. Congresswoman
Diane Watson (ret.)**



“Nobody wants to see the Hollywood model of luxury towers, traffic gridlock and thousands of displaced residents replicated in South L.A. Measure S will help fight gentrification, and encourage development without displacement.”

**Damien Goodman, Executive Director,
Crenshaw Subway Coalition**

Yes on Measure S! Tuesday, March 7th!



Paid for by the Coalition to Preserve LA, Sponsored by AIDS Healthcare Foundation, Yes on S, 10940 Wilshire Boulevard, Suite 2000, Los Angeles, CA 90024. Additional information is available at ethics.lacity.org