

NOTICE . . . Registered Voters of Torrance  
 DON'T SIGN . . . before you

# KNOW ALL THE FACTS

. . . facts concerning the so called  
 costly rezoning referendum!

PROTECT yourself . . . your neighbors . . . your fellow  
 property owners.

## THE TRUE HEART OF TORRANCE'S TAX STRUCTURE

Let's check on who really pays Torrance taxes . . . don't believe the story  
 that Industry pays the heavy load . . . THAT STATEMENT IS A MYTH!

### HERE'S THE TRUE PICTURE:

Don't become confused by "exaggerated" claims of higher property taxes . . . Torrance receives less than half  
 its income from real estate taxes. While industry pays on the basis of less than \$3,000 assessed valuation per  
 acre, you and your small property owning neighbor average payments based on assessed valuation of \$9,000  
 per acre. While industry's tax share is developed on an average valuation of \$3,000 per acre, the home owners  
 in the Hollywood-Riviera sector, for example, pay on a valuation of \$9,000 per acre; those in the Carson and  
 Anza area have an acreage valuation of \$9,600 each. THAT IS THE PICTURE. THINK BEFORE YOU SIGN  
 THAT PETITION.

Before you take pen in hand and sign your "John Henry" on the referendum petition, stop and think. Recall  
 that in 1946, Torrance's population was a mere 13,000. Today it has exceeded the 107,000 mark—and is climb-  
 ing daily. So it becomes the homeowners of Torrance who are paying the lion's share of the taxes. Torrance  
 needs more homes. Hundreds of workers earning their wages in Torrance are unable to live here.

Remember that all around the 155-acres contained in the Marble Estate — which has been rezoned from in-  
 dustrial to residential use by the City Council — are located other rezoned residential areas. In addition,  
 there is an ever-expanding retail shopping area. The entire region has undergone a rapid change calling for  
 long-visioned planning.

Yet some political opportunists would have us believe that this one piece of rezoned property—only 155-acres  
 in all—would hike your taxes, imperil all of Torrance, its schools and your homes. NOTHING COULD BE FUR-  
 THER FROM THE TRUTH.

● MORE HOMES MEAN MORE JOBS . . .

● MORE HOMES MAKE TORRANCE A BETTER PLACE TO LIVE

● TORRANCE NEEDS MORE PEOPLE — WHY STOP GROWING?

BECOME ACQUAINTED WITH ALL THE FACTS BEFORE BECOMING A REZONING REFERENDUM PETI-  
 TION-SIGNER. DON'T BECOME THE INNOCENT PAWN IN PROMOTING THE AMBITIONS OF A FEW  
 POLITICAL OPPORTUNISTS.

AND A MOST IMPORTANT POSTSCRIPT! Just a few short weeks ago, remember that report filed by the  
 Regional Planning Commission. Here trained leaders in community planning stated flatly that there is a sur-  
 plus of more than 7,000 acres of zoned industrial property than will be needed in the Southwest area through  
 the year 1980.

WE URGE YOU TO STOP AND THINK BEFORE SIGNING THE REZONING PETITION

This Message Sponsored by The Committee of 212 Business and Professional Firms for Continued Progress in the City of Torrance