

## ARGUMENT AGAINST MEASURE R

### **Protect Our Historic Buildings and Our Neighborhoods. Require a Truly Green Plan for Downtown. Say NO to Measure R!**

The City Attorney admits that Measure R is not a plan. It's a plan to have a plan, an end run around voters, packaging empty promises with destructive proposals in feel-good "greenest city in America" language, while needlessly delaying adoption of an actual Downtown Plan.

**Measure R throws out five years of successful community process.** A 21-person, Council-appointed citizens' committee held hundreds of public meetings and overwhelmingly approved a Downtown Plan. The Council rejected that plan and replaced it with a developer-backed plan. Within thirty days, 9,200 citizens signed petitions preventing adoption of that plan without a vote of the people. Instead, the Council rescinded the plan and devised Measure R.

**Measure R greenlights out-of-scale development,** as much as tripling the present limit from 55 to 180 feet (the unsightly Great Western building's height) without enforceable environmental mitigations or community benefits such as open space or affordable housing. Developers will build *even higher* than 180 feet under California's bonus density provisions. UC would be allowed to build unspecified additional tall buildings, weakening the tax base.

**Measure R threatens neighborhoods,** designating a hugely expanded "Downtown" that incorporates existing residential areas, allowing outsized development to overwhelm surrounding neighborhoods.

**Measure R establishes the anti-preservation law *specifically rejected* in November 2008,** when voters soundly defeated Measure LL. By expediting demolition of historic buildings, R in fact destroys *real* affordable housing, *increases* greenhouse gas, and sends tons of demolition debris to landfills.

**Voting NO on R tells the Council to work with the community on a *truly green* plan** that serves us *all*: Downtown businesspeople, residents, students, everyone who'd like to be able to shop downtown again, *and* developers.

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Secretary, Alameda County Green Party on behalf of the Green Party of Alameda County

Anne Paxton Wagley  
on behalf of Berkeley Architectural Heritage Association, City of Berkeley Landmarks Preservation Commissioner

Martha Nicoloff  
Treasurer, Council of Neighborhood Associations on behalf of the Council of Neighborhood Associations

John T. Selawsky  
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