

ARGUMENT IN FAVOR OF MEASURE R

Vote YES on Measure R for a safe, vibrant and green Downtown Berkeley.

Measure R helps local merchants, attracts business, creates jobs and raises revenue for the City.

Berkeley needs thriving businesses. A revitalized Downtown will attract **new jobs, increase our economic vitality, improve public safety and strengthen the tax base.**

Measure R establishes a welcoming Downtown with plazas and open space.

Residents and visitors will be drawn to Downtown's plazas, clean and wide sidewalks, tree-lined streets and bicycle amenities.

Measure R encourages housing in innovative new green buildings.

The new Plan establishes a Green Pathway encouraging an array of housing opportunities for our local workforce, students, families, seniors and retirees of all income levels. The Plan requires the highest standards in energy efficiency and sustainable amenities, such as rainwater catchment, open space, and recycling.

Measure R restricts building heights and protects neighborhoods from over-development and commuter traffic.

The new Plan allows two residential buildings and one hotel no higher than the Wells Fargo and Great Western Buildings. New housing will have easy access to transit, car sharing, bike parking and will support a fund to provide alternatives to single occupancy vehicles, such as bus passes for residents.

Measure R preserves historic and cultural resources.

The new Plan will ensure that a comprehensive, independent analysis of potential impacts on historic sites will be reviewed by the Landmarks Preservation Commission *prior* to approving any project.

Measure R is supported by the Sierra Club, League of Women Voters, Greenbelt Alliance, Alameda County Building Trades, League of Conservation Voters, Livable Berkeley, Downtown Berkeley Association, and Berkeley Food and Housing Project.

Vote YES on Measure R and move Downtown Berkeley into the 21st century with people working, living, shopping, studying and enjoying the arts and entertainment downtown.

Vote YES on Measure R.

Susan Medak

Managing Director, Berkeley Repertory Theater; President, Downtown Berkeley Association

Loni Hancock

State Senator

Weldon Rucker

Retired Berkeley City Manager

Robert B. Reich

Professor of Public Policy and Former U.S. Secretary of Labor

Beatriz Leyva-Cutler

Executive Director, Bay Area Hispano Institute for Advancement (BAHIA, Inc)