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CITY OF BERKELEY
CITY CLERK DEPARTMENT

REBUTTAL TO ARGUMENT AGAINST MEASURE R
YES on Measure R – For a Vibrant and Safe Downtown

The arguments against Measure R are false, advanced by people who have consistently opposed virtually every attempt to revitalize Downtown.

Based on five years of community process and hundreds of public meetings, this plan is supported by The Sierra Club, League of Women Voters, and Downtown merchants. Measure R gives voters a say in the future of Berkeley and the Downtown.

Despite what opponents claim, no building could be taller than what we have now. The plan does not permit anything higher.

The plan includes legal incentives to create new affordable housing. The plan will encourage new homes, including affordable housing, close to jobs and transit.

UC Berkeley agreed to the plan adopted by Council. Without voluntary agreement with the plan the UC could develop however and wherever they want.

The plan protects neighborhoods. It concentrates housing and future growth Downtown, relieving development pressure and traffic impacts on neighborhoods.

Landmarks will be preserved. Any new development must be reviewed by the Landmarks Commission for its impacts on historic structures nearby. This will not change.

The plan has broad support

Environmental advocates:

Sierra Club
League of Conservation Voters
Greenbelt Alliance
Bicycle Friendly Berkeley Coalition

Advocates for jobs, a robust economy, and affordable housing:

Alameda County Building Trades
Downtown Berkeley Association
Berkeley Chamber of Commerce
Berkeley Food and Housing Project
The League of Women Voters

Join seven City Council members and so many others who want a vibrant, green, and safe downtown.

Assemblywoman Nancy Skinner, 14th AD
Susie Medak, Managing Director, Berkeley Repertory Theater and President of the Downtown Berkeley Association
Harrison Fraker, Former Dean, U.C. Berkeley School of Environmental Design
Amy Thomas, Merchant, Pegasus Books
Helen Burke, Vice Chair, Sierra Club, North Alameda County Group

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