

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE R

Of course we need “a safe, vibrant and green Downtown Berkeley” that will “attract new jobs [and] increase our economic vitality.” Opponents support almost everything proponents *claim* Measure R will do.

But Measure R undermines the 90% we can all agree on by **wrapping controversial land-use policies in green packaging.**

Measure R provides no real plan to revitalize Downtown. Instead it creates pressure that will make Downtown *less* viable and *less* livable. **The first and only sure effect of replacing older building stock is to drive out existing residents and the small businesses we love.**

Measure R completely lacks noncompliance penalties, leaving **giant loopholes for developers to avoid providing essential community benefits**, including open space, green building standards, affordable housing, and fair wages — the very things we all agree are important.

Measure R doesn't preserve historic and cultural resources. It rewrites the Landmarks Ordinance, making it easier to **demolish historic buildings containing existing affordable housing.**

Measure R harms surrounding neighborhoods by incorporating them into an expanded and intensified Downtown with **dramatically raised building heights.**

We can make Downtown a better place to work, live, shop, study, and enjoy arts and entertainment, but **Measure R is a step backward!** It ignores five years of community process that resulted in a truly green Downtown Plan, which Council rejected in favor of this blank check for developers.

Vote No on R, and tell Council to come up with a truly green plan for our Downtown! Find out the whole truth at FactsAboutMeasureR.org.

- Bonnie Hughes^{15/}
- Wendy Alfsen
- Lisa Stephens
- Carrie Olsen
- Jesse Arreguin

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