



VOTE **NO** ON MEASURE R

Downtown Berkeley retains a historic context and a sense of place. It is still the center of our city. There are better models than Measure R for revitalizing our downtown.

Measure R:

- ◆ is fiscally irresponsible and full of vague statements.
- ◆ is not green—it takes approximately 65 years for a green, energy-efficient new office building to recover the energy lost in demolishing an existing building.
- ◆ will destroy our Landmarks Ordinance.
- ◆ will not bring back a vibrant and welcoming downtown.

Protect Berkeley's Historic Main Street from:

- ◆ Manhattanization
- ◆ Corporate control
- ◆ Tax-revenue loss

Preserve Downtown Berkeley's:

- ◆ Sense of place and harmony with neighborhoods
- ◆ Citizen participation
- ◆ Local opportunities for revenue

Measure R does nothing to bring back a vibrant and welcoming downtown. It is an attempt to gut our Landmarks Preservation Ordinance.

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Berkeley Architectural Heritage Association
www.berkeleyheritage.com