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CITY OF BERKELEY
CITY CLERK DEPARTMENT

ARGUMENT IN FAVOR OF MEASURE T

Measure T is neither a tax increase nor an approval of a specific development project.

Measure T is a creative, community-based initiative that will allow hundreds of good paying jobs, affordable housing opportunities and improvements in West Berkeley, with the potential to generate millions of dollars in revenue for enhanced amenities and services to the community.

78 Measure T will amend the original, restrictive West Berkeley Plan that is now out of step with today's global and regional economy. **Recent analysis indicates that more than 1500 jobs were lost in West Berkeley due to outdated zoning.** More than 75 open public meetings have been held to discuss West Berkeley zoning over the past seven years. In 2011, the Council approved allowing new types of uses in West Berkeley including research and development. Now, as proposed Under Measure T, owners of large sites could either use existing zoning laws or choose the new zoning and gain the flexibility to mix uses (light manufacturing, residential, artist work space, research and development) in exchange for community benefits.

Each proposed site would be discussed in numerous public meetings and follow the city's planning and review process: **design review, landmark approval, planning commission approval, and City Council approval.**

There are large West Berkeley industrial sites that are underutilized; Measure T provides the tools to revitalize these properties. If property owners use the new flexible zoning, millions of dollars of new funds would become available to support needed city amenities and services such as job training, good paying jobs, affordable housing, and artists work space, public safety, education, parks and enhanced transportation and environmental improvements.

Join us in voting Yes on Measure T to bring needed changes to West Berkeley and necessary revenue to support the entire city. Together, we can move Berkeley into the 21st century.

Nancy Skinner, Assemblymember

Joseph Slusky, Artist (Sculptor)

Susie Medak, Managing Director

Linda Schacht, Lecturer UC Berkeley

Tom Bates, Mayor