

***Opponents of affordable housing are circulating  
a misleading Referendum Petition  
designed to stop the David Brower Center / Oxford Plaza.***

**PLEASE DO NOT SIGN THE REFERENDUM PETITION!**

***DEFEND AFFORDABLE HOUSING!  
SUPPORT THE BROWER CENTER!***



**Background:** After seven years of community planning and a lengthy public approval process, the Berkeley City Council voted on numerous occasions to support the David Brower Center, a new home for the environmental movement, and Oxford Plaza, which will provide 97 units of affordable workforce housing for Berkeley families.

**The David Brower Center / Oxford Plaza is ready to start construction this April.**

But a few opponents of affordable housing are trying to kill this important project at the last minute by circulating a misleading petition to reverse the City Council's decisions.

They falsely claim the project is a bad deal for the City, saying the "City Council gave a piece of land worth at least \$5,700,000 to developers for \$1."

The truth is that the David Brower Center / Oxford Plaza is a good deal for the City. The project represents a major investment in downtown Berkeley that will:

- Create the David Brower Center, a home for nonprofits and the Bay Area environmental movement;
- Build 97 affordable homes for lower-income working Berkeley families and residents;
- Ensure the City keeps its revenue-generating parking by replacing the existing surface lot with a new underground garage.

**The David Brower Center / Oxford Plaza represents the best of Berkeley's values: environmental leadership and commitment to social justice.**

Forcing city voters to second-guess the Council's decisions would cause a delay that may kill the project and would certainly increase its cost. Please don't sign the petition!

**For more information:**

David Brower Center

(510) 486-0286

[www.browercenter.org](http://www.browercenter.org)

Oxford Plaza c/o Resources for Community Development

(510) 841-4410, ext. 20

[www.rcdev.org](http://www.rcdev.org)

# PLEASE DO NOT SIGN THE REFERENDUM PETITION!

***DEFEND AFFORDABLE HOUSING IN BERKELEY!***

***SUPPORT THE DAVID BROWER CENTER!***

## **What is the David Brower Center?**

The David Brower Center will be the hub for the Bay Area's environmental and progressive communities. Inside this LEED Platinum-rated building, activists, students, and visitors from around the world will meet, eat, exchange ideas, and work toward a just and sustainable society. The Brower Center will include conference facilities, office space, a 175-seat Richard and Rhoda Goldman Theater, meeting rooms, an art gallery, and restaurant/ café. The Center's top three floors will house environmental nonprofit organizations such as Earth Island Institute, Build it Green, Center for Ecoliteracy, and International Rivers Network. Another 35 nonprofits have expressed serious interest in renting offices; interest which exceeds available office space by three times.

A cutting-edge building with the latest in green design, the Brower Center - a home for nonprofits built by nonprofits - is a \$28 million investment in Berkeley, privately funded through private donations, grants, low cost loans, and tax credits.

## **What is Oxford Plaza?**

Oxford Plaza will be 97 affordable family homes over new street-level retail stores developed by Resources for Community Development, a nonprofit housing builder. While only 6% of Berkeley's housing stock is affordable, 100% of the Oxford Plaza units will be permanently affordable to low-income residents.

Oxford Plaza will be a thriving contribution to downtown; a source of empowerment for Berkeley's low-income families and individuals; and a model for sustainable and environmentally sensitive housing. It will feature a spacious open-air courtyard, large community room, children's play area, and fully-staffed onsite offices offering a wide range of comprehensive programming and services.

## **Did the City give away the site for \$1?**

No! The land is being exchanged for the construction of a new, underground parking garage that will replace the existing surface parking. This nonprofit project will spend almost \$8 million to build the underground parking from which the city will receive income.

The City will also receive critically needed affordable housing and affordable space for environmental nonprofit organizations. David Brower Center / Oxford Plaza will provide tremendous benefits to the City of Berkeley!

The City will support Oxford Plaza with a \$6.2 million investment from General Funds, Redevelopment Agency Funds, and the Berkeley Housing Trust Fund, which is dedicated to support affordable housing. The City's \$6.2 million will leverage another \$32.5 million in housing funds from non-Berkeley sources. Berkeley will pay only 16% of the housing cost, a smaller percentage than cities typically contribute for affordable housing.

## **Will the David Brower Center / Oxford Plaza increase annual revenue to the City?**

Yes. Sales tax, property tax, and parking revenues will be collected from the retail business and restaurant. Berkeley will also benefit from increased employment and retail sales in the downtown area.

## **Will the David Brower Center / Oxford Plaza provide parking?**

Yes. The project will replace current public parking on the existing surface lot with an underground garage for those visiting downtown businesses, restaurants, theaters, and the Brower Center.

## **What can you do?**

This last-minute attempt to kill the project is an attack on affordable housing and the environmental movement. **PLEASE DON'T SIGN THE PETITION!**