

## **Argument for Measure O**

Measure O provides a better way – for the environment and for our community.

**Let's keep our Downtown Library where it is. Let's enhance the public space where we know the Farmers' Market and Antique Faire thrive. Let's reserve 8 city-owned parking lots downtown for 100% affordable housing.**

In 2016, we voters approved tax bonds based on the Measure S campaign to renovate our existing Downtown Library at its current location – the Civic Center.

**Instead, the City wants to use those funds in an 8-story garage/library/affordable-housing development** that would displace the Downtown Farmers' Market and cut down heritage trees.

The City's plan would permanently eliminate our opportunity to create a town square for community gatherings on the only large, sunny, southwest-facing lot downtown.

The garage would burden us with millions of dollars of public debt, subsidizing parking for a planned luxury hotel and other large developments.

**Measure O is our opportunity to correct course for the climate and for our community.** It fully renovates the Downtown Library, secures the best place for a public plaza, and expands opportunities for affordable housing — **without building an expensive, unnecessary, and environmentally regressive parking garage.**

We can choose a vital downtown for our future!

VOTE YES to the fiscally and environmentally responsible renovation plans for our existing library – with a beautiful new layout, increased natural light, and a dedicated children's ground-floor patio.

YES to reserving 8 city-owned parking lots for affordable housing, not luxury hotels or other commercial uses. When intense development is threatening the livability of our city, public land should be used for the public good.

**Measure O offers a turning point.** Let's maximize affordability and do so sustainably. Your decision today will shape Santa Cruz for us and for future generations. Go to: [o-yes.org](http://o-yes.org)

**Katherine Beiers** - Former Santa Cruz Mayor; Librarian, Retired

**Rick Longinotti\*** - Campaign for Sustainable Transportation

**Gary A. Patton** - Former Santa Cruz County Supervisor

**Patrice Boyle** - Owner, Soif Wine Bar. Former director, S.C. Downtown Association

**Jane Weed-Pomerantz** - Former Mayor City of Santa Cruz