



# GIVE MEASURE 0 THE BOOT!

The Facts Are In on Measure 0: Traffic Congestion, Sprawl, and Wasted Tax Dollars.

<sup>1</sup> Paradise Post, 3/25/04

~ District 5 Supervisor Kim Yamaguchi!

“...If the town votes no, I vote no.”

~ District 3 Supervisor Mary Ann Houx

“...I don't think it's a good a place for [a shopping center] because it's going to destroy a beautiful view.”

Measure 0, contact: 530-877-0548.

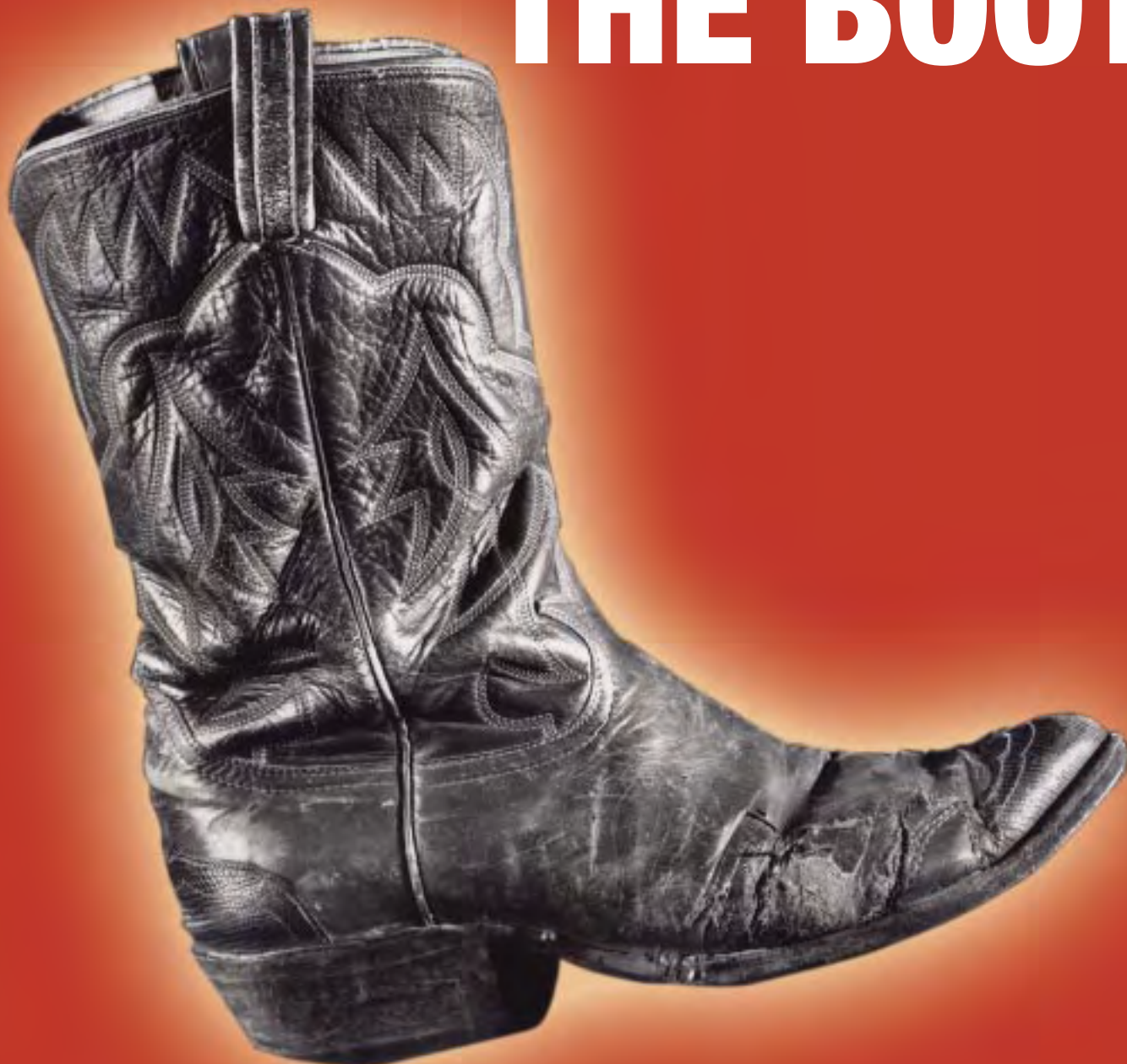
Supporters of Measure 0 are playing fast and loose with the facts. Don't let them get away with it. Butte County Supervisors don't want to destroy our small town character with traffic congestion and sprawl any more than we do. To find out the truth about

# KNOW THE TRUTH!

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# GIVE MEASURE 0 THE BOOT!



# NO on O

## Don't Let Measure O Destroy the Small Town Character of Paradise



► If Measure O passes, the new mall will generate thousands of additional car trips each day on our local roads.

### The facts are in about Measure O.

If it passes, the ill-placed mall it allows will degrade the small town character of Paradise — increasing traffic congestion on the Skyway, degrading the scenic entrance to our town, draining millions from our locally owned businesses and wasting our investment in revitalizing downtown.

With facts like these, there is only one reasonable conclusion: **Give Measure O the Boot!**

### We Don't Need More Traffic Congestion on the Skyway

Independent studies show that if Measure O passes, the new mall it allows will generate thousands of new car trips each day on our local roads, making driving more frustrating and more dangerous. That means city-style traffic at the gates Paradise. And that's the last thing we need in our town.

### Wasting Tax Dollars Is a Bad Choice

We made a smart choice to redevelop our downtown business area, and now it's starting to pay off. Locally owned businesses are improving and the center of our town is rejuvenating. But independent studies show the proposed mall will drain \$24 million each year from locally owned businesses, forcing many into bankruptcy and wasting the millions of tax dollars we're investing downtown.



► If Measure O passes, our investment in revitalizing downtown will be wasted.

### The Scenic Entrance to Our Town Is the Wrong Location for a Mall

If Measure O passes, the new mall will destroy the western scenic entrance to our town. Instead of open spaces and breathtaking scenery, visitors will be greeted by a strip mall and increasing sprawl along the Skyway. The mall developers ought to look for a different site in the area that has fewer traffic problems and doesn't destroy our small town character.

We're a generous town that welcomes new businesses, residents and visitors. Everyone should be lucky enough to have a piece of Paradise—but only if they don't ruin it for the rest of us. The facts are in about Measure O and the choice is clear: Give Measure O the boot!



► If Measure O passes, the new mall will greet visitors to our town instead of breathtaking scenery.



## GIVE MEASURE O THE BOOT!

*Don't Pave Paradise!*