

## ARGUMENT AGAINST MEASURE W

Vote NO on Measure W to preserve North Beach and Quality of Life in San Clemente. Your vote gives much-needed direction to a City Council that can't seem to say NO to overdevelopment. Your NO vote will tell the Council that you DO want to revitalize North Beach, but without sacrificing precious beach and trail parking for San Clemente residents and families.

We don't need to sell City-owned beachfront land to a Costa Mesa developer. Already, there are four projects planned for North Beach. A revitalized Casino, Miramar Theater, Gallery and La Entrada are enough development at North Beach.

### **Your NO vote on Measure W will tell the Council:**

- No to multi-story, high-density retail on our beachfront.
- One Marblehead Factory Outlet Mall is enough!
- To avoid 4,571 additional car trips per day to Pico / El Camino Real.
- To eliminate 3 planned traffic signals and other road construction on PCH, saving millions of taxpayer dollars.
- "Chic" architecture can't match the natural beauty of our coastline.
- Our beach and trail needs nearby parking to remain user-friendly.

Most alarming to citizens is the desire by some Council members to sell City-owned land to the developer for a mere \$1.7 million, when the Council stated the appraised land value is \$9 million and market value of \$6.3 million. Why give a Costa Mesa developer a sweetheart deal and stick residents with problems caused by overdevelopment. Too much development is only a gateway to traffic gridlock.

Times have changed. Residents now want Open Space, less development, less congestion and less traffic. The original visioning process does not meet our City's current needs.

Your NO vote addresses our concerns for Quality of Life by preserving the friendly, historic character of our Spanish Village by the Sea. Learn more: [www.visionsanclemente.org](http://www.visionsanclemente.org).

### **Vote NO on Measure W**

s/ Charles Mann, Vision San Clemente

s/ Robert Baker

s/ Kevin Daehnke, North Beach homeowner

s/ Gary R. Hopp, North Beach homeowner

s/ Mary Anne Chern, Colony Cove resident