

ARGUMENT IN FAVOR OF MEASURE W

In 2006, Little American Business (LAB Holding) was invited by San Clemente to implement a vision for the revitalization of North Beach. This vision, crafted by the community from 2003- 2005, is in keeping with the original Ole Hanson vision for North Beach. It asks for new amenities that establish a beachside recreation and entertainment gateway district for the town.

The response, refined with extensive community input from 2006-2008, is *Playa del Norte* - a gathering space that enhances the recreational experience of North Beach (beach, coastal trail, Beach Club, biking), creates new experiences for the community to enjoy (ocean view gardens, outdoor family dining, culinary shops, community events), and is a catalyst for the revitalization of surrounding historic buildings.

Central to the project are two public garden areas (50% of *Playa del Norte* is public garden area) that become the focus of all new uses. These gathering spaces will be used for community events (art fairs, local acoustic musicians, festivals) and also for casual enjoyment and relaxation (picnic areas, sunset views, garden strolls). Multiple garden courtyards are connected by intimate Spanish Colonial Revival paseos that blend *Playa del Norte* seamlessly with the surrounding neighborhood. This project will set new standards of excellence for all of North Beach.

Little American Business is a company recognized for its focus on local and independent businesses, pursuit of green building, design excellence, support of the arts and long term commitment to community enhancement.

Playa del Norte is an opportunity to breathe new life into this wonderful neighborhood, convert a parking lot into a community gathering space, and be a place for San Clemente residents to enjoy for generations to come. Project plans, details, FAQs and vision can be found at www.thenorthbeachproject.com., at www.pronorthbeach.org, and on the city's website www.san-clemente.org.

s/ Chris Bennett
Little American Business (LAB)