

## REBUTTAL TO ARGUMENT AGAINST MEASURE W

Vote YES on Measure W to revitalize North Beach. Your YES vote tells the Council that you deserve a beautiful **Gateway** to town that preserves ALL beach and trail parking for San Clemente residents and families.

We need Playa del Norte to reinvigorate North Beach since the Miramar, Casino and Gallery developments have been dormant for decades.

Your YES vote on Measure W will tell the Council:

- Yes to a low-density, community project
- Yes to family amenities for locals, not a tourist outlet mall.
- Yes to insignificant traffic impacts per City Traffic reports and Consultants
- Yes to green development at NO expense to taxpayers!
- Yes to authentic Spanish Colonial Revival architecture, open public gardens and more ocean views
- Yes to maintaining all beach and trail parking needs!

Most alarming is the desire by some Council members to sell the land at a price that would only support private high-rise condos. Why have beachfront condos like Huntington Beach when we can have a low-scale project that speaks to the character of San Clemente and creates a pedestrian friendly village?

Times have changed. Residents are tired of having a sewer pump, asphalt and dilapidated buildings at the **Gateway** into our beautiful town and beaches. Residents want ACTION on the Vision Document that was authored over 2 years ago by citizens from all neighborhoods. Doing nothing hasn't worked.

Your YES vote assures Quality of Life by enhancing the friendly, historic character of the Spanish Village by the Sea. Learn the FACTS: [www.pronorthbeach.org](http://www.pronorthbeach.org).

s/ **A. John Dorey**

President and Founder of DeRail the Trail

s/ **Kathryn Stovall Dennis**

San Clemente Coastal Trail Oversight Chair  
Founder of Pro North Beach Vision Coalition

s/ **Susan Ritschel**

Former San Clemente Mayor

s/ **Rick Anderson**

Downtown Vision and Strategic Plan Task Force

s/ **Tom Gudauskas**

San Clemente Surf Activist