

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE W

Vote NO on Measure W.

The LAB was not invited by a majority of residents, but by a select few. As for the Vision, times have changed since 2003 and construction of the Outlet Mall. Your NO vote puts San Clemente residents first, with a new vision of more Open Space, less traffic, less development and less congestion.

Your City Council wants to sell—at far below appraised value—land owned by the citizens of San Clemente. North Beach is a popular place because families can park close to the beach and trail. That's what San Clemente is all about.

The 56,700 square-foot LAB is wrong because:

- City-owned beachfront land should never be sold.
- High-density view-blocking buildings belong in Costa Mesa, not San Clemente.
- 4,571 more car trips will gridlock North Beach.
- Finding parking at North Beach is already difficult...the LAB development will make it worse.
- One Factory Outlet Mall is enough shopping, tourists and traffic!
- The developer wants a sweetheart deal, plus your parking to make its profits.

We agree . . . North Beach really needs a make-over. That's why there are at least 4 distinctive developments already planned for the area. Plus, more retail won't change the current appearance of 7-11, Kaylani Coffee, the Carwash, or Miramar Theater.

The LAB development is not good for our residents, it's only a sweet deal for the developer.

Don't take the bait.

You decide: essential beachside parking for families or another place to buy t-shirts.

www.visionsanclemente.org

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s/ Charles Mann, Candidate for City Council

s/ Robert Baker, Candidate for City Council

s/ Donna Bonanno, North Beach homeowner

s/ Debi Nickerson, North Beach resident

s/ Courtney S. Wucetich, Talega homeowner