From: scott mccrossen
To: MVN Environmental;
cc: scody@wwltv.com; david beach Jr; cmmsh@cmmsh.com;
Subject: A Pragmatic Voice on Coconut Beach
Date: Thursday, May 14, 2009 4:23:08 PM

Dear Sirs –

My name is Scott McCrossen, and I play volleyball at Coconut Beach.

I write this letter to you in a pragmatic voice, and respectfully ask that you deploy leadership given your position in the community as it pertains to the future of the Beach and our city.

While many will clamor to "Save the Beach," I ask: Why does it have to stay in its current location.
The site is city-owned property, and if the Corps says that provides us with a best case scenario for improved flood protection, then so be it – take the land for the benefit of the whole. After all, we've got options.

Recent news shows that New Orleans is home to more than 69,000 blighted properties. Surely we can find a suitable parcel. Coconut Beach is a beacon of light in a mostly darkened area town. But, there are other areas of town where a facility like Coconut Beach could be just the anchor needed to revive a real neighborhood.

I understand Mr. Drury's and Mr. White's investment in the property, but they made these investments with full knowledge that the land is city owned property. If it makes sense to take this land back, let's stop bickering and let's find an alternative solution.

City Park lies mostly dormant. Could you facilitate talks between all parties that might put the Beach into the Park? Or, what about the land adjacent to the current facility. Its a gem of an area built by the WPA. Its still at the Lakefront, and ample parking exists in the lot we currently use. Why not turn this area into the centerpiece for a revitalized West End / Lake Marina commercial zone – something that can be used to attract new restaurants and shops to the area?

What about land at UNO? Or anything in Gentilly? What about making it part of the St. Bernard?
Options abound, and many of them make sense.

Coconut Beach is one of the nicest things about New Orleans. It is used on a

weekly basis, almost year-round by thousands of people seeking the spirit of camaraderie, and an outdoor lifestyle. I'm a native New Orleanian, and I have take opportunities to live in other locales. In each of those instances, I wished the cities I chose to live in had a facility as nice, and as well maintained as Coconut Beach. It's unique. It's fun. It's valuable, and it's existence helps to strengthen our community.

Do what's best for our city as a whole, but please – take this opportunity to bring all parties together, and see what might work that could be even better than what we have now.

Improvements for starters:

- better streets and roads into the complex

- better lighting in the parking area (heck, any lighting in the parking area)

- additional commercial activity in or around the complex

Kind regards,
scott mccrossen

_____
Scott McCrossen
Managing Director
five65 Design

565 Gelpi Ave.
NOLA 70121
504.812.1155
scott@five65.com
five65.com