

# BIRD ROCK NEWSLETTER

DECEMBER 2022 &  
JANUARY 2023



**BRCC  
PRESIDENT  
JOHN  
NEWSAM**

## **PRESIDENT'S COLUMN**

When recalling in conversation how many years back some given meeting or activity occurred, I am now frequently off by a couple of years. I hear similar comments often. It is almost as if two years under the COVID pandemic aren't counted. As a reminder of time passing, the holiday season is almost upon us. I look to the close of the calendar year with mixed feelings. Pressing year-end professional demands are balanced by the prospective pleasure of special times with family and friends, and the giving of gifts. Our Bird Rock merchants offer an array of possible presents, many of which I know that I would be delighted to receive. And, this year, when you are gift-seeking on the Boulevard, you can make your own assessment as to which holiday wreath should win the President's Award.

I hope to see you at our next Bird Rock community meeting on Tuesday December 6. The community meeting itself will be very brief and will serve as the introduction to our community holiday party kindly being hosted by Wayfarer Bread & Pastry. BRCC activities and those of the Bird Rock Working groups are all undertaken by community volunteers. Activities for 2023 are now being planned. If you would like to help, or if there are issues you would like to discuss at a community meeting, or a guest that you would like us to invite, please let us know by email to [info@birdrockcc.org](mailto:info@birdrockcc.org). The first Bird Rock community meeting of 2023 will be on Tuesday February 7. There is no January meeting.

## **BIRD ROCK COMMUNITY COUNCIL HOLIDAY PARTY**

### **BRCC Holiday Celebration Annual BRCC Holiday Party**



**Tuesday, December 6  
6:00-7:30 pm  
Wayfarer Bread  
5525 La Jolla Boulevard**

It's time to come together as a neighborhood to thank our volunteers, introduce next year's board members, and reflect on another great year in our Bird Rock community.

**Bird Rock Community Council**  
[info@birdrockcc.org](mailto:info@birdrockcc.org)

A special thank you to our hostess Crystal White, owner of Wayfarer Bread.

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## Guide to BirdStock

**Date/Time:** Sat., Dec. 10, 2022, 11:30 a.m. - 7 p.m.

**Location:** La Jolla Blvd. between Midway St. and Camino de la Costa

**Description:** Local Bands at Multiple Venues

- \* Artisan Market featuring local artists \* Beer Garden
- \* Sidewalk sales \* Merchant Raffles
- \* Food specials and small bites from local restaurants
- \* Kid areas (face paint, bounce houses, dance party)

**Proceeds benefiting:** Bird Rock Elementary School

**Cost:** Free

**Ages:** All Ages

**Website:** <https://www.birdrockfoundation.org/fundraiser/birdstock>

**Email:** [volunteers@birdrockfoundation.org](mailto:volunteers@birdrockfoundation.org)

**Sponsors:** Wayfarer Bread, Nightingale Music, Urban Landcare, Tidal Interiors, Brian Lewis, Rich Dog Construction and more!

### ***BirdStock FAQ:***

**What can visitors expect at BirdStock?** Visitors can expect a family friendly day of music and other performances (including a special dance presentation from Bird Rock Elementary students), fun activities for kids, holiday shopping opportunities and delicious food. It is an opportunity for the community to support Bird Rock Elementary, Bird Rock restaurants and merchants, artisans selling unique gifts and local performers!

**What are some holiday gifts available for purchase at BirdStock?** Some examples of holiday gift items include beautiful clothing and handbags, handcrafted jewelry, hand poured candles, ocean themed art, charming children's clothing and art and more!

**What are the food and beverage options?** BirdStock will feature the breadth of Bird Rock cuisine, with neighborhood favorites, like Beaumont's, Wheat & Water, Wayfarer, Seaside Smoothies, Bird Rock Coffee Roasters, Bird Rock Fine Wine, LJ Crafted Wine, among others. BirdStock will also shine a light on newcomers, such as Paradisaea, Elixir de la Lune and Dodo Bird Donuts.

**Are there activities for kids?** Yes! There will be bounce houses, face painting, balloon animals, animal adoption and carnival games. Nightingale Music, which is celebrating its 20th year in business, will offer free music classes, as well as arts & crafts all day long. Kalabash will host an Open Mic for all ages throughout the day. Several other music performances will feature kids of all ages, including a local La Jolla band and students from School of Rock! Dance to Evolve is hosting a dance performance of BRE students as well as mini classes for kids during the day.

**How does BirdStock support the community?** Bird Rock is a place like no other. It is beautiful, walkable, safe, interesting and creative with an excellent educational program at Bird Rock Elementary. BirdStock is an opportunity to celebrate our family-friendly community while bringing awareness to the businesses of La Jolla Blvd. and giving them the opportunity to showcase their products and services. Additionally, BirdStock will support our local elementary school with givebacks from the merchants. Bird Rock Foundation is raising funds to create the BirdStock event with refreshments, entertainment and fun, free of charge for patrons.

**It's a busy time of year, how can visitors add BirdStock to their busy annual holiday schedules?**

BirdStock will take place over the course of the day on Dec. 10 from 12 p.m. to 7 p.m. Come for the whole day and enjoy the music, festive atmosphere and shopping! Or, drop by for a quick bite to eat and knock a few gifts off your list! BirdStock provides fun opportunities no matter what your schedule is like at this busy time of year.





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## HALLOWEEN WINDOW PAINTING in BIRD ROCK BUSINESS DISTRICT





## Enriching the education of students by providing gardening based hands-on experiences for all



Bird Rock Elementary (BRE) is committed to providing an enriching educational experience to all students, UTK through grade 5. This includes activities in partnership with the SEEDS Committee for ALL grade levels

### BACKGROUND:

In 2010 Lorene LaCava chaired the BRCC's Community Cookbook effort. In the Fall of 2011, led by Mrs. LaCava, a standing committee composed of interested teachers formed SEEDS. It evolved over the years to include parent volunteers.

### SEEDS:

**S**timulate minds, **E**nrich spirits, **E**ngage community & **D**evelop good citizenship through **S**ervice

### SEEDS MISSION:

To coordinate community-generated projects, which lead to a more attractive campus, promoting students' sense of well being and academic achievement. It is BRE's Campus Improvement Committee, a subcommittee of the Governance Team with its funds held under the BRE Foundation.

SEEDS spearheads projects on campus that improve the learning environment (i.e. classroom outdoor garden labs and shared outdoor areas). The committee also sponsors yearly clean-ups and acts in an advisory capacity for other committees at BRE that involve permanent installations (i.e. Student Council gift, 5th grade gift and playground improvements).

Additional funds are raised through recycling events, Whole Kids Grant, La Jolla Village Garden Club Grant, selling reusable bags, private donations and Foundation fundraising for specific projects.

### Examples of SEEDS activities



#### UTK & Kindergarten:

Mr. G's Kindergarten class prepped their garden bed in the Learning Lab. They planted broccoli, lettuce, chard and a few others.

They also took care of the Monarch Waystation in the kinder area and prepped the milkweed for winter. The group cut the tropical milkweed (non native) down to 6-12 inches to encourage the Monarch butterflies to continue their winter migration. All 5 Kindergarten and UTK classrooms have milkweed clippings in their classrooms to watch roots grow. If successful, they'll replant these in spring!

*BRE Kindergarten students*





Examples of SEEDS activities continued from page 6



BRE 1st grade students

### 1st Grade:

In October, SEEDS Master Gardener, Jenn Giaconi, and Master Composter, Mica Jacovich, gave 1st graders a lesson on gardening. They discussed why the plants in the garden tub were all dried up and what plants need to grow. The students were able to get into the tub with garden tools and work to get the dead plants out. In the coming weeks, the students will be engaged in the next steps of watching new plants grow from seeds and tending to the garden.



BRE 1st grade students

### 2nd Grade:

On Halloween day, 2nd grade classes prepped their tubs and planted seeds (some combinations of chard, purple cauliflower, broccoli, bok Choi, spinach, fennel, and/or pole beans). In the next lessons, they will start to talk about companion plants and add some seeds for these companions.



BRE 2nd grade students

### 3rd Grade:

All 3rd graders, with the help of our Master Gardener Jenn, are participating in a third grade cabbage growing experience and competition.

### 4th Grade:

The 4th graders discussed soil composition, how to analyze soil texture, and determined if soil is the right texture to grow vegetables and fruits. The SEEDS committee worked with the students to weed and turn soil and add nutrients, practice math ratios and percentages by analyzing soils on a worksheet, and analyzed the soils in the Learning Lab and the Pollinator Garden.

**5th Grade:** Fifth graders will participate in an upcoming SEEDS activity soon.

In the previous school year, TK through 3rd grade participated in SEEDS activities. This year, our 4th graders, including the teachers, are absolutely loving the monthly lessons being designed specifically for them. The expansion efforts allow for every child at BRE to get their "hands dirty" while learning by doing, and at the same time contributing to our entire community.

These expansion efforts are enabled by generous donations, grants and volunteer efforts made possible by the BRE Foundation and the SEEDS Committee. The SEEDS Committee is looking forward to purchasing additional garden tubs, revamping the Outdoor Learning Lab and adding to campus beautification efforts.



# HAPPY HOLIDAYS



This festive holiday season is the perfect time to share my warmest thanks for the opportunity to be a part of this community that I love so much.

Thank you for your ongoing support and trust in me. I appreciate everyone and love all of the warm smiles and greetings I receive throughout the year.

I am beyond grateful for so many things this year but especially for our friends, family, and health.

Wishing you and your family a happy and healthy holiday and happiest of new years!

*Xoxo Vidi*

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VR







*Bird Rock Neighborhood Halloween Decorations*

## **BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)**

**To report problems, ask questions, send MAD-focused information, and provide feedback, comments, or requests, please send an email directly to the Bird Rock MAD manager Matt Mangano at [admin@manganoconsulting.com](mailto:admin@manganoconsulting.com)**

## **THANK YOU NEIGHBORHOOD VOLUNTEERS**

Thank you to all Bird Rock neighborhood volunteers who  
deliver the Bird Rock Newsletter,  
help clean up the bike path,  
provide extra trash bags and clean up  
and maintenance services at the Bird Rock overlooks,  
and  
help keep our parks and neighborhoods litter-free.

Thanks to everyone who reports problems using the Get-It-Done app,  
picks up after pets,  
and  
contributes to the wellbeing of neighbors, friends, and visitors.





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Photo by Pearl Preis

## **Best Wishes to Lenise Delavar and Goodbye to All About Animals**

On September 30, 2022, the Bird Rock neighborhood celebrated All About Animals owner Lenise Delavar and her many years as a Bird Rock business owner and friend.

All About Animals was a family owned pet store that served the Bird Rock neighborhood and greater La Jolla community since 2002.

With the closing of All About Animals, Lenise is embarking on a new journey and will be greatly missed by the Bird Rock community.





# ART IN THE GARDEN

SATURDAY, DEC. 3 • 11AM-2:30PM

## Shop Gifts from Local Artisans

*Bird Rock Artist Guild*

Holiday Creations

Handmade Soaps

Watercolors

Custom Jewelry

Home Decor

Homemade Treats

Pottery

Seasonal Gifts

Vintage Dry Goods

Art Curiosities

*Light refreshments served. Bring a friend!*

Davis Garitty Garden

5571 Bellevue Avenue

La Jolla, 92037

Corner of Forward Street &  
Bellevue Avenue in Bird Rock

*Portion of proceeds benefit local non profits.*





## La Jolla Hermosa Park

The blocked storm drain culvert on the southern boundary of La Jolla Hermosa Park at 5780 Chelsea Ave. was initially reported to the City Storm Water Department, City Transportation Dept. and the City Park and Recreation Dept. about 2 ½ years ago when major bluff and Park erosion damage occurred following a series of rain storms in late 2019 and early 2020. After additional follow ups, requests for storm drain clearance, and requests for repairs, the City finally received approval to clear the storm drain culvert and implement some repairs.

Clearing, clean up, and maintenance commenced on October 13-15, 2022, along with repair of the concrete water channel and brow ditch. A new section of concrete water channel was constructed. Repair work on the stormwater infrastructure continues.

Left photo from 8/9/2020 shows obstructed drainage culvert



Right photo from 11/9/2022 after removal of debris and plants, repair of slope between culvert and the Park, and addition of a new concrete section towards the bluff edge.

The eroded southwest bluff edge corner of La Jolla Hermosa Park has been partially fixed, although work remains to be done. The lower southwest corner viewing bench was temporarily removed for safety reasons but is scheduled to be returned to its pad after repairs are made. Portions of the Park remain dangerous and are blocked off.





*La Jolla Hermosa Park, continued from p12*

The terraced dirt section needs to be planted or stabilized to prevent further future erosion. Repair of the access stairs to the viewing bench and lower sections of the Park are on a “wish list” for future improvements. It is hoped that plants will continue to be trimmed and invasive species removed to restore the wonderful views that have been impacted by overgrown vegetation.



10-15-2022 post initial work on clearing the storm drain and repairing damage to the bluff and La Jolla Hermosa Park. (photos from Steve Rossi)





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## BIRD ROCK COMMUNITY WALL at the WAVERLY GATE ENTRANCE to Bird Rock Joint Use Park



### Giving Thanks for Friends and Family Neighborhood Spirit Dedicated Volunteers Bird Rock Elementary School

The tile donation deadline is June 30, 2023.

*The Bird Rock Community Wall at the Waverly Gate Entrance to the Bird Rock Joint Use Park (adjacent to Bird Rock Elementary School) is a continuing, unique project highlighting the Bird Rock neighborhood.*

The Bird Rock Community Wall was created with a 3-fold purpose: To honor all members of the fantastic Bird Rock neighborhood, to raise funds for Bird Rock Elementary School (BRE) and the Bird Rock Community Council (BRCC), and to support beautification projects in the Bird Rock community and at the Bird Rock Park Waverly Gate entrance. Each tile is hand stamped. Proceeds benefit Bird Rock Elementary School, Bird Rock neighborhood beautification projects, and the BRCC.

*Order a tile in honor of or in memory of a family, relative, merchant, friend, pet, teacher, neighbor, special person, merchant, business, event, or organization. Mark a special occasion. Reconnect with or honor a member of this unique Bird Rock neighborhood.*

To order a tile for the Bird Rock Community Wall at the Waverly Gate Entrance project, please clearly **print** information, number ordered, and total payment.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Dedication (maximum 40 characters, please print): \_\_\_\_\_

(i.e. Family or Pet Name, Organization, In Memory of ..., Dedicated to ..., In Honor of ...)

\_\_\_\_\_ 6"x 6" Tile(s) @ \$150.00 each      Total donation \$ \_\_\_\_\_  
quantity

Please mail form and payment (check payable to "BRCC") to:

**Waverly Tile - BRCC**  
**5666 La Jolla Blvd. #168**  
**La Jolla, CA 92037**

*Any questions: contact Jane Wheeler 619-822-1120, [dwwheeler@san.rr.com](mailto:dwwheeler@san.rr.com)*

Thank you for your support.

**Bird Rock Community Development Corporation, dba Bird Rock Community Council,**  
**Non-Profit 501 (c) (3) Tax ID # 33-0952543**





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## Bird Rock Community Council (BRCC)

Bird Rock Community Development Corporation

### **SUPPORT the EAGLE SCOUT PROJECT to Repair/ Replace Two Memorial Benches at Calumet Park**

Please help La Jolla Boy Scout Troop 4 member Dash Richardson with his Eagle Scout Project to repair and/or replace two deteriorating memorial benches at Calumet Parks by donating to cover the cost for supplies. The project has been approved by La Jolla Parks and Beaches and the BRCC. Dash is in the process of obtaining bench design and other approvals from the City Parks and Recreation Department and the Right-Of-Entry (ROE) permit from the City Of San Diego. Calumet Park is a shoreline mini park in the Bird Rock neighborhood. A number of the benches at Calumet Park are in need of repair or replacement, and some have concrete legs and back supports that are crumbling and cracked, increasingly unsafe, and in need of replacement.



To make a tax deductible donation towards Dash Richardson's Eagle Scout Project to replace two memorial bench at Calumet Park, please complete the information below, make your donation check payable to "BRCC," mark "Eagle Scout Project" or "Calumet Bench Project" in the memo section, and mail or deliver this form and your tax deductible contribution to:

**Bird Rock Community Council (BRCC)**  
**5666 La Jolla Blvd, PMB 168, La Jolla, CA 92037**

Print Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Email address \_\_\_\_\_

Thank you for your support



## BIRD ROCK COMMUNITY MEETING, OCTOBER 4, 2022

Bird Rock Community Council (BRCC) Board President John Newsam called the meeting to order at 6:02 pm, welcomed attendees, introduced BRCC Board members, and announced Board Elections on November 4-12. BRCC members may nominate and submit the names of additional Board candidates by October 19, 2022.

### State Assembly Member Christopher Ward (78th District)

Mr. Ward will no longer represent La Jolla since redistricting moved La Jolla into District 77. Mr. Ward thanked Bird Rock for its Day of Service clean-up efforts and mentioned the efforts of Boy Scout Troop 4. He briefly discussed Assembly Bills he had sponsored. See <https://a78.asmdc.org/>.

### Updates from Representatives of Elected Officials

**Steve Hadley** (SRHadley@sandiego.gov), Director of Community Outreach for District 1 noted that clean up and repair of the blocked storm drain south of La Jolla Hermosa Park (5680 Chelsea), is on hold pending DSD issuance of a permit to City Storm Water. The eroded southwest corner of La Jolla Hermosa Park will be repaired after the storm drain is cleared. There is no Vending Ordinance update. Spaces as Places applications for streeteries and sidewalk cafes must be submitted for dining and drinking establishments who wish to encroach into the public right of way (PROW). Right of Entry Permits (ROE) are required for other types of business wishing to use PROW areas. Conversion of private parking lots into uses other than parking also requires some additional permits. Bird Rock micro business district businesses which encroach into the PROW are being investigated by code enforcement.

**Priscilla Huang** (Priscilla.Huang@mail.house.gov), staff assistant for Congressman Scott Peters, gave an update. See <https://scottpeters.house.gov/>. Redistricting moved La Jolla from District 52 to 50.

**Cole Reed**, representative for 39th District State Senator Tony Atkins, was not present. La Jolla becomes part of District 38 and will have a new state senate representative after the Nov. 8 elections.

**Ansermio Estrada** (Ansermio.Estrada@asm.ca.gov), District Director for Assemblymember Chris Ward (78th District) noted Mr. Ward will no longer represent La Jolla after Nov. 30 due to redistricting.

**Rebecca Smith** (Rebecca.Smith2@sdcounty.ca.gov), Field Representative, San Diego County Board of Supervisors Tara Lawson-Remer, District 3, noted that ¼ of the homeless are seniors. See <https://www.supervisorterralawsonremmer.com/>. For rental assistance programs, see <https://211sandiego.org/> or <https://www.sandiegocounty.gov/content/sdc/sdhcd/rental-assistance/overview.html>.

**Matthew Griffith** (GriffithM@sandiego.gov), representative for Mayor Todd Gloria, was not present. The official website for Mayor Gloria is <https://www.sandiego.gov/mayor>.

### Bird Rock Signage Proposed for the Boulevard (Trace Wilson)

La Jolla urbanist and architect Trace Wilson gave a presentation about possible signage to identify the Bird Rock neighborhood. The visuals included a boulder topped with either brass or bronze pelicans and the words La Jolla Bird Rock or Bird Rock La Jolla Welcomes You. This design was favored by business owners at a recent Bird Rock Merchant Group meeting. Location plans included placing a boulder at each entrance to Bird Rock or at the north and south most median or roundabout. Other suggestions included a single sign in the middle roundabout (Forward) or several in the medians.

Input is needed from all of the residents and property owners in Bird Rock as well as from businesses and commercial property owners as to whether to go forward with signage and, if so, the design and location(s). Signage height limitations, the impact upon safety and traffic calming, and feasibility of locations also would need to be properly vetted. While the San Diego Municipal Code allows for community signage in public right of ways. SDMC §141.1102 *Neighborhood Identification Signs* does not allow neighborhood signs in PROWs. Bird Rock is a neighborhood within the La Jolla community and is a part of the City of San Diego. Several attendees were in favor of the low boulder and bird design while others expressed concern about driver distractions and pedestrian safety if people tried to take a photo of themselves near a boulder.

The cost estimates for the various proposals are being researched. No cost estimates were given nor were viable funding sources identified. If approved, there will need to be a fundraising campaign.





*BIRD ROCK COMMUNITY MEETING, OCTOBER 4, 2022, continued from page 18*

### **Updates from Bird Rock Working Groups and Committees**

Don Schmidt reported that Ad hoc Bird Rock Coastal Committee volunteers are watering and cleaning up various overlook areas as well as removing trash. More helpers are needed. The storm drain culvert south of La Jolla Hermosa Park remains blocked. Bluff edge and Park damage have not been repaired.

Neighborhood signage is a major concern of the Bird Rock Merchants Group. Community involvement is needed. Several businesses have scheduled Halloween costume contests for dogs and people.

Vision Bird Rock representative Arianna Opsvig announced that BirdStock, hosted by the Bird Rock Foundation, would be on December 10 and would include a holiday market and other activities.

### **Upcoming Events**

Halloween business window painting will be Oct. 22, 11 am - 12:30 pm. Susan G Komen Walk for the Cure goes through Bird Rock on Nov. 18. The BRCC Holiday Party is Tuesday Dec. 6 at Wayfarer.

### **Bird Rock Maintenance Assessment District (MAD) Update**

Assessed Bird Rock MAD property owners are invited to attend the Annual MAD meeting on Nov. 1 from 6:15 - 7 pm. See the Oct/Nov 2022 Bird Rock Newsletter and BRCC website, [www.birdrockcc.org](http://www.birdrockcc.org).

Removal of the MAD guard railing and temporary fencing by the Piano Building contractors from the southwest corner of La Jolla Blvd and Bird Rock Ave. has created a dangerous situation. People are walking from the corner sidewalk, through the plants, into the street, and across the roundabout, creating traffic safety problems and landscape damage. Railing installation is scheduled for mid October.

Plants have been replaced following the walkway redesign and concrete pouring process at the corner of LJ Blvd and Bird Rock Ave. The crepe myrtle tree is being monitored, as requested by the City.

Tree wells in the MAD continue to be inspected for safety and trip hazards. Weekly tree trimming and seed pod removal have accelerated to keep pedestrian zones clear and to maintain a safe distance between trees and adjacent buildings for fire code and vector control reasons. Please report problems.

The MAD consulting manager Matt Mangano and the Urban Landcare crew were thanked for fabulous efforts to maintain the MAD. The Bird Rock MAD is a nationally recognized example of an effective traffic calming plan that uses landscaped corridors to slow traffic and increase safety. Before 2005, La Jolla Blvd was a 5-lane thoroughfare that was reduced to two 1-way lanes in 2009 and included landscaped borders, traffic-reducing bulb-outs, and roundabouts to slow traffic resulting in increased walkability and pedestrian safety. The average speed dropped from 40 MPH to 20 MPH. Traffic crashes were reduced by 90%, particularly crashes involving injury; noise was reduced by 77%. Adjacent business sales increased 30%, and parking increased. Landscaping is a vital component of the traffic calming plan.

Vandalism and code compliance issues have been noted. Illegal signs have been removed from within MAD areas and from City street signs, crossing signals, and utility poles and boxes, as required by the MAD contract. Missing and damaged street signs continue to be reported. Due to anticipated Halloween activity in MAD areas, there will be a security presence in Bird Rock on October 31 from 4 – 10 pm.

### **A Safe Halloween is a Happy Halloween**

The San Diego Police Department, Bird Rock Community Council, and Bird Rock Neighborhood Watch encourage a safe and responsible Halloween. SDPD will have a presence in Bird Rock, and there will be additional security. Limiting Trick or Treat hours to 5-8 pm will ensure a safe Halloween .

### **Public Announcements**

Support for the proposed Fay Ave. Bike Path Restoration Project and traffic calming was expressed.

A petition for reducing the 35 MPH speed limit on La Jolla Blvd south of Colima St. is available online.

JN commented that the BRCC supports efforts to switch to electric powered leaf blowers.

### **Announcements**

The next Community Meeting is 6-6:15 pm on 11/1/22.

The Annual Bird Rock MAD member meeting is 11/1 at 6:15 pm.

The BRCC Holiday Party/brief meeting will be 12/6/22 at Wayfarer.

**Adjournment** John N thanked everyone for attending and adjourned the meeting at 7:10 pm.



## BIRD ROCK COMMUNITY COUNCIL (BRCC) 202' Annual Membership Application (please note changes)

*For residents, property owners, and non Bird Rock residents, tax deductible dues are \$50 (Jan. 1-Dec. 31).*

*For Bird Rock businesses, tax deductible dues are \$100 (Jan. 1 – Dec. 31).*

BRCC is a community volunteer nonprofit organization that publishes the Bird Rock Newsletter, maintains a community web site, hosts monthly community meetings, facilitates member communications, supports the Bird Rock Elementary School and the Bird Rock Neighborhood Watch program, advocates for the Bird Rock neighborhood, and addresses La Jolla Community issues. BRCC hosts annual community events, special seasonal events, and fundraising events throughout the year. The BRCC is responsible for management of the Bird Rock Maintenance Assessment District (MAD), oversees public benefit projects in our community such as bench projects, and advocates for the Bird Rock micro business district.

*Bird Rock Community Development Corporation, dba Bird Rock Community Council (BRCC), a Non-Profit 501(c)(3), Tax ID #33-0952543*

↓ Mark Your Annual BRCC Membership Category	Amount ↓
<b>Bird Rock Resident</b>	(\$50) \$
<b>Bird Rock Property Owner, not residing in Bird Rock</b>	(\$50) \$
<b>Non Resident/ Non Property Owner (Associate, not in Bird Rock)</b>	(\$50) \$
<b>Bird Rock Business Membership</b>	(\$100) \$
<b>Associate Business (Non Bird Rock Business)</b>	(\$100) \$
<b>Additional Tax Deductible Donation</b>	\$
<b>Total Check Amount</b>	\$
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>MAIL form &amp; check payable to BRCC to:</b>  <b>Bird Rock Community Council</b>  <b>5666 La Jolla Blvd, PMB 168,</b>  <b>La Jolla CA 92037</b> </div> <div style="width: 50%;"> <b>ONLINE:</b> Go to the Bird Rock Community Council web site under Membership Services or at the bottom of the Home page and located at: <a href="https://www.birdrockcc.org/join-the-brcc">https://www.birdrockcc.org/join-the-brcc</a> @ to fill out an online application &amp; pay via PayPal.         </div> </div>	

Individual/Household Name:			
Business Name (if applicable):			
Resident/Business Address:			
Cell Phone Number:		Home Phone #:	
Email Addresses:			
Property Address: (for Non-Resident Property Owners)			
Comments or Ideas for Community Events/Projects			
<i>I am interested in the following areas:</i>			
<input type="checkbox"/> Beautification	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Promotions	
<input type="checkbox"/> Board of Directors	<input type="checkbox"/> Maintenance	<input type="checkbox"/> Safety	
<input type="checkbox"/> Coastal Access, Parks, & Overlooks	<input type="checkbox"/> Memberships	<input type="checkbox"/> Special Community Events (Halloween, etc.)	
<input type="checkbox"/> Code Enforcement	<input type="checkbox"/> Neighborhood Watch		
<input type="checkbox"/> Community Events	<input type="checkbox"/> Newsletter		

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**BIRD ROCK COMMUNITY MEETING, NOVEMBER 1, 2022**

Bird Rock Community Council (BRCC) Board President John Newsam called the meeting to order at 6:02 pm, welcomed attendees, introduced BRCC Board members, and announced Board Elections on November 4-12.

There were no reports from elected officials and no reports from working groups.

Halloween window painting in the business district was a success. Upcoming events include the Susan G. Komen Walk for the Cure which passes through Bird Rock on November 18 and the December 10 BirdStock Event.

**Proposed Expanded Sidewalk Cafe at La Jolla Crafted Wines, 5621 La Jolla Blvd**

Michael Morton, representing LJ Crafted Wines owner Lowell Jooste, presented the proposed 210 square foot expansion of the existing sidewalk cafe at La Jolla Crafted Wines to create more outdoor seating at the southern edge of the cafe. LJ Crafted Wines has obtained an agreement with the adjacent business to the south to occupy a portion of their unused concrete parking area. The proposal is scheduled to be presented to the La Jolla Planned District Ordinance (PDO) Committee and to the La Jolla Community Planning Association (LJCPA). Tables, chairs, and umbrellas would be removed from the area when the business was not open. If the project is approved by the LJCPA and other planning committees and the City grants a permit, then enlargement of the outdoor cafe would begin in a timely manner.

There were comments from those supporting the proposal and those who were concerned about the loss of public right of way space or reduction of sidewalk space.

**Proposed Residential Development, Adelante Townhomes, at 5575 La Jolla Blvd**

Russell Murfey and Ryan Wynn from Murfey Company presented a proposal to build a 13-unit residential townhome development at the southeast corner of Forward St. and La Jolla Blvd. on a roughly 13,000 square foot property. The current plans show one private parking garage per unit that would be partially underground and accessible from the alley behind the site. The two story project would be under the 30 foot height limit with five 2-story units across the front, 4 ground floor units in the back and 4 second story units in the back above the ground floor units. Roof decks are proposed.

The La Jolla Planned District Ordinance requires the new development projects contain a mixture of ground floor retail and residential in the Bird Rock micro business district zone. According to Mr. Wynn, the requirement for retail space could be waived if the project includes affordable housing. The current plans show one affordable housing unit. This project will require a Coastal Development Permit.

Concerns were raised about the lack of ground floor retail space, the potential decrease of commercial services, and the effect upon the existing business district. There were other comments about the color and architectural style. Mr. Wynn agreed to take all of the comments back for consideration and potential plan revisions. The estimated timeline include presentations to the various La Jolla planning group sub committees and the LJCPA and then to Coastal Development Permit in August 2023.

**Announcements**

The next Community Meeting is a brief in-person meeting starting at 6 pm at Wayfarer Bread, 5525 La Jolla Blvd. on 12/6/22. The brief meeting is followed by the annual BRCC Holiday Party.

**Adjournment**

John N thanked everyone for attending and adjourned the meeting at 6:33 pm.



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## **Annual Bird Rock Maintenance Assessment District (MAD) Meeting, November 1, 2022**

The Annual Meeting of the Bird Rock Maintenance Assessment District for assessed property owners within the Bird Rock MAD area was called to order via Zoom on Nov. 1, 2022, at 6:34 pm by Bird Rock MAD Representative Barbara Dunbar for presentation of the annual report, discussions, and approval of the proposed budget for fiscal year 2024. The Bird Rock MAD consulting manager is Matt Mangano.

The self-managed Bird Rock MAD operates under the supervision of the City of San Diego Park and Recreations Department, MAD Division, for the purpose of maintaining the public landscaping associated with the City's 2005-2009 traffic-calming improvements within Bird Rock. The agreement between the City and the Bird Rock Community Development Corporation (BRCDC), a 501(c)(3) non-profit corporation, is for management and maintenance of the Bird Rock MAD, including administration of contracts, management of day-to-day MAD operations, on-site inspections, annual and quarterly meetings, and oversight of environmental and safety matters, landscape, irrigation, and water conservation. The 5-Year Agreement Between City of San Diego and BRCDC was approved by the City Council and implemented effective July 1, 2021. The agreement expires June 30, 2026. The MAD is also responsible for maintaining certain City street trees which are an important part of the City's Climate Action Plan and a benefit to the neighborhood. All MAD contractors, subcontractors, service providers, and suppliers are required to be licensed and properly insured and must adhere to the City's living wage and equal opportunity standards and other stringent policies and reporting requirements. City bidding and procurement procedures must be followed.

The success of the traffic calming improvements in Bird Rock has been nationally recognized. Speed reduction ("traffic calming") and improved pedestrian safety was accomplished through installation of roundabouts, bulb-outs, and traffic-speed-reducing landscaping. According to the urban planning website Strong Towns, after implementation of the roundabouts, the traffic count remained the same but the average vehicle speed was reduced from 40+ MPH to 20 MPH, noise levels were reduced by 77%, traffic crashes were reduced by 90%, and retail sales in the adjacent business area was increased by 30%. Neighborhood walkability improved. Parking was increased. Landscaping was and is a vital component of traffic calming and pedestrian safety.

A portion of the MAD landscape area was removed at the southwest corner of La Jolla Blvd. and Bird Rock Ave. when the Development Services Department allowed an Encroachment, Maintenance, & Restoration Agreement (EMRA) by the adjacent property owner at 5680 La Jolla Blvd/365 Bird Rock Ave. to reposition the sidewalk into the MAD landscape area and to reduce landscaped and water permeable areas. This resulted in the removal of a large portion of the MAD landscaping and replacement with concrete.

Since the last Annual MAD meeting in 2021, the condition of the MAD landscaping has further improved due to great management and the excellent performance of Urban Landcare resulting in noticeable improvements to the Bird Rock MAD areas. In May, the contract with Urban Landcare was renewed. Irrigation systems are routinely tested to detect leaks and other problems and to assess function. Preventive maintenance is a key component. Scheduled landscape updates and replacements continue to enhance aesthetics, promote traffic calming, improve pedestrian and vehicular safety, and deter drive-overs and accidents. Overall, the plants are healthy and are tolerating animal and people activity and vehicle emissions. Plants are monitored and pruned on a regular basis to meet height limits, visibility, and line-of-sight requirements for safety reasons. The organic and rock mulch and river rock perimeters have improved water conservation, reduced ambient temperature, and have provided better protection for the irrigation systems and plants. The landscape service cleans up certain public right of ways on a regular basis, such as drainage ditches, crossing ramps, and gutters. Illegally dumped debris and illegally placed signage are removed and/or reported.





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*Annual Bird Rock Maintenance Assessment District (MAD) Meeting, November 1, 2022 (continued)*

Water conservation is an active goal of the MAD. The City's water usage restrictions require a 16% reduction in comparison to the 2013 base year. The MAD's current water usage is about 30% of the 2013 usage during a time of unusually dry conditions. This represents an overall reduction of nearly 70%.

The required quarterly City inspections of the Bird Rock MAD are important for ensuring that the MAD is performing in accordance to its agreement and is meeting or exceeding City mandated standards. The Bird Rock MAD has received excellent reports following each of the previous quarterly inspections.

Maintaining healthy trees is a responsibility of the Bird Rock MAD and an important part of the City's Climate Action Plan. Monthly pruning, shaping, and health inspection of MAD-managed street and median trees promotes disease-free growth, keeps tree canopies away from buildings and street signs, removes potential rodent pathways from trees to nearby buildings, and ensures pedestrian safety and compliance with the fire code. The City requires trees to be maintained free of any attachments including lighting.

Tree wells and grates are regularly inspected for safety. Tree wells throughout the MAD have been filled with large river rock as a best management practice to reduce trip hazards to the extent possible, without damaging or constraining tree growth. All potential trip hazards are documented and reported to the City.

The new bird-proof trash containers have helped reduce bird-caused littering. Unfortunately, illegal trash dumping and littering by people still exists. Trash is collected from a limited number of MAD-provided waste containers and landscape areas on a weekly basis for disposal at the City dump.

An annual independent audit of the MAD financial account is required by the City at the end of each fiscal year. The recent annual independent audit for the fiscal year ending June 30, 2022, determined that proper operating procedures and controls are being followed and that the MAD account is in great condition. The audit report was submitted to the City as required. The MAD financial account is a separate account and only contains funds reserved for or reimbursed by the City for specific, approved MAD expenditures that 1) fall within an approved expenditure limit, 2) have been paid out, and 3) have cleared the bank.

The preliminary proposed Bird Rock MAD budget for the fiscal year ending June 30, 2024, was prepared at the end of August after extensive recalculations of estimated costs and published in the Bird Rock October/November Newsletter and posted on the BRCC website. An updated proposed budget was posted on the BRCC website. The proposed FY2024 budget is about 11 % more than the current budget due to needed upgrades of irrigation controllers and estimated "cost of living" increases for long-term, fixed, monthly, and contractual expenditures. There may be additional minor changes as updated information is received from the City regarding utilities, other projected costs, and estimated income figures.

Assessment rates are based upon equivalent benefit units (EBUs). The proposed assessment rate for FY 2024 is intended to remain at \$100 per EBU. A single family property is 1 EBU and would be assessed \$100 per year (starting November 1, 2023); a condo is 0.7 EBU and would be assessed \$70. An average commercial property is 4.5 EBUs and would be charged about \$450. The City determined that all properties within the Bird Rock MAD but north of Camino de la Costa and south of the La Canada border currently have an EBU of 0 and are not assessed. Undeveloped properties are not assessed.

The proposed budget was presented and discussed. It contains an estimated \$61,778 deficit which could be offset by reserve balance funds for fiscal year 2024 while maintaining an adequate reserve balance. The proposed budget contains a capital improvements line item for Lighting (\$15,000) and a line item for Signage (\$20,000). It is unclear as to whether MAD funds can be used for signage. No clear proposal for signage with cost estimates has been presented to property owners. No proposal for lighting has been presented to property owners. A decision was made to mail a ballot with the proposed budget to each assessed property owner in the Bird Rock MAD in order to determine whether property owners want to include the line items for lighting (\$15,000) and signage (\$20,000).

The meeting was adjourned at 8:00 pm



# BIRD ROCK NEWSLETTER

DECEMBER 2022 & JANUARY 2023

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## BIRD ROCK INFORMATION

### BRCC OFFICERS

**President:**

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**Vice President:**

Joe Parker

**Treasurer:**

David Dunbar

**Secretary:**

Jesse Camen

### BRCC BOARD MEMBERS

Kristin Barret, Craig Bender,  
Barbara Dunbar, Arianna Opsvig,  
Lake Price, Joe Terry

### BIRD ROCK NEWSLETTER

**Online Newsletter:**

[birdrockcc.org/newsletters](http://birdrockcc.org/newsletters)

**Editor:** Barbara Dunbar

**Publisher:** [info@birdrockcc.org](mailto:info@birdrockcc.org)

### BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

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**Website Maintenance:**

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## THANK YOU

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## Bird Rock Community Council

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**BIRD ROCK**  
COMMUNITY COUNCIL