

BIRD ROCK NEWSLETTER

APRIL & MAY
2023

From the Bird Rock Community Council (BRCC) President Joe Terry

I want to thank John Newsam for all he did for the BRCC and the Bird Rock community during his tenure as BRCC President. During my first two months as BRCC President, it has become clear how much time and thought that took. I look forward to more contributions from John in his new role as the BRCC President Emeritus, which pays as well as his last position. I also want to thank the current and recent BRCC Board Members and others who have provided the vision, enthusiasm and hard work that allowed the BRCC to contribute to the Bird Rock community.

With help from you, the BRCC Board and others who contribute to the Bird Rock community, we can ensure the BRCC continues to meet its mission by engaging in activities such as:

1. Supporting educational, cultural, artistic, charitable, and community service activities and
2. Improving the quality of life and economic well-being of Bird Rock residents, property owners, employees and businesses.

The BRCC will expand its use of its e-blasts, website at <https://birdrockcc.org/>, newsletter, and its social media accounts. In addition, it will facilitate more events for the Bird Rock community. Birdstock (aka the Birdstock Music Festival and Holiday Market) is an example of a very successful recent event, which the Bird Rock Foundation sponsored with assistance from the BRCC and its members. Those actions should increase the numbers of community members who contribute to or participate in activities facilitated by the BRCC and increase the Bird Rock community's awareness of and involvement in what is going on in the community and what is planned for the community, including proposed changes to development policies for La Jolla and proposed developments in Bird Rock. Therefore, those actions should increase the benefits the BRCC provides to the Bird Rock community.

If you have questions about the BRCC, suggestions for making it even better or suggestions for community meeting topics or guest speakers, please email them to BRCC at info@birdrockcc.org. If you are already a member of the BRCC for 2023, thank you very much. If you are not, please become a member. You can do that at <https://birdrockcc.org/> or by completing the application form in this newsletter and taking or mailing it to 5666 La Jolla Blvd, PMB 168, La Jolla, CA 92037. Please join us for the next BRCC Community Meeting, which will be April 4 at Bird Rock Elementary School auditorium.

Results of Planting SEEDS at Bird Rock Elementary School



At Bird Rock Elementary, a group of teachers and parent volunteers work together to form the SEEDS committee and provide hands-on learning opportunities for the students.

The mission is to coordinate community-generated projects, which lead to a more attractive campus, promoting students' sense of well-being and academic achievement.

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a school or charity
of your choice
upon request.

Current market inventory
is low & I have buyers
actively looking for:

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- Detached home or condo in Crown Point up to \$3.5M

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West Point Glee Club Concert

April 1, 2023, 4:00 PM

at La Jolla United Methodist Church, 6063 La Jolla Blvd

The concert is free and open to the public.



The La Jolla United Methodist Church is honored to host the West Point Glee Club for a concert in their Sanctuary on Saturday afternoon, April 1, 2023, at 4:00 PM. Known for their dynamic choral sound, diversity of repertoire and national prominence, this outstanding organization has been inspiring audiences since 1903. Appearances include Carnegie Hall, Lincoln Center, Boston Pops, Opera Orchestra of New York, PBS Affiliates, the Super Bowl and in countless other venues and ceremonial duties. The Glee Club has made numerous recordings and made nationally broadcast television appearances.

The concert in La Jolla is free and open to the public. A free-will offering will be taken to support future concerts at the church. Early arrival is recommended for best seating. We hope you'll join us for this momentous occasion.

West Point Glee Club

“The West Point Glee Club is one of the U.S. Military Academy’s most visible cadet organizations. For over one hundred years, its members have touched audiences around the world with a model depiction of the Corps of Cadets through live performance in the nation’s finest concert halls, national network and feature film appearances, and CD and DVD recordings. The Glee Club enhances life at West Point through its traditional and ceremonial duties, and represents West Point and the U.S. Army at official events. The cadet chain of command functions in the Army staff model and is essential to the planning and execution of the club’s many activities. The camaraderie enjoyed by members in their pursuit of performance excellence is best summed-up in the club’s time-honored motto: ‘No fun without music, no music without fun!’”

United States Military Academy, West Point website

(<https://www.westpoint.edu/military/directorate-of-cadet-activities/support-clubs/glee-club>)



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When to Use Get It Done

Get It Done can be used to report problems related to City assets, making appointments for Passport services or to schedule time at the City's Household Hazardous Waste Materials drop-off facility. Do not use Get It Done for reporting emergencies or other time-sensitive issues. **It can take up to 48 hours to review your report or request for appointment.**

How to Make Efficient and Effective Reports

- **List only one (1) issue per report** - Issues may go to different departments within the City to get resolved. It is best to submit reports separately.
- **Include a photo if possible.** When taking a photo, include the surrounding area to help City workers locate the issue.
- **Select the item that most fits your issue.** Selecting the appropriate item from the Get It Done menu of options assists with routing reports to the correct department for resolution.



CAMP GO
on the

BRINGING THE JOY, LOVE, AND FUN OF SUMMER CAMP TO YOUR COMMUNITY!

April 15, 2023 12:00 pm - 3:00 pm	La Jolla UMC 6063 La Jolla Blvd. La Jolla, CA 92037
Preschool - 12th Graders <small>Preschoolers must have parent present.</small>	Contact: KStradling@calpacumc.org

All are invited to join in fellowship, games, food, crafts, archery, and interactive activities, as we discover God's love! Enjoy a fun-filled afternoon, where you will get to explore the joys of Summer Camp, with other individuals in your age group.

Register at CampWrightwood.org

Register Here

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.

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**



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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, dwheeler@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**



Planting SEEDS at Bird Rock Elementary

At Bird Rock Elementary, a group of teachers and parent volunteers work together to form the SEEDS committee and provide hands-on learning opportunities for the students.

The mission is to coordinate community-generated projects, which lead to a more attractive campus, promoting students' sense of well-being and academic achievement.

SEEDS works with all grade levels at BRE. Some highlights include a January lesson by master gardener, Jennifer Giaconi, who taught the fourth-grade classrooms about plant parts and identification. Students watched a short video, then examined several vegetables to determine which part of the plant they eat. The group learned to eat the flowers of artichokes, broccoli, and cauliflower. In addition, the stems of kohlrabi and asparagus are edible. It's ok to eat the leaves of kale, onion, carrot, celery and of course the root of the carrot!



Svetlana Alehouse led second graders with campus beautification, teaching what plants are considered weeds and how to clean up the unwanted plant growth around campus. If students can pull the weeds **BEFORE** they flower and seed, maintenance for future years will be significantly reduced. Seeds of weeds can stay dormant and viable for up to 3 years or more before germinating. Pull weeds before they seed to keep future years of weeding to a minimum.



41ST ANNUAL BIRD ROCK ELEMENTARY GALA & AUCTION HOSTED BY THE BIRD ROCK FOUNDATION

Bird Rock Foundation (BRF), a 501(C)(3) not-for-profit organization, exists to support and enrich the curriculum and community of Bird Rock Elementary School.



The 41st Annual Bird Rock Elementary "Prohibition Party" Gala & Auction took place on March 4 and raised crucial financial support for education enrichment at BRE and to fill budget gaps due to School District budget cuts.



L-R: Rebecca Ferguson, Ashley Nelson, Jessica Donovan

L-R: Lilly Ghahremani, Arianna Opsvig, Alyssa Berardi, Gracyn Maggio, CJ Brookover, Caroline Lowenthal, Elaine Jordan



*Bottom row: Stacy Carota, Ashley Renfree.
Top row: Nicole Curtis, Andrea Auerbach, Shannon Owens, Alyssa Sargent*

From left: Stacy Carota, Angela Volk, Ali Nieblas, Jeff Carota

*Bottom row: Melissa Pfeiffer, Andrea Auerbach, Anna Guile, Nicole Curtis
Top row: Jessica Donovan, Stacy Carota, Merisa Titlow, Alyssa Sargent, Valerie Zatt*



South La Jolla State Marine Reserve
Southern California - Established January 2012

What is a California marine protected area (or "MPA")?

An MPA is a type of managed area primarily set aside to protect or conserve marine life and habitats in marine or estuarine waters. California's MPA Network consists of 124 areas with varying levels of protection, and 14 special closures, all designed to help safeguard the state's marine ecosystems. Fishing and collecting are banned at marine reserves such as South La Jolla State Marine Reserve, providing this MPA with the highest level of protection.

One goal for California's MPAs was to strategically place them near each other to form an interconnected network that would help to preserve the flow of life between marine ecosystems. Within that network each MPA has unique goals and regulations, and non-consumptive activities, permitted scientific research, monitoring, and educational pursuits may be allowed.

Why was this location chosen for a state marine reserve?

One of the goals for South La Jolla State Marine Reserve is to protect some of the most diverse and well-studied marine ecosystems in Southern California. Habitat types here include dense kelp forest, rocky and sandy intertidal areas, and unique deepwater rocky reefs. These are used by a variety of marine species, including California scorpionfish, California spiny lobster, bean clams, and a bountiful variety of small, colorful nudibranchs, or sea slugs.

The reserve contains some of the oldest long-term marine ecosystem study areas in Southern California, with half a dozen or more research institutions monitoring its shoreline and depths. The reserve shares a boundary with South La Jolla State Marine Conservation Area to the west, and together the two MPAs protect habitats and their residents at varying depths. South La Jolla State Marine Reserve provides very high levels of protection for local marine species and the habitats they use.



Report poachers and polluters
Call CallTip: 1 (888) 334-2258
or text 847411 - begin message with "Calltip"
followed by the details.






Quick Facts: South La Jolla State Marine Reserve

- **MPA size:** 5.04 square miles
- **Shoreline span:** 2.3 miles
- **Depth range:** 0 to 180 feet
- **Habitat composition:**
 - Rock: 2.34 square miles
 - Sand/mud: 2.68 square miles
 - Other: 0.02 square miles






ENTRY O.K.

Further Information:

- MPA Website: www.wildlife.ca.gov/MPAs
- MPA and Sportfishing Interactive Map: www.wildlife.ca.gov/OceanSportfishMap
- Email: AskMarine@wildlife.ca.gov

Photos - Upper: Rocky beach at South La Jolla State Marine Reserve. © Photos By Clark CC BY-NC 2.0.
Lower right: A well camouflaged California scorpionfish at the reserve. ©DFW/IMARE photo.
Lower/Left: Gould's bean clam at South La Jolla State Marine Reserve. ©white walker CC BY-NC 2.0



South La Jolla State Marine Reserve
Southern California - San Diego County



South La Jolla State Marine Reserve Boundary and Regulations from California Code of Regulations Title 14, Section 632

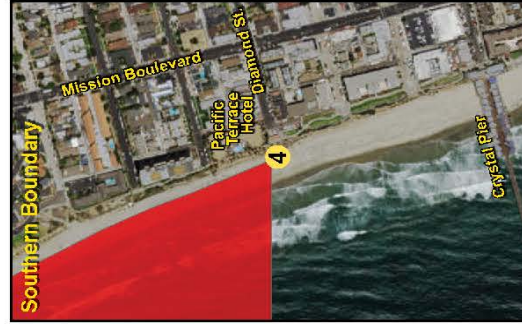
Boundary:

This area is bounded by the mean high tide line and straight lines connecting the following points in the order listed:

- 32° 49.573' N. lat. 117° 16.781' W. long. **1**;
- 32° 49.573' N. lat. 117° 19.000' W. long. **2**;
- 32° 47.945' N. lat. 117° 19.000' W. long. **3**; and
- 32° 47.945' N. lat. 117° 15.495' W. long. **4**

Permitted/Prohibited Uses:

It is unlawful to injure, damage, take, or possess any living, geological, or cultural marine resource.



Take may be authorized for research, restoration, and monitoring purposes under a scientific collecting permit. See California Code of Regulations Title 14, Section 632(a).
The information in this document does not replace the official regulatory language found in the California Code of Regulations Title 14, Section 632. View these regulations online at www.wildlife.ca.gov/Conservation/Marine/MFAS/Network.



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Thank you to friends, new and old, who have sent kind words & planned sweet lunches and coffees to catch up! We're honored to share some incredible properties on the market & coming soon in La Jolla, Solana Beach and Rancho Santa Fe.

I'm having fun sharing my lens on homes and happenings around 92037 (and places worth driving out of the bubble for) on Instagram, @doorsoflajolla.

Spring means school gala season is here & we're donating these sweet custom hand-painted 92037 totes filled with gift cards to our local favorites to support silent auction donations. (**If you want one yourself, we know where to buy them too! Just send me a text.**) We hope to see you at the Secret Garden Tour of La Jolla, hosted by La Jolla Historical Association, on May 20. And, we're happy to share we are sponsoring La Jolla Youth Baseball with a "Doors of La Jolla" Bronco team this year.

All my best,
Lauren



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BIRD ROCK COMMUNITY MEETING, Feb. 7, 2023

Bird Rock Community Council Board President Joe Terry called the meeting to order at 6:02 pm, welcomed attendees, introduced BRCC Board members, and made remarks.

Updates from Representatives of Elected Officials

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for Joe LaCava, San Diego City Council District 1, noted recently installed backstop pads at Bird Rock Joint Use Park (behind Bird Rock Elementary), have reduced the sound level that was impacting nearby residents.

Emily Piatanesi (EPiatanesi@sandiego.gov), CD1 Community Representative for Mayor Todd Gloria, stated that pothole repairs are back-logged, however the Transportation Dept. has assigned more employees to repair potholes. See Mr. Gloria's website at <https://www.sandiego.gov/mayor/>. His State of the City Address is at <https://www.sandiego.gov/mayor/2023-state-of-the-city-address>.

Rachel Dugan (Rachel.Dugan@mail.house.gov), staff assistant for Congressman Scott Peters, gave a brief update. For further information, see <https://scottpeters.house.gov/>. La Jolla is in California's 50th Congressional District.

Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov), District Representative for Assemblymember Tasha Boerner Horvath (77th State Assembly District) mentioned several recently introduced bills. See <https://a77.asmdc.org/>.

Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov), Field Representative for San Diego County Board of Supervisors Tara Lawson-Remer, County of San Diego 3rd District, discussed a pilot program to provide rental assistance for seniors. See <https://www.supervisorterralawsonremmer.com/>.

Aurora Livingston (Aurora.Livingston@sen.ca.gov), district representative for State Senator Catherine Blakespear (38th Senate District), gave a brief update. See the senator's website, <https://sd38.senate.ca.gov/>. Note that La Jolla is no longer part of the 39th Senate District and Tony Atkins no longer represents La Jolla.

Short-Term Residential Occupancy (STRO) in La Jolla and Bird Rock

Local resident Trudy Grundland (trudygrundland@yahoo.com) lives near an STRO in Bird Rock and is concerned about the density of STROs in the La Jolla community and in the Bird Rock neighborhood in particular. New rules govern STROs starting May 1, 2023, including a license requirement. See <https://www.sandiego.gov/treasurer/short-term-residential-occupancy>.

Only half of the expected 5,400+ STRO permit applications were received by the City. The permit application fees, which fund enforcement of the STRO ordinance, are half of the anticipated amount and insufficient to fully fund enforcement. 10% of permit applications were from La Jolla addresses. The City has no regulation and no limit on the number of STROs per block or neighborhood or community which can result in a high density of STROs in a coastal neighborhood or street block. Ms. Grundland calculated 21-33 % density of STROs for certain Bird Rock coastal street blocks and noted that this is having an unsatisfactory impact on residential neighborhood blocks. She requested 1) a cap on the percentage of STROs per block in Bird Rock in particular and in the La Jolla community; 2) an increase in the permit cost so that funds for enforcement would be covered by permit fees; 3) an increase in enforcement in areas with the highest density of STROs.

The City of San Diego lists addresses of residences that have been licensed to operate an STRO. From the City's website information, Ms. Grundland created a list of short-term residential occupancy rentals in La Jolla and concluded that Bird Rock has at least 44 short-term rentals, most on Chelsea, Calumet, and Dolphin Pl. but also noted 5 STROs on Waverly Ave. These are ones that have applied for and received a permit.

See also La Jolla Light Article Vol. 112, Issue 4, January 26, 2023.

(continued on page 16)



(Bird Rock Community Meeting cont. from page 15)

Celebrating a Bird Rock Event, BirdStock

BirdStock, aka the Birdstock Music Festival and Holiday Market, was held on December 10 along La Jolla Blvd. and was sponsored by the Bird Rock Foundation (BRF) with assistance from the BRCC and its members and support from the neighborhood. The event was a BRF fundraiser for the benefit of the Bird Rock Elementary School and brought an influx of people to local businesses. Co-chairs Kelsey Martin, Merisa Tidlow, and Arianna Opsvig created a fun and festive event that included a holiday market, children's activities, bands, and special foods and drinks from participating local restaurants and shops. Many were thanked for their help, support, expertise, and attendance.

Updates from Working Groups, Committees, and Others

The Bird Rock Merchants Group noted 31 businesses took part in the BirdStock wreath contest. New La Jolla Blvd businesses are opening soon. Bird Rock businesses appreciate local support.

Bird Rock Foundation (BRF), a 501(C)(3) not-for-profit organization, exists to support and enrich the curriculum and community of Bird Rock Elementary School. The Bird Rock Elementary 41st Annual Gala & Auction, hosted by the BRF, takes place on March 4 and raises crucial financial support for education enrichment at BRE and to fill budget gaps due to School District budget cuts.

Adelante Townhomes Project at 5575 La Jolla Blvd (corner of Forward St. & La Jolla Blvd)

There was a discussion about the plans for Adelante Townhomes, a proposed 13 residential unit development project at 5575 La Jolla Blvd by the Murfey Company with one low-income unit and no retail spaces on the ground floor facing La Jolla Blvd. The plans do not conform with the La Jolla Planned District Ordinance that requires 50% ground floor retail space fronting the boulevard. There were questions about the allowable floor area ratio. Exemptions are being claimed based upon the provision of a low-income housing unit. Several individuals spoke about the PDO non-conformance, improper planning subcommittee and committee review procedures, potential loss of business services, and de facto rezoning by allowing a residential project in a mixed use location..

Bird Rock Maintenance Assessment District (MAD) Update

The proposed MAD FY2024 budget was approved and includes lighting and signage.

A hit-and-run accident overnight on Feb. 3 on the east side of the Camino de la Costa and La Jolla Blvd roundabout resulted in a severed a City traffic sign. Plant and irrigation system damage is being assessed. Anyone with information about this or several other recent incidents is asked to contact the MAD Manager Matt Mangano at admin@ManganoConsulting.com.

Illegal signage in the roundabouts, roundabout aprons, medians, and other MAD landscape and hardscape areas is creating safety hazards, ADA access problems, blocked emergency vehicle access, and SDMC violations. They are reported and removed as required by the City MAD contract.

The missing guard railing section at the southwest corner of La Jolla Blvd and Forward St. has been replaced while remaining sections were repaired following several hit-and-run accidents.

The MAD guard railing at the southwest corner of Bird Rock Avenue and La Jolla Blvd was removed by the adjacent building contractor creating a safety hazard. The contractor briefly added a short section of fencing to prevent pedestrians from walking through landscaping and into traffic. This temporary section was removed leaving the corner unprotected again. The MAD Manager has been monitoring the situation and following up with the contractor and project manager. An update on the installation date of the required fence installation has been requested.

The Jan. 26 quarterly City inspection of the MAD perimeter areas included special emphasis on sidewalks, trees, and tree wells for safety and potential trip hazards and trip and fall liability concerns.

Announcements – Joe Parker thanked former BRCC president John Newsam for his service. The next Community Meeting will be in person on March 7, followed by a quarterly MAD meeting.

Adjournment – Joe Terry thanked everyone for attending and adjourned the meeting at 7:11 pm.



BIRD ROCK COMMUNITY MEETING, March 7, 2023

Bird Rock Community Council Board President Joe Terry called the meeting to order at 6:08 pm, welcomed attendees, introduced BRCC Board members, and made remarks.

Updates from Representatives of Elected Officials

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for Joe LaCava, San Diego City Council District 1, informed attendees about the San Diego Police Department (SDPD) community meetings on March 6-10 regarding Smart Streetlights and License Plate Recognition Technology Use Proposal. The nearest one for Bird Rock is on Friday March 10 from 11 am to 1:30 pm at the La Jolla Recreation Center, 615 Prospect St. A camera locations map can be found at <https://webmaps.sandiego.gov/portal/apps/webappviewer/index.html?id=0bedcccd5d9d4a48a8cdc65d14aa5f32>. More information can be found at <https://www.sandiego.gov/police/data-transparency/technology>. Mr. LaCava is holding a Town Hall Meeting on March 15 from 5:30-7 pm at the La Jolla Community Center, 6811 La Jolla Blvd, La Jolla, CA 92037.

Emily Piatanesi (EPiatanesi@sandiego.gov), CD1 Community Representative for Mayor Todd Gloria was not present. For information, see Mr. Gloria's website <https://www.sandiego.gov/mayor/>.

Rachel Dugan (Rachel.Dugan@mail.house.gov), staff assistant for Congressman Scott Peters, was not present. For information, see Mr. Peters' website <https://scottpeters.house.gov/>.

Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov), District Representative for Assemblymember Tasha Boerner Horvath (77th State Assembly District), listed introduced bills AB45, AB47, AB72, AB266, AB 598, and AB559 that are in committee hearings. See <https://a77.asmdc.org/>.

Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov), Field Representative for San Diego County Board of Supervisors Tara Lawson-Remer, County of San Diego 3rd District, was not present. See <https://www.supervisorterralawsonremmer.com/>.

Aurora Livingston (Aurora.Livingston@sen.ca.gov), district representative for State Senator Catherine Blakespear (38th Senate District), noted the senator's activities and Senate Bills under discussion are SB8, SB360, SB391, SB428, SB452, SB 482, and SB 511. For further information and to receive her newsletter, please see the senator's website, <https://sd38.senate.ca.gov/>.

Bird Rock Signage Proposed for the MAD

Joe Terry briefly discussed that signage identifying Bird Rock was researched including considerations such as dimensions, sizes allowed by traffic engineering, allowable funding, City of San Diego input. A natural rock with a pelican on top or engraved into the rock was a possibility. Cost estimates need to be obtained. Proposed designs and examples need to be created and shared with the entire Bird Rock neighborhood along with placement proposed locations which are tentatively at the northern end of the Camino de la Costa roundabout and at the southern end of the Colima or Midway roundabout. The neighborhood will be involved in any decision. Any MAD funding will involve approval of MAD-assessed property owners. The estimated timeline is at least 12-14 months as this project will require planning reviews and approvals, funding and placement approvals, and more. Questions were raised about neighborhood notifications, historical issues, and view corridors.

Bird Rock Happy Hour Sponsored by Bird Rock Establishments

Joe Parker is resurrecting the Happy Hour "Meet and Greet" concept that were successful in the past at bringing together neighbors, business owners and employees, and property owners for general socialization and informal discussions about neighborhood concerns, suggestions, and praises. Bring a friend. Help build BRCC membership and general Bird Rock camaraderie.



(Bird Rock Community Meeting cont. from page 15)

E-blast

Joe Terry announced that the BRCC eblast will be expanded to share pertinent local Bird Rock neighborhood information with locals only. E-blast requests will be reviewed before being transmitted

Bird Rock History

Joe Parker noted that long-time local resident Philomene Offen had created a history of Bird Rock exhibit that was show cased at the Bird Rock Coffee Roasters before being transferred to the La Jolla Historical Society. He hopes to temporarily borrow, bring back, and display small portions of the Bird Rock History Exhibit at a time for viewing by the neighborhood at various different venues.

Public Announcements

On a sad note, Greg Wadsworth announced that his mother Portia Wadsworth passed away recently. Neighbors mourn the loss to the community. She was a columnist for the Bird Rock Newsletter (New Birds on the Block and Birds Around the Block), a public comment contributor to many Bird Rock neighborhood meetings, and an activist involved with the Bird Rock neighborhood.

Updates from Bird Rock Working Groups and Committees

Ad hoc Bird Rock Coastal Committee member Don Schmidt provided an update about repairs to the La Jolla Hermosa Park. A permanent repair and eventual replacement of the dangerous stairway from the upper level to the lower viewing level is needed. La Jolla Parks and Beaches is aware of the issues and has included La Jolla Hermosa Park on its Capital Improvement project list submitted to the City of San Diego. Other Bird Rock Coastal Overlooks and view corridors are in good shape due to the efforts of local volunteers who are weeding and picking up trash. More volunteers are needed.

Bird Rock Merchants Group Craig Bender noted an upcoming meeting and that the group is working on a local business location map. He mentioned the BRCC member Merchant Discount app.

LJCPA Action on Adelante Townhomes at 5575 La Jolla Blvd

La Jolla Community Planning Association trustee Joe Terry announced that the LJCPA rescinded its Feb.7 vote regarding the Adelante Townhomes and voted to send the project back to the PDO and DPR committees for review due to public notice and other issues. Former District 1 Councilmember Sherry Lightner had prepared a detailed and comprehensive analysis. Mr. Schmidt noted that local Bird Rock businesses need to become involved since the project proposes to eliminate the LJPD-required 50% ground floor retail space, could set a precedent for future projects, and could result in the elimination or reduction of businesses in the 3-block Bird Rock business district.

LJCPA Proposed Changes to City Regulations Concerning Coastal View Corridors

The LJCPA Ad Hoc Coastal View Corridor Committee includes Bird Rock residents Dave Everett (representing BRCC), Joe Terry (BRCC), Don Schmidt (LJCPA), and Barbara Dunbar (La Jolla Parks & Beaches) as well as additional representatives from La Jolla Shores Association, La Jolla Parks and Beaches, and La Jolla Community Planning Association. The CVC Committee drafted changes to the Municipal code to clarify required coastal view easements and documentation. Following a presentation at the March 2 LJCPA meeting, the LJCPA voted to accept the proposed code updates.

Announcements

The next Bird Rock Community Meeting is Tuesday April 4, in person at the Bird Rock Elementary school auditorium. Enter from the front along La Jolla Hermosa and use Gate 3.

The Bird Rock Community Council (BRCC) has updated its website, <https://www.birdrockcc.org/>, to provide more access, functionality, and information. The BRCC email address is back to working.

Adjournment

Joe Terry thanked everyone for attending and adjourned the meeting at 7:08 pm.



BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD) QUARTERLY MEETING, March 7, 2023

In person at Bird Rock Elementary School Auditorium, 5371 La Jolla Hermosa Ave.

Bird Rock MAD Representative Barbara Dunbar called the quarterly meeting of the Bird Rock Maintenance Assessment District (MAD) to order at 7:09 pm and welcomed Bird Rock MAD property owners and public attendees. In response to recent questions and comments, a brief review of the background about the Bird Rock MAD and its formation was presented before the formal report.

Prior to 2005, La Jolla Blvd was a 4-5 lane speedway. In 2000, after decades of speeding, serious accidents, safety concerns, and an inability of pedestrians to safely cross La Jolla Blvd, the Bird Rock neighborhood spent 5 years in discussions with the City about improving traffic management, speed reduction, pedestrian and vehicular safety, walkability, parking, and lighting.

These discussions culminated with an approved City-implemented traffic calming plan which included roundabouts, bulb outs, medians, splitters, a road closure, use of landscaping and narrower lanes to reduce traffic speeds, added street lights, and redesigned and increased parking. In 2005, Bird Rock officially voted to approve the self-managed Bird Rock MAD, under the supervision of the City Park and Recreation Dept., MAD Division, for the purpose of maintaining the public landscaping associated with the City's traffic-calming improvements within Bird Rock. The traffic calming improvements started in 2005, were completed in mid 2009, and have resulted in slower traffic and fewer serious accidents. A safer, more cohesive, "greener," and walkable neighborhood was created. Landscaping is an integral part of the traffic calming plan, and maintenance of the landscaping is funded through the annual assessment on tax bills of properties located within the Bird Rock MAD assessment area.

The performances of the MAD consulting manager Matt Mangano and the landscape service provider Urban Landcare have been excellent resulting in improvements to the overall look of the Bird Rock MAD areas. Urban Landcare performs regular pruning of street trees on La Jolla Blvd. and cleans up certain public right of ways, such as drainage ditches, crossing ramps, and gutters on a regular basis. Illegally dumped debris and illegally placed signage are removed and/or reported. An increase in illegal signage placed in the roundabouts, medians, and other MAD and PROW areas is creating safety hazards, ADA access problems, and blocked emergency vehicle access and violates the San Diego Municipal Code.

In the past month, four irrigation backflow covers, locking mechanisms, and concrete bases were replaced. The plan is to replace additional backflow covers that are rusted and not functioning properly as well as the deteriorated bases. The timetable for additional replacements will depend upon the condition of the covers, the budget, and availability of funds.

Irrigation system controllers throughout the MAD will need to be replaced or upgraded soon. Troubleshooting and inspection of the wiring systems is underway to determine the extent of the replacement required for the system retrofit and anticipated costs. Hunter solar controllers will be ordered and installed and will provide improved function, adaptability, and availability in the future.

At the next quarterly City inspection of the MAD, there will be continued emphasis on sidewalks, trees, and tree wells to assess safety, potential trip hazards, and trip-and-fall liability concerns.

**BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD) QUARTERLY MEETING** continued from page 17

Trees are an integral part of the MAD. Maintaining healthy trees is an important element of the City's Climate Action plan and a responsibility of the Bird Rock MAD. During the January 26 quarterly inspection with City representatives, a problem was noted with two Ficus trees that had severely unbalanced canopies blocking a street light on Colima between the La Jolla Blvd roundabout and the La Jolla Hermosa roundabout. A Get-It-Done report was filed; the City is addressing the situation.

At the time of the quarterly walkthrough inspection with City representatives, the safety guardrail at the southwest corner of Bird Rock and La Jolla Blvd had not been replaced by the adjacent private project. The Bird Rock MAD guardrail was removed without notice during the reconstruction of the Piano Building. Representatives of the building owners met with the Bird Rock MAD and the City of San Diego regarding the proposed EMRA construction and agreed to full replacement of the Bird Rock MAD property and function. The guardrail protects pedestrians and MAD landscaping, deters dangerous pedestrian crossing of the street, and alerts vehicles to the curvature of the road. The fence railing has recently been replaced by the project contractors and still needs to be painted black. MAD river rock removed by the contractor was replaced with river rock groundcover that does not match existing MAD material. A sidewalk on the west side was installed with an unprotected drop in elevation. The private utility boxes remain unsecured, and the southern MAD planter on La Jolla Boulevard has not yet been restored following construction damage. Continued coordination with the project designers and contractors is ongoing until mandatory remediation is accomplished.

During the past month, there have been accidents involving 3 MAD roundabouts (at Camino de la Costa, Midway St., and Colima St.) with some plant, irrigation system, and curb damage. Various service requests have been reported to the City of San Diego over the past 4 months including missing or damaged traffic signs, malfunctioning and non-functional pedestrian crossing signals, curb damage, street light outages, and potential trip hazards. A worsening problem with a pot hole and roadway subsidence surrounding the man hole cover on the east side of the Forward and La Jolla Blvd roundabout has been reported to the City by the MAD. Drivers heading north through that roundabout have definitely noticed the worsening problem.

During public comment, a question was asked about the malfunctioning or non-functioning median lights which are a responsibility of the City to repair and have been repeatedly reported to the City. Steven Hadley, Director of Community Outreach for Joe LaCava, San Diego City Council District 1, responded that the City has a backlog of 5,900 street light repairs and a shortage of City electricians. A number of the street light problems are due to electrical issues and not burned out bulbs. Mr. Hadley noted that the MAD is not permitted to repair City street lights. The City is in the process of contracting with non-City electricians to help with street light repairs over the next year. Mr. Parker thanked Ms. Dunbar, the landscape contractors, and the MAD manager for an A+ job regarding the MAD and noted the landscape crew is very respectful when interacting with the public.

Question or comments about the Maintenance Assessment District or information about any accidents that involved the MAD public right of way areas can be directed to the MAD Consulting Manager Matt Mangano at admin@ManganoConsulting.com.

The next quarterly MAD meeting is scheduled for May 2 following the regular Bird Rock Community meeting and is scheduled for the Bird Rock Elementary School auditorium.

Ms. Dunbar thanked everyone for attending and adjourned the meeting at 7:22 pm.



**BIRD ROCK COMMUNITY COUNCIL (BRCC)
2021 Annual Membership Application**

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 ↓
Bird Rock Resident	(\$50) \$
Bird Rock Property Owner, not residing in Bird Rock	(\$50) \$
Non Resident/ Non Property Owner (Associate, not in Bird Rock)	(\$50) \$
Bird Rock Business Membership	(\$100) \$
Associate Business (Non Bird Rock Business)	(\$100) \$
Additional Tax Deductible Donation	\$
Total Check Amount	\$
MAIL form & check payable to BRCC to: Bird Rock Community Council 5666 La Jolla Blvd, PMB 168, La Jolla CA 92037	ONLINE: Go to the Bird Rock Community Council web site under Member Services or at the bottom of the Home page or at: @ to fill out an online application & pay via PayPal or with credit card via PayPal.

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		

Official use only ↓



BIRD ROCK NEWSLETTER

APRIL & MAY 2023

BIRD ROCK INFORMATION

BRCC OFFICERS

President: Joe Terry

info@birdrockcc.org

Vice President: Joe Parker

Treasurer: Barbara Dunbar

Secretary: Jesse Camen

BRCC BOARD MEMBERS

Kristin Barret, Craig Bender,
Lake Price

BRCC Website:

<https://www.birdrockcc.org>

BIRD ROCK NEWSLETTER

Online Newsletter:

birdrockcc.org/newsletters

Editor: Barbara Dunbar

Publisher: info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Comments, questions, or report
problems to: Matt Mangano,
admin@manganoconsulting.com

Website Maintenance:

info@birdrockcc.org

Bird Rock Community Council
5666 La Jolla Blvd #168
La Jolla , CA 92037

THANK YOU

TO ALL BIRD ROCK NEWSLETTER
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