

BIRD ROCK NEWSLETTER

JUNE & JULY
2023

From Bird Rock Community Council (BRCC) President Joe Terry

The Bird Rock community has made and continues to make large investments of money and volunteer time to create and maintain a walkable and safe neighborhood, which includes a highly beneficial commercial district along La Jolla Blvd. Those investments resulted in the formation of the Bird Rock Maintenance Assessment District and the City's associated traffic-calming improvements within Bird Rock. Starting in 2000, Bird Rock neighbors spent 5 years in discussions with the City about improving traffic management, speed reduction, pedestrian and vehicle safety, walkability, parking, and lighting. The multi-million dollar traffic calming improvements resulted in slower traffic and fewer serious accidents. In addition, the Bird Rock neighborhood became safer, more cohesive, "greener," and walkable and the small 3-block Bird Rock commercial district became more accessible and a more important part of the neighborhood plan and the character of the neighborhood.

Like most commercial districts, the Bird Rock commercial district contributes greatly to the character and vitality of the local community, has had periods of economic expansion and contraction and was challenged by the COVID-19 years. However, the recovery and revitalization of the Bird Rock commercial district are well underway. A variety of new retail establishments opened in the last year, more are expected to open soon and less than 9 percent of sites for businesses are currently vacant and not expected to be occupied soon.

continued on page 8

April 22, 2023, Earth Day Clean-up Activities along Alta Way, the dirt bike trail section of the Bike Path between Camino de la Costa and La Canada



Many thanks to local neighbors and National Charity League Seaside Chapter members and moms for showing up on I-Love-A-Clean-San-Diego Earth Day to tackle weeds and dry brush along Alta Way. Special thanks to Debbie Adams for organizing the event.

IN THIS ISSUE

- 3 Incoming Bird Rock Elementary UTK/K Summer Playdates
- 5 Cub Scouts, La Jolla Pack 4 Scouts
- 12 Waverly Wall Tile Form
- 13 - 16 Bird Rock April & May Community Meetings
- 17 - 18 Bird Rock Maintenance Assessment District Quarterly Report
- 19 Bird Rock Community Council (BRCC) Membership Form



PANORAMIC OCEAN VIEWS



5551 Warbler Way, La Jolla
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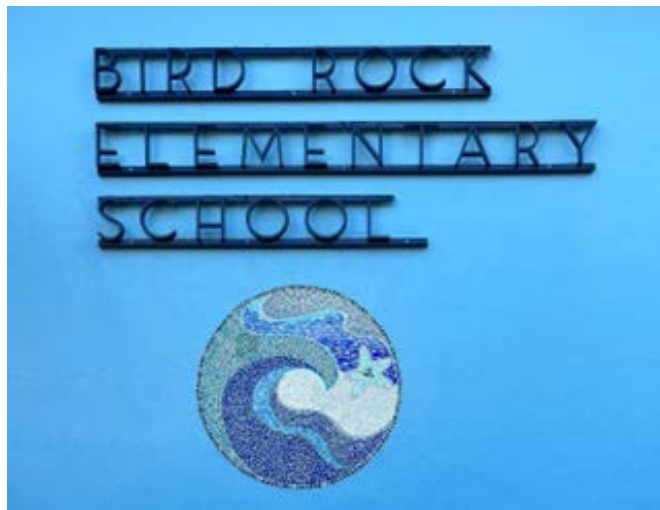
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Incoming Bird Rock Elementary UTK / Kindergarten Summer Playdates

UTK, Universal Transitional Kindergarten is a new grade level preceding Kindergarten, and it is open to all pupils turning 4 by September 1.

Come meet fellow classmates, get to know the community, and make friends before the first day of school. We are happy to announce the following playdates this summer!



Saturday, July 1st 1-3pm

Kate Sessions Park by the playground
5115 Soledad Rd, San Diego, CA 92109

Wear Your Stars & Stripes

Sunday, July 16th 4-6pm

Bird Rock Elementary School
Upper Field, entrance off Waverly Avenue

Family Picnic

Friday, August 11th 4-6pm

Bird Rock Elementary School
Upper Field, entrance off Waverly Avenue

Playdate

Friday, August 18th

Bird Rock Elementary School
Upper Field, entrance off Waverly Avenue
More Details TBD

Welcome Day at Bird Rock Elementary

Please send questions to: welcomcommittee@birdrockfoundation.org



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• • •
• • •

Buy or sell with me in 2023 and 10% of my commission will be donated to a school or charity of your choice upon request.

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

- Vacant lot or tear down in La Jolla up to \$3.5M
- Detached home or townhouse in the Village, Barber Tract, or Birdrock up to \$3.5M
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- Detached home or condo in Crown Point up to \$3.5M
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La Jolla's Pack 4 Scouts

Cub Scouts make a difference in our community along with having fun and building friendships.



↑ *Wreaths Across America*

Over the past several months, La Jolla Cub Scouts from Pack 4 participated in community service events at Feeding San Diego, Wreaths Across America and a beach clean up at La Jolla Shores. The Scouts also attended a model rocket launch at Fiesta Island, participated in multiple hiking activities, camping at Indian Hills and an overnight stay at the Midway Aircraft Carrier. The fun continued at the annual Pinewood Derby held at Bird Rock Elementary.

If you are interested in joining or to learn more about La Jolla's Pack 4 Scouts, you can email to LaJollaPack004@pack4lajolla.org or find information at: www.pack4lajolla.org.



Beach Clean Up ↑

La Jolla Pack 4 Scouts



↑ *Feeding San Diego*

↓ *Scout activities* ↓





THIS
SUMMER

RETHINK

REDUCE

REFILL

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Bird Rock, La Jolla



Earth Day Clean-up of the dirt bike trail section of the Fay Avenue Extension Bike Path



On Saturday April 22, members of National Charity League Seaside Chapter and their moms were joined by local residents to tackle weeds, dry brush, and debris along Alta Way (the dirt trail between La Canada and Camino de la Costa). See photo on page 1.

The effort was sponsored by I-Love-A-Clean San Diego's annual Earth Day Creek to Bay Cleanup.

Bird Rock resident Debbie Adams organized and supervised the event.

The volunteers cleaned up, collected, and loaded an amazing 2,595 pounds (the equivalent of 1.3 tons) of weeds, fallen branches, dry brush, and other debris into trash cans, tarps, and large bags for transport to a nearby dumpster provided by I-Love-A-Clean San Diego. A total of 73 trash can loads, 5 tarp loads, and 8 large bag loads were placed into the dumpster during the clean-up operation.

Alta Way (the dirt bike trail) is looking a lot better and will be much safer during the dry season thanks to some hard work!

Cleanups along the entire Fay Avenue Extension Bike/ Pedestrian Path will continue on a monthly basis throughout the year to maintain the path as a clean and enjoyable resource for neighbors and visitors. Volunteers are always needed and are always welcome.



Donations for professional help, equipment and new plantings are collected and held by the La Jolla Kiwanis Foundation for bike path clean-up activities. Please specify Bike Path when making a donation to the La Jolla Kiwanis Foundation.

The Earth Day events was one of a number of bike path clean-up opportunities that Ms. Adams organizes throughout the year.

Continued on page 16)



From Bird Rock Community Council (BRCC) President Joe Terry *(Continued from Page 1)*

The mission of the Bird Rock Community Council (BRCC) is to enhance the growth and improvement of Bird Rock as a vibrant and diverse neighborhood. Examples of what the BRCC does to meet its mission include efforts to: 1) promote a safe and inviting village atmosphere and 2) maintain a healthy business environment along La Jolla Boulevard. The BRCC and/or the Bird Rock Merchants Group have a variety of ongoing projects to assist in meeting that mission. They include projects to: 1) replace defective and outdated pedestrian crossing signals; 2) incorporate welcome to Bird Rock signage at the entrances of the commercial district; 3) create a merchant map available at the BRCC website and on an app, which will let residents know about existing and expected Bird Rock merchants; 4) post merchant special events on the BRCC Calendar of Events; 5) improve safety and ambiance with lighting along the commercial district; and 6) improve the Merchant Discount app available to BRCC members.

Approval of the proposed Adelante Townhomes development, without the required amount of retail space, would put continued recovery and revitalization and prized characteristics of Bird Rock at risk and would severely limit the ability of the BRCC to meet its mission. There are several reasons it would do that. For example, it would substantially decrease the incentives for commercial property owners to maintain or upgrade their buildings to attract or retain viable retail tenants who would contribute to the Bird Rock community. In addition, it would substantially increase their incentives to replace their current buildings with an Adelante like development with no retail space or to sell them to those who would do that. Over time, both would significantly reduce the amount of viable retail space in Bird Rock, increase the volume of parked cars on La Jolla Blvd. and on the neighborhood streets and decrease the walkability of Bird Rock, which is both a prized characteristic of Bird Rock and an important element of the City's Climate Action Plan.

Fortunately for Bird Rock, the proposed development should not be entitled to the density bonus and the resulting incentives and waivers that would permit a development without retail space on La Jolla Blvd., which would otherwise not comply with the La Jolla Planned District Ordinance. It should not be entitled to a 35% density bonus because the identified affordable dwelling unit is not "comparable in bedroom mix and amenities to the market-rate dwelling units in the development, and dispersed throughout the development" for the following reasons:

1. The designated affordable unit is a one-bedroom, 851 square foot (SF) flat on the ground floor and facing the alley.
2. The 12 market rate dwelling units range from one similar ground floor flat to a three-bedroom/two-bath, 2,293 SF townhouse with a view of the ocean.
3. Even compared to six of the other seven flats, the affordable unit is not comparable in size or amenities. Those six flats are from 112% to 127% the size of the affordable unit and four of those flats are on the second floor, which is a desirable amenity.
4. The five townhomes are from 180% to 269% the size of the affordable unit and face La Jolla Blvd., which is a desirable amenity.
5. On average, the 12 market rate dwelling units are 155% the size of the affordable unit.
6. An evaluation of the expected market values of the 13 units, which the applicant has no doubt conducted and which would reflect the bedroom mix and amenities of each dwelling unit, would show that the affordable unit would have the lowest expected market value if it were a market rate dwelling unit.

If the development were entitled to the density bonus, it could be entitled to those two incentives. However, until there are well-informed answers to questions concerning whether the development has met all the requirements for the incentive, a more definitive answer is not possible. The relevant questions are in a separate document under Current Bird Rock Development Issues at <https://www.birdrockcc.org>.

Even if the development were entitled to the density bonus, it should not be entitled to the four requested waivers because none of the four development standards the applicants want waived would physically preclude the construction of a development with 13 dwelling units. Those four development standards would physically preclude the construction of the 13-dwelling unit development that is as large as the applicants want to construct because it would be more beneficial/profitable for them. The applicants are not entitled to waivers of building standards that simply make the development less profitable.

(Continued on page 9)



From Bird Rock Community Council (BRCC) President Joe Terry *(continued from page 8)*

Therefore, there are these and other serious questions about whether the proposed development is entitled to a density bonus and, therefore to the requested incentives and waivers, which are critical in determining if the development complies with the La Jolla Planned District Ordinance. Despite that and by-laws that state, "In reviewing individual development projects, the LJCPA shall focus such review on conformance with the Land Development Code, the adopted Community Plan and/or the General Plan", the La Jolla Community Planning Association (LJCPA) voted to approve the development. Perhaps, too many LJCPA trustees forgot their main role and were willing to believe Russ Murfey when he said he knows what is best for the Bird Rock Community and its merchants and that the BRCC, the Bird Rock Merchants Group and others who spoke in opposition to the proposed development do not know what is best for them. Aren't we lucky to have the Murfeys looking out for our best interests, as well as their own?

After the San Diego Development Services Department and Housing Commission review the development and send their recommendations to the Planning Commission, it will make a recommendation to the City Council. If the Bird Rock community wants to prevent the first of potentially many developments without retail space in Bird Rock along La Jolla Blvd. and if attempts to convince the Murfeys to add retail space fail, more members the Bird Rock community need to become actively involved in the ongoing efforts to have the Planning Commission and City Council reject any such development without retail space. The BRCC will share information on ways to get involved.

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 neighborhood 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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Gil Peles, Attorney, Proskauer Rose LLP

"Jason's aggressive advertising and diplomatic communication skills make him the perfect agent. Most of all, we are grateful for his guidance and patience as we navigated such a personal decision. He was always reachable and quick to act. He went above and beyond our expectations. We are looking forward to doing more business with him."

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Jill K.

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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**



BIRD ROCK COMMUNITY MEETING, April 4, 2023

Bird Rock Community Council (BRCC) Board President Joe Terry called the meeting to order at 6:05 pm in the Bird Rock Elementary School auditorium, 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, gave a special commendation from Joe LaCava to former BRCC president John Newsam in recognition of his service as BRCC president. Mr. Hadley updated attendees regarding scheduled road paving work.

Mayor Todd Gloria's CD1 Community Representative is Emily Piatenesi (EPiatenesi@sandiego.gov). See Mr. Gloria's website <https://www.sandiego.gov/mayor/>.

Congressman Scott Peters' staff assistant is Rachel Dugan (Rachel.Dugan@mail.house.gov). See Mr. Peters' website <https://scottpeters.house.gov/>.

Assemblymember Tasha Boerner's (77th State Assembly District) Representative is Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov). See <https://a77.asmdc.org/>.

San Diego County Board of Supervisors Tara Lawson-Remer's (3rd District) Field Representative is Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov). <https://www.supervisorterralawsonremmer.com/>.

State Senator Catherine Blakespear's (38th Senate District) representative is Aurora Livingston (Aurora.Livingston@sen.ca.gov). See the senator's website, <https://sd38.senate.ca.gov/>.

Infrastructure Problems: Defective/Outdated Pedestrian Signals

City repairs or replacements are needed for several pedestrian crossing signals along La Jolla Blvd at the five roundabouts. Ideally all existing signals would be replaced with horizontal rapid flashing beacon system pedestrian crossing signals similar to ones found near Mira Monte Plaza and La Jolla Blvd. The beacon flashers are more visible and create safer conditions for pedestrian crossings.

Adelante Townhomes Project at 5575 La Jolla Blvd

Mr. Terry gave his update about the Adelante project which was heard at the La Jolla Planned District Ordinance (PDO) committee on March 13 and at the Development Permit Review (DPR) meeting on March 21. PDO voted that the project does not conform to the La Jolla Planned District Ordinance. The DPR asked the project managers to return to the next meeting for further review.

Former District 1 San Diego City Council President Sherri Lightner outlined San Diego Municipal Code and other compliance issues for the proposed Adelante Project. A general discussion ensued.

Proposed Bird Rock Sign Project

Mr. Terry noted the following regarding proposed signs: requests to City Traffic Engineering for allowable sign dimensions and location restrictions, inquiries to the City Attorney's Office regarding potential MAD and other fund sources; and request to Trace Wilson for 3 depictions of a natural rock with one or more pelicans on top, on the front, or near the rock and cost estimates.

Bird Rock Community Happy Hour

The Bird Rock Happy Hour Sponsored by Beaumont's Eatery on March 23 was a great success as about 40 people attended for general socialization and informal discussions.

BRCC Mission

Mr. Terry outlined the mission of the BRCC and plans to ensure the BRCC continues to contribute to the Bird Rock community.

Public Announcements and Comments

Trudy Grundland commented on Short Term Residential Occupancies (STROs).

Bird Rock Working Group Updates

Neighborhood Watch - For information about Bird Rock Neighborhood Watch or how to become a block captain, please contact coordinator Michelle Fulks (michellefulks5555@gmail.com).



BIRD ROCK COMMUNITY MEETING, April 4, 2023 *(continued from page 13)*

Ad hoc Bird Rock Coastal Overlooks Committee - Don Schmidt reported cliff erosion problems at overlooks and park bluff edges and movement of some large boulders at Calumet Park. The I-Love-A-Clean San Diego Adopt-A-Beach program could be implemented at the Gold Point beach access.

Bird Rock Merchants Group Craig Bender mentioned signage, concerns about the lack of commercial space in the Adelante project, inadequate parking, and the merchant discount app.

Maintenance Assessment District (MAD) Update

Following storms, the initial MAD priority is to assess storm damage, ensure safety, remove any fallen tree branches, and check for street tree stability. Fallen branches, leaves, pine needles, seedpods, and debris are cleaned up. The watering schedule has been modified due to soil saturation. Dwarf bottlebrush bushes in the 5700 La Jolla Blvd block median were “hard pruned” and shaped to promote health and proper spring growth and to reduce diseases. Plant fertilization and treatments will start after the cool weather abates.

The MAD is responsible for maintaining safe and clear Public Right of Ways (PROW). Visibility for pedestrians and vehicles is paramount. Public complaints about blocked sidewalks, ADA compliance issues, and illegal signage have been received. Illegally placed realtor signs continue to be a problem in MAD landscape and hardscape areas, on roundabout aprons and splitters, and in roadways.

Announcements

The next Bird Rock community meeting is May 2 at the Bird Rock Elementary school auditorium. Agendas and additional information for meetings are posted at <http://www.birdrockcc.org>.

Adjournment Mr. Terry thanked everyone for attending and adjourned the meeting at 7:20 pm.



March 23 Bird Rock Happy Hour at Beaumont's



BIRD ROCK COMMUNITY MEETING, May 2, 2023



Bird Rock Community Council (BRCC) Board President Joe Terry called the meeting to order at 6:03 pm in the Bird Rock Elementary School auditorium, welcomed attendees, and introduced BRCC Board members. Eric Kleinbub will be joining the BRCC Board.

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 Joe LaCava’s upcoming District 1 FY 2024 Budget Discussion Meeting on May 6. The Office of the Independent Budget Analyst has been invited to attend. Various La Jolla slurry seal projects should be completed by month end.

Emily Piatanesi (EPiatanesi@sandiego.gov), CD1 Community Representative for Mayor Todd Gloria, noted the La Jolla Parkway night-time repaving project is underway. Highlights of the Mayor’s budget proposal were presented. The City has only 14 electricians and is contracting with non-City electricians for repairs at 800 street light outage locations (out of the 5,500 reported problems). For information, see Mr. Gloria’s website <https://www.sandiego.gov/mayor/>. Discussions ensued.

Congressman Scott Peters’ staff assistant Rachel Dugan (Rachel.Dugan@mail.house.gov) was not present. See Mr. Peters’ website <https://scottpeters.house.gov/>.

Assemblymember Tasha Boerner’s (77th State Assembly District) Representative Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov) gave a brief update. See <https://a77.asmdc.org/>.

San Diego County Board of Supervisors Tara Lawson-Remer’s (3rd District) Field Representative Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov) noted there will be a special August 15 election to elect the replacement for Nathan Fletcher who resigns on May 15. A follow up election may be needed. See <https://www.supervisorterralawsonremmer.com/>.

State Senator Catherine Blakespear’s (38th Senate District) representative Aurora Livingston (Aurora.Livingston@sen.ca.gov) outlined the senator’s rail corridor concerns, the budget, and activities. See <https://sd38.senate.ca.gov/>.

Infrastructure Problems: Defective/Outdated Pedestrian Signals

The BRCC submitted an application to State Assemblymember Tasha Boerner for a proposed budget request of \$50,000 to supplement funding from the City of San Diego to replace pedestrian crossing signals on La Jolla Blvd in the Bird Rock commercial district. The existing signals are more than 15 years old, in need of repair, and much less effective in getting the attention of drivers. New, highly visible signals would enhance pedestrian safety, promote walkability and business district access, and support the City’s Climate Action Plan by decreasing the use of automobiles in Bird Rock.

La Jolla Community Planning Association (LJCPA) & Bird Rock Development Issues

The LJCPA elected Bird Rock resident Harry Bubbins as President. The annual LJCPA meeting, on May 4, will be followed by the regular LJCPA monthly meeting. The monthly LJCPA meeting agenda includes review of Adelante Townhomes (1073585, Wynn) with the following description: Coastal Development Permit and Tentative Map for the demolition of an existing office building, subdivision of one lot into 13 condominium units, and construction of one new two-story multi-family residential building with a basement level, covered parking, and roof decks totaling 21,485 square feet located at 5575 La Jolla Boulevard. The 0.30-acre site is in the La Jolla Planned District-4 Zone (LJPD-4) and Coastal Overlay Zone (Non-Appealable 2) within the La Jolla Community Plan area.

The BRCC Board previously voted to oppose the project due to lack of the ground floor retail space required by the LJPD-4 zoning regulations. Some attendees voiced opposition to the project.

On April 11, La Jolla Development Permit Review Committee (DPR) recommended that LJCPA approve the proposed Adelante Townhomes development at 5575 La Jolla Blvd. The project will be heard at the LJCPA May 4 meeting. Further discussion ensued.



BIRD ROCK COMMUNITY MEETING, May 2, 2023 *(continued from page 15)*
Proposed Bird Rock Sign Project

Joe Parker previously met with Trace Wilson to request three designs, 1) the rock with the pelicans on top; 2) the rock with the pelican logo incorporated into the sign; and 3) the rock with the pelicans separately installed in the roundabout. Confirmation is needed from City traffic engineers regarding allowable heights for visibility, safety, and line-of-sight before Mr. Wilson can produce scale drawings for each alternative. The BRCC will use the design drawings for community review.

Public Comments

Joe Parker will arrange the next Bird Rock Community Happy Hour.

If you have an e-blast to share with the Bird Rock Community, send it to info@birdrockcc.org.

Arrangements are being made to hold a Bird Rock community meeting at the La Jolla Historic Society and view a display of Bird Rock history.

Debbie Adams orchestrated the April 22 “Earth Day” cleanup of the Fay Ave Extension Bike Path from Camino de la Costa to La Canada with help from a number of local volunteers.

Sharon Wampler announced that the Association for City of La Jolla will present information on May 11 at the La Jolla Recreation Center about attempts to form an independent City of La Jolla.

Bird Rock Working Group Updates

Neighborhood Watch - For information about Bird Rock Neighborhood Watch or how to become a block captain, please contact coordinator Michelle Fulks (michellefulks5555@gmail.com).

Ad hoc Bird Rock Coastal Overlooks Committee - Don Schmidt discussed efforts to replace the bench at the Forward Street overlook.

Bird Rock Merchants Group- Craig Bender mentioned creating a merchant map, signage, concerns about the lack of retail space in the Adelante project, parking, and the merchant discount app.

Announcements

The next Bird Rock community meeting is June 2 at a location to be determined. Agendas and additional information for meetings are posted at <http://www.birdrockcc.org>.

Adjournment Mr. Terry thanked everyone for attending and adjourned the meeting at 7:06 pm.

Clean-up of the Dirt Bike Trail Section of the Fay Avenue Extension Bike Path



An early April bike path clean-up event involved volunteers from the La Jolla Key Club, Bishops School, and Lion’s Heart.

There are plans for more clean-ups as the various volunteers groups come together under Ms. Adams’ supervision to tackle the forest of weeds and brush resulting from all of the rains this year.

Watch for more volunteer opportunities along the path.

(Continued on page 18)

Bishops School volunteers



**BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)
QUARTERLY MEETING, May 2, 2023**

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

Bird Rock MAD Representative Barbara Dunbar called the meeting to order at 7:06 pm and welcomed Bird Rock MAD property owners and public attendees.

The Bird Rock Maintenance Assessment District was formed by an official vote of Bird Rock property owners in 2005 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. Prior to 2005, La Jolla Blvd was a 4-5 lane speedway that split the Bird Rock neighborhood making it difficult for pedestrians to safely cross La Jolla Blvd and contributing to serious vehicular and pedestrian accidents. Starting in 2000, Bird Rock neighbors spent 5 years in discussions with the City about improving traffic management, speed reduction, pedestrian and vehicular safety, walkability, parking, and lighting.

These discussions resulted in an approved City-implemented traffic calming plan which included bulb outs, roundabouts, medians, splitters, a road closure, redesigned and increased parking, and use of landscaping and narrower lanes to reduce traffic speeds. The traffic calming improvements started in 2005, were completed in mid 2009, and resulted in slower traffic and fewer serious accidents. The Bird Rock neighborhood became safer, more cohesive, "greener," and walkable. The 3-block Bird Rock business district became more accessible. 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 area.

The April 27 quarterly inspection of the MAD with the representative from the City of San Diego Park and Recreation Department MAD Division focused on trees, tree wells, public right of ways, potential trip hazards. Irrigation, landscaping, maintenance, and pest management were reviewed. The Bird Rock MAD areas are in excellent condition as a result of the outstanding performances of the landscape service provider Urban Landcare and the MAD consulting manager Matt Mangano

Maintaining healthy trees is an important responsibility of the MAD and an element of the City's Climate Action plan. The dedication plaque street tree near 5617 La Jolla Blvd that was damaged by a vehicle will be replaced, and a protective tree grate will be installed. Major tree shaping and higher canopy pruning will take place in late fall by a certified arborist. Urban Landcare will perform regular weekly pruning, lower canopy maintenance, pest management, and fertilization.

MAD landscaped areas along La Jolla Mesa Drive have been cleared and prepared for replanting and irrigation maintenance. MAD area dwarf bottlebrush bushes have been "hard pruned" and shaped to promote healthy growth. Plant fertilization and treatments have begun.

More non-storm-related trash and illegally dumped debris have been observed recently. An increase in illegal signage and ADA access problems in MAD and PROW areas have been noted. ADA access problems can be reported to the City using the Get-It-Done app.

Due to budgetary constraints, some infrastructure replacements are scheduled for next fiscal year. Irrigation system controllers throughout the MAD will be replaced, retrofitted, or upgraded.



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

During the recent quarterly City inspection, safety and potential trip hazards and trip-and-fall liability concerns were assessed. Trip hazards are reported to the City. The large, deep, in-ground “Pac Bell” utility box adjacent to 365 Bird Rock Ave. has rusty, deteriorating, damaged, and unsecured metal covers and was reported to the City, SDGE, ATT, and Vector Control. It has been staked off and marked with caution tape as required.

During the past month, there have been accidents involving MAD areas with some plant, irrigation system, curb, and traffic sign damage. Various service requests have been reported to the City including missing or damaged traffic signs, malfunctioning or non-functional pedestrian crossing signals, curb damage, street light outages, and potential trip hazards. The roadway subsidence surrounding the man hole cover on the east side of the Forward St. roundabout was reported and has been repaired twice in the past month. The area is being monitored for further subsidence.

A water line/water main break April 21 just south of the Midway roundabout underwent City emergency repairs. A water leak and additional curb and roadway damage were noted on April 27. The temporary asphalt roadway patches are subsiding and being monitored.

Call the Water Emergency Hotline at (619) 515-3525 to report City water emergencies such as water main breaks, service leaks, valve leaks, hydrant knockovers, high line leaks, and pressure problems. This hotline takes calls and dispatches crews to investigate and/or fix problems.

Anyone with question or comments about the Maintenance Assessment District or with information about any accidents that involved the MAD public right of way areas is asked to contact the MAD Consulting Manager Matt Mangano at admin@ManganoConsulting.com.

The next quarterly MAD meeting is scheduled for Sept 5 following the regular Bird Rock Community meeting. The annual MAD meeting is in November.

Ms. Dunbar thanked everyone for attending and adjourned the MAD meeting at 7:18 pm.



La Jolla Key Club bike path clean-up volunteers

Early April clean-up of the Fay Avenue Extension Bike Path

(continued from p 16)

An earlier bike path clean-up involved volunteers from the La Jolla Key Club, Lion's Heart, and Bishops School.

Ms. Adams has plans for more cleanups to tackle weeds and dry brush. *Watch for more volunteer opportunities along the path*



Lion's Heart bike path clean-up volunteers



**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: https://www.birdrockcc.org/join_the_brcc @ 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

JUNE & JULY 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,
Janet Gentile, Paul Lafrenz,
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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