

BIRD ROCK NEWSLETTER

AUGUST & SEPTEMBER
2023

From Bird Rock Community Council (BRCC) President Joe Terry

In July, there were two amazing examples of the Bird Rock community coming together with great results. First, there was the extremely successful Beaumont Ave. 4th of July parade. Once again, the Murfey family and company organized this fantastic event for the greater Bird Rock community. There was outstanding community support in terms of the creative floats prepared for the parade, including the BRCC VW surf bus, the hundreds/thousands of people in the parade, cheering them on and enjoying the post-parade band, other activities and food. That level of community involvement is one of the things that makes Bird Rock such a special community.

Second, about 40 Bird Rock residents and business owners attended the La Jolla Planned District Ordinance (PDO) Committee meeting on July 10. This was a critical meeting because the Committee was beginning its process for making recommendations to "improve" the La Jolla Planned District Ordinance (San Diego Municipal Code, Section 159). During the meeting, the Committee reviewed: 1) The Purpose and Intent of the LJPDO and 2) Ground floor Retail Requirements in LJPDO Zones 1 through 4. Bird Rock is in Zone 4. The Committee seemed responsive to the message that: 1) the Bird Rock commercial district is thriving; 2) it is part of what makes Bird Rock such a great place to live, work and visit; and 3) it would be put at risk by eliminating the current PDO requirements for ground floor retail space. Those from Bird Rock who spoke found different ways to make those points and to suggest methods to improve the process of updating the LJPDO. Those suggestions included: 1) conducting a community wide poll to determine the Bird Rock Community's opinions on the current LJPDO requirements for ground floor retail space and possible changes to the LJPDO; 2) having an independent

(continued on page 8)



44th Annual BEAUMONT AVENUE 4th of JULY PARADE a Bird Rock Neighborhood Tradition (2023 theme "Surfing USA")



Scouts Pack 4 lead the start of the 44th Annual Beaumont Avenue 4th of July Parade

IN THIS ISSUE

- 3 & 4 Good for the Green Bin; Not Good for the Green Bin
- 5 & 8 Beaumont Avenue 4th of July Parade Photos
- 11 & 13 Beaumont Avenue 4th of July Parade Photos
- 16 Waverly Wall Tile Form
- 17 - 22 Bird Rock June & July Community Meeting Reports
- 23 Bird Rock Community Council (BRCC) Membership Form



THIS
SUMMER

RETHINK

REDUCE

REFILL

ljcraftedwines.com
Bird Rock, La Jolla



Good for the Green Bin

By recycling organic waste, you are doing your part to protect San Diego's environment. See below to learn what types of waste are good and NOT good for the green bin.

What's Good for the Green Bin

Do's

If the waste is edible, grew out of the ground or on a tree, then it is OK to put it in your bin. This includes food waste, most food-soiled paper products, and yard trimmings. Fruit, vegetables, meat, bones, eggshells, paper towels, and grass clippings – it's all recyclable!



EGGSHELLS



FRUIT & VEGETABLE SCRAPS



GRAINS



SCRAPS in PAPER BAG



COFFEE GROUNDS, COFFEE FILTERS, & TEA LEAVES



FOOD SCRAPS WRAPPED IN NEWSPAPER, PAPER NAPKIN, OR PAPER TOWEL



GRASS & FLOWERS



BRANCHES, STICKS, TWIGS & UNTREATED WOOD



LEAVES & OTHER YARD WASTE TRIMMINGS



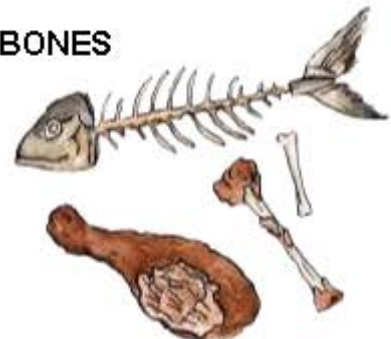
HAIR & FUR



STRAW OR HAY



MEAT & BONES





What's NOT Good for the Green Bin Don'ts



There are some things we need to keep out of the Green Bin because they are not compostable or they may contaminate the compost we make with plastics or other non-organic materials.

Save these items for the Blue Bin (mixed recycling) or the Black Bin (trash). See the details below the graphic to learn which bin these items belong in.

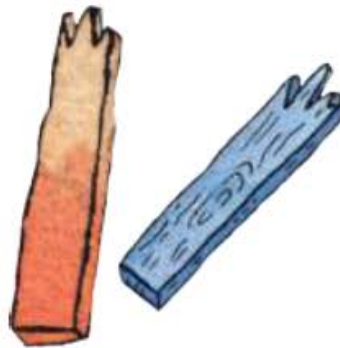
PLASTIC BAGS



COMPOSTABLE WARE (PLASTICS, METAL & BAMBOO)



PAINTED OR TREATED WOOD



METAL



CARDBOARD



BEVERAGE CARTONS



PLASTICS



GLASS



KITTY LITTER, ANIMAL WASTE & DIAPERS



OILS



SOILED PIZZA BOXES



MAGAZINES & COATED PAPER



44th Annual BEAUMONT AVENUE 4th of JULY PARADE

a Bird Rock Neighborhood Tradition, 2023 theme "Surfing USA"





News From Bird Rock Elementary

birdrock.sandiegounified.org

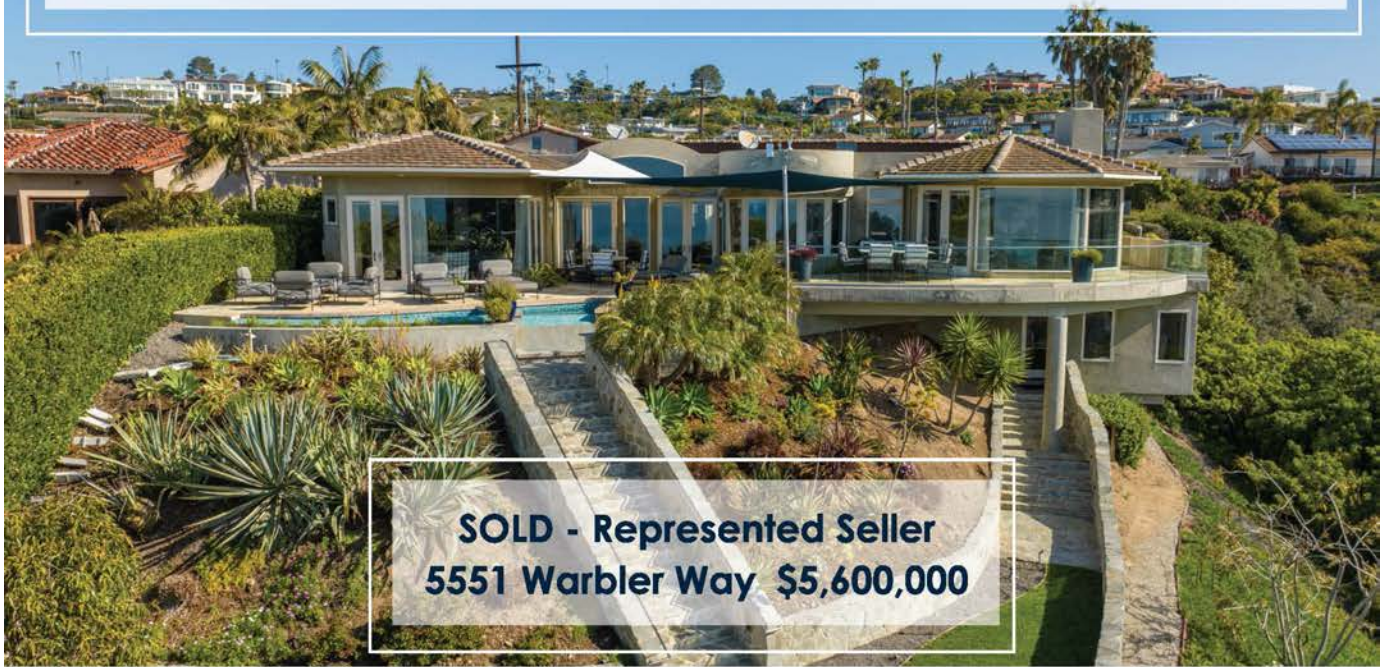
Welcome to a new school year!

Ways to Make This the Best School Year Ever...

- 1. Traffic safety:** We have a great safety record at BRE because most everyone makes a sincere effort to work together to keep drivers, bikers, skateboarders, and pedestrians safe. Be part of the solution! Commit to following the directions of the teachers and Safety Patrol, keeping in mind that the only reason they are there is to prevent someone from getting hurt.
- 2. Be positive:** Communicate to your child through your own upbeat words and body language that this is going to be a great school year! They get to reconnect with BRE friends and have interesting and mind growing learning experiences. A different kind of fun is on its way!
- 3. Demonstrate your trust of the teacher and classroom:** Give your child a quick hug and kiss...and then leave. There may be tears initially, but by leaving quickly you communicate to your child that you believe that he or she is safe in this place.
- 4. Provide quality “fuel”:** Send a nutritious snack/lunch and teach your child how to open up reusable containers. The “perfect” lunch? Simple! Sandwich, fruit, water - no sodas, candy, or go-gurts ever, please. Encourage your child to bring home any uneaten food so you can monitor what was actually eaten – but try not to reprimand. Cafeteria is a great option, too! Google to find out more about SDUSD’s Farm to School program happening at every site.
- 5. Appropriate clothing:** Send your child in clothes that are ready for fun and that they can manage without help. At any given moment your child may be hanging upside down so shorts under skirts is a must. Closed toe shoes for Toe Safety!
- 6. Label EVERYTHING:** Busy days means things are going to get lost or left behind. Labeling personal belongings goes a long way towards helping your child reunite with their stuff.
- 7. Respect the team:** The teacher is an important member of your child’s educational team and is committed to working with you and your child. If you have concerns, then your first stop is the teacher. When you make an appointment, as a courtesy, give a “heads up” about what you want to discuss so she can be prepared to have an intelligent conversation with you.
- 8. Become involved:** BRE’s “secret for success” is no secret! We see the direct correlation between dedicated school staff, parent involvement, community support and a child’s academic, emotional and social success. Get involved because your personal “investment of time” makes a huge positive impact on your child, our school, and our entire neighborhood’s value and quality of life.



REAL ESTATE EXPERT & BIRD ROCK MOM



**SOLD - Represented Seller
5551 Warbler Way \$5,600,000**



SHAWN RODGER

Combining a history of selling exceptional homes and raising a family beside you in our Bird Rock community.

858.876.4569 | www.shawnrodger.com | DRE# 01276557



**SOLD - 2048 Ocean Front, Del Mar
Represented Seller \$13,500,000**



**FOR SALE - 6121 Vista De La Mesa
La Jolla \$7,450,000**





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

professional assessment of the impact of any proposed changes to the LJPDO; and 3) strengthening committee member conflict of interest rules. The Committee recognized that the appropriate changes to the LJPDO regulations would differ by area within La Jolla. It decided to work on changes to the LJPDO during its monthly meetings and not to have a sub-committee propose changes.

The Committee will probably take several months to draft and agree on proposed changes to the LJPDO and that is only the first step in updating the LJPDO. Continued and broad efforts by the greater Bird Rock area community will be required to ensure that any changes to the LJPDO benefit that community rather than just narrow interest groups. The process for implementing changes to the LJPDO includes the PDO Committee making its recommendations to the La Jolla Community Planning Association (LJCPA), the LJCPA making its recommendations to the City, and both the City Council and the California Coastal Commission approving the proposed changes. The community will need to be effectively involved in each step of that process. Your participation in this process is essential, where that participation can include sharing your ideas and expertise and attending the meetings at which recommendations or decisions will be made about changes to the LJPDO. Please watch for e-blast concerning this issue and contact me at info@birdrockcc.org if you have questions, suggestions or want to participate in this important effort or if you have not been receiving the Bird Rock Community Announcements from the Bird Rock Community Council. Thanks and happy summer.

44th Annual BEAUMONT AVENUE 4th of JULY PARADE





SAFETY NOTICE

**1st DAY of Fall
School Session at
Bird Rock
Elementary School
is**

**Monday
August 21**

starting at 8:30 AM

**Please drive carefully, &
look for children.**

Bike Path Maintenance Volunteer Participation Opportunities

**Volunteer Clean-up
Coordinator Debbie Adams
invites everyone to join the
periodic clean-up efforts.**

**The current focus is the
removal of dry brush.**

**If interested in helping,
please contact Ms. Adams at
ljbird45@gmail.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
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



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
- Condo in the Village with a view up to \$2.5M
- Detached home or condo in Crown Point up to \$3.5M
- Detached home in Point Loma with a good size yard up to \$3M
- Kensington or Talmage detached home up to \$1,500,000

Ocean Front



675 S Siera Ave #10 | \$9,000 - \$12,000 per month

Street of Dreams



5845 Camino De La Costa | \$5,948,000

Panoramic Ocean Views



1073 Sapphire Street | \$1,365,000

The Blend - Luxury Townhomes



1952-1956 Hornblend St | \$1,450,000 | 2BD/2.5BA



Michelle Dykstra

858.344.SOLD(7653)
michelle@michelledykstra.com
michelledykstra.com
DRE 01141195



COMPASS



44th Annual BEAUMONT AVENUE 4th of JULY PARADE





City of San Diego Parks & Recreation - Animal Services

<https://www.sandiego.gov/park-and-recreation/activities/animalservices> from Parks & Recreation website

"The City of San Diego coordinates animal services operations with San Diego Humane Society (SDHS) [<https://www.sdhumane.org/>], which serves as its primary animal control agency. Services provided include dog licensing, lost and found, adoptions, microchipping, spay/neuter, vaccination clinics, educational programs, and cruelty reports.

Residents can report animal-related concerns by email at investigations@sdhumane.org or by phone at 619-299-7012 ext. 1 (open 24 hours a day/7 days a week) or by submitting a form to SDHS Humane Law Enforcement (HLE) [<https://www.sdhumane.org/services/humane-law-enforcement/>]. If you are reporting an animal-related emergency, cruelty, or imminent threat or danger to animals or humans, please call HLE dispatch at 619-299-7012 ext. 1. The email address investigations@sdhumane.org is checked frequently, but not in immediate real time.

Animal Licenses - [<https://www.sdhumane.org/services/licensing/>]- All dogs, four months of age and older, must have a valid license and wear it at all times. Owners must demonstrate proof that dogs have been properly vaccinated for rabies in order to receive a license.

More information can be found at the SDHS Vaccinations page [<https://www.sdhumane.org/services/vaccinations/>].



San Diego Humane Society has partnered with DocuPet [https://sandiego.docupet.com/en_US/] to provide an enhanced pet licensing experience for San Diego residents. Pet licenses can now be purchased and renewed online at sandiego.docupet.com. This new, easy-to-use online licensing service provides a quick and easy process to license your pet.

Each DocuPet tag serves as a pet's official license and comes equipped with the HomeSafe™ [https://sandiego.docupet.com/en_US/homesafe] 24/7 lost pet service, which relies on a dedicated full time dispatch staff and linked pet profiles to help get lost pets home quickly.

Visit sandiego.docupet.com to license your pet now.

Lost or Found Pets - Visit SDHS during operating hours from 10 a.m. to 6 p.m., Tuesday through Sunday (closed on Mondays). If you have a picture of your pet, please bring it with you.

Dead Animal Removal - To request the removal of a dead animal from the public right-of-way within the City of San Diego, use the City's Get It Done app or call Environmental Services at 858-694-7000 from 6:30 a.m. to 5 p.m. This is also the number to use for after-hours messages and emergencies.

City of San Diego Leash Laws - Dogs must be kept on a leash not to exceed eight (8) feet at all times except when at a designated off-leash area or confined to a residence or backyard. Leash law requirements are also enforced at City parks including canyons and trails.

More information regarding the City's leash law can be found on the "Your Dog and City Parks" page [<https://www.sandiego.gov/park-and-recreation/parks/dogs>].

Off-Leash Dog Parks

The City offers more than 20 off-leash dog parks for the public and their dogs to enjoy. Owners using these facilities enter at their own risk and accept full responsibility and liability for their dog's actions. Visit the City's "Approved Leash Free Locations" page for additional information about the City's off-leash dog parks.

Bee-Keeping and Livestock

In 2012, the City's Municipal Code was amended to allow residents to keep bees and raise chickens and goats under certain conditions.



from Park & Recreation Dept. website



44th Annual BEAUMONT AVENUE 4th of JULY PARADE

Thank you to Russ and Scott Murfey and their families, the Murfey Company, the Beaumont Avenue 4th of July Parade volunteers, the donors who helped make this event happen, and the residents along 5700 - 6250 Beaumont Avenue. Please consider volunteering or donating to ensure that this event continues next year and far into the future.

Donate at <https://www.gofundme.com/f/2023-bird-rock-4th-of-july-parade-surfing-usa>.





THE OPPENHEIM GROUP
REAL ESTATE
LA JOLLA

JUST LISTED

9694 CLAIBORNE SQUARE
LA JOLLA, CA 92037



\$2.1M

4 BEDS

2.5 BATHS

2,634 SQ. FT.

Welcome to this stunning one of a kind home in the prestigious Blackhorse community. If you're looking for a modern retreat this recently renovated home is perfect for you. Professionally finished by a European design studio it was completely updated with Miele appliances and contemporary cabinetry. Get ready to escape to your private oasis with private pool and Jacuzzi as well as access to the beautiful Estancia resort. This turn key luxury home is waiting and you won't want to miss out.



THE OPPENHEIM GROUP
REAL ESTATE

7925 GIRARD AVE, LA JOLLA, CA 92037



WHAT CLIENTS ARE SAYING ABOUT US!

"I was in escrow on a multi-million dollar home and about to send a sizable un-refundable deposit. Jason alerted me to a complicated deed restriction that he had uncovered in his research. We discussed the implications of this restriction and decided to abandon the deal. I do not believe many agents would have found this restriction, understood it, and spent the time explaining it to me. He also worked tirelessly to find me another great deal. I trust Jason completely, and am confident that he is looking out for my best interests. Jason is a very loyal, honest and intelligent agent who you would be lucky to have on your side."

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."

Nadira and Chuck Apelian

"Vidi is a total professional: knowledgeable, accessible, and full of creative ideas on how to get the most out of your house sale. I needed to sell my parents' house, and Vidi made it a seamless process, from quoting and executing repairs, staging the home, marketing the house, and closing the sale. We were only on the market three days before we were in escrow! Best of all, Vidi is such a fun-loving person. She truly cares about her clients and makes the process a blast. I am so happy that I trusted her to sell my childhood home (and at top dollar!). Thank you, Vidi!"

Jill K.

CONCIERGE

Quickly and effectively increase your home's market value with our tailored improvement services.

With The Oppenheim Group's Concierge service, we will recommend and even front the cost of select services to revamp your property's appearance and enhance its desirability. This means less time on the market, with an even higher return on sale.

No hidden fees or interest charged.

The Oppenheim Group's Concierge aims to prepare your home for an optimal launch on the market. After assessing your property's needs via a walkthrough, we work together in creating opportunities to increase its value and profitability.

From deep-cleaning to cosmetic improvements, The Oppenheim Group will cover the upfront costs of select services and not collect payment until the sale of your home. By investing in your home's potential, we seek to leverage a more swift and lucrative sale.

Thinking about selling?
LIST WITH US | 619-990-7703



JASON OPPENHEIM
jason@ogroup.com
DRE # 01863254



VIDI REVELLI
vidi@ogroup.com
DRE # 01734590

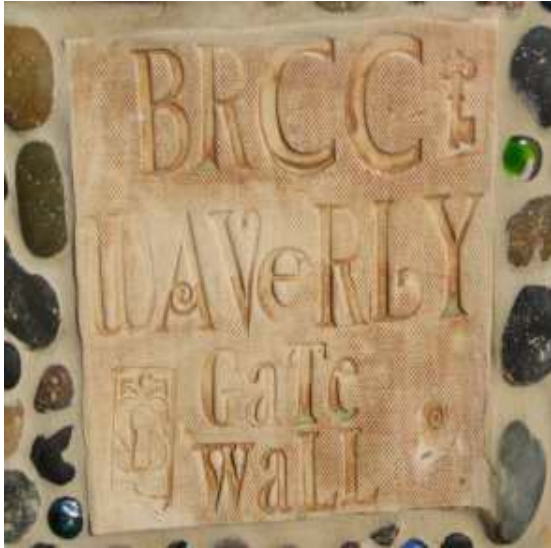


THE OPPENHEIM GROUP
REAL ESTATE

7925 GIRARD AVE, LA JOLLA, CA 92037



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



**Bird Rock, A Unique and
Special Neighborhood**

The tile donation deadline is June 30, 2024.

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 members of the 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, friend, pet, teacher, neighbor, special person, merchant, business, event, or organization. Mark a special occasion. Bird Rock is a unique and very special 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**

For any questions about the tiles, please contact Jane Wheeler 619-822-1120, 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**



BIRD ROCK COMMUNITY MEETING, June 6, 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. Modifications to Spaces As Places program and resulting amendments to the San Diego Municipal Code and Local Coastal Program, as suggested by the California Coastal Commission (CCC), were approved by the San Diego City Council. The revised ordinance is expected to return to the CCC for final approval in September or October and will be applicable to the Coastal Zone. The revisions include a requirement to obtain a Coastal Development Permit and the need to replace or provide nearby parking within 1200 feet of the restaurant and equivalent to the number of parking spaces that are converted to outdoor dining or other uses.

Rachel Dugan (Rachel.Dugan@mail.house.gov), staff assistant for Congressman Scott Peters gave a brief update. See Mr. Peters' website <https://scottpeters.house.gov/>.

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

Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov, 760-434-7605), District Representative for 77th State District Assembly Member Tasha Boerner, sent a report. See <https://a77.asmdc.org/>.

Celsey Taylor (Celsey.Taylor@sdcountry.ca.gov), Field Representative for San Diego County Board of Supervisors Tara Lawson-Remer (3rd District) - see <https://www.supervisorterralawsonremer.com/>.

Aurora Livingston (Aurora.Livingston@sen.ca.gov, 760-642-0809), district representative for State Senator Catherine Blakespear (38th District) sent a report. Also see <https://sd38.senate.ca.gov/>.

Infrastructure Problems: Defective/Outdated Pedestrian Signals

The BRCC awaits the status of an application submitted to State Assemblymember Tasha Boerner for a proposed \$50,000 supplemental funding to replace pedestrian crossing signals on La Jolla Blvd in the Bird Rock commercial district. An inquiry was sent to Traffic Engineering about automated signals. New, highly visible signals would enhance pedestrian safety, promote walkability and business district access, and support the City's Climate Action Plan. Volunteers are needed to check the pedestrian crossing signals and report problems to Get Done or info@birdrockcc.org.

44th Annual Beaumont Avenue 4th of July Parade (Surfing USA theme)

The 44th Annual Beaumont Avenue 4th of July Parade, sponsored by the Murfey families (Murfey Company) with a "Surfing USA" theme celebrates community, country, and patriotism. Donate at <https://gofund.me/0e544877>. A multi-year transition committee is being formed for planning future events (co-chairs Jason Hill and Sarah Austin).

Lighting Project Along La Jolla Blvd. between Camino de la Costa & Midway Street

The BRCC is proceeding with a proposed lighting project along La Jolla Blvd. to improve nighttime safety and the commercial identity of Bird Rock. The project will include improvements to the streetlights and building lighting and the addition of decorative lighting. The BRCC is reviewing the types of lighting installed in the public right of way in La Jolla and elsewhere in San Diego and preparing a list of questions for the Development Services Department and Parks & Recreation

(continued on page 18)



BIRD ROCK COMMUNITY MEETING, June 6, 2023
(continued from page 17)

Department concerning permissible lighting. Steve Hadley agreed to help obtain responses from DSD and Park and Recreation Dept. After responses are received, cost estimates for permissible alternatives and community input will be obtained, followed by fund raising.

I Love a Clean San Diego, Adopt-A-Beach program for Sun Gold Point/PB Point

BRCC is submitting an application to the I Love a Clean San Diego, Adopt-A-Beach program requesting adoption of the Sun Gold Point/PB Point beach. The beach is assessable from the San Diego Park and Recreation Dept. stairs located at 403 Sea Ridge Drive, at the intersection of Linda Way and Sea Ridge Dr. Access instructions including a warning to avoid walking on or near unstable bluffs which have the potential for sudden collapse.

To participate, BRCC will organize 3 clean-up events each year that must be pre-scheduled with "I Love a Clean San Diego." The events include trash collection and clean-up, documentation and itemization of the collected trash, and at least annual reporting of the itemized trash (including quantity or weight). The BRCC may be eligible for recognition in the temporary sign program if the clean-up is done properly with detailed reporting of collected litter. A BRCC board member will organize and facilitate the clean-up events once Adopt-A-Beach program approval is received, and the Bird Rock neighborhood will be notified and asked to help.

Adelante Townhomes Project

Please see the BRCC website at www.birdrockcc.org and the June – July Bird Rock Newsletter at <https://www.birdrockcc.org/newsletters.php>, for reports and updates regarding this project.

La Jolla Communing Planning Association (LJCPA)

To join the LJCPA, go to <https://lajollacpa.org/membership-application/>.

Bird Rock Signage/Monument Project

Senior Traffic Engineer Gary Pence indicated that a proposed Bird Rock sign or rock could be no more than 30" in height when measured from grade (if placed inside a roundabout) and no higher than 36" above the roadway due to line-of-sight rules. Per Mr. Pence, the Development Service Department (DSD) would review any proposed addition of one or more pelicans on top of a rock if the height was in excess of the 30" limit to determine whether visibility is blocked. Mr. Pence and others expressed concerns about vandalism, theft of pelicans, and pranks and noted that a pelican logo etched into the rock or other options would be a better option. The height requirements were shared with Trace Wilson for preparation of 3 signage/monument options for Bird Rock Community review.

Announcements & Public Comment

Send proposed eblasts to share with the Bird Rock Neighborhood to info@birdrockcc.org.

Don Schmidt noted that there were ongoing ADA compliance problems along sidewalks within the Bird Rock commercial areas due to encroachment of businesses into the public rights of way. He noted an example of tables and chairs blocking access and reducing sidewalk width at the northwest corner of Forward St. and La Jolla Blvd and near the pedestrian crossing area. This is a code compliance issue which can be reported via the City's Get-It-Done app.

Updates from Bird Rock Working Groups

Bird Rock Neighborhood Watch – For questions or to volunteer, email to info@birdrockcc.org.

Ad hoc Bird Rock Coastal Committee – The overlooks are in good shape and have been cleared of dead vegetation by volunteers. New plantings were noted at La Jolla Hermosa Park.

Bird Rock Merchants Group is working on a grant for lighting and signage, want to create a Bird Rock app and merchant map/catalog, and are concerned about conversion of business space to housing.

(continued on page 19)



BIRD ROCK COMMUNITY MEETING, June 6, 2023 (continued from page 18)

Bird Rock Maintenance Assessment District Update

There was a major traffic accident on Sat. May 20 at around 3 am at the Camino de la Costa roundabout and the adjacent southwest MAD area. A DUI vehicle crashed through the west side of the roundabout hitting and damaging street signs, curbs, plants, and the irrigation system. The southbound vehicle continued into and through the entire corner of La Jolla Blvd, southwest of Camino de la Costa doing major damage until it stopped adjacent to 5762 La Jolla Blvd. The new backflow cage and irrigation controller were destroyed. The City backflow for the irrigation system was sheared off at ground level resulting in a broken water pipe and gushing water. The cement backflow base pad was cracked. Substantial plant and irrigation system damage occurred from the crash, and there was water damage to the adjacent area.

The police responded, and a City crew shut off the water. The City street sweeper cleaned up most of the roadway debris shortly after 6:30 am Saturday morning. The MAD landscape crew cleaned up the remainder of the debris in the street as well as in the MAD areas and sidewalk. The driver was reported as having an alcohol level above the legal limit and was cited by SDPD. A full SDPD report should be available soon, and Matt is obtaining damage and repair estimates and will follow up with the City Claims Department regarding attempts to collect for damages. Hopefully, the MAD can recover the costs to repair, restore, and replant the area. The City will install a new water pipe and backflow valve. In the meantime, irrigation is shut off.

Planned irrigation system retrofit and replanting in the La Jolla Mesa MAD areas are scheduled to take place in late June and July. Due to the age of the irrigation systems, controllers throughout the MAD are scheduled for replacement, retrofit, or upgrades. Scheduled irrigation system inspections continue as part of the preventive maintenance plan.

Maintenance, pest management, and trimming of the Bird Rock street trees continue on a regular basis to keep trees healthy and away from buildings, to maintain lower branches at a safe height above pedestrians and for visibility and line of sight reasons, and to comply with the San Diego Municipal Code, Fire Code, and vector control concerns. Annual tree shaping and canopy trimming is coordinated with a master arborist and scheduled for the fall.

Since the MAD is responsible for maintaining safe and clear Public Right of Ways, clear pedestrian and vehicular lines-of-sight, and pedestrian access, illegal signage is proactively dealt with. ADA compliance issues, such as blocked sidewalks, continue to be noted and reported.

Follow up continues for various City Street Division service requests. The deteriorated, raised, and improperly locked utility cover near 365 Bird Rock Ave. posed a pedestrian safety hazard. City repair of the April 21 emergency waterline break and repair of the roadway just south of the Midway roundabout are being monitored since a small water leak and additional curb and roadway damage were noted. The subsiding temporary asphalt roadway patches will be reported.

Finally, the next quarterly MAD meeting is scheduled for Sept 5 following the regular Bird Rock Community meeting. The Annual MAD meeting is November 7. 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.

Coyote Sightings

Concerns and comments about coyotes and sightings were reported and briefly discussed. More information will be forthcoming. It was noted that leaving pet food outside, particularly overnight, attracts coyotes and nocturnal animals such as opossums, raccoons, skunks, rats, and feral cats.

Next Community Meeting Due to the July 4 holiday, the Bird Rock community meeting is July 11 at a TBD site. Agendas and additional information for meetings will be posted at <http://www.birdrockcc.org>.

Adjournment Mr. Terry thanked everyone for attending and adjourned the meeting at 7:02 pm.



BIRD ROCK COMMUNITY MEETING, July 12, 2023

Bird Rock Community Council (BRCC) Board President Joe Terry called the meeting to order at 6:07 pm in the La Jolla Masonic Lodge, welcomed attendees, introduced BRCC Board members, and made remarks.

Updates from Representatives of Elected Officials

Steven Hadley (SRHadley@sandiego.gov) is retiring as Director of Community Outreach for Joe LaCava, San Diego City Council District 1, and Emily Lynch, will be the new Community Outreach Director for Councilmember Joe LaCava. Both were unable to attend.

Aurora Livingston (Aurora.Livingston@sen.ca.gov, 760-642-0809), district representative for State Senator Catherine Blakespear (38th Senate District) gave an update of Ms. Blakespear's recent State Senate activities. See the senator's website, <https://sd38.senate.ca.gov/>.

Written updates were provided by Rachel Dugan (Rachel.Dugan@mail.house.gov), staff assistant for Congressman Scott Peters (also see <https://scottpeters.house.gov/>); Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov), Policy Advisor for San Diego County Board of Supervisors Tara Lawson-Remer, County of San Diego 3rd District (see <https://www.supervisorterralawsonremmer.com/>); and Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov, 760-434-7605), District Representative for Assemblymember Tasha Boerner, 77th State Assembly District, (see <https://a77.asmdc.org/>).

Process to Update the La Jolla Planned District Ordinance, San Diego Municipal Code §159

On July 10, the La Jolla Planned District Ordinance Committee (a subcommittee of the La Jolla Community Planning Association) began reviewing the La Jolla Planned District Ordinance (San Diego Municipal Code §159) with the goal of providing updates to the City. The LJPDO Committee discussed 1) the purpose and intent of the LJPDO and 2) ground floor retail requirements in LJPDO Zones 1 through 4. The 3-block Bird Rock commercial district is zoned LJPDO4.

A number of Bird Rock residents and business owners attended the July LJPDO meeting. During public comment, it was noted that the Bird Rock commercial district is thriving and an important part of the Bird Rock neighborhood and that elimination of required ground floor retail space would severely impact the district. Zoning restrictions differ by area within La Jolla. Updates to the La Jolla Planned District Ordinance will be addressed at future meetings.

Infrastructure Problems: Replacement of Defective/Outdated Pedestrian Signals

Anthon George, Customer Service Program Manager, San Diego Transportation Department, told Steve Hadley the City would only upgrade or install signals like those installed elsewhere in San Diego. The BRCC will pursue various funding sources for safer and more visible signals to replace the malfunctioning, less visible pedestrian crossing signals currently installed in Bird Rock.

Volunteers are needed to periodically check the pedestrian crossing signals and report problems to Get Done or info@birdrockcc.org.

44th Annual Beaumont Avenue 4th of July Parade

The Murfey families and Murfey Company organized a fantastic "Surfing USA-themed" parade which celebrated community, country, and patriotism. The community-supported event included great home-made floats, a thousand attendees, a post-parade band, other activities, and food. This very special event contributes to the unique character of the Bird Rock neighborhood.

I Love a Clean San Diego, Adopt-A-Beach program for Sun Gold Point/PB Point

The BRCC is looking for a volunteer to oversee the Adopt-A-Beach program including 3 cleanups per year, organizing volunteers, and documentation of collected trash.

Don Bravo Food Truck

Resident Carol O'Brien expressed concerns about the food truck in the Don Bravo parking lot, potential sidewalk/public right of way encroachment, permits and use as an additional kitchen area, and bright lights shining into neighboring properties at night. Further discussion ensued.



BIRD ROCK COMMUNITY MEETING, July 12, 2023 (continued from page 20)

Bike Path Maintenance – Volunteer Participation, Accomplishments, and Future Cleanups

Volunteer Debbie Adams continues to help organize the approved clean-up efforts of the Fay Avenue Extension Bike Path which have evolved from an annual event to more frequent, smaller seasonal clean-ups as the need for maintenance has increased over the years. In the beginning, efforts were directed toward removal of trash, dumped construction debris and items, and dry flammable brush. Over time, maintenance has shifted to removal of dry brush and abandoned camp areas, brush abatement, removal of potential fire hazards, bike path safety, and more.

Efforts are focused on the bike path area including 17 acres of designated open space, 2 adjacent pocket parks, Alta Way, the south end big field, and dirt paths. The bike path area is under the jurisdiction of various City departments including Traffic and Transportation, Storm Water, and Real Estate Assets. City Right-of-Entry Permits are obtained with the help and financial support of the nonprofit La Jolla Kiwanis and the assistance of Kiwanis member Glen Rasmussen. Donations designated for bike path maintenance and clean-up can be made to the La Jolla Kiwanis. In anticipation of a very dry season, volunteers continue to remove dry brush along the bike path.

July cleanup is focused on removal of dry brush starting at the south end and moving northward.

Ms. Adams invites everyone to join the clean-up effort. Contact Ms. Adams at ljbird45@gmail.com.

La Jolla Community Planning Association

At the July 6 LJCPA meeting, three projects in or near the Bird Rock area were pulled from the consent agenda for full review at the August 3 LJCPA meeting. Those projects are located at 625 Wrelton Drive (project # 696528), 5646 Chelsea Street, and 5960 Camino De La Costa. Join the LJCPA as a general member at <https://lajollacpa.org/membership-application/>.

Adelante Townhomes Development Update

The City Development Services Dept continues to review the project and has requested more information prior to making a recommendation to the Planning Commission. DSD requests include: 1) written findings from the applicant to demonstrate how each building standard for which a waiver is requested would physically preclude the construction of this development and 2) assurance from the San Diego Housing commission that the development would include a for-sale dwelling unit for a very low income household, a requirement to qualify for the requested density bonus, incentives, and waivers in order to comply with the La Jolla Planned District and other parts of the SDMC.

Bird Rock Signage/Monument Project

Three proposed signage/monument options are to be prepared for Bird Rock Community review. Potential funding sources are being reviewed.

La Jolla Blvd. Lighting

The BRCC is proposing to enhance lighting in the Bird Rock commercial district along La Jolla Blvd. for improved nighttime safety and to enhance the identity of the Bird Rock commercial district. A commercial district lighting project could include lighting of street trees on the sidewalks and enhanced median lighting. Allowable types of lighting need to be determined as well as feasibility and costs. Various alternatives are proposed to be presented to the Bird Rock Community to identify a preference. Funding and City approvals would also be necessary.

Announcements & Public Comment

Send proposed eblasts to share with the Bird Rock Neighborhood to info@birdrockcc.org. To join the eblast distribution list, send an "add to eblast list request" to info@birdrockcc.org.

Updates from Bird Rock Working Groups

Ad hoc Bird Rock Coastal Overlooks Committee member Joyce Snell reported that a group of dedicated volunteers have been cleaning up the overlooks and removing an increasing amount of trash and debris due to warmer weather and greater visitors usage. Dash Richardson's Eagle Scout project to repair/replace the bench at Forward Street and replace two benches at Calumet



BIRD ROCK COMMUNITY MEETING, July 12, 2023 (continued from page 21)

Park is underway. Work on the Forward St. overlook bench will be conducted off-site in July. The bench will return when completed.

Bird Rock Merchants Group member Craig Bender reported that merchants are working on various ideas including a business district map and catalog and a merchant discount app. The group wants to see retail usage on the ground floor of the Adelante project.

Bird Rock Neighborhood Watch – For questions or to volunteer, email to info@birdrockcc.org.

Bird Rock Maintenance Assessment District Update

The Bird Rock MAD FY24 budget was approved as part of the City budget at the City Council meeting on June 12, 2023.

MAD Consulting Manager Matt Mangano has negotiated a contract extension renewal with Urban Landcare for fiscal year 2024, effective 7/1/23, for regular landscape services. Contract provisions for extra work remain in effect. Labor expenses will continue to comply with the City of San Diego Living Wage Ordinance and other City labor provisions.

Urban Landcare is doing a fantastic job as is MAD consulting manager Matt Mangano.

Due to liability issues regarding MAD maintained trees, tree wells, and potential “trip and fall” lawsuits, discussions continue regarding a proposed addition of an amendment to the existing Bird Rock MAD contract regarding sidewalk conditions; sidewalk maintenance, repair, replacement, and liability; and clarification of responsibilities and the process in the event of a claim or lawsuit against the City for damage or injury arising from certain “dangerous conditions.” Similar amendments are being drafted for other MADs overseen by the San Diego Economic Development Dept. and by the San Diego Park and Recreation Dept. Councilmember Joe LaCava and his office are helping with this process. We understand that the proposed amendment is being reviewed by the City Attorney.

The City backflow at the southwest corner of La Jolla Blvd and Camino de la Costa, which was the site of a major DUI traffic accident on May 20, has been replaced. A new backflow cover is being ordered, and caution tape remains in place until all repairs are completed. Matt is obtaining damage and repair estimates and following up with the City Claims Dept. regarding attempts to recover damages.

Planned multi-step irrigation system retrofit and replanting in the La Jolla Mesa MAD areas are underway and involve proper soil preparation and amendments as well as irrigation system retrofit before any plantings can occur. Scheduled work is contingent upon funding, personnel availability for this project, and weather conditions. MAD irrigation controllers are scheduled for replacement, retrofit, or upgrades this fiscal year.

Due to vigorous tree growth, street tree maintenance has increased. Some need to be pruned away from buildings. Tree skirts will be raised to safe heights above pedestrians and for visibility and line of site reasons. Weekly pest control, fertilization, and branch trimming are ongoing. Annual tree shaping and canopy trimming is scheduled for fall.

Service Requests to City Street Division are being monitored regarding ADA compliance, safety issues, water leaks, and other problems.

The next quarterly MAD meeting is scheduled for Sept 5 following the regular Bird Rock Community meeting. The Annual MAD meeting is November 7, 2023, following the regular community meeting and tentatively scheduled at the Bird Rock Elementary School auditorium.

Next Community Meeting

There is no August community meeting. The next meeting will be in person on Sept. 5 at Bird Rock Elementary with limited Zoom access (details at <https://www.birdrockcc.org>). The quarterly Bird Rock MAD meeting will immediately follow the September Community Meeting. Agendas and additional information for meetings will be posted at <http://www.birdrockcc.org>.

Adjournment Mr. Terry thanked everyone for attending and adjourned the meeting at 7:22 pm.



**BIRD ROCK COMMUNITY COUNCIL (BRCC)
202' 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.php 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"/>	Board of Directors	<input type="checkbox"/>	Maintenance
<input type="checkbox"/>	Coastal Access, Parks, & Overlooks	<input type="checkbox"/>	Memberships
<input type="checkbox"/>	Code Enforcement	<input type="checkbox"/>	Neighborhood Watch
<input type="checkbox"/>	Community Events	<input type="checkbox"/>	Newsletter
<input type="checkbox"/>		<input type="checkbox"/>	Promotions
<input type="checkbox"/>		<input type="checkbox"/>	Safety
<input type="checkbox"/>		<input type="checkbox"/>	Special Community Events (Halloween, etc.)

Official use only ↓



BIRD ROCK NEWSLETTER

AUGUST & SEPTEMBER 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, Eric Kleinbub,
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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Bird Rock Community Council

5666 La Jolla Blvd #168, La Jolla, CA 92037

Info@BirdRockCC.org



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