

BIRD ROCK NEWSLETTER

DECEMBER 2023 &
JANUARY 2024

HAPPY HOLIDAYS & HAPPY NEW YEAR

From Bird Rock Community Council (BRCC) President Joe Terry

The holiday season in Bird Rock was off to a great start with a very successful Halloween Window Painting event, which set records in terms of the number of businesses with windows painted and the number of families participating in the event. Thanks to Craig Bender and the Bird Rock Animal Hospital for sponsoring the event as well as to all the young artists and parents who participated.

Halloween in Bird Rock was the next successful event. The following contributed to its success: Halloween decoration at many homes, a strong SDPD presence throughout Bird Rock with both uniformed and undercover officers, the Halloween safety tips and additional hired security, helpful oversight by the parents of the trick or treaters, and the generosity of the Bird Rock community. Next year, the Halloween tips may include a suggestion that the parents follow their little and not so little darlings/monsters to pick up treat wrappers dropped in the excitement of going to the next house or to and from school on the next day.

The Susan G. Komen San Diego 3-Day walkers will be passing through Bird Rock on Friday, Nov. 17. The majority of walkers will pass through between 11:30 AM – 3:30 PM. Bird Rock merchants will once again provide support such as handing out water, popsicles, or other snacks, as well as encouragement for the walkers. Please come out to cheer on the walkers. Community support along the way is the most memorable and rewarding aspect of the event for many of the walkers.

The Second Annual Bird Rock Merchants Wreath Contest sponsored by the BRCC and the Bird Rock Merchants Group is underway. Many merchants are busy creating their wreaths of art, which are or will soon be on display. The public will vote via QR code at BirdStock. followed by a wreath awards ceremony on Dec. 9 at BirdStock. The BRCC December Community Meeting/holiday celebration will be Dec. 5 at Lupi Italian Restaurant.

(continued on pg 12)

Dashiel Richardson's EAGLE SCOUT PROJECT completed 9/24/2023

"Dedicated to the Bird Rock community. Thank you family and friends for your support."



New southwest bench at Calumet Park, one of two benches replaced at Calumet Park as part of Dash Richardson's Eagle Scout Project. A third bench was replaced at the Forward St. overlook as part of the project as well.

THANK YOU DASH and neighborhood donors who helped fund this project.

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HAPPY HOLIDAYS & HAPPY NEW YEAR



Don't let Bird Rock's commercial district be destroyed by developers who want to eliminate retail and build lucrative dense housing. Join your neighbors and sign this petition to stop them NOW – go to savebirdrock.com or scan this QR code:



We, the undersigned, residents of Bird Rock, respectfully request that the La Jolla Community Planning Association rescind its approval of the Adelante Project and support the unanimous project denial made by the CPA's Planned District Ordinance (PDO) Committee in that this project does not conform to various requirements of the San Diego Municipal Code, the La Jolla PDO and its zone 4 requirements because:

1. It is 3 stories in height.
2. It is over 30 feet in height.
3. It violates the requirement for ground floor retail.
4. It violates the requirement of no residential in the front 50% of the ground floor.
5. The garage ramp and parking spaces do not meet the minimum width requirements.



BIRDSTOCK MUSIC FESTIVAL & HOLIDAY ARTISAN MARKET

DECEMBER 9TH, 2023

10 AM-7:30 PM

Main Stage Entertainment

Bird Rock Surf Shop

BIRD ROCKERS

MARK FISHER

SEAPOODLE

PEACH COOLER

ROSEDALE

SANDCASTERS

THE VOICES

DJ JOHNNY VARSITY

Local Bands

Merchant Raffles

Kids Activities

Pet Adoptions

Local Artists

Sidewalk Sales

Dance Performances

Food & Drink Specials

Beer Garden

Mini-Golf



SPECIAL THANKS TO OUR SPONSORS!



PROCEEDS BENEFIT BIRD ROCK ELEMENTARY



Meet Vida, Your New Stylist



Vida. Hair Studio focuses on curated, sustainable hair care. Based in Bird Rock, San Diego, she offers a calm, one chair space for her clients.

**REFILL,
REUSE,
REPEAT**
Save the planet one plastic bottle at a time. Refill not landfill.



What you use at home counts too! Vida partners with Sitch, a sustainable, clean hair care line based out of San Diego. They offer lifetime refillable bottles featuring skin care grade ingredients that leave your hair feeling shiny and healthy.



Situated in Bird Rock, San Diego, Vida likes to cater toward her community. She values the relationships she has built in San Diego and enjoys making people feel confident. Her goal is to provide hair care that makes you care free. **Book a free 15 minute consultation now!**



Vida uses low or ammonia free hair color from Keune, providing exceptional coverage and a beautiful grow-out. Keune is a third-generation family owned global company located in Soest, Netherlands. They source the highest quality ingredients and are certified cruelty free.



About Vida,

Vida moved to La Jolla in 2021, but grew up in Santa Cruz, CA. She loves surfing (a lot), and her dog Sage. You can find her strolling at Windansea with Sage, checking the waves with her third coffee of the day.

Specialties & Services:

- Gray coverage and Blending
- Tailored Haircuts for all genders
- Keratin Treatments: Formaldehyde-free, anti-frizz, & smoothing
- Sustainable product curations
- Free 15 minute consultations

Sola Salons, 5726 La Jolla Blvd, San Diego, CA, 92037

www.vida-hair-studio.com

[@vida.scheibe](https://www.instagram.com/vida.scheibe)
(831) 246-2895



Bird Rock Elementary (BRE) EcoArts



One of the many after school enrichment activities at Bird Rock Elementary is EcoArts. EcoArts builds on the belief that education is crucial to mobilize effective climate action and collaborates with local environmental groups and schools, empowering children to use art as a vibrant voice in the climate dialogue. By merging creativity with real-world insights, young eco-artists raise awareness of climate challenges within their own communities while nurturing their artistic voice.

On Oct 14, students from BRE contributed a painted surfboard for auction at the Walter Munk Ocean Celebration at La Jolla Shores. The artistic wooden paipo surfboard was auctioned off with help from Earth Fan Surf Company and painted by BRE students in the EcoArts Kids Program. The surfboard pays homage to the fascinating creatures named after the world renown oceanographer, Walter Munk, dubbed “Einstein of the Oceans” by the New York Times. The funds raised helped support the educational endeavors at Bird Rock Elementary School, combining art, science, and environmental awareness. The funds raised also supported The Walter Munk Foundation for the Oceans.





BIRD ROCK ELEMENTARY SCHOOL "SEEDS" Update

SEEDS lessons are in full swing at BRE this fall! Three new garden tubs have been added to expand garden activities to more classrooms. Jennifer Giaconi, Mica Jacovich, Cindi Wu, Svetlana Alleshouse, CJ Brookover, Joyce Wong, and several more parent volunteers have scheduled lessons with grades UTK-5 every week of the school year to ensure all BRE Pelicans get an equal opportunity in the school garden. Grades 1, 2 and 3 had "Tub Talks" to discuss the initial post summer dried out status of their garden tubs and plants needs (soil, water, sun, nutrients, air and love).



Upper grades went into more depth about the living soils, how nutrients are transported and how plants make their own food through photosynthesis. First grade got their hands dirty in another lesson by building bedding for their hundreds of new classroom pets, Red Wigglers! They learned how to feed and care for their worms, and got to hold them. 4th graders performed soil composition tests on their garden beds to determine if their soil was sufficient for growing vegetables. They added new soils and worm castings (aka worm poop) to prepare for "The Great Carrot Experiment" lesson.

During outdoor lessons, several students

walked by from other grades asking when they would get their turn in the garden. Rest assured, more lessons are planned for each grade, as well as many lessons for kindergarten and 5th graders!



Upper left Nelson 1st graders learning about vermicompost
Upper right Montali 2nd graders holding lettuce and radish seeds
Lower left Ms. Turner's 1st graders learning about vermicomposting.



**VERY IMPORTANT NOTICE
regarding the Bird Rock
Newsletter (BRNL)**

Due to increasing costs, decreasing numbers of volunteers willing or able to hand deliver the BRNL, locked gates, and increasingly limited access to front doors and porches, we are reviewing the option to change to a fully on-line newsletter by the end of next year, 2024. Alternatively, we are considering printing and delivering only a limited number of BRNL paper copies. This will be a difficult decision since a significant number of neighbors wish to continue to receive and read the paper version.

**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



FROM OUR FAMILY TO YOURS,

Happy Holidays



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

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

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

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

Noxo. Vidi



Welcome to Vista de Los Altos, an unparalleled development nestled in the heart of San Diego, where 5115 Gordon Lane offers you a perfect blend of high-end features and intimate luxury. Your panoramic view of the bay and ocean are guaranteed for life, thanks to the city's recorded landscape envelopes that ensure an unobstructed view. Nestled within a private circle of 14 brand-new ocean-view lots, each home is a testament to exceptional craftsmanship. To live at 5115 Gordon Lane is to savor a unique lifestyle found nowhere else in San Diego. Discover your dream home and allow the arresting views, stunning design, and luxurious features to leave a mark on your soul. Come, cherish this remarkable abode, and let its story become a part of your own.

WHAT CLIENTS ARE SAYING

"Vidi is fantastic. In addition to being super knowledgeable, she has a unique expertise in the market having been raised here. She provides top-notch customer service and we felt like we were always put first with her and that she truly cared about us. It's rare that a real estate agent treat you like family and be so involved after you've entered into a contract. There were complex issues that Vidi took care of calmly and with expertise that made us maintain our composure in an otherwise stressful situation. Vidi proactively dealt with all the issues that came up and went way beyond the call of duty. She ensured that we had all the information to make the best decisions possible and was with us at every turn. Vidi. You are second to none!"

Sage D

Vidi along with her fabulous team were amazing during our home buying journey. I would highly recommend them to anyone looking to buy or sell a property in La Jolla she is "The Queen." She was beyond patient, understanding, and very helpful with my endless questions. Vidi is detail-oriented, responsive, and willing to help with anything (even things you would not think in the realtor realm). This was critical for us in our unique situation as we were moving across country and really needed a lot of extra hand holding and assistance! We cannot speak highly enough about Vidi. Thank you for your hard work on helping us find our dream home.

Kenedy H



JASON OPPENHEIM
jason@ogroup.com
DRE # 01863254

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



VIDI REVELLI
vidi@ogroup.com
DRE # 01734590



THE OPPENHEIM GROUP
REAL ESTATE



Dashiel Richardson's Eagle Scout Project: Replacement Benches

Two benches at Calumet Park, a shoreline mini park in Bird Rock, were identified as desperately needing repair or replacement and became Dash Richardson's Boy Scout Troop 4 Eagle Scout Project to replace deteriorating, increasingly unsafe benches. Dash's idea for the project began in earnest in October 2021 as he noted that concrete legs and back supports were crumbling and cracked; rebar was rusting away; and termite damaged, partially broken wooden slats made the benches increasingly unsafe and unwelcoming. Eventually, discussions involved the City Parks and Recreation Department, the Bird Rock Ad hoc Coastal Overlooks Committee, La Jolla Parks and Beaches, and the BRCC. Starting in May 2022, Bird Rock neighborhood members began donating funds to pay for project supplies as plans, designs, and various project approvals progressed. After 2 years of perseverance, the benches were completed on 9/24/23 with fabulous, new benches that are being used and appreciated by Park visitors.



Photos 1 & 2 - Condition of the southwest bench at Calumet park at bluff edge in early 2022



Southwest bench after replacement.



Dashiel Richardson's Eagle Scout Project: Replacement Benches

Old bench at Calumet Park with cracked and rusted metal supports and deteriorating wooden slats.



New Eagle Scout project bench replacing the old metal-footed bench at Calumet Park



The popular Forward St. ocean overlook bench (left) was noted as needing replacement for many years. Following interim repairs of deteriorated wooden slats over the years, it was time to address exposed rebar, deteriorated concrete, failing bolts and screws, rotted wooden slats, and other damage.

Further deterioration had occurred since these late 2021 photos



<- Dash Richardson attaching the final wooden slat to the newly constructed bench



Completed bench (Barbara Dunbar, Dash Richardson, and Joyce Snell)



President's Column (continued from page 1)

Please watch for a BRCC email with more info on this event. The rest of the BRCC Board and I hope to see you there.

A few days later on December 9, the Annual BirdStock Music Festival & Holiday Artisan Market will happen from 10 AM - 7:30 PM along La Jolla Boulevard. Like last year, BirdStock will feature music & dance entertainment, refreshments from local restaurants, dedicated children's area(s) with family friendly activities, special offers from Bird Rock shops, and an artisan market featuring local artists of all kinds. The proceeds from this outstanding Bird Rock event will directly support the Bird Rock Foundation's efforts to enrich education at Bird Rock Elementary school. Please come for the fun and to support our community and outstanding elementary school.

Many things make Bird Rock a very special place to live, work, go to school, and visit. They include the events mentioned above, as well as a diverse and vibrant Bird Rock commercial district. If we take those things for granted, we could lose them or others could take them away. The La Jolla Community Planning Association (LJCPA) has an important advisory role in land use issues in Bird Rock and the rest of La Jolla. Therefore, the LJCPA can either help us protect them or help others take them from us. For example, relatively soon, the LJCPA will vote on changes to its bylaws and operating procedures as well as the La Jolla Planned District Ordinance (LJPDO). The LJPDO is important because it benefits the greater Bird Rock community by providing protection for the Bird Rock commercial district while limiting its encroachment into the rest of Bird Rock. We want to ensure any changes the LJCPA makes to its bylaws and operating procedures and to the LJPDO will protect those things and benefit our community and the rest of La Jolla and not just special interest groups. To do that, we need more people from the Greater Bird Rock Community join the LJCPA. Please join the LJCPA ASAP and encourage your eligible family members, friends and neighbors to do the same. It is simple to do and there is no fee to join. To join the LJCPA online, you can go to <https://lajollacpa.org/membership-application/>. Very soon, the BRCC will send an email with info about who can join the LJCPA etc. Please watch for that email and share it with your friends and neighbors. Joining the LJCPA could be a gift that keeps on giving to you, your family and the Bird Rock community.

I hope you and your family have a very happy holiday season, Joe

UPCOMING LIVE MUSIC LINEUP





BOTTOMLESS MIMOSAS \$25
SAT & SUN 10 AM - 3 PM

HERE'S YOUR REMINDER TO TRY OUR

NEW SEASONAL MENU ITEMS!

EXECUTIVE CHEF MICHAEL LEVINE HAS CURATED ELEVATED DISHES FEATURING FRESH, LOCALLY SOURCED PRODUCE.

ALL DAY HAPPY HOUR EVERY FOOTBALL MONDAY!

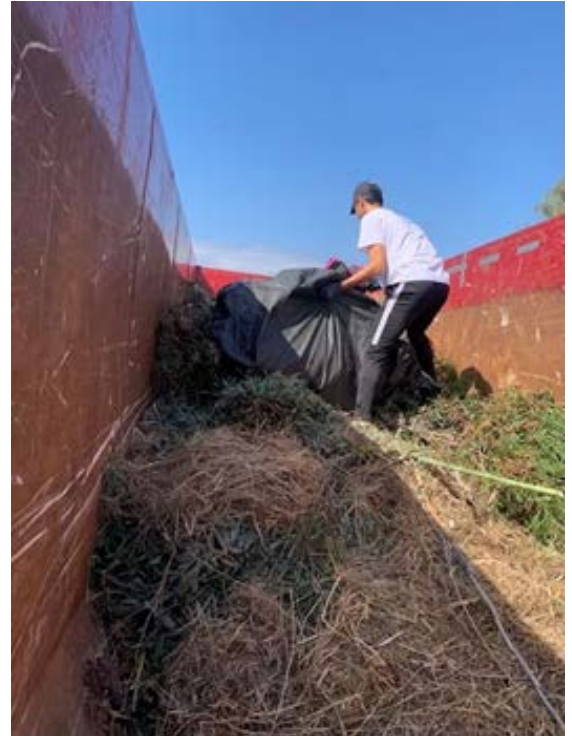
DISCOUNTED MONDAY - FRIDAY	SAT & SUN
SIPS & BITES 4 - 6 PM	3 - 6 PM

HOST YOUR HOLIDAY PARTY WITH US





Bike Path Clean Up 9/25/2023



Help maintain the La Jolla Bike Path aka FAY AVENUE EXTENSION PEDESTRIAN/BIKE PATH and preserve public space. Volunteer for cleanups, send an email to LJBIRD45@GMAIL.COM
Donate @ kiwanisclublajolla.org

DONATIONS NEEDED Funds are used for needed equipment, new plants, and professional help to augment the great volunteer helpers. All donations are held by La Jolla KIWANIS FOUNDATION, a nonprofit 501(C)(3) organization for bike path clean up.



HALLOWEEN WINDOW PAINTING IN THE BIRD ROCK BUSINESS DISTRICT





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**HALLOWEEN WINDOW PAINTING
IN THE BIRD ROCK BUSINESS DISTRICT**





JUST LISTED

Solana Beach Ocean Front Townhouse
675 S. Sierra Ave #10 | \$3,200,000 | 2BD/3BA



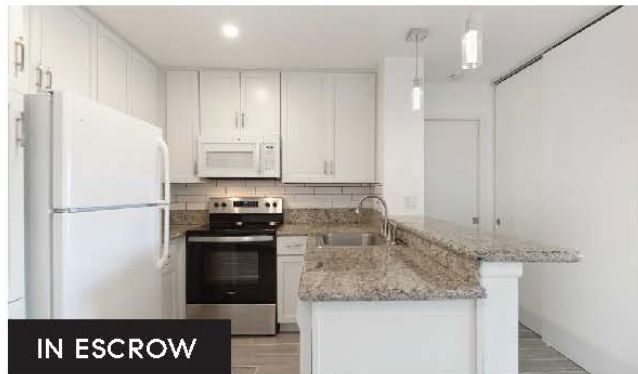
SOLD

Panoramic Ocean Views
1720 Torrey Pines Rd | \$11,000,000 | 3+BD/3BA



JUST LISTED

La Jolla Ocean Front Complex
100 Coast Blvd #308 | \$4,800,000 | 3BD/2BA



IN ESCROW

Recently Remodelled
1885 Diamond St #213 | \$549,000 | 1BD/1BA



IN ESCROW

Condo with No Attached Walls
6224 Caminito Carrena | \$581,000 | 1BD/1BA

Buy or sell with me in 2023-2024 and 10% of my commission will be donated to a school or charity of your choice upon request.



COMPASS



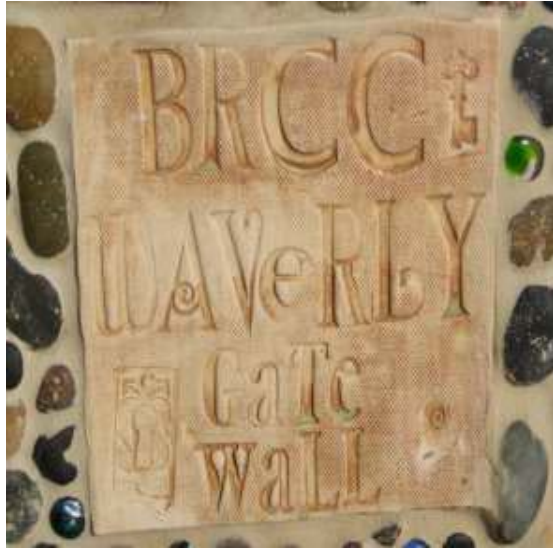
Michelle Dykstra

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

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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



Growler-fills
for every
reason &
season!

Happy
Celebrations!

ljcraftedwines.com

Tues-Thurs 4-9 pm

Fri 4-9:30pm

Sat 2-9:30pm



ANNOUNCING NEW MEDICAL DIRECTOR

Dr. Jennifer Peterson!

Bird Rock Animal Hospital is pleased to announce our new Medical Director, Dr. Jennifer Peterson DVM.

Dr. Jennifer Peterson is excited to be a part of the caring, highest-quality medicine, kind and thoughtful Bird Rock Animal Hospital Family!

Dr. Peterson offers the highest standards in medicine, critical care, ER medicine, wellness, nutrition and preventative medicine.

Bird Rock Animal Hospital specialties includes:



Surgical Services +

- Illness & Injury
- Anesthesia & Monitoring
- Dentistry Procedures



Diagnostic Services +

- Radiology
- Ultrasound
- Thermal Imaging



Geriatric Pet Care +

- Pain Management
- Nutrition Counseling
- Laser Therapy



VISIT OUR FACEBOOK PAGE
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FOR UPDATES!

(858) 459-3279
birdrockah.com



Thank you Dr. Marsden for all you've done for the last 3 years!



**BIRD ROCK COMMUNITY MEETING, October 3, 2023,
at Bird Rock Elementary School Auditorium, 5375 La Jolla Hermosa Ave.**

Bird Rock Community Council (BRCC) Board President Joe Terry called the meeting to order at 6:01 pm and welcomed attendees. A Certificate of Appreciation from the BRCC was presented Steve Hadley, former Community Outreach Director for Council District 1 Councilmember Joe LaCava, in recognition of Steve's outstanding support for the Bird Rock community, facilitation of access to City staff, and direct and indirect assistance. Mr. Hadley thanked Bird Rock community leaders and introduced his replacement Emily Lynch who is the community representative for CD1.

Eagle Scout Project

Congratulations to Dash Richardson for completing his Eagle Scout Project to replace three old, unsafe, and deteriorating benches, one at the Forward St. overlook and two at Calumet Park. Thank you to Dash, Boy Scout Troop 4 helpers, and adult supervisors including Scout leaders and Bird Rock community members Barbara Dunbar and Joyce Snell. On Sunday, September 24, the three new benches were assembled and installed. Additional thanks to the neighborhood members who donated to help fund this multi-location Eagle Scout project.

La Jolla Community Planning Association (LJCPA)

The LJCPA has an important advisory role in land use issues in the La Jolla Community Planning area. Bird Rock could benefit from more representation on the LJCPA. To become a member of LJCPA, sign up by turning in a membership form (<https://lajollacpa.org/membership-application/>) and attend a meeting. LJCPA meetings start at 6 PM on the first Thursday of each month, at The Bishop's School, Manchester Board Room, 7607 La Jolla Blvd.

**Adelante Townhomes Project at 5575 La Jolla Blvd and Proposed Changes
(Development Services Dept. Project #1073585)**

A proposed revision of the Adelante Townhomes project plans was discussed by various community members. The project could have significant impact on the 3-block Bird Rock commercial district. The proposed changes include adding roughly 1,100 sq. ft. of ground floor retail space with an ADA-compliant entrance in the northwest corner of the ground floor. The retail space would occupy about 1/3 of the front portion of the ground floor. Other proposed changes include a redesign of parking and the northwest corner residential unit which would become a two bedroom unit on the 2nd floor, above the retail space. Revised Adelante plans were posted at https://www.birdrockcc.org/docs/Adelante_Townhomes_Commercial_Study-BRCC_08.01.2023_2.pdf. The meeting was well-attended with public presentations, comments, questions, robust discussions, and expressions of many viewpoints and concerns.

Public Announcements

A Sea Ridge resident is concerned about the methane stench in various neighborhood areas. The next Community meeting will be a short meeting on Nov. 7 at Bird Rock Elementary School Auditorium. The scheduled annual Bird Rock Maintenance Assessment District meeting is Nov. 7, immediately following the community meeting.

BRCC Board elections (paper and electronic vote) take place from Nov. 8-17, 2023.

Adjournment Mr. Terry thanked everyone for attending and adjourned the meeting at 7:58 pm.

Contact Information for Representatives of Elected Officials

Emily Lynch (Erlynch@sandiego.gov), representative for San Diego City Council District 1 Councilmember Joe LaCava.
Aurora Livingston (Aurora.Livingston@sen.ca.gov), representative for State Senator Catherine Blakespear (38th Senate District)
Rachel Dugan (Rachel.Dugan@mail.house.gov), staff assistant for Congressman Scott Peters (<https://scottpeters.house.gov/>).
Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov), advisor, San Diego County Board of Supervisors Tara Lawson-Remer (3rd Distr.)
Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov), representative for Assemblymember Tasha Boerner (77th State Assembly District)
Emily Piatenesi (EPiatenesi@sandiego.gov), CD1 Community Representative for Mayor Todd Gloria.



BIRD ROCK COMMUNITY MEETING, November 7, 2023,

at Bird Rock Elementary School Auditorium, 5375 La Jolla Hermosa Ave.

Bird Rock Community Council (BRCC) Board President Joe Terry called the meeting to order at 6:00 pm, welcomed attendees, and introduced new BRCC Board member appointee Jennifer Van Galder. BRCC Board elections are 11/8-17.

Representatives of Elected Officials - Updates

Emily Lynch (Erylnch@sandiego.gov), representative for SD City Council District 1 Councilmember Joe LaCava, spoke provided a written update and appeared via Zoom. Emily Piatanesi (EPiatanesi@sandiego.gov), CD1 Community Representative for Mayor Todd Gloria, gave a brief update. Allie Apfeld (Allison.Apfeld@mail.house.gov), district scheduler for Congressman Scott Peters (<https://scottpeters.house.gov/>) made a short report. Mariah Kallhoff (Mariah.Kallhoff@asm.ca.gov), representative for Assemblymember Tasha Boerner (77th State Assembly District, provided a written update. Not providing updates were Aurora Livingston (Aurora.Livingston@sen.ca.gov), representative for State Senator Catherine Blakespear (38th Senate District) and Celsey Taylor (Celsey.Taylor@sdcounty.ca.gov), advisor, San Diego County Board of Supervisors Tara Lawson-Remer (3rd Distr.).

Public Announcements and Comments

The Bird Rock Ad Hoc Coastal Overlooks Committee needs helpers to clean up the overlooks. Birdstock 2023, hosted by the Bird Rock Foundatoin for the benefit of the Bird Rock Elementary School, is December 9 along La Jolla Blvd and includes a music festival, fair, and fun activities.

Updates on BRCC Activities

Projects include: I Love a Clean San Diego, Adopt-A-Beach (Sun Gold Point/PB Point), La Jolla Blvd Lighting; Bird Rock Signage; Bird Rock History; and Pedestrian Crossing Signals.

La Jolla Community Planning Association (LJCPA)

The LJCPA has an important advisory role in land use issues in the La Jolla Community Planning area. To become a member of LJCPA, submit a membership form and attend a meeting. The Dec. 7 Meeting is at 6 PM at The Bishop's School, Manchester Board Room, 7607 La Jolla Blvd.

Adelante Townhomes, 5575 La Jolla Blvd (DSD Project #1073585)

The September and October community meetings provided the public with opportunities to learn about the project and the La Jolla Planned District Ordinance and to share thoughts and concerns. Future status updates will be forthcoming

Shoreline Community Services (www.shorelinecs.org, 858-900-7024)

Caryn Blanton, Executive Director of Shoreline Community Services, gave a brief presentation. The non-profit organization is based in Pacific Beach and serves the needs of unsheltered individuals in PB, Mission Beach, and La Jolla. Compass Station is a drop-in resource center providing food and services. Trained volunteers go into the community to connect with unsheltered people and provide resources. A Medical Respite Hotel Program provides short interim hotel rooms for individuals released from medical stays. A community care crew program, started in July 2023, is a transitional employment program for unhoused individuals that includes about 25 hours of paid employment per week, case management, counselling, and temporary workforce housing.

Updates from Bird Rock Working Groups & Ad Hoc Committees

Ad hoc Bird Rock Coastal Committee chair Don Schmidt noted that the group continues efforts to clean up and groom the overlooks and to monitor the Bird Rock coastal parks, overlooks, view corridors, and beach access points. La Jolla Hermosa Park needs help. The Eagle Scout project to replace two benches at Calumet Park and one at Forwards St. overlook was a huge success. Bird Rock Merchants Group representative Craig Bender reported a successful Halloween Window Painting event involving 30 businesses and 30 families. They are assisting the BRCC prepare County grant applications for Welcome to Bird Rock signage and lighting for the Blvd and working on a merchant map and a Merchant Discount App.

Adjournment Mr. Terry thanked everyone for attending, announced the Dec. 7 meeting and holiday party, and adjourned the meeting at 6:34 pm.



Annual Meeting of the Bird Rock Maintenance Assessment District (MAD), 11/7/2023

The Annual Meeting of the Bird Rock Maintenance Assessment District MAD was called to order on Nov. 7, 2023, at 6:35 pm by Bird Rock MAD Representative Barbara Dunbar who welcomed attendees. The MAD consulting manager is Matt Mangano. The meeting included the annual report and proposed FY 2025 budget followed by discussions and questions from MAD property owners.

The proposed budget is submitted mid-December to the MAD Division of the San Diego City Parks and Recreation Dept. for review and revision prior to the mid-January deadline. Following further Parks and Recreation Dept. evaluation and finalization, the MAD budget is submitted to and included in the City's annual budget review process starting before February 1. The City budget is approved in June 2024 by the Mayor and City Council.

The Bird Rock Community Development Corporation (BRCDC), a 501(c)(3) community nonprofit organization dba the Bird Rock Community Council (BRCC), administers the Bird Rock MAD via an agreement with the City of San Diego and is responsible for management and maintenance of the Bird Rock MAD, including administration of contracts, management of day-to-day MAD operations, on-site inspections, annual and quarterly meetings, and oversight of environmental and safety matters, landscape, irrigation, and water conservation. The MAD is responsible for maintaining certain City street trees which are a very important part of the City's Climate Action Plan and a benefit to the neighborhood. The trees fall under the jurisdiction of both Urban Forestry and the Parks and Recreation Departments.

Prior to the City's traffic-calming re-design of La Jolla Blvd in the Bird Rock area and formation of the Bird Rock MAD in 2005, La Jolla Boulevard was a dangerous, high-speed, 4-5 lane roadway that divided the east and west portions of Bird Rock. Neighborhood "traffic calming" discussions began in 2000 about traffic management, speed reduction, safety, shorter and safer pedestrian crossing options, adding trees and landscaping, promoting existing tree growth, neighborhood "walkability," parking issues, quality of life, lighting, and implementation methods that would not adversely impact adjacent streets and residential areas. Thankfully, many Bird Rock residents participated and spent numerous hours in research and discussions that resulted in an enormous improvement to Bird Rock.

After 5 years of discussions and planning between the City and the Bird Rock neighborhood, a City-approved, City-funded, City-implemented traffic calming plan was drafted which included reducing traffic lanes down to 2 one-way lanes; adding roundabouts, bulb-outs, medians, splitters, and a road closure at Wrelton Drive; creating narrower lanes and adding landscaping to reduce traffic speeds; and redesigning and increasing parking.

Formation of the self-managed Bird Rock Maintenance Assessment District was initiated in 2004 by Bird Rock property owners and the BRCC for the purpose of assuming responsibility for maintenance of the public landscaping portion of the City-planned, traffic-calming improvements along La Jolla Blvd and nearby residential streets. MAD formation was finalized in August 2005 following petitions, official votes, and San Diego City Council certification and approval and negotiation of a maintenance agreement with the City.

City traffic-calming improvements took 4 years to construct and were completed in mid 2009. The MAD and BRCC Board contracted with an independent consultant to manage day-to-day MAD operations and perform bi-weekly inspections and numerous other management tasks and contracted with a City-approved, licensed landscape maintenance provider for regular landscape and irrigation system maintenance, selected public right of way clean up and trash disposal, and other services.



The City reviews the Bird Rock MAD landscaping, irrigation, water usage, all City trees maintained by the Bird Rock MAD, and contractual requirements as well as traffic calming, safety, line-of-sight, and maintenance issues during quarterly inspections. The MAD has received excellent reports following each inspection. All MAD contractors, subcontractors, service providers, and suppliers are required to be licensed and properly insured and must adhere to the City's living wage and equal opportunity standards and other stringent policies and reporting requirements. City bidding and procurement procedures must be followed.

The Bird Rock traffic calming improvements have been nationally recognized as a successful road re-design. The Bird Rock traffic calming project made a list of seven road redesigns nationwide and is a national example of a road that was successfully converted to a safer street.

According to the urban planning website Strong Towns, after implementation of the roundabouts, the traffic count remained the same but the average speed limit was reduced from 40+ MPH to 20 MPH, noise levels were reduced by 77%, traffic crashes were reduced by 90%, and retail sales in the adjacent business area was increased by 30%. Neighborhood walkability improved. Parking was increased. Landscaping was and is a vital component of traffic calming.

Since the last Annual MAD meeting, the condition of the MAD landscaping has further improved due to great management and the efforts of the local landscape service provider. The performance of the MAD Consulting Manager Matt Mangano continues at an excellent level. The MAD consulting management contract was renewed in August. The performance of Urban Landcare has been excellent as well, resulting in notable improvements to the Bird Rock MAD areas. Landscaping and general maintenance continue to be performed while adhering to evolving City, County, and state regulations and mandates. The Urban Landcare contract was renewed in May.

The irrigation system is tested on a regular basis to detect leaks and other problems and to assess function. Scheduled replacement or upgrade of the irrigation controllers and systems are underway. Scheduled landscape updates and replacements continue. Plants are regularly pruned for plant health and safety to meet height limits and line-of-sight visibility code requirements. The organic mulch and river rock perimeters have improved water conservation, reduced ambient temperatures in landscape areas, and provided better protection for the irrigation systems and plants. Strategically placed rocks have improved pedestrian safety, reduced drive overs and irrigation damage, protected plants, and thwarted the use of landscape areas by delivery truck for parking. Yellow highlights and pavement reflectors have increased traffic calming and visibility of the roundabouts, medians, and splitters. The landscape service cleans up certain public right of ways, drainage ditches, crossing ramps, and gutters on a regular basis. Dumped debris and illegal signage are removed or reported. Trash is collected from a limited number of MAD-provided waste containers and from landscape areas on a weekly basis for disposal at the City dump. The bird-proof trash containers have eliminated bird-caused littering.

Water conservation is an active goal of the MAD. The Bird Rock MAD monitors water usage on a monthly basis using readings provided by the City of San Diego Water & Wastewater Services Dept. and maintains a long-term water usage reduction of 45% since 2013, well below the City's mandated 16% reduction in comparison to the 2013 base year. Due to a wetter than usual winter and spring and conservation efforts, the MAD's current water usage is about 54% of the 2013 usage. With the increasing cost of water and decreasing availability, the Bird Rock MAD is proactively continuing efforts to reduce water usage and comply with restrictions and water conservation policies. Most of the landscaping is drought-tolerant. Organic and river rock mulch use has increased water retention.



Trees are an integral part of the City's Climate Action Plan, and maintaining healthy trees is an increasingly important part of the plan and a responsibility of the Bird Rock MAD. Annual specialized pruning and health inspections of MAD-managed street and median trees are conducted by a certified, City-approved arborist service. Additional weekly and monthly pruning and shaping of trees, done by the landscape service, promotes disease-free growth, keeps tree canopies away from buildings, removes potential rodent pathways from trees to nearby buildings, and thins branches and seed pods for visibility and pedestrian and fire-safety reasons. The City requires trees to be maintained free of any attachments. Tree wells and grates are regularly inspected for safety. Tree wells throughout the MAD were filled with large river rock as a best management practice to reduce trip hazards to the extent possible, without damaging or constraining tree growth. Potential trip hazards are reported to the City.

Sidewalks are periodically inspected for safety, Americans with Disabilities Act (ADA) compliance, and potential trip and fall liability conditions. Sidewalk safety issues are documented and reported to the City. Serious problems that could endanger pedestrians are barricaded and immediately reported.

An amendment to the 5-Year Agreement Between City of San Diego and BRCDC for management of the MAD was executed effective July 1, 2023. The amendment clarifies the MAD responsibilities for tree wells, reporting of sidewalk conditions, sidewalk maintenance, repair, and replacement and other potential liability issues. The agreement expires June 30, 2026.

Accidents and drive overs continue to impact the MAD area. Minor drive overs and accidents caused relatively minor damage. Unfortunately, the MAD has sustained major damage to plants, trees, backflow valves and cages, irrigation systems, and guard railings from several of the major accidents. One tree had to be replaced earlier this year.

Many service requests have been submitted to the City for services that the City provides regarding destroyed, bent, or missing traffic and street signs, pedestrian crossing sign damage, broken curbs, potholes, street light outages, sidewalk damage, water leaks and seepage, graffiti, un-licensed kiosks, code compliance issues, and more. Directly report many problems using the City's "Get It Done" app, <https://www.sandiego.gov/get-it-done/>.

Directly report Bird Rock MAD concerns, ask questions, and send MAD-focused information and comments via email to the MAD manager, Matt Mangano at admin@manganiconsulting.com. Be specific as to location, time of day when the problem was noticed and the details. If possible, please add helpful photo documentation.

Public complaints continue regarding illegal signage in the Bird Rock MAD areas, encroachment into the public right of way (PROW), blocked sidewalk areas, and impaired access due to overgrown private landscaping into sidewalks and pedestrian crossings. Wide, open, unobstructed sidewalks and crosswalks make the area safer, ADA compliant, and more inviting for walkers and strollers. According to the San Diego Municipal Code, signs cannot be placed in public right of ways which include streets, bike lanes, sidewalks, public landscape areas, crosswalks, handicap ramps, roundabouts, roundabout aprons, driveway access points, etc.

Roundabout aprons are considered as part of the roadway for use by emergency vehicles, buses, large trucks, etc. Placing a sign on a roundabout apron is equivalent to placing a sign in the middle of a traffic lane and is dangerous and illegal. The City requires that the MAD areas be kept clear of debris and signage and authorizes removal and disposal of illegal signs.

It is also illegal to tape, tie, staple, or nail notices onto street trees, utility poles and boxes, and street or traffic signs or to block the visibility of the traffic signs or create safety hazards. Additionally, tape damages the reflective coating on the signs making them less effective and creates a need for costly replacements and decreases the safety value of the signage.



There are complaints about off-leash dogs and dog waste in the MAD landscape areas, public rights of way, and private property. Dogs are not permitted to be off-leash in public areas including the Bird Rock Joint Use Park behind Bird Rock Elementary School. The San Diego Municipal Code contains regulations about off-leash dogs and where dogs can be allowed to relieve themselves. The MAD landscape area is **NOT** one of those locations. Animal waste damages plants. Service providers should not need to pick up animal waste.

The City-required Annual Independent Audit of the BRCDC MAD financial account for Fiscal Year 2023 concluded in August and determined that proper operating procedures and controls are being followed. The audit report was submitted to the City as required.

The Proposed Fiscal Year 2025 Bird Rock MAD Budget is for the FY ending June 30, 2025. The proposed Bird Rock MAD budget was published in the Oct/Nov Bird Rock Newsletter and posted at https://www.birdrockcc.org/docs/BRMAD_FY25_Proposed_Budget_vs_FY24.pdf. The proposed FY2025 budget is about 8.5 % more than the current budget due to needed upgrades of irrigation controllers and estimated “cost of living” increases for long-term, fixed, monthly, and contractual expenditures. There may be additional minor changes as updated figures are received from the City regarding utilities, projected costs, estimated income figures, the Reserve Fund balance, and current year expenditures.

The proposed FY 2025 assessment rate is \$100 per Equivalent Benefit Unit (EBU). A single family property (1 EBU) would be assessed \$100 per year (starting Nov. 1, 2024); a 0.7 EBU condo would be assessed \$70. An average 4.5 EBU commercial property would be charged about \$450.

Property tax bills were mailed by the San Diego County Treasurer-Tax Collector in October. The first installment was due Nov. 1 and becomes delinquent on Dec. 10. The second installment is due Feb. 1, 2024, and becomes delinquent on April 10. MAD assessments collected from Nov. 1 through April 10 provide the funds for this CURRENT fiscal year which started back on July 1, 2023.

The reserve fund balance accumulates in a City-controlled, interest-bearing account and is reserved and protected for the Bird Rock MAD as mandated by state law. Those City-controlled funds cover MAD reimbursements for the first 6 months of the fiscal year before assessments are collected.

Proposed Budget Considerations were discussed. Income includes FY 2025 property assessments, San Diego Gas Tax Funds, Reserve Interest, and the General Benefit Offset. Service and supply expenses includes the additional line items for proposed Capital Improvements for Lighting (\$15,000) and Signage (\$20,000). Expenses paid by the City to itself include water, storm drain, and electrical utility expenses, which are expected to be higher this year, and the City flat fee associated with the annual City budget process, property tax enrollment and collections, professional engineering services, and City audit services. These expenses are paid from assessment fees and are paid directly by the City to itself.

The estimated deficit is expected to be offset by funds from the reserve fund balance and by savings due to underbudget expenditures for FY 2024, otherwise the assessment rate will be raised.

Following the conclusion of the annual report and proposed budget presentation, there was an opportunity for several people to ask questions and make comments. Attendees were thanked.

The meeting was adjourned at 7:12 pm.



BIRD ROCK COMMUNITY COUNCIL (BRCC)

2024 Annual Membership Application



BIRD ROCK
COMMUNITY COUNCIL

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

For Bird Rock businesses and non-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"/>	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

DECEMBER 2023 & JANUARY 2024

BIRD ROCK INFORMATION

BRCC OFFICERS

President: Joe Terry

info@birdrockcc.org

Vice President: Joe Parker

Treasurer: Barbara Dunbar

Secretary:

BRCC BOARD MEMBERS

Kristin Barret, Craig Bender,
Janet Gentile, Marco Gentile,
Eric Kleinbub, Lake Price,
Jennifer Van Galder

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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