

BIRD ROCK NEWSLETTER

FEBRUARY &

MARCH 2024

From Bird Rock Community Council (BRCC) President Joe Terry

Happy New Year and welcome back from what I hope was a fantastic holiday season for you and your family. I would like to share some good news and ask your help to ensure there will be more good news to report during the year.

First, the BRCC and Chase Bank are applying to the I Love A Clean San Diego, Adopt-A-Beach program for the beach at PB Point. That beach is at the bottom of the beach access stairs located adjacent to 403 Sea Ridge Drive (at Linda Way and Sea Ridge Drive). After conducting three successful cleanups during a year, BRCC and Chase Bank will be able to post an Adopt-A-Beach sign indicating we are adopting and maintaining the site with the support of the neighborhood. The first cleanup will be Saturday March 30 from 7:00 am – 11:00 am. The Chase Volunteer Leadership Group has approved and agreed to participate in this program and will provide volunteers for the cleanup and perform the required administrative duties. The latter include submitting the required signed release-of-liability waiver for each volunteer and making the required data report on the types and amounts of litter collected. I hope you, your family members, friends, and neighbors can join BRCC Board members and the Chase Bank volunteers for this event. The BRCC will send more information by email before the first cleanup. If you want to receive Beach Cleanup information and other information about what is happening in Bird Rock, make sure you are on the BRCC email list. You can do that either by sending a request to be on the list to info@birdrockcc.org or, better yet, by becoming a BRCC member or renewing your BRCC membership at https://birdrockcc.org/join_the_brcc.php.

(continued on pg 7)

SAVE THE DATE

SATURDAY, MARCH 16, 2024

BIRD ROCK FOUNDATION

ENCHANTED FOREST

42ND ANNUAL GALA & AUCTION FOR THE BENEFIT OF BIRD ROCK ELEMENTARY (BRE) SCHOOL

The annual Bird Rock Foundation spring gala event features a party and live and online auctions to raise funds for the benefit of BRE.

The 42nd Annual Gala & Auction is hosted by the Bird Rock Foundation (BRF), a 501(c)(3), not-for-profit organization that exists to support and enrich the curriculum and community of Bird Rock Elementary.

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REAL ESTATE EXPERT & BIRD ROCK MOM

**FOR SALE - 157 26th Street
Del Mar \$11,675,000**



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**SOLD - Represented Buyer
Rancho Santa Fe \$4,430,000**



**SOLD - Represented Buyer
Santaluz \$5,250,000**





BIRD ROCK ELEMENTARY AFTER SCHOOL ENRICHMENT PROGRAM

Students at BRE are offered several meaningful, creative and fun after school enrichment programs.

BRE is one of a few local elementary schools with two different year long language enrichment courses, Spanish and French. The French classes are especially unique, as the French instructor, Estelle, is a BRE parent, native French speaker and studied at the Sorbonne.

BRE enrichment programs also focus on STEAM (science, technology, engineering, arts and mathematics). Students can participate in a chess club, chemistry experiments, LEGO engineering, science detectives, mapping the earth and computer coding.



Sports are a constant feature as well in after school programs. Students can choose from: golf, tennis, pickleball, basketball and new this year, baton twirling. Some of the highlights from the baton twirling class are that 14 students from Bird Rock Twirl walked in this year's La Jolla Christmas Parade and performed at BirdStock. Twirl Coach Heidi, a BRE parent, was a collegiate twirler and National Champion.



Students and parents are thankful for the many choices of after school enrichment programs



BIRD ROCK ELEMENTARY SCHOOL "SEEDS" Update

SEEDS lessons continue from fall and into winter.



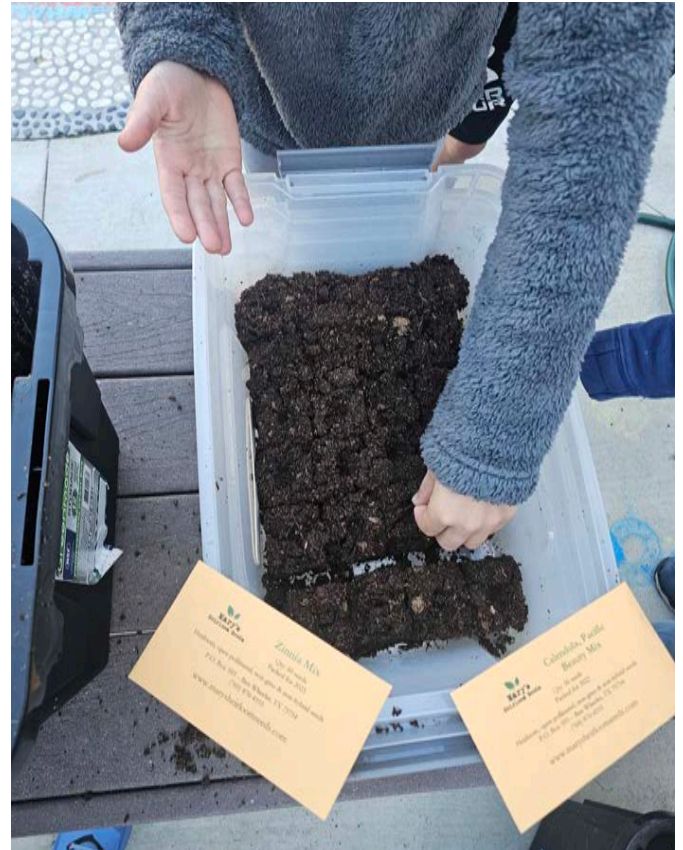
Ms. Warren's kindergarten class propagating milkweed clippings



Ms. King's 5th grade class planting seeds



Ms. William's 3rd grade class building mini greenhouses





Bird Rock Foundation Annual Gala

For the benefit of the Bird Rock Elementary School

42nd Annual Gala and Auction: Saturday, March 16, 2024, at Venue 808

The spring gala is Bird Rock Foundation's annual party fundraiser, complete with a Live & Online Auction to benefit Bird Rock Elementary.

USE OF FUNDS: Critical Enrichment Programs (including art, music, technology and science), resource teachers, classroom teachers to help address class sizes, STEAM, arts curriculum and supplies, and facility improvements.

Bird Rock Foundation, a 501(c)3 non-profit, Tax ID# 33-0103180

IN SUPPORT OF Bird Rock Elementary School, 5371 La Jolla Hermosa Ave., La Jolla, CA 92037

CONTACT: Parisa Weiss email: sponsorship@birdrockfoundation.org
Kelsey Martin email: fundraising@birdrockfoundation.org



SOLD

Solana Beach Ocean Front Townhouse
675 S. Sierra Ave #10 | \$2,925,000 | 2BD/3BA



SOLD

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



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



SOLD

The Plaza
1855 Diamond St #309 | \$650,000 | 2BD/2BA



IN ESCROW

Mid Century Modern Gem
2616 Torrey Pines D17 | \$849,000 | 2BD/2BA

Buy or sell with me in 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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President's Column (continued from page 1)

Second, at its meeting January 8, 2024, the La Jolla Planned District Ordinance Committee confirmed its commitment to limit the proposed changes to the La Jolla Planned District Ordinance (PDO) to exclude Bird Rock and only make changes for the rest of La Jolla. The committee proposes to establish a separate zone for Bird Rock and retain the current rules for that zone. This is the result of the amazing turnout and comments by Bird Rock residents and merchants in support of the current rules at a PDO Committee meeting last fall. This is an outstanding example of the success the Bird Rock community can achieve when it becomes actively involved and does not take for granted what makes our community such a special place to live and work. Two ways you can contribute to future successes are to become a BRCC member or renew your BRCC membership at https://birdrockcc.org/join_the_brcc.php and to become a member of the La Jolla Community Planning Association (LJCPA) by using this link [LJCPA Membership](https://ljcpa.org/membership-application/) or by going to <https://ljcpa.org/membership-application/>. The San Diego City Council has authorized the LJCPA to make recommendations to the City Council, the San Diego Planning Commission, City staff, and other governmental agencies on land use matters. For example, the LJCPA provides advice on the preparation of, adoption of, implementation of, or amendment to the General Plan or a land use plan when a plan relates to La Jolla. The LJCPA reviews each coastal development permit that applicants submit to the LJCPA for review and provides advice on other land use matters as requested by the City or another governmental agency. Because the LJCPA has an important advisory role in land use issues in La Jolla, more members of the Greater Bird Rock Community are needed to join the LJCPA to help ensure its recommendations will benefit our community and the rest of La Jolla and not just special interest groups. There are no dues or other costs of membership, and many of you, as well as your family members, neighbors and friends, can join the LJCPA online.

Third, we are making progress on the lighting and signage/monument projects for the Bird Rock commercial district. The lighting project will benefit residents, business owners and visitors by making the Bird Rock commercial district safer, more recognizable and more inviting. The signage/monument project will identify the Bird Rock commercial district and commemorate the establishment of the Bird Rock Maintenance Assessment District (MAD) and the traffic calming capital improvements made by the City. The completion of both projects will contribute to a thriving commercial district, which will benefit the greater Bird Rock community and those who live, work, own property, or visit there. The BRCC will send more information on these projects as more progress is made. Above, I explained how you could make sure you receive information about what is happening in Bird Rock. Happy Winter.

Congratulations to Switchback Velo, a full service bike shop located at 5699 La Jolla Blvd and winner of the BIRDSTOCK Merchant Wreath Contest on December 9, 2023.





LIVE MUSIC
EVERY
WEEKEND!



BOTTOMLESS
BUBBLES &
BEAUTEOUS BRUNCH

EVERY SAT & SUN
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NOW INTRODUCING...

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3-COURSE DINNER FOR  | BOTTLE OF WINE OR 2 COCKTAILS | \$80

HAPPY HOUR 7-DAYS A WEEK

MONDAY - FRIDAY SAT & SUN
4 - 6 PM 3 - 6 PM

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RESERVATION!



  @BEAUMONTSLJ | 5662 LA JOLLA BLVD | 858.459.0474 | [HTTPS://WWW.BEAUMONTSEATORY.COM](https://www.beaumontseatory.com)

BIKE PATH UPDATE

During the winter, volunteers concentrate on pruning shrubbery along the path.

An effort is underway to investigate the continual erosion of the barren north slope which pours mud and rocks across the paved path during heavy rains.

Areas along the path are being selected for new native vegetation to be planted at the heart of the rainy season.

Please leave no trace when enjoying the path.

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Please send an email directly to
**Bird Rock MAD Manager
Matt Mangano**
at

admin@manganiconsulting.com
to report problems, ask questions, send MAD-focused information, and provide feedback, comments, or requests.



Get It Done

Simple and easy to connect with the City:



- Report non-emergency problems
- Schedule appointments
- Obtain information



DIAL 911 TO REPORT AN EMERGENCY

- Life threatening emergency or crime in progress: sandiego.gov/911

PASSPORT SERVICES

- Schedule an Appointment for a Passport

ADA SERVICES

- ADA Compliance Issue

SHORT-TERM RESIDENTIAL OCCUPANCIES (STROs)

- STRO Violations

HOMELESS OUTREACH / ENCAMPMENT

- Services and Resources

BICYCLE, SCOOTER & VEHICLE RELATED ISSUES

- 72 Hour Vehicle Violation
- Zone Issue
- Scooter Issue
- Bike Related Issue

STORM WATER & DRAINS

- Illegal Discharge
- Over Irrigation
- Storm Drain
- Street Flooded

STREETS, SIDEWALKS & LIGHTS

- Curb
- Damaged Guardrail
- Faded Striping
- Pothole
- Sidewalk Repair
- Street Light
- Street Sweeping
- Traffic Sign
- Traffic Signal
- Other

TREES & VEGETATION

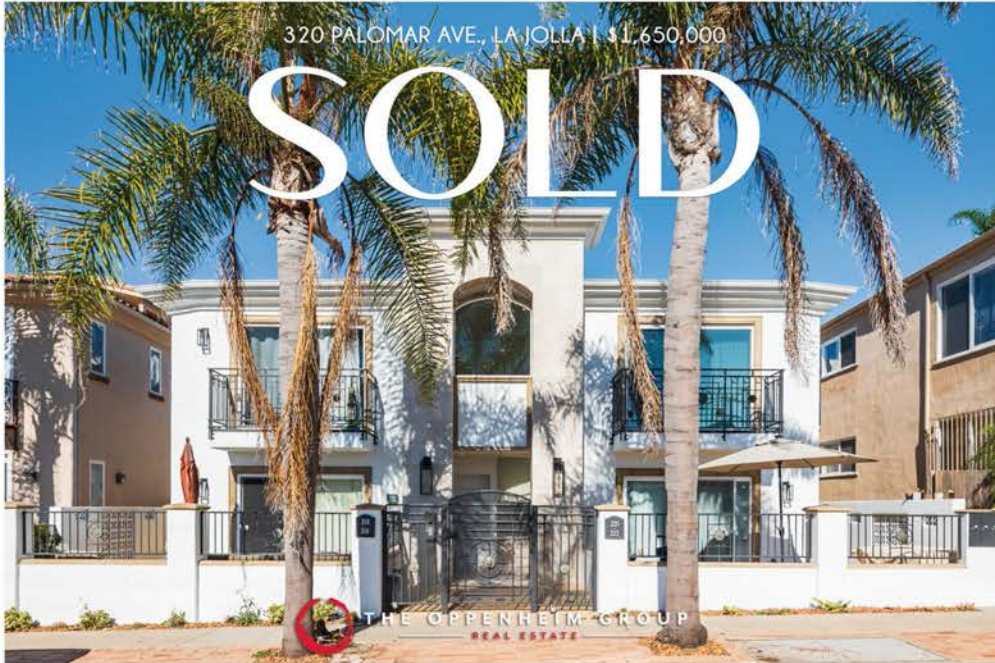
- Vegetation Encroachment
- Tree Limb Fallen/Hanging

TRASH COLLECTION, RECYCLING & GRAFFITI

- ADA Assisted Collection
- Additional Trash/Recycle Container
- Container Left Out
- Dead Animal
- Dumpster Encroaching on Public Right of Way
- Find My Trash Collection Schedule
- Graffiti
- Hazmat Appointment
- Illegal Dumping
- Missed Collection
- New Trash Service
- Replace Damaged Container

Download your mobile app today!
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sandiego.gov/get-it-done





After only 17 days on the market, and using The Oppenheim Group’s Concierge Program, 320 Palomar Ave has been sold! What a great way to end 2023, and start 2024 off strong!

ABOUT CONCIERGE

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

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, I will work with you to create opportunities to increase your home’s value and profitability.

By investing in your home’s potential, we seek to leverage a more swift and lucrative sale.



CLIENT TESTIMONIAL

“Vidi Revelli is downright superlative. My home sold at lickety-split speed—in only 17 days! This wouldn’t have happened if Vidi wasn’t so knowledgeable, talented, and fastidious.

This was the first time I’ve worked with Vidi, and she introduced me to a fascinating, lucrative, fun way to sell your home, which is to undertake overdue renovations before you put it on the market.

Sure, my place already had awesome features, but with The Oppenheim Group’s stellar Concierge Service, Vidi and her recommended contractor did spectacular work to make my home really pop.

For instance, they installed new, contemporary flooring, demolished the outdated granite kitchen countertops and replaced them with gorgeous granite, bought and put in all-new kitchen appliances, painted the entire place, added stunning light fixtures, and much more.

Anyhow, I’m thrilled! If you’re looking to sell your current home, look no further. Vidi has my heartiest recommendation.”

—Connie, A Happy, Over-the-Moon Client



WHAT TO EXPECT IN 2024

2023 has come to a close and I wanted to give my sincerest thanks for all of the support I have been shown along the way both professionally and personally.

For me, this year has been full of change with my move to The Oppenheim Group. This move brought a world of opportunity to help my clients market their homes in a different way.

I specialize in making sure you have your home properly prepped and making the right decisions that will ultimately help you net more money when you sell. I love transforming and styling homes to make sure they have that perfect moment when walking in.

The spotlight we generate on our listings through having two TV shows on Netflix also has been a game changer. "Selling Sunset" and "Selling the OC" has provided worldwide reach to the brand, resulting in millions of viewers following us on our social channels. Our newest \$53 million listing in Malibu kicks off our 2024 lineup, with much more to come.

In 2023, many buyers and sellers were waiting on the sidelines. However, with the lowering of interest rates projected to happen throughout the year, we are forecasting much more movement.

We went into 2023 with a big shift in our market. Interest rates continued to rise until we hit 8% in October. Our mantra became "Marry the house date the rate," with the hope that rates would trend downward, prompting sellers to sell and buyers to buy.

With many homeowners not moving and the same lack of inventory we had already been dealing with, the market slowed down even more as we hit that 8% mark. Those that did buy or sell did so out of necessity.

Looking into a bright 2024, there is one thing we can count on in our beautiful coastal neighborhoods. Appreciation! Buying here will always be a great move, as our values have proved solid, and as very little is being built or added.

As always, your support means the world to me and I am here as a resource for life. I'm looking forward to a wonderful year with you all.

Vidi Revelli



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



THANK YOU TO THE BIRD ROCK OVERLOOKS VOLUNTEERS

Bird Rock coastal overlooks cleanup, beautification, and maintenance is performed by dedicated Bird Rock Coastal Overlooks Committee members and neighborhood volunteers who have transformed several overlook areas, cleaned up and cleared out trash, and supported maintenance and access for all. We all benefit from their efforts. Please help.





Bird Rock Community Council (BRCC)
Bird Rock Community Development Corporation

BRCC Coastal Overlooks Beautification Projects

Contributions for Bird Rock Coastal Overlooks

Tax exempt donations to the Bird Rock Community Council (BRCC) are being accepted for the Bird Rock Coastal Overlooks Clean Up and Beautification Projects. Contributions help fund upkeep, clean up, and beautification of Bird Rock neighborhood coastal overlooks.

To make a tax deductible donation towards the BRCC Coastal Overlook Beautification Project, please complete the information below, make your donation check payable to "BRCC," and mail or deliver this form and your tax deductible contribution to:

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

The enclosed donation is for the BRCC Coastal Overlook Beautification Project.

Print Name _____ Phone _____

Address _____

Email address _____ Donation Amount: _____

Thank you for your support



Moss Lane



Forward Street



Midway Street



Proud to have avoided using over 168,000 single-use bottles. Standing upright side by side, these bottles would extend 8.5 miles from our front door.



Celebrating our 8th anniversary!
ljcraftedwines.com • Bird Rock, La Jolla



Prevent Mosquito Breeding by Dumping Standing Water!

Mosquitoes need standing water in order to complete their lifecycle. They lay their eggs in still water and can go from egg to biting adult in as little as 5 days! This is why it is important to check regularly for standing water in and around our homes and to dump out or treat any water we find.

Mosquitoes lay their eggs in standing water. Some mosquitoes can lay their eggs in as little as 1/4" of water and can lay hundreds of eggs at a time—so even very small sources can become a big problem.



The eggs then hatch into larvae and which live in the water. These larvae look like small worms. Dump water immediately if you see larvae.

Adult mosquitoes emerge from the water and start biting. Mosquito bites can leave painful welts and some mosquitoes can spread diseases caused by the West Nile, Zika, dengue, and yellow fever viruses.



Dumping out standing water and keeping containers dry is the most effective way to control mosquitoes around your home.

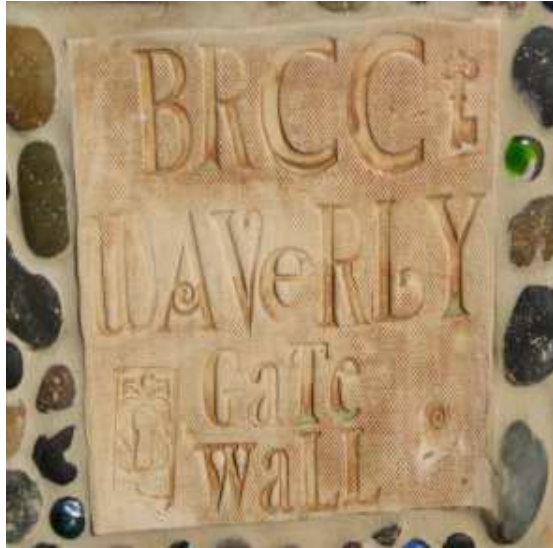


San Diego County Vector Control Program
(858) 694-2888 | Vector@sdcounty.ca.gov
SDFightTheBite.com

Photo Credit:
1. Harry Weinburgh, CDC 5. Lauren Bishop, CDC
3. James Gathany, CDC



**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**



BIRDSTOCK MUSIC FESTIVAL & HOLIDAY ARTISAN MARKET, Dec. 9, 2023





BIRDSTOCK MUSIC FESTIVAL & HOLIDAY ARTISAN MARKET, Dec. 9, 2023





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		\$
<p>MAIL form & check payable to BRCC to: Bird Rock Community Council 5666 La Jolla Blvd, PMB 168, La Jolla CA 92037</p>		
<p>ONLINE: Go to the Bird Rock Community Council web site under Member Services or at the bottom of the Home page or at: https://www.birdrockcc.org/join the brcc @ to fill out an online application & pay via PayPal or with credit card via PayPal.</p>		

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

FEBRUARY & MARCH 2024

» LAUNCHING 2024!

FREE

ALL BRCC MEMBERSHIPS
RECEIVE THE FREE BIRD
ROCK MERCHANTS
DISCOUNT APP!

- SAVE MONEY WITH SPECIAL DISCOUNTS AT BIRD ROCK MERCHANTS!
- SUPPORT OUR LOCAL, SMALL BUSINESSES
- REINFORCE OUR COMMUNITY SPIRIT
- TRY NEW BUSINESSES

MERCHANT APP IS ONLY
AVAILABLE TO BRCC
MEMBERS!

JOIN TODAY »»»



BRCC BOARD OFFICERS

President: Joe Terry
info@birdrockcc.org

Vice President: Joe Parker
Secretary: Jennifer Van Galder
Treasurer: Barbara Dunbar

OTHER BOARD MEMBERS

Kristin Barret, Craig Bender,
Janet Gentile, Marco Gentile,
Eric Kleinbub, & Lake Price

BIRD ROCK NEWSLETTER

Online: birdrockcc.org/newsletters.php
Editor: Barbara Dunbar
Publisher: info@birdrockcc.org

Website Maintenance: info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

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



THANK YOU TO ALL THE BIRD ROCK NEWSLETTER DELIVERY & PRODUCTION VOLUNTEERS!

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