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Bird Rock council looks for community feedback on sculpture sign project

A rendering shows one of the locations and concepts being considered for community monument signs in Bird Rock.

(Provided by Trace Wilson)

Facing increased pressure from project supporters, the board will distribute renderings and location options with a plan to vote at its April meeting.

By [Ashley Mackin-Solomon](#)

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The next few months figure to be crucial for a project to install community monument signs in Bird Rock.

The Bird Rock Community Council in coming weeks will distribute renderings and location options and collect feedback with a plan to vote on a final design and placement at its April meeting.

From there, costs would be determined and fundraising would begin, if needed.

To kick off this phase of [the project](#), La Jolla architect and urbanist Trace Wilson presented renderings and a status report during the Community Council's March 5 meeting.

The plan, which has been in the conceptual phase for four years, is to make sculptures of small boulders adorned with pelicans or cormorants and install them at a location or locations decided by the board.

Spots being considered are roundabouts that bookend the business district, a median that divides La Jolla Boulevard or some combination.

“Let’s move this forward,” Wilson said. “It’s time to make a decision ... whatever the decision might be. ... If we can come to a consensus that we want a monument or two monuments, we can go out and ... bring it all together.”

Early on, the idea of placing signs in the roundabouts at each end of the business district seemed to be favored.

“As you enter Bird Rock on either end, you are more likely to see the signage,” said resident Mary Lynn Hyde. She added that she wants it to be “as low-scale as possible” to preserve lines of sight.

“Let’s move this forward. It’s time to make a decision.”

— Trace Wilson, proponent of Bird Rock sign project

BRCC board member and local merchant group president Craig Bender said merchants who participated in a discussion about the proposal unanimously agreed that the sculptures should be on each end of La Jolla Boulevard.

“Everyone wanted bookends, first and foremost,” Bender said.

Given the overall support for the bookend locations, “that makes the most sense,” said board member Janette Williams. “If the merchants are saying bookends and the people here are saying bookends, there is consensus there.”

Once a location or locations are decided, the wording and type of lettering will be finalized. Options include “Welcome to Bird Rock,” “Bird Rock, La Jolla” or simply “Bird Rock” in either pin lettering or etched into the rock.

Wilson said he would prefer to have the lettering on both sides of the rock to be seen by motorists going in either direction. “I think people going through Bird Rock should see that kind of message on both sides,” he said.

Wilson noted that BRCC received a [\\$25,000 grant](#) from San Diego County that could be applied to the project and said he “wouldn’t want to waste” it.

In addition to the county grant, BRCC has as much as \$70,000 in the Bird Rock Maintenance Assessment District budget for lighting and signage that could be pulled from.

However, though costs have not been determined, Bender said separate fundraising likely would be needed for the project as well.

Williams suggested that, if funding is limited, one sign could be made as a proof of concept and motivate residents to donate for a second one.

BRCC President Joe Terry said after the meeting that “we are going to send out an email to those on our email list with some of the discussion and the photos of the options to get more input. ... We’re going to figure out a process for getting a reasonable amount of input from the community. ... We want to make a decision relatively soon about what the specifics of the project are.”

The intent, he added, is for the board to vote at its next meeting based on the feedback and proceed with spending the money allocated from the county to get the engineering and permitting process started.

“I would like to see something happen,” Wilson said. “Let’s start with something and get going.”

Next meeting: The Bird Rock Community Council next meets at 6 p.m. Tuesday, April 2, at Bird Rock Elementary School, 5371 La Jolla Hermosa Ave. Learn more at birdrockcc.org. ♦