

BIRD ROCK NEWSLETTER

APRIL & MAY 2021



**BRCC
PRESIDENT
JOHN
NEWSAM**

PRESIDENT'S COLUMN

Rain. It was welcome that we had a few dousings in early March, even if cumulative precipitation since last July is still at less than 50% of normal. When rain is forecast, we make a round of the outside of our home to bring in outside cushions and shoes, put houseplants outside for the watering, move the chicken feeder into her coop, and turn off the drip irrigation system.

When the rain does finally arrive, we are tempted to splash outside, under an umbrella. When the rain is heavy, there are fast-moving streams along the edge of the pavement. We know there will be flooding where Forward Street intersects La Jolla Boulevard (although following continuous requests, we understand that SD Street Division has been making design progress towards a solution). I also think of the trash that had been scattered here and there, that would now be carried into our ocean. As I ponder the fate of a miscreant plastic bag borne out to sea, I usually regret not having made a last round of trash picking-up on Forward Street as part of our pre-rains preparation.

I was pleased to receive a number of comments on my previous column that advocated for discipline in mask-wearing. Some were laudatory, some somewhat derogatory, and some corrective. They were all appreciated.

Continued on page 5.

Big, old, beloved Ficus tree at Bird Rock Joint Use Park behind Bird Rock Elementary (BRE) School split in half following wind and rain storms earlier this year.



Help the BRE 5th grade class to replace the tree (see page 3).

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Membership Form



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Michelle Dykstra

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COMPASS





This treasured monument stood for many years, perhaps even planted in the school's first years. Bird Rock Elementary opened in 1951 and shares a half-acre joint use park with this San Diego Parks and Recreation property.

Through the years of BRE, the tradition has been for the 5th grade promoting class to dedicate a project to help the future students, teachers and community and give back to the school that has provided so much to our children. Other projects have included art murals, mosaic benches, bicycle racks and many other enriching additions to the school.

"The BRE 5th grade class of 2021 has our sights set on replacing our beloved tree."

The windstorms of mid-January of this year caused severe damage to the tree, causing it to basically split in half. The City removed the rest of the tree for safety reasons. Now the field and all who go there have no tree and no shade. Through a donation by The Village Garden Club of La Jolla (VGCLJ) and its Tree Donation Chair, Devonna Hall, and in partnership with La Jolla Parks & Beaches, San Diego Parks & Recreation and The San Diego Unified School District – we are getting close to replacing the tree. For what some might say is, "just a tree," there is quite a lot of procedure to pass through in order to make this happen. Of course, everyone has been very supportive, some even sharing stories of their own children in that tree. We all look forward to a time, in the not too distant future, when we can again have a picnic, a playgroup, or a doggie pow-wow beneath the ever vigilant guardian tree of Bird Rock field park.

Should you wish to contribute to the tree replanting efforts, tax deductible donations can be made to VGCLJ at: <https://bit.ly/3cm7Ejh> OR to the Bird Rock Elementary School Foundation (indicate 5th grade project), either by check to "Bird Rock Foundation," c/o Ms. E. Vincent, 1002 Skylark Dr., La Jolla, CA 92037 or at: <https://birdrockfoundation.membershiptoolkit.com/packet/16926551>. Both VGCLJ and Bird Rock Foundation are nonprofit 501(C)(3) tax exempt organizations.

Support needed for Bird Rock Elementary School 5th Grade Class efforts to replace the old Ficus tree at the Bird Rock Joint Use Park. It was the victim of wind and rain storms earlier this year.

Perhaps you've enjoyed the shade it provided, perhaps you or your children climbed its ample branches, maybe even your dog took a nap in its leaves... the old Ficus tree on the upper field of Bird Rock Elementary School park has been enjoyed by so many, for so long.

And now its gone.





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**PRESIDENT'S COLUMN** *(continued from page 1)*

The next Bird Rock community meeting will be at 6 pm on Tuesday April 6, 2021. It will be via video call.

If you have requests or suggestions as community issues to put on the agenda, or guests that you would like us to invite (such as representatives of local and state government, or of city departments), please let us know by email to info@birdrockcc.org.

I hope to see you there.

**WASH YOUR HANDS WITH
WATER AND SOAP for 20 -
30 seconds or more and at
least several times a day.**



"GLOBAL HAND WASHING SIGN"

Hit and Run Accident Sunday Night, March 14, at the North East Corner of La Jolla Blvd and Colima St.



The hit-and-run accident overnight on Sunday March 14 did a considerable amount of damage. The vehicle was driving north on La Jolla Blvd. and entered the roundabout at Colima St. The driver failed to make it all of the way around the Colima roundabout and drove through the 3-panel guard railing at the north east corner and onto the sidewalk before veering left through the landscaping and back onto the street. Two of the guard railing panels were dragged down to the pedestrian crossing area. Fortunately, no pedestrians were in the area adjacent to the Sands Motel.

Anyone with information, please contact Bird Rock Maintenance Assessment District (MAD) Manager Matt Mangano at admin@manganiconsulting.com!



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Volunteer / Donate / Refer a Client

A large group of parents from the five La Jolla cluster schools, including those from Bird Rock Elementary School, gathered in front of the Bird Rock Elementary School during the morning of Thursday February 18 to protest the ongoing closure of regular in-person instruction, to rally for the re-opening of full in-person teaching, and to request better communication and information from the San Diego Unified School District and educators.





We love our Bird Rock Elementary Teachers. Please come back soon. Our students and their families need you!

A group of parents of Bird Rock Elementary (BRE) School students are looking for community support to get their young children back on campus with in-person teaching before more students leave for private school. BRE Parent Cluster representative and Bird Rock Foundation Board member Kelsey Martin estimates that about 80 students have already left BRE and expressed concerns that if BRE classes are not back to full in-person teaching on April 12th as promised, then many more will leave. Parents and students have been told that school will restart on April 12, after Spring Break which runs from March 29 through April 2. With San Diego County's move to the less restrictive COVID regulations "Red Tier," schools are cleared to open fully as of March 22.

The return to in-person school initially will be a hybrid model (some zoom, some in-person), possibly 4 days per week and 6 hours per day, although previously promised return dates, schedules, numbers of in-person teaching days, and proposed hours have not been followed. The uncertainty impacts parents who work and have other children, duties and obligations. Since the start of the pandemic, the district's ambiguity and lack of communication have frustrated parents who find it unacceptable. Parents and students want more of their teachers back on campus and believe that remote teaching and learning is detrimental to young children's social and emotional health.

The Bird Rock neighborhood has a unique charm defined by its family friendly community and special little school by the sea. If students leave, then Bird Rock could lose some of this unique charm and reputation for having a quality elementary school. Many families moved to Bird Rock specifically for the schools, including out-of-state families who researched the best and decided that it is Bird Rock. It would be a travesty to lose that reputation and family-based foundation.

Parents at BRE are continually worried about the levels of enrichment that can be obtained without in-person options 5 days a week. Many believe that schools are safe for in-person teaching and that science and behavior-based safety protocols confirm that opinion.

The group of parents are reaching out to the neighborhood to support efforts to get kids back to school 5 days per week. According to Ms. Martin, working parents cannot cope any longer, but more importantly, the social and emotional health of the youngest, most impressionable community members is dwindling. The children need to be in school and connect with their educators and classmates. One parent noted, "Zoom is a communication tool, not a connection."

The school year is slated to end June 15. Parents hope there will be a summer school option or that BRE can make outdoor educational activities available in the upper field during the summer.

Ms. Martin noted that summer school and after school enrichment options are to be discussed at the March 18 Cluster meeting. She also noted that any ideas to facilitate this extra learning/growth for our children are encouraged. All community members are welcome to attend the Cluster meetings. The Cluster website is: <https://www.lajollacluster.com/>.

**Q&A WITH VIDI****HOW DID YOU FIND YOUR WAY INTO REAL ESTATE?**

Real estate found me. I grew up in a Real Estate family and am a third generation realtor. My grandmother Joann owned her own Red Carpet Realty Brokerages in Northern California where my father grew up around the business. He eventually started in sales and moved his way to becoming a full time investor. I am proud to continue the family business tradition in real estate that was founded by my grandmother, an inspiring and successful businesswoman ahead of her time.

WHAT ARE YOU MOST PASSIONATE ABOUT IN REAL ESTATE?

I am passionate about client experience and the relationships I get to build with the client through the homebuying or selling process. While a smooth, successful outcome is my top priority, we also have a great time working together. I provide every client with my personal attention and work with them from start to finish, covering each and every detail. I bring excellent negotiating skills, strong communication, and the ability to think ten steps ahead of the competition so they know they have the best representation. Simply said, I put their needs above all else.

WHAT IS YOUR DESIGN PROCESS WHEN YOU'RE GETTING A HOME READY TO SELL?

When I see a home that a client is preparing to sell I am looking to get them the highest return on investment by advising them on remodeling or design changes before bringing their home to market. We want to create a neutral palette that will draw in potential buyers then use staging and an eye for design to create an emotion that connects them to the property. Once we have created the look it's having that translated through photography and video to give that perfect first impression when the home hits the market.

Vidi resides in Bird Rock with her husband and two boys and shares her love of real estate and family with her many followers on social media.

Find her on Instagram @vidiljrealestate

JUST SOLD | COMPASS

1828 Law Street | 4 bedroom/2 bath
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JUST LISTED | COMPASS

6308 Avenida Cresta | \$3,300,000 | 4 bedroom / 2.5 bath

Come see this beautiful single story home in the coveted Lower Hermosa neighborhood. You can purchase to keep as is or build it into your dream home with plans already submitted & waiting for the final permit. New plans are for 5 bedroom, 5.5 bath, 4,478 sq ft home with ocean views from the second story and rooftop deck. Choose all of your own finishes and get ready to build your dream home.

Contact Vidi for more details and copies of plans.

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“Shine Your Light”, a tribute to Sylvia DeMerchant, the latest Mosaic Bench in the series on La Jolla Blvd.



On Feb 14, 2021, family members in attendance at the tribute in memory of Sylvia DeMerchant unveiled a new mosaic bench created by local artist Jane Wheeler adjacent to 5561 La Jolla Blvd. The newest mosaic bench was unveiled in the midst of COVID-19, lock down, mask wearing and many insecurities around us.

This bench brings light, a ray of sunshine, and joy back into our surroundings and community. It is a beacon of community spirit, caring, nurturing, motherly wisdom and grounding, helping us make peace with uncertainty and serving as a reminder that we are connected.

Numerous family members and friends came together to sponsor the bench and help make fused glass pieces for the bench under the guidance of Sylvia's dear friend Alison Soderstrom. Colorful and joyful fused glass flowers and suns are imbedded in the bench, creating a dazzling tribute to her shining spirit. Each family member or friend gave a word describing the essence of Sylvia and what she meant to them. These words were then stamped into clay and glazed by Sylvia's high school daughter Audrey and her friend Sara.

Although Sylvia has passed on, she has left a legacy of warmth, goodness, kindness and motherly love that will shine on to everyone who passes by. She was loved and cherished by so many and embodied the love, compassion, caring and wisdom we all yearn for in our lives. This bench is also a tribute to all moms ... for they are the heart of the home, the Flow, the glue that helps hold families together ... loving, supporting, nurturing, caring and creating. The “Shine Your Light” bench has a joyful celebration feel to it, a reminder to celebrate, laugh, create joyful moments even in the midst of chaos and confusion that can sometimes surround us. Thank you Sylvia for shining your light on so many people and continuing to inspire us to shine our own light in the world.

If you are interested in sponsoring a future bench or want more information, please contact artist Jane Wheeler at dwheeler@san.rr.com or 619-822-1120.



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San Diego County Moves to Red Tier with Fewer COVID Restrictions

Starting March 17, 2021, the State of California allowed San Diego County to move from the most restrictive “Purple Tier” to the less restrictive “Red Tier” with updated regulations intended to reduce the spread of COVID-19. The California Department of Public Health modified its “Blueprint for a Safer Economy” and “Blueprint Tier Thresholds” requirements as a result of increased inoculations in certain communities. This in turn allowed San Diego County to move to a less restrictive tier.

San Diego County Supervisor Nathan Fletcher stated, “This is another strong step forward in our responsible recovery from COVID-19. While it has been a long year particularly for our gyms and restaurants, the vaccine has given us hope that we can not only save lives, but get our way of life back.”

All establishments must continue to follow social distancing and face covering guidelines for patrons and employees. As vaccination rates increase and COVID case rates decrease and as mask-wearing and social distancing continue, there should be further easing of restrictions in the future.

RED TIER RESTRICTIONS include the following as of 3/17/2021:

- Schools: can reopen for in-person instruction after five days out of the purple tier
-
- Non-essential offices: remote work only
-
- Retail: open indoors at 50% capacity
- Malls: open indoors at 50% capacity and limited food courts
-
- Places of worship: open indoors at 25% capacity or 100 people, whichever is fewer
- Museums, zoos and aquariums: open indoors at 25% capacity
- Movie theaters: open indoors at 25% capacity or 100 people, whichever is fewer
- Restaurants: open indoors at 25% capacity or 100 people, whichever is fewer
-
- Professional sports: outdoor only at 20% capacity starting April 1
- Live performances: outdoor only at 20% capacity starting April 1
- Theme parks: can reopen at 15% capacity starting April 1
- Family entertainment centers (such as mini golf, batting cages, go-kart racing): outdoor only
-
- Hotels: open with modifications, plus fitness centers can open at 10% capacity
- Gyms: open indoors at 10% capacity
-
- Hair salons: open indoors with modifications
- Nail salons: open indoors with modifications
- Electrolysis: open indoors with modifications
- Personal care services (body waxing, etc.): open indoor with modifications
- Tattooing and piercing: open indoors with modifications
-
- Wineries and Breweries (effective March 13 for purple and red tiers): outdoor only with modifications including reservations, 90-minute time limit, seating/tables only, and limited hours (service for on-site consumption closed by 8 p.m.)
- Cardrooms: outdoor only
-
- Bars: remain closed



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COVID-19 Vaccine

COVID-19 vaccination is an important tool to end the COVID-19 pandemic and reopen the economy. Vaccines have arrived in San Diego County. They are going to people in phases.

If you are 65 or older or have an underlying condition and do not have access to a computer or someone to assist you, you can call 2-1-1 for help connecting with your health care provider or making a vaccination appointment at a County of San Diego site.

Vaccine Appointments

Please first contact your doctor or medical provider for vaccine availability. If you are not able to receive a COVID-19 vaccination from your doctor or medical provider, additional options are available. Call 2-1-1.

Current Requirements to Receive a COVID-19 Vaccination:

- Must be a health care worker, other Phase 1A individual, OR aged 65 years or older
- Photo ID/documentation is required
- Appointments are required

Do not schedule an appointment if you have COVID-19, or are sick.

“Get It Done” App

Report Problems to the City of San Diego

Residents can report City street light, potholes, and other problems using the “Get It Done” mobile app and web portal. Go to <https://www.sandiego.gov/get-it-done/> for more information about the app. Residents can take a photo of a non-emergency problem using the “Get It Done” app, follow a user-friendly menu of reporting options, and share the reported problem and photo with the City.

According to the City, “the app uses GPS information embedded within photos to automatically update the address and location of problems. After uploading the photo, identify a few details about the problem and then click submit. The app is available for both iPhone and Android users.” Learn more by viewing this “youtube” video: www.youtube.com/watch?v=wOk_0TdcPQE.”

Problems that can be reported include the following: abandoned vehicles, curb/gutter blockages or issues, dead animals, graffiti, litter/dumping, potholes, sidewalk issues, storm drain problems, street light outages, traffic sign problems, malfunctioning traffic signals, and tree hazards.



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La Jolla Hermosa Park Update

Damage to the south end of La Jolla Hermosa Park, located at 5780 Chelsea Ave. just south of the Camino de la Costa intersection, has increased over the past several months.



In late April 2020, after a series of winter storms and after the Park re-opened following COVID closure, storm drain problems and dangerous bluff conditions were identified including soil erosion and an expanding crevasse at the lower viewing bench location.

The bench was subsequently removed by the City Parks and Recreation Department before falling into the ravine, and the area was blocked with caution tape. A more recent request was sent to the City Parks and Recreation Dept. on Feb. 28.

A Get-It-Done report was sent to the City on the same day regarding the adjacent 2 storm drains and drainage culvert which is blocked with vegetation, debris, and a portion of a retaining wall plank. There will be further communications with City entities regarding the status of reported problems with efforts to determine the timeline for repairs of the crevasse in the Park, return of the viewing bench, repair of the eroded bluff area Park, clearance and repair of the storm drain drainage channel as well as requests for vegetation trimming to restore coastal views, fence repairs, and pathway repairs.



**BIRD ROCK COMMUNITY MEETING, February 2, 2021**

Bird Rock Community Council (BRCC) Board President John Newsam called the zoom meeting to order at 6:02 pm, welcomed attendees, introduced BRCC Board members, and thanked neighbors who are helping pick up trash and litter and those who are participating in the vaccine clinical trials.

District 1 City Councilmember Joe LaCava - Issues, Priorities, and Perspectives

Councilmember LaCava spent 20 minutes discussing City government and community issues, priorities, and perspectives as well as the challenges of dealing with the COVID pandemic, the effects of business shut-downs and partial operations, and the ever-changing rules and regulations. He announced that Steve Hadley would continue as Director of Community Outreach for District 1 and applauded the increased access to Mayor Todd Gloria and his staff.

The City's revenue stream has decreased, due in part to the COVID crisis, which will result in a pared down City budget for fiscal year 2022 that runs from July 1, 2021, to June 30, 2022, and the need to make up the deficit while trying to preserve neighborhood services. Unfortunately, some services, such as City tree trimming, will be deferred while hours at Libraries, Recreation Centers, and other City-provided programs will likely need to be reduced. The City Council approved an interim extension of the Franchise Agreement with SDGE.

Joe discussed the improved City Development Services Dept. (DSD) website, streamlined online permitting, and recently enacted Land Development code updates. The requirement that ground-floor commercial spaces remain vacant for 6 months before being converted into residential spaces was removed, however the current code requires that the converted residential space return to commercial use after 10 years.

In response to inquiries about outdoor dining rules, Joe mentioned that sidewalk width adjacent to outdoor dining areas must be at least 4 feet for ADA accessibility compliance and that current dining hours are 5 am to 10 pm. Anyone seated prior to 10 pm can stay until 11 pm. Several people commented that 4 feet is inadequate for safe passage of a wheelchair and might not allow for 6 feet of social distancing between pedestrians on the sidewalk and those eating outdoors. For more information about temporary outdoor business operations, see sandiego.gov/TOB.

PARKS for ALL, Parks and Recreation Coalition (PARC)

Carolyn Chase representing the Parks and Recreation Coalition (PARC) spoke about concerns regarding the City's Parks Masters Plan and the rush to get it approved. There are good goals, including addressing long-standing inequities among various communities, and problems with the novel point system for determining "park equity" instead of requiring 2.8 acres of park space per one thousand people. The Plan appears to decrease required park space and not emphasize land acquisition for new parks at a time when the City is growing. More land and funding for more land is needed plus funding for long-term maintenance. Residents want more parks with "passive space" (grass and open areas), not more equipment stuffed into an existing park.

Updates from Representatives of Elected Officials

Miller Saltzman (MillerSaltzman@sen.ca.gov), representative for State Senate President pro Tem Tony Atkins (39th Senate District) reported on the state budget, current legislation, recent activities, and top priorities for Ms. Atkins including neighborhoods, schools, affordable housing, retail use for housing, small business assistance, and extension of the eviction moratorium.

Matt Griffith (GriffithM@sandiego.gov), field representative for Mayor Todd Gloria, noted that a "Meet the Mayor" zoom meeting was scheduled for 2/13/21. He reminded everyone to get the COVID vaccine as soon as eligible and noted that City parking enforcement was back in effect. Mayor Gloria signed an Executive Order capping 3rd-party food delivery fees.

Jessica Brown (Jessica.Brown@mail.house.gov), new field representative for Congressman Scott Peters introduced herself and gave a brief report of the congressman's activities.

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for District 1 Councilmember Joe LaCava, answered questions and provided clarifications. The due date for comments or suggested updates to the 2021 Code revision is due by March 31.



(continued from p.16)

Updates from Bird Rock Working Groups

Ad hoc Bird Rock Coastal Committee representatives Don Schmidt and Mary Lynn Hyde addressed continued concerns about ocean overlook and look out area. They are asking the City to return to regular trash service at several coastal overlooks including Bird Rock Ave., Forward St., and Midway St., which was stopped in 2009 due to a budget crisis, and would like Moss Ln added as well. These street end or paper street locations are considered as Streets Division assets as opposed to Park and Recreation Dept. assets. They are very concerned about needed repairs and maintenance at La Jolla Hermosa Park which is often referred to as "Rock" Park.

Vision Bird Rock representative Tiffany Chow gave a brief synopsis of their recent informal neighborhood survey on improving the Bird Rock business district. The survey ran from 10/26/20 through 1/15/21. Of the 116 respondents, more than half were families with children and more than 80% were families or couples. The top 3 businesses that respondents were interested in having locally were an ethnic restaurant, a farmer's market, and an ice cream shop. The top ten favorite businesses in Bird Rock included Wayfarer Bread, Bird Rock Coffee Roasters, Beaumont's, Wheat & Water, CVA, LJ Crafted Wines, Bahia Don Bravo, Starbucks, All About Animals, and Bird Rock Fine Wines. Concerns included empty businesses, property vacancies, high rent, lack of retail and restaurants, crime, safety, trash, cleanliness, and more.

The **Bird Rock Merchant Group** hopes to improve social media visibility for local merchants and enhance neighborhood awareness of local businesses with their new Bird Rock Merchant District FaceBook page. They have been considering suggestions for lighting and signage, and discussed empty store fronts, attracting new businesses, and making the business district more vibrant. Suggestions included adding a Bird Rock mural onto a business property, sidewalk and building lighting for safety, and inexpensive decorative lighting. Some businesses are starting to re-open.

Bird Rock Infrastructure and Beautification

There was further damage reported to the south end of La Jolla Hermosa Park, located at 5780 Chelsea Ave. just south of the Camino de la Costa intersection, following the recent heavy rains. In late April 2020, after a series of last year's winter storms and after the Park re-opened following COVID closure, storm drain problems and dangerous bluff conditions were identified including soil erosion and an expanding crevasse at the lower viewing bench location. The bench was subsequently removed by the San Diego Park and Recreation Dept. before falling into the crevasse, and the area was blocked with caution tape. A Park and Recreation Dept. update will be requested about repair to the storm drain, drainage channel, crevasse, and eroded bluff and about trimming of vegetation to restore coastal views, fence repairs, and pathway repairs. The conditions at La Jolla Hermosa Park will continue to be reported via the City's Get-It-Done app and other means.

A recent rainstorm victim was the large Ficus shade tree on the upper field at the Bird Rock Joint Use Park just behind the Bird Rock Elementary School. It was heavily damaged during the recent storm when the tree split down the trunk and half fell to the ground. The remaining portion could not be saved and was removed by the City of San Diego Park & Recreation Dept. which maintains the Joint Use Park. This important tree, adjacent to the playground structures, provided ample shade for the picnic table and grassy area. There will be follow up about a replacement tree.

Bird Rock bench replacements (paid from Restricted Bench Funds) and repair or replacement of vandalized benches are temporarily on hold due to the COVID pandemic and until a survey of existing bench conditions is completed. Some of the benches are memorial benches. After a COVID pause, several more mosaic benches are scheduled for completion.

The Waverly Wall Tile Project in the Bird Rock Joint Use Park near the Waverly gate is on hold due to COVID and while Bird Rock Elementary School remains in mostly virtual teaching mode. The current plan is to renew the Waverly Wall tile project starting in September of this year if the pandemic situation has improved.

Another project to report and remove old, rusted, and unlicensed newspaper kiosks along La Jolla Blvd. is also on temporary hold. These can be reported to the City using the Get-It-Done app. A few have been reported, but no action has been taken by the city to remove them.



(continued from p.17)

Bird Rock Maintenance Assessment District (MAD) Update

The performances of the contractors continue at a very high level. During the previous 9 months, the landscape contractors have cleaned up much, much more trash and litter than normal due primarily to the COVID pandemic and littering. There continues to be a noticeable increase in take-out dining trash, dumped face masks, beer and soda cans, alcohol containers, and assorted other trash. The 3-fold increase in time spent picking up and dumping trash takes away from landscape maintenance time. Plus, it costs more in dump fees.

New trash receptacles are being researched. Plans are moving forward to replace waste containers as soon as possible. Bird Rock neighbors, who are helping to pick up trash along La Jolla Blvd and residential streets as well as at the various coastal overlooks and viewing areas, were thanked. Those efforts help clean up Bird Rock and make a difference.

MAD problems, particularly irrigation damage or malfunctions or accidents that damage MAD landscaping and irrigation, need to be reported immediately and directly to Bird Rock MAD consulting Manager Matt Mangano. Please send an email to admin@manganiconsulting.com to report emergencies or problems, ask questions, send MAD-focused information, and provide feedback, comments, or requests. This notice also appears in the Bird Rock Newsletter.

Individuals who see other problems and take the time to report the problem to the City via the Get-It-Done app also were thanked.

On 1/11/21, the updated Bird Rock MAD proposed budget for fiscal year 2022 was transmitted to the City Park and Recreation Open Spaces and MAD division for review and addition of utility costs and other figures. Due to lower than anticipated expenditures for the first half of FY2021 (from July 1 – Dec 31) and the estimated end of FY 2020 reserve fund balance, the assessment rate in the submitted budget was lowered. If the City agrees, then the proposed assessment rate for single family residences will remain at \$90, instead of increasing to \$95. Condo rates will be \$63. The average commercial property rate will be \$405 and is determined by the property size.

Public Announcements

Vehicle break-ins, crime, and thefts appear to be on the increase in the Bird Rock neighborhood as well as in the La Jolla and Pacific Beach areas in general.

A resident reported the theft of her car which was later recovered due to a tracking device. She also suggested home security cameras and more outdoor security lighting. She noted an increase in crime particularly between the hours of 2–4 am.

A presentation by the Community Relations Officer (CRO) from the San Diego Police Department Northern Division will be scheduled for the March community meeting.

It is important to officially report all crimes to the San Diego Police Department (SDPD). The SDPD cannot monitor NextDoor. Reports of crimes can be reported to the SDPD online as well as via a telephone call.

Bird Rock Newsletter volunteers who deliver the newsletter to the Bird Rock neighborhood were thanked for their efforts. The next newsletter will be published in late March.

Neighborhood Watch

Please report car break-ins, property thefts, and vandalism to the SDPD Non Police Emergency # 619-531-2000. It is very important to document these incidents. Reports also can be filed online at <https://www.sandiego.gov/police/crimereports/startaccess>.

Announcements

The next Bird Rock Community Meeting will be Tuesday, March 2, 2021, via Zoom. It is time to renew BRCC membership for 2021.

Adjournment

John thanked everyone for attending and adjourned the meeting at 7:35 pm.



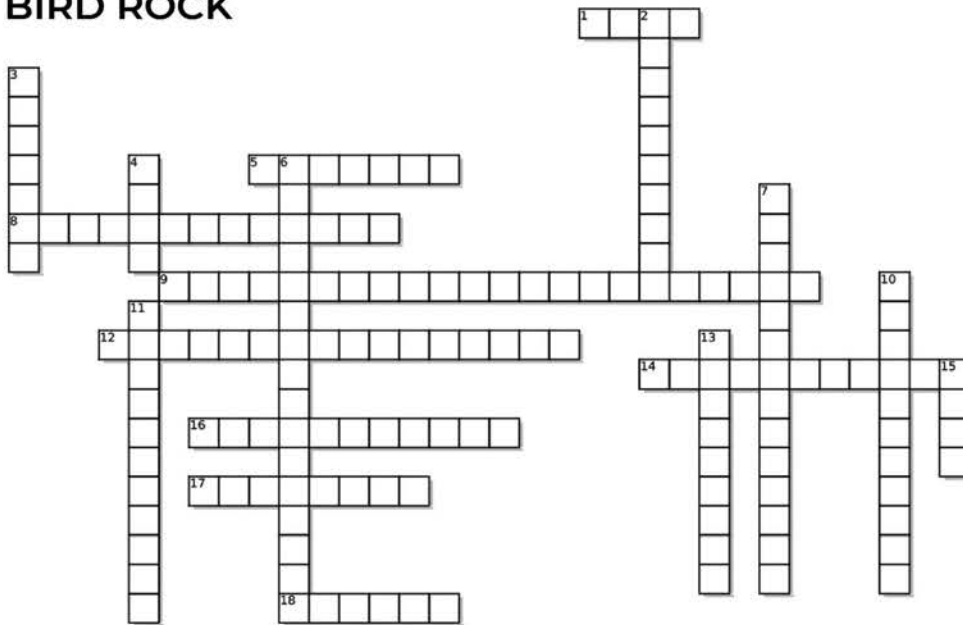
FUN WITH VR

VIDIREVELLI



CROSSWORD PUZZLE

BIRD ROCK



ACROSS

- 1 Tasty Italian with an inviting atmosphere
- 5 You can always find surfers here
- 8 Inexpensive and delicious tacos and burritos
- 9 Long lines but great coffee
- 12 Amazing wine shop and nice staff
- 14 Best wood-fired pizza
- 16 Ocean front park with great views
- 17 Best bread in Bird Rock
- 18 Family run business with electric bikes

DOWN

- 2 New restaurant in the old piano building
- 3 New wellness boutique
- 4 Another word for a flying animal
- 6 Get all your surfing necessities here
- 7 Delicious home made wine with fun tasting room
- 10 The cutest barber shop for kids
- 11 Your favorite realtor
- 13 Fun family restaurant
- 15 Another word for a stone

SUDOKU PUZZLE

		1				9	4	
4		7	8	3		2	1	
9		6	5			8		3
8			6					
				2		1	3	
					3	5		
5	7				2	4	8	
1	6			9			5	
			4	1				7

DID YOU KNOW?



The neighborhood is named for an offshore rock that was described as having the shape of a bird. The rock used to have an arch with an opening under it, but the arch was eroded by wave action and collapsed in December 2010.

The neighborhood was subdivided by pioneer developer Michael F.

Hall in 1906, who officially named it "Bird Rock - City by the Sea"

In 2005, the infamous roundabouts along La Jolla Boulevard were constructed which narrowed the street from four lanes to two, in an attempt to reduce traffic speed and discourage cut-through driving while encouraging visits to the local businesses.

The first war time sinking of a US submarine occurred off the coast of Bird Rock.

During WWII, Bird Rock was home to the coastal defense and anti-aircraft training center.

**BIRD ROCK COMMUNITY MEETING, March 2, 2021, via Zoom**

Bird Rock Community Council (BRCC) Board President John Newsam called the meeting to order at 6:01 pm, welcomed attendees, introduced BRCC Board members, and made remarks before introducing 78th California Assembly District member Chris Ward.

Chris Ward, recently elected State of California Assemblymember for the 78th Assembly District

Chris Ward reported on his first three months as a new assemblymember and his priorities such as rent stabilization and rent assistance programs as well as help for landlords and property owners who need to pay mortgages. Mr. Ward noted that San Diego County is doing a great job with its implementation of COVID-19 vaccinations and has been a model for the rest of the state for how to operate vaccination megasites that can efficiently handle a large number of people. The Assembly is working to find grant funding for school districts to allow them to safely re-open for full in-person education. Mr. Ward introduced his district director, Ansermio J Estrada (Ansermio.Estrada@asm.ca.gov). Other issues of concern to Mr. Ward include homelessness, climate change, coastal resources, and gun control. Mr. Ward noted that when San Diego County moves from the purple COVID-restriction Tier to the Red Tier, which might happen in about 2 weeks (or 3/16/21), then business will be able to start opening back up. He expressed a belief that more groups of people will be able to get vaccinated in the near future and answered questions related to vaccine availability.

San Diego Police Department Northern Division Community Relations Officer Brandon Broaddus

Officer Brandon Broaddus, an SDPD officer for more than 27 years, assumed CRO responsibilities a year ago when Officer Hesselgesser retired. CRO Broaddus discussed the rules for beach fires, informed all that northern Division Captain Novak has formed and augmented a day and night time beach response team, and outlined SPDS's response to illegal fires. They are making efforts to inform the public via social media. Officer Broaddus also discussed the homeless issue and the ability to report homeless problems or encampments via the City Get-It-Done app. Speeding along street through all of the beach neighborhoods remains a serious and increasing problem. The SDPD Northern Division has obtained a grant for a radar car dedicated to beach communities and progressive enforcement which means that they will start with education and warnings initially and toward ticket and other enforcement measures.

Officer Broaddus also discussed the Community Assisted Party Program (CAPP) which aims to enforce regulations on vacation rental "party" homes some of which have proven to be quite disruptive to the quite Bird Rock neighborhood. There are additional Police Investigative Service Officers (PISO) working as well to oversee parking, closing access gates to parks, etc. Residents asked about lighting along La Jolla Blvd and in residential neighborhoods; more lighting seems to reduce crime. The SDPD recommends that businesses keep interior and/or exterior lights on to deter crime. If street lights are out, report the outage via the Get-It-Done app. Officer Broaddus responded to questions about the armed robbery in the evening near Bird Rock Elementary School and ongoing investigation as well as questions about Neighborhood Watch programs, patrol staffing levels, felonies vs. misdemeanors, and more.

Report all incidents by calling the Non Police Emergency # 619-531-2000 or by filing a report online at <https://www.sandiego.gov/police/crimereports/startaccess>. It is very important to document these incidents. Community Relations Officer Brandon Broaddus can be reached at bbroaddus@pd.sandiego.gov.

Council District One Update

Steven Hadley (SRHadley@sandiego.gov), Director of Community Outreach for District 1 Councilmember Joe LaCava, earlier deferred his report time to the presentation by SDPD CRO Officer Brandon Broaddus. Later, Steven Hadley responded to several questions.

Updates from Bird Rock Working Groups

Ad hoc Bird Rock Coastal Committee representative Don Schmidt thanked Council District 1 representative Steven Hadley for help with drainage culvert and maintenance issues at La Jolla Hermosa Park as well as maintenance issues at Calumet Park. Some overlooks have overgrown vegetation or infrastructure damage needing repair and questions remain about which City entity is responsible for maintenance. Don noted that Diane Kane, president of the La Jolla Community Planning Association (LJCPA), has established the **LJCPA Ad Hoc Coastal Views Overlook Committee** to determine how many dedicated coastal views, view easements, and view corridors are being blocked and what can be done about it. The ad hoc committee has representatives from the La Jolla Shores Association, La Jolla Parks and Beaches, LJCPA, and the BRCC.



Craig Bender from the **Bird Rock Merchants** reported on merchant FaceBook marketing efforts and growing interest. Recently, informational flyers were distributed to merchants who were invited to join. Residents were encouraged to share their merchant interactions and experiences on the Facebook page.

Vision Bird Rock also has a Facebook page which has results from its recent informal survey.

Plans for Development of the Piano Building

Plans for the development of the “Piano Building” at the southwest corner of La Jolla Blvd and Bird Rock Ave. were shared by architect AJ Remen from Bennett & Remen Architects and building owners Eric and Zoe Kleinbub. The owners will make only minor changes to the outside of the historically significant building as they transform it into a restaurant and bar that will occupy most of the interior space and a small retail space off of Bird Rock Ave. There are plans to improve the sidewalk and create outdoor dining space. Preliminary plans showed encroachment into the existing Bird Rock Maintenance Assessment District landscape areas, removal of MAD landscaping, and replacement of landscaped areas with cement for potential additional outdoor dining space.

Attendees welcomed having a new local restaurant along La Jolla Blvd in Bird Rock that would help revitalize the 3-block merchant zone. Some questioned or spoke against the proposal to take Bird Rock MAD landscaped space and the net removal of greenscape. Concerns were expressed about the process involved.

Questions were asked about the permit process and whether the La Jolla Planning Groups and related Committees, such as the La Jolla Planned District Ordinance, had been involved or had reviewed the initial proposed plans and whether an EMRA had been filed, to which the answers were “no.” There were questions about whether the City, under pandemic closures and limited staffing, had actually fully reviewed the plans. In response to questions about parking, it was stated that no additional off-street parking is required, and none is provided. Construction in the building itself is expected to take 10-12 months. In response to questions, the internal design of the restaurant was not available for disclosure by the owners at the time of this meeting.

Bird Rock Maintenance Assessment District (MAD)

Issues raised during the review of the proposed plans for the Proposed Change of Occupancy for the building located at the south west corner of La Jolla Blvd and Bird Rock Ave. (Piano Building) show encroachment into the dedicated MAD landscape area and removal of MAD landscaping along La Jolla Blvd, both north and south of the pedestrian crossing area, and along Bird Rock Ave. The initial plan calls for replacement of green landscape areas with concrete and removal of a dedicated street tree. This would negatively impact the overall environment and aesthetics of entire roundabout and specifically the southwest corner as well as traffic calming and traffic safety. The City of San Diego traffic engineers should have concerns about obscured lines of site to pedestrians attempting to cross La Jolla Blvd and other safety issues. This would turn a neighborhood MAD assessment-funded green public right of way into a concrete space for the benefit of a private property owner.

It was noted that in 2004, the Bird Rock community and Bird Rock Community Council initiated formation of the Bird Rock Maintenance Assessment District 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. In July 2005, property owners formally voted, via a ballot from the County Registrar of Voters, to approve formation of the MAD and to appoint the non-profit 501(c)(3) Bird Rock Community Development Corporation (BRCDC) dba BRCC as local managers. On August 2, 2005, the San Diego City Council certified the ballots and approval formation of the Bird Rock MAD. Since 2006, Bird Rock property owners have paid an annual MAD assessment as part of their property taxes that include maintenance of the landscaping portion of the traffic calming safety improvements and maintenance of street trees.

A letter of opposition to encroachment of a private property owner into the City Council approved, dedicated and neighborhood-approved Bird Rock Maintenance Assessment District has been sent to the City Park and Recreations Dept. Open Spaces, MAD Division.

Announcements

The next Community Meeting is Tuesday, April 6, 2021, via Zoom
It is time to renew BRCC membership for 2021.

Adjournment

John Newsam thanked everyone for attending and adjourned the meeting at 7:47 pm.



How to Report a Crime to the San Diego Police Department

***Posting on Nextdoor.com or any other social media outlet, IS NOT reporting a crime.

SDPD does NOT monitor Nextdoor.com.

1. **To Report an Emergency- Dial 911**

2. **To Report a Non-Emergency- Call 619-531-2000 or 858-484-3154**

**To bypass the phone tree & reach a call taker, press the asterisk (*) key at each prompt.

What is a Non-Emergency:

- Crimes that are not occurring now
- Crimes in which there is no possibility that the suspect is still at the scene or is likely to return to the scene; and
- Crimes for which an immediate response is not needed

If there is any doubt as to whether the situation is an emergency, call 9-1-1.

All calls are handled by priority. Protection of life will always be the highest priority.

What you will be asked when you call the police:

- Type of crime and if a weapon was involved
- Location: exact street address and nearest cross street
- Number of persons involved and if any injured (if so, types of injuries)
- Vehicle information - license number, type, color, year, make, model, unusual characteristics (e.g., dents, bumper stickers)
- Suspect information - gender, race, age, height, weight, hair color, hair length/ style, eye color, facial hair, clothing type/color, other characteristics (e.g., tattoos, missing teeth, scars, glasses) and direction of flight.

3. **Report Quality of Life Issues** (ie. homeless encampments, illegal dumping, vehicle habitation) on the updated "Get it Done" App at: <https://www.sandiego.gov/get-it-done> Typically reports are processed Monday – Friday, 6:30am to 4:00pm. If it is an immediate hazard, please call (619) 527-7500.

Step By Step Process for Reporting Transient Encampment

- Download the free "Get It Done" app and open.
- Select "New Report," scroll down to the "Other" category, & select "Encampment"
- Use the "Location" tab to provide the closest street address from where the encampment can be accessed. You can either type in the address or use the cursor on the map to select the address.
- Use the rest of the tabs to give the best information possible.
- Use the "My Info" tab to provide your information which will not be visible to the public, but will allow contact if more information about your report is needed.

4. **Online Reporting: You can report some cold crimes on the SDPD website at: <https://www.sandiego.gov/police/services/nonemergencies>.**

Read all instructions to verify your report meets the criteria. These reports are generally for insurance and important data collecting purposes. If there is evidence to be collected, or it's a known suspect you must call 619-531-2000 or 858-484-3154 to have an officer dispatched to your location.

Your online report will be given an 8-digit tracking number such as T19001234. This IS NOT a case number. After reviewing your online report, an officer will email you an 8-digit case number without the "T" such as 19001234. If the officer has questions about your report or there is an issue, you will receive an email to call a number or to correct an error and re-file. **The report is not complete until you receive a case number.**



NEW or RENEWALS FOR 2021 (1/1/21-12/31/21) BIRD ROCK COMMUNITY COUNCIL (BRCC)

Annual Membership Application, \$35 Tax Deductible Dues



BRCC is a community volunteer nonprofit organization that hosts monthly community meetings, publishes the Bird Rock Newsletter, maintains a community web site, facilitates member communications, supports the Bird

Rock Elementary School and Bird Rock Neighborhood Watch, and advocates for the community, the Bird Rock neighborhood, and the Bird Rock Business District. BRCC hosts neighborhood and fundraising events. The BRCC is responsible for management of the Bird Rock Maintenance Assessment District (MAD), takes on public benefit projects in our special neighborhood, and has obtained grants benefitting the Bird Rock Business District.

Bird Rock Community Development Corporation, dba Bird Rock Community Council (BRCC) Non-Profit 501(c)(3) Tax ID #33-0952543

Mark Your Membership Status

<input type="checkbox"/> New Membership (\$35)	<input type="checkbox"/> Renewal (\$35)	<input type="checkbox"/> Added Tax Deductible Donation \$ _____
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Two Ways to Apply and Pay

ONLINE

To fill out an on-line application and pay via PayPal, please go to the Bird Rock Community Council web site under the Community and Membership area located at: <http://www.birdrockcc.org/member-services/join-the-brcc-form>

BY MAIL

Send this completed form & check payable to BRCC to: Bird Rock Community Council
5666 La Jolla Blvd, PMB 168
La Jolla, CA 92037

<input type="checkbox"/> Bird Rock Resident	<input type="checkbox"/> Bird Rock Business	<input type="checkbox"/> Non-Resident, Bird Rock Property Owner	<input type="checkbox"/> Non-Bird Rock Area Resident & Non-Bird Rock Property Owner
Household Name:			
Business Name (if applicable):			
Resident/Business Address:			
Telephone #:	Cell Phone #		
Email:			
Other Email:		<input type="checkbox"/>	No email address
Property Address: (for Non-Resident Property Owners)			
Comments or Ideas for Community Events/Projects			
I am interested in the following areas:			
<input type="checkbox"/> Beautification	<input type="checkbox"/> Community Events	<input type="checkbox"/> Neighborhood Watch	
<input type="checkbox"/> Board of Directors	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Newsletter	
<input type="checkbox"/> Coastal Access Parks & Overlooks	<input type="checkbox"/> Landscape Maintenance	<input type="checkbox"/> Promotions	
<input type="checkbox"/> Code Enforcement	<input type="checkbox"/> Memberships	<input type="checkbox"/> Safety	



BIRD ROCK INFORMATION

BRCC OFFICERS

President:

John Newsam
info@birdrockcc.org

Vice President:

Joe Parker

Treasurer:

David Dunbar

Secretary:

Barbara Dunbar

BRCC BOARD MEMBERS

Kristin Barret

Lake Price

Joe Terry

BIRD ROCK NEWSLETTER

Online Newsletter:

birdrockcc.org/newsletters

Editor/Publisher/Designer:

info@birdrockcc.org

BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Comments, questions, or report
problems to:

admin@manganiconsulting.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
DELIVERY AND PRODUCTION
VOLUNTEERS!

WE'RE SOCIAL!



@BIRDROCK_COMMUNITYCOUNCIL
#MYBIRDROCKLIFE



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BIRDROCKCC.ORG

Bird Rock Community Council

5666 La Jolla Blvd #156, La Jolla, CA 92037

Info@BirdRockCC.org



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