

# ADVOCATES FOR A BETTER VILLAGE

We the undersigned La Jolla residents, property owners, and merchants have come together to support the installation of computerized pay and display street parking and use the revenue to build parking structures, improve sidewalks, street lighting, landscaping, trash removal, and other means to make La Jolla a better place to live, work, shop and play.

The Village has lost its sparkle. Cracked sidewalks, shabby landscaping, inconvenient one hour parking, poor street lighting, overflowing trash containers, unsightly newspaper racks, \$40 parking fines, employees who take up the best parking spaces in front of shops and hourly erase chalk marks on tires, and the resulting traffic congestion have created an environment that is not user-friendly. One hour parking does not allow enough time to shop and is destroying the quality of shops. The result has been a slow, but steady decline in the attractiveness of the Village as a place to visit and shop. Stores such as Fila, and Saks Fifth Avenue are being replaced by T-Shirt Shops, or just remain vacant.

Property owners are considering a Maintenance Assessment District (MAD), which will generate money, but it will be the merchants who will pay for the improvements in additional triple net charges, and yet the tourists, residents and property owners will reap the benefits and not contribute a penny. Paid on street parking fairly distributes the cost.

These solar powered, wireless, computerized devices can be easily fine-tuned so that each space will have the best rate for every season, and minute of the day. These are not your grandfathers' unsightly, coin-fed

parking meters. Shoppers want a convenient parking environment and will pay two dollars for two hour parking. Residents will enjoy free two hour parking in new parking structures, and free short-term green parking will be available in front of some stores, such as Warwicks, Burn's Drug Store and Meanly's Hardware.

The parking device and structure parking revenue will easily cover the cost of a bond issue for the construction of new 300 to 900 space parking structures in an area such as Herschel between Wall Street and Silverado. Herschel property owners will grant a subterranean easement at no charge, so the La Jolla Community Parking District Advisory Board can build a five level underground parking structure on free land. This will revitalize the less than attractive Herschel area, and increase the value of the Herschel property owners' land. This is truly a win-win proposition.

Parking structures will take the merchants and employees off the street and out of the residential areas of La Jolla. Parking revenue will revitalize the village, its landscaping, sidewalks, and provide convenient store-front, street parking for residents, visitors and shoppers at a reasonable price. The quality of The Village is at stake.

## ★ P E T I T I O N ★

Please support the installation of computerized pay and display parking devices in the Village and return seventy-five percent of the revenues to build parking structures, improve sidewalks, street lighting, landscaping, trash removal, and other means to make La Jolla a better place to live, work, shop and play.

If you own multiple properties or businesses, please sign one for each.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Resident  Merchant  Property Owner

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

You can fax the petition to (413) 487-1363, drop it off or mail it to Jack's La Jolla, 7863 Girard Ave., Ste. 304, La Jolla, CA 92037.

Please call Bill Berkley at 858 395 8709 or email wjb99@pacbell.net if you have questions