



**Letters of Support
for Paid Parking in
La Jolla**

**The letters enclosed
are from business
owners and property
owners in support of
paid parking in the
Village of La Jolla.**



Promote La Jolla, Inc.
*Administrators for the
La Jolla Business Improvement District*

July, 2007

Council President Scott Peters
202 C Street, 10th Floor
San Diego, CA 92101

Subject: Parking Management for a Better La Jolla.

Dear Council President Peters:

I support the efforts of the La Jolla Community Parking District Advisory Board and Promote La Jolla to implement parking management tools including paid on street parking, residential parking passes and valet parking fees included in the March 1, 2007- Parking Management Framework.

I am supportive of the parking management solutions in the Village of La Jolla and specifically would like to see paid on street parking be used to fund additional parking resources, landscape and sidewalk improvements, and creating a more walk-able community for all to enjoy.

As a merchant, I feel our Village has lost the sparkle and shine that it once had. I know first hand and understand that many people choose to shop or dine elsewhere because La Jolla is too congested and lacks available and easy parking options. I feel with better parking management principles, a dynamic parking management plan, and the use of funds generated by the parking programs proposed we can reinvest in our community's "curb appeal."

Please support the installation of paid on street parking and residential parking in the Village of La Jolla and return up to 90% of the revenues to the Community for the purpose of reinvesting into our infrastructure and maintenance of our streets that will create a Village that is welcoming and beautiful for our customers.

Sincerely,

_____ (Business Name and Address)

Advocates for a Better Village Petition

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.

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/ Prop Owner) _____
Address _____
Phone Number _____
Email _____

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

You can drop petitions off at Jack's La Jolla 7863 Girard, La Jolla.

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

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