



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

July, 2007

Council President Scott Peters  
202 C Street, 10<sup>th</sup> 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)