

November 3, 2007

La Jolla Community Parking District Advisory Board
c/o Promote La Jolla
1150 Silverado Street
La Jolla, CA 92037

Vial email: parking@lajollabythesea.com

Subject: Comments on the Pilot Parking Plan – Various dates

Dear Mr. Wagener and Parking Board Members and Alternates,

I have commented upon the Pilot Parking Plan at several of the Public meetings for the La Jolla Community Parking District Advisory Board (CPD). I am strongly opposed to the Pilot Parking Plan as presented, because it is lacking in detail and includes paid on street parking, as the only apparent funding mechanism. I have attached an alternative proposal, "Village Friendly Pilot Parking Plan." (Attachment 1)

It was my understanding that the comments made during the meetings since and including September 19, 2007 were to be part of the public comment you were collecting on the plan. However, since the minutes of these meetings have not yet been shared with the public, I do not know if or how my comments were documented.

At the September 19, 2007, the document, which was opened for comment, had not been available for public review prior to the meeting and the Board voted to accept it. I requested that the Board clarify when the document was prepared and when the Board authorized the preparation of the document and why it was not available for public review prior to the meeting at which the Board was voting on it. I had limited comments on the document presented at the meeting.

Under Item 1, relative to the paid on-street parking (POSP) – when were the property owners and businesses on the affected streets notified?

Item 2a and 2b speak to an Appendix B, what is it and where is it?

Additional comments were: Is the use of a nine-hour time limit on the coast acceptable to the California Coastal Commission (CCC) and how does this achieve the 10-15% parking space vacancy that is the stated objective of the Plan?

The estimated cost of the Plan is \$700,000 – where does this money come from?

Item 4 – what is the evaluation criteria? The idea to use sales tax increase as a measure of success is interesting, but how will that data be gathered? How will it be determined whether the increase is due to increased patronage or higher priced merchandise – the rich ghetto phenomenon experienced by Aspen, CO (WSJ)?

The private garages should not be used as a separate business. Some effort to enforce the development permit parking requirements on the building owners must be made. The garages should not be "managed" as they are today.

I stated that an effort must be made to use the "low hanging fruit" approach made by one of the earlier speakers. I submitted to the record a copy of a submittal I made to the La Jolla Town Council on the CPD's Framework – a copy of which is attached to this document (Both my comments and the Framework document as reference for the comments – Attachment 2). I am most interested to know which ordinance changes the Board has been working on and when they have been working on them.

At the October 31, 2007 meeting, I commented that the La Jolla Shores Association at it regularly and publicly noticed October meeting passed the following motion:

The LJSA strongly opposes the Proposed Pilot Parking Program of the La Jolla Community Parking District Advisory Board. (Attachment 3)

The La Jolla Shores Association representative to the Traffic and Transportation Board had a number of concerns about the CPD's inability to answer questions related to the plan or the need for the plan. In particular, the following information was requested from the CPD:

1. Number of employees that work in La Jolla.
2. Number of paid garage parking spaces and paid parking spaces in parking lots in La Jolla.
3. Number of free parking places in La Jolla.
4. Number of parking spaces in residential areas.
5. Number of employers and the number of parking spaces that are currently be provided by these employers for their employees.
6. Number of private parking spaces.
7. Number of parking spaces required by each building. Please include all deed restrictions, building permit restrictions and offsite parking agreements.

At the October 25, 2007 meeting of the Traffic and Transportation Board (T&T) the following motion was passed:

The La Jolla Traffic and Transportation Board votes against the part of the proposal that is within our scope of responsibility for the reason that we have not been provided enough information to make an informed decision. We invite the La Jolla Community Parking District Advisory Board to make another presentation once this information is available.

As a result of this motion I asked the CPD at the October 31, 2007 meeting, how the concerns of T&T would be addressed and if the CPD would await the input of T&T. I believe these questions should be answered.

Additionally, I would like to know what form the agreement with the City could take to guarantee 80% of the POSP revenues. Has the CPD been working with the City Attorney's office on this and who is signed up at the City for the 80%?

What progress has been made on the ordinance changes required to implement parts of this plan, as described in my comments above?

What has been done to resolve the conflict between the Council Policy CP 100-18 and the San Diego Municipal Code Section 82.08 on the expenditure of revenues? If the POSP fees are not directly related to what is done with them, the fees become a tax and are subject to approval by vote of the people.

Has the draft plan been submitted to the California Coastal Commission (CCC)? What are their thoughts on a residential permit parking zone in the Coastal Zone?

Has the CCC agreed to expend the La Jolla Coastal Access and Parking Board's funds for pay and display? Can they agree to this given that the developer impact fees were collected for a specific purpose?

Where does the money for the POSP devices come from?

At the La Jolla Community Planning Association meeting on November 1, 2007, the CPD's PowerPoint presentation of the Pilot Parking Plan contains a slide that incorrectly reports the actions taken by the La Jolla Shores Association.

On behalf of the La Jolla Shores Association as its chair, I request immediate correction.

The La Jolla Shores Association had a presentation on the La Jolla Parking Management Plan at the March 2007 meeting (the agenda and minutes of this publicly noticed meeting are attached) by our representative and the LJTC representatives. As you may or may not recall, local media televised this meeting.

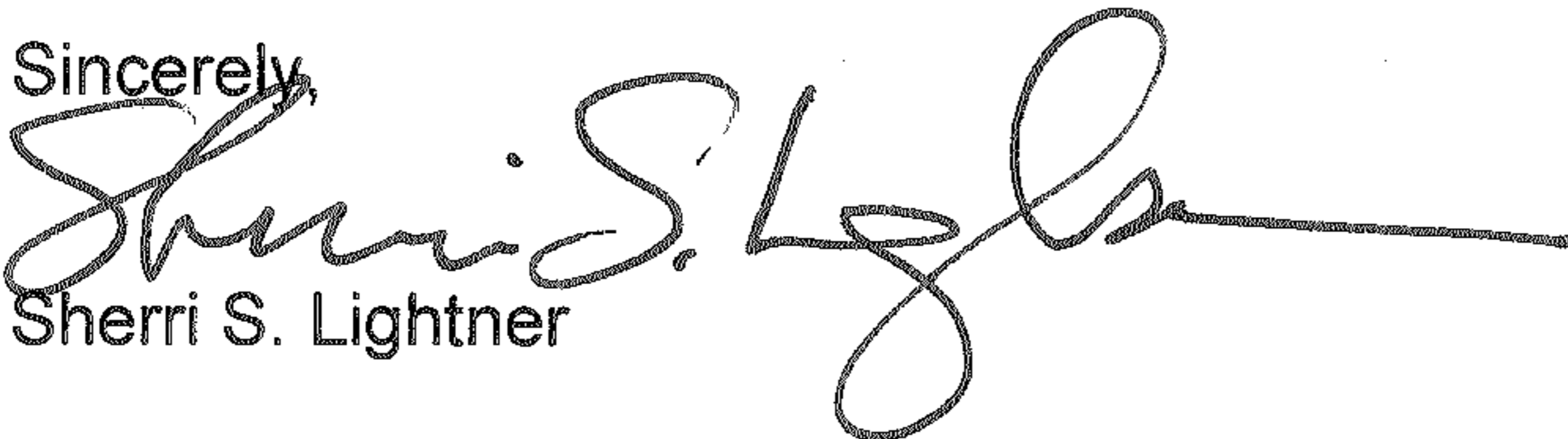
The LJSA Board has received updates on the CPD via its minutes through August 2007 and the various iterations/revisions of the Management Plan/Pilot Parking Plan.

The La Jolla Shores Association sent the agenda for our October Meeting to Ms. Sherer and our standard distribution list, as well as posting it on our website (<http://www.lajollaguide.com/ljsa/>). The pdf of the email and the agenda for the October meeting are attached. (Attachment 4)

Please advise me regarding actions taken to correct this misinformation. I would also like to know the other meetings at which this incorrect information was presented and request that they be sent the correction.

Since I may find additional notes of my testimony from other meetings, I request the right to amend the comments in this submittal.

Sincerely,



Sherri S. Lightner

cc: LJSA Board
LJTC Board
Keely Sweeney, Council District 1

VILLAGE FRIENDLY PILOT PARKING PROGRAM

By Sherri Lightner

1. **Revenue sources:** Council Policy 100-18 B.2. lists revenue sources, other than parking meter revenues, for the Community Parking District (CPD). An effort should be made to secure the valet fees (B.2.b.) and under (B.2.e.) the parking citation revenues for the CPD.
NOTE: CP 100-18, B.2.e. "Any other authorized fees obtained to regulate parking in a Community Parking District."
2. **Parking Board Authority:** The Board's authority should include advisory opinions to the City prior to the approval of any matters related to parking within the Parking District. In particular, the organization of different time-limited zones (rainbow curbs), valet parking zones, passenger zones, commercial zones, and shared parking agreements should not be approved by the City without the prior approval of the Board. It is not clear if this is a change to the CP 100-18 or a new ordinance.
3. **Standardize Rainbow Curbs and Time Limit Parking:** Implement the Coastal Access and Parking Board's plan to standardize the commercial area of the Village to a 90-minute time limit and standardize the placement in each block of 15-minute, 30-minute and handicapped parking places. Confirm that all passenger zones, and commercial zones are permitted.
4. **Change the Valet Zone Ordinance:** The number of valet spaces permitted an operator should be based on the number of dedicated off-street parking spaces that are available for exclusive use by the valet operator. For example, if a valet operator expects a two-hour turnover in each vehicle parked and parks 20 cars per hour, 40 spaces for each valet space is required. The permit fee should be increased and the revenue should go to the CPD. Any valet operator who uses on-street parking spaces or spaces other than those defined in the permit, should have the valet permit immediately suspended or revoked.
5. **Enforcement of On-street Parking Time Limits:** Improve the efficiency of enforcement of parking time limits. There are two choices: 1) Increase the presence of enforcement officers. This means advocating for increases in the City Budget to add positions. Lengthen the time period for enforcement in specific areas to be defined by the CPD Board. An ordinance change (SDMC (San Diego Municipal Code) 86.16) will be needed for this. 2) Add a GPS enforcement vehicle. For this to be effective, an ordinance needs to be added to the San Diego Municipal Code, which would allow citing any vehicle, which has not moved more than 150 to 200 feet within the time limit period.
6. **Enforcement of Shared Parking Agreements:** As a first step all of the shared parking agreements within the Pilot Parking Program area need to be identified. After identification of the agreements, an assessment should be made as to whether or not they are being observed. Neighborhood Code Compliance should be notified to enforce any agreements, which are not being observed. An assessment of how these agreements affect the available parking supply should be made as well.
7. **Enforcement of Permit Required Parking:** The for-profit business of managing garages should be investigated. In particular, the available parking for each development should be compared with the permit requirements for the development. Neighborhood Code Compliance and the City Attorney's Office should be consulted as to how the parking requirements can be enforced. Especially if the pricing of the required spaces are beyond the means of the tenants who should be using the spaces. Perhaps an ordinance change is required to assure that the parking is available to tenants at a reasonable rate. Perhaps the

ATTACHMENT I
VILLAGE FRIENDLY PILOT PARKING PROGRAM
By Sherri Lightner

ordinance change should address the "parking management business" as if it is another business or tenant occupying the permit-required spaces in violation of the permit conditions. It may make sense to have the CPD manage the private garages and parking lots in La Jolla. The implementation of this would require study.

8. **Increase Parking Supply:** Implement the long identified and awaited angle-parking recommendations in the commercial area. Purchase additional spaces from existing parking businesses or have the CPD manage the larger parking garages. Develop a program, which would open the private garages in the evenings and on the weekends for public use. The CPD should advocate for changes to the Transit Area Overlay Zone. New development should not be allowed to reduce the parking requirements in the Village, especially since the Wilbur Smith study of 2002 asserts that the Village has a parking deficit. Perhaps additional changes need to be made to the San Diego Municipal Code to increase parking requirements for redevelopment in the Village, thereby increasing the parking supply. Create incentives for new development to create extra parking.
9. **Implement a Shuttle Program:** Partner with UCSD, especially in the summer, to use the remote lots at UCSD and their shuttle vehicles for remote employee parking. Try a shuttle from the Coaster station in Sorrento Valley and from the Transit Center at UTC.
10. **Advocate for Better Transit:** La Jolla should have an express bus from the downtown Village area to downtown San Diego. This would not need to be all day. It could run during the major commute hours. Could we have an experimental program?
11. **Develop the Bikeway System:** Improve the existing bikeways and create the proposed bikeways given in the 2004 La Jolla Community Plan to reduce the number of cars seeking parking in the commercial area of the Village. The Transportation Element of the 2004 La Jolla Community Plan has a policy that "The City should improve bicycle transportation to promote transportation alternatives." [Page 69] The recommendations of the Plan are to "Implement the City's Bicycle Master Plan that provides user friendly, safe and continuous bicycle access throughout La Jolla, for both leisure and work-oriented trips. Develop a coordinated system of bikeways linking important destinations, such as commercial areas, transit stops, employment centers, schools, other community facilities, and adjacent communities." [Page 73] the CPD could provide, as a minimum, bike lockers, and possibly shower facilities.
12. **Acquire Additional Information:** More information is needed from the businesses and employees. How many employees are there? During what hours? How many parking spaces are available, on street and off street? How many parking spaces off street do monthly parkers use? Do the permit parkers park in the parking for their building or not? Where do the employees live? Would employees take the Coaster, if a shuttle were available? Do businesses have a transportation or parking support plan? How many take the bus? What could be done to improve bus ridership? How far away is okay for a shuttle lot?

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1. Use low-cost tools first and evaluate results:
 - a. Standardize rainbow curbs and time limit parking in the Village. Confirm colors are permitted.
 - b. Use angle parking where permitted.
 - c. Enforce parking time limits – request increased, visible enforcement for one month.
 - d. Change enforcement technique – black light chalk or different tire.
 - e. Evaluate and perhaps eliminate valet spaces.
 - f. Enforce shared parking agreements
 - g. Enforce permit required parking – eliminate business of “managing garages.”
2. Framework tools, which require ordinance changes:
1b, 1c, 1d, 1f, 2c, 2d, 2e, 3a, 4a, 6a, 6b and part of 7a. Have the ordinance changes been initiated?
3. Revenue allocation described in 7a for parking meters needs an ordinance change and it appears that CP 100-18 B 1 conflicts with SDMC 82.08
4. Framework proposals which will require a parking study or ordinance change:
1a ii through iv.
5. Without an ordinance change, paid-on street parking may result in a reduction of on-street parking. Parallel spaces would need to be marked,
6. Residential parking permit program requires petition signed by 50% of the affected residents to do a study.
7. Provide free off street parking for one month or more to employees.
8. Survey businesses in the Village. How many employees, parking spaces and what is their transportation policy?

ATTACHMENT 2

PROPOSED PARKING MANAGEMENT FRAMEWORK FOR LA JOLLA (DRAFT FOR COMMUNITY DISCUSSION)

Prepared by La Jolla Community Parking District Advisory Board
March 1, 2007

Objectives

1. Achieve 10-15% availability of parking spaces in commercial, beach, and other high-demand areas to ensure ready accessibility of spaces close to a visitor's destination, to improve beach and coastal access, to minimize the traffic congestion caused by drivers cruising for parking spaces, and to reduce significantly the resulting greenhouse gas emissions and fuel waste.
2. Protect residential streets adjacent to commercial, beach, and school areas from being used for all-day parking by non-residents.
3. Improve parking enforcement and expand enforcement hours.
4. Provide a source of funding for parking-related projects and for improvements to the areas from which the funds were collected.
5. Ensure that parking changes that affect residential streets will be implemented only with the support of the affected residents.
6. Periodically review and adjust the implementation of this plan as needed.

Elements of the Plan

1. Paid on-street parking in high-demand areas.
 - a. We will consider installing a state-of-the-art system of paid on-street parking in the following locations:
 - i. The core Village commercial area — essentially the streets on which parking is currently free but time-limited.
 - ii. The Bird Rock commercial strip on La Jolla Boulevard.

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- iii. The La Jolla Shores commercial and beach areas (including the Kellogg Park lot).
 - iv. The streets adjacent to the UCSD campus (including La Jolla Shores Drive).
 - v. Other locations that may be added as experience dictates.
- b. The price for on-street parking, which may vary by location, time of day, and time of year, should be set at the lowest possible level sufficient to produce parking availability of 10-15% in each area.
 - c. Paid parking will apply daily, including evenings, weekends, and most holidays. The hours will be set in a flexible manner as needed to produce 10-15% availability in each area.
 - d. Paid parking will be subject to appropriate time limits, which may vary by location and which will be designed to stimulate turnover and to discourage all-day street parking.
 - e. Pay stations will be unobtrusive, state-of-the-art units, equipped to accept some appropriate combination of coins, paper money, cash cards, and/or credit and debit cards.
 - f. La Jolla residents and visitors may purchase a community parking pass that will entitle them to park without additional cost (but subject to the posted time limit). The rate for such passes will reflect an appropriate discount from posted rates and may be adjusted in light of experience.

2. Residential parking plan.

- a. In residential areas likely to be affected by the introduction of paid on-street parking (for example, Park Row, Virginia Way, and Olivet Street in the Village, streets adjacent to La Jolla Boulevard in Bird Rock, and residential streets in La Jolla Shores), street parking will be subject to a time limit that will apply daily, including evenings, weekends, and most holidays.
- b. Residents of the affected streets may purchase residential parking permits for up to 2 registered vehicles per household. When properly displayed, the permit will exempt the vehicle from the otherwise applicable parking time limit.

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- c. Residents may purchase daily or weekly guest permits that will allow their guests and household workers to park on the street without regard to the posted time limit.
- d. Licensed contractors may purchase daily or weekly contractor permits for themselves and their crew when they are performing work at homes on the affected streets. When properly displayed, a contractor permit will exempt the vehicle from the parking time limit on the particular block for which the permit was issued.
- e. We will consider implementing a program that would allow individuals to purchase monthly commuter permits to park, without regard to the applicable time limit, in a specific residential area if a majority of the residents in that area approve, in which case the resulting revenues would be used for improvements in that area.

3. Valet parking.

- a. Valet parking fees should be set on a per-space basis at a level high enough to encourage valet operators to use only the minimum number of spaces they reasonably need to conduct their operations.
- b. Parking regulations should continue to prohibit valet operators from parking cars in on-street spaces adjacent to the valet area.

4. Improved enforcement.

- a. To ensure compliance with parking regulations, enforcement officers should be on duty during all regulated hours daily, including evenings, weekends, and most holidays.
- b. To improve the efficiency and effectiveness of enforcement efforts, we propose to acquire one or two state-of-the-art GPS-enable parking enforcement vehicles.
- c. To facilitate a smooth transition to the new parking plan, enforcement officers during the first 30 days of the plan will issue written warnings rather than citations for a vehicle's first offense.

5. Encouragement of mass transit.

- a. We will expand the existing program of purchasing and distributing subsidized bus passes. The goal is to encourage employees, students, and others to use mass transit in place of automobiles to travel to and from La Jolla. We will encourage employers to help publicize the bus-pass plan and to purchase passes for their employees.

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- b. As sufficient revenues become available, we propose to study and, if feasible, implement a shuttle service to transport employees, shoppers, beachgoers, and tourists from outside La Jolla (e.g., the trolley/coaster stop in Old Town) to the La Jolla commercial and beach areas.

6. Implementation.

- a. To minimize the burden on city personnel and in recognition of the city's budgetary limitations, we recommend entering into a contract with a private firm to install parking payment stations, to collect and account for parking revenues, and to monitor and maintain the equipment. Compensation for the private firm would come not from the city's budget but from the parking revenues themselves.
- b. To achieve full enforcement daily during all regulated hours while avoiding any added burden on existing enforcement personnel, we recommend entering into a contract with a private firm to conduct parking enforcement and to hire, train, and manage enforcement officers. Compensation for the private firm can come from incremental enforcement revenues.

7. Revenue allocation.

- a. Net revenues from parking pay stations, valet parking fees, and parking permits in La Jolla should be allocated to the La Jolla Community Parking District in a percentage sufficient to cover the cost of operating and managing the parking plan and to fund capital improvements, in accordance with the plan submitted by the Advisory Board for each contract period.
- b. A reasonable percentage of the incremental net revenues (in excess of those currently collected) derived from parking citations issued in La Jolla should be allocated to the La Jolla Community Parking District for use in accordance with the plan submitted by the Advisory Board for each contract period.
- c. The portion of revenues allocated to La Jolla will be used principally to fund projects and activities designed to increase the availability, supply, and effective management of parking for residents, visitors, and employees within the La Jolla Community Parking District. The projects and activities for which such funds will be used may include, but are not limited to, the following:
 - i. acquisition of GPS-enabled Parking Enforcement Vehicles;
 - ii. preparation of a comprehensive parking inventory for La Jolla;

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- iii. efficient management and, where feasible, expansion of the existing parking supply;
- iv. review and replacement of parking signs to conform to the new plan;
- v. review and implementation of efficiently located special parking zones (e.g., commercial loading zones, 15-minute parking zones, disabled parking spaces);
- vi. expansion of a subsidized bus-pass program;
- vii. possible implementation of a shuttle program into La Jolla commercial and beach areas to encourage use of mass transit and remote parking; and
- viii. improvement of sidewalks, streets, alleys, street lighting, overhead power lines, and landscaping in the public right of way.

Reference

Donald C. Shoup. *The High Cost of Free Parking*. Chicago, IL: APA Planners Press. 2005. Chapter 1, "The Twenty-first Century Parking Problem," available at <http://shoup.bol.ucla.edu/HighCostFreeParkingChapter1.pdf>.

Please send your comments about this plan to parking@LaJollabytheSea.com

If you would like to voice your opinion in person and participate in the process, please join us at our monthly meetings every 3rd Wednesday of the month (the next meeting is Wednesday April 18th) at the Athenaeum at 1008 Wall Street at 9:00 am.

ATTACHMENT 3

LA JOLLA SHORES ASSOCIATION
P. O. BOX 64
La Jolla, CA 92038

October 24, 2007

Councilmember Scott Peters
Council District 1
202 "C" Street, MS #10A
San Diego, CA 92101

Via Facsimile and email: (619) 236-6999

Subject: Proposed Pilot Parking Program

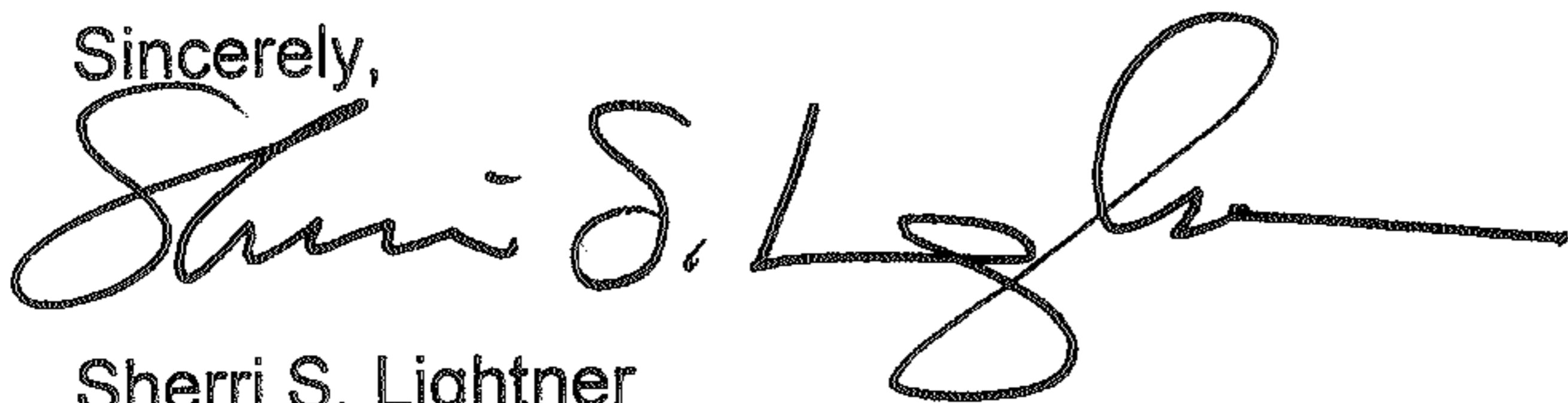
Dear Councilmember Peters:

The Board members of the La Jolla Shores Association (LJSA) at their publicly noticed **October 10, 2007 meeting** discussed the fact that there have been a number of community meetings regarding the **Proposed Pilot Parking Plan** (i.e. the one-year "trial" program with paid on street parking in designated areas of the village and adjacent coastal areas and residential parking program in some of the adjacent neighborhoods).

MOTION. Approved The LJSA strongly opposes the Proposed Pilot Parking Program of the La Jolla Community Parking District Advisory Board.

If the LJSA can be of further assistance, please contact me at 858.551.0770 or ljsa@san.rr.com.

Sincerely,



Sherri S. Lightner
Chairman

cc: LJSA Files
Keely Sweeney, Council District 1
LJ Light
LJ Village News

ATTACHMENT 4

LA JOLLA SHORES ASSOCIATION

P.O. Box 64, La Jolla, CA 92038

ljsa@san.rr.com

<http://www.lajollaguide.com/ljsa>

WEDNESDAY – March 14, 2007 – 7:00 pm

SCRIPPS INSTITUTION OF OCEANOGRAPHY

Building T-29 – Martin-Johnson House

Doors Open at 6:45 PM

- 7:00 Welcome
Agenda Modifications – Time Certain Announcements*
UCSD Representative - Milt Phegley
Police Representative – Lt. Brian Ahearn
Approval of the Minutes – Sharon Luscomb
Treasurer's Report – John Metzger
Public Comment - Non-agenda items. Limited to two minutes and not debatable.
- 7:10 Representative - Keely Sweeney– Councilmember Peters' Office
- 7:15 Streetscape Agreement Proposal – Joe Dicks
- 7:35 Oversight of Map (Kellogg Park) Maintenance & Funding – Mary Coakley
- 7:45 Base Zone Development Standards and the La Jolla Shores Planned District Ordinance - Rob Whittemore
- 8:00 La Jolla Parking Management Plan – Ken King
- 8:25 Chair's Report – Sherri Lightner
Site 653 Lawsuit Report, Attendance Requirements, Bylaws, Election for Board Vacancies, Children's School, Princess Street Traffic Signal, Via Capri Traffic Calming and Commercial Center Parking Plan, Chabad Center, Advisory Board Appointments, SIO Conference Center, Telecommunications in Cliffridge (Nextel), Preschool in SF, Community Meeting re: Parking
- 8:35 Committee Reports
Land Use - Sue Weissman –LJSPRC & LJSAB
Traffic & Transportation – Jim Heaton
Parks & Beaches – Mary Coakley
Cliffridge Park Progress
Kellogg Park Security Update
Map Project Update
Parking Board – Ken King
- 9:00 NEW BUSINESS

Adjourn to April Meeting, Wednesday April 11 at 7 PM, in Building T-29 at SCRIPPS INSTITUTION OF OCEANOGRAPHY.

DIRECTIONS TO SCRIPPS INSTITUTION OF OCEANOGRAPHY - BUILDING T-29

Take La Jolla Shores Drive North (from La Jolla Shores Parkway). Turn Left at Naga Way, the Naga Entrance to Scripps Institution of Oceanography. At the fork bear right, you are on Biological Grade. Go north on Biological Grade, up the hill, approximately .2 miles and park in parking lot "PO11 or PO12". Walk south to building T-29.

Questions: 858-551-0770

ATTACHMENT 4

LA JOLLA SHORES ASSOCIATION (LJSA) Meeting Minutes March 14, 2007

Next Meeting: LJSA Meeting Wednesday, April 11, 2007 7 pm at Summer Auditorium at Scripps Institute of Oceanography. Present: Andrea Dahlberg, Ken King, Sherri Lightner, Sharon Luscomb, John Metzger, Isabelle Tihanyi, Greg Salmon, Shirley Goddard, Mary Coakley, Todd Lesser, Andy Coy. Absent: Carol DuPont, Jim Heaton, Joe Dicks, and Sue Weissman.

- A. **CHAIR** Sherri Lightner called the meeting to order at 7:04 pm. Attendance was recorded. Minutes from January, February 7th and 14th 2007 were approved.
1. **LJSA Bylaws**-Sherri Lightner added a role call to the LJSA meetings. Sherri reminded the group of the bylaws requiring attendance-absent 5 times in a year is dismissal from the Board and 3 meetings in a row absent is also a potential dismissal from the Board.
 2. **LJSA Board Position filled**-Pat Nissan was voted in to replace Charlie Williams place on the LJSA Board.
 3. **Princess Street Traffic Signal**-CPA has approved.
 4. **Via Capri Traffic Calming** - one portion was approved by CPA.
 5. **Commercial Center Parking**-will be heard at the March 15 supplemental CPA meeting.
 6. **Chabad Project**-Sherri requested permission to solicit a City Attorney opinion on whether a preschool is permitted use in the single-family neighborhood. It is considered an entitlement without a conditional permit. Motion was made for Sherri to prepare the letter to the City Attorney and to also clarify that the waiver notice on the property is not the correct notice. MOTION. Approved (King 11-0-0).
 7. **Advisory Board Appointments**-Keely Sweeney and Sherri Lightner to make sure Board has enough participants. Will add to next months docket a vote to change the location of the meetings to La Jolla.
 8. **SIO Conference Center** - low attendance for the community meeting last month. The Project is scheduled to be reviewed by Coastal Commission in April.
 9. **Venter Institute**-update will be provided to the LJSA Board in 60-90 days with details and drawings.
 10. **LJSA Board appointed position to CPA**-Sherri appointed Tim Lucas to represent LJSA on CPA. This action was ratified by the Board.
 11. **Parking District Board Vacancy**-LJSA needs to appoint a LJSA Board member to be our alternate on the Parking District Advisory Board.
 12. **Site 653** no update at this meeting. Upcoming issues are Waste Claim scheduled for 5/11/07 and Summary Judgment scheduled for 4/13/07. Alex Varon mentioned that there are still funding opportunities/needs for funding this lawsuit. Please check out www.trlu.org for additional information on funding opportunities.
 13. **The LJ CPA bylaws** were approved -attendance to one meeting provides eligibility to vote. Please see their website for further information (www.lajollacpa.org). To become a member, you only need to attend one meeting and fill out an application. To be a trustee, you need to attend three meetings. New Bylaws increased the number of Board members by 4 positions for a total of 22.
- B. **TREASURY.** Beginning balance of \$4,687.16-additions of \$780 and expenditures of \$1,311.23 primarily from the newsletter. Ending balance \$4,155.93.
- C. **POLICE REPRESENTATIVE**-Lt. Brian Ahearn updated the group on neighborhood auto thefts and burglaries. His department is working with the city on potential signage for the LJ Shores area to watch out for these types of crimes. The potential signage will be presented at a future LJSA meeting. Lt. Ahern mentioned that there would be increased enforcement in the Beach communities due to the 6 weeks of upcoming spring breaks for schools.

ATTACHMENT 4

- D. **STREETSCAPE AGREEMENT PROPOSAL**-Sherri Lightner provided update for Joe Dicks in his absence. Gary Pence is working on landscape agreement and maintenance of the map agreements. The LJSA agreed to have Sherri Lightner continue to work on this.
- E. **OVERSIGHT OF THE MAP (KELLOG PARK) MAINTENANCE AND FUNDING**-Mary Coakley provided update on the map project. Still need funding of approximately \$75k for the project. A proposed maintenance fund is \$50K which the city has requested direct access to the funds. Friends of the map and LJSA are not in favor of this and Mary will be bringing full docs to the LJSA to be in charge of issues. At April LJSA meeting a vote will be taken on oversight of the map.
- F. **BASE ZONE DEVELOPMENT STANDARDS AND THE LA JOLLA SHORES PLANNED DISTRICT ORDINANCE**-Rob Whittemore presented his findings on the Base Zone requirements in La Jolla Shores. Motion that LJSA requests that the City Attorney, Michael Aguirre, require the Development Services Department to apply forthwith the existing Base Zone Development Regulations of Chapter 13 of the Land Development Code as required by the La Jolla Shores Planned District Ordinance to all development projects the La Jolla Shores Planned District, including floor area ratio and set-back requirements. **MOTION. Approved** Be it resolved, the La Jolla Shores Association requests that the City Attorney, Mike Aguirre, require the Development Services Department to apply forthwith the existing Base Zone Development Regulations of Chapter 13 of the Land Development Code as required by the La Jolla Shores Planned District Ordinance to all development projects in the La Jolla Shores Planned District, including floor area ratio and setback requirements. (King 8-1-1).
- G. **LA JOLLA PARKING AND MANAGEMENT PLAN**- Ken King presented the latest draft of the plan. The La Jolla Parking District's members consist of 3 from Promote La Jolla, 2 from Councilmember Scott Peter's office, 2 from LJSA, 1 from LJTC and 1 from Bird Rock Community Council. This committee has come up with their draft based on solicited input from community members, walk-about, other communities and the input of Dr. Shoup. City Hall will make the final decision on the parking plan. The plan calls for Kiosk mechanisms for parking, residential parking permits and enforcement in the Beach and Village areas of La Jolla. The proposed plan will use some of these revenues to purchase GPS, more parking garages and shuttle services in the long-term plan. The goal of the plan is to create 10-15% vacancies in the most congested parking areas. Dr. Shoup has written a book on this type of parking plan and will be speaking on 3/21/07 at the Sherwood Auditorium. Many members of the community attended this LJSA meeting to share their concerns/opinions on this plan. Some of the issues raised were local employees taking up too many spaces and the need for employers to provide more parking options to employees, the concern of local residents having to pay another tax for parking in their own neighborhoods. Questions were raised about doing studies on the vacancies in local parking garages and where the additional revenues brought in from this proposal will go in the city and whether the parking board will come to LJSA for a vote on this as it gets closer to a final draft. The lack of parking enforcement was also raised as an issue. An update will be provided at the April LJSA meeting on next steps.

Meeting adjourned 9:58 pm

Respectfully submitted by Sharon Luscomb, recording secretary

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ATTACHMENT 4

Subject: La Jolla Shores Association Meeting for October 10, 2007

From: Sherri Lightner <sherri@lightner.net>

Date: Sun, 07 Oct 2007 17:51:50 -0700

To: LJSA@SAN.RR.COM

BCC: sherri@lightner.net, bkinsley@sandiego.gov, mphegley@ucsd.edu, livn@sdnews.com,
Javes@lajollanews.com, chet.barfield@uniontrib.com, lajollatowncnci@san.rr.com,
tiffany@lajollabythesea.com, m, travish@lajollalight.com, ksweeney@sandiego.gov,
tgolba@golba.com, gahearn@pd.sandiego.gov,

The next meeting of the LJSA will be October 10, 2007 at 7 PM in the
Martin-Johnson House at the Scripps Institution of Oceanography.

The agenda for the meeting is attached.

—
Sherri S. Lightner
P: (858) 551-0770
F: (858) 551-0777

LJSADraftAgendaOct07.doc	Content-Type: application/msword Content-Encoding: base64
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ATTACHMENT 4

LA JOLLA SHORES ASSOCIATION

P.O. Box 64, La Jolla, CA 92038

ljsa@san.rr.com

<http://www.lajollaguide.com/ljsa>

DRAFT

WEDNESDAY – October 10, 2007 – 7:00 pm

SCRIPPS INSTITUTION OF OCEANOGRAPHY

Building T-29 – Martin-Johnson House

Doors Open at 6:45 PM

- 7:00 Welcome
Agenda Modifications – Time Certain Announcements*
UCSD Representative - Milt Phegley
Police Representative – Lt. Brian Ahearn
Approval of the Minutes – Sharon Luscomb
Treasurer's Report – John Metzger
CD 1 Representative – Keely Sweeney
Public Comment - Non-agenda items. Limited to two minutes and not debatable.
- 7:15 Streetscape Agreement Proposal – Joe Dicks
- 7:30 Proposed Pilot Parking Plan
- 8:00 Kayak Permit Program Update – November Agenda Item
- 8:05 Security Cameras Update – November Agenda Item – Mary Coakley
- 8:15 Chair's Report – Sherri Lightner
Site 653 Lawsuit Report, Neighborhood Code Compliance Issues – Children's School, Chabad
Update, Advisory Board Update – Candidate Approval, Nominations for Board Positions, Community
Parking Board
- 8:25 Committee Reports
Land Use - Sue Weissman –LJSPRC & LJSAB
Traffic & Transportation – Jim Heaton
Parks & Beaches – Mary Coakley
Cliffridge Park Progress
Kellogg Park Security Update
Map Project Update
Parking Board – Ken King
- 9:00 NEW BUSINESS

Adjourn to September Meeting, Wednesday November 14 at 7 PM, in Building T-29 at SCRIPPS INSTITUTION OF OCEANOGRAPHY.

Next Meeting:

DIRECTIONS TO SCRIPPS INSTITUTION OF OCEANOGRAPHY - BUILDING T-29

Take La Jolla Shores Drive North (from La Jolla Shores Parkway). Turn Left at Naga Way, the Naga Entrance to Scripps Institution of Oceanography. At the fork bear right, you are on Biological Grade. Go north on Biological Grade, up the hill, approximately .2 miles and park in parking lot "PO11 or PO12". Walk south to building T-29.

Questions: 858-551-0770

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