MEDIA BRIEFING SHEET
2007 July 4th Holiday
San Diego Police Department

The purpose of this briefing is to inform the media and the public about the Department's preparations for the 4th of July holiday period and to remind beach-goers about the rules and regulations.

It is estimated that over 1.7 million people will visit our beaches between Friday, June 29th and Sunday, July 8th. The Department has committed extra personnel to the beach areas throughout the holiday period. Officers will be in uniform and in plainclothes assignments. The Mounted and Harbor Enforcement Units will be operational during peak hours. Motorcycle officers, Special Event Traffic Controllers (SETCs) and members of the Retired Senior Volunteer Patrol (RSVP) will assist with traffic issues.

The Department will have command posts throughout the beach area. The primary command post will be at De Anza Cove, 2727 De Anza Road. This will be the central point of management for July 4th.

Smaller command posts (Divisions) will be set up on the 4th at:

Fiesta Island Division (entrance of Fiesta Island) is responsible for Fiesta Island, the park of East Mission Bay, De Anza Cove and Park, South Shores Park, and Sea World.

Belmont Division (west parking lot of 3000 Mission Blvd.) is responsible for the area within El Carmel Place, south to the Mission Beach Jetty and including Mission Point, Bonita Cove, Mariners Point, Bahia Point, Belmont Park, El Carmel Place and the beaches, surface streets and parks within these boundaries.

Reed Division (700 Reed St.) is responsible for Mission Beach north of El Carmel Place to Tourmaline Surf Park, including the beaches, hotels and residences.

Fanuel / Sail Bay Division (foot of Fanuel St.) is responsible for the bayside from El Carmel and around the bay, including Sail Bay and Riviera Shores to Ingraham Street. This includes the residences along Pacific Beach Drive and Riviera Drive.

Ski Beach Division (south parking of Ski Beach) is responsible for Ski Beach, Crown Point , Crown Point Shores, Vacation Isle, Dana Landing, Quivira Basin and Hospitality Point area.

La Jolla Division (1100 Coast Blvd.) is responsible for the beaches and coves of La Jolla, south of Torrey Pines State Beach to the north end of Tourmaline Surfing Park.

The Department has coordinated its preparation for the holiday period with the City's Park & Recreation Department, the Fire-Rescue Department, the Lifeguard Service, the California Highway Patrol, the California Department of Transportation (CalTrans), and the U.S. Coast Guard to ensure that people who go to the beaches or to Mission Bay during the three days have a safe, enjoyable experience.

ROADWAYS and PARKING LOTS

Beach areas will be packed throughout the weekend, but especially on Wednesday, July 4, when various permitted fireworks shows will draw larger crowds that will stay later than normal. Plan to arrive early, expect traffic delays, and bring plenty of patience.

A **map** showing the special traffic flow plan for the 4th of July is available at the Police Department's web site at http://www.sandiego.gov/police/neighborhood/northern.shtml (click on Beach Area Parking Locations).

Roadways and parking lots will be congested each day. Parking regulations will be strictly enforced. Traffic cones will be in place to close roadways and parking lots, when necessary. It is illegal to drive through a cone pattern or to disobey the directions of a traffic control officer. Use common sense and follow the rules. If you park blocking roadways, alleys, bike lanes, or fire lanes, you will be ticketed and your vehicle will be impounded.

If your vehicle is impounded, contact Star Towing at (858) 573-8700.

BICYCLES

Bicyclists must follow the rules of the road. That means obeying all signs and traffic control signals that apply to motorized vehicles. Bike riders who violate the law will be cited. A reminder: it is unlawful to operate a bicycle while impaired by alcohol or drugs; violators may be arrested.

PEDESTRIANS

It is illegal to cross against traffic signals, to jaywalk or to interfere with traffic. Pedestrians will be cited for hazardous violations.

AT THE BEACH

- **Smoking** on the sand, boardwalk or in park areas is prohibited.
- **Alcohol** may be consumed on the sand only between noon and 8 p.m. Glass is not allowed.
- **Kegs** are allowed on the beach, but not on July 4 (note: a keg is any container capable of holding three gallons of an alcoholic beverage, such as an Igloo cooler).
- **Dogs** are not allowed on the beach between the hours of 9 a.m. and 6 p.m. Dogs must be on a leash, and owners must pick up after their dogs.
- **Fencing** of areas to be saved is prohibited.
- **Tents** may be erected, but the side flaps must be up. Tents may not be left on the beach overnight to secure a spot for the next day; all unattended property will be collected by Park & Recreation Department employees and taken to Fiesta Island, where it can be reclaimed by its owner.
- **Fire rings** may not be used after midnight. Use clean wood only (no pallets, which are held together with nails).
- **Furniture** other than lawn chairs on the beach or in a park is prohibited.
- **Rowdy behavior** will be dealt with swiftly.

MISSION BAY

It is illegal to operate **watercraft** while under the influence of drugs or alcohol. The Department's Harbor Unit will be on duty throughout the weekend.

FIREWORKS

Fireworks are illegal throughout the City without a permit

The Department wants City residents to know that, despite the significant commitment of personnel and resources to the beach areas, it is committed to providing adequate staffing in other areas of the City over the weekend.