

**LA JOLLA TRAFFIC AND TRANSPORTATION BOARD**  
**Regular Meeting: Wednesday January 15, 2020**

**Members Present:** Brian Earley (Vice Chairperson) LJSA, Tom Brady LJCPA, Donna Aprea LJTC, Nancy Warwick LJTC, Erik Gantzel BRCC, Ross Rudolph LJSA, Natalie Aguirre LJVMA, Robert Mackey LJVMA

**Members Absent:** Dave Abrams (Chairperson), Patrick Ryan BRCC

**Approve Minutes of:** December 18, 2019 **Motion to Approve Minutes: Rudolph, Second: Gantzel 7-0-1 (Mackey)**

**Public Comments on Non-Agenda LJ&T Matters:**

**Brian** made a public service announcement that if anyone was in the audience for the La Jolla Scenic North and South Connection this is going to be a Discussion Item on our February 19 Meeting and is not on our Agenda today. We are waiting for additional historical documents and other information being gathered at the City and through other sources.

**Sally Miller-** does not want Roundabouts on our list of possibilities, they have been disputed in the Bird Rock area and she does not want the Board to even think about putting in another one; also the City is repaving Nautilus Street and the Traffic Light at Muirlands Middle School has been malfunctioning for well over a year. She has spoken to Dave about this multiple times. Dave informed her that he was told by City Staff that when the street is repaved the traffic light will be fixed, and she wants assurance that will happen because the street is being repaved now. Brian responded that he will check with Dave.

**Joan Huffman-** is asking if we can do something about the signal on Nautilus Street at the intersection of Muirlands East. As you travel up the hill you have a signal at Muirlands West and then a few feet further you have the Muirlands East signal. The Muirlands East signal should be a blinking red light so that the cars at the three intersecting streets can stop and then go ahead if it is clear. As it is now, traffic during school getting out gets backed up all the way to the High School on Fay Ave because traffic is just sitting there. There is very little traffic coming off the hill from Muirlands East. Drivers are going through the red light as there is no one going up that hill or coming down it. Even as she was on her way to this meeting the driver in front of her blew through the traffic light. She is asking the Board to look into a safer solution for that Intersection.

Joan is also asking if anyone suggested a crosswalk from the Vons parking lot to the Juice Caboose across Fay Ave. There are people constantly walking across the street, bikes and scooters just shoot right out of Vons parking lot at the same time that drivers are rushing down

Fay to make the green light and they do not slow down because they do not want to get stuck at the red light on Fay. She is concerned someone is going to get killed or seriously hurt. She has seen so many close calls. It would be lifesaving if someone could help with that.

**Steve Hadley** Representative for Council Member Barbara Bry. Mayor's annual State of the City is tonight at 6 pm at Balboa Theatre. Council Member Bry has a State of the District January 29 6:30 pm at University High School.

**A gentleman in the Audience** asked if it's LJ&T that handles the crosswalks, street lights, or whatever, at this level or do they have to be decided at the City level or higher. Also, for Agenda items such as the Eads Ave Parking do, we make recommendations to a Planning Commission and they give the recommendations to the City Council or do we go directly to the City Council with our recommendations. How does this all work? Brian explains that LJ&T is a subcommittee of the LJCPA. We report our findings based on input from the Community to La Jolla Community Planning Association and their recommendations go on to the City of San Diego Traffic Engineers. The gentleman is asking who makes the ultimate decisions. Brian responded LJCPA decisions go on to the City and the City makes the ultimate decisions.

**Agenda Item 1: La Jolla Blvd Safety Ad-hoc Committee- Status Update**  
(Ira Parker) **Discussion Item**

La Jolla Blvd Pedestrian Safety Ad-hoc Committee Members: Ira Parker (Chair), Dave Abrams, Erik Gantzel, and Tom Brady are looking at pedestrian safety issues on La Jolla Blvd. La Jolla Blvd extends from Coast South all the way up to Mission Blvd. The City put flashing yellow lights along the crosswalks to enhance pedestrian safety but Ira believes they are not working out as well as they should. Drivers are not paying attention to them when pedestrians are in the crosswalks with the lights flashing and pedestrians have a false sense of security walking in the crosswalks with the lights flashing. The Committee is looking at additional safety measures to avoid an injury or fatality on the Boulevard.

The Committee held two meetings; one meeting was person to person and then a conference call with all four of the committee members. They focused on identifying what the issues are and then how to address them. Ira's background is in Public Health and they are organizing their goals based on that system. They are developing and discussing preliminaries for deep strategic elements that as times go by will be altered and modified, identifying stakeholders and existing efforts that might be going on in the City, and developing an action item list. The City passed a Vision Zero Initiative in 2015 (*Zero Traffic Related Fatalities and Severe Injuries by 2025*) putting roughly 5 million dollars aside for pedestrian and bike safety and the Committee is going to find out more about that effort. They are going to conduct a La Jolla Blvd field trip to look at the different intersections and determine if anything can be done to improve it; identify and seek input from stakeholders who would be Individuals, Neighborhood

Associations, local Businesses, Schools, Surfriders and anyone that would have an interest in safety measures along the Boulevard. They are looking into education of both pedestrians and drivers and modifying speed limits with some traffic calming measures. Modifying speed limits may be a challenging effort because speed limits are set by how fast 85% of drivers are driving it. These are just some of the issues they will be working on and Ira will be giving periodic updates as they move forward.

**Agenda Item 2: Proposal for Diagonal Parking on Eads Ave between Rushville and Genter Streets (Cont'd Item) - Request for consideration of plan that would provide additional parking spaces (David Bourne) Action Item**

*David Bourne is a 37- year resident of La Jolla and currently has a project he is developing at 801 Pearl Street; the former 76 gas station. As part of getting his project approved by La Jolla Community Planning Assn he put it on social media. There were many comments posted about how parking was short on Eads Avenue because La Jolla High School students were parking on Eads and they were taking up all of the parking spaces. He thought it would be a good idea to address that specific issue by suggesting that diagonal parking on just one side of one section of Eads between Genter St and Rushville would create 12 extra parking spaces. He explains if they were put on both sides of the street it would not meet the current code standard but if they were only on one side of the street it would meet the current code standard and open up 12 extra parking spaces for the cost of Paint. It seems to be a good solution to a problem that came up on social media and he pointed out it had nothing to do with his project he was just trying to offer a solution to a problem on Eads Avenue.*

Mr. Bourne is not at this meeting but he has a representative. The representative is not involved with Mr. Bourne's project at 801 Pearl Street but he does know the history of the parking issue on Eads. Mr. Bourne heard everyone talking about parking on Eads and they looked down the street and figured if the parking was done differently, they could get more parking spaces for the street and it would be good for everyone. They did gain several spaces so they felt it was a situation that would help and not necessarily hurt.

Brian explained the City did do an initial review of Eads based on Mr. Bourne's suggestion and looked at both parking configurations. Gary Pence, City Traffic Engineer, estimates four additional spaces would be gained from converting current parallel parking to diagonal; but eleven additional parking spaces could be achieved with a head-in (90-degree) option. The key numbers when evaluating are 20 feet of curb length for a parallel spot, and 12.5 feet of curb length for the angle spot (minus the 20 feet adjacent to a driveway). The head-in would work fine on Eads because the street is wide enough and has relatively low volume of traffic.

Residents of Eads reacted very strongly to the statement there was low volume of traffic on the street and wanted to be sure it was the section from Genter to Rushville that was evaluated. Erik explained it was converting the parallel parking on the East side of the street to angled

parking from the entire stretch of Genter to Rushville. The proposal was for a lot more parking spaces but the City determined it would gain about 4 additional spaces. Brian recognized there was opposition to the proposal and opened it up for Public Comment.

**Tom Carroll** lives on the 7200 block and has another home on the 7500 block on Eads. He is very familiar with just about every kind of parking out there. The 7500 block of Eads has diagonal parking on both sides of the street and on that block one car has to stop to let another car pass because both cars do not have free flow. Traffic however continues to flow on the 7200 block of Eads. Clearly, there is a safety issue with diagonal parking on both sides of the street especially on the 7200 block that deals with newly licensed La Jolla High School students. The 7200 block is the very last block on Eads with single family homes. Every other block on Eads is apartment buildings and condos. This is not about comparing Eads Ave to the roundabouts on La Jolla Blvd. La Jolla Blvd is about retail and commercial; this block on Eads Ave is about a residential neighborhood. He is asking the Board to please leave their street alone.

**A Resident** who lives on Eads between Genter and Pearl. Says David Bourne was making his presentations to the Planning Commission and had indicated he wanted to change the parallel parking between Genter and Pearl on the East side of the Street halfway down into diagonal parking. From what he is hearing now that is not the case and he is happy to hear that because there would have been significant issues if that was the proposal.

In light of where the proposal is being made from Rushville to Genter; in the mornings when people are dropping off their children at the high school and picking them up in the afternoon as well as the students who drive to school Eads Ave becomes a speedway and if that is converted to diagonal parking from Rushville to Genter it is only going to cause more problems with respect to safety and security on speeding cars coming up and down that street because it will not be wide enough to accommodate two-way traffic in that area.

**Rich Aronow** represents many residents on the street who are opposed to this proposal. It just adds to turning it more into a parking lot for the High School students. He has small children and safety is a big concern.

**Resident on Eads** says drivers double-park dropping their children off at the high school, everyone does it, and it appears to be a routine thing, so if the parking becomes angled and they continue to double park it impacts the drivable space.

**Todd Robinson** lives in the affected area. One point he wants to make clear is as you drive down Eads coming from Genter to Pearl when it transitions from parallel to angled parking you can barely fit two cars on the street at the same time. One car has to stop to let the other car go and it is a real safety issue with respect to the high school students because they are newly

licensed drivers. If you have a parking situation that impacts the drivability of that street right next to a high school you are asking for an accident to occur with these students trying to race away from the high school.

If parking on this block is converted to angled parking that would be the only space in La Jolla where single family dwellings are subject to angled parking. Anywhere you have angled parking you either have commercial development or multi-family dwellings. This would be the only time in the Village their block, which has only single-family dwellings, would be modified with no request for that modification being made.

**Sally Miller:** when trucks diagonal park they are sticking out in the drivable area and you have to swerve around them; this is affecting the whole of Eads. She wants to see some kind of a line drawn so that a parked vehicle cannot stick out in the drivable area if they are too long.

**Pam Aronow:** Rushville has a one-way direction, but coming right off of Fay it is both ways so when drivers are coming down Fay to enter Eads there are no stop signs and drivers just spin right into parking spaces on Eads without looking where they are going. Other cars might be backing up or there could be people crossing the street so this just adds to the safety issue on that block.

#### **Board Comments:**

Brian explains to the audience the Board believed the proposal was a benefit to the community because eleven head in parking spaces or four angled spaces could be restriped on Eads and we are always looking for additional parking spaces.

**Tom** cannot support going to diagonal parking from Rushville to Genter on the East side of the street. He clarified Mr. Bourne did not propose diagonal parking for the East side of the street from Genter to Pearl. He did not do that, and it was the La Jolla Community Planning Association that approved his development of 801 Pearl Street after much discussion.

**Robert** thanked the residents of Eads Ave who came to speak to the Board but the residents thanked the Board for allowing them to come and speak. Robert is always for the neighbors in a neighborhood. In absence of a strong reason why it needs to happen, other than some general increase in parking spaces, there is nothing he heard that leads him to believe it has to be right on that particular block. There are safety concerns and half the residents on the block showed up to this meeting so they are well represented and he would make the Motion to deny the request for additional parking spaces on that block.

**Motion to Deny Proposal for Diagonal Parking on Eads Ave between Rushville and Genter Street: Mackey, Second: Warwick 7-0-1 (Aprea recused)**

**Agenda Item 3: Review of Valet Service Permit for La Plaza Building-** Four parking spaces in front of 7863 Girard Ave at Wall Street (Natalie Aguirre) **Action Item**

*At the March 2014 LJT&T Meeting Sunset Parking (dba Laz Parking) requested six white loading zone spaces to operate valet service at the La Plaza Building located at 7863 Girard Ave at the corner of Wall Street. LJT&T approved four white loading zone spaces and LJCPA ratified LJT&T's recommendation for four white loading zone spaces at their April 2014 Meeting. In May 2014 Sunset/Laz Parking filed for the permit to operate valet services 7 days a week from 11am to 2:00 am. The permit is up for renewal.*

Natalie has been working in the Village, across from 7863 Girard Ave, for 3 years and has seen them operate valet just 2 days week from 3pm to 6pm Friday and sometimes on Saturdays. When Valet is not onsite tourists and locals will pull into the spaces to park. The parking restriction signage on these 4 white loading zone spaces is confusing. There are three signs; a green/white 90-minute parking 8:00am to 11:00 am daily, underneath that sign is another one; a red/white No Parking 2:00-6:00 am Friday, and underneath that one is the third one; 3-minute passenger loading zone 11:00am to 2:00am which is for the valet service. Drivers do not understand the signage and they park there. Natalie sees traffic enforcement officers circling the block over and over again not paying attention to other areas in La Jolla just writing a majority of their parking tickets to these four spaces at 7863 Girard. Drivers are being ticketed for exceeding 3 minutes and those spaces have become a money maker for the City. Patrick is not at this Meeting but he has noted in the past that these are the most ticketed spaces in the entire City of San Diego.

Natalie has copies of the May 6, 2014 La Jolla Light that covered the April 2014 LJCPA Meeting and wrote about the four white loading zone spaces for 7863 Girard. The 2014 LJT&T Board reluctantly approved the request for four white loading zone spaces but had reservations and predicted there would be problems with cars not being parked according to the valet permit; which stated cars would be removed from the street and parked in the former Brooks Brothers Parking Garage. Natalie clarified that is exactly what is happening today. When valet operators are on site cars are not often immediately moved off the street to where they are supposed to go; they are moved to a regular 90-minute parking space; exactly what the 2014 LJT&T Board predicted would happen. *(Most of the current LJT&T Board Members did not serve on the 2014 LJT&T Board).*

La Jolla merchants are struggling for business at the same time that locals and tourists are saying they do not like to come into La Jolla because there is no parking or they find a parking space and are ticketed. Natalie described it as shameful that everyone: Laz, the City, the parking enforcement officers all know about the heavy number of parking tickets being written on those 4 spaces and they all allow it to continue. She has been trying very hard since last year to put a stop to it and it has come down to this meeting. Natalie has the La Plaza application for

a valet parking permit with their hours of operation 11:00 am to 2:00am including all that they promise to do which they have not been fulfilling. If their hours of operation are 11:00 am to 2:00 am then a valet should be there on site from 11:00am to 2:00am. On Prospect Street there are signs for valet services and those valets start right at the designated time. It should be like that for 7863 Girard Ave. If Laz cannot fulfill that then this Board should consider reducing the amount of the white zone spaces from 4 to perhaps 1 or 2 or just not approve the permit application for them at all.

**Bryan Barnes** is representing the Ownership for the La Plaza Building and the merchants who occupy the building. They just recently purchased the building and the issues that are coming up are new to them. Bryan met with a representative from Laz Parking, Natalie and Dave to resolve some of the issues. Valet services must operate from white loading zone spaces and the hours of operation are the standard 11:00am to 2:00am time frame for any valet service. It doesn't mean valets have to be on site during those times; they just have to operate within those times. There is a cost associated to operate a Valet Service. He took a survey of the tenants in the building who use the Service and it is their two restaurants, Catania and Sushi on the Rocks, who use the Valet Service mostly on Friday and Saturday evenings from 3pm to 9pm. Those are their busiest times so operationally and economically it makes sense to have Valet at that location.

Currently, they lose a small amount of money every month for the limited time they use the service. However, they are here advocating to maintain the Permit as is. They just recently purchased the property, there are a high amount of vacancies in the building and they are working on new leases. They are currently in the process of signing a new tenant to the largest corner vacancy in the building and if or when the tenant does move in, they will generate a lot more traffic to that corner and to the street overall. Additionally, they hired a public relations firm to help generate traffic to that corner. They are trying to maintain their ability to right size their valet parking operation as traffic builds on their property and eventually they will end up expanding their days and hours of operation. They are asking the Board not to hamstring them by reducing the hours, spaces, or eliminating the service all together.

**Natalie** wants the 11:00am to 2:00am hours of operation to change. Ticketing of innocent drivers who do not understand the parking restrictions has to stop. She has had multiple conversations with many people over the hours of operation at 7863 Girard Ave. Their application for the Valet Service must reflect their true hours of valet operation and then the signage needs to reflect that change. Tanner French, City Planner for Parking Services agreed that parking signage can be changed at that location.

**Ross** asked her what is the justification for any business to get a valet reserved as opposed to another business that has to rely on street parking. Natalie responded as a retailer and a merchant it's based on need and used Georges on the Cove as an example of the need for valet.

La Plaza does not need that kind of valet; the Parking Garage they are using to move cars off the street closes at 10:00pm. There is no way they will be valeting cars at 2:00am to that parking garage. Ross clarified his question; why does their business need white zone parking spaces as opposed to her business or another merchants business. Natalie responded restaurants would drive the need for valet services.

**Jodie Rudick**, Director of the La Jolla Village Merchants Assoc, is in the audience and Brian asked her if she had anything to add to the discussion. Jodie attended the meeting walk-through with Laz Parking, Tanner French, and Dave. There are several moving issues that are being thrown into the entire conversation. The parking signage is really unclear and the City says that is a quick fix to change the signage to better reflect and better situate it so that when a driver pulls into the space, they know right away what the parameters are for that space. Jodie acknowledged that La Plaza Ownership agreed to a compromise for a reduction of white zone parking spaces from four to two spaces that would be allocated to valet and would free up two spaces for the street. Bryan Barnes appeared to have a change of heart over giving up the spaces after talking to Dave. If they believe they will be generating the traffic they think they will then two white zone spaces will not be efficient to operate the valet service. Jodie advised that right now they do not have a permit. Bryan responded that the Permit is being held up pending resolution of this meeting.

**Gerhard Bendl** owns Bendl's Custom Shirts of La Jolla directly across the street from La Plaza Building. They removed four parking spaces from Girard at a time when parking on the street is at a premium. His customers are telling him there is no place to park and they do not want to come to La Jolla. He hears this all the time, every day. They look for the valet across the street and it's not staffed. Drivers who do park there are being ticketed. La Plaza needs to change their hours of operation and free up those spaces at the busiest times of the merchants' day.

**Sally Miller** commented that Valet Service is a privilege to have and if they are abusing it there should be consequences.

**Corey Levitan** informed the Board that if we went to that corner on Google Maps there is a traffic enforcement officer issuing a parking ticket.

**Brian** asked if the same parking arrangement that La Plaza had with the Brooks Brothers parking garage is in effect with Lifetime who took over the Building from Brook Brothers. Bryan responded they have an easement and there are parking spaces allocated for La Plaza valet parking; 120 parking spaces is on the Title for their Property and the adjacent property owners.

**Nancy** speaks as a retailer and believes that his tenants, the ones not in the restaurant business would benefit from having 90-minute parking spaces. Valet is a problem for a lot of retailers including his own. Nancy explains a lot of customers do not want valet. They see a 90-minute



parking space in front of their building and they just want to park and go shopping. Bryan disagreed and said it could work the other way around too with customers not wanting to drive around looking for a parking space.

**Mark Vallecorsa** advised that we are discussing this as a valet zone but in reality, it's a loading zone for that period from 11:00am to 2:00am. They are operating a Valet within that time frame but there is no requirement that says this is valet parking only. It's a public passenger loading zone. The public can drive there drop off their passengers and look for a place to park. It's available to everyone to use.

**Andy Cushman** of Laz Parking applied for the Permit. The 11:00am to 2:00am is the operating range. The time limit is not dictating the zone in any way. The zones are a passenger loading zone and valets can only operate out of a loading passenger zone. The business has to apply for the passenger loading zones first before they can apply for a Valet Permit to operate from it. He wants to be clear on this that it is not one and the same. The business has applied for and received approval for the passenger loading zones. As long as the passenger zone is there, they can have any company they want operate a Valet from that zone. The time limit of 11:00am to 2:00am is for the life of the passenger loading zone, not the valet service.

#### **Board Comments:**

**Robert** would make a Motion possibly two Motions are needed to fix the signage and other issues but asked Jodi to explain her moving parts comment one more time. Jodie responded create signage that reflects the valet service hours as they currently stand. The applicant can come back to request adjustments. Brian advised it is an annual permit.

**Brian** told the Board he is looking for a two-part Motion. One is to fix the signage using hybrid signs and another Motion for a reduction of spaces. Ross said the reduction of spaces should be the first Motion. There is no point to fixing the signs if the geography is going to be different.

**Tom** is making the Motion to reduce the approval of the application to two white zone spaces. Tanner's compromise is very appropriate and Jodie comments about signage is critical.

**Robert** is asking if the Motion is reducing the loading zone spaces or the valet spaces. Erik responded that there is no such thing as valet spaces. It's a loading zone space. Brian assured the Motion to reduce the spaces will reflect the white loading zoning spaces.

**Nancy** questioned the timing of those passenger loading spaces. If the hours of operation for their valet service were to be perhaps 5:00pm to 10:00pm would it matter if there were 4 spaces for the stores to use. Could they be more for valet spaces if the time frame was just in the evenings only?

**Erik** clarified Nancy's comment; maintain 4 loading zone spaces but change the signage so those spaces can be utilized by anyone during the day except for when they are needed by the restaurants in the evenings. Erik does not know if he has the information necessary to vote on a Motion to change the signage to a specific time. It should be a specific time that is more suitable for whatever the business is, like for instance Eddie V's, but he is not ready to say yes for 5pm to 10pm.

**Ross**-changing the enforcement of a white curb from yes you can park here to no you cannot park here is where the confusion is. If the parking meter people see a white curb, they are going to ticket a car. A comment from the audience disagreed; it's all in the signage. Whether the curb is white or not they are going to enforce according to what the signage is. As long as Tanner gets the signage done correctly that is what they will enforce.

**Brian** is asking if the Board wants to specify certain times as Nancy had pointed out but Natalie thinks that should be a different Motion. Brian responded it could be worked out in a new permit application from Laz. Natalie does not believe we have the current application from them.

**Motion to recommend reduction of four white loading zone spaces to two white loading zone spaces and change the signage to reflect clear instructions on where to park in front of La Plaza Building – 7863 Girard Avenue: Brady, Second: Rudolph 5-3-0 (Aprea, Warwick, Gantzel)**

**Adjournment: 5:40pm**

**Next Meeting: Wednesday February 19, 2020**

**Respectfully Submitted: Donna Aprea, Secretary**