

A La Jolla Shores Community Challenge

Dear Neighbors:

The beach community we love and hold dear is now being challenged with a proposal for a new public parking concept on two or more blocks located at the intersection of La Jolla Shores Drive and the east side of La Jolla Shores Drive, south of Avenida De La Playa. The issue is as follows:

Shores commercial retail ventures and building owners who lease their properties are endeavoring to privatize the right of way on Avenida de la Playa by using residential adjacent public land for public parking east of La Jolla Shores Drive specifically. Funding for the project has been privately raised for the express purpose of offsetting the costs associated with the repurposing.

Such commercial encroachment into our residential community is being proposed as a solution to San Diego District Coastal Commission's regulations that require replacement parking spaces by those businesses that were given temporary Covid street business expansion opportunities by adding seating capacity in the parking spaces that had serviced the area.

Commercial accommodation is unwarranted, particularly given our area's seasonal density. It is important that we support the homeowners affected by this proposal and insure that an encroachment precedent is not established that uses right of way land for commercialization.

I am not in favor of repurposing La Jolla Shores Drive and the continuing commercialization of our residential community and therefore stand with the owners of the affected properties to defeat this measure. Please indicate your vote for or against this proposal in the appropriate box of the attached petition so our city and coastal representatives hear our collective voices.

Thank you,
La Jolla Shores Residential Owners

(The La Jolla Shores Community meeting on this issue is being held via Zoom on November 15th. To learn more, please join us.)

Feel free to share this letter with your neighbors, and more importantly, add your name to the list below. It will be forwarded to our Mayor and other officials at the appropriate time once our public voices are heard.

Dear Mayor Gloria , City Councilman Joe LaCava, and Coastal Commission representative, Mike Aquirre:

The undersigned are not in favor of the preliminary proposal to repurpose a residential right of way for commercial needs. It is time for the restaurants and businesses on Avenida de la Playa in La Jolla Shores to return pre-Covid street parking back to the public or find another solution to satisfy the Coastal Commission's requirement of identifying and developing new parking concepts.

Avenida de la Playa business expansion was to have been a temporary solution to Covid's negative impact on businesses. The proposed parking area east of La Jolla Shores Drive is the direct result of the Coastal Commission's requirement that new parking spaces be provided so that the temporary solution can become a permanent one.

Further, we recognize that the repurposing of residentially zoned right of way space for commercial use could serve as a precedent for further parking expansion into the residential areas, potentially impacting traffic flow/congestion on our one-lane streets and possibly impact the safety and security of homeowners.

- * As of today, there is a loss of 22-25 public parking spaces.
- * Currently there is a preliminary proposal for 22-25 newly refurbished parking spaces in a residential zoned area of La Jolla Shores Drive.
- * The advocates for this plan are proposing to redevelop the right of way residential land with private funding for the benefit of their private commercial use, which is primarily intended for their employee parking

which may be in violation of the restrictions found in our city's Beach Parking Coastal Overlay Zone.

* The commercialization of residential right of way land for parking purposes could set a precedent for further development of right of way residential land for parking and possibly additional commercial development along La Jolla Shores Drive.

We hope you will join us to preserve our neighborhood character from commercialization and congestion.

We Vote Against this proposal:

_____ Signature, Home Owner or Print

_____ Address
La Jolla, San Diego, CA.

_____ Phone (Optional)

_____ Email (Optional)

If you agree with the above, please add your name and address to our opposition drive and send to:
La Jolla Shores Association
Janie Emerson, President
jemfocus@aol.com