

THE SPOTLight

News From Councilmember Sherri Lightner
City of San Diego, District One

Nov. 1, 2012

Representing the communities of:

- Black Mountain Ranch
- Carmel Valley
- Del Mar Mesa
- La Jolla
- Pacific Highlands Ranch
- Rancho Peñasquitos
- Torrey Highlands
- Torrey Hills
- Torrey Pines
- University City

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Sherri Invests in Community Cleanups

Sherri is spending \$16,000 out of her office budget to clean up and improve neighborhoods throughout San Diego's District 1 through a public-private partnership with the Urban Corps of San Diego County.

As the City of San Diego has struggled in recent years, the level of maintenance along sidewalks, roads and in traffic medians has decreased in many neighborhoods.

To help with the city's maintenance efforts and beautify the communities of District 1, Lightner hired crews from the Urban Corps to pick up trash, pull weeds, cut back overgrown bushes and plants as well as remove graffiti. The San Diego City Council approved the contract at the beginning of October and crews began work last week.

Sherri Pushes for More Open Space

Sherri is working to protect as much as 10,000 acres of city-owned open space from future development.

Recent state legislation makes it easier to protect San Diego's open space by turning "designated" open space into "dedicated" open space – an important distinction that helps ensure a piece of land

Sherri said the program helps District 1 neighborhoods and San Diego's youth because Urban Corps works to provide job training and community service to young adults.

"I hope it will become a model throughout the city and something I can do on a regular basis going forward," she said

Project locations include:

- Del Mar Heights Rd. (I-5 to Hwy S21)
- Governor Dr. (I-805 to western terminus)
- Genesee Ave. (SR-52 to Nobel Dr.)
- Regents Rd. (SR-52 to Rose Canyon to Genesee Dr.)
- La Jolla Parkway (I-5/SR-52 off-ramp to Torrey Pines Rd.)
- Torrey Pines Rd. (La Jolla Village Dr. to Girard Ave.)
- La Jolla Scenic Dr. South (Via Capri to La Jolla Park-

way) will not be developed in the future.

Currently, city staff is recommending just 6,000 acres out of the possible 10,000 acres of land be converted to dedicated open space.

Sherri is pushing to protect as much land as possible. A key component of the legislation is



Urban Corps crews clean up along Torrey Pines Road.

- La Jolla Scenic Dr. North (La Jolla Village Drive to La Jolla Parkway)
- La Jolla Village Dr. (I-5 NB off-ramp to La Jolla Shores Drive.)
- Genesee Dr. (Executive Dr. to I-5)
- Genesee Dr. pedestrian bridge
- Fay Ave. Bike Path
- Cleanup of the Moss Lane coastal view corridor in Bird Rock

that it waives the processing of the fees needed to make the switch – an estimated \$2 million.

"The more land we dedicate, the more money we save," she said. "This makes economic sense, and it protects San Diego's quality of life by preserving our precious open space for future generations."



Graywater can safely be used to water plants and yards.

Sherri Works to Streamline Graywater Regulations

Sherri is proposing key changes to the city’s graywater policies to encourage San Diegans to install graywater systems to help conserve water and save money.

Graywater systems, popular in cities such as Santa Barbara and Phoenix, allow untreated wastewater from a home’s washing machines, bathtubs, showers and sinks to be recycled on-site for such uses as outdoor irrigation. Studies have found that graywater reuse can reduce a household’s water use

by as much as 50 percent.

Currently, the City of San Diego has unclear and contradictory rules regarding graywater, which has inhibited its adoption. To increase the use of graywater systems, Sherri has recommended:

- Creating a “No Permit Policy” to include all simple graywater systems that discharge less than 250 gallons a day.
- Eliminating or reducing fees for simple systems while improving oversight.
- Developing an outreach and education campaign to pro-

mote graywater usage.

- Establishing a rebate program for larger, more complex graywater systems.
- Exploring incentives for developers to include “graywater-ready” plumbing for all new residential construction.

“These simple policy changes would not only cut red tape but encourage water recycling and help San Diego conserve more water,” Lightner said.

“Arts and culture are important to our quality of life and to our economy. Investing in the arts provides a tangible return on investment.”

“Penny for the Arts” Funding Blueprint Moves Forward

On Oct. 23, the City Council unanimously approved the “Penny for the Arts” blueprint, which could double the city’s arts and culture funding over the next five years.

Sherri first asked the city’s Commission for Arts and Culture to come up with a realistic and reasonable proposal for restoring arts funding to 2002 levels at an

Economic Development and Strategies Committee meeting last April.

The Commission and the arts community responded by delivering a practical and thoughtful proposal.

The Penny for the Arts plan presented to Council could provide nearly \$18 million for the

arts by 2017 as the city’s finances continue to rebound.

“Arts and culture are important to our quality of life and to our economy,” Sherri said “Investing in the arts provides a tangible return on investment and helps us recruit and retain the creative class that is imperative for any city to thrive.”



Sherri joined Congresswoman Susan Davis and community members to ask Congress to help save the Wall Street post office.

City Council Urges Congress to Help Save the La Jolla Post Office

Sherri is urging Congress to pass legislation that would give communities more say in the fate of post offices slated for sale.

Congresswoman Susan Davis has drafted legislation that would allow the U.S. Postal Service to sell any post office to an established non-profit community group at fair market value. The group would then lease

back the space to the Postal Service at a nominal fee.

The proposed legislation, which has received bipartisan support, provides a way for communities to preserve their local post offices while providing the U.S. Postal Service with the revenue it needs to operate efficiently. To prod Congress into action, Sherri introduced a resolution,

which the San Diego City Council unanimously passed, in support of the “Community Post Office Relocation Act.”

“We need to come up with a solution that makes sense both for La Jolla and for the U.S. Postal Service,” Lightner said. “This legislation does just that and provides a model for communities across the country.”

Sherri Lays Out Priorities for San Diego's Economy

As chair of the Economic Development and Strategies Committee, Sherri has spent the last year crafting a long-term vision for San Diego's economy.

During the year, Sherri and the committee reached out to many of San Diego's most important industry sectors to find out how the city could do a better job of steering our economy.

From that feedback, Sherri developed a number of recom-

mendations for San Diego's economic development strategy going forward.

They include:

- Taking a leadership role on workforce development
- Supporting the Port of San Diego and the maritime industry, especially the emerging local bluetech cluster
- Expanding the manufacturing sector with a series of innovative programs
- Preserving our local military assets with a special focus on the growing cyber security field
- Expanding international trade, including creating a metropolitan export plan
- Supporting arts and culture programs to attract and retain a creative class
- Continuing to cut red tape by responding to the public's suggestions
- Establishing a "one-stop online shop" for city permits and licenses



Sherri moderating the Connecting to Careers roundtable discussion of elected officials and local business and education leaders.

Update: One Paseo

The One Paseo project proposed at Del Mar Heights Road and El Camino Real in Carmel Valley continues to go through the public input process.

Currently, the city's Development Services Department is reviewing all the public comments they received for One Paseo's draft Environmental Impact Report.

Sherri is encouraging the developer to work with the community to design a project that is acceptable to local residents and businesses alike. She is also working closely with the Carmel Valley Community Planning Board as this project makes its way through the planning process.

Although Sherri is prohibited by law from taking a position on a

particular land use project before it comes to City Council, she has always relied heavily on the recommendation of the local planning board when making her final decision.

One Paseo is far from being a done deal, and it is important to make your voice heard as it makes its way through the community planning process.

"One Paseo is far from being a done deal, and it is important to make your voice heard."

Sherri Works to Address La Jolla Cove Odor

Sherri is asking the state of California to step in and help address the stench problem at the La Jolla Cove.

In a letter to Gov. Jerry Brown, Sherri explained that the overwhelming odor was impacting the health and well-being of residents as well as the local economy.

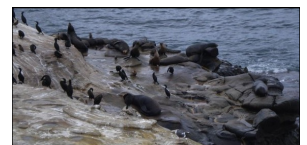
The need for the state's assis-

tance became evident after Sherri convened a meeting with representatives from the Regional Water Quality Control Board, the Coastal Commission and the city.

The Regional Water Quality Board said it could take up to two years to issue a permit for the use of an environmentally friendly product to clean and deodorize the bluffs at the Cove.

The Coastal Commission said it would not act until *after* the Water Quality Control Board had issued a permit.

Sherri is also working closely with our local state legislators and the County of San Diego in helping to overcome the bureaucratic roadblocks in order to come up with a common sense solution that is both environmentally and business friendly.



Sherri continues to aggressively work to find a solution for the stench at the La Jolla Cove.

New Financing Options for Energy and Water Upgrades



The PACE program provides property owners upfront financing for a wide range of environmentally friendly upgrades, including energy efficiency.

The City Council recently voted to join an innovative program that provides financial incentives to property owners to make energy and water upgrades to their buildings.

The Property Assessed Clean Energy (PACE) program allows property owners access to upfront financing for a wide range of environmentally friendly projects. The loan is then paid back through a line item on their annual property tax bill.

Because the financing is pro-

vided through a public-private partnership with [FIGTREE Energy Resources Company](#) with FIGTREE providing the capital, there's also no financial impact to the city's budget.

The program is open to those who own commercial, industrial and multi-family properties of five or more units and allows for upgrades to windows and doors, lighting, refrigeration, bathrooms, solar installation and electric vehicle charging stations.

Benefits to property owners include little or no out-of-pocket costs, lower interest rates, reduced energy costs and increased property values.

The program also benefits San Diego by helping the city consume less water and energy, reducing its reliance on imported water and reducing greenhouse gas emissions.

To find out more, call FIGTREE at (858) 771-0893 or visit its website at www.figtreecompany.com.

"Thanks so much for your prompt attention! It is very gratifying to see our governmental system work."
—District 1 constituent.

Rose Creek Bike Path Cleared of Encampment

Recently, a District 1 cyclist alerted Sherri's office to a transient camp along the Rose Creek Bike Path. The encampment was home to overflowing trash, broken glass and [public intoxication](#), marring the bike path and making it feel unsafe to bike in the area.

Sherri's staff quickly alerted the San Diego Police Department to

the problem. Officers responded and found what they called a "sizeable" encampment, making two arrests in the process.

The Police Department is now asking for volunteers from the Mission Bay High School ROTC to assist them with cleanup in the area.

When informed that the issue

had been resolved in less than a week, the constituent sent an email saying, "Thanks so much for your prompt attention! It is very gratifying to see our governmental system work."

If you have an issue you need help with, contact Sherri's office either by calling (619) 236-6611 or by emailing sherrilightner@sandiego.gov.



Sherri's office worked with La Jolla Shores business leaders to develop a new signage program.

New Signage Goes Up for La Jolla Shores Business District

A big priority for Sherri is helping small, local businesses thrive, especially in this tough economy.

So when the La Jolla Shores business community came to her for help in directing visitors to the area, she and her staff worked with business owners

and city staff to add new signage to better promote the area.

The directional signs for the "La Jolla Shores Business District" were recently installed in several key locations throughout La Jolla to ensure that visitors will see the signs no matter what direction they are travelling.

"Sherri and her staff could not have been more helpful in developing the signage plan and getting the signs installed," said Coco Tihanyi, co-owner of Surf Diva. "These signs are going to be a boost to the La Jolla Shores business district by creating greater visibility and awareness for the area."

Sherri Around Town in October



Sherri enjoyed the edUCAtE Octoberfest on Oct. 6. Here she is with the principals of University City's schools: Kimberly Moore (Doyle Elementary), Heidi Lyon (Standley Middle School), Chris Juarez (Curie Elementary), and Cecilia Fernandez (Spreckels Elementary).

An enthusiastic group of third graders at Carmel Del Mar Elementary asked Sherri lots of good questions about local government on Oct. 11.



Sherri had a great time visiting with the amazing men and women of Fire Station 13 in La Jolla at their Oct. 11 open house.

On Oct. 18, Sherri joined with her Council colleagues to proclaim it "Making Strides Against Breast Cancer Day" in San Diego to help raise awareness and funds for research.



Sherri Recognized for her Leadership in Cyber Security

On Oct. 11, Sherri was honored by the Securing our eCity Foundation for her work with the Cyber Cup youth cyber defense competition.

Sherri is a huge supporter of San Diego's emerging cyber security sector because it is a growing and increasingly important industry. Cyber security is

also an important part of the region's local military economy.

Because of that, Sherri has recommended putting a special focus on making San Diego a cyber security hub for the country as part of the city's economic development strategy.



Sherri was recognized for her leadership by the Securing our eCity Foundation.

"Sherri has recommended putting a special focus on making San Diego a cyber security hub."

Local Business Spotlight: New Tenants at Flower Hill Mall

Every month Sherri likes to highlight a new or unique business in District 1.

Here's this month's selection:

Who: Cucina Enoteca, Burger Lounge and Whole Foods

Where: Flower Hill Promenade 2720 Via De La Valle, 92014

What you'll find: Cucina Enoteca is the sister restaurant of Cucina Urbana in Banker's Hill. The casual Italian restaurant is the brainchild of local restaurateur Tracy Borkum and slated to open in May.

Burger Lounge, the local restaurant chain known for its gour-

met burger fare, is set to open in January.

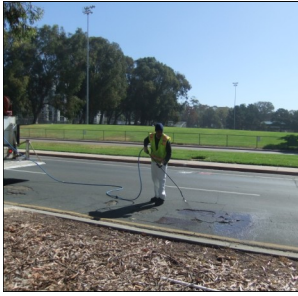
Whole Foods Market, with its natural and healthy products, will open in February.

The upside: Great restaurant and grocery options closer to home. Need we say more?



Flower Hill Promenade is attracting a host of new and highly anticipated tenants.

Working for You in the Community



Need assistance in getting a pothole fixed? Call Sherri's office at (619) 236-6611. We are here to help.

Helping constituents get potholes filled, streetlights fixed and other neighborhood repairs is one of Sherri's top priorities. Here is a sampling of projects her office worked on this past month:

Potholes

- Blue Bird Lane
- Via La Jolla Drive, south of Via Mallorca
- El Paseo Grande and Calle de la Plata

Cleanups and Repair

- Debris and traffic cones removed from La Jolla Hermosa Park (aka Rock Park)
- Red curb striping repainted on 2500 block of Angell Avenue

- Asphalt repairs at E. Ivanhoe and Torrey Pines Road
- Water meter cover replaced at 8694 Villa La Jolla Drive
- Tree trimmed at Excalibur Way and Towne Centre Drive that was blocking a street sign
- Trimmed back shrubbery on Governor Drive, from Erlanger to Cozzens
- Crosswalk striping and limit lines repainted at Regents Road and Eastgate Mall
- Diagonal parking spaces repainted on Kline Street, from Girard to Fay Avenue
- Dead tree removed from

7338 Eads Ave.

- Missing reflective pavement markers replaced on Via Capri between Via Siena and Hidden Valley Road
- Water meter cover replaced at 8225 La Jolla Scenic Drive

Streetlights and Traffic Signals

- Repaired street light at 8476 La Jolla Shores Drive
- Pedestrian warning signs installed on Gullstrand Street between Governor Drive and Pavlov Avenue
- "Speed Limit 25" sign installed on Kantor Street, south of Governor Drive
- Traffic signal loops replaced at Torrey Pines Road and Dunaway Drive

Sherri is on the Web at

sandiego.gov/citycouncil/cd1/

Follow Sherri:



Facebook: www.facebook.com/SherriLightner



Twitter: www.twitter.com/#!/SherriLightner



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Your Community Representatives

If you have a concern or question about an issue in your neighborhood, please contact our constituent services representative, Janie Hoover, or your community representative. We're here to help!

Torrey Hills / Constituent Services (street repairs, water leaks, traffic issues, code compliance, etc.)

Janie Hoover jmhoover@sandiego.gov (619) 236-6611

La Jolla

Erin Demorest edemorest@sandiego.gov (619) 236-6611

Torrey Pines

Mo Kantner mkantner@sandiego.gov (619) 236-6611

University City / UCSD

Jesse Mays jmays@sandiego.gov (619) 236-6611

Carmel Valley / Pacific Highlands Ranch / Del Mar Mesa/Rancho

Peñasquitos/Torrey Highlands

Mel Millstein mmillstein@sandiego.gov (619) 236-6611