

LA JOLLA TRAFFIC & TRANSPORTATION BOARD

MINUTES

Chairman : Mark Broido Vice Chair : Joe LaCava Secretary : Lance Peto

Meeting : February 28, 2008

Check Attendance Please

Present : Mark Broido , John Beaver, Jim Heaton, Lance Peto, Joe LaCava, George Sutton, Tiffany Sherer, Dan Courtney, Jerry Burwell (new appointee from PLJ)

The pubic was welcomed to the meeting, introduced the board members & described the board's composition & purview

REGULAR MEETING WAS CALLED TO ORDER @ 4:05 PM BY CHAIRMAN MARK BROIDO

PUBLIC COMMENT:

1) Jeff Gong of Via Capri indicated that there is a substantial elevation difference at the corner of Hidden Valley & Via Capri, with the center of the road much higher than the curb. This creates a great deal of noise from loss of traction and he would like chokers installed an Hidden Valley to force drivers into the center of the road. Jim Heaton suggested that this should be treated as phase 2 and that he meet with Gary Pence, Todd Lesser, himself & Joe Dicks to review the situation

2) Mark Broido announced that Gary Pence has taken over Traffic Signaling and that his replacement will be David DiPiero

3) Tiffany Sherer announced that Reza had been termed out and that Jerry Burwell ,owner of the Crabcatcher, will be the new representative for PLJ

4) Jim Heaton announced that the City will be re-stripping the Shores Commercial Core to change the 15 zones to 30 minute parking per the approved plans

5) The Chairman announced that he had contacted the City about the numerous potholes in La Jolla with minimal results

AGENDA ITEMS:

1) COASTWISE RUN

Brennan Linder of Generic Events made a presentation for the proposed 1 mile run scheduled for Saturday Oct 4. The race will start @ 7am on Coast Blvd @ Girard. The course will go up Girard, south on Prospect, down Cuvier & back along Coast to the start. It will benefit the San Diego Rescue Mission and the San Diego Humane Society with approximately 400 runners & 400 spectators . The Chair asked that the organizers provide a more detailed traffic control plan and John Beaver suggested that the organizers possibly make additional donations to the Scripps Park fund and contact Patrick Ahern.

Motion : Approve the Coastwise Run as presented by Brennan Linder, subject to a

more detailed traffic control plan. (Beaver/ Heaton, 8/0 carried)

2) POTENTIAL PLAN FOR PEDICABS IN LA JOLLA

Brad Jacobsen, City of San Diego Traffic Engineering, made a presentation to regulate pedicabs within five areas of San Diego, including La Jolla. This was for discussion only and no action was requested by the Board. Currently, pedicabs can operate anywhere in the City with minimal regulations. The City is considering changing the regulations to improve the situation. There are approximately 500 pedicabs, most of which are downtown. The City is considering putting a limit of 250 in the 5 densely populated areas, Ocean Beach, Pacific Beach, Mission Beach, Downtown & La Jolla (including the Shores) Outside of these 5 areas there will be no limits. The City feels there will be better control within the restricted areas.

John Beaver indicated that La Jolla is a very tight congested area & asked what the benefit would be.

George Sutton asked if these permits would be treated like liquor licenses. The City will be issuing these annually on a lottery basis with the caveat that no operator could have more than 40% of the permits

Dan Courtney asked if the City was considering a ban or moratorium because they interfere with traffic
Tiffany Sherer indicated that 2 companies had attempted operating in La Jolla but had been unsuccessful. If there was a cap on pedicabs downtown, they may be pushed into La Jolla

Jerry Burwell was concerned about the operators & that illicit dealings were common. They need to be licensed & subject to review & it may be a nightmare in front of La Jolla Valet operators

Lance Peto wanted to make sure the pedicabs had lights, brake lights, seat belts & licensed like cars

Jim Heaton wanted to know if they could be banned & Brad was going to ask the City Attorney

Joe LaCava did not like the idea of an overall cap and suggested that the City determine a precise number for each area. He also liked the idea of pedicabs replacing valet parking to force customers to see more of La Jolla & circulate throughout the BID

Mark Broido was concerned that if pedicabs move into La Jolla there would be insufficient enforcement & would like permit money to come back to the community

Mary Coakly indicated that this looks like a solution to downtowns problem & the pedicabs may be pushed into La Jolla. Jim Heaton suggested that if the City limits it to 250 that all permits will stay downtown since there are now 500 down there & we may only get renegades

Meeting adjourned @ 4:55