



May 22, 2020

Dear Council President Pro Tem Bry --

As we move through adaptations due to COVID-19 Safe Reopening Guidelines, there are many challenges ahead for small businesses in La Jolla and beyond. Specifically, six-foot social distancing requires that restaurants, cafes and businesses reconfigure and manage lower occupancies while still trying to maintain staff and revenue projections. As you know we have already lost an iconic La Jolla restaurant, Whisknadle, as they were unable to find a way forward under these strict guidelines. Sadly, we expect there to be more casualties which will have long lasting impacts to the vibrancy and uniqueness of the La Jolla Village, unless we can get creative. We know that you too, are looking for innovative ideas!

We are proposing a specific pilot program in La Jolla that will test a street closure concept allowing one of La Jolla's Restaurant Rows, to expand service beyond current boundaries. If successful, we believe this concept could be explored in other areas of the City.

Proposed: Close Wall Street entirely from Girard to Hershel, and from Hershel to the Alley (adjacent to the Post Office.) After running the concept by our Mobility Consultant, we believe it would be best to keep Hershel open to traffic but defer to the expertise of your traffic engineers. There are no driveways or MTS routes along this Wall Street. One block south, Silverado is a parallel street that allows easy navigation.

This closure would benefit up to ten restaurants/eateries enabling them to approximate pre-COVID occupancy by allowing tables and waiting areas in the public right of way and beyond.

We also believe this closure would greatly increase both pedestrian and bicycle safety in the village. The closure would allow for additional small business activities as well. We would be happy to explore all suggestions and ideas.

Additionally, we anticipate significant media activity base on implementing these inventive ideas which benefits all small businesses in the Village as we embark on reactivating our local economy.

We have vetted the idea with La Jolla Community Groups during a Zoom call today, May 22, 2020 hosted by Diane Kane, Community Planning Association President. The following groups/people were represented on the call with no opposition to this concept:

- La Jolla Parks and Beaches (Ann Dynes, Chair, Patrick Ahern)
- La Jolla Traffic and Transportation (Dave Abrams, Chair)
- La Jolla Planning Association (Diane Kane, Chair; Patrick Ahern)
- Ed Witt, President, La Jolla MAD/Enhance La Jolla

Also, on the call were representatives from La Jolla Shores and Bird Rock Associations who supported the idea and are looking at similar solutions in their communities. We believe La Jolla Village can lead the way!

As you know, many other cities worldwide have successfully implemented similar open street dining programs and it is proving to be a lifeline for the restaurant industry.

We need the help of our elected leaders to advocate for reasonable adjustments to the regulatory environment to safely expand the available space for commerce into the public right-of-way.

Respectfully,

Jodi Rudick, Executive Director

Brett Murphy, President