

LA JOLLA TRAFFIC AND TRANSPORTATION BOARD
Monthly Meeting: March 18, 2025
The Riford Library – Seminar Room - 7555 Draper Avenue

Members Present:

Patrick Ryan BRCC
Jason Peasely, LJMA
Dave Abrams LJCPA
Bill Podway LJVMA
Erik Gantzel BRCC
John Bauer LJTC
Ross Rudolph LJSA
Mike McCormack, LJSA
Mary Soriano, LJTC

Members Absent:

Tom Brady LJCPA

Approve Minutes of February 18, 2025:

First: Dave

Second: Ross

Vote:5-0-1

Jason Peasely, Patrick Ryan and were not in attendance for the vote. But were present in the meeting.

Abstain: Bill Podway LJVMA

Chairperson Report:

No Chairpersons report this meeting.

Public Comment:

Mike McCormack: Daylighting Law

A general commentary on the daylighting law and its impact on parking was mentioned. Very little parking enforcement at the Shores. My estimate is about 33 spots would be lost.

But what we're losing is parking for visitors. And that would be for the merchant district. And for our world renowned La Jolla Shores Beach.

Sally Miller: Truck length issue when parked at an angle.

I just was driving down Eads as I usually do. And even coming down this part of Draper. The trucks that are there are too long, the vans that are there are too long. Who's supposed to rule that? PD? Parking enforcement? It's getting worse and worse. But the trucks are getting longer.

Patrick Ryan: There's a citation type called not close and parallel that they can write a ticket for.

Action Item: La Jolla Half Marathon

Request for temporary street closures and no parking areas in conjunction with annual half marathon and related activities scheduled for Saturday, May 16 and Sunday, May 17, 2025.

Presented by: Bart Calame

So high level race, the 46th annual. For the last several years, there's been no changes in this year. Of course, as for why I'm here today is to seek the board's approval on street closures. So the course is exactly the same as last year.

It starts in Del Mar Fairgrounds and runs around the fairgrounds property to the northwest. And it just follows all over the heart of Del Mar. You're down to our state park up through the park, along Torrey Pines, down the whole shores to the beach.

Along the boardwalk and then through up and around Beach & Tennis Club, and Princess to Torrey Pines. Up Torrey Pines to Prospect, right on Prospect, and then down to Scripps Park, La Jolla Cove. The 5K starts at mile 10 at the, what I call UCSD tennis courts, right near the top of La Jolla Shores.

We always mail out postcards of traffic and related things. We're definitely mailing out the same postcards that we always mail out, mailers, to all of the residents all along the course. We publish street closures as we're coming through your neighborhood.

We publish for all the residents' street closures.

The race is all day. It's 6.30 a.m. Saturday. Pretty much all runners are off the course by 10.30 in the morning. So we typically are out of the way before a lot of people are getting up and doing much in the village. So I'm happy to take any and all questions.

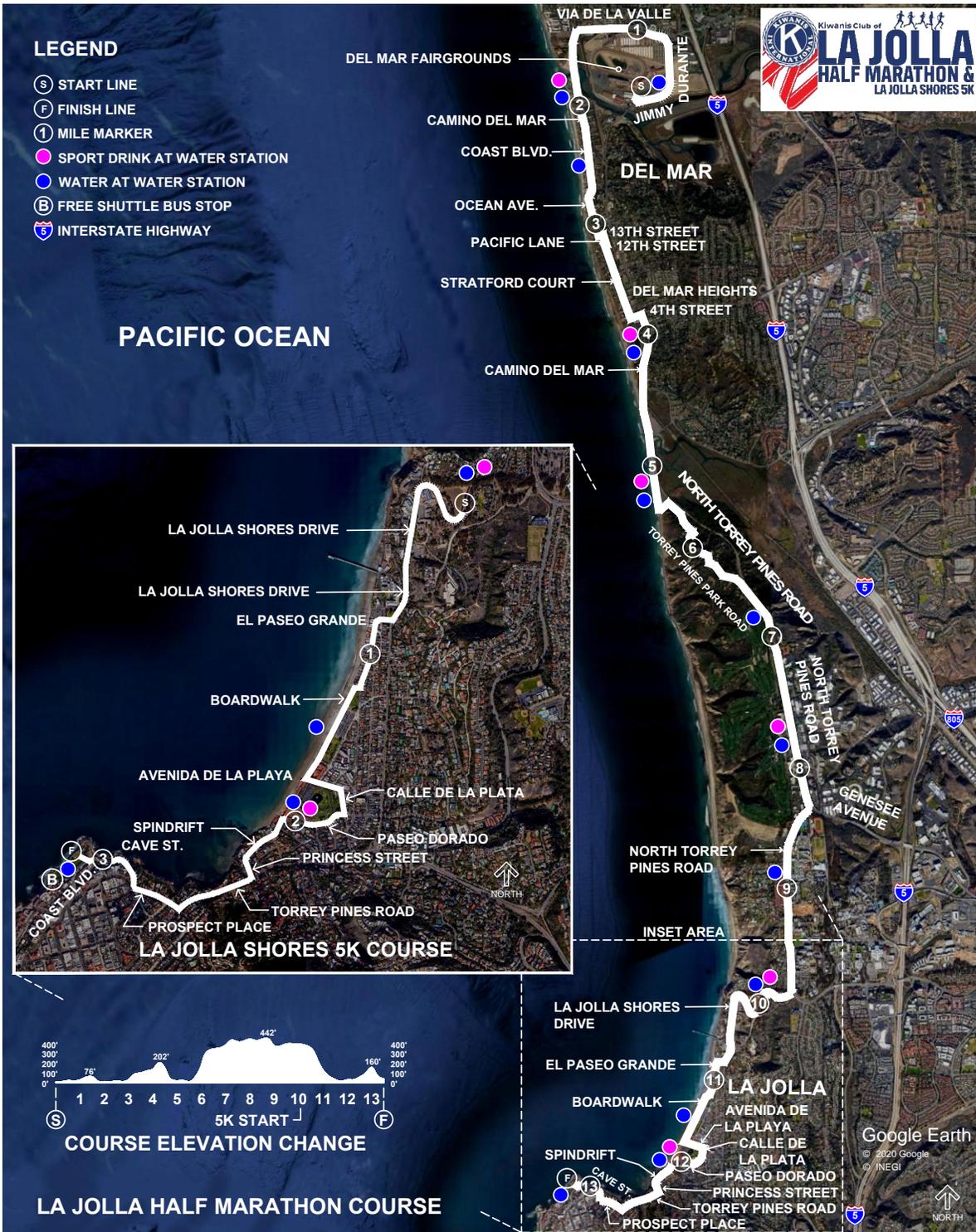
Mike: Right down, Coast Boulevard. Right? Is all Coast closed?

Bart: Yes. Between Prospect and downtown? Well, no. But Prospect is closed. One lane's closed. We don't close the whole road. One lane's closed. And you can go all the way across to Girard.

See map outlining route below

LEGEND

- (S) START LINE
- (F) FINISH LINE
- (1) MILE MARKER
- (PINK DOT) SPORT DRINK AT WATER STATION
- (BLUE DOT) WATER AT WATER STATION
- (B) FREE SHUTTLE BUS STOP
- (I-5) INTERSTATE HIGHWAY



PACIFIC OCEAN

LA JOLLA SHORES 5K COURSE

COURSE ELEVATION CHANGE

LA JOLLA HALF MARATHON COURSE

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Vote: Request for temporary street closures and no parking areas in conjunction with annual half marathon and related activities scheduled for Friday, May 16 and Saturday, May 17, 2025.

First: Patrick Ryan

Second: Bill Podway

Vote: 8-0 motion approved

Mary Soriano not present for this topic.

Action Item: UCSD Banner District

Proposal to place UCSD banners on city-owned light poles on streets in the vicinity of UCSD, including Genesee Ave., Torrey Pines Rd., and La Jolla Shores Dr.

Presented by: Anu Delouri

Anu Delouri: I'm Senior Director of Local Government and Community Relations for UC San Diego, and I am here to present the UC San Diego Banner District proposal. I am here along with my colleagues from the City who are here in case you guys have any questions.

We went to University City last month, and then this month I reached out to Harry Bobbins, and Harry recommended that I come first to T&T. He said the process would be we go to T&T first, T&T would give a recommendation, and then the project would go on in the consent or the non-consent calendar for the La Jolla Community Planning Association.

Typically, UC San Diego doesn't come to the local community planning groups for approval, we come generally for information items, but because the banner district is on local city streets and it will require some sort of city council action, we're here before this group. So with that, the banner district, what is the banner district? I think many of you, or maybe all of you, are very familiar with banner districts.

You have them in downtown La Jolla, and as I was driving down over here, I saw on Torrey Pines Road that there are banners in the area. So the banner district that we're proposing would be very similar in flavor to the banner district that you have in this area. And banner districts are quite popular in college towns, in college areas.

In terms of the banner district, where are we proposing this? We're proposing this to be on the streets that are peripheral, already adjacent to the main campus, to pick up those areas only, not to go deep into the community or anything like that. And later on in the presentation, there is a map which will outline the streets.

We currently have banners on the main campus. So those are on streets that are owned by the University of California, and we have banners internal to the campus. We're looking from the perspective of an identity, placemaking, creating excitement.

UC San Diego is amidst the community of La Jolla. It's your university. We're looking to create more excitement around that in terms of place making.

What we're proposing is to have only a single banner on a light pole. And they'd be concentrated in areas of high pedestrian traffic and on main transportation routes.

UC San Diego Banner District: This initiative aims to enhance UC San Diego's visibility, create a welcoming environment for visitors, and prospective students, and strengthen its presence in the region, reinforcing the university's identity as a destination for education, culture, and innovation. The streets included in the banner district are the portions of roads adjacent to the UC San Diego campus - Regents Road, Genesee Ave., and North Torrey Pines Road together with portions of La Jolla Shores Drive and Torrey Pines Scenic Drive,

Proposed Banner District

- Proposed city streets border the East and West Campus properties, Scripps Institution of Oceanography and the UC San Diego Gliderport
- The city street pole banners would help us more effectively showcase campus areas, welcome visitors, mark campus boundaries, and assist those who may be unfamiliar with the entry points.



John Bauer: Why does UCSD want to do this?

Anu Delouri: it is in the form of placemaking to create excitement, to share the educational and cultural opportunities. Right now we're D1 in terms of athletics.

We're the only, I don't know if you're following the news, but it's the first time in college history that a women's team and a men's team both have made it to the finals, I mean, March Madness. And so it's to create that excitement and awareness of a large campus being amidst the community.

John Bauer: And if you are allowed to put these up, are they the exclusive ownership and management of UCSD?

Anu Delouri: It will be under our management.

Elizabeth Studebaker: I'm the Assistant Deputy Director for the Economic Development Department, and I've been working on banner district formations for, I've worked for the city for 12 years and I've been, you know, working on establishment and sort of, like, ongoing relationships with nonprofit managers who are responsible for banner districts. We probably form one a year, maybe, but in total, citywide, we have about 55. So it's not a new program.

It's, you know, it's pretty established and our parameters are on permit requirements and design guidelines and, you know, no advertising allowed, nothing religious allowed, you know, there are, like, standard city sign guideline criteria would apply for anything in the public right-of-way.

Ross Rudolph: Would approval be forever or would there be a time limit at which time it would be reviewed again?

Elizabeth Studebaker: Basically, banner districts do exist. We don't want to say in perpetuity, but until such time that the council office or the full city council decides to disestablish the district. And we have had districts disestablished.

We've had districts modified. We've had, you know, new organizational activity come in where people are like, we want this section and let's negotiate around roadways where it makes sense. And so that would be a separate city council action to either modify or disestablish.

Patrick Ryan: Who is controlling the content and is it only UC San Diego content? And, you know, what are the guidelines behind that?

Elizabeth Studebaker: Not design, but for instance, such and such a non-religious party that is part of UC San Diego or affiliated with, you know, new staff at the university 10 years from now. What are the guidelines for what can be put up? I'd be happy to share the guidelines with the chair for distribution, if you'd like.

Erik Gantzel: And I think the key problem for us, at least for me, is that I don't see the connection between these banners and traffic or transportation, parking, anything else that we typically deal with.

Dave Abrams: Yeah, I agree with what Erik's saying. I can't quite see the nexus. Personally, I don't have any problem with what you're being proposed. But I don't think this is the place to talk about it. So I don't know why we got it and why we're getting into all the nuisance.

I move that this matter be referred to the La Jolla Shores Association and that we not consider it any further for lack of connection to our bylaws and our function.

Vote: Motion to move this request to the LJSA as this it does not fall under the T&T directive or charter

First: Dave Abrams

Second: Bill Podway

Vote: 8-0-1 motion approved.

Abstain: Mary Soriano as she was not present for most of the discussion

Action Item: Pay for Parking Paint

Note: This is a modification to the original meeting request item that asked for DYI for Parking Paint.

Proposal to ask the City of San Diego to permit the community to pay for painting or some other mechanism/ process of “L” markings to guide vehicle parking in the Park Row neighborhood and other residential neighborhoods.

Presented by: Ray Weiss

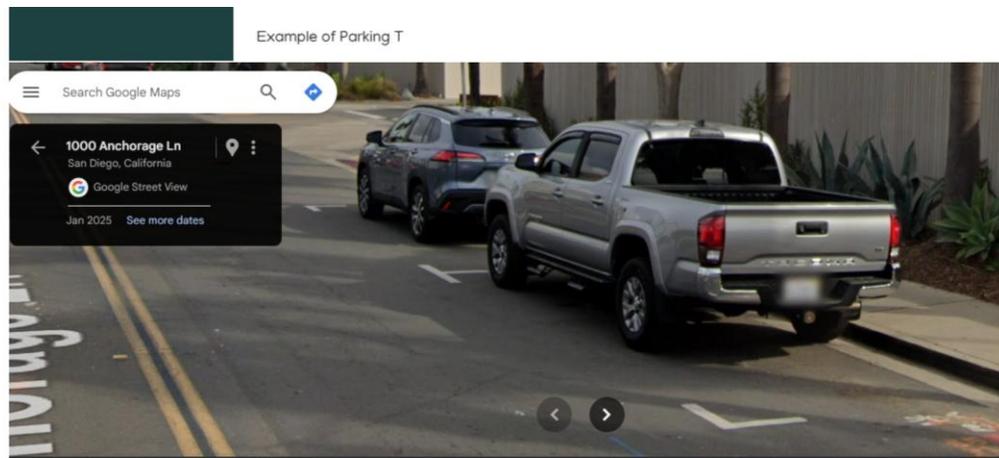
Ray Weiss: I live in the Park Row area of La Jolla and it's basically a parking lot and a lot of old houses there, including mine, have narrow driveways. And the city has thoughtfully painted the edges of these driveways red for most houses. But I've noticed that people are so anxious to park, they basically ignore the red.

And they end up blocking driveways. I've had some difficulty and have been close to having the city tow cars.

I think it's a lack of awareness of what they're doing more than anything else. And so it occurred to me after a while that there are several places in the community where you see things like this. Another place is apparently it's the area controlled by the Port District near the San Diego Yacht Club.

They have official painting just like this. And that's in the City of San Diego, but it's somehow controlled by the Port District. And so the city of San Diego doesn't do that unless there are parking meters because they want to delineate where the parking meters start and stop.

My thought and my reason for doing or advocating for this is that if people, when they get out of their cars, can see that they're outside the parking area, they might be more responsive to the requirements of the parking area.



And I think it would do two things. It would make people follow the law a little bit better because they would notice, and secondly, it would make it much easier for the enforcement people to collect tickets because they're driving around in their little three-wheelers and they're on the street side, so they see immediately when a car is infringing. So the question is, how can we get this done?

So I think it would be a good idea to advocate to the city that certain neighborhoods could collect the resources to reasonably pay a professional street painter or pay the city to do this. I think it would protect people's houses from the denial of access to their own driveways. A lot of these driveways are at an angle, and the old districts of La Jolla, people don't think about that.

Mike McCormack: It just helps with people. They can look out and say their driver window versus you get all the way out, walk around them, and look.

Ray Weiss: Now, Gary Pence has pointed out that you don't want the T's because of the point I made about long trucks and short cars.

John Bauer: The problem without using the T's, though, on a long parking spot, if you just have L's that can hold two cars, someone may just assume that's a really big single parking spot.

Ray Weiss: But it's not. It's actually a two-car parking spot that looks like it's designated as a potential single. I live next to one of those.

It's long enough for two small cars or one big truck. A truck could not fit in this distance here. But if someone comes with a single car and parks in there, theoretically it's not wrong because they're parked within the L's.

I know also that Gary Pence is opposed to the T's. I get it. And I want to get this done.

Patrick Ryan: I'm with Gary Pence. You should never have T's because you will limit spaces. They'll have to be a measured length.

And you'll lose parking spaces if you add T's. You could allow 20 feet for each car and then you would be wasting space.

Ray Weiss: So if you add the L's, it does nothing that the red curve wouldn't otherwise do provided that the person's choosing to comply. If you take that T out there, a car won't park in the middle. They'll typically, just as they would if they were to see the red curve, they'll park at one end or the other if they're a nice person.

The L's are totally fine and they will help people know where the bounds of the spaces are. The one thing I would say is the engineering department will often shy away in certain circumstances from putting L's down at all because the width of the street from the center line to the curve will no longer match a modern traffic lane and parking lane. They won't want to do it there.

Dave Abrams: I'm trying to understand this. So ,with this L proposal and not the T, under that scenario, the T that's here in front of that first pickup truck wouldn't be there?

Ray Weiss: Right.

Dave Abrams: It would just be the back L?

Ray Weiss: To the drivers who are parking and getting out of their car and not looking at that car.

Erik Gantzel: So the primary focus, as I understand it, is really to discourage people from parking over into driveway aprons.

Ray Weiss: Correct. And I've observed that the red doesn't work very well because people seem not to notice it. Sometimes they're six or eight feet into the red.

Patrick Ryan: I just want to add - You've got to stick to standards, otherwise it's impossible to approve new things, and these are standard. But the comment about getting a professional company to come out and paint it is the cost for the city isn't just sending a striping machine out and doing it - that's not the big deal. The issue is deciding where it goes, how wide the space is, whether it's even applicable on the street and all of that. That's the effort.

Ray Weiss: I would argue that that's already decided by how the city painted the red on the curb. Just go with that.

Patrick Ryan: For sure, but not the width of the vehicle, so in the shores where the street is narrower. The point is that it's the making sure that it complies with the part that the city ends up doing, and that takes time and costs money.

Vote: Proposal to ask the City of San Diego to determine a mechanism for allowing the community to fund the paving of parking L's on Park Row, as a pilot program, that meet city guidelines and regulations.

First: Mary Soriano

Second: Ross Rudolph

Vote: 9-0

Adjournment: 5:21pm

Next Meeting – April 15th, 2025

Respectfully Submitted: John Bauer, Secretary