



**NEWSLETTER
SPRING 2006**

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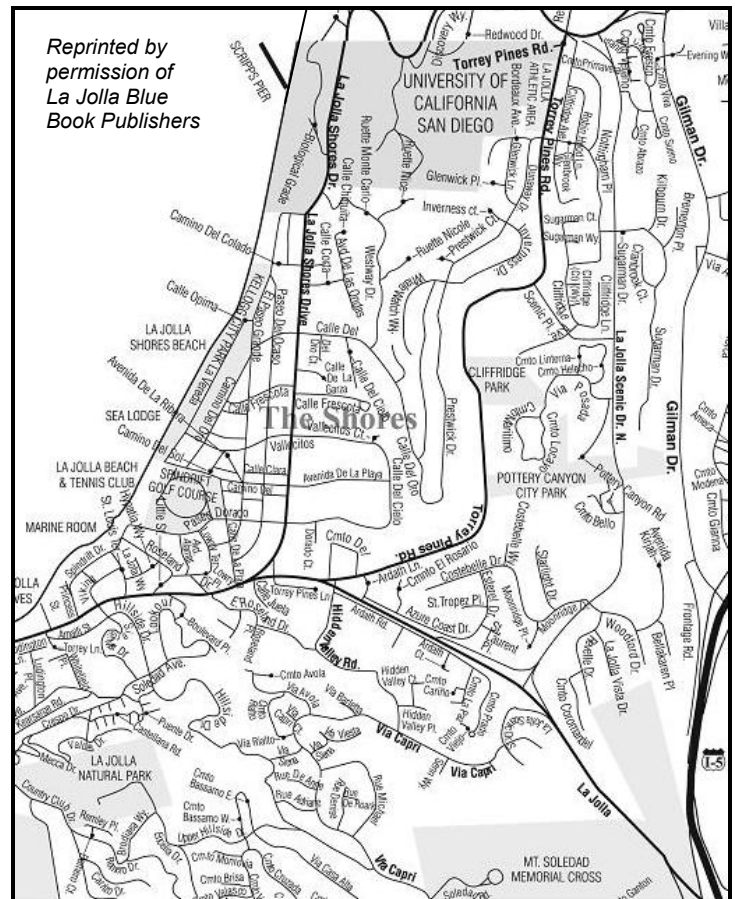
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SERVING THE LA JOLLA SHORES COMMUNITY

The La Jolla Shores Association is a non-profit, volunteer, neighborhood organization comprised of residents, property owners, and business owners who live or work within the La Jolla Shores Planned District. (See description below and map at right.) Purposes and activities of the Association include neighborhood preservation and interaction with other La Jolla organizations and local government to ensure our input on matters of interest to our community.

The La Jolla Shores Planned District Ordinance (PDO) is a regulatory document (part of the San Diego Municipal Code) that is specific to the La Jolla Shores Planned District, one of the few Planned Districts in San Diego. The La Jolla Shores PDO was established in the early 1970s to protect and enhance the area's unique ocean-oriented setting, architectural character and natural terrain, and to enable the area to maintain its distinctive identity as part of one of the outstanding residential communities of the Pacific Coast.

The La Jolla Shores Association Board is comprised of 16 Directors elected to two-year terms. The Board takes an active role in many projects and issues, including those regarding our beach and parks, land use, and traffic management. All meetings of the La Jolla Shores Association are open to the public. (Please refer to page 3 for details.) We welcome your input and attendance!



LA JOLLA SHORES PLANNED DISTRICT

The boundaries are Gilman Drive, I-5, La Jolla Parkway, Soledad Park, Hillside Drive, Princess Street, the Pacific Ocean, UCSD and La Jolla Village Drive.

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LA JOLLA SHORES BEACH - GOOD NEWS!

Do you like more space on your La Jolla Shores Beach sand? The La Jolla Shores Association does, and, speaking for many La Jollans, asked the City to not renew the concession agreement with the vendor who has rented beach equipment and sold suntan lotion on the beach for the last 3 years. The City listened and acted – and, starting this summer, there will be NO business on the La Jolla Shores Beach at all!

As we all know, there are plenty of shops along Avenida de la Playa that provide anything a beachgoer might need without vendors cluttering our precious sand.

Speaking of precious sand, the La Jolla Shores Association has secured a donation that provides the funds for year-round, weekly raking of the La Jolla Shores Beach, as well as sand sifting every other week. Many, many thanks to the anonymous donor who is responsible for making our beach more beautiful!