

~ La Jolla Parks

@ Beaches, Inc ~

P.O. Box 185, La Jolla, CA, 92037-0185

March 18, 2013

Robbin C. Powell, Chief Administrative Officer  
The Parker Foundation  
2604-B El Camino Real, Suite 244  
Carlsbad, CA 92008  
www.TheParkerFoundation.org

**PROPOSAL COVER SHEET**

***Beautification of Coast Boulevard at the Children's Pool***  
**A project of La Jolla Parks and Beaches, Inc.**

1. (a) Project description  
(b) Management of project results  
(c) Other financial commitments to this project  
(d) Signature: Dan Allen, President, Executive Director,  
La Jolla Parks & Beaches, Inc.
2. (a) Budget for LJPB  
(b) Design and Budget for Coast Blvd project  
Letter of City Councilmember endorsement  
(c) Profit & Loss statement
3. Board of Directors
4. Letter of Determination (attached)  
California Franchise Tax Board (attached)  
IRS Form 990 (attached) in lieu of audited financial statement

Contact information: President, Dan Allen, [DanAllen@alum.mit.edu](mailto:DanAllen@alum.mit.edu)  
Treasurer, Phyllis Minick, [pminick@aol.com](mailto:pminick@aol.com)

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## PROJECT OVERVIEW

**Project title:** *Beautification of Coast Boulevard at the Children's Pool*

**Project category:** public park

**Project location:** La Jolla Village, City of San Diego, 800 block of Coast Blvd.

**Total project budget:** \$250,000

**Amount requested:** \$250,000 for project naming rights, e.g., **Parker Plaza**

\$35,000 each for named bench plaques; \$2,000/\$10,000 each for other named objects

### 1. (a) Project description:

The City of San Diego will soon construct a new lifeguard tower at La Jolla's Children's Pool to protect swimmers and safeguard all who visit the ocean. **But improvements to the surrounding walkway are not part of the lifeguard tower project, and no additional City funding is available.** So local citizens have acted in a project sponsored by La Jolla Parks & Beaches, Inc., to redesign and rebuild this site. A private donation supported this design, which was thoroughly evaluated by a community workshop, public display and media publicity. Landscape architect Jim Neri's design for this project, "*Beautification of Coast Boulevard at the Children's Pool*," rebuilds a walkway of 11,610 sq ft, including a path of just under 10,000 square ft /475 linear ft and a planting area of 1,703 sq ft.

Notable improvements over present site:

- All sidewalks are replaced and widened to at least the required minimum width of 8'; some spaces are now only 18" ..
- A curved turnout by the belvedere (gazebo) is added to enlarge viewing space and duplicate the two space- and design-adding turnouts just to the North.
- Planters are added along the walkway's Northern wall as a safety barrier to deter climbers from entering the crumbling cliffs, but do not block views. This design replaces the City's earlier plan to raise the wall's height. Two large planters that now block the walkway will be removed.
- Five tear-drop shaped seating walls are useable from both sides and faced with cobble stones to match other nearby hardscape. These structures channel pedestrian traffic and prevent the overcrowding that now causes unsafe walking in the street, which is heavily traveled. The additional seating is especially useful at this site of world-famous tourism but located in a community of aging residents.
- Drought resistant, squirrel resistant plantings extend the landscape theme of Casa Manana directly across the street and protect from ground erosion.

The San Diego Parks & Recreation Department has given this plan a #1 priority for the future but currently lacks the budget. Yet, only if we proceed immediately can we save costs by sharing their construction team and using their contractors. City permitting has been arranged. The lifeguards agree with this plan. The LJ Town Council and its subcommittees agree, and LJ Community Planning Association agrees. This rebuilding of this only part of Coast Boulevard never before improved has an estimated one-time cost of \$250,000 but only if we act now to combine both construction projects. Later, the cost will double, as will the time of street closure.

**Benefits: Safety:** The new concrete sidewalk replaces the presently uneven, dangerously overcrowded one where police and firefighter rescues have been required for victims of falls. The enlargement of open space improves access and decreases crowding into the vehicle traffic lanes.

**Approximately one and one-half million people from San Diego County and around the world have visited this site in each of the past three years, and nearly 8,000 instances of lifeguard or police aid are documented.**

**Environmental enhancement** Local residents and global visitors who flock here benefit from its beauty, inspiration and sense of freedom.

**Historical preservation** In the 1930s this site became established as the world-famous landmark it has remained ever since.

**Educational opportunity** Especially children and families gain from the environment's educational introduction to ocean science.

**1. (b) Management of project results:** Projects successfully managed by LJPB (50 years) and its sister group, LJ Shores Association (40 years), are testimony to our long experience at this work. The current leadership's years of experience guarantee the project's superior oversight. Since the results are tangible stone, concrete and landscaping, they will be clearly visible to all who visit the site.

**1. (c) Other financial commitments to this project:**

A total \$10,000 came from by private donors, one of whom has pledged a further amount when we reach \$100,000. Additionally, the Lifeguard Tower Construction Project provides a \$10,000 construction credit where the two projects overlap. La Jolla Kiwanis has donated \$1,000 and accepted a proposal for \$5,000 more. La Jolla Parks & Beaches is unique as an organization, because it is the only one in this Council District tasked by the City of San Diego with recommending local park & beach projects.

**Your funding will restore this scenic but long-neglected site at one of San Diego County's most famous attractions, which could bear the name**

*PARKER PLAZA*

**1. (d) (signed)**

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**Dan Allen, President, Executive Director, La Jolla Parks & Beaches, Inc.**  
714 Kearsarge Road, LJ 92037, email: danallen@alum.mit.ed  
phone: 858 459 5401

**2. (a) Letter of Determination (attached) (b) California Franchise Tax Board**

**3. Board of Directors**

**Dan Allen, President, DanAllen@alum.mit.edu**  
**John Beaver, Vice President, bea5er@sbcglobal.net**  
**Rebecca Morales, Ph.D. Secretary, rebeccamorales@me.com,**  
**Phyllis Minick, Treasurer, pminick@aol.com**

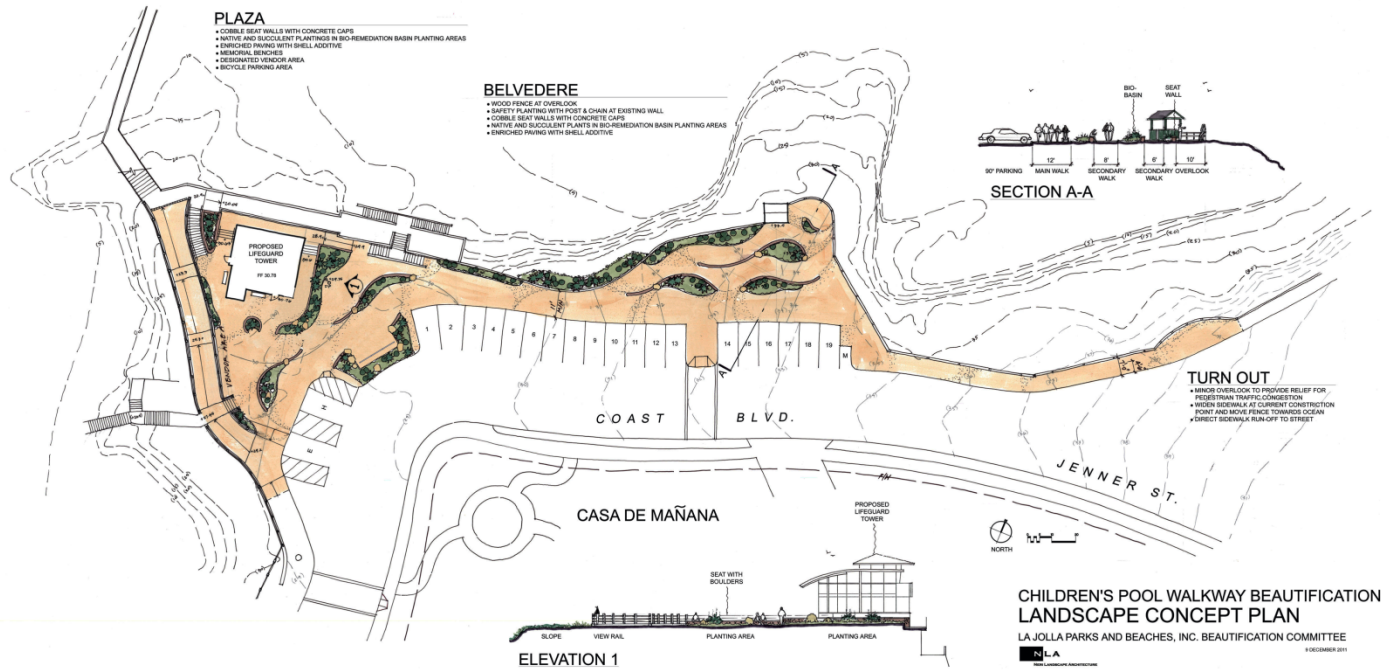
## Board of Directors

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## Coast Boulevard Walk at the Children's Pool

A project of La Jolla Parks & Beaches, Inc.

