

Strategic Planning Workshop 2016

Written Comments and Suggestions From Merchants

- “Heavier Policy of PROW violations. It undermines those of us who actually operate our practice in compliance.”
- “Small groups of “merchants” walk village in evening to meet and familiarize each other with stores, shops, revisit “musical” wine & cheese + get familiar with each other”
- “Create ways (motivation) for more businesses to participate in the Planning process. Sticks – Fines – Whips Carrots Free Food Free Drinks More Business”
- “Ice skate rink @ Scripps Park Skate @the Beach”
- “Why doesn’t Pillage the Village include Torrey Pines road merchants?”
- “Bikability, Cultural Experience, Historical Tour, More promotions to B&B, sales promo to employees of Biz”
- “Have local Community Newspaper offer special rates and promotions for LJ Merchant members. – Have businesses pool promotional items together to offer as great give-away (monthly drawings) that can be promoted in the local paper”
- “1) Be sure all merchants active on Social Media use the hashtag #ShopLocalLaJolla both on Instagram & Facebook 2) Promote – through Social Media – or any affordable ads – a strong campaign to the rest of San Diego that we are their back yard and the need to exploit, Be sure all of San Diego knows parking is easier on the weekends – that there is no time limit on Sundays – Have contests for locals who post pictures of themselves with items they’ve bought here”
- “Local participation in events to merge the efforts”
- “CA should take his shirt off at meetings”
- “Summer Street Fairs more walking in LJ”
- “Art Gallery and Food walks”
- “Cooperative between merchants promotions between different merchants like a group ___?___”
- “Bring back 92037 coupon book to promote business”
- “-Pedestrian promenade on Girard between Kline & Torrey Pine & Silverado & Prospect – more parking structures – more residential development on top of existing retail structures – more variety of retail – more high end anchors – metered parking”
- “Pedestrian promenade on Girard *More parking structures *More residential Development on top of existing retail structures * More high end anchors” *duplicate of above but different handwriting*
- “More pedestrian friendly crossways (Girard) more parking wayfinding signs near corners”
- “We need nice looking directional signs pointing to the tourist areas to guide folks * Create older folks lanes on the sidewalks”
- “More Directional Signs”
- “Painting all empty walls with murals”
- “I would like directory signage pointing out points of interest and businesses”
- “2 Hour parking throughout”
- “Ideas for parking/accidents on Torrey Pines Rd. Cut sidewalk curb at Girard/TP”
- “Sit the LJ Landlords down and paint a vision for what LJ could be. They keep leasing to the same types of stores and its depressing the real estate market. Until they start working together”
- “for better synergy between merchants * for unified directives put forth by the LJVMA that will rally the town to support it’s own * a noteworthy dog park in town”
- “Pedestrian corridor in all Girard Ave. More parking structures. More highend stores.”
- “Please someone build a parking lot. Maybe under the 2 cottages that Aimco owns”

All submittals complete and entered. SF 01/14/16