

## Bird Rock, RG005.03

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<https://lajollahistory.org/>  
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### Descriptive Summary

**Title:** Bird Rock, RG005.03

**Dates:** 1920s - Present

**Collection Number:** RG005.03

**Creator/Collector:** La Jolla Historical Society

**Extent:** .5 linear feet

**Repository:** La Jolla Historical Society, La Jolla, California 92037

**Abstract:** The Related Group 005.03 Bird Rock Collection is made up of photographs and archival material collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. The Collection contains material dedicated to the history of Bird Rock, a community of La Jolla. The topics pertain to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

**Language of Material:** English

**Access:** The Collection is open for research

**Publication Rights:** The La Jolla Historical Society holds the copyright to any unpublished materials

**Preferred Citation:** Courtesy of the La Jolla Historical Society

**Acquisition Information:** RG005.03

**Biography/Administrative History:** The La Jolla Historical Society inspires and empowers the community to make La Jolla's diverse past a relevant part of contemporary life.

The La Jolla Historical Society's Collections encompass over 80 years of actively collecting archival material, books, maps, scrapbooks, ephemera, fine art, newspapers, street and land use files, business and personal documents and historic and archaeological artifacts. The Society boasts over 20,000 photographs, over 1000 postcards, 400-plus architectural drawings and approximately 200 oral history recordings.

Collecting was initiated by Howard Randolph and volunteers on the historical committee of the Library Association of La Jolla. The Collection began by gathering photographs and documentation in the late 1930s, which later became the nucleus of the La Jolla Historical Society's Collections. The Society was created in 1963.

Through many moves in location the Society continued collecting and expanding. Accumulated Collections took on its current construct in 2010 after the renovation of the La Jolla Historical Society's campus of structures in central La Jolla, which consists of the 1904 Wisteria Cottage and 1940s Balmer Annex used for exhibits and programming, and a 1909 cottage used for business and research offices. The late Ellen Browning Scripps' 1916 automobile garage was also renovated and now houses the Collection in a modern collections storage facility. Materials are housed in archival boxes, sleeves, envelopes and other archival-safe materials and are cared for according to standards and best practices of the museum profession. In 2016, the Society initiated new PastPerfect Museum Software to manage and catalog its Collections and in 2018 started using the Online Archive of California to upload searchable information from its

Collections to enable improved public access. The Society will continue these processes and look forward to utilizing new opportunities to collect, preserve and share the history of La Jolla.

**Scope and Content of Collection:** The Related Group 005.03 Bird Rock Collection is made up of photographs and archival material collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. The Collection contains material dedicated to the history of Bird Rock, a community of La Jolla. The topics pertain to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

**Container List Below**

# Container List

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## RG005 – Subject Files (Large) Collection Box 03 – Bird Rock

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### **Bird Rock History**

Small booklet. "The Beautiful Barber Tract of La Jolla: A Select Listing of Architecturally and Historically Significant Homes." *Save Our Heritage Foundation*. 1991.

Paper document. "Public Places in Bird Rock." A listing and short description of parks and other public places in Bird Rock.

Paper document (incomplete). "Bird Rock Turned 100 on March 13th!!!" / "A Short History of Bird Rock." A brief telling of the history of Bird Rock. "2007."

Packet. "History of Bird Rock." A summary of the history of Bird Rock and La Jolla from pre-Hispanic times to the time of the packet's writing. "2001."

Academic article. "La Jolla Hermosa: A Subdivision Triumph." *The Journal of San Diego History*. Documents the history of La Jolla Hermosa. "March 25, 2009."

Packet. "Early Residents of the Colima St. / Beaumont Ave. Area of Bird Rock, La Jolla, California Area." Photos of the houses and biographies of the early residents of Bird Rock. April 15, 2016.

Paper document. "Principals of Bird Rock Elementary School." A simple list and chronology of the school's principals up to 1984.

Packet. "Bird Rock Homes: 1930 – 1937 (from City Dir. & Blue Bk.)" List of Bird Rock home addresses and homeowners.

Packet. "Bird Rock Families – 1940's" List of Bird Rock families of the 1940's and brief profiles of homeowners.

### **Bird Rock Photos Before 1960**

Photograph (aerial). Depicts several of the early homes and hillside. September 12, 1945.

Photograph and accompanying letter. Photo depicts a billboard with a real estate advertisement for Bird Rock. Accompanying letter written to real estate agent on the billboard, Mary H. Fitzhugh from "Nathan" regarding the nostalgia the photo elicited.

Photograph. Depicts Bird Rock from Bird Rock Inn on Camino de la Costa. An old dilapidated building can be seen in the distance. "C. 1930."

Photograph (aerial). Depicts a western view of Bird Rock buildings and homes. "C. 1945."

Photograph. Depicts founder of "Beach N' Bay Real Estate", Richard

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“Dick” Johnson, standing in front of a Cadillac and picket fence.

Photograph. Depicts a small building and neighboring sign. The sign reads: “Beach N’ Bay Real Estate and Insurance.” “1947.”

Photograph. Depicts several storefronts on 5726 La Jolla Blvd. The signs read, “Mitch’s Club La Jolla,” “Yardage,” and “Bakery.”

Photograph. Depicts Richard “Dick” Johnson leaning on the door to his business, “Beach N’ Bay Real Estate.” “Joyous 1947” written on shop window.

Photograph. Depicts half a dozen cars parked in a lot and along the street. “1952-1953.”

Photograph. Depicts half a dozen cars parked in a lot and along the street. Same cars as previously described, but from a different angle. “1953.”

Photograph. Depicts seven young children posing for a photo beside a stroller. Two children identified as Lael Johnson Dewhurst (far left) and Richard Johnson Jr. (far right). “1948.”

Photograph. Depicts several storefronts on 5726 La Jolla Blvd. Store names include “Beach N’ Bay Real Estate,” “Mitch’s Club La Jolla,” “Yardage,” “Bakery,” and “Delicatessen.”

Photograph. Depicts storefronts under construction on 5726 La Jolla Blvd. A sign reading “Stores for Lease” can be seen. “Early 1950’s.”

### **Photographs Bird Rock – After 1960**

Photograph. Depicts cars and distant storefronts along La Jolla Blvd.

Photograph (aerial). Depicts Bird Rock homes and a hillside sign spelling “Bird Rock.” “August 31, 1972.”

Photograph. Caption: “Bird Rock Inn from the beach side. This photo shows the Inn after it was converted to a private home – 5750 Dolphin Place.” “1963.”

Photograph. Depicts a two-story wooden building from the opposite side of Dolphin St, at the site of Bird Rock Inn. Large palm trees can be seen in the background. “1963.”

Photograph. Depicts a wooden residence from the opposite side of the Dolphin St. A car can be seen parked in along the street. “1963.”

Photograph. Depicts a gate opening to a private courtyard or garden on 5710 Dolphin St. “1963.”

Photographs (2) with caption: “The corner of Nautilus and La Jolla Boulevard, above, and the 5700 block of La Jolla Boulevard, right, are the sites of proposed developments.” *La Jolla Light*. “June 26, 1986.”

Photograph. Depicts several industrial vehicles along a dirt road. Caption: “Mesa top at the foot of La Jolla Corona Dr., last remaining large parcel of undeveloped land in Bird Rock area.” “October 2, 1980.”

Photograph. Depicts several storefront signs. The signs read, “Resale Boutique,” “Open” and “Potters at Work.” “1986.”

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Photograph. Caption: "Image of person sitting on remains of rock patio of Bird Rock Inn." *"La Jolla Light."* "June 26, 1986"

Photograph. Depicts a flooded alleyway in Bird Rock. *"La Jolla Light."* "January 1, 1987."

Photograph. Depicts a small storefront on 5659 La Jolla Blvd. Signage reads, "Party Plus." A "For Lease" sign can also be seen.

Photograph. Depicts storefronts and apartments on 5697 La Jolla Blvd. A sign reading "Now Renting" can be seen. *"La Jolla Light."* "December 4, 1986."

Photograph. Depicts artwork of two surfers on construction tarp. *"La Jolla Light."* "May 3, 1990."

Photograph. Depicts two connecting buildings under construction. A worker can be seen atop scaffolding. *"La Jolla Light."* "May 3, 1990."

Photograph. Depicts a single truck on an empty lot under construction. Two workers can be seen. *"La Jolla Light."* "August 23, 1990."

Photograph. Depicts the Bird Rock hill sign. Shrubbery and houses are in the foreground. "August 10, 1972."

Photograph (aerial). Depicts homes along and east of Sun Gold Point. "Mid 1960's."

Photograph. Depicts Bird Rock Inn on 5710 Dolphin Pl. after being remodeled as a private home. "1965."

Photographs (film negatives). Depict Bird Rock Inn and surrounding homes. "1992."

Photographs (3 unique). Depict the former location of Bird Rock Inn from the street. Appear to be taken from previously mentioned negatives. "1992."

Photograph. Depicts a home on 824 Forward St. "1996."

## **Photographs Bird Rock Elementary School**

Photograph. Depicts a multitude of children and a few teachers posing in front of a building under construction, presumably the school.

Photograph. Depicts several carolers from the elementary school singing for business owner, Tony Botticelli.

Photograph. Description on back: "5<sup>th</sup> grader Alma Aguilar painting window on Bird Rock shop."

Photograph. Depicts the front entrance to Bird Rock Elementary School. A play area, presumably for bikes, can be seen in the foreground. "August 17, 1972."

Photograph. Depicts two 3<sup>rd</sup> graders, identified as Kaili Shumilak (8 years, left) and Andrew Laing (9 years, right) posing with a pillow featuring Bart Simpson that Andrew made. "April 1980."

Photograph. Depicts four people posing in front of a car. From left to right: Sandra Brokaw, Elizabeth Nichole, Kathy Fitzgerald, and Stuart

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Harmon. "April 10, 1986."

Photograph. Depicts a classroom's worth of students posing in front of homemade signs advertising the grand opening of a cookie's sale. "April 24, 1986."

Photograph. Depicts a young boy ("Charlie Sauer"), in a baseball helmet saluting for the camera. "December 18, 1986."

Photograph. Depicts a young boy ("Nathan Treadwell") working on an arts and crafts project involving a pinecone. "December 18, 1986."

Photograph. Depicts a young girl ("Sharif Sims") smiling for the camera while holding up a fish by its tail. "April 16, 1987."

Photograph. Depicts a young girl smiling for the camera holding up a fish with a newspaper. "April 16, 1987."

Photograph. Depicts a young child (Maghan Ford) doing arts and crafts on a picnic table. "April 16, 1983."

Photograph. Depicts around a dozen children holding up and/or wearing Bird Rock Elementary sweatshirts. "April 23, 1987."

Photograph. Depicts around a dozen young girls doing sit-ups. "June 18, 1987."

Photograph. Depicts a young boy midair as part of a tire obstacle course. Many other children can be seen lined up behind him in the background. "June 18, 1987."

Photograph. Included caption: "Bird Rock Elementary Balloon release signifies opening of annual Jr. Olympic Day." "June 18, 1987."

### **Bird Rock Elementary School**

Press release. "RE: Bird Rock Dedication." Details the plans for the dedication ceremony of Bird Rock Elementary School. May 21, 1952.

List. "Principals of Bird Rock Elementary School." Up to 1984.

Photograph with caption. Excerpt: "Students at Bird Rock Elementary School are learning how to weave. Mrs. Lynne Lewbel of Del Mar, a member of the Carmel Valley Weavers, shows a group of youngsters how it is done." "February 1, 1973."

Newspaper article. "Bird Rock School plans musical." *La Jolla Light*. March 22, 1973.

Photograph with caption. Depicts a young boy (Jeff Bennet) in military gear and holding a toy gun. *La Jolla Light*. June 21, 1973.

Series of photographs (3) with caption. Depict students of Bird Rock Elementary in several costumes as part of a school play. *La Jolla Light*. June 21, 1973.

Newspaper article. "School plans annual barn sale." "October 11, 1973."

Newspaper article. "OK, we've got a park plan here--but still no park!" *La Jolla Light*. July 12, 1973.

Newspaper article. "Bird Rock Youngsters: Dentist, patient, nurse for a

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day." *La Jolla Light*. "January 31, 1974."

Photograph with caption. Excerpt: "Junior Girl Scout Troop 530 of Bird Rock Elementary School helps start the 1974 Easter Seal Campaign by stuffing appeal envelopes." *La Jolla Light*. "January 31, 1974."

Photograph with caption. Depicts the Bird Rock Elementary School playground, with the caption entailing their efforts to lobby the Board of Education to finance the repair of said playground. *La Jolla Light*. "December 26, 1974."

Newspaper article. "Bird Rock students measure up to check on inflation." *La Jolla Light*. December 19, 1974.

Series of photographs with caption. Excerpt: "Junior Girl Scout Troop 530 at Bird Rock Elementary School has been busy working on ecology badges these last few weeks of school." *La Jolla Light*. June 5, 1975.

Photograph with caption. Excerpt: "Gooley, but fun – youngsters at Bird Rock Elementary School use feathers and glue for a project at the annual Craft Day sponsored by the PTA." November 27, 1975.

Correspondence and list. From "Nancy Anderson / Margaret Cook" to "Parents and Principals." "Process for Determination of Closure of Schools."

Document. "Board of Directors Actions: Technical Assistance Project, S.D. Unified School District." *Comprehensive Planning Organization of the San Diego Region*. March 21, 1977.

Project proposal document. "Bird Rock Field." November 15, 1977.

Board of Education agenda. "Background Information for Business Section: Sale to City – Portion of Bird Rock Elementary School Site." *San Diego Unified School District*. April 11, 1978.

Newspaper article. "Bird Rock field plans delayed." "August 3, 1978."

Newspaper article. "Kids, 5, may start school." *La Jolla Light*. "January 25, 1979."

Letter to the editor. "Bird Rock defense." "June 12, 1980."

Newspaper article. "Is Bird Rock expendible?: Local school near top of consultant's list." "October 16, 1980."

Newspaper article (editorial). "Bird Rock school is not expendable." *La Jolla Light*. October 23, 1980.

Newspaper article. "School board considers enrollment problem." "May 7, 1981."

Newspaper article. "Grade schools safe for now." "April 23, 1981."

Newspaper article. "Bird Rock on list of possible school closures." *La Jolla Light*. June 4, 1981.

Newspaper article. "Closure proposal delayed: Bird Rock parents register protests." "July 9, 1981."

Newspaper article (editorial). "Seek alternatives to closing Bird Rock." *La Jolla Light*. June 25, 1981.

Newspaper article. "Bird Rock parents get ready for a fight." *La Jolla Light*. "June 25, 1981."

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Newspaper article. "Bird Rock school uses small size to advantage." *La Jolla Light*. October 15, 1981.

Newspaper article. "School adopts officer in an emotional ceremony." *La Jolla Light*. "Early to mid-1980's."

Newspaper article. "School closure issue advances." July 16, 1981.

Newspaper article. "Bird Rock students lead district in state tests." *La Jolla Light*. November 5, 1981.

Photograph with caption. Excerpt: "Irv Cohen (left), Lions Club 416 District flag chairman for San Diego and Imperial counties, recently presented American flags to the students of Bird Rock Elementary School." *La Jolla Light*. November 26, 1981.

Newspaper article. "Bird Rock parents join together to save school." *La Jolla Light*. December 17, 1981.

Newspaper article. "Bird Rock parents prepare for challenge." *La Jolla Light*. "February 11, 1982."

Newspaper article. "Bird Rock gets new principal this year." *La Jolla Light*. "July 22, 1982."

Newspaper article. "Opera program cries, 'Wolf': Students see 'Little Red Riding Hood'." *La Jolla Light*. January 20, 1983.

Newspaper article. "Integration mural is dedicated." "June 24, 1984."

Newspaper article. "Bird Rock principal will leave." *La Jolla Light*. "Early 1985."

Newspaper article. "Bird Rock gets a new principal." *La Jolla Light*. "February 28, 1985."

Newspaper article. "Bird Rock parents fret over possible transfer plan: Elementary school is overcrowded; redrawing boundary lines proposed." *La Jolla Light*. January 23, 2003.

Newspaper article. "School plan seeks A+ from residents: Officials retool new Bird Rock boundaries after public outcry." *La Jolla Village News*. February 26, 2003.

Series of photographs (3) with caption. Excerpt: "Nobody had to tell these Bird Rock Elementary kids to go fly a kite. . . they already had one in hand."

Newspaper article. "Kids will recite poems on Third World themes."

Newspaper article. "Parents committed to saving Bird Rock Elementary School." *La Jolla Light*.

Newspaper article. "Parents pitch in: Bird Rock rebounds from blaze." *La Jolla Light*.

Newspaper article (editorial). "Schools must stay despite progress."

Newspaper article. "District proposal would close Bird Rock instead of Decatur." *La Jolla Light*. March 31, 1983.



# Container List

## Bird Rock Newspaper Articles

Newspaper article (annotated). "Bird Rock Inn Lures Motorists." *La Jolla Light*. "April 6, 1926."

Newspaper article (annotated). "Bird Rock: A place to call home." *La Jolla Light*. "1981."

Newspaper article (annotated). "Bird Rock was a Lindbergh haven." *La Jolla Light*. February 20, 1997.

Newspaper article. "Bird Rock then, now."

Newspaper article. "Dealing in parks isn't an easy matter: Bird Rock – Muirlands places 13<sup>th</sup> in need." *La Jolla Light*. "November 28, 1974."

Newspaper article. "Bird Rock – In the path of development." "September 12, 1925."

Front page of the *La Jolla Journal*. September 17, 1925.

Front page of the *La Jolla Journal*. September 4, 1925.

Front page of the *La Jolla Light*. September 25, 1925.

Newspaper article. "Monte Costa: A Whale and Two Hundred Sea Lions Pay Us a Social Call." *The San Diego Union*. "January 30, 1927."

Front page of the *La Jolla Journal*. June 11, 1931.

Newspaper article and accompanying photos (3). "Bird Rock: A place to call home." *La Jolla Light*.

Front page of the *La Jolla Light*. March 30, 1939.

Newspaper article. "Residents Mapping Zoning Battle Plan: Bird Rock Property Owners Hit Vast Proposed Apartment Project." *San Diego Journal*. August 11, 1947.

Newspaper article. "Apartment Plan Draws Protest in La Jolla." August 7, 1964.

Photograph with caption. Depicts waves breaking along the Bird Rock cliffs, slowly eroding them. November 1, 1964.

Newspaper article. "Bird Rock traffic problems eased: Crosswalks, median help." "February 21, 1974."

Newspaper article. "Bird Rock seeks traffic controls." "February 7, 1974."

Newspaper article. "Park assessment clarified for Bird Rock – Muirlands." *La Jolla Light*. "February 13, 1975."

Newspaper article. "Bird Rock acts to protect area residents." "October 7, 1976."

Newspaper article. "30 Bird Rock Area Lots Sold at \$40,000 Average." "August 22, 1977."

Newspaper article. "Developer takes over Bird Rock park site." "August 25, 1977."

Newspaper article. "Park 'possible' for Bird Rock." "1977."

Newspaper article (editorial). "Bird Rock's car problem." "January 30, 1978."

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Newspaper article. "Man spots van, gets it back." "December 28."

Newspaper article. "Beautiful Downtown Bird Rock." "June 1, 1978."

Newspaper article. "Bird Rock complex complete: La Jolla Boulevard Center." "June 15, 1978."

Newspaper article. "Popularity closes doors of Bird Rock Station." June 15, 1978.

Newspaper article. "'Mayor of Bird Rock' quits, cites constituents' apathy." "February 8, 1979."

Newspaper article. "Council studies diagonal parking." "September 2, 1982."

Newspaper article. "Merchants divided so diagonal parking in Bird Rock dropped." *La Jolla Light*. November 11, 1982.

Newspaper article. "4<sup>th</sup> of July could be blast off for Bird Rock." *La Jolla Light*. "June 23, 1983."

Series of photographs (9) with caption. Excerpt: "Beaumont Avenue residents saw to it that La Jolla was not left out of the Fourth of July festivities by having their own parade." *La Jolla Light*. July 7, 1983.

Newspaper article. "Merchants band together again in Bird Rock." "August 11, 1983."

Newspaper article. "Bird Rock project raises some doubts." "*La Jolla Light*." "June 6, 1985."

Newspaper article. "Plan to develop half-acre lot in Bird Rock draws criticism." *La Jolla Light*. May 16, 1985.

Newspaper article. "Bird Watchers turn attention to illegal guest homes." *La Jolla Light*. "February 1985."

Newspaper article. "Dolphin decision delayed: Attorney fails to attend hearing." *La Jolla Light*. August 1, 1985.

Newspaper article. "Dolphin variance is denied: Bird Rock proposal may spark lawsuit." *La Jolla Light*. "September 26, 1985."

Newspaper article. "Bird Watchers band together." *La Jolla Light*. "February 20, 1986."

Newspaper article. "30-home project planned for Extension." *La Jolla Light*. "January 28, 1988."

Newspaper article. "Bird Rock project on schedule: Retail, condo complex well underway." *La Jolla Light*. May 3, 1990.

Newspaper article. "Speed humps get dumped by three La Jolla groups." *La Jolla Light*. "June 15, 1995."

Newspaper article. "Gold medallions will grace Bird Rock's main boulevard: Planting volunteers to turn out en masse." *La Jolla Light*. August 14, 1997.

Newspaper article. "Locals want to save their shade: Tree manicure could cost \$7,000." *La Jolla Light*. September 4, 1997.

Newspaper article (incomplete). "State in a buzz over Bird Rock: Fruit flies prompt swift treatment." *La Jolla Light*. "August 6, 1998."

Newspaper article. "Bird Rock sprayed to kill Medflies." *La Jolla Village*

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*News*. August 6, 1998.

Newspaper article. "Bird Rock turns the corner on reducing vacancies." *La Jolla Light*. "April 9, 1998."

Newspaper article. "Council's bid to limit parking in Bird Rock passes unanimously." *La Jolla Light*. "July 23, 1998."

Newspaper article. "Guns boom at Bird Rock bluffs." *La Jolla Village News*. July 22, 1999.

Newspaper article. "'Bird Rock' activist and watchdog Bruce Minter tirelessly campaigns for his community." *La Jolla Light*. "September 23, 1999."

Newspaper article. "A four-way stop and parallel parking for Bird Rock?" *La Jolla Light*. "November 4, 1999."

Newspaper article. "Jerry Klein steps down as President of Bird Rock Association." *La Jolla Light*. "December 9, 1999."

Newspaper article. "Hamlet seeks its identity." *La Jolla Light*. April 13, 2000.

Newspaper article. "Bird Rock Strip mall gutted by early morning blaze." *La Jolla Light*. February 15, 2001.

Newspaper article. "The aftermath of the blaze." *La Jolla Light*. February 22, 2001.

Newspaper article. "Opportunity knocks in Bird Rock." *La Jolla Light*. March 7, 2002.

Newspaper article. "Happenings in Bird Rock." *La Jolla Village News*. "April 18, 2002."

Newspaper article. "Is La Jolla Boulevard the main drag of the new millennium?" *La Jolla Light*. May 2, 2002.

Letter to the editor. "Bird Rock history night a big hit, thanks to all." *La Jolla Light*. June 6, 2002.

Newspaper article. "Historical lessons land in Bird Rock."

Newspaper article. "Main Street USA as an ideology: BRCC offers own focus with model." *La Jolla Light*. June 6, 2002.

Series of photographs (2) with caption. Excerpt: "(Above) The structure is filling out at this new mixed-use project on La Jolla Boulevard in Bird Rock, which is to include a Starbucks coffeeshop." *La Jolla Light*. August 1, 2002.

Newspaper article. "What's that smell?: City calls kelp the culprit in Bird Rock stink." *La Jolla Light*. "August 29, 2002."

Newspaper article. "Bird Rock Council makes plans." *La Jolla Village News*. "January 29, 2003."

Newspaper article. "Bird Rock Village officially hatched." *La Jolla Village News*. "February 19, 2003."

Newspaper article. "District re-reconfigures Bird Rock boundary." *La Jolla Village News*. March 5, 2003.

Newspaper article. "School district finalizes Bird Rock boundaries." *La Jolla Light*. April 3, 2003.

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Newspaper article. "Bird Rock boundary excludes MB." *La Jolla Village News*. "April 9, 2003."

Newspaper article. "Road work confusion hurts Bird Rock stores." *La Jolla Light*. October 14, 2004.

Newspaper article (editorial). "A great neighborhood is being compromised." *La Jolla Village News*. February 24, 2005.

Newspaper article. "Bird Rock Renaissance: Landmark area on La Jolla Boulevard is emerging as a place to stop and see." *San Diego Union-Tribune*. August 24, 2005.

Letter to the editor. "Birdrock driving tips." *La Jolla Village News*. October 13, 2005.

Newspaper article. "Bird Rock hosts homes tour." *La Jolla Village News*. January 5, 2006.

Newspaper article. "Bird Rock cries foul: Residents, merchants divided over proposed PDO changes." *La Jolla Village News*. February 16, 2006

Newspaper article. "Big plans unveiled for empty lot in Bird Rock: Building would house small grocery store and two stories of apartments along with underground parking." *La Jolla Light*. February 16, 2006.

Newspaper article. "Three-story idea in Bird Rock causes stir over zoning changes." *La Jolla Light*. March 2, 2006.

Newspaper article. "New approach to building standards is considered by Bird Rock council." *La Jolla Light*. April 13, 2006.

Newspaper article. "Architect of new development ordinance addresses Bird Rock." *La Jolla Light*. July 20, 2006.

Series of photographs (2) with caption. Excerpt: "A participant (above) in the Jan. 7 Bird Rock Tour of Homes pauses to admire large paintings along a staircase wall in a home on the La Jolla Hermosa Avenue." *La Jolla Village News*. "January 2006."

Newspaper article. "Bird Rock blueprint nearly finished." *La Jolla Village News*. December 7, 2006.

Newspaper article. "Bird Rock's Restaurant Row."

Newspaper article. "La Jolla Sea Wall Bids Due Tuesday."

Newspaper article. "La Jolla author takes issue with councilmen." "August 1945."

Newspaper article. "Bird Rock then, now."

Newspaper article (incomplete). "Sands."

**Bird Rock  
Miscellaneous  
Items (Non-  
Newsletter)**

Small pamphlet. "2002 Bird Rock Business Directory." *Bird Rock Community Council*.

Map. Depicts False Point and surrounding properties. "US Navy Anti-Aircraft Gunnery School 1942" labelled in blue. "1953."

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# Container List

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Proposed rezoning plan. "Bird Rock Commercial Center."  
Press releases (2). Announcing plans for construction and completion of mixed-use building, Bird Rock Center. *Architects Simpson & Gerber / AIA*.

Pamphlet. "Your Southern California Shopping Directory." Shopping directory for Bird Rock businesses. Spring 1952.

Historic survey. "Historic Resources Inventory." A historic survey of several historic houses in Bird Rock. 1977.

Correspondence. From G.J. and Ruth Barnes to Mayor and City Council Members of the City of San Diego. RE: "Notice of Public Hearing, matter of appeal of Lee Realty & Invest. Co. from Planning Comm. Decision in denying Tentative Map 84-0601 (Dolphin – Bird Rock). Variances requested." July 23, 1985.

Correspondence. From David H. Brown to Mayor Roger Hedgecock regarding the proposal of Tentative Map 84-0601.

Correspondence. From David H. Brown to Mayor Roger Hedgecock regarding the appeal of Tentative Map 84-0601. July 23, 1985.

Flyer. Regarding the appeal of Tentative Map 84-0601.

Correspondence. From Deputy Mayor Bill Mitchell to unnamed sender regarding the proposal of Tentative Map 84-0601. June 24, 1985.

Correspondence. From Deputy Mayor Bill Mitchell to unnamed sender regarding the appeal of Tentative Map 84-0601. July 24, 1985.

Notice of Public Hearing. "TM 84-0601." *City of San Diego Subdivision Board*. May 2, 1985.

Flyer. "July 4<sup>th</sup> 1995: The Greatest Show on Beaumont!" Advertising a circus parade in Bird Rock.

Pamphlet. "1999 Business Directory." *Bird Rock Community Council*.

Pamphlet. "2001 Business Directory." *Bird Rock Community Council*.

News release. "Increased property values mean new era in Bird Rock's history." *Willis M. Allen Co*. February 5, 1988.

Flyer. Requesting donations to pay for "land use experts to research and present their case at the San Diego City Council on May 28<sup>th</sup>. The presentation will deal with the unresolved issues and misrepresentations surrounding the proposed Inn at La Jolla Condominium Project." "April 24, 2002."

Public notice. Regarding the upgrading of the wastewater system in Bird Rock. *Field Engineering Division of The City of San Diego*.

Public notice of a draft Mitigated Negative Declaration. "Sewer Main Replacement Group Job 714." March 1, 2004.

Packet. "Bird Rock Beautification Committee." Requests support for a Maintenance Assessment District to allow for improved landscaping in Bird Rock. October 18, 2005.

Packet. Attempts to raise support for a Maintenance Assessment District to allow for improved landscaping in Bird Rock. "2005."

Packet. "Common Marine Animals of Bird Rock." A list of.

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Map. A map with streets and facilities drawn over it to illustrate the location of the Navy anti-aircraft school in Bird Rock.

Pamphlet. "Bird Rock Tour of Homes." *Bird Rock Community Council*. January 30, 2010.

**Bird Rock  
Newsletters:  
2010**

Collection of newsletters (6). "Bird Rock Newsletter." *Bird Rock Community Council*. From February through July 2010.

**Scrapbook**

Black binder (9" x 11"). Contains lot information for the Bird Rock Addition, Bird Rock City by the Sea, and La Jolla Hermosa. Included information is the block number, lot number, owner, address, plot or lot size, approx. taxes, and selling price.

Also included are brochures on La Jolla Shores from the Hugh Evans and Company, notes from the Rotary Club, and the 1947 Realtor's Year Book which includes membership roster, officers and directors, committee chairmen, and schedule of commissions.

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