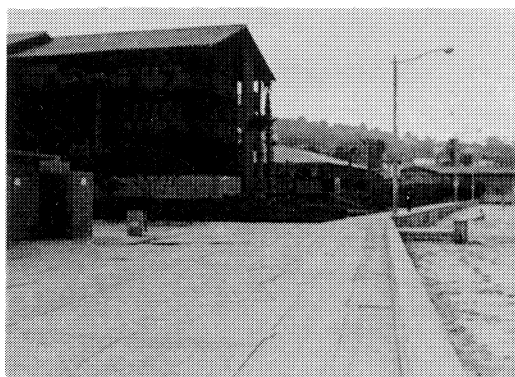
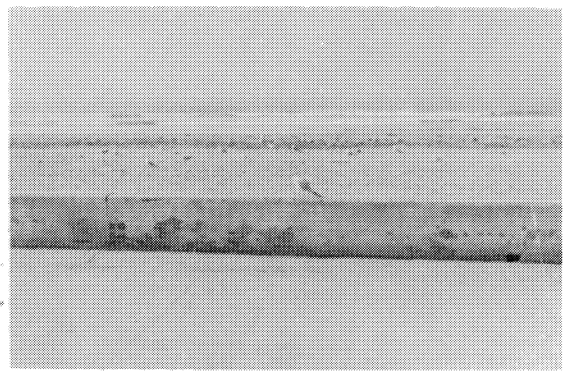
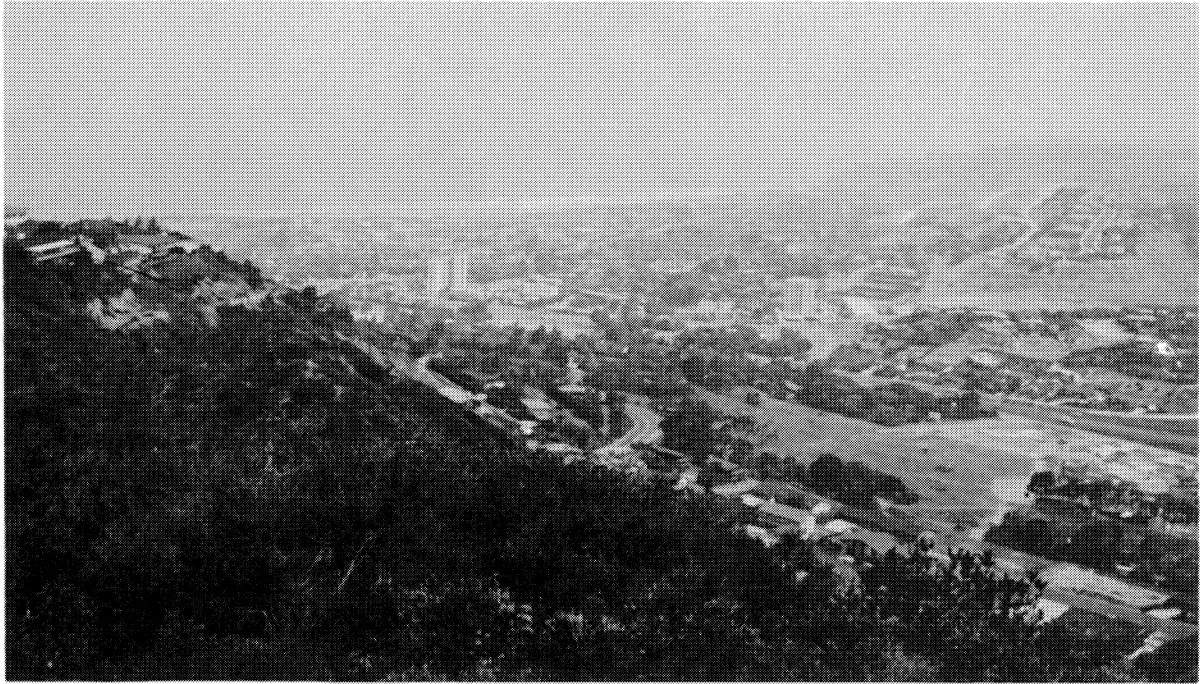


la jolla shores design manual





la jolla shores planned district

URBAN DESIGN MANUAL

and

PLANNED DISTRICT ORDINANCE

prepared by the

PRECISE PLAN COMMITTEE

of the

LA JOLLA SHORES ASSOCIATION

and

THE CITY OF SAN DIEGO

Following duly authorized public hearings:

On March 6, 1974, the Planning Commission approved the LA JOLLA SHORES PLANNED DISTRICT ORDINANCE by Resolution No. 243; ALTERNATE B, of Section 103.0302.1 Administrative Regulations by Resolution No. 244; and the LA JOLLA SHORES DESIGN MANUAL, by Resolution No. 245.

On May 16, 1974, the City Council adopted the LA JOLLA SHORES DESIGN MANUAL by Resolution No. 210627 on file in the office of the City Clerk as Document No. 747679; and certified that the information contained in the Negative Declaration has been completed in compliance with the California Environmental Quality Act of 1970, by Resolution No. 210678 on file in the Office of the City Clerk as E.Q.D. No. 73-9-005C.

On May 30, 1974, the City Council adopted the LA JOLLA SHORES PLANNED DISTRICT ORDINANCE as Ordinance No. 11332 N.S.

MARCH, 1974

THE CITY OF
SAN DIEGO

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Contents

Introduction	1
General Design Guidelines	3
Grading	9
Lighting	15
Landscaping	19
Off Street Parking	29
Residential and Visitor Areas	41
Building Heights and Lot Coverage	42
The House	44
Street Environment	53
Shores Center and other Commercial Development	57
Signs	69
Street Furniture	83
Planned District Ordinance	91

la jolla shores association

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introduction

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
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35
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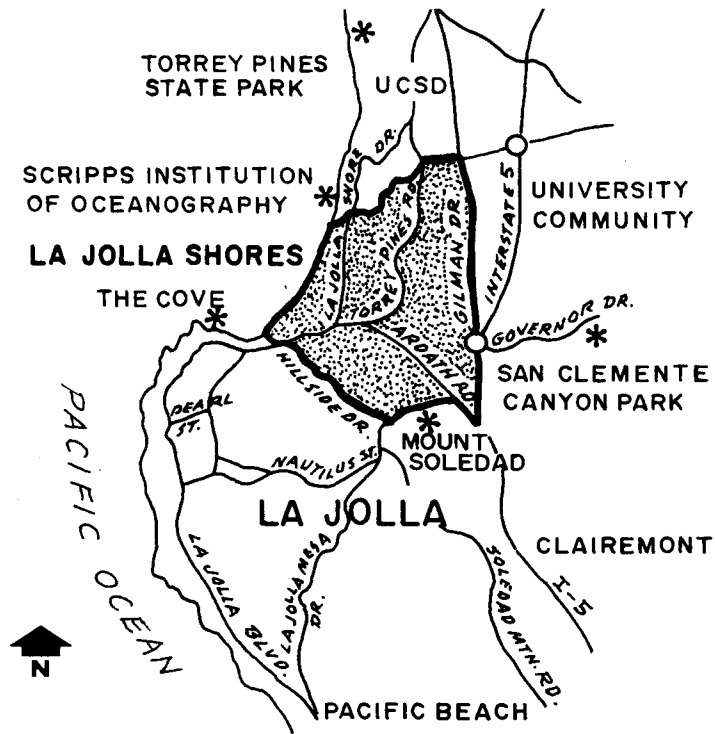
INTRODUCTION

In March 1967, the City Council adopted the overall La Jolla Community Plan which, within its general framework, provided for the development of a more precise plan for La Jolla Shores. The subsequent Precise Plan for the Shores area was in turn adopted by the City Council on November 2, 1972, as a more detailed guide to the development of this portion of the greater La Jolla community. The environmental consequences of several alternative developments within current economic and legal limitations were considered. The plan that was adopted is calculated to preserve and enhance the environment of La Jolla Shores and the region.

The overriding goals adopted as a part of the Plan were; to protect the health, safety, and general welfare of Shores residents and visitors; to preserve and enhance the natural beauty, ambience, and amenities of the Shores; and to implement the La Jolla Community Plan wherever practicable.

Future decisions affecting the environment of the area will be based upon the general considerations above as well as upon the specific intentions which follow:

- TO PRESERVE AND ENHANCE THE RESIDENTIAL CHARACTER OF THE COMMUNITY
- TO PRESERVE SEA VIEWS AND NATURAL LAND FORMS
- TO MAKE THE AREA MORE ATTRACTIVE THROUGH ARCHITECTURAL AND LANDSCAPING CONTROLS
- TO PROVIDE FOR SAFE AND PLEASANT PEDESTRIAN MOVEMENT AND IMPROVE VEHICULAR CIRCULATION AND PARKING
- TO DEVELOP AN ATTRACTIVE "ENTRANCE TO LA JOLLA" ALONG TORREY PINES AND ARDATH ROADS
- TO RETAIN A DISTINCTIVE AND VIABLE PEDESTRIAN ORIENTED COMMERCIAL AREA WITH SMALL SCALE ESTABLISHMENTS PROVIDING GOODS AND SERVICES AND DISTINCTIVE SPECIALTIES FOR RESIDENTS AND VISITORS
- TO LIMIT THE ULTIMATE POPULATION TO NUMBERS READILY HANDLED BY EXISTING STREETS, SCHOOLS, PUBLIC ACCOMMODATIONS AND COMMERCIAL AREAS
- TO ENCOURAGE THE DEVELOPMENT OF DISTINCTIVE LOW PROFILE MOTELS, HOTELS AND APARTMENT HOUSES IN SELECTED AREAS
- TO DEVELOP THE REMAINING OPEN SPACES IN SUCH A WAY THAT CANYONS AND STEEP SLOPES RETAIN THEIR NATURAL TOPOGRAPHY
- TO FOSTER THE DEVELOPMENT OF A RACIALLY, ETHNICALLY, AND ECONOMICALLY BALANCED COMMUNITY.



To implement the La Jolla Shores Precise Plan the La Jolla Shores Review Board was organized. This seven person board is charged with the responsibility of administering and ensuring compliance with regulations and procedures contained in Chapter X, Division 3 of the City Code, and to adopt architectural criteria and design standards to be used in the evaluation of the appropriateness of any development within the La Jolla Shores Planned District Area. Such criteria and standards shall be approved by resolution of the City Council and filed in the office of the City Clerk as a numbered document.

La Jolla Shores as described in the Planned District Ordinance* is primarily a single-family residential community, a typical home is characterized by extensive use of glass, shake or shingle overhanging roof, and a low, rambling silhouette. Patios, the atrium or enclosed courtyard, and decks facilitate the "inside-outside" orientation of life in Southern California. Spanish and Mediterranean influences are seen in the prevalent use of the arch and of terra cotta glazed tiles. The residential and commercial structures incorporate an honest use of natural building materials and, in many instances, are characterized as a truly American style of architecture, fusing the purity and geometry of the Mexican-Spanish period with a simplicity of materials and detail with integrated landscape design.

Within the limitations implied above, originality and diversity in architecture are encouraged. The theme "unity with variety" shall be a guiding principle. Unity without variety means simply monotony; variety by itself is chaos. No structure shall be approved which is substantially like any other structure located on an adjacent parcel. Conversely, no structure will be approved that is so different in quality, form, materials, color, and relationship as to disrupt the architectural unity of the area.

*The entire text of the ordinance creating the La Jolla Shores Planned District is included in the appendix of this Design Manual.

general design guidelines

GENERAL DESIGN GUIDELINES

To achieve the community goals for future development originality and diversity in architecture are encouraged. The theme "unity with variety" shall be a guiding principle. Unity without variety means simply monotony: variety by itself is chaos.

"The fitting in of new development is, in a broad sense, a matter of scale." Further, "It requires a careful assessment of each building site in terms of the size, the texture of its surroundings, and a very conscious effort to achieve a balance and compatibility in the design of a new building. Good scale depends on a height that is consistent with the total pattern of the land and of the skyline, a bulk that is not overwhelming, and an overall appearance that is complementary to the building forms and other elements of the city. Scale is relative, therefore, since the height, bulk and appearance of past development differ among the districts of the city."*

The intent of these guidelines and regulations is to preserve and enhance the environmental quality of La Jolla Shores as a place to live. A variety of housing types including single and multiple family units, motels and hotels supported by the necessary public facilities is encouraged. The development of the businesses necessary to serve the residents and visitors to the area will be permitted in a compact and centrally located commercial area. Large high-rise buildings, out of scale with other structures within the community as well as automobile drive-in and drive through establishments are prohibited.

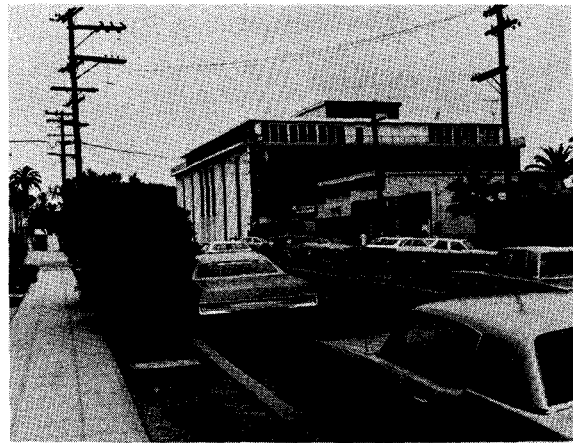
To conserve important design character in La Jolla Shores, some uniformity of detail, scale, proportion, texture, materials, color and building form is necessary.

*The URBAN DESIGN PLAN for the Comprehensive Plan for San Francisco, Department of City Planning, San Francisco, 1971.

- Large buildings interposed into communities characterized by small-scale structures without adequate transition should be avoided.



- Visually strong buildings which contrast severely with their surroundings impair the character of the area.



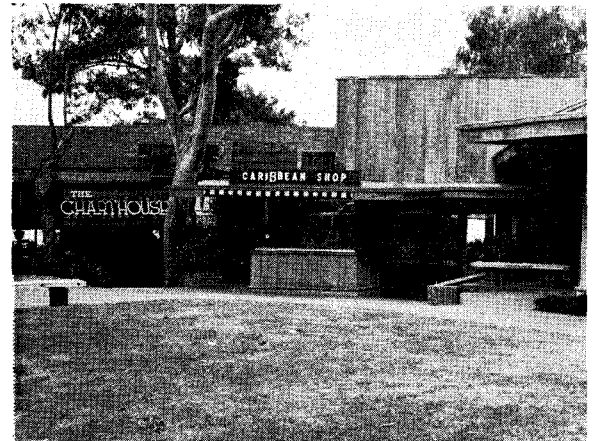
- Structures shall conform or complement the general design and bulk of the buildings in surrounding and adjacent areas.



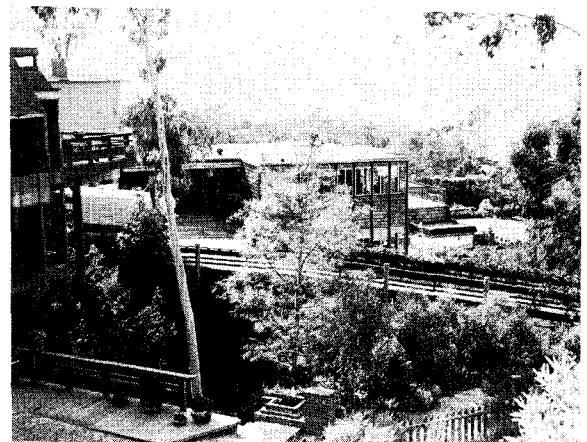
- Promote harmony in the visual relationships and transitions between new and older buildings.



- New buildings should be made sympathetic to the scale, form and proportion of older development. This can be done by repeating existing building lines and surface treatment.



- Originality and diversity in architectural design is encouraged. Except under unusual circumstances no structure shall be approved which is substantially like any other structure unless those structures complement each other.



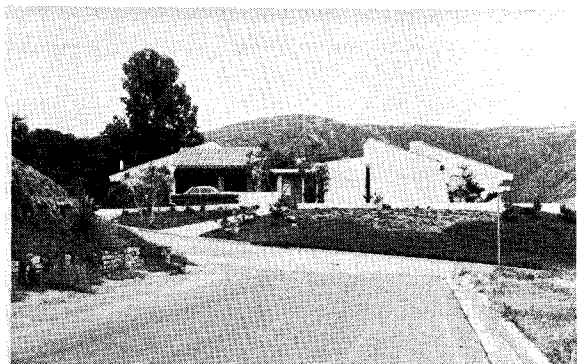
- Extreme contrasts in color, shape and organization of architectural elements should be avoided, so that new structures do not stand out in excess of their importance. Materials should be compatible with the existing character of La Jolla Shores



- Roof materials should be limited to wood shakes, wood shingles, clay tile, slate or copper of good quality, where the pitch is 4 in 12 or greater. Roofs less than 4 in 12 may also be covered with crushed stones of muted dark tones.



- Exterior wall materials should be limited to wood siding, wood shingles, clapboard, adobe blocks, brick, stucco, concrete or natural stone of good quality.



In selecting building materials, the efficient use of natural materials and natural resources should be considered in evaluating the merits of the project.



- Colors should be muted, white or natural earth colors (browns, greens, grays, etc.). The use of non-earth colors is allowed for architectural accent.

Paint colors shall generally be in accord with colors similar to Frazee Exterior Finishes Color Selector.

grading

GRADING

It is the intent of these guidelines to preserve natural land forms. Where grading is necessary the slopes should be contour graded and landscaped. Decrease to the extent possible, the necessity of grading and the creation of large level land areas.

GENERAL GUIDELINES

No grading or disruption of the natural terrain shall be permitted until a Development permit which includes grading has been approved by the Review Board.

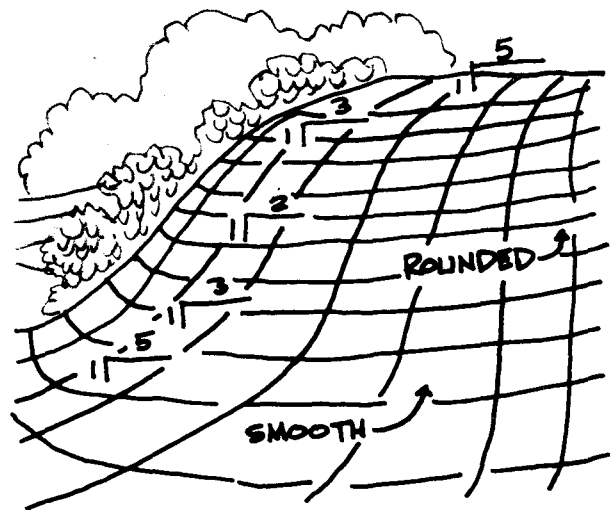
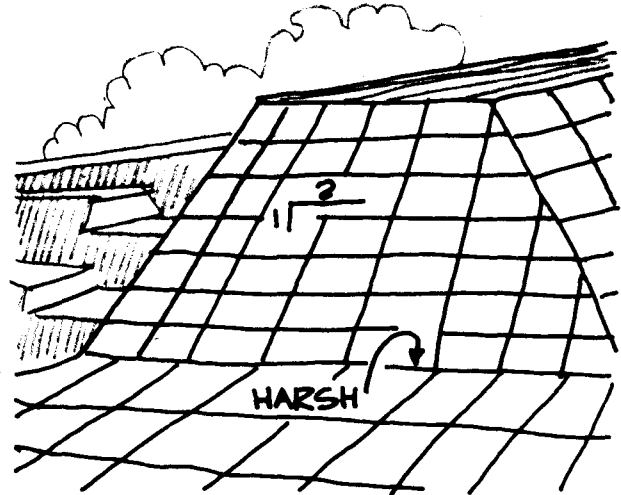
The Review Board may approve grading plans if it is concluded that:

1. The development will result in minimum disturbance of the natural terrain and vegetation commensurate with the proposed use of the lot or premises.
2. Grading, excavation and filling proposed in connection with the development will not result in soil erosion, silting of lower slopes, slide damage, flooding problems, or excessive cutting or scarring.
3. The proposed development will strive to preserve and enhance the natural environment and any existing aesthetic qualities of the site.

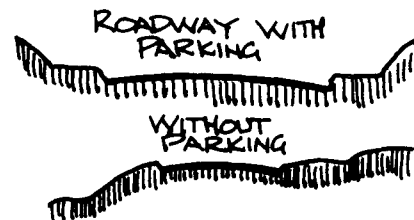
DESIGN GUIDELINES

Steep Terrain

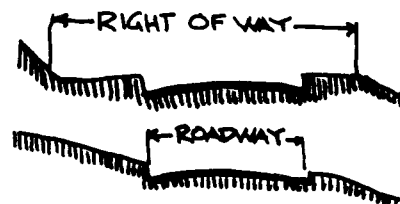
- Retain smooth flow of ground form; minimize steep slopes. Avoid harsh, easily eroded forms and high, steep banks.



- Permit narrower roadways by elimination of the on-street parking requirement. Additional parking should be provided in private motor courts.



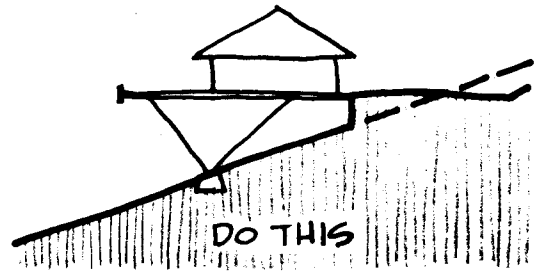
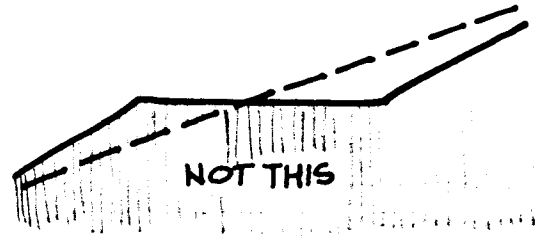
- Permit grading of the roadway only. Leave or shape into a natural form as much of the right-of-way as possible.



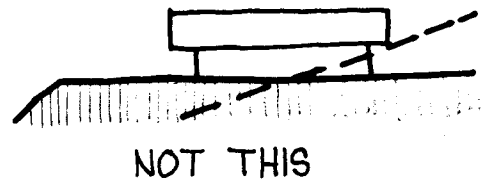
- Encourage the development of level pads in small increments rather than large level areas.



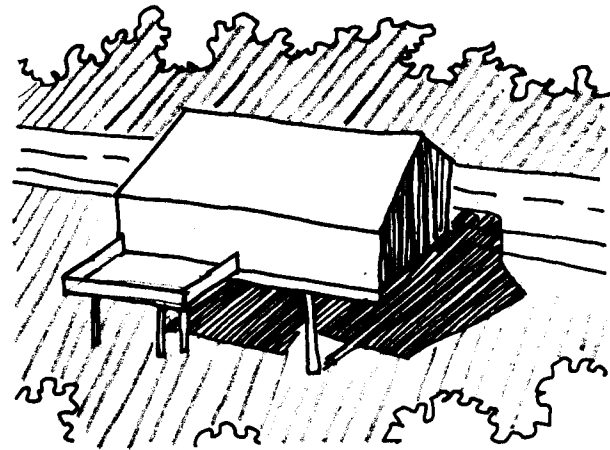
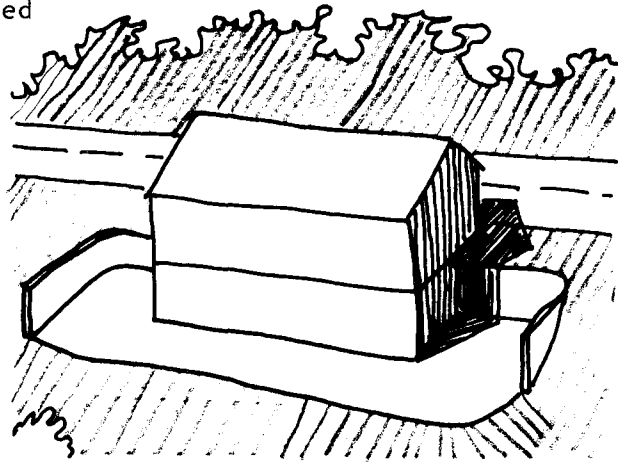
- Encourage the use of split level streets where their technique will decrease the necessity of high cut and/or fill banks.



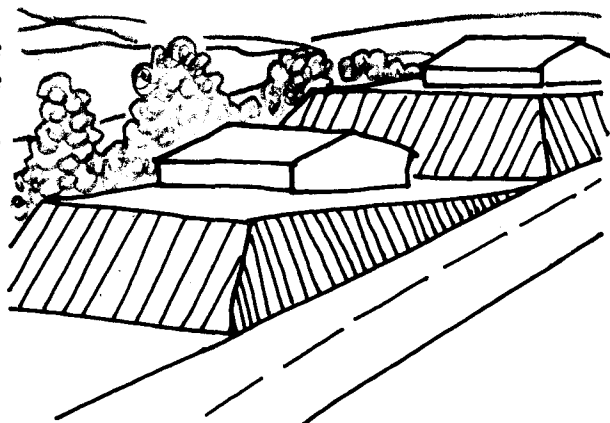
- Multi-level homes designed to follow the natural slopes will decrease the necessity of extensive grading.



- When level yard areas are required the use of decks and retaining walls should be encouraged.

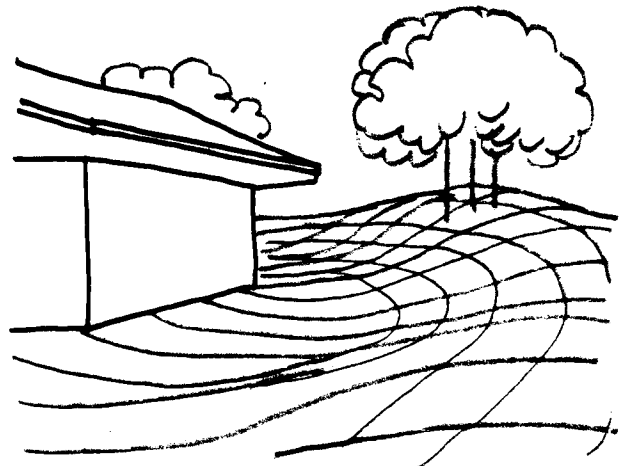
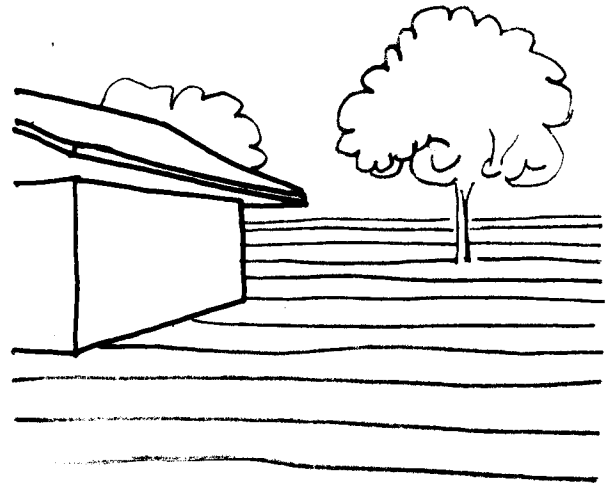


- Avoid padding. Site preparation under this technique requires the maximum amount of grading and the greatest change in the natural terrain. There is virtually complete destruction of existing ground cover using this method.



Level Terrain:

- Create interest by building up earth forms. Creation of earthmounds as building sites thereby circumventing height restrictions should not be permitted.



All Terrain:

- Preserve smooth flowing planes in the ground form. Steep slopes are difficult to plant and maintain and nature breaks down sharp edges, so avoid them in the first place.

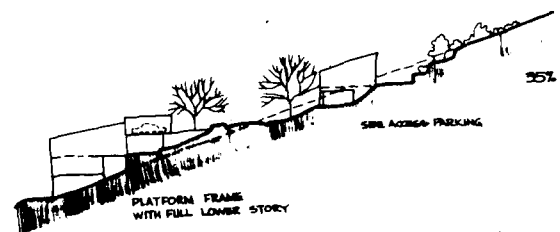
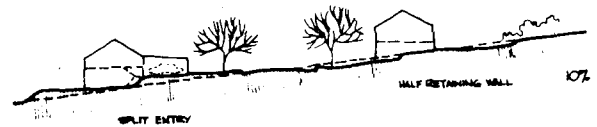
● House to Slope Relationships

Careful siting in relation to topography can afford each uphill house a view out over its downhill neighbors. This potential is not present if level pads are graded on both sides of contour streets.

On natural slopes of 20 percent or steeper, there will necessarily be some high banks. Proper siting will minimize the height of these banks but the ones that are unavoidable should be terraced. Terraces and steps will create usable multi-level outdoor spaces that are much easier to plant and maintain than steep banks. Crib types retaining walls of railroad ties or pre-cast concrete have often proven less expensive than poured concrete and will in time become overgrown.

In general, a full or partial retaining wall foundation on uphill houses will set floor grades such that the height of the cut bank is minimized and a more gentle slope to the driveway is provided.

Combinations of retaining wall foundations, platform framing, and graded pads can be used within a single house to best fit it to the site.



lighting

LIGHTING

Light quality must be geared to the specific use of the area. A district such as "La Jolla Shores" requires a warm, simple lighting geared to its distinctive character. The lighting must be more human in scale, closer spaced and lower than is usually found in other areas. Each light must also be attractive to look at during the day when the pole, base, and light add another dimension to the urban scene.

GENERAL GUIDELINES

- A. The public sidewalks, places and alleys, exteriors, roofs, outer walls and fences of buildings and other constructions and signs visible from any public street, place or position in the La Jolla Shores District shall not be illuminated by privately controlled floodlights or any other illumination except as permitted herein.
- B. Building or roof outline tube lighting shall not be acceptable. Building or wall lighting shall be indirect. A limited number of spotlights may be used to create shadow, relief or outline effects when such lighting is concealed or indirect.
- C. Interior building lighting shall not be used as an advertising device.
- D. Define the organization of streets and circulation. Lighting of pedestrian walks, plazas, and buildings should be well lighted with numerous small fixtures. If floodlighting is used, their sources should be well hidden. Light sources should be low and closely spaced to maintain pedestrian scale. The maximum height, with the exceptions of safety lights at intersections, should be approximately 12 feet. Intersections might have increased wattage for definition and to alleviate automobile/pedestrian conflicts. The effect would be one of varying-size pools of light. Either gas or electric lights would be suitable. Do not use neon, mercury vapor, exposed florescent, or any high intensity lights for permanent installations.
- E. Parking areas should be well lighted, but with numerous small fixtures or floodlights from a hidden light source.

DESIGN GUIDELINES

When designing lighting systems, it must be remembered that today we are undeniably experiencing a shortage of energy. We cannot arbitrarily continue increasing lighting levels or apply our present levels indiscriminately, nor can we disregard current quality and safety standards based on years of research.

Building Exterior Floodlighting

The floodlighting of stores, shores, shopping centers, offices, and other places of business is intended to attract attention to these buildings and to create a favorable impression with passerby. In this sense, the floodlighting of these buildings is often a subtle and dignified, yet highly effective, form of advertising.

Decorative floodlighting is essentially an art rather than a science. While calculations of luminance (photometric brightness) will generally be necessary, successful floodlighting depends to a large extent on the designers ability to manipulate brightness relationships, textures, and colors. Thus floodlighting is part of the architectural vocabulary and, as such, can be utilized to help create and dramatize a nighttime image of a structure, sculpture, or garden, thereby extending the hours of their usefulness. Floodlighting should be located or shielded so that units do not light adjacent units thereby revealing their presence.

Illumination Level

To serve as a design and calculation guide, recommended illumination levels for building floodlighting are given in the table below. Because of the decorative and advertising nature of building floodlighting, these should be considered as guides only. Variation from these levels is to be expected depending on the type of building, its location, and the ultimate purpose for floodlighting.

Recommended Illumination Levels for Floodlighting

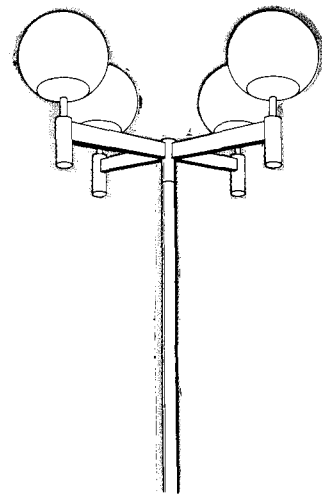
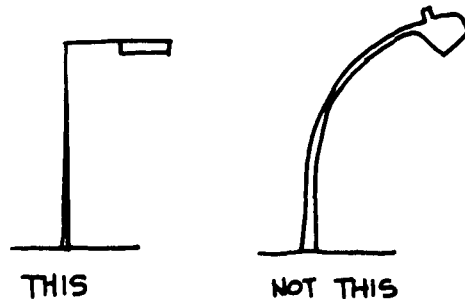
Surface Material	Reflectance (percent)	Bright Recommended Level (foot candles)	Dark Recommended Level (foot candles)
Light marble, white or cream terra cotta, white plaster	70-85	15	5
Concrete, tinted stucco, light gray and buff limestone, buff face brick	45-70	20	10
Medium gray limestone, common tan brick, brownstone	20-45	30	15
Common red brick, brownstone, stained wood shingles, dark gray brick	10-20	50	20

Probably the most important single rule that should be followed in decorative as well as functional type lighting installations is to conceal the light source.

The street light by its very number is one of the most ubiquitous pieces of street hardware, but the practice of street lighting evokes much controversy. There is a conflict between lighting engineers on the one hand, who feel that the intensity of light is the only important factor in doing the job. And on the other hand, the environmental design professionals who question the environment that the high intensity light produces and the choice of fixtures which are usually unattractive and out of scale.



A coordinated range of luminaires and standards should be chosen for the jobs of high and low intensity street, parking lot and space lighting. Simple, clean lined fixtures are most appropriate to avoid distracting shapes during the day. The function of a lighting fixture is to emit light of a certain character, not to call attention to itself. The geometry of light standards is important. Aggressive, snake-like forms, particularly of a heavy section, are often unattractive and should be avoided.



All lighting--whether it exists for decoration, advertising or safety, should be so shaded that light sources cannot be seen from an adjoining parcel or from above.



landscaping

LANDSCAPING

It is the purpose of these regulations and guidelines to offer the prospective developer as much latitude as possible within the limits and intents of these criteria when designing his required landscaping. The design should take into consideration and be compatible with the shape and topography of the area, the architecture of the project, the architectural characteristics of adjacent landscaping and topography.

The liveability, amenity and character of residential areas is greatly enhanced by trees, more so than by any other single element. The use of appropriate plant material, and careful consideration of environmental factors in the design of landscaping and open space contribute to a neighborhood's identity and improve its environmental quality.

REGULATIONS (Planned District Ordinance Section 103.0304.1F,
Section 103.0304.3E, Section 103.0304.2E)

- A. In the SF, MF, V and PP Areas, all of the property not used or occupied by structures, unplanted recreational areas, walks and driveways shall be landscaped. This may include native materials. In no case shall this landscaped area be less than thirty percent of the total parcel area.
- B. All landscaped material shall be permanently maintained in a growing and healthy condition including trimming as appropriate to the landscaping material.
- C. Landscaping and watering system as required shall be installed within six weeks following occupancy of the premises.
(except in the SF zone)

DESIGN GUIDELINES

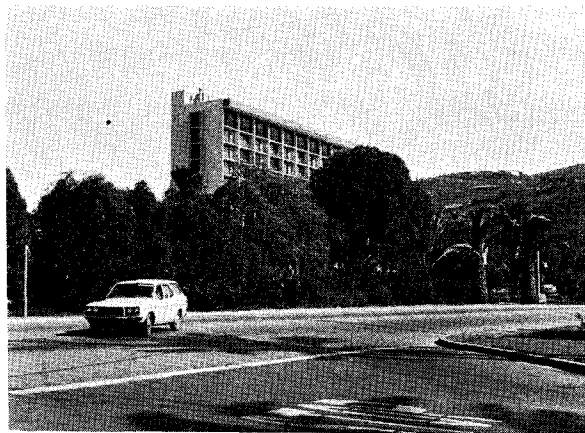
- In areas where houses have no front yard, a sense of nature should be provided by planting in the sidewalk area.



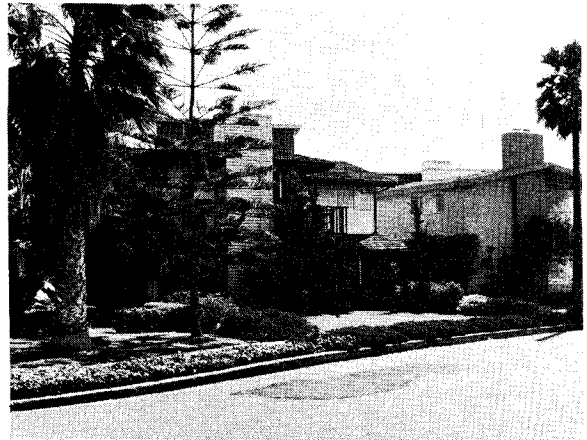
- Areas of poor environmental quality can often be improved by the addition of benches, trees, shrubs, and textured paving.



- Landscaping can screen residences from commercial or industrial activities, such as by reducing the glare of lights at gas stations and parking lots.



- A consistent and attractive neighborhood landscaping theme should be established.



- Open space and landscaping can give neighborhoods an identity, a visual focus and a center for activity.



- Trees form one of the single most important visual features of the city. Linear tree plantings shade and enhance the neighborhood and core area streets. Informally grouped groves in neighborhood parks and tot lots impart a naturalistic effect. Large specimen trees provide focal points in small plazas and can be grouped with seating areas and fountains. More formal plantings of close-set trees, perhaps pollarded to create a dense canopy of leaves, are appropriate to formal core area spaces, such as the "shores center."



The following is to be used when landscaping in the Public Right-of-Way:

DEVELOPMENTAL STANDARDS AND OPERATIONAL STANDARDS - LANDSCAPED STRIPS
(Adopted by the City Planning Commission - February, 1968)

INTRODUCTION

The purpose of this section is to inform the public of the development and operational standards which will be used by the Planning Commission and Planning Department when reviewing plans for:

1. Landscaped strips normally required in connection with developments authorized by conditional use permits; and
2. Landscaped strips required by the Municipal Code in a number of zones.

It is realized that a large number of landscaped strips will be rectangular in form because of the restrictions of lot configuration and building placement. Nevertheless it is the intent of the standards set forth below to offer the prospective developer as much latitude as possible when designing his required landscaping. The developer is encouraged to take full advantage of free-form landscaped strip design as well as the wide range of plant materials and architectural features provided for herein. The design should take into consideration and be compatible with views along the strip, adjacent topography, the architectural character of adjacent structures and the character of existing adjacent landscaping. Failure to provide and maintain landscaped strips in the locations required by a conditional use permit and by Chapter X of the Municipal Code is a misdemeanor in accordance with Section 11.12 of said Code.

DEFINITION

Landscape Strip. That portion of a premises which abuts public right of way and is required to be landscaped by the Municipal Code or as a requirement of a conditional use permit.

DEVELOPMENTAL STANDARDS

General Standards. The ground in all required landscaped strips shall be properly prepared with suitable soil and fertilizer. Specifications shall be submitted with the landscape plans showing that adequate preparation of the top soil and sub-soil will be undertaken prior to the setting of any of the specified planting materials to support the proposed plantings over a long period of time.

All trees, shrubs, and plants shall be root-free, clear of insect pests, or fungus disease or the effects of previous infestations. They shall be adaptable to area climatic conditions, be of good quality and be marketable merchandise.

Area Boundaries. The boundaries of the required landscaped strips should be protected from damage by automobiles.

Required Planting. Required landscaping strips shall be planted with any suitable combination of shrubs, trees or ornamental ground cover.

Tree to Landscaped Area Ratio. For every 200 square feet of area in a required landscaped strip there shall be planted at least one upright tree or large shrub which will be a minimum height of ten feet at full growth.

Adequate Supports. Trees and large shrubs shall be adequately supported when planted. Such supports should be so designed that the trees and shrubs will not be injured.

Spacing. The spacing of trees and large shrubs should be appropriate to the species used. In addition, such spacing shall conform to the following standards:

1. A minimum of 25 feet from the property corners at street intersection to the center of the first tree.
2. A minimum of 10 feet between center of trees or large shrubs and light standards.
3. A minimum of 15 feet between center of trees or large shrubs and fire hydrants.
4. A minimum of five feet between corner of trees or large shrubs and edge of driveways.

Planting List. The attached planting list shall be utilized in selecting plant materials for the required landscaped strips. When it is impossible to secure the exact species listed other species of the same genus may be used subject to the approval of the Zoning Administrator. The planting list may be disregarded when landscaping plans are prepared by a licensed architect.

Watering System. Developers shall install a permanent underground sprinkler system in the required landscaped strips which will be capable of providing a proper amount of precipitation for the particular type of plant materials used.

In cases where trees, shrubs and plants are provided in containers (tubs or urns for example) in required landscaped strips and these cannot be adequately watered by an underground sprinkler system, hose bibs shall be installed and so located as to permit watering of the containers by a 50 foot garden hose.

OPERATIONAL STANDARDS

Growth Control. All plant growth in required landscaped strips shall be controlled by pruning, trimming or otherwise, so that it will not:

1. Interfere with the installation, maintenance and repair of any public utility;
2. Restrict pedestrian or vehicular access;
3. Constitute a traffic hazard.

Cultivation and Watering. All trees, shrubs and plants shall be periodically fertilized, weeded, aerated, trimmed, edged and watered and shall be maintained in a healthy, growing condition.

Replanting. All trees, shrubs, and plants which have been planted and which, due to accident, damage, disease, or other cause, fail to show a healthy growth shall be replaced.

EXPLANTORY NOTES

DEVELOPMENTAL STANDARDS

Area Boundaries. Curbs, wheelstops, headers or other means are required to protect the landscaping from damage by automobiles.

Architectural Features. Architectural features, boulder groupings, decorative paving and gravel are limited to not more than 25% of the total landscaped area in order to prevent the entire strip from being devoted to gravel cover. It is believed that plant material should predominate in all landscaped strips.

Tree to Landscaped Area Ratio. A minimum of one tree or large shrub (10 feet in height) for every 200 feet of landscaping is considered necessary in order to give the desired vertical emphasis to the planted area; to soften and screen the hard surface of adjacent structures and pavement; and to reduce adverse effects of noise, light, glare and fumes on adjacent property.

Tree and Shrub Size. The minimum tree and large shrub height is fixed at five feet when planted to insure the hardiness of said plants, and to produce within a reasonable period of time the effect for which landscaping is provided.

Spacing. Plant materials should be spaced so that they do not interfere with the adequate lighting of the premises or restrict access to emergency apparatus such as fire hydrants or fire alarm boxes. Proper spacing also insures unobstructed access for vehicles and pedestrians. The purpose of the standard which requires a 25 foot setback of trees and large shrubs from the property corners at street intersections is to insure clear vision of the intersection from approaching vehicles.

Watering System. A permanent underground watering system is specified in the landscaped strips because it has been found, through experience, that when landscaping is installed without provision for convenient watering, it tends to become unkempt, plants which are high water users die, and the purpose for which the strip was originally designed is defeated.

Planting List. The plants listed were selected because of their adaptability to growth in narrow planted areas, for their structural form, their low maintenance qualities, and because of their compatibility to the local climate and soil. The planting list provides a wide choice of form and type of planting material. Permission may be granted by the Planning Director to substitute certain plant materials for those listed on the attached planting list.

The list need not be followed if the landscaping is designed by a licensed landscape architect.

PLANTING LIST

BOTANICAL NAME	COMMON NAME	STRUCTURE AND CHARACTER AT* MATURITY
<u>TREES</u>		
<i>Acacia pendula</i>	Weeping Myal	Weeping, blue-grey, slow growing 25 feet high
<i>Cupania anacardiodes</i>	Carrotwood	Wide spreading, dark green, medium growth rate, 40 feet high
<i>Ficus retusa</i>	Indian-Laurel	Broad upright, dark green, medium growth rate, 40 feet high
<i>Harpephyllum caffrum</i>	Kaffir Plum	Spreading, dark green, very rapid growth, 35 feet high
<i>Jacaranda acutifolia</i>	Jacaranda	Open headed, "Green Ebony", rapid growth, 50 feet high
<i>Melaleuca leucadendra</i>	Melaleuca	Narrow upright, white bark, light foliage, rapid growth, 35 feet high
<i>Olea europaea</i>	Olive	Round headed, blue-green, slow growth, 25 feet high
<i>Pinus</i> (Species)	Pine trees	Pyramidal, blue-green, slow growth, 25-75 feet high
<i>Podocarpus elongata</i>	Fern-Pine	Round-headed, blue-green, medium growth, 40 feet high
<i>Schinus terebinthifolius</i>	Brazilian Pepper	Round headed, dark green, slow growth, 25 feet high
<i>Tristania conferta</i>	Brisbane Box	Open headed, light green, reddish brown trunk, medium growth, 20 feet high.
<i>Ulmus sempervirens</i>	Evergreen Elm	Round headed, green, medium growth, 20 feet high
Various species	Palms	Vary widely in form and height
<u>SHRUBS</u>		
<i>Callistemon lanceolatus</i> (Small tree or large shrub)	Bottlebrush	Erect rounded, crimson flower, medium growth, 8-12 feet high
<i>Carissa prostrata-tuttlei</i>	Natal-Plum	Spawling and spiny, white flower fast growth 3-4- feet high

*Plant list derived from Hoyt, Roland Stewart: Ornamental Plants for Subtropical Regions: Livingston Press, San Diego, '58

PLANTING LIST (CONT.)

<u>BOTANICAL NAME</u>	<u>COMMON NAME</u>	<u>STRUCTURE AND CHARACTER AT MATURITY</u>
<u>SHRUBS</u>		
Dodonaea viscosa (Small tree or large shrub)	Rock Willow	Erect, light green, medium growth, 8-12 feet high
Hibiscus rosa-sinensis	Rose of Sharon	Erect, various colored flowers, medium growth, 6-10 feet high
Juniperus pfitzeriana (Or other prostrate types)	Pfitzer Juniper	Facer, vivid green, fast growth 5-6 feet high
Ligustrum (Texanum only)	Privet	Erect, dark green, medium growth, 8-12 feet high
Nandina domestica	Celestial Bamboo	Erect, bronze to crimson as seasons change, 6-8 feet high
Pittosporum tobira	Australian	Dense foliage, light green, slow growth, 5-8 feet high
Pyracantha (Prostrate types)	Firethorn	Facer, woody, dark green, medium growth, 2-3 feet high
Raphiolepis (Indica or hybrid species only)	Hawthorne	Facer, white flowers, blue berries, slow growth, 3-5 feet high
Trachelospermum jasminoides	Star Jasmine	Vine, white flowers, medium growth, 12-15 inches high
Viburnum suspensum	Viburnum	Facer, dark green, medium growth, 3-5 feet high.
Xylosma senticosa	Xylosma	Erect, yellowish green, medium growth, 6-8 feet high

GROUND COVERS

Dichondra repens	Lawn Leaf
Hedera (species)	Ivy
Juniperus conferta	Shore Juniper
Mesembryanthemum (species)	Ice Plant (no vulgaris pickle type)

GRASSES

Kentucky Bluegrass
Bermudas - annual rye and chewing fescue

Illahaie Red

off-street parking

OFF STREET PARKING

This section is intended to provide to the developers of off-street parking lots in La Jolla Shores information and guidance regarding the requirements for the dimensioning and landscaping of parking lots which are submitted to the Board.

REGULATIONS (Planned District Ordinance Section 103.0304.1G
Section 103.0304.3F, Section 103.0304.2F, Section
103.0304.4CD, Section 103.0305).

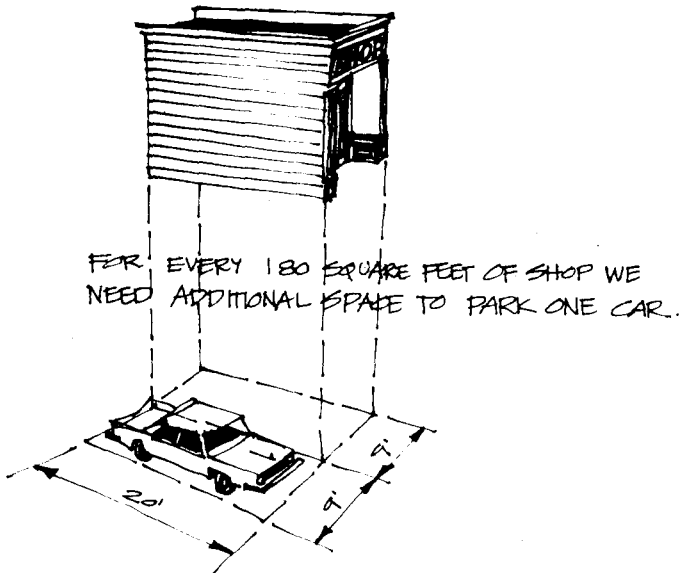
Off-Street parking shall be in substantial conformance with standards adopted by the Planning Commission as described in "Locational Criteria, Developmental Standards and Operational Standards - Off-Street Parking Lots.

Parking Requirements

- | | |
|---------------------------|---|
| . Single family residence | 2 spaces per unit |
| . Motels and hotels | 1.2 spaces per unit* |
| . Apartment houses | 2 spaces per unit* |
| . Commercial area | One space for every 1000 square feet of gross retail floor area.* One space for every 500 square feet of gross business and professional office area* (front yard parking prohibited) |

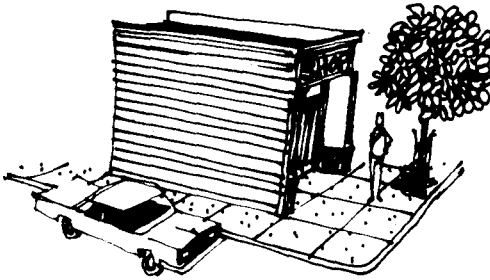
*Intent: Off-street parking for employees

DESIGN GUIDELINES



THE ADDITIONAL PARKING SPACE COINCIDENTALLY ALSO REQUIRES 180 SQUARE FEET OF SPACE!

NOTE, HOWEVER, THAT OUR SHOP HAS NO SIDEWALK, & THAT OUR PARKING SPACE HAS NO ROAD TO GET TO IT.

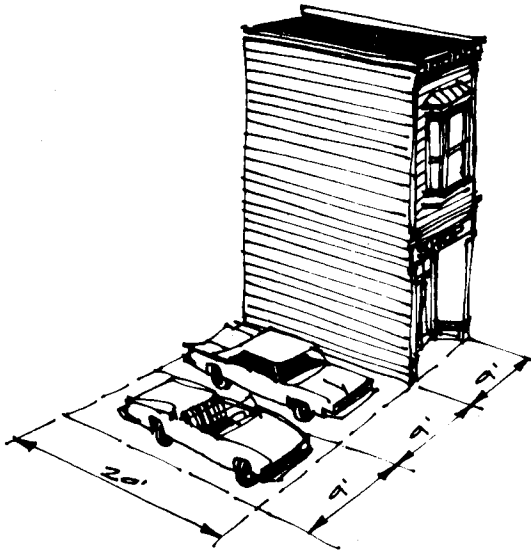


BY THE TIME WE HAVE ENOUGH SPACE FOR PEOPLE TO WALK AND ENOUGH ADDITIONAL SPACE FOR THE MOTORIST TO DRIVE HIS CAR TO THE PARKING SPACE, OUR SPACE REQUIREMENTS LOOK LIKE SO:

- 180 ϕ SHOP
- 180 ϕ SPACE AROUND THE SHOP (SIDEWALK, PLANTING, ETC.)
- 180 ϕ CAR PARKING SPACE
- 180 ϕ ACCESS ROAD TO PARKING SPACE

* NOTE THAT THE SPACE DEVOTED TO THE AUTOMOBILE EQUALS ALL THE OTHER SPACE COMBINED (BUILDINGS, SIDEWALKS, PLANTING, ETC.)

(FIGURES SHOWN REPRESENT CURRENT PLANNING THOUGHT AND ARE TYPICAL OF MOST, RECENT SHOPPING CENTERS, INCLUDING ONES OF "REGIONAL" SIZE.)



IF OUR SHOP IS TWO STORIES HIGH, IT STILL REQUIRES THE SAME GROUND AREA, BUT OUR FLOOR AREA BEING DOUBLED REQUIRES SPACE FOR TWICE AS MANY CARS.

AND WHAT DOES THIS DO TO OUR SPACE

REQUIREMENTS: 180 ϕ SHOP @ GROUND LEVEL (180 ϕ ADDITIONAL SHOP ON 2ND FLR.)
 180 ϕ SPACE AROUND THE SHOP
 360 ϕ CAR PARKING SPACES.
 360 ϕ ACCESS ROAD TO PARKING SPACES

* NOTE NOW THAT SPACE DEVOTED TO THE AUTOMOBILE IS DOUBLE THAT OF OTHER LAND USE, AND QUADRUPLE THAT OF GROUND FLR BUILDING AREA!

LAND USAGE FOR SINGLE STORY COMMERCIAL

	:		:	2
BUILDING AREA		SPACE AROUND BUILDINGS		SPACE DEVOTED TO AUTOMOBILE

LAND USAGE FOR TWO STORY COMMERCIAL (BOTH FLOORS EQUAL IN AREA)

	:		:	4
GROUND FLOOR BUILDING AREA		SPACE AROUND BUILDINGS		SPACE DEVOTED TO AUTOMOBILE!

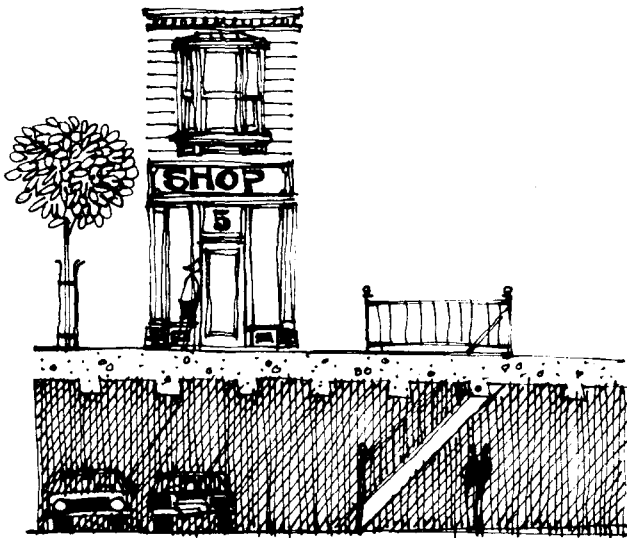
* NOTE, ABOVE FIGURES TYPICAL FOR OFFICE AND PROFESSIONAL USE ALSO

POINT? THE AUTOMOBILE Gobbles UP MOST OF THE LAND THAT IS TO BE COMMERCIALY DEVELOPED. THE REAL VILLIAN IN ANY PLANNING IS THE SPACE THAT IS REQUIRED BY THE AUTOMOBILE.

WE MIGHT DO WELL TO STUDY HOW WE MIGHT ALIEVIATE THIS PROBLEM.

WE WILL ACCEPT FOR THE TIME BEING THAT THE AUTOMOBILE IS A GOING THING AND IS NOT ABOUT TO DISAPEAR FROM OUR WAY OF LIFE.

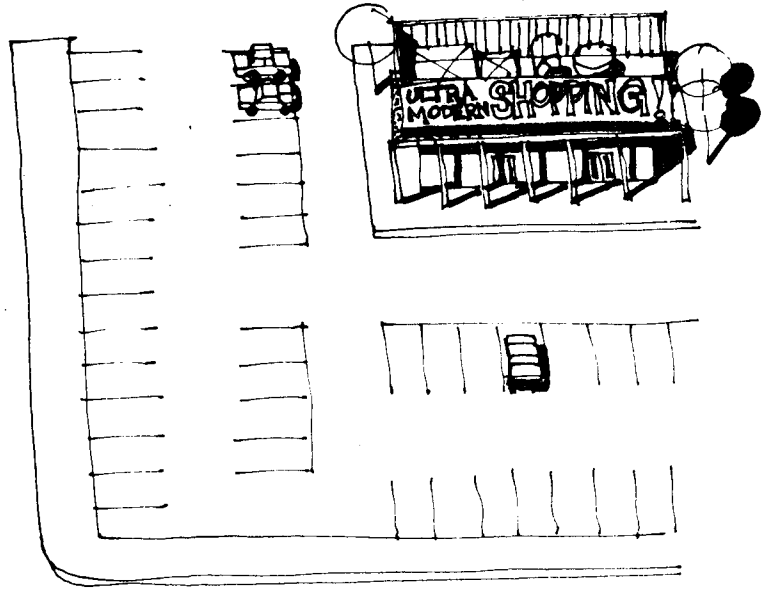
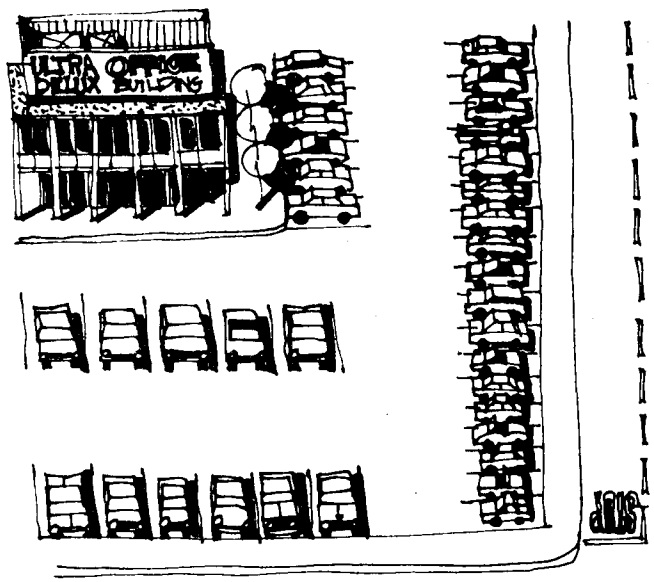
THE MOST OFTEN SUGGESTED SOLUTION IS TO PARK THE CAR UNDERGROUND RELIEVING THAT LAND FOR OPEN SPACE.



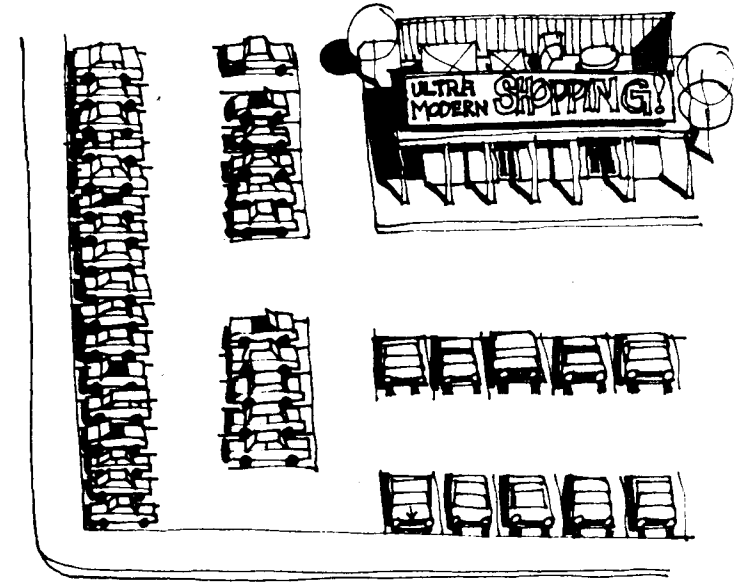
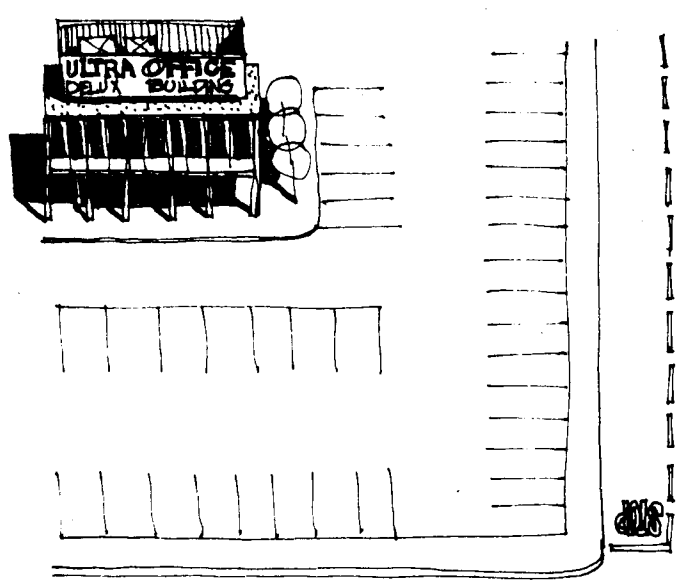
WHILE THIS IS A SOLUTION, IT IS NOT ALWAYS THE BEST. ITS EXPENSIVE, TO SAY THE LEAST, AND USUALLY VERY DISMAL, A DUNGEON, ALMOST! AND REALLY QUITE SCARY! NOT ONLY IS THE UNDERGROUND GARAGE SCARRY (WHAT LURKS IN THOSE DARK CORNERS ■!) BUT THE PLACE ABOVE DEVID OF THE AUTOMOBILE ALSO BECOMES SCARY, LITERALLY!

THE AUTOMOBILE IN OUR SOCIETY HAS COME TO BE A SENSE OF SECURITY TO ITS OWNER - I WILL NOT WALK DOWN THAT LONELY STREET, BUT I'LL DRIVE DOWN IT. EVER NOTICE HOW LONELY A SHOPPING CENTER MALL CAN BE AFTER 10:00 PM? WHAT THAT "MALL" REALLY NEEDS IS A STREET DOWN THE MIDDLE OF IT SO ONE COULD FEEL SAFE DRIVING DOWN IT, PARKING, GETTING OUT AND LOOKING IN A WINDOW & PERHAPS HAVING A CUP OF COFFEE AT THE CAFE THAT CAN NOW AFFORD TO STAY OPEN IF SOME PEOPLE ARE AROUND, ALL AFTER 10:00 AT NIGHT!

← OFFICE PROFESSIONAL ZONE | COMMERCIAL ZONE →



8:00 AM TO 5:00 P.M. DAILY



5:00 PM TO 9:30 PM NIGHTLY

THIS IS ONE OF THOSE "WHAT'S WRONG WITH THIS PICTURE" PICTURES!

LOCATIONAL CRITERIA, DEVELOPMENTAL STANDARDS AND OPERATIONAL STANDARDS -
OFF-STREET PARKING LOTS (Adopted by the City Planning Commission - February,
1968)

PURPOSE AND INTENT

This section as adopted by the Planning Commission and referred to in paragraphs 13 and 15 of Section 101.0800, Division 8, Article 1, Chapter X of the San Diego Municipal Code is intended to provide to the developers of offstreet parking lots information and guidance regarding the requirements for the dimensioning and landscaping of parking lots which are permitted or required in the various zones.

This section will also be used by the Review Board, the Planning Department, and the City Council in considering plans for proposed off-street parking lots.

LOCATIONAL CRITERIA

The locational criteria set forth below are not mandatory under Section 101.0800 but should prove helpful to the developer of offstreet parking facilities in locating and planning the parking lot.

1. Accessibility. Parking lots should, when possible, be located so as to have direct access from two streets or from a street and an alley. Such a location will make possible lot layouts which tend to evenly distribute the traffic load and reduce circulation conflicts by creating fewer instances where one vehicle must cross the path of another. Lots should not have access from predominantly residential streets except when the lot is serving a residential use. Lots should be designed to avoid or minimize the backing of vehicles into public streets.

2. Minimum Lot Exposure. Parking lots should be located and screened so that parked vehicles present the least possible exposure to public view. This can be done by providing landscaped screening; by placing the lot at the rear of buildings or behind architectural features; or by taking advantage of natural topography or planned grading to create parking spaces which are below or above adjacent street and property grades. No parking lots on front 50% of Commercial Streets

DEVELOPMENTAL STANDARDS

1. Aisle and Driveway Dimensions. Aisles and driveways in parking lots developed under Section 101.0800 of the Municipal Code shall be dimensioned in substantial conformance with the dimensions shown in Figure 1. Deviations appear necessary, reasonable and desirable and do not result in a non-functional lot.

2. Pedestrian Walkways. If pedestrian walkways are provided in parking lots they should have a minimum width of four feet; be approximately eight inches above the parking lot surface and be properly identified by directional signs. In those cases where raised

walkways are not feasible, walkways should be appropriately marked so as to assist in the separation of pedestrian and vehicular traffic.

3. Signs. Signs in parking lots developed under Section 101.0800 must be sized and located in conformance with the sign regulations of the zone in which the lot is located. It should be noted, however that parking lot signs are intended to identify the parking facility and direct traffic rather than to advertise the facility which the lot serves. Accordingly, signs in parking lots should be only as large as is required to make the public aware of the lot location and to direct traffic to appropriate entrances and exits.
4. Marking of Spaces. Section 101.0800 requires that each parking space shall be clearly marked where five or more required spaces are provided on the lot. It will be necessary for the developer to seek a variance in accordance with Division 5, Article 1, Chapter X of the Municipal Code, in those cases where space marking may appear unnecessary because full or part time attendant parking is proposed.
5. Landscaping. A number of zones in which offstreet parking facilities are required provide for a landscaped strip separating the parking lot from the street. Such landscaped strips shall be developed in accordance with the document adopted by the Planning Commission entitled "Developmental Standards and Operational Standards - Landscaped Strips."

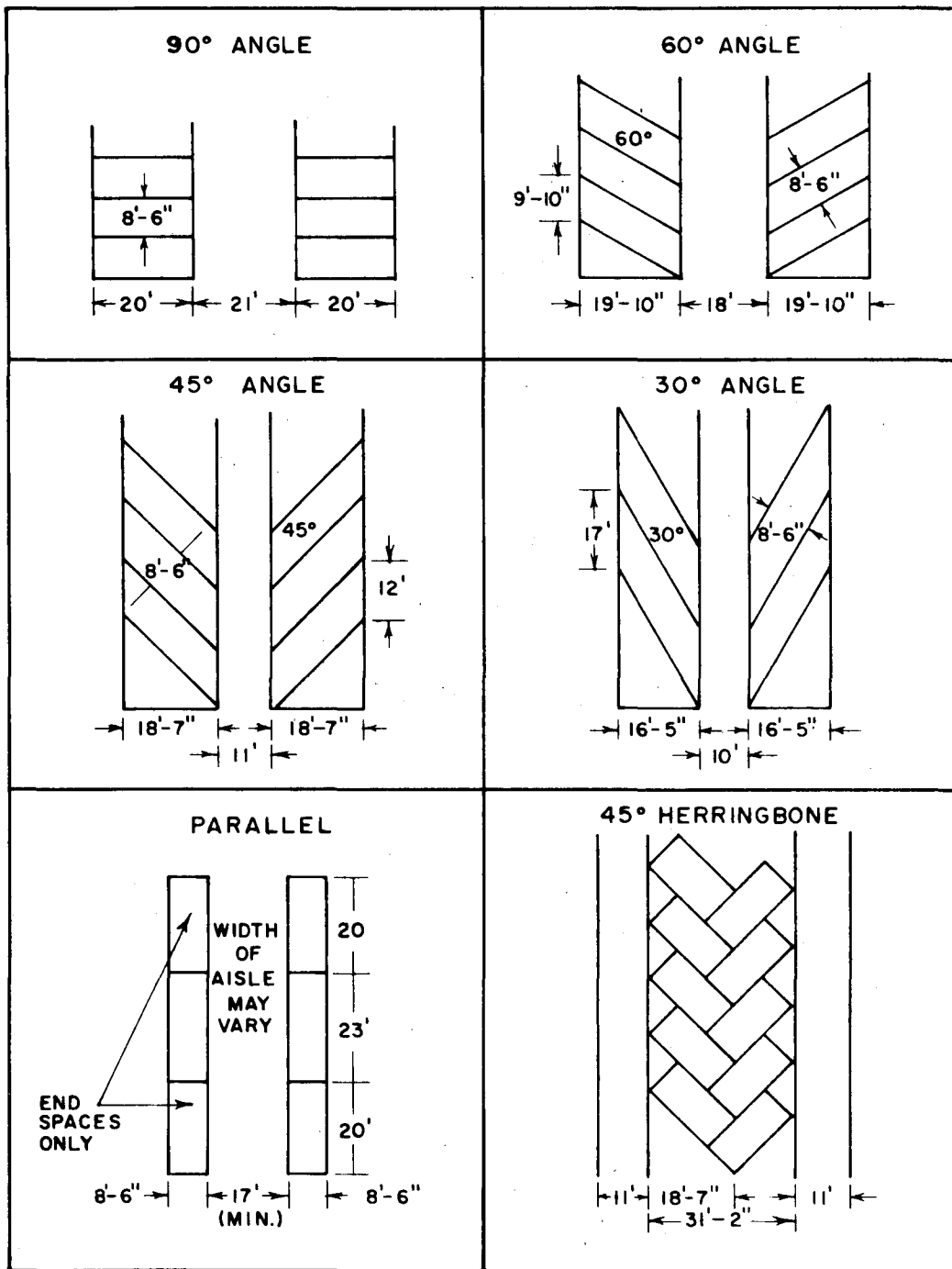
Landscaping in the interior of the parking lot as required by Section 101.0800 may be developed in conformance with the suggested layouts shown on Figures II and III, attached. Trees, shrubs, ground covers and grasses installed in such required planted areas shall be selected from the attached planting list. The Zoning Administrator may approve substitute materials not included in the planting list. This list may be disregarded if the plans for the landscaping of the interior of the lot are prepared by a licensed landscape architect.

6. Watering System. The permanent underground watering system required by Section 101.0800 shall consist of underground piping and sprinkler heads except when planting is located in isolated raised planters or in relatively small plots. In such cases hose bibs should be installed in locations so as to permit watering by a 50 foot garden hose.

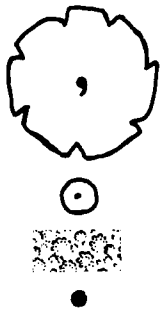
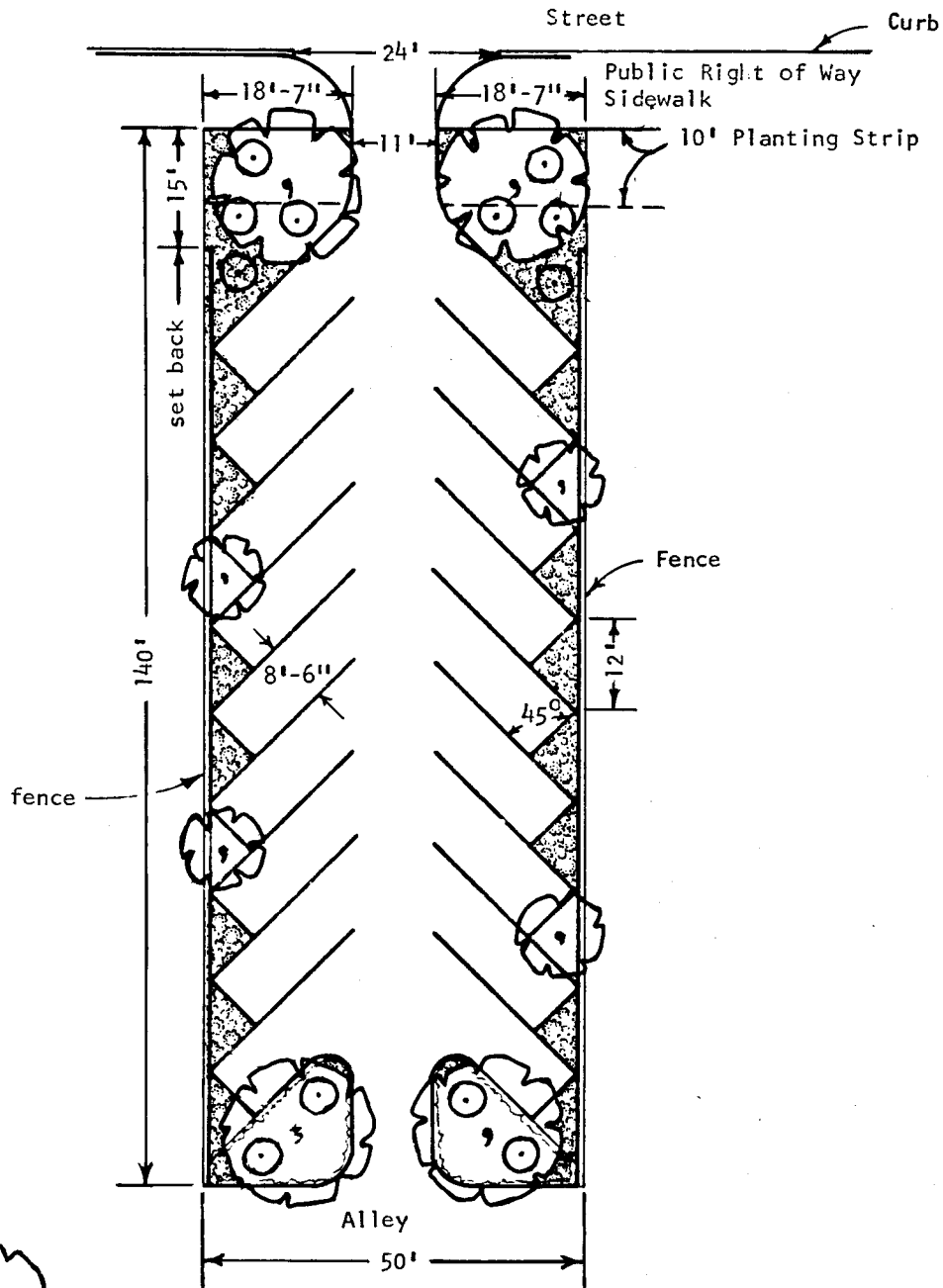
OPERATIONAL STANDARDS

1. Cultivation and Watering. All trees, shrubs and plants in all landscaping within the interior of the parking lots shall be periodically and systematically watered, fertilized and maintained in a healthy, growing condition. Dead growth should be promptly replaced so as to maintain the designed planting scheme.

2. Plant Growth Control. All growth in interior landscaped areas should be controlled by pruning, trimming or otherwise so that:
 - a. It will not interfere with the maintenance or repair of any public utility.
 - b. It will not restrict pedestrian or vehicular access;
 - c. It will not constitute a traffic hazard because of reduced visibility.
3. Lot Maintenance. All parking lots should be kept clean and in good repair at all times. Breaks in paved surfaces should be repaired promptly and broken or splintered wheel stops should be replaced so that their function will not be impaired.



MINIMUM STANDARDS PARKING LAYOUT
figure 1

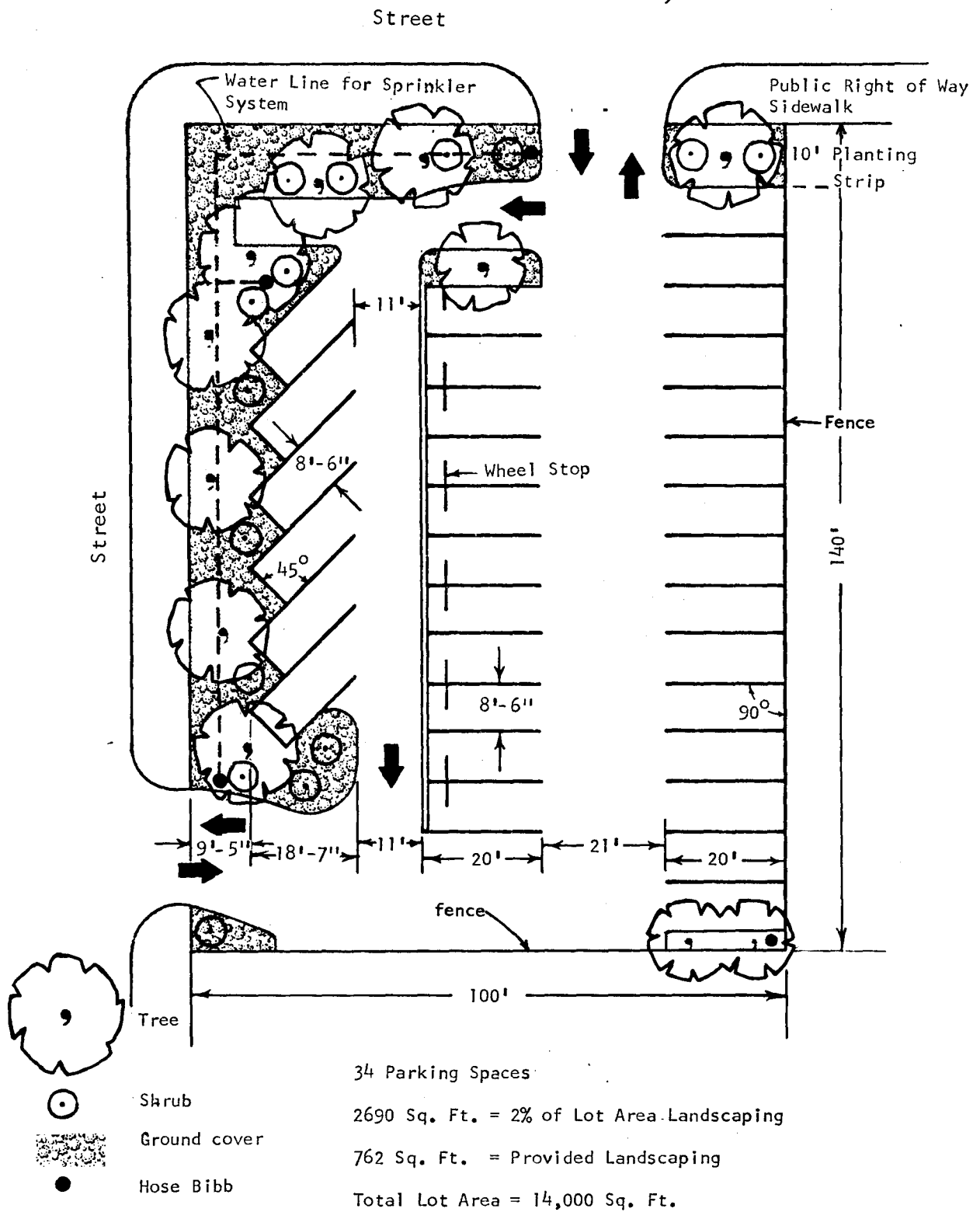


Tree
 Shrub
 Ground cover
 Hose Bibb

18 Parking Spaces
 390 Sq. Ft. = Planting Strip
 130 Sq. Ft. = 2% Lot Area Landscaping
 811 Sq. Ft. = Provided Landscaping
 Total Lot Area 7,000 Sq. Ft.
 Total Parking Area 6,500 Sq. Ft.

SAMPLE PLOT PLAN

figure 11



SAMPLE PLOT PLAN
figure III

residential and visitor areas

RESIDENTIAL AND VISITOR AREAS

The intent of these regulations and guidelines is to preserve and enhance the environmental quality of La Jolla Shores as a place to live. A variety of housing types including single and multiple family units, motels and hotels supported by the necessary public facilities is encouraged.

REGULATIONS (Planned District Ordinance, Section 103.0303.3, Section 103.0304.1 D & E Section 103.0304.2 C. & D, Section 103.0304.3 C & D, Section 103.0304.4B)

Siting of Buildings

- A. Buildings with openings (i.e., doors and/or windows) facing the side property line shall be located not closer than 4 feet from said property line.
- B. Buildings without openings facing the side property line may be constructed on the side property line provided the drainage of storm water falling on the roof of such building is carried off on the subject property and shall in no way endanger or interfere with any abutting property, easements; or rights of way.
- C. To provide for see throughs to the ocean, buildings with multiple family (MF) zones shall be located so that the major axis of the structure will generally be at right angles to the shore line. The secondary or minor axis of the structure SHALL NOT EXCEED 60% OF THE PARCEL WIDTH. However, no building facade may have a continuous plane over 50 feet in length.

BUILDING HEIGHT AND LOT COVERAGE

REGULATIONS

- A. No building or structure shall be erected, constructed, altered, moved in or enlarged to a greater height than is permitted in the following table:

<u>Zone</u>	<u>Maximum Height</u>
SF	30 ft.
Exceptions:	
Tract D	45 ft. plus roof
Tract F	32 ft. plus roof
MF	45 ft. plus roof
Exceptions:	
Blocks 3, 7, 8 and 9	32 ft. plus roof
La Jolla Shores Unit No. 1	
V	45 ft. plus roof
CC	32 ft. plus roof

B. Measurement of Height

The height of the building or structure, including all structural appurtenances as used herein, shall be measured as the vertical distance between the highest part of the building or structure profile and finished grade at any point adjacent to, or five feet out from any building wall (or at the property line, whichever first occurs), whichever is lower in elevation, exclusive of retaining walls and/or slope rights on adjacent property or properties which may be used to alter pre-existing grade.

In the cases where retaining walls or slope rights are utilized to create finished grade higher in elevation than pre-existing grade, then pre-existing grade shall be used in the determination of building or structure height.

Pre-existing grade is defined as the ground level elevation which existed prior to any site preparation related to, or to be incorporated into, the proposed new development or alteration.

C. No building or structure shall be erected, constructed, altered, moved in or enlarged to cover a greater portion of the lot or parcel than is shown in the following table:

<u>Area</u>	<u>Building Height Excluding Roof</u>	<u>Percent Maximum Coverage</u>
SF	Not applicable	60
MF & V	40 to 45 feet	30
	32 to 40 feet	40
	below 32 feet	50
CC	Not applicable	100

DESIGN GUIDELINES

THE HOUSE

Arrange streets and lots to minimize disruption of natural ground form and tree cover by grading.

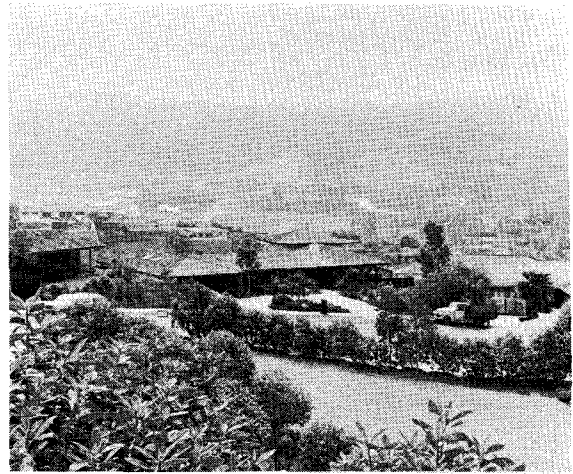
Create the best grade relationship of each house to open spaces on the lot.

Site houses to create the maximum usable open space on each lot and to preserve views where possible.

Provide for the maximum flexibility in siting houses for favorable wind, sun and view orientation.

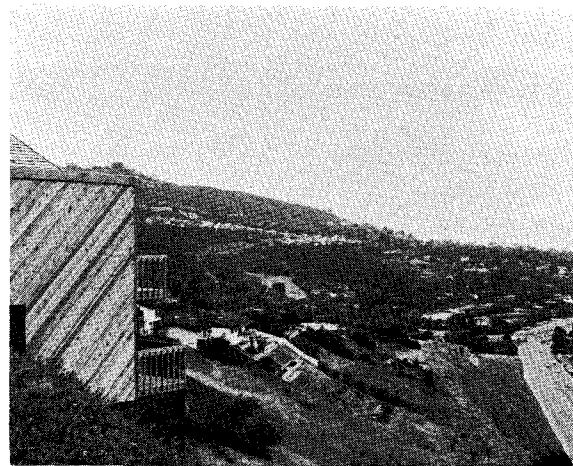
- Fit house to land rather than land to house.

Choose the appropriate house plan to fit the basic slope type of the site--up, down or cross slope. Correct selection will minimize grading and preserve the maximum ground cover and trees. Investigate the use of retaining walls, terraces, split level or platform houses to minimize grading. It is possible on steeper slopes that these techniques may deliver a more interesting and livable house at the same cost as a conventional mass-graded pad house.

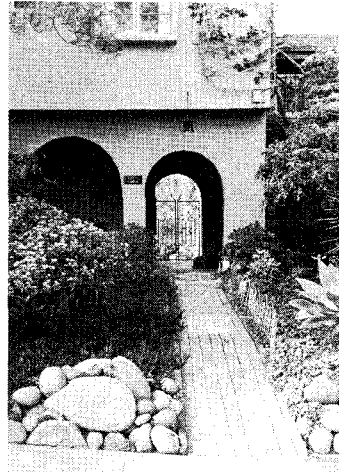


- Pay particular attention to property lines, fences and walls.

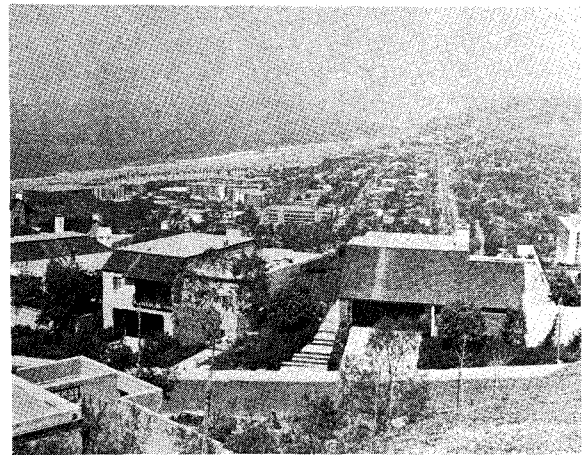
Fence lines and planting should blend with the terrain rather than strike off at an angle against it. Fence lines should parallel the contours or they will be out of level.



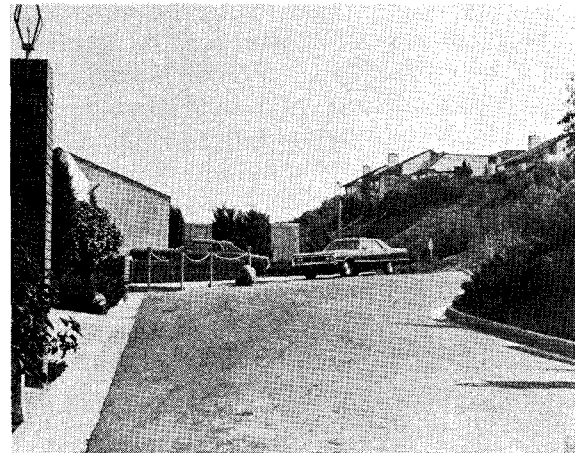
- Create privacy for each house and protect its outdoor spaces from view and noise.



- Create harmonious form relationships among houses. Groups of houses should appear related to one another rather than jumbled together without pattern.
- Strive for consistency within groups through use of recurring shapes and materials. All the houses in one eye span should be designed to tie together and relate to one another.



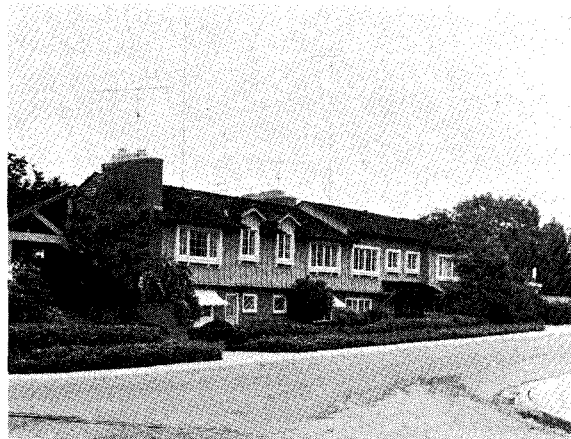
- Strive for variety between groups of houses by inclusion of two story houses, variation in lot sizes, and changes in materials or detailing. Let the most significant variations come between groups rather than from house to house. Relate houses to topographic slopes and to each other rather than to alignment of the street.
- Develop alternative methods of handling setbacks to increase usable open space and minimize narrow useless sideyards.



- The house may be located anywhere on the lot, however, it must be compatible with adjacent development and not interfere with use of adjacent property.

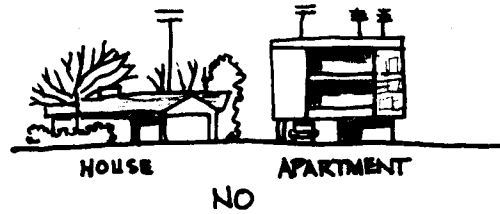


- Design apartments to present less apparent bulk. Use care in the choice of materials to blend the apartments in with the surrounding neighborhood.

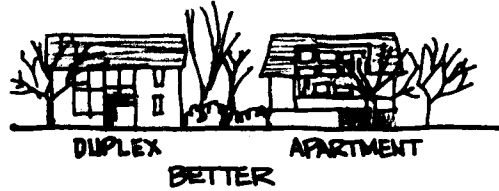


- Arrange apartment development in such a way as to harmonize with adjacent single family districts. Minimize clash of scale and activity pattern between apartments and houses by arranging apartment buildings adjacent to 2 story, duplex or townhouses to provide a scale transition.

Clash in character and size occur when a conventional apartment is located directly adjacent to a single family home.



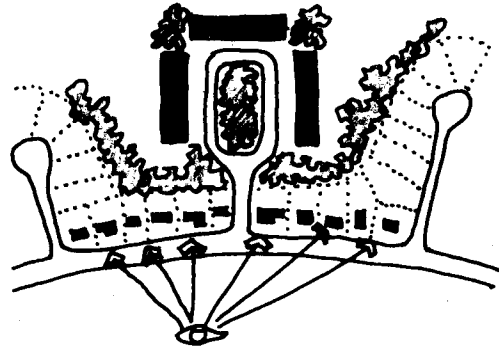
There is less clash in character if apartments are built adjacent to two store houses or duplexes. Minimize bulk of apartments by design. Use compatible materials and avoid such features as oversize street address numbers, names and colored floodlights.



Build apartments of the type which link a series of townhouses. The scale is then quite similar to adjacent single family townhouses or duplexes.



Visual separation. Set apartments in a group of their own, particularly if they are bulky. Provide a landscaped buffer. If apartments and single family houses are not visible in one glance then any clash of scale disappears.



When the observer takes in only single family houses at one glance then any clash of scale disappears.

HOUSE-APARTMENT RELATIONSHIPS



Chaotic and restless; a clash of shapes and scale.



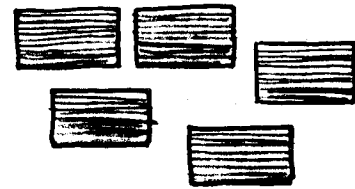
Simple and related shapes but boring if too many in view.



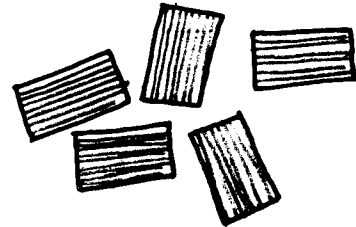
Unity provided by orientation of houses to each other and the use of related shapes. Variety provided by variation in setbacks and changes in scale.

STREETSCAPE

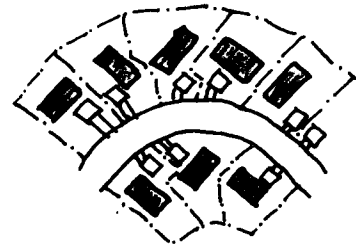
Rectilinear forms call for a rectilinear arrangement.



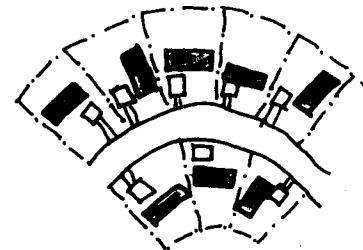
Random placement of forms can result in chaos.



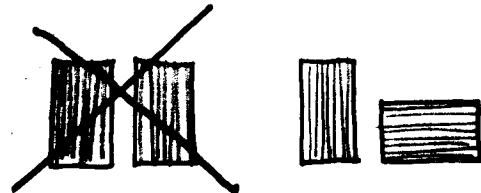
On a sharp curve relate houses to each other rather than to the street.



Orientation of houses only to the curved street can result in awkward spaces between houses and a lack of relation among houses.



Avoid siting houses with their long sides facing parallel.



FORM RELATIONSHIPS

Roofs are a visually most important element; no other single element of design will contribute to neighborhood continuity as effectively as the use of similar roof materials and colors.

1. Use simple shapes
2. Use a simple range of colors and materials.
3. Avoid using white roof surfacing on downhill houses; the glare will be reflected to uphill houses.
4. Organize stacks and vents to emerge together through the roof where possible and on the least noticeable side of the roof.
5. Use hidden TV antennas where possible cable TV.

For interest and variety yet with overall unity the following roof forms are permitted (singularly or in combinations) - flat roofs - mansard roofs - hipped roofs - gabled roofs - and shed roofs.

The only acceptable roof combinations are the specified roof types in conjunction with flat roofs.

Form consistency shall be a determining factor for design consideration, i.e. roof forms on any given street will be required to be "compatible" with roof forms on neighboring buildings.

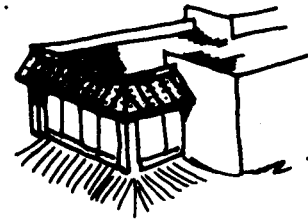
Roof forms on any given local street or cluster should be required to provide "continuity" to the street or cluster.

Flat roofs shall normally be concealed behind parapets.

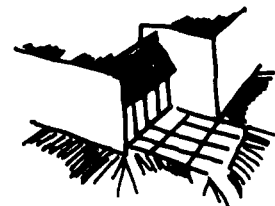
MANSARD

Mansard roofs may be employed in two conditions:

1. The Mansard Corner which has a depth of at least one half its front width and which terminates into walls or building forms.



2. The Enclosed Mansard which is placed between two walls or building forms.



FLAT ROOF



MANSARD ROOF



HIPPED ROOF



GABLED ROOF

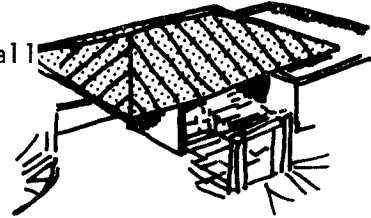


SHED ROOF

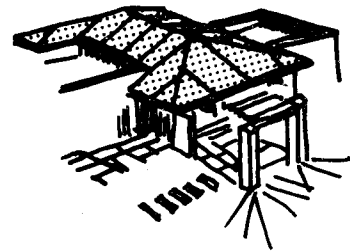
HIPPED ROOFS

Hipped roofs may be employed in any of three conditions.

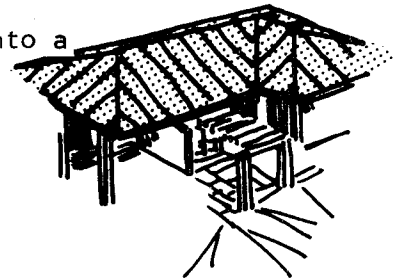
1. The Complete Hip which carries the eave all around.



2. The Interrupted Hip which dominates interrupting walls.



3. The Connected Hip which is terminated into a dominant hip.



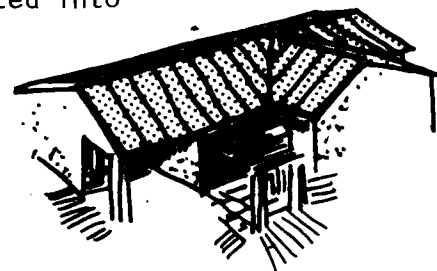
GABLE ROOFS

Gabled roofs may be employed in any of four conditions.

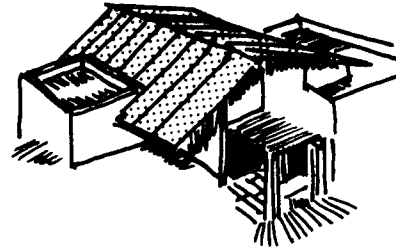
1. The Complete Gable which carried the common wall material up into the gable end.



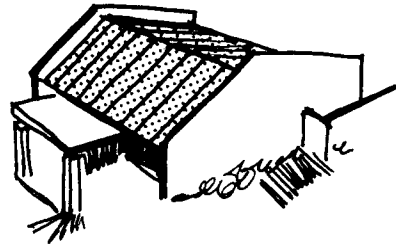
2. The Connected Gable which is terminated into a dominant gable.



3. The Interrupted Gable which dominates interrupting walls.



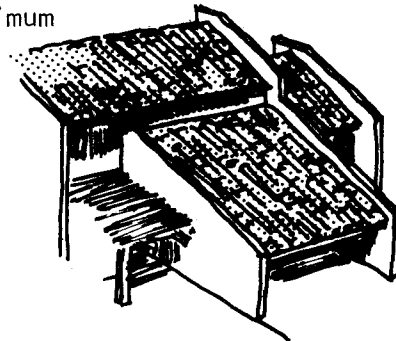
4. The Enclosed Gable which is enclosed by two end walls.



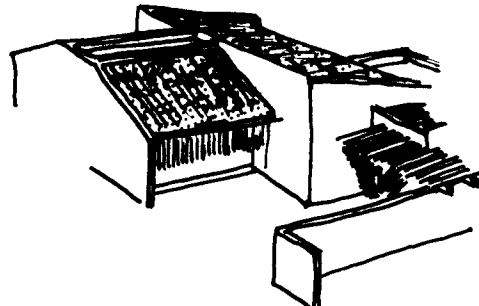
SHED ROOFS

Shed roofs may be employed in two conditions.

1. The Single Shed which exposes the maximum roof surface to the public.



2. The Combined Shed which combines shed with other sheds.



Shed roofs today are approaching high fashion in the building industry. Their high frequency of use may in the near future make them a "cliche". Designers are encouraged to use this roof form with considered restraint.

STREET ENVIRONMENT

Residential street should provide safe, convenient traffic circulation and access to homes within the neighborhood.

Streets should be designed and developed to be pleasant places to walk down as well as drive upon. The arrangement of houses should create a pleasant streetscape. Alignment, paving, landscaping and tree planting should all be designed to enhance the visual effect.

DESIGN GUIDELINES

- Reduce pavement width where possible to bring the street into a better scale relationship to the houses. A narrowed pavement will serve a number of purposes:
 - a. It will create more containment and definition of the street space.
 - b. It is more appropriate to the volume of traffic.
 - c. It will discourage speeding and through traffic.
 - d. It will enable street trees to overhang and shade the street.

The functional performance of narrower street sections should be determined by comparing the proposed section against similar streets in the San Diego Area that serve the same intensity of development projected for the portion of La Jolla Shores in which the proposed street occurs. Street sections should thus be chosen to meet a performance specification rather than an arbitrary handbook standard which can result in overdesign.

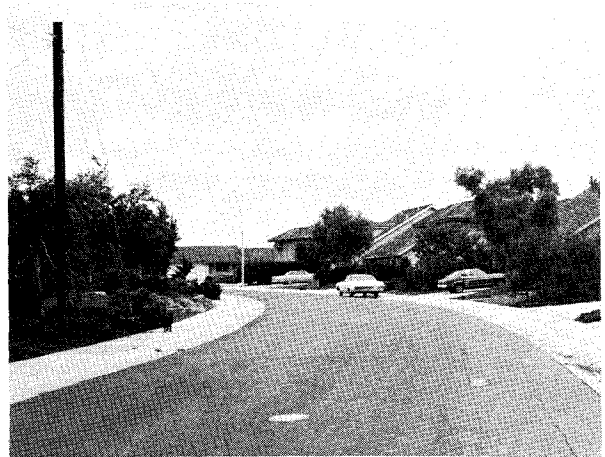


- Provide the maximum street tree planting. One principal characteristic of memorable streets throughout the world is their tree planting. The finest examples have mature specimens that arch across the street creating a green canopy. From an urban design standpoint a vigorous tree planting program is the most important single thing that the City can do. Trees should be spaced close enough together to create an effect of enclosure and to provide protection of trees from hot, drying winds and sun scald. There are many examples of very large trees planted at 15 to 20 foot centers and smaller trees at 8 foot centers.



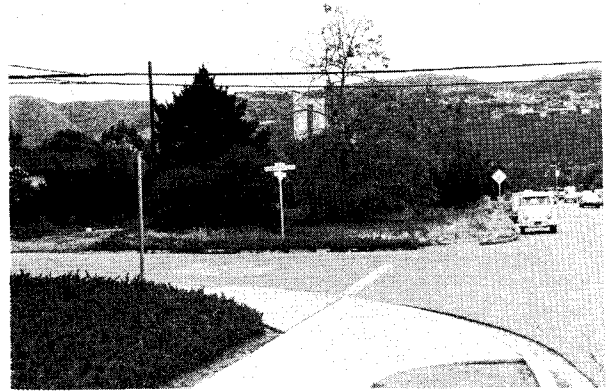
- Underground all utilities All overhead lines should be placed underground and the unsightly poles removed. With overhead wires out of the way it is possible to allow street trees to grow and spread more.

- Design all curves, intersections and cul-de-sacs and their relationships to houses for the best visual effect. Every opportunity should be taken to make street alignment and other street features contribute positively to good urban design. For example, use should be made of long radius curves connected by short curves in aligning streets rather than long tangents connected by short sharp curves. The former gives a much more sweeping, elegant feeling at eye level while the latter is sharply defined as one enters and leaves the curve.



- Provide buffering for residential properties when heavy traffic cannot be avoided.

When arterials and other streets having heavy traffic must go through residential areas, steps should be taken to screen dwellings from the noise, fumes and other adverse effects of traffic. Heavy landscaping at the side of streets and in center islands may provide an effective barrier, as can walls, differences in elevation and the setting back of dwellings from the roadways.



Dwellings along streets with heavy traffic should, where possible, have the main orientation of their living space and access away from the traffic.

The speed and volume of traffic on local streets should be limited by all practical means. Such means include making streets discontinuous to divert traffic from a straight path, narrowing streets and intersections, creating the appearance of narrowness through landscaping and other improvements, and prohibiting access from arterial streets by signs and barriers. Such changes in streets should be so designed that they will not limit the access of vehicles for police and fire protection and other emergency purposes in the protected areas. The total effect of these changes in residential streets should be to give the dominant position to residential qualities and pedestrians rather than to vehicles.



**shores center
and other commercial development**

SHORES CENTER AND OTHER COMMERCIAL DEVELOPMENT

La Jolla Shores Shopping Center is a well defined, compact area of approximately five acres extending along both sides of Avenida de la Playa for La Jolla Shores Drive westerly to Camino del Sol. Whereas the area primarily serves as a neighborhood convenience center it also contains many specialty shops and professional offices including architects, attorneys and engineers.

The merchants and owners of establishments in the Shores Center have by their attention to design, display and maintenance created a congenial area. The low roof lines and plantings blend well with surrounding homes helping to maintain the much desired human scale and residential feeling. The area has been provided with street trees and in many instances the merchants have provided potted plants and small planting beds for additional greenery. Wood and other natural building materials are prevalent with earth colors predominant.

GENERAL GUIDELINES

GROUND FLOOR STORE FRONTAGES SHOULD BE RESERVED FOR RETAIL GOODS AND SERVICES AND NOT FOR PARKING. NO GROUND FLOOR PARKING ALLOWED ON FRONT 50 % OF PARCEL. RESIDENTIAL USES SHOULD BE RESTRICTED TO THE UPPER FLOORS.

BUILDING HEIGHTS SHOULD BE LIMITED TO 32 FEET PLUS A ROOF.

NEW BUILDINGS SHOULD BE COMPATIBLE IN SCALE TO EXISTING SMALLER DEVELOPMENTS, NOT TO EXCEED 6000 SQUARE FEET OF GROUND FLOOR SPACES.

THE DESIGN OR ARCHITECTURE OF THE FRONT FACADE OF NEW BUILDINGS SHOULD BE MODIFIED OR ALTERED AND STAGGERED SO THAT NO FACADE RUNS MORE THAN 50 FEET. WHEN MANY SMALL LOTS ARE COMBINED THE INTIMATE SCALE IS LOST. THE DISTINCTION FROM ONE LOT TO THE NEXT IS LOST. A FLAT UNBROKEN FACADE, QUITE UNLIKE ITS NEIGHBORS IS THE RESULT. HOWEVER BUILDINGS COMPOSED OF MANY SMALLER SCALE ELEMENTS RELATE BETTER TO HUMAN SCALE.

CONSISTENT WITH FIRE ZONE 2 OF THE MUNICIPAL CODE AND THE UNIFORM BUILDING CODE ONLY NATURAL BUILDING MATERIALS SHOULD BE USED, WITH A STRONG EMPHASIS ON NATURALLY FINISHED WOOD. EXCEPT AS A COLOR ACCENT ON DOORS, FASCIAS AND TRIM, COLORS SHOULD BE LIMITED TO EARTH TONES SUCH AS MUTED GREENS, BROWNS, WHITE, BEIGE AND SAND COLORS. (SEE APPENDIX)

BUILDINGS SHOULD BE ALLOWED TO COVER 100 PERCENT OF THE LOT AREA. LIGHTING GEARED TO THE PEDESTRIAN ORIENTATION OF THE SHORES CENTER SHOULD BE PROVIDED. The lighting must be human in scale and closely spaced. Light standards must be attractive to look at during the day when they will add another element to the street scene.

SIGNS PERMITTED IN THE SHORES CENTER SHALL GENERALLY CONFORM TO THE EXISTING CN ZONE REGULATIONS except that the aggregate area of all signs at a single premises shall not exceed 25 square feet.



Commercial Enterprises
La Jolla Shores Center

DESIGN GUIDELINES

STATED GOALS

IMPLEMENTATION

EXAMPLE

" Pedestrian Scale"

Capital Web System of Nodes. The Spacing of Interest Nodes at Reasonable Walking Distances

"Lets Walk to that Fountain & See What's There.

Compactness is Essential if People are to be Induced to Walk - It must Always Appear More Reasonable to Walk to each Next Destination Than to Drive.

People can be Made Aware of their Surroundings by Unusual Scale Surprise Again!

"That Door Sure Seems Small - is it me or the Door?"

"Look How High That Ceiling is"

People can appreciate finer textures & details when not driving by at speed. Traditional Materials seen of proper scale to people & assure them of their place.

"Look at that Neat Street Lamp"

Brick, Shingles, Cobblestone, Wood Grain, Pedestrian Scale Signs for Surprise.

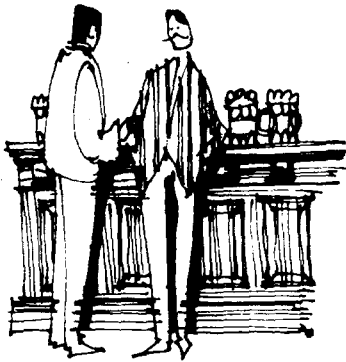
"Look at all the Flowers"

Continuity _____
A fairly continuous stream of Facilities (Shops, Landmarks, etc.) of Interest to Pedestrians is Essential - Large Breaks can Bring Pedestrian Flow to a Stop.

surprise

ONE OF THE MOST EFFECTIVE
EDUCATIONAL TOOLS IS SURPRISE!
ONE CAN BE MADE AWARE OF

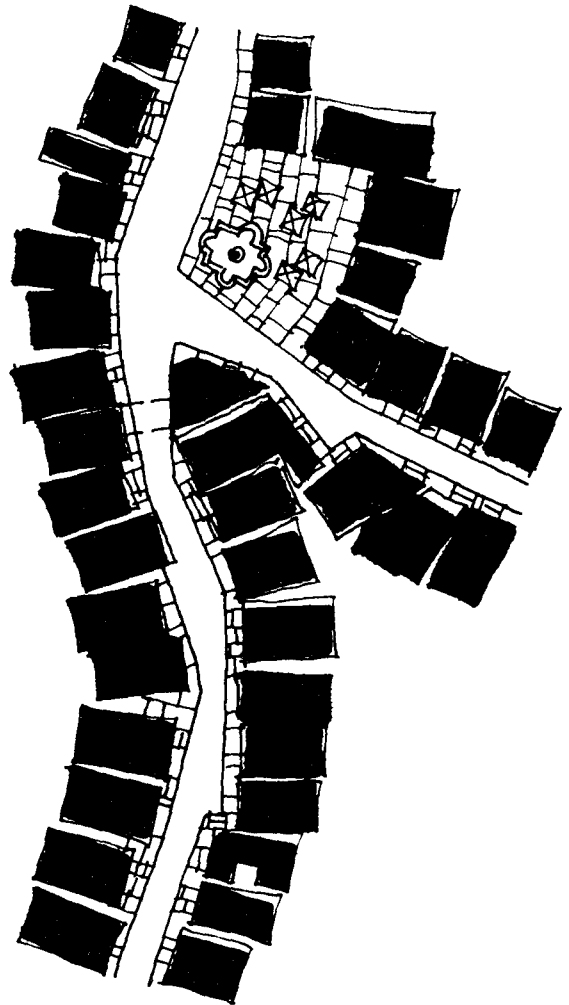
HIS SURROUNDINGS BY SURPRISE — IF THE SURPRISE IS PLEASANT
WE HAVE APPRECIATION. CONSCIOUS USE OF THIS TOOL CAN
YIELD A UNIQUELY INTERESTING PLACE. SURPRISE NEED NOT
APPEAR CONTRIVED. APPRECIATION & AWARENESS, NOT TRICKERY,
IS OUR AIM....



"HI THERE - I DIDN'T
RECOGNIZE YOU - YOU'RE
THE BARBER DOWN
THE STREET - MY
NAME IS RICH GREEN."

CONSCIOUS
ATTEMPTS TO
PROVIDE PLACES
FOR PEOPLE TO
MEET UNDER
UN "STEREOTYPED"
SITUATIONS IS
ONE OF THE
BEST WAYS
OF BREAKING
DOWN SOCIAL
BARRIERS —
— THE PUB!

A TWISTED STREET
CAN HOLD MANY SURPRISES.
EVERY FEW FEET OF
MOVEMENT CAN YIELD
A NEW VISTA —
A LA THE STYLE OF
A MEDIEVAL VILLAGE.



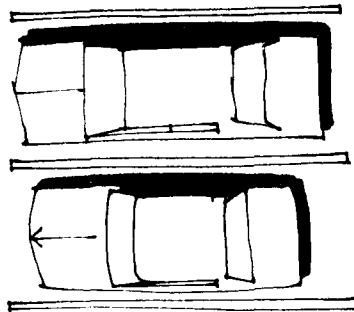
mixed usage

THE KEY TO AN
ACTIVE, LIVELY
URBAN ENVIRONMENT

IS MIXED USAGE. THE MIXING OF RESIDENTIAL, COMMERCIAL & PROFESSIONAL USES WITHIN A COMPACT AREA ASSURES ACTIVITY THROUGHOUT THE DAY & EVENING.



APARTMENTS OVER SHOPS
OFFER AN EXCELLENT WAY
OF INTRODUCING LOW RENT
APARTMENTS - INTRODUCTION
OF PEOPLE LIVING ABOVE
STORES REDUCES POSSIBILITY
OF VANDALISM DURING OFF
HOURS. COMMERCIAL USE
IS MORE THAN A "SHOPPING
CENTER" IT IS A "TOWN"!



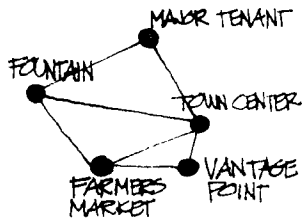
THE UNFORTUNATE THING
ABOUT MOST PARKING LOTS
IS THAT THEY'RE EMPTY
MOST OF THE TIME!
NOT SO WITH MIXED USAGE -
DURING THE DAYTIME HOURS
THEY CAN SERVE OFFICE &
PROFESSIONAL USES, THE
MAIN SURGE OF SHOPPING
COMES WITH EVENING, RESIDENT
USE IS OVERNIGHT.

THE MIXING OF RESIDENTIAL
& COMMERCIAL ALLOWS
STUDENTS & OLDER PEOPLE
TO LIVE WITHOUT AN AUTOMOBILE
& ALL THE EXPENSE THAT GOES
ALONG WITH IT.

pedestrian scale

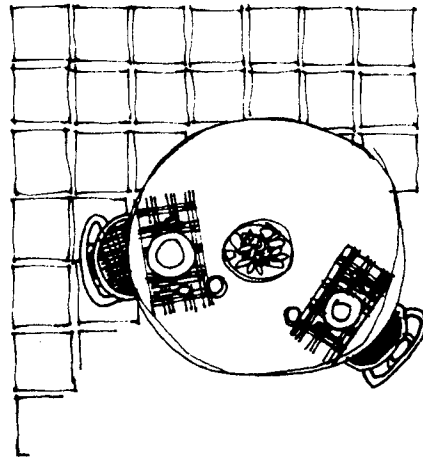
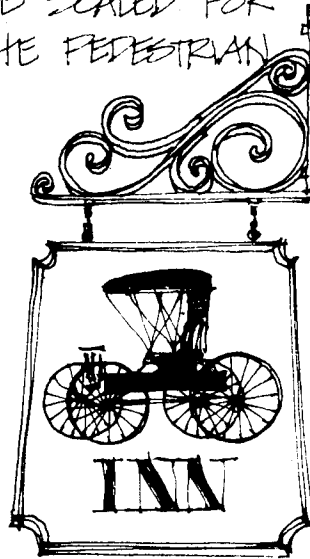
A TALL DOOR CAN MAKE A BUILDING ENTRANCE SEEM IMPRESSIVE, A

DOOR THAT'S TOO SMALL, SO THAT YOU MUST DUCK TO GET THROUGH, CAN MAKE YOU IMPRESSIVE; BOTH ARE IMPORTANT ELEMENTS OF PEDESTRIAN SCALE.....



"CAPITAL WEB" OF PEDESTRIAN MOVEMENT. PEDESTRIAN SCALE HAS TO DO WITH WALKING. THE USE OF INTEREST NOTES, BE THEY A FOUNTAIN, SHOP OR CHAIN OF SHOPS, OR A VANTAGE POINT, AT REASONABLE WALKING DISTANCES CAN HELP TO ENTICE PEDESTRIAN MOVEMENT FROM ONE POINT TO ANOTHER —

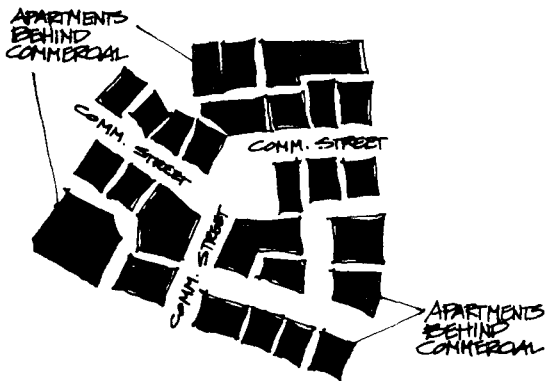
MUCH FINER TEXTURE & DETAIL CAN BE APPRECIATED BY THE PEDESTRIAN THAN CAN BE FROM A PERSON IN A SPEEDING AUTO. SIGNS CAN BE SCALED FOR THE PEDESTRIAN



ATTENTION TO THE "FLOORSCAPE" ATTENTION TO WHAT THE EYE OF THE PEDESTRIAN CAN APPRECIATE!

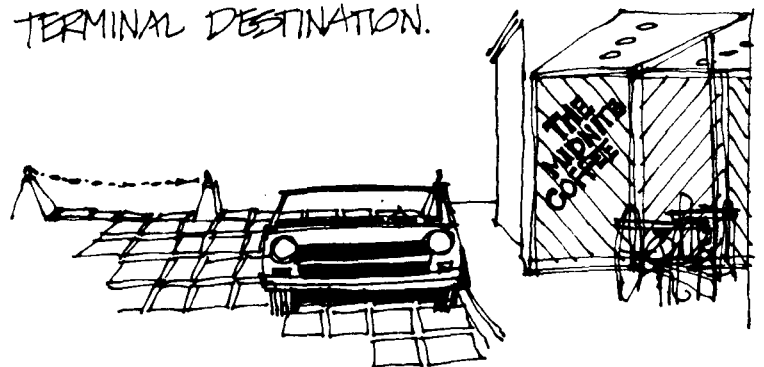
compaction & continuity

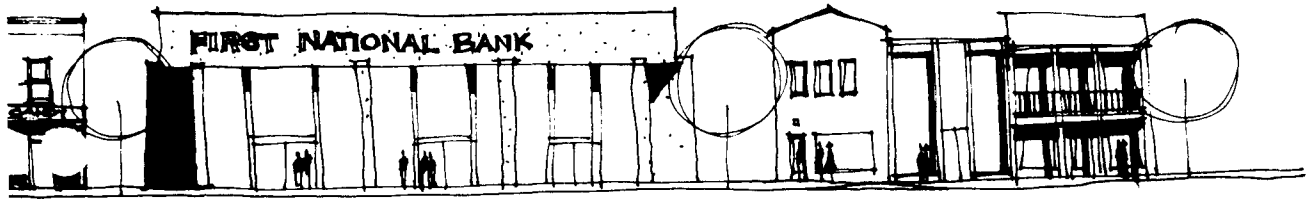
COMPACTION & CONTINUITY IS REALLY A CONTINUATION OF OUR CONCERN FOR PEDESTRIAN SCALE. COMPACTION IS NECESSARY TO ACHIEVE AN URBAN QUALITY & IN ORDER TO PLACE THE ESSENTIAL ELEMENTS CLOSE ENOUGH TO ONE ANOTHER TO INDUCE PEDESTRIAN MOVEMENT. CONTINUITY HAS TO DO WITH THE QUALITY OF COMPACTION — THAT THERE BE A FAIRLY CONTINUOUS STREAM OF ITEMS OF PEDESTRIAN INTEREST ON THE MAJOR PEDESTRIAN ROUTES.



IN THE INITIAL STAGES OF DEVELOPMENT RESIDENTIAL DENSITY CAN BE BROUGHT CLOSE IN TO COMMERCIAL ASSURING PEDESTRIAN ACTIVITY FROM RESIDENTS. A MULTI-STORY APARTMENT UNIT COULD BE DESIGNED THAT WOULD CONVERT ITS LOWER FLOOR TO COMMERCIAL USE AT A LATER DATE —, THIS WOULD ALLOW THE PROPORTION OF RESIDENTIAL TO COMMERCIAL TO SEEK ITS OWN LEVEL WHILE AVOIDING UNNECESSARY & HARMFUL DECENTRALIZATION.....

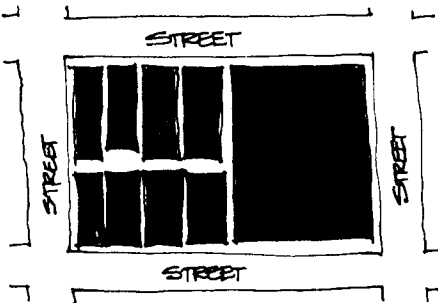
CONTINUITY CAN BE MAINTAINED BY EXCLUDING OBSTACLES TO PEDESTRIAN MOVEMENT — AT TIMES OF INTENSE PEDESTRIAN ACTIVITY THE AUTOMOBILE CAN BE EXCLUDED FROM THE STREET WITH THE USE OF BOLLARDS AT SELECTED LOCATIONS PREVENTING THEIR ACCESS. AT TIMES WHEN PEDESTRIAN ACTIVITY IS LESS INTENSE, BOLLARDS CAN BE REMOVED, ALLOWING THE AUTOMOBILE TO PROCEED AT SLOW SPEED TO SOME TERMINAL DESTINATION.



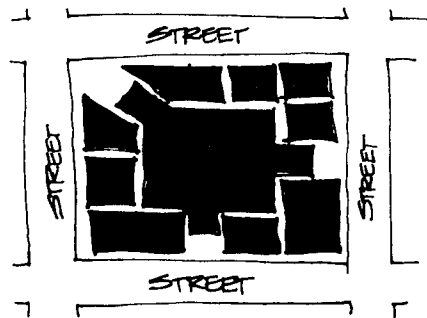


LARGE SCALE TENANTS SUCH AS BANKS, THEATRES, SUPERMARKETS, ETC. CAN RUIN A COMPLEX OF SMALL SHOPS. THE INCOMPATIBILITY OF SCALE SEEMS OBVIOUS, THIS HOWEVER IS NOT THE CRUX OF THE PROBLEM. IN A COMPLEX OF SMALL SHOPS A CERTAIN TEMPO IS ESTABLISHED, EVERY 15' TO 40' IS A NEW EXPERIENCE, A NEW SHOP FRONT — INSERT A BANK OR THEATRE AND YOU'VE SODDENLY CREATED A BARRIER, A 100' TO 200' STRIP WITH NO MERCHANDISE AND FEW PEOPLE. THE EFFECT ON SURROUNDING SHOPS CAN BE DISASTEROUS.....

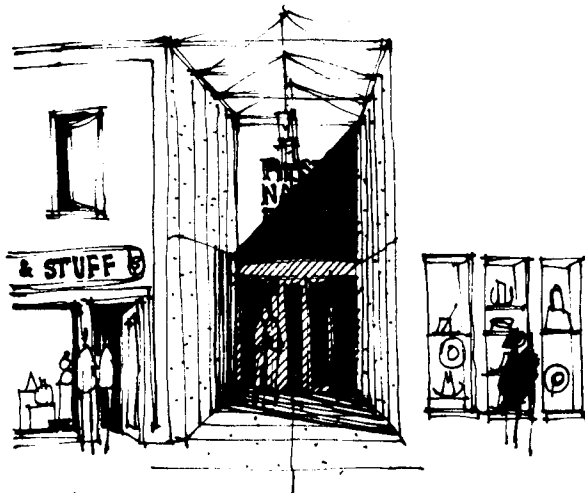
IF WE REALIZE THAT IT IS NOT THE "BANKNESS" OF A BANK THAT MAKES IT INCOMPATIBLE, BUT INSTEAD ITS EXPANSE OF INACTIVE STREET FRONTAGE, THEN WE CAN REMEDY THE SITUATION.

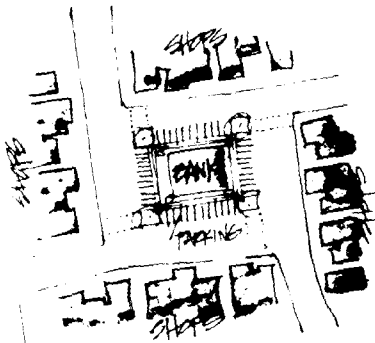
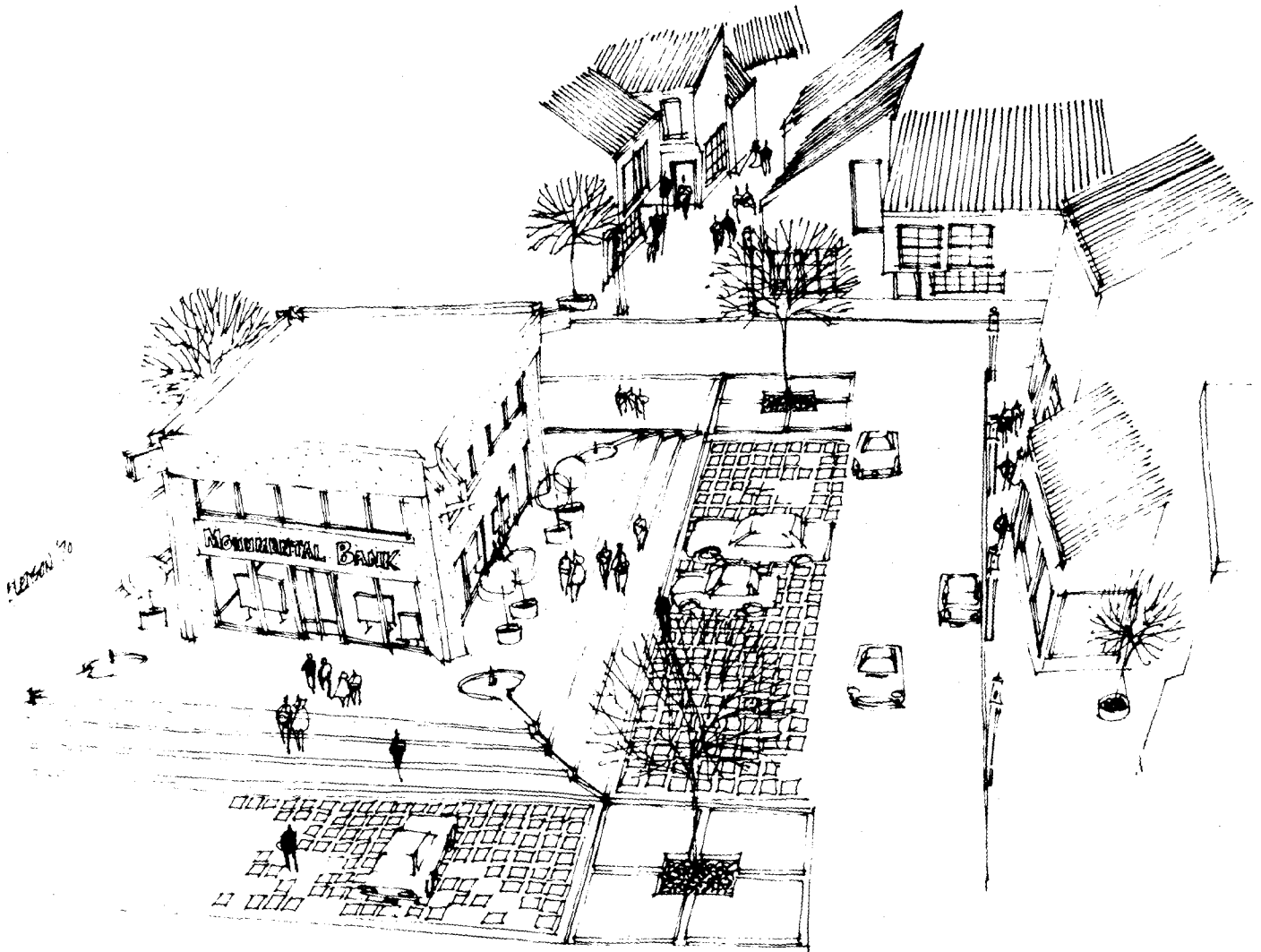


CONVENTIONAL



REVISED





MONUMENTAL BUILDINGS CAN STILL
 BE SO LOCATED THAT THEY RETAIN
 THEIR PURPOSE AND THEIR GRANDeur.

A DESTINATION PLACE IN THE
 EVENINGS, THEY CAN DISPLAY
 WORKS OF ART THROUGH THEIR
 WINDOWS EVEN THOUGH CLOSED.

townness

"TOWNNESS" IS A QUALITY, A PLACE A CHILD CAN GROW UP, A PLACE PEOPLE LIVE, WORK & PLAY. A TOWN IS A

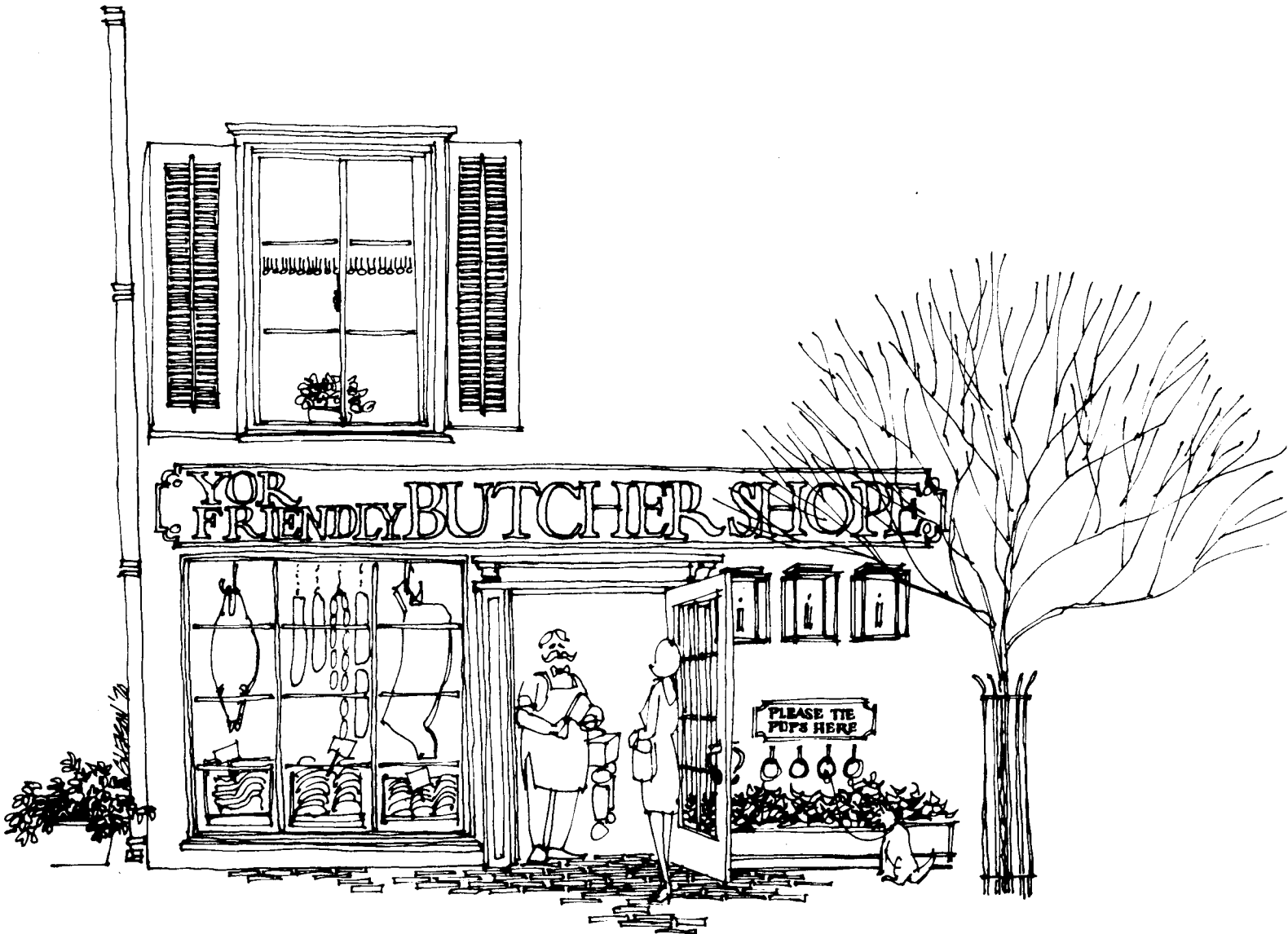
PLACE THAT ITS INHABITANTS HAVE TAKEN POSSESSION OF: "THAT'S OUR TOWN". MANY NEW COMMUNITIES LACK THIS SENSE - RESIDENTIAL AREAS OFTEN LACK INDIVIDUALITY - BORDERS THAT DISTINGUISH IT FROM THE NEXT PLACE ARE OFTEN NON-EXISTANT. THE VERY HEART OF THE TRADITIONAL "TOWN" HAS OFTEN BEEN REPLACED WITH AN ANONYMOUS SHOPPING CENTER WHICH NOT ONLY LOOKS LIKE THE ONE A FEW MILES AWAY BUT HAS THE SAME STORES & MERCHANDISE. "TOWNNESS" IS A POSITIVE SENSE OF PLACE - A PLACE THAT BECKONS ITS INHABITANTS TO TAKE POSSESSION - TO EXHIBIT A PRIDE OF OWNERSHIP.....

"TOWNNESS" DEPENDS ON
BREAKING DOWN THE TYPICAL
SHOPPING CENTER IMAGE
SO THAT ITS HEART,
THE COMMERCIAL & PROFESSIONAL
AREAS, CAN MERGE &
BECOME PART OF THE
WHOLE _____

PROMOTE VISUAL-SOCIAL ACTION:

SOCIAL COMMUNION AND EXCHANGE BECOME MORE EXISTANT BY UTILIZING THE FRONT OF SHOP SPACES FOR THE ACTIVITY ACCOMPLISHED WITHIN.

THE BUTCHER, BAKER OR WHOEVER BECOMES ONE TO WATCH WORK AND TALK WITH RATHER THAN ONE ONLY TO BUY FROM.



signs



SIGNS

Signs in La Jolla Shores should advertise a place of business or provide directions and information and shall be architecturally attractive and contribute to the retention and enhancement of the character of the area.

Unless signs are controlled they will tend to compete with each other and with the historical character of the area. Without reasonably applied design criteria, signs will distract and dominate the setting via height, shape, size, number, lighting and movement.

Sign standards assure the merchant that all other establishments are similarly restricted. He is protected against overpowering advertising structures from competitors and/or adjacent properties in the district.

GENERAL GUIDELINES

All signs shall be approved by the Planned District Review Board. Size, height and means of support for each sign will be considered on an individual basis subject to the conditions noted below. Each sign shall be in scale with the building it identifies. The use of natural materials, especially wood, is encouraged.

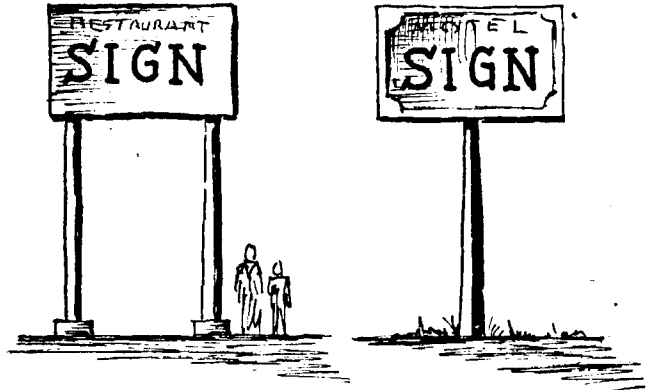
Definitions:

For the purposes of this section the word sign is defined to mean any painted or fabricated element including its structure which may consist of any letter, figures, character, or marks. A sign (supergraphics) may also include the entire wall of a buildings, free-standing walls, fences, or other appurtenances upon which the graphics are painted or displayed.

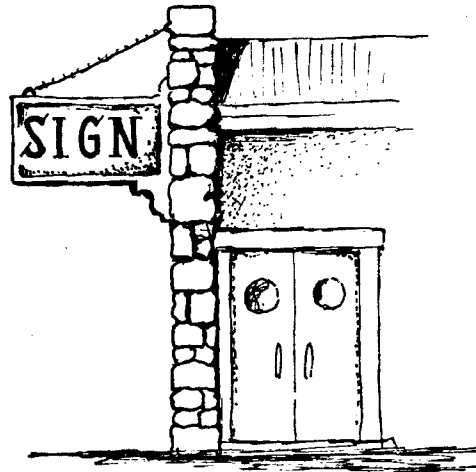
- a.) Advertising Sign (hereinafter referred to as identification signs) is any sign that designates the name of the owner or occupant of the premises upon which such signs are placed, or identifies such premises; or describes or defines goods offered, manufactured or produced, or services rendered on the premises.
- b.) Directional Sign is any sign that is designed primarily to point the way or identify any particular feature or facility, including private as well as public signs.
- c.) Sign Types. The following definitions apply to signs discussed in this manual. (Excerpted from Ordinance 11,000 N.S. City Wide On-Premise Sign Ordinance.)

Area of Sign Defined. The area of a sign shall be the area of the smallest parallelogram that can be drawn around the sign.

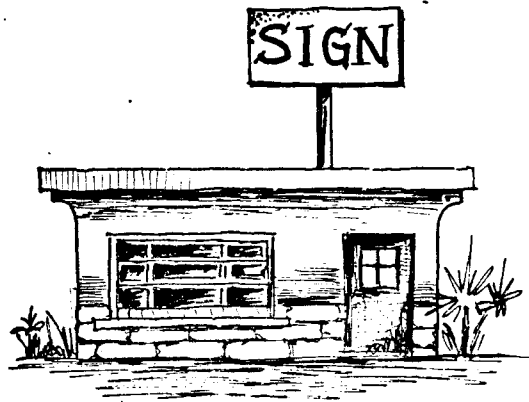
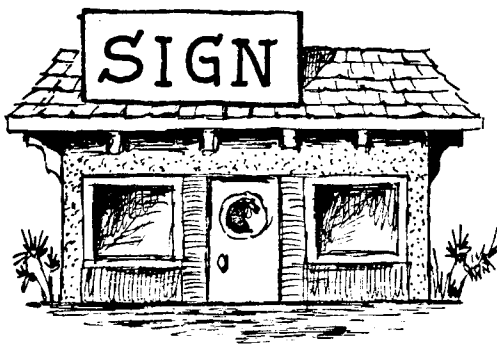
1. Ground sign - any sign supported wholly by uprights, braces or poles in or upon the ground including poster panels and painted bulletins.



2. Projecting sign - any sign other than a wall sign which is attached to and projects from a structure or a building face or wall.



3. Roof sign - any sign erected upon, against, or directly above a roof, or on top of or above the parapet of a building.



4. Wall (or fascia) sign - any sign . . . (whose) exposed face is parallel or approximately parallel to the plane of the building or structure to which it is affixed.

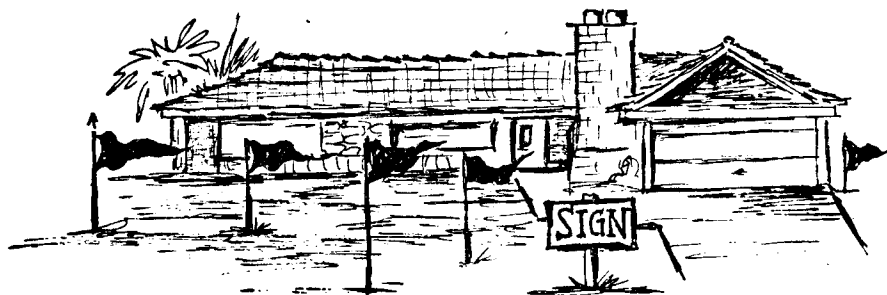


5. Other signs. This general category includes such devices and displays as the following:

- a. Portable sign - any sign not permanently installed or affixed to any sign structure or building.



- b. Banner sign - a temporary sign composed of lightweight material, secured or mounted so as to allow movement of the sign caused by movement of the atmosphere.



- c. Temporary window or building sign - any sign painted on the interior of a window or constructed of paper, cloth or other light material and attached to the interior side of the window or building wall, and displayed so as to direct attention of persons outside the building to a sale or merchandise or a change in the status of the business.



- d. Outdoor advertising sign (off-premises sign) - any sign which is not appurtenant to the use of the property on which displayed and which does not identify the place of business as purveyor of the merchandise advertised upon the sign. Such signs shall include vehicle mounted signs (mobile signs).
6. Nonconforming sign - any advertising structure which was lawfully erected and maintained prior to such time as it came within the purview of (this) ordinance and any amendments thereto and which fails to all the applicable regulations and restrictions of (this) ordinance.

REGULATIONS (Planned District Ordinance Section 103.0304.4F)

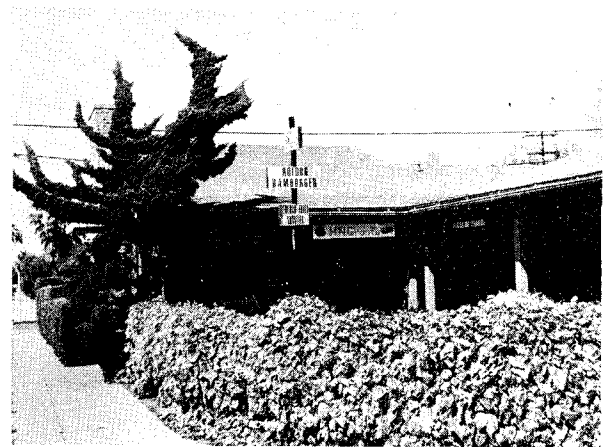
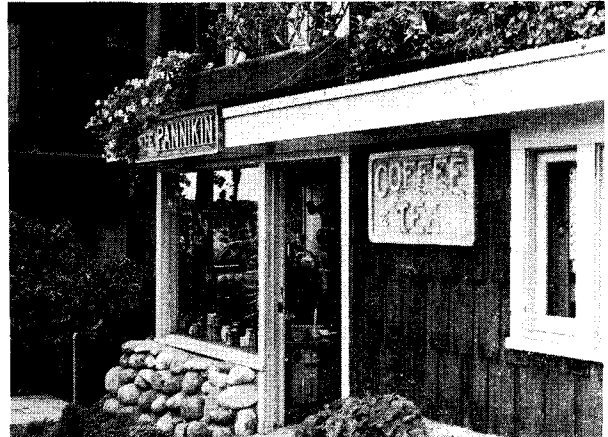
All signs shall be approved by the Planned District Review Board. Size, height and means of support for each sign will be considered on an individual basis subject to the conditions noted below. Each sign shall be in scale with the building it identifies. The use of natural materials especially wood, is encouraged.

1. Any sign not in compliance with the regulations within this Division 3, shall be removed within two (2) years from the effective date of the ordinance establishing the La Jolla Shores Planned District regulations on the subject property.
2. No off-premises signs shall be permitted; all signs except signs designating the premises for sale, rent or lease, shall refer only to the permitted uses as set forth in this Division 3.
3. Animated signs, including but not limited to those signs which rotate, move, flash, reflect, blink or effect changes in hue or intensity of illumination are prohibited. Pennants, banners, streamers, and signs, any parts of which may be set in motion by the movement of the atmosphere, are also prohibited. Neon signs are prohibited.
4. A sign shall not project above the top of the second floor or the parapet or eaves, whichever is lower, of the building to which it is affixed.
5. One single or double faced ground directional sign shall be permitted at each driveway, except when such driveway serves a single family dwelling unit where no sign is allowed. Such signs shall not exceed two square feet in total face area and four feet measured vertically from the base at ground level to the apex of the sign. Such signs shall not encroach into the public right-of-way.
6. Ground signs, shall be permitted only when the following conclusions can be reached:
 - a. That there are special circumstances or conditions applying to the land or buildings for which the sign is sought, which do not apply generally to the land or buildings in the neighborhood. Such conditions shall not have resulted from any act of the applicant subsequent to the adoption of an ordinance relating to the La Jolla Shores Planned District.

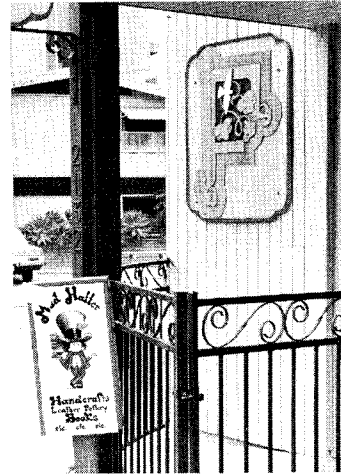
- b. That the aforesaid circumstances or conditions are such that the strict application of the provisions of the ordinance would deprive the applicant of the reasonable use of the land or buildings.
 - c. The granting of the sign will be in harmony with the general purpose and intent of the La Jolla Shores Planned District regulations and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.
 - d. Ground signs when permitted shall not exceed an area of 20 square feet in total face area or be less than three feet in any one dimension or exceed a height of 8 feet. Ground signs shall not encroach or overhang into the public right-of-way.
7. For each dwelling unit one name plate having a maximum area of one square foot shall be permitted.
8. In the visitor zone, no signs, displays or advertising relating to any accessory uses shall be visible from any street.
9. For each temporary real estate sales office and each model home - one (1) temporary sign not more than four (4) square feet in area on the same premises identifying the subdivision in which the sales office or home is located. All such signs shall be removed within eighteen months of the filing of the final subdivision map.
10. One temporary sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:
- a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property;
 - b. Such sign shall not exceed 5x7 inches in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected;
 - c. Such sign shall be unlighted.

DESIGN GUIDELINES

- Dignified and well-maintained signs designed with respect for the scale and character of the street enhance commercial areas
- When signs do not relate to the area, when they reach excessive size, and when they feature blatant and discordant designs, they reflect poorly upon the overall quality of a commercial area.



- Sign size restrictions should in no way limit imagination or readability since the signs should be aimed at pedestrian traffic within the shores center and will be quite adequately sized for this purpose.



- The normal rule of thumb within the sign industry is that a one inch high letter is legible from 50 feet. This is for a well-shaped letter, black and white. Lettering becomes even more distinguishable when it forms words, for words are far more readable from a distance than one single letter. Legibility is reduced by using fancier, less discernable letter faces or by utilizing less value contrast. An extreme example would be "Old English lettering." An example of the latter would be blue lettering on a green background. However, the character of blue and green or "Old English" may well be more important than legibility . . .



MATERIALS

Signs may be fabricated from wood, metal, plastic or what ever else seems appropriate, a rusty boiler plate, an orange crate, man hole cover etc.

What to avoid:

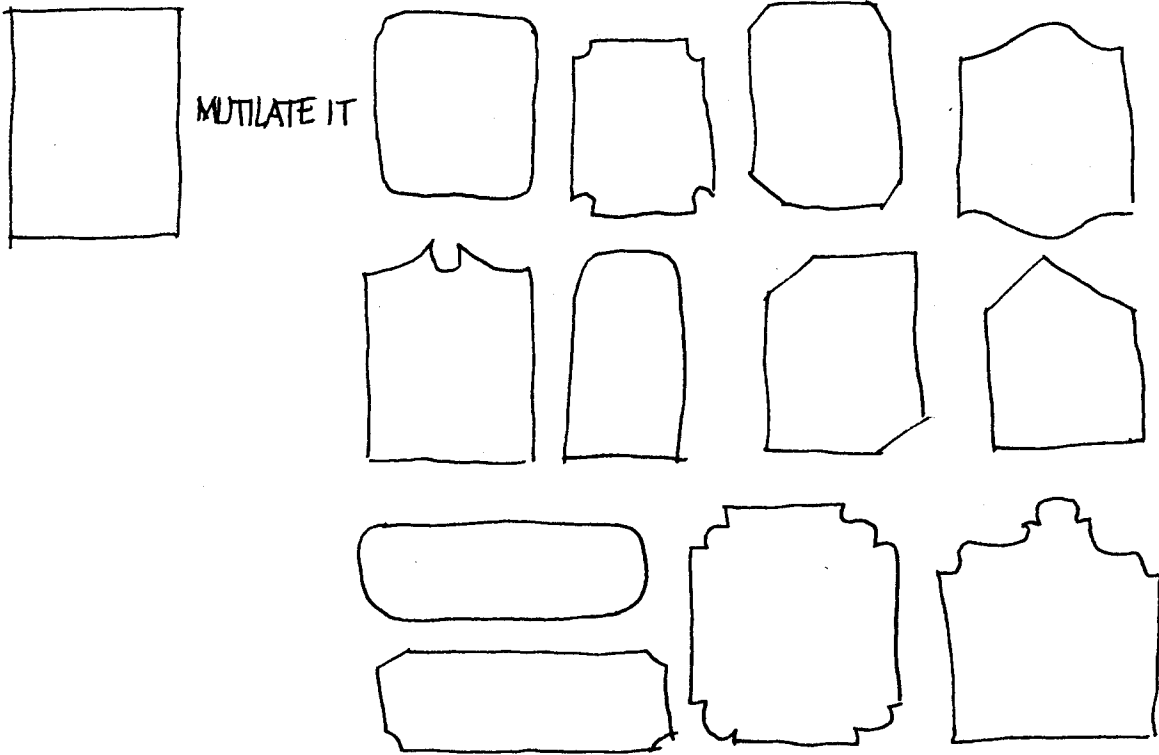
- Backlighted signs
- Neon
- Stock-manufactured signs
- Rustic routed wood signs

While there is nothing inherently wrong with the above they reflect a character contrary to that of La Jolla Shores. Backlite signs are everywhere, typical and anonymous, neon seeks undue attention, stock signs, of which there are many varieties seem by their very nature opposed to the individuality found in this community. Rustic wood signs are to typical of "tourist traps".

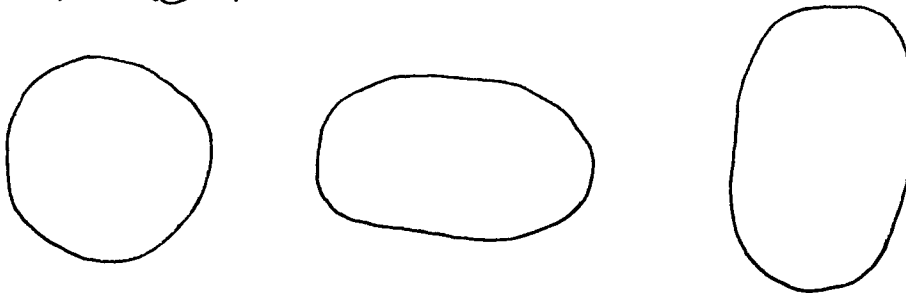
SHAPE

The following are meant as suggestions only - meant to spur the imagination. One caution check with your neighbor - the most original sign may lose its zing if a similar treatment hangs only a few feet away.

TAKE A SIMPLE RECTANGLE OR SQUARE

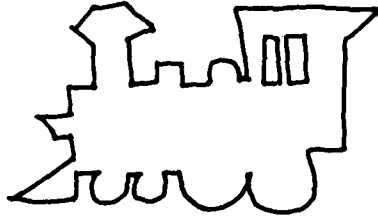
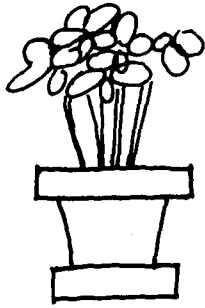


TRY A CIRCLE OR ELIPSE

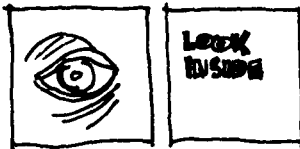
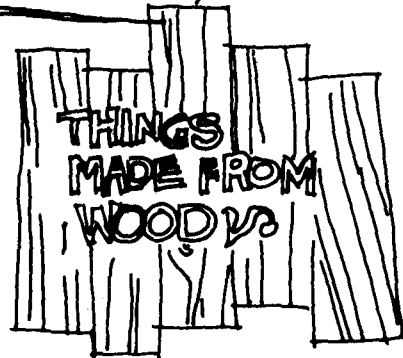
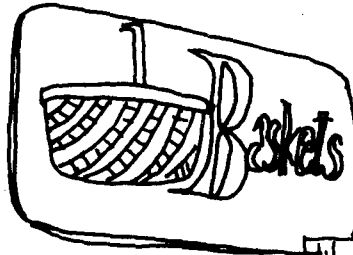
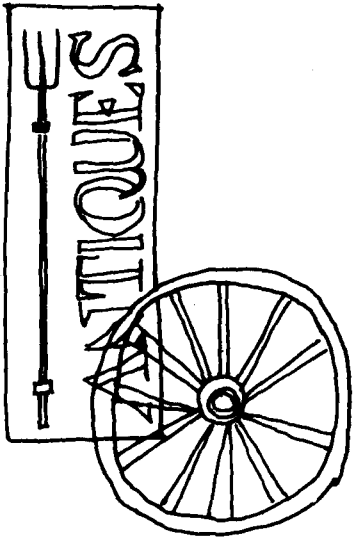


SHAPE CONT.

TRY A SHAPE THAT LOOKS LIKE SOMETHING




OR ACTUALLY USE SOME OBJECT AS PART OF THE SIGN



USE SEVERAL SMALL SIGNS



AVOID THE OLD "TV" SCREEN LOOK  OR 

LETTERING STYLES

The type face used on all signs in La Jolla Shores should be consistent with the area. Acceptable type faces include the following examples:

ABCDEFGHIJKLMN O P
QRSTUVWXYZ
1234567890
Outline Title
Grothic

ABCDEFGHIJKLMN O P Q R S
T U V W X Y Z
1234567890
Shadow

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890**
Ultra Bodoni

ABCDEFGHIJKLMN O P Q
RSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890
P.T. Barnum

*ABCDEFGHIJKLMN O P Q R S T U V W X Y Z
abcdefghijklmnopqrstu
vwxyz
1234567890*
Flash

**ABCDEFGHIJKLMN O P Q R S T U V
W X Y Z
abcdefghijklmnopqrstu
vwxyz
1234567890**
Futura Bold

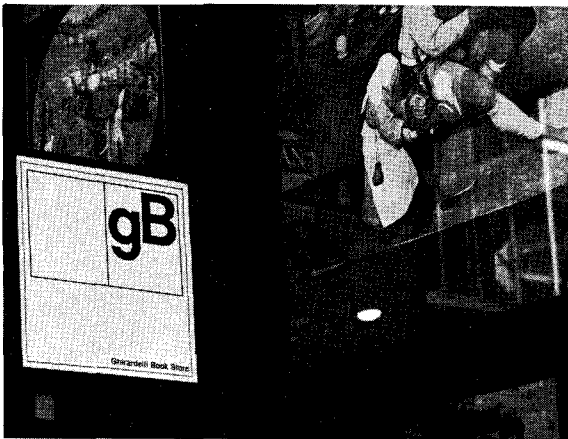
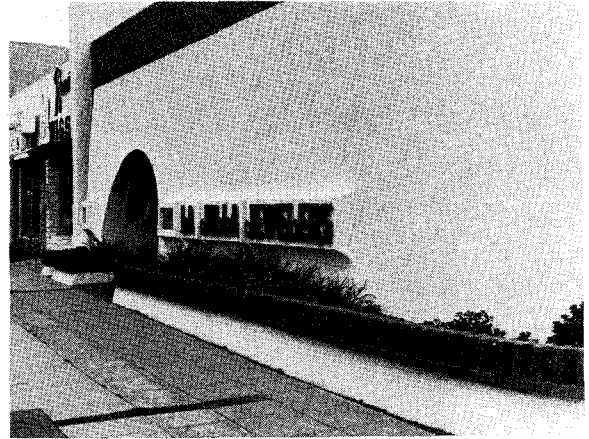
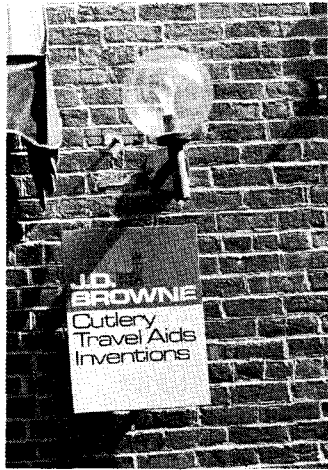
**ABCDEFGHIJKLMN O P Q R S T
U V W X Y Z
abcdefghijklmnopqrstu
vwxyz
1234567890**
Old English

**ABCDEFGHIJKLMN O P Q R S
T U V W X Y Z
abcdefghijklmnopqrstu
vwxyz
1234567890**
Helvetica

**ABCDEFGHIJKLMN O P Q R S T U V W X Y Z
abcdefghijklmnopqrstu
vwxyz
1234567890**
Playbill

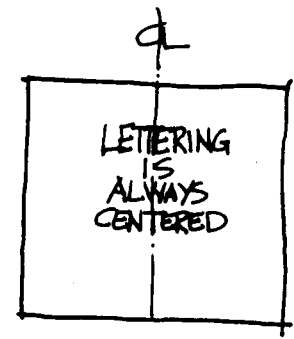
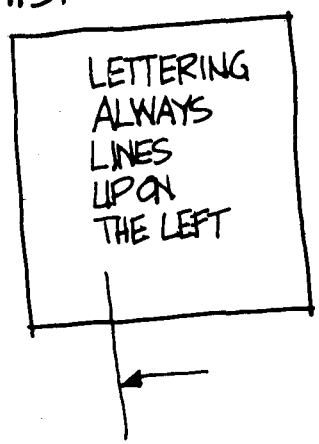
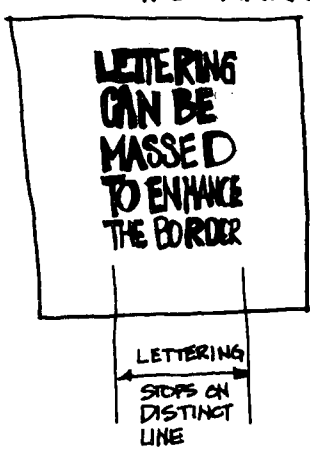
COPY AND LAYOUT

There are literally hundreds of ways to say the same things, thousands of letterfaces to do it with, a like number of borders, etc. to embellish the thought and an endless number of ways to arrange it - the following are given as examples of imagination:



COPY & LAYOUT

CONVENTIONAL ARRANGEMENTS:



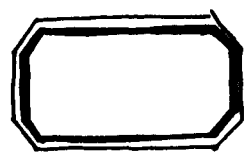
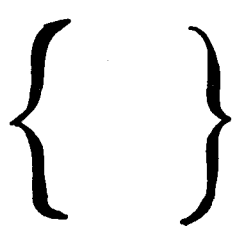
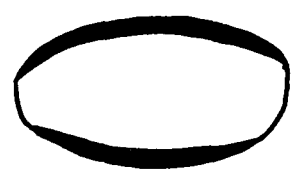
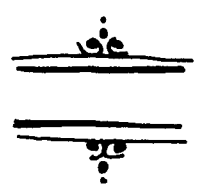
UNCONVENTIONAL:

THE
BOTTLE
SHOP

LETTERING CAN DO STRANGE THINGS...

GOODKID

NUMEROUS BORDERS & EMBELLISHMENTS CAN BE ADDED:



street furniture

STREET FURNITURE

In the urban spaces between buildings is the paraphernalia of urban living--the furniture which makes these spaces inhabitable. They are the small scaled elements which we constantly use and see; they set the dominant quality of streets and plazas, and by their ubiquity, they become the street."*

Street furniture in most U. S. cities, including San Diego suffers from an absence of design and failure to co-ordinate the location of the different items. All items of street furniture must be carefully studied and selected or designed to maintain the character of La Jolla Shores.

Some of the items of street furniture to be considered include:

DESIGN GUIDELINES

- Provide street furniture that not only does its job well but is handsome to look at.
 - Make extensive use of decorative paving in public spaces. Decorative paving is to an outdoor living space what a rug is to an indoor space.
 - Coordinate selection of street furniture so that there is the sense of a unified design approach throughout the city. Necessary items should be coordinated in design and grouped in ways that facilitate their use and eliminate visual clutter.
 - Be alert to the character of the surroundings and special conditions in the use of public spaces, only suggestions as to the elements likely to be useful. The resulting urban spaces need to belong uniquely to La Jolla Shores.
-
- a. Paving
 - b. Benches
 - c. Kiosks
 - d. Phone Booths
 - e. Trash Cans and Trash Can Enclosures
 - f. Fountains and Sculpture
 - g. Fire Hydrants and Fire Alarm Boxes
 - h. Fences and walls
 - i. Pots and Planters

*

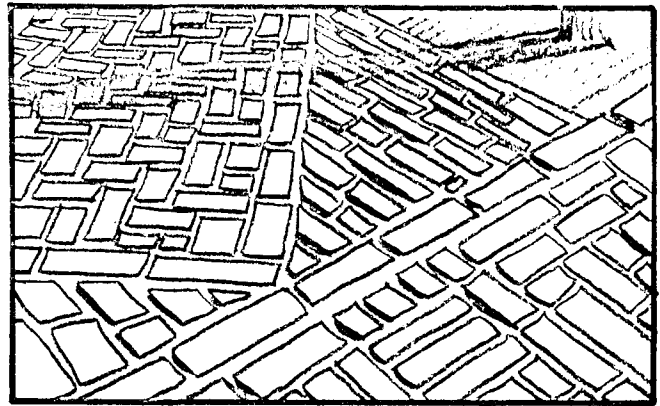
CITIES, Lawrence Halprin, Reinhold Publishing Corp., 1963

a. PAVING PATTERNS

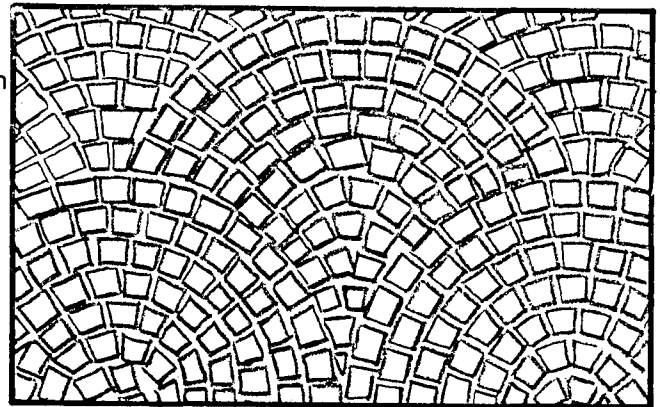
Urban spaces that have beautiful pavings make walking an aesthetic experience. The floor under foot is a very immediate and personal kind of experience for pedestrians.

It can be patterned, textured, colored, and thrown like a rich rug under foot. In addition, the materials of floors strongly influences useability and comfort, as well as aesthetic qualities. The textures of pavings can guide the activities and movements of pedestrians, can even channel their direction, or prevent their encroaching on specific areas, or slow them down. Smooth materials encourage walking, rough surfaces inhibit walking."*

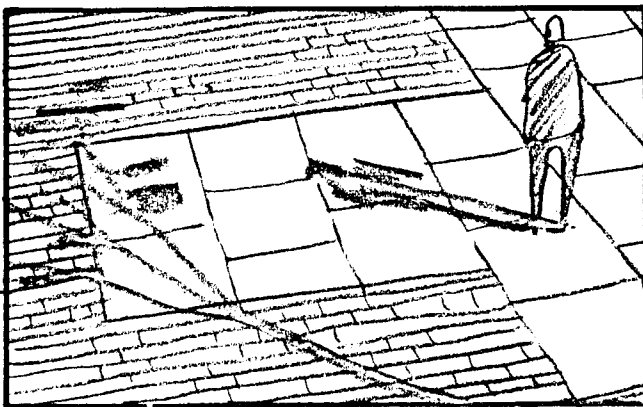
*Cities, Lawrence Halprin, Reinhold, New York 1963.



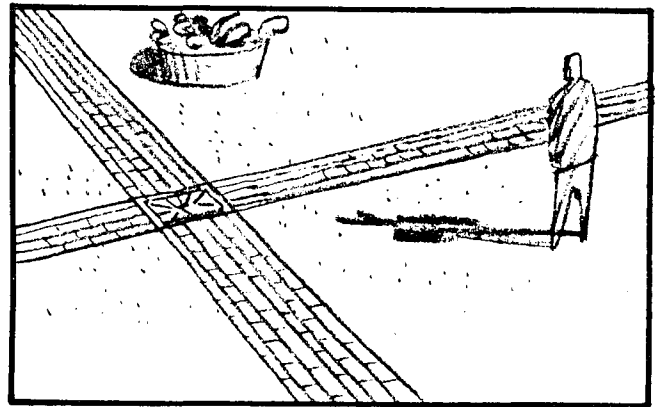
COBBLE STONES OR BRICKS Open sand filled joints near trees allow water to penetrate to roots.



GRANITE SETTS Very durable. Radial pattern tends to distribute force of wheeled traffic.



COMBINATION: brick or cobblestone with cut stone or precast concrete slab paving. Smoother surfaces define active foot traffic areas.



COMBINATION: asphalt or exposed aggregate concrete with brick, cobble or cut stone grid bands. Decorative bands provide relief and scale to an expanse of inexpensive paving. Note catch basin incorporated into design at intersection of bands.

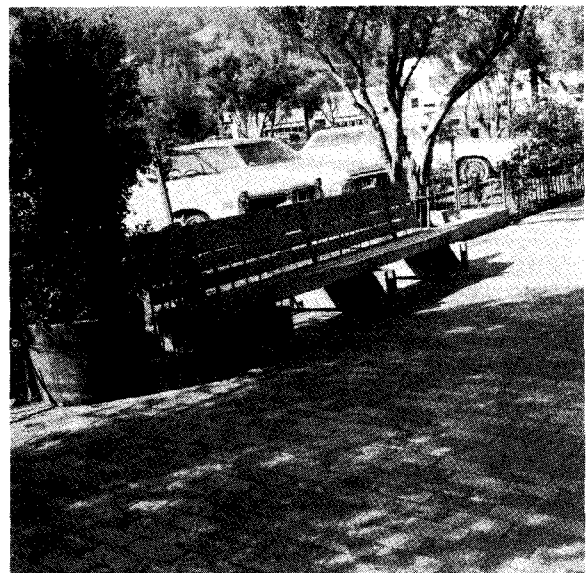
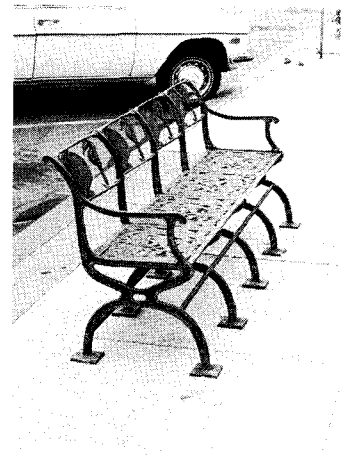
b. BENCHES

Benches are for people watching. Benches in an area are a focus of activity. They can be many things to many people, for the elderly it can be a place to pass the time of day sitting in the sun, for students a place to study, for lovers to embrace, for mothers to watch their children at play, for shoppers to rest their feet. The design and availability of benches may be an indication of a city's concern for its citizens comfort.

A bench should support the body properly by distributing body weight evenly over the surface of the seating area. An optimum seat-to-foot distance must be present so that the feet can rest easily on the ground and the back of the sitter is supported comfortably.

The location of benches and their relationship to one another is of prime importance. Normal park seating parallel to walks are a barrier to social contact.

Benches should be arranged in groups to promote contact and form interesting spaces from which to watch the world go by.



c. KIOSKS

Kiosk comes from the old Turkish word "Kiusck" which means pavilion. In addition to the structures used for advertising and public notices commonly associated with Paris there kiosks a city should have to allow it to function and produce an interesting environment. Telephone booths, news-stands, candy vending areas, flower stands, bus shelters, ticket and information booths, etc. Each performs a special function on the urban scene. These small structures can add interest to or clutter and create visual chaos on our streets. Kiosks can also reduce to pedestrian scale a street that has been closed to automobile traffic.



d. PHONE BOOTHS

Telephone units can and should be integrated with the other street furniture and with the architectural character of La Jolla Shores. Study should be given to placing the majority of telephones in public places off the sidewalk.

e. TRASH CANS

Public trash receptacles must be seen to be used. Design should be based on performance criteria and be modest and utilitarian. They must fit with the Character of La Jolla Shores. The performance standards should be derived from public refuse needs and the City procedures for trash collection and disposal.

Containers must conform to national standards. The acceptable methods of removing trash from a receptacle are by; disposable interling, the self dumping unit with hinged bottom or side, and the inner liner which is removed, dumped and replaced. The size of the container should be determined by the frequency and means of litter removal, installation technique, degree of weather protection and odor containment desired and choice of material and industrial process.

Enough trash containers should be provided to be immediately available. Receptacles should be available near major path intersections and placed near benches and areas of rest and recreation.

f. DRINKING FOUNTAINS

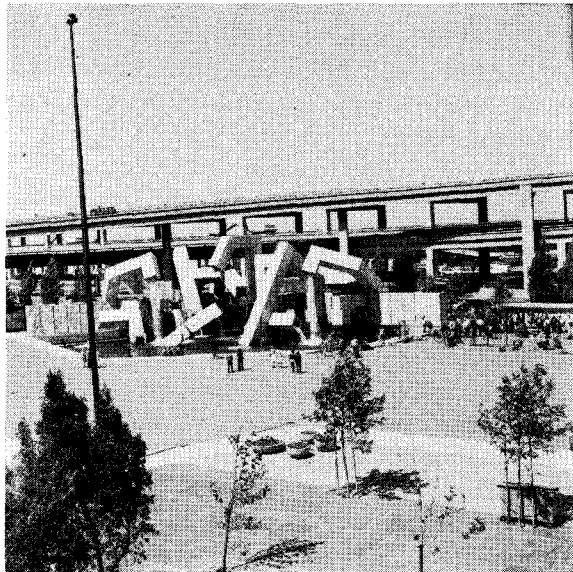
In ancient cities, the well was a center of social life and gossip; today the drinking fountain is not only a generous civic gesture but can be esthetic experience as well.

g. FOUNTAINS AND SCULPTURE

"Sculpture has always peopled our cities' squares with universal images of man's heroic idealized qualities. Sculpture should be seen outside; there it becomes an architectural element more than decoration. It can symbolize all of man's aspirations; in fact, it can become so identified with a city that its image is the city."^{*}

For centuries, men have brought water into their cities for aesthetic displays as well as for drinking and bathing. The earliest water courses in the cities of the East were channels for irrigation, running down from the mountains along the curb lines of the streets into cool, green gardens enclosed by walls. On their way, they watered the palms and citrus groves, and cooled the air by their sound as much as their evaporative sprays. Each culture since then has had a strongly expressed attitude about water and the way it has been used.*

*CITIES, Lawrence Halprin, Reinhold, 1963



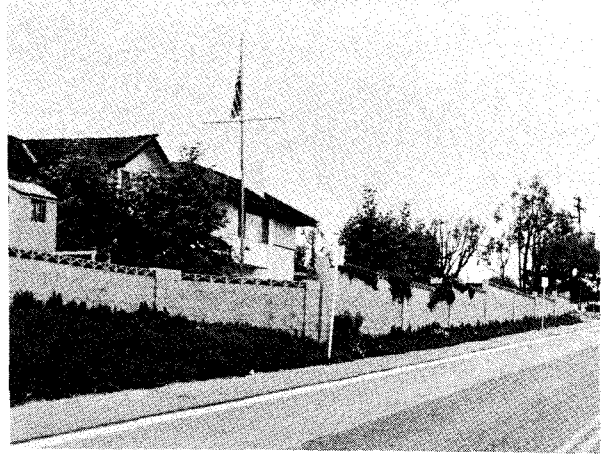
h. FENCES AND WALLS

Transparent fences allow the passerby to look through and enjoy the view without permitting intrusion.

Walls - barriers must sometimes be more solid than fences. A wall screens off areas from noise and view and separates it from more public spaces, heavily trafficked by pedestrians.

1. Remove chain link and other similar type fences.

2. Use fences only where contributing to general character.

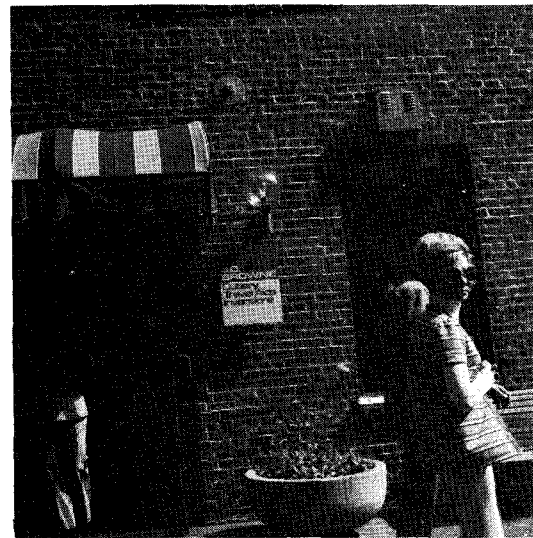


i. POTS AND PLANTERS

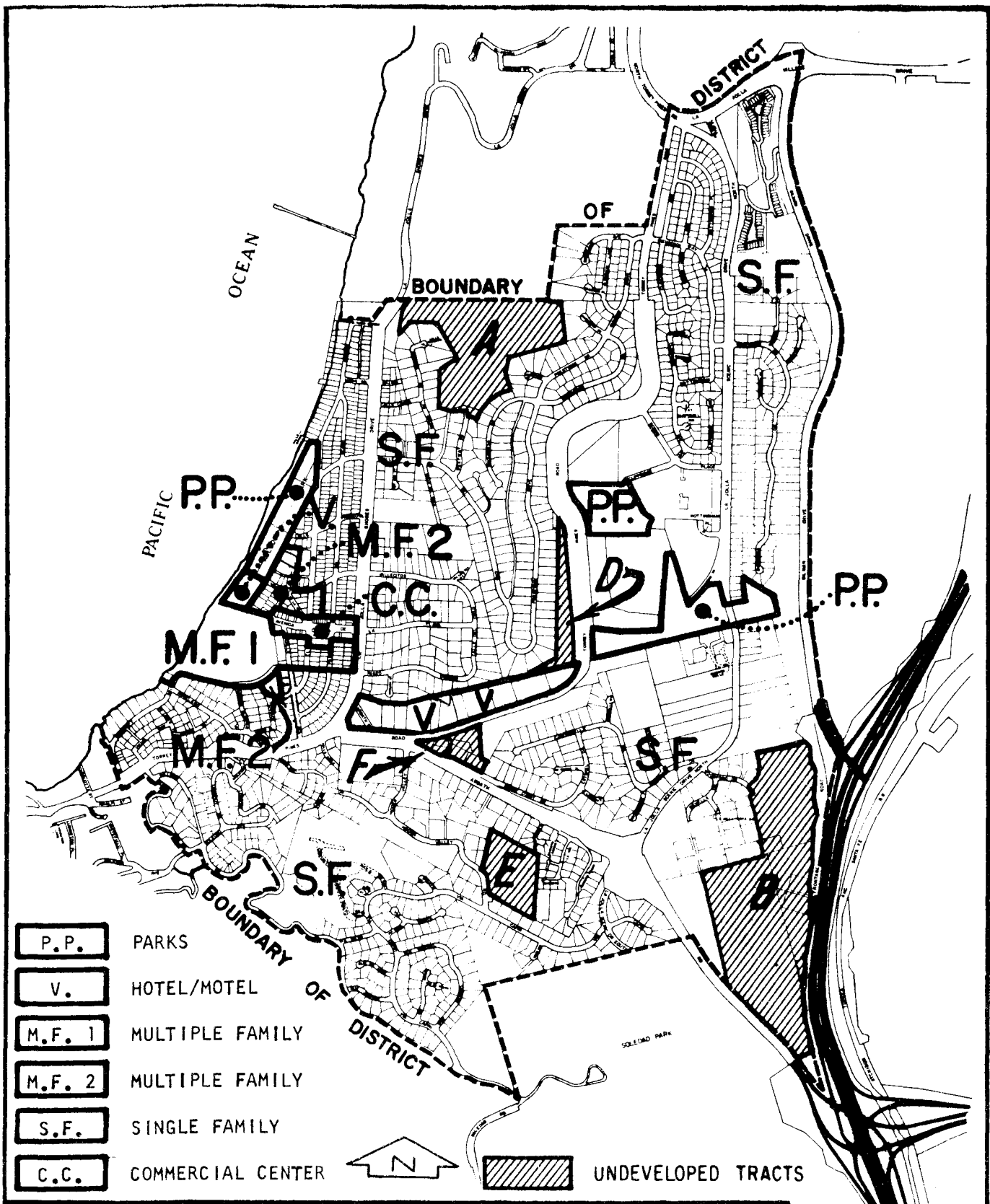
Flowers and shrubs planted in pots and containers can do much to add liveliness and color to the urban scene.

There are many materials that can be used for planters including: cast stone, glazed or unglazed clay, wood, metal cement asbestos mixtures and fiberglass.

The size of the pot or container should be geared to the plants to be placed in them. In most cases containers are inappropriate for trees unless they are large enough to support them adequately. It is usually best to plant them directly into the ground.



planned district ordinance



- P.P. PARKS
- V. HOTEL/MOTEL
- M.F. 1 MULTIPLE FAMILY
- M.F. 2 MULTIPLE FAMILY
- S.F. SINGLE FAMILY
- C.C. COMMERCIAL CENTER
- UNDEVELOPED TRACTS

LA JOLLA SHORES PLANNED DISTRICT

ORD. NO. _____	BEFORE _____	REQUEST _____
EFF. DATE ORD. _____	EFF. DATE ZONING _____	AREA 1400 AC. GROSS
ZONING SUBJECT TO _____	MAP NAME _____	CASE PD 2

PLAN. COMM. RECOMMENDATION _____ CITY COUNCIL ACTION _____	_____ CITY PLANNING DIRECTOR	CITY OF SAN DIEGO C-403.1
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DIVISION 3
LA JOLLA SHORES PLANNED DISTRICT

SEC. 103.0300 PURPOSE AND INTENT

The public health, safety, and welfare require that property in La Jolla Shores shall be protected from impairment in value and that the distinctive residential character and the open seascape orientation of the La Jolla Shores Area shall be retained and enhanced.

The development of land in La Jolla Shores should be controlled so as to protect and enhance the area's unique ocean-oriented setting, architectural character and natural terrain and enable the area to maintain its distinctive identity as part of one of the outstanding residential areas of the Pacific Coast. The proper development of La Jolla Shores is in keeping with the objectives and proposals of the Progress Guide and General Plan for the City of San Diego, of the La Jolla Community Plan, and of the La Jolla Shores Precise Plan.

SEC. 103.0301 BOUNDARIES

The regulations as defined herein shall apply in the La Jolla Shores Planned District which is within the boundaries of the La Jolla Shores Area in the City of San Diego, California, designated on that certain Map Drawing No. C-403 and described in the appended boundary description, filed in the office of the City Clerk under Document No. 747452.

SEC. 103.0302 ADMINISTRATIVE REGULATIONS

The administrative regulations as defined herein shall apply in the La Jolla Shores Planned District.

LA JOLLA SHORES PLANNED DISTRICT- BOUNDARY DESCRIPTION

Beginning at the point of intersection of the Sly line of University of California, Sub 1, Map 5214 and the mean high tide line of the Pacific Ocean in the City of San Diego, California; thence Ely along said Sub Line to its intersection with the Wly R.O.W. Line of La Jolla Shores Drive; thence Nly along said R.O.W. line to its intersection with the Sly line of P.L. 1298 also being the Sly boundary line of U C S D; thence Ely and Nly along said boundary to its intersection with the Wly R.O.W. line of Torrey Pines Road; thence Nly along said R.O.W. line and its prolongation to its intersection with the Nly R.O.W. line of North Torrey Pines Road and La Jolla Village Drive; thence Ely along said line to its intersection with the Nly prolongation of the Ely R.O.W. line of Gilman Drive; thence Sly along said R.O.W. line to its intersection with the Wly R.O.W. line of 1-5; thence Sly along said R.O.W. and its prolongation to the intersection with a Sly prolongation of the Nly R.O.W. line of Ardath Road; thence Nly along said line of Ardath Rd. to its intersection with a Ely prolongation of the Nly line of Soledad Park; thence Wly & Sly along Soledad Park boundary and its prolongation to its intersection with the Ely prolongation of the CL of Hillside Drive; thence Wly along said CL to its intersection with

the CL of Soledad Ave; thence Wly along said CL to its intersection with the Sly prolongation of the CL of Sierra Mar Dr.; thence Nly along said CL to its intersection with the Sly prolongation of the Sly R.O.W. line of Torrey Pines Rd.; thence Wly along said line to its intersection with the Sly prolongation of the Wly R.O.W. line of Princess Street; thence Nly along said line to its intersection with the SWly line of P. L. 1285 (ROS 623); thence Nly along said line to its intersection with the mean high tide line of the Pacific Ocean, City of San Diego; thence Nly along said tide line to the point of beginning.

SEC. 103.0302.1 ADMINISTRATION OF THE LA JOLLA SHORES PLANNED DISTRICT

A. The Planning Director shall administer the La Jolla Shores Planned District.

B. POWERS AND DUTIES

It is the duty of the Planning Director to administer and ensure compliance with the regulations and procedures contained within this Division in the manner prescribed herein for both public and private developments; to recommend to the Planning Commission any changes to the regulations, provided such changes are necessary for the proper execution of the adopted plan, and to adopt rules of procedure to supplement those contained within this Division. The Planning Director shall utilize architectural criteria and design standards adopted by the City Council in evaluating the appropriateness of any development for which a permit is applied under this Division. Except as otherwise provided in Section 103.0302.3, paragraph "D.," the Planning Director may approve, modify, or disapprove any applications for a permit after receiving the recommendations or comments from the Advisory Board and based upon the conditions of compliance or noncompliance with the adopted regulations and approved criteria and standards.

SEC. 103.0302.2 LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD

A. LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD CREATED

1. There is hereby created a La Jolla Shores Planned District Advisory Board which shall be composed of seven members who shall serve without compensation. The members shall be appointed by the Mayor and confirmed by the Council. The member shall serve two-year terms and each member shall serve until his successor is duly appointed and qualified. The members shall be appointed in such a manner that the terms of not more than four members shall expire in any one year. The expiration date shall be April 1. During April of each year, the Mayor may designate one member as Chairman; however, in the absence of such designation, the Board shall, on or after May 15, select a Chairman from among its members.
2. At the time of appointment and during incumbency five of the seven-member board shall be resident property owners of the La Jolla Shores Planned District. The sixth member shall be a resident of the district but need not own property and the seventh member shall own property in the district but need not be a resident. Members of the Board shall be persons who shall be specifically qualified by reason

of interest, training or experience in art, architecture, land development, landscape architecture, planning, urban design, or other relevant business or profession to judge the effects of a proposed development upon the desirability, property values, and development of surrounding areas. At least one member of such Board shall be a registered architect in the State of California.

3. The Board may adopt rules of procedure to supplement those contained within this Division. Four members shall constitute a quorum for the transaction of business and a majority vote; and not less than four affirmative votes shall be necessary to make any Board decision.
4. The Planning Director or his designated representative shall serve as Secretary of the Board and as an ex officio member and maintain records of all official actions of the Review Board. The Secretary shall not be entitled to vote.
5. All officers of the City shall cooperate with the Board and render all reasonable assistance to it.
6. The Board shall render a report annually on March 31, or on request, to the Mayor.

B. POWERS AND DUTIES

It shall be the duty of the Advisory Board to review all applications for permits referred to it including applications for Planned Residential Developments (PRD's) within the La Jolla Shores Planned District and to submit its recommendations or comments on these matters in writing within 30 days to the Planning Director. It shall also recommend to the Planning Commission any changes to the regulations, provided such changes are necessary for the proper execution of the adopted plan, and to adopt rules of procedure to supplement those contained within this Division. The Advisory Board shall utilize architectural criteria and design standards adopted by the City Council in evaluating the appropriateness of any development for which a permit is applied under this Division.

SEC. 103.0302.3 PROCEDURES FOR PERMITS APPLICATION AND REVIEW

A. Applications for permits shall be made in accordance with the Municipal Code, Chapter IX and Chapter VI, Article 2, before the commencement of any work in the erection of any new building or structure, or remodeling, alteration, addition, or demolition of any existing building or structure within the Planned District or any building which is moved into the Planned District or any grading or landscaping. Approval of the Planning Director is not required for interior modifications, repairs or remodeling, nor any exterior repairs or alterations for which a permit is not now required.

B. The application shall include the following:

1. The purpose for which the proposed building, structure or improvement is intended to be used;

2. Adequate plans and specifications indicating dwelling unit density, lot area, lot coverage and off-street parking;
3. Adequate plans and specifications for the building and improvements showing the exterior appearance, color and texture of materials, and architectural design of the exterior;
4. Adequate plans and specifications for any outbuildings, party walls, courtyards, fences, setbacks, landscaping, signs, lighting or traffic safety; and
5. Any other information deemed necessary by the Advisory Board and the Planning Director to judge compliance with the regulations contained herein and other applicable laws and regulations.

C, The Building Inspection Director and the City Engineer shall refer all applications made under "A." above to the Planning Director.

D, The Planning Director may approve, modify or disapprove any application for a permit except that the Planning Director shall process applications for PRD's in accordance with Municipal Code Section 101.0900 after receipt of written recommendation or comments from the Advisory Board. Action by the Planning Director on applications other than those for PRD's shall follow receipt of recommendation or comments from the Advisory Board and shall include a statement that the Planning Director finds that the building, structure, or improvements for which the permit was applied does or does not conform to the regulations contained herein. In the event the Planning Director determines that the proposed development does not conform to the regulations contained herein, the specific facts on which that determination is based shall be included in the written decision provided for in paragraph "E." following.

E, Within 60 days after the submission of a complete application to the Planning Director, the Planning Director shall as required above, send his decision in writing to the applicant, Building Inspection Director and City Engineer, except when the applicant requests or agrees to an extension of time.

F, If the Planning Director approves the application and the Building Inspection Director or City Engineer finds that the application conforms to all other regulations and ordinances of The City of San Diego, the appropriate department shall then issue the permit for the work.

G, Any permit granted by the City as herein provided, shall be conditioned upon the privileges granted being utilized within 18 months after the date of issuance of said permit. Failure to start work within this 18-month period will automatically void the permit unless an extension of time has been granted by the Planning Director as set forth in paragraph "H." below. Construction must actually be commenced within the stated period and must be diligently prosecuted to completion. If the City should find that there has been no construction substantial in character since the date of the issuance of said permit, or that there has been during the course of development a lapse of work for six months, the permit shall be void.

H. The Planning Director may grant an extension of time up to two years on the time limit contained in a currently valid permit. To initiate a request for extension of time, the property owner or owners shall file a written application with the Planning Director in the office of the Planning Department prior to the expiration of the permit. The Planning Director may grant the extension of time if he finds from the evidence submitted that there has been no material change of circumstances since the permit was originally granted.

I. All other applications made under the Building Code and not under Section 103.0302.3 or involving interior work and not subject to any regulation contained within this Division shall be processed in the normal manner without referral to or approval by the Planning Director.

SEC. 103.0302.4 APPEALS TO THE PLANNING COMMISSION

A. Any interested person, governmental body or agency may appeal from the decision of the Planning Director to the City Planning Commission within ten days after the decision is filed with the Planning Department. The appeal shall be in writing and filed in duplicate with the Planning Department upon forms provided by the Planning Department. If an appeal is filed within the time specified, it automatically stays proceedings in the matter until a determination is made by the Planning Commission.

B. Upon the filing of the appeal, the Planning Department shall set the matter for public hearing before the Planning Commission giving the same notice as provided in Section 101.0206. The Planning Director shall transmit to the Planning Commission a copy of his decision and findings, and all other evidence, maps, papers and exhibits upon which the Planning Director made his decision.

C. Decision of the Planning Commission. Upon the hearing of such appeal, the Planning Commission may, by resolution, affirm, reverse, or modify, in whole or in part, any determination of the Planning Director. The Planning Commission decision shall be final.

SEC. 103.0303 GENERAL REGULATIONS

The general regulations as defined herein shall apply in the La Jolla Shores Planned District.

SEC. 103.0303.1 PLANNING, ZONING AND SUBDIVISION REGULATIONS WHICH SHALL APPLY

Chapter X, Article 1, Division 1 (Definitions and Interpretations), Chapter X, Article 1, Division 9 (Planned Developments), and Chapter X, Article 2 (Subdivisions) of the Municipal Code shall apply in the La Jolla Shores Planned District. All other Divisions of Chapter X, Article 1, are superseded in the La Jolla Shores Planned District by the regulations contained within Chapter X, Article 3, Division 3.

SEC. 103.0303.2 NONCONFORMING USES

- A. The lawful use of land or buildings which existed at the time the Planned District regulations became effective and which did not conform in every respect with said regulations may be continued except when specifically prohibited provided no enlargement or additions to such use or buildings is made except as hereinafter provided.
- B. Any discontinuance of such a nonconforming use for a continuous period of 12 months shall be deemed to constitute abandonment of any nonconforming rights existing at the time of the enactment of the Division.
- C. Any change from a nonconforming use of land or buildings to a conforming use shall constitute abandonment of such nonconforming rights.
- D. Improvements, repairs and alterations which do not enlarge the size of a nonconforming building, structure or improvement or increase its degree of nonconformity shall be permitted.
- E. If any nonconforming building be destroyed by fire, explosion, act of God, or act of the public enemy to the extent of twice the assessed value, according to the assessment thereof by the County Assessor for the fiscal year during which such destruction occurs, then and without further action by the City Council the said building and the land on which said building was located or maintained shall from and after the date of such destruction be subject to all the regulations of this Division. In the event it is determined by the Fire Chief of The City of San Diego the destruction was incendiary in origin then the building may be completely restored or rebuild not exceeding the size of the original building.

SEC. 103.0303.3 HEIGHT LIMITATION - MEASUREMENT OF

The height of the building or structure, including all structural appurtenances as used herein, shall be measured as the vertical distance between the highest point of the coping of a flat roof or to the top ridge of a mansard roof or to the average height of the highest gable of a pitch or hip roof or to the highest point of any structure and finished grade at any point adjacent to, or five feet out from any building wall (or at the property line, whichever first occurs), whichever is lower in elevation, exclusive of retaining walls and/or slope rights on adjacent property or properties which may be used to alter preexisting grade.

In the cases where retaining walls or slope rights are utilized to create finished grade higher in elevation than preexisting grade, then preexisting grade shall be used in the determination of building or structure height.

Preexisting grade is defined as the ground level elevation which existed prior to any site preparation related to, or to be incorporated into, the proposed new development or alteration.

SEC. 103.0303.4 GENERAL DESIGN REGULATIONS

Concurrent with the adoption of this Division, the City Council shall by resolution also adopt architectural and design standards to be used in

evaluating the appropriateness of any development for which a permit is applied under this Division; such architectural and design standards shall be filed in the office of the City Clerk as a numbered document.

A. CHARACTER OF THE AREA

In this primarily single-family residential community, a typical home is characterized by extensive use of glass, shake or shingle overhanging roof, and a low, rambling silhouette. Patios, the atrium or enclosed courtyard, and decks facilitate the "inside-outside" orientation of life in Southern California. Spanish Mediterranean and Mexican influences are seen in the prevalent use of the arch and of terra cotta and glazed tiles. The residential and commercial structures incorporate an honest use of natural building materials and, in many instances, are characterized as a truly American style of architecture, fusing the purity and geometry of the Mexican-Spanish period with a simplicity of materials and detail with integrated landscape design.

B. DESIGN PRINCIPLE

Within the limitations implied above, originality and diversity in architecture are encouraged. The theme "unity with variety" shall be a guiding principle. Unity without variety means simple monotony; variety by itself is chaos. No structure shall be approved which is substantially like any other structure located on an adjacent parcel. Conversely, no structure will be approved that is so different in quality, form, materials, color, and relationship as to disrupt the architectural unity of the area.

C. DESIGN REQUIREMENTS

Building materials and color are the most critical unifying elements. For this reason, roof materials within the La Jolla Shores Planned District shall be limited to wood shakes, wood shingles, clay tile, slate or copper of good quality where the pitch is 4 in 12 or greater. Roofs with a pitch of less than 4 in 12 may also be covered with crushed stone of muted dark tone. Exterior wall materials shall be limited to wood siding, wood shingles, adobe and concrete blocks, brick, stucco, concrete or natural stone. White and natural earth colors should predominate. Primary colors may be used for accent.

To preserve the seaside character of the community each building should be sited so as to protect views and provide for see-throughs to the ocean.

Lighting which highlights architectural features of a structure shall be permitted. Such lighting shall be unobtrusive and shielded so as not to fall excessively on adjacent properties.

Appurtenances on the roof shall be enclosed or otherwise designed or shielded to be attractive.

D. GRADING REGULATIONS

1. It is the intent of these regulations to preserve canyons and to prevent the cutting of steep slopes and the excessive filling to create level lots. No grading or disruption of the natural terrain shall be permitted until a permit which includes grading has been

approved by the Planning Director.

2. The Planning Director may approve grading plans if it is concluded that:
 - a. The development will result in minimum disturbance of the natural terrain and vegetation commensurate with the proposed use of the lot or premises.
 - b. Grading, excavation and filling proposed in connection with the development will not result in soil erosion, silting of lower slopes, slide damage, flooding problems, or excessive cutting or scarring.
 - c. The proposed development will strive to preserve and enhance the natural environment and any existing aesthetic qualities of the site.

SEC. 103.0304 PERMITTED USE REGULATIONS

A. PURPOSE AND INTENT

The intent of these regulations is to preserve and enhance the environmental quality of La Jolla Shores Area as a place to live. A variety of housing types including single and multiple family units, motels and hotels supported by the necessary public facilities should be encouraged. The development of the businesses necessary to serve the residents and visitors to the area will be permitted in a compact and centrally located commercial area. Large high-rise buildings, out of scale with other structures within the community as well as automobile drive-in and drive-through establishments will be prohibited.

SEC. 103.0304.1 SINGLE FAMILY ZONE - PERMITTED USES

In the Single Family (SF) Zone, designated on Map Drawing No. C-403.1, no building or improvement or portion thereof shall be erected, constructed, converted, established, altered, or enlarged, nor shall any premises be used except for one or more of the following uses:

1. One-family dwellings.
2. Accessory uses and buildings customarily incidental to the foregoing permitted use including the following:
 - a. Not more than two lodgers or boarders.
 - b. Not more than one guest house on any premises.
3. Public parks, public playgrounds and golf courses.
4. Schools limited to primary, elementary, junior and senior high schools.

5. Churches, temples or buildings of a permanent nature, used primarily for religious purposes.
6. Electric distribution and gas regulating stations.
7. Temporary real estate sales offices and model homes in new subdivisions under the following conditions:
 - a. Within the boundaries of a subdivision where lots are offered for sale to the public for the first time, buildings and structures erected in compliance with the provisions of the prevailing area may be used as follows: one building for a temporary real estate sales office and not more than four dwelling units for temporary demonstration or model home purposes. Such temporary uses shall shall be maintained only in conjunction with the sale or rent of land or buildings within such subdivision, and such uses shall terminate two years after the filing in the office of the County Recorder of the final subdivision map which includes the lots on which the uses are located.
 - b. No use authorized by the preceding paragraph shall be established closer than 200 feet from any occupied dwelling unit not in the same subdivision.

A. DWELLING UNIT DENSITY REGULATION

In the following Single Family Zone, designated on Map Drawing No. C-403.1 unless specified otherwise, no lot or parcel shall be developed or occupied by more dwelling units than the average dwelling unit density (units per acre) of the developed SF Zone within 300 feet of the subject lot or parcel. In the event the subject parcel is not adjacent to or within 300 feet of subdivided and/or developed lots or parcels so that an average of dwelling unit density within 300 feet can be reasonably obtained, then said parcel shall be limited in dwelling unit density by the regulation described below under paragraph "B.1.," of this same section.

B. SPECIFIC TRACT REQUIREMENTS

In the following specific areas designated on Map drawing C-403.1, no tract shall be occupied by more dwelling units than the number permitted below:

1. The dwelling unit density of all undeveloped Tracts A through D shall be limited to one unit for every 40,000 square feet of net land area within the Land Conservation (LC) Zone as determined by the City Council under Ordinances 10739 N.S., 10747 N.S., and 10752 N.S., on file in the City Clerk's office and one unit for every 20,000 square feet of net land area that is not within the LC Zone. Before calculating the number of permitted dwelling units and to determine the net land area within a particular tract, the amount of area proposed for public rights-of-way, private roadways and public or commercial parking shall be deducted from the gross tract area.

2. Where development under a PRD is permitted as provided for under Section 101.0900 of the Municipal Code, no more than eight dwelling units shall be permitted on any one acre. Parking under a "cluster" concept shall be provided at a ratio of two private spaces and one public or communal space per living unit.
3. Tract A, a portion of Pueblo Lot 1297, bounded generally by P.L. 1298 and the subdivisions of La Jolla Shores Terrace, La Jolla Costa Dorada, and La Jolla Shores Heights, may be developed under a PRD or as a standard subdivision.
4. Tract B, a portion of Pueblo Lots 1265, 1266, 1267, 1289 and 1290 bounded generally by Ardath Road, La Jolla Scenic Drive, Interstate 5 and the easterly prolongation of the northerly line of La Jolla Vista Estates Subdivision may be developed under a PRD or as a standard subdivision.
5. Tract D, a portion of Pueblo Lot bounded generally by Torrey Pines Road, the westerly line of Prestwick Estates Unit No. 1 and the northerly line of Pueblo Lot 1289 may be developed as a PRD or as a standard subdivision with the dwelling units limited to the area not included in the Land Conservation Zone adopted by the City Council under Ordinance 10751 N.S. In this particular tract a 45 foot plus roof height limit may be observed to permit the preservation of trees and to minimize the cutting of slopes. Vehicular access to Torrey Pines Road shall be limited to one curb cut not to exceed 30 feet.
6. Tract E, a portion of Pueblo Lot 1288, bounded on the north by the westerly prolongation and the south boundary of Ardath Vistas Subdivision; on the east by the westerly line of Hidden Valley Subdivision and Record of Survey 2482; on the south by the north line of Azure Coast Subdivision Unit No. 3 and on the west by Hidden Valley Road and the east line of Record of Survey 3266 may be developed as a standard subdivision or a PRD, the average density shall not exceed one unit per 20,000 square feet of land area.
7. Tract F, a portion of Pueblo Lot 1288 including Lots 1 and 2 Tres Calles subdivision, bounded by the southerly line of Torrey Pines Road, the westerly line of Azure Coast Unit No. 2 and on the south by Azure Coast Drive and Ardath Road shall be limited to a maximum of eight dwellings per net acre. A maximum height of 32 feet plus roof shall be observed.

C. SITING OF BUILDINGS

1. Buildings with openings (i.e., doors and/or windows) facing the side property line shall be constructed not closer than four feet from said property line.
2. Buildings without openings facing the side property line may be constructed on the side property line provided the drainage of storm

water falling on the roof of such building is carried off on the subject property and shall in no way endanger or interfere with any abutting property, easement, or rights-of-way.

D. MAXIMUM BUILDING HEIGHT

No building or structure shall be erected, constructed, altered, moved or enlarged to a greater height than 30 feet. Exceptions: In Tract D, the maximum height shall be 45 feet plus roof and in Tract F the maximum height shall be 32 feet plus roof as designated on Map Drawing (C-403.1).

E. MAXIMUM LOT COVERAGE

No building or structure shall be erected, constructed, altered, moved in or enlarged to cover more than 60% of the lot or parcel.

F. LANDSCAPE REGULATIONS

1. In the Single Family Zone designated on Map Drawing C-403.1, all of the property not used or occupied by structures, unplanted recreational areas, walks and driveways shall be landscaped which may include native materials, and in no case shall this landscaped area be less than thirty percent of the total parcel area.
2. All landscaped material shall be permanently maintained in a growing and healthy condition including trimming as appropriate to the landscaping material.

G. OFF-STREET PARKING

The following off-street parking requirements, construction, maintenance and operation regulations shall apply to parking in the La Jolla Shores Planned District. Off-street parking shall be in substantial conformance with standards adopted by the Planning Commission as set forth in a document entitled "Locational Criteria, Developmental Standards and Operational Standards - Off-Street Parking Lots," on file in the office of the Planning Department.

1. Every premises shall be provided with a minimum of permanently maintained off-street parking spaces as follows. The required parking shall be located on the same premises as the building it serves.
 - a. For each dwelling unit - two spaces.
 - b. For boarding and lodging houses - one space for each lodger.
 - c. For each guest house - one space.
 - d. For primary, elementary, and junior high schools:
 - (1) One and one-half spaces for each classroom where the school has no auditorium, gymnasium or other similar place of assembly; or

- (2) One space for each 35 square feet of floor area used for seating in the school auditorium, gymnasium or other similar place of assembly.
- e. For senior high schools:
 - (1) One space for each eight students at ultimate enrollment.
 - (2) One space for each 1.25 staff members at full complement.
 - f. For churches, temples or buildings of a permanent nature used primarily for religious purposes - one space for each three fixed seats, or one parking space for each 21 square feet of floor area where there are no fixed seats.
2. Where ambiguity exists in the application of these off-street parking requirements or where any use not specified is found to be a permitted use, the off-street parking requirements shall be consistent with that for similar uses in the La Jolla Shores Planned District.

H. SIGN REGULATIONS

For the purposes of this section the word "sign" is hereby defined to mean any painted or fabricated element including its structure which may consist of any letter, figure, character, or marks. Except for one nameplate having a maximum of one square foot for each dwelling unit, all signs shall be approved by the Planning Director.

I. For each temporary real estate sales office and each model home - one temporary sign not more than four square feet in area on the same premises identifying the subdivision in which the sales office or home is located. All such signs shall be removed within 18 months of the filing of the final subdivision map.

J. One temporary sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:

1. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property:
2. Such sign shall not exceed 5X7 inches in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected;
3. Such sign shall be unlighted.

SEC. 103.0304.2 MULTI-FAMILY ZONES - PERMITTED USES

In the Multi-Family (MF) Zones, designated on Map Drawing No. C-403.1, no building or improvement or portion thereof shall be erected, constructed,

established, altered, or enlarged nor shall any premises be used except for one or more of the following purposes:

1. Any use permitted in the Single Family Zone.
2. Two-family dwellings.
3. Apartment houses designed to serve as the principal place of residence for a family or person. These units should not serve transient and temporary residents in the manner of a hotel or motel.
4. Accessory uses may include the following:
 - a. Not more than two lodgers or boarders per dwelling unit.
 - b. Recreational and health facilities which are designed, used and clearly intended for the use of occupants of residential complexes, including tennis courts, putting greens, exercise rooms and sauna and steam baths.
 - c. Communal dining facilities and snack bars in residential complexes which are designed, used and clearly intended for the convenience of the occupants and guests of the residential complex only.

All accessory uses shall be located in the same building complex as the permitted uses which they serve. There shall be no entrance to any such accessory uses except through a foyer, court, lobby, hall, patio or other similar interior area. However, neither of the foregoing regulations shall be applicable to accessory uses exclusively serving outdoor recreational activities. The combined gross floor area of all accessory uses, excluding outdoor recreational facilities, on any premises shall occupy not more than 20 percent of the gross floor area of the permitted uses.

5. Residential care homes for not more than six aged persons, which are licensed by the State of California Department of Social Welfare.
6. Day care centers for not more than ten children under the age of eight years.
7. Parking facilities accessory to a permitted use in the Multi-Family Zones.
8. Any other use which the Planning Commission upon recommendation of the Planning Director may find to be similar in character to the uses enumerated above and consistent with the purpose and intent of the Multi-Family Areas and the La Jolla Shores Planned District. The adopted resolution embodying such finding shall be filed in the office of the City Clerk.

A. DWELLING UNIT DENSITY REGULATIONS

In the Multi-Family (MF1 and MF2) Zones, designated on Map Drawing C-403.1 unless specified otherwise, no lot or parcel shall be developed or occupied by more than one unit for every 2,200 square feet of lot area in the MF1 Zone and one unit for every 1,000 square feet of lot area in the MF2 Zone.

B. SITING OF BUILDINGS

1. Buildings with openings (i.e., doors and/or windows) facing the side property line shall be constructed not closer than four feet from said property line.
2. Buildings without openings facing the side property line may be constructed on the side property line provided the drainage of storm water falling on the roof of such building is carried off on the subject property and shall in no way endanger or interfere with any abutting property, easement, or rights-of-way.
3. To provide for see-throughs to the ocean, buildings shall be located so that the major axis of the structure will generally be at right angle to the shore line. The secondary or minor axis of the structure shall not exceed 60 percent of the width of the parcel. However, no building facade may be a continuous plane over 50 feet in length.

C. BUILDING HEIGHTS

In the Multiple Family Areas (MF1 and MF2), designated on Map Drawing C-403.1, no building or structure shall be erected, constructed, altered, moved in or enlarged to a greater height than 45 feet plus roof. Exception: Blocks 3, 7, 8 and 9, La Jolla Shores Unit No. 1 shall have a maximum building height of 32 feet plus roof.

Under no condition will any part of the building including utility poles, electrical transmission towers, chimneys, ventilators, plumbing stacks, radio and television reception antennas, flagstuffs, elevator shafts and like appurtenances exceed 53 feet in height.

D. LOT COVERAGE

No building or structure shall be erected, constructed, altered, moved in or enlarged to cover a greater portion of the lot or parcel than is shown in the following table:

<u>Building Height Excluding Roof</u>	<u>Percent Maximum Coverage</u>
40 to 45 feet	30
32 to 40 feet	40
below 32 feet	50

E. LANDSCAPING REGULATIONS

1. In the MF areas, designated on Map Drawing C-403.1, all of the property not used or occupied by structures, unplanted recreational areas, walks and driveways shall be landscaped which may include native materials and in no case shall this landscaped area be less than thirty percent of the total parcel area.
2. All landscaped material shall be permanently maintained in a growing and healthy condition including trimming as appropriate to the landscaping material.
3. Landscaping and watering system as required by the La Jolla Shores Review Board shall be installed within six weeks following occupancy of the premises.

F. OFF-STREET PARKING

The following off-street parking requirements shall apply to parking in the Multiple Family Zones in the La Jolla Shores Planned District. Off-street parking shall be in substantial conformance with standards adopted by the Planning Commission as set forth in a document entitled "Locational Criteria, Developmental Standards and Operational Standards - Off-Street Parking Lots," on file in the office of the Planning Department.

1. Every premises shall be provided with a minimum of permanently maintained off-street parking spaces as follows:
 - a. For each dwelling apartment or condominium unit - two spaces.
 - b. For boarding and lodging houses - one space for each lodger.
 - c. For each guest house - one space.
 - d. For primary, elementary, and junior high schools:
 - (1) One and one-half spaces for each classroom where the school has no auditorium, gymnasium or other similar place of assembly; or
 - (2) One space for each 35 square feet of floor area used for seating in the school auditorium, gymnasium or other similar place of assembly.
 - e. For senior high schools:
 - (1) One space for each eight students at ultimate enrollment.
 - (2) One space for each 1.25 staff members at full complement.
 - f. For churches, temples or buildings of a permanent nature used primarily for religious purposes - one space for each three

fixed seats, or one parking space for each 21 square feet of floor area where there are no fixed seats.

- g. For day care centers for children under the age of eight years - one space for each two adult residents and employees.
 - h. For residential care homes - one space for each two aged persons.
2. Where ambiguity exists in the application of these off-street parking requirements or where any use not specified is found to be a permitted use, the off-street parking requirements shall be consistent with that for similar uses in the La Jolla Shores Planned District.

G. SIGN REGULATIONS

For the purposes of this section the word "sign" is hereby defined to mean any painted or fabricated element including its structure which may consist of any letter, figure, character, or mark. A sign (supergraphics) may also include the entire wall of a building, freestanding walls, fences or other appurtenances upon which the graphics are painted or displayed. Except for one nameplate of one square foot for each dwelling unit all signs shall be approved by the Planning Director. Size, height, and means of support for each sign will be considered on an individual basis subject to the conditions noted below. Each sign shall be in scale with the building it identifies. The use of natural materials, especially wood, is encouraged.

- 1. Any sign not in compliance with the regulations within this Division shall be removed within two years from the effective date of this Division.
- 2. No off-premises signs shall be permitted; all signs, except signs designating the premises for sale, rent or lease, shall refer only to the permitted uses as set forth in this Division.
- 3. One single or double-faced ground directional sign shall be permitted at each driveway, except when such driveway serves a single family dwelling unit where no sign is allowed. Such signs shall not exceed two square feet in total face area and four feet measured vertically from the base at ground level to the apex of the sign. Such signs shall not encroach into the public right-of-way.
- 4. In the MF Zones, no signs, displays or advertising relating to any accessory uses shall be visible from any street.
- 5. For each temporary real estate sales office and each model home - one temporary sign not more than four square feet in area on the same premises identifying the subdivision in which the sales office or home is located. All such signs shall be removed within 18 months of the filing of the final subdivision map.

6. One temporary sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:
 - a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property;
 - b. Such sign shall not exceed 5X7 inches in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected;
 - c. Such sign shall be unlighted.

SEC. 103.0304.3 VISITOR ZONE

In the visitor (V) Zone, designated on Map Drawing C-403.1, no building or improvement or portion thereof, shall be erected, constructed, converted, established, altered, or enlarged, nor shall any premises be used except for one or more of the following purposes:

1. Any use permitted in the Multi-Family Zones.
2. Hotels and motels and the following accessory uses:
 - a. Restaurants and bars.
 - b. News and tobacco stores.
 - c. Barber shops.
 - d. Beauty shops.
 - e. Valet services (agency for laundering, cleaning and pressing of clothing)
 - f. Travel, ticket and car rental agents.
 - g. Gift shops.
 - h. Florists.

All accessory uses shall be located in the same building as the permitted uses which they serve. There shall be no entrance to any such accessory uses except through a foyer, court, lobby, hall, patio or other similar interior area. However, neither of the foregoing regulations shall be applicable to accessory uses exclusively serving outdoor recreational activities. The combined gross floor area of all accessory uses, excluding outdoor recreational facilities, on any premises shall occupy not more than 20 percent of the gross floor area of the permitted uses.

3. Private clubs, lodges, and fraternal organizations except fraternities and sororities.
4. In the portion of Pueblo Lot 1286 bounded by La Jolla Shores Drive, Torrey Pines Road and Ardath Road (dedicated but unimproved as a roadway) a restaurant and automobile service station will be permitted in addition to any of the other visitor area uses.
5. Upon recommendation by the Planning Director, any other uses which the Planning Commission may find to be similar in character to the uses, including accessory uses, enumerated above and consistent with the purpose and intent of the Visitor Zone and the La Jolla Shores Planned District. The adopted resolution embodying such finding shall be filed in the office of the City Clerk.

A. GUEST ROOM DENSITY REGULATIONS

In the Visitor Zone, designated on Map Drawing C-403.1, no lot or parcel shall be occupied by more than one dwelling unit or two guest rooms for every 1,000 feet of land area.

B. SITING OF BUILDINGS

1. Buildings with openings (i.e., doors and/or windows) facing the side property line shall be constructed not closer than four feet from said property line.
2. Buildings without openings facing the side property line may be constructed on the side property line provided the drainage of storm water falling on the roof of such building is carried off on the subject property and shall in no way endanger or interfere with any abutting property, easement, or rights-of-way.

C. MAXIMUM BUILDING HEIGHT

In the Visitor Zone, designated on Map Drawing C-403.1, unless specified otherwise, no building or structure shall be erected, constructed, altered, moved in or enlarged to a greater height than 45 feet plus roof.

D. MAXIMUM LOT COVERAGE

No building or structure shall be erected, constructed, altered, moved in or enlarged to cover a greater portion of the lot or parcel than is shown in the following table:

<u>Building Height Excluding Roof</u>	<u>Percent Maximum Coverage</u>
40 to 45 feet	30
32 to 40 feet	40
below 32 feet	50

E. LANDSCAPE REGULATIONS

1. In the Visitor Zone, designated on Map Drawing C-403.1, all of the property not used or occupied by structures, unplanted recreational areas, walks and driveways shall be landscaped which may include native materials and in no case shall this landscaped area be less than thirty percent of the total parcel area.
2. All landscaped material shall be permanently maintained in a growing and healthy condition including trimming as appropriate to the landscaping material.
3. Landscaping and watering system as required by the Planning Director shall be installed within six weeks following occupancy of the premises.

F. OFF-STREET PARKING REQUIREMENTS

The following off-street parking requirements shall apply to the Visitor Zone parking in the La Jolla Shores Planned District. Off-street parking shall be in substantial conformance with standards adopted by the Planning Commission as set forth in a document entitled "Locational Criteria, Developmental Standards and Operational Standards - Off-Street Parking Lots," on file in the office of the Planning Department. The required spaces shall be located on the same premises as the building it serves.

1. Every premises shall be provided with a minimum of permanently maintained off-street parking spaces as follows:
 - a. For each dwelling unit - two spaces.
 - b. For boarding and lodging houses - one space for each lodger.
 - c. For each guest house - one space.
 - d. For primary, elementary, and junior high schools:
 - (1) One and one-half spaces for each classroom where the school has no auditorium, gymnasium or other similar place of assembly; or
 - (2) One space for each 35 square feet of floor area used for seating in the school auditorium, gymnasium or other similar place of assembly.
 - e. For senior high schools:
 - (1) One space for each eight students at ultimate enrollment.
 - (2) One space for each 1.25 staff members at full complement.

- f. For churches, temples or buildings of a permanent nature used primarily for religious purposes - one space for each three fixed seats, or one parking space for each 21 square feet of floor area where there are no fixed seats.
 - g. For day care centers for children under the age of eight years - one space for each two adult residents and employees.
 - h. For hotels and motels - 1.2 spaces for each guest room, and one space for each 500 feet of gross floor area used for incidental business.
 - i. For private clubs and similar establishments - 1.2 spaces for each guest room or one space for each 500 square feet of gross floor area, whichever is greater.
 - j. For uses accessory to motels and hotels as permitted in this section, except restaurants and bars - one space for each 500 square feet of gross floor area.
2. Where ambiguity exists in the application of these off-street parking requirements or where any use not specified is found to be a permitted use, the off-street parking requirements shall be consistent with that for similar uses in the La Jolla Shores Planned District.

G. SIGN REGULATIONS

For the purposes of this section the word "sign" is hereby defined to mean any painted or fabricated element including its structure which may consist of any letter, figure, character, or marks. A sign (supergraphics) may also include the entire wall of a building, freestanding walls, fences or other appurtenances upon which the graphics are painted or displayed.

All signs shall be approved by the Planning Director. Size, height and means of support for each sign will be considered on an individual basis subject to the conditions noted below. Each sign shall be in scale with the building it identifies. The use of natural materials, especially wood, is encouraged.

- 1. Any sign not in compliance with the regulations within this Division shall be removed within two years from the effective date of this Division.
- 2. No off-premises signs shall be permitted; all signs, except signs designating the premises for sale, rent or lease, shall refer only to the permitted uses as set forth in this Division.
- 3. Animated signs, including but not limited to those signs which rotate, move, flash, reflect, blink, or effect changes in hue or intensity of illumination are prohibited. Pennants, banners, streamers, and signs, any parts of which may be set in motion by the movement of the atmosphere, are also prohibited. Neon signs are prohibited.

4. A sign shall not project above the top of the second floor or the parapet or eaves, whichever is lower, of the building to which it is affixed.
5. One single or double-faced ground directional sign shall be permitted at each driveway, except when such driveway serves a single family dwelling unit where no sign is allowed. Such signs shall not exceed two square feet in total face area and four feet measured vertically from the base at ground level to the apex of the sign. Such signs shall not encroach into the public right-of-way.
6. Ground signs shall be permitted only when the following conclusions can be reached:
 - a. That there are special circumstances or conditions applying to the land or buildings for which the sign is sought, which do not apply generally to the land or buildings in the neighborhood. Such conditions shall not have resulted from any act of the applicant subsequent to the adoption of this Division.
 - b. That the aforesaid circumstances or conditions are such that the strict application of the provisions of this Division would deprive the applicant of the reasonable use of the land or buildings.
 - c. The granting of the sign will be in harmony with the general purpose and intent of the La Jolla Shores Planned District regulations and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.
 - d. Ground signs when permitted shall not exceed an area of 20 square feet in total face area or be less than three feet in any one dimension or exceed a height of eight feet. Ground signs shall not encroach or overhang into the public right-of-way.
7. For each dwelling unit one nameplate having a maximum area of one square foot shall be permitted.
8. In the Visitor Zone, no signs, displays or advertising relating to any accessory uses shall be visible from any street.
9. For each temporary real estate sales office and each model home - one temporary sign not more than four square feet in area on the same premises identifying the subdivision in which the sales office or home is located. All such signs shall be removed within 18 months of the filing of the final subdivision map.
10. One temporary sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:

- a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property;
- b. Such sign shall not exceed 5X7 inches in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected;
- c. Such sign shall be unlighted.

SEC. 103.0304.4 COMMERCIAL CENTER

In the Commercial Center (CC), designated on Map Drawing C-403.1, no building or improvement or portion thereof shall be erected, constructed, converted, established, altered or enlarged, nor shall any premises be used except for one or more of the following purposes provided that the ground floor area of any establishment does not exceed 6,000 square feet. The minimum floor area for each dwelling unit or apartment is 400 square feet.

1. Retailing of consumer goods and dispensing of consumer services from the following establishments:
 - a. Antique shops.
 - b. Apparel and tailor shops.
 - c. Art galleries.
 - d. Art supplies shops.
 - e. Bakeries.
 - f. Barber shops.
 - g. Beauty shops.
 - h. Bicycle shops.
 - i. Book stores.
 - j. Confectioneries.
 - k. Curtain and drapery shops.
 - l. Drug stores
 - m. Dry cleaning and laundry agencies and self-service dry cleaning and laundry establishments.
 - n. Florists.
 - o. Food stores.
 - p. Gift shops

- q. Hardware stores.
 - r. Hobby shops.
 - s. Import shops.
 - t. Interior design studios.
 - u. Jewelry stores.
 - v. Liquor stores.
 - w. Music and record stores.
 - x. Paint and wallpaper stores.
 - y. Picture frame shops.
 - z. Photographic studios.
 - aa. Radio, television and small home appliance sales and repair shops.
 - bb. Real estate brokers.
 - cc. Restaurants (excluding drive-in and drive-thru restaurants).
 - dd. Shoe stores.
 - ee. Shoe repair shops.
 - ff. Sporting goods stores.
 - gg. Stationers.
 - hh. Travel agencies.
 - ii. Variety stores.
 - jj. Libraries.
2. Electric distribution and gas regulating stations serving the immediate area.
 3. The following uses are also permitted provided that such uses are not located on the ground floor within the front half or 50% of the lot:
 - a. Business and professional offices.
 - b. Dwelling units and apartments.

c. Studios for teaching of art, drama, dancing and music.

d. Automobile parking.

4. Any other use which the Planning Commission upon the recommendation of the Planning Director may find to be similar in character to the uses enumerated above and consistent with the purpose and intent of the Commercial Center Area (CC) and the La Jolla Shores Planned District. The adopted resolution embodying such finding shall be filed in the office of the City Clerk.

A. COMMERCIAL CENTER ZONE DENSITY REGULATIONS

In the Commercial Center Zone, designated on Map Drawing C-403.1, commercial structures may occupy 100% of the lot or parcel.

B. BUILDING HEIGHTS

In the Commercial Center Zone, designated on Map Drawing C-403.1, unless specified otherwise, no building or structure shall be erected, constructed, altered, moved in or enlarged to a greater height than 32 feet plus roof.

C. OFF-STREET PARKING REQUIREMENTS

The following off-street parking requirements shall apply to parking in the Commercial Center Zone in the La Jolla Shores Planned District. Off-street parking shall be in substantial conformance with standards adopted by the Planning Commission as set forth in a document entitled "Locational Criteria, Developmental Standards and Operational Standards - Off-Street Parking Lots," on file in the office of the Planning Department.

D. PARKING REQUIREMENTS

1. Every premises shall be provided with a minimum of permanently maintained off-street parking spaces as follows:
 - a. For each dwelling or apartment unit - two spaces.
 - b. For each 1,000 square feet of gross retail floor area - one space.
 - c. For each 500 square feet of gross business or professional office area - one space.
2. Where ambiguity exists in the application of these off-street parking requirements or where any use not specified is found to be a permitted use, the off-street parking requirements shall be consistent with that for similar uses in the La Jolla Shores Planned District.

E. SIGN REGULATIONS

For the purposes of this section the word "sign" is hereby defined to mean any painted or fabricated element including its structure which may consist

of any letter, figure, character, or marks. A sign (supergraphics) may also include the entire wall of a building, freestanding walls, fences or other appurtenances upon which the graphics are painted or displayed.

All signs shall be approved by the Planning Director. Size, height and means of support for each sign will be considered on an individual basis subject to the conditions noted below. Each sign shall be in scale with the building it identifies. The use of natural materials, especially wood, is encouraged.

1. Any sign not in compliance with the regulations within this Division shall be removed within two years from the effective date of this Division.
2. No off-premises signs shall be permitted; all signs, except signs designating the premises for sale, rent or lease, shall refer only to the permitted uses as set forth in this Division.
3. Animated signs, including but not limited to those signs which rotate, move, flash, reflect, blink or effect changes in hue or intensity of illumination are prohibited. Pennants, banners, streamers, and signs, any parts of which may be set in motion by the atmosphere, are also prohibited. Neon signs are prohibited.
4. A sign shall not project above the top of the second floor or the parapet or eaves, whichever is lower, of the building to which it is affixed.
5. One single or double-faced ground directional sign shall be permitted at each driveway, except when such driveway serves a single family dwelling unit where no sign is allowed. Such signs shall not exceed two square feet in total face area and four feet measured vertically from the base at ground level to the apex of the sign. Such signs shall not encroach into the public right-of-way.
6. Ground signs shall be permitted only when the following conclusions can be reached:
 - a. That there are special circumstances or conditions applying to the land or buildings for which the sign is sought, which do not apply generally to the land or buildings in the neighborhood. Such conditions shall not have resulted from any act of the applicant subsequent to the adoption of this Division.
 - b. That the aforesaid circumstances or conditions are such that the strict application of the provisions of this Division would deprive the applicant of the reasonable use of the land or buildings.
 - c. The granting of the sign will be in harmony with the general purpose and intent of the La Jolla Shores Planned District regulations and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.

- d. Ground signs when permitted shall not exceed an area of 20 square feet in total face area or be less than three feet in any one dimension or exceed a height of eight feet. Ground signs shall not encroach or overhang into the public right-of-way.
7. For each dwelling unit one nameplate having a maximum area of one square foot shall be permitted.
8. For each temporary real estate sales office and each model home - one temporary sign not more than four square feet in area on the same premises identifying the subdivision in which the sales office or home is located. All such signs shall be removed within 18 months of the filing of the final subdivision map.
9. One temporary sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:
 - a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property;
 - b. Such sign shall not exceed 5X7 inches in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected;
 - c. Such sign shall be unlighted.

F. PARKING LOCATION

1. Required off-street parking for uses in the Commercial Center Area (CC), designated on Map Drawing No. C-403.1, may not be located on the front 50% of the lot except when such parking is located on the second story or above. Also, required off-street parking for uses in the Commercial Center Area may be located in whole or in part on nearby land provided that all of the following criteria are met:
 - a. Some portion of the parking area is within 400 feet horizontal distance of the premises on which the use requiring off-street parking is located, and provided that said parking area is in the Commercial Center (CC) and Multi-Family (MF) Areas, designated on Map Drawing No. C-403.1.
 - b. Said land is owned or controlled by the owner or owners of the use requiring the off-street parking. In this connection, when parking is to be provided off the premises from where the use is located, the owner or lessee of record of the parking site shall furnish satisfactory evidence to the Planning Director that he owns or has a sufficient interest in such property to provide and maintain the minimum off-street parking facilities which are provided or maintained for only the structure or use under consideration.

SEC. 103.0304.5 PUBLIC PARK AREA

In the Public Park (PP) Area, designated on Map Drawing No. C-403.1, no building or improvement or portion thereof, shall be erected, constructed, converted, established, altered or enlarged, nor shall any premises be used except for park purposes.

SEC. 103.0305 OFF-STREET PARKING CONSTRUCTION, MAINTENANCE
AND OPERATION REGULATIONS

The following off-street parking construction, maintenance and operation regulations shall apply to all parking in the La Jolla Shores Planned District. Off-street parking shall be in substantial conformance with standards adopted by the Planning Commission as set forth in a document entitled "Locational Criteria, Developmental Standards and Operational Standards - Off-Street Parking Lots," on file in the office of the Planning Department. Off-street parking shall also be in substantial conformance with the Architectural Controls as specified within this Division. Substantial conformance shall be determined by the Planning Director; said determination shall be subject to appeal in the manner set forth in Section 103.0302.4.

A. WHEN REQUIRED

Off-street parking spaces and facilities required in any area shall be provided before the use requiring such parking facilities commences to operate and shall be maintained in good condition so long as the use for which it is provided exists.

B. EXISTING PARKING NOT TO BE REDUCED

Notwithstanding any other provisions of this Division, existing off-street parking facilities in any area which were provided on the same premises and maintained before parking was required and which serve a use now requiring off-street parking shall not be reduced in number, dimension or any other manner below the requirements of the use.

C. USE OF REQUIRED PARKING SPACES

Required off-street parking spaces shall be used only for the parking of usable vehicles of residents, employers, employees, customers and visitors.

D. EXISTING USES - ENLARGEMENT

Whenever an existing use which does not provide all the off-street parking spaces required by the Municipal Code on any premises is enlarged by an increase in dwelling units, floor area or otherwise, there shall be provided concurrently with such enlargement a minimum of twice the number of parking spaces as would be necessitated by the magnitude of said enlargement; provided, however, the total of the existing parking spaces and those required by this paragraph need not exceed the number of parking spaces required for the enlarged development computed at the rate provided in the Municipal Code.

E. REQUIREMENTS TOTALED

The off-street parking requirements for two or more uses on the same premises shall be the sum of the requirements for each use computed separately.

F. PARKING AND BUSINESS IMPROVEMENT AREA

If a parking and business improvement area is formed in accordance with Chapter VI, Article 1, Division 18 of the San Diego Municipal Code, the number of off-street parking spaces required for properties within the parking and business improvement area shall decrease in accordance with the following formula:

(Assessment against the subject property) divided by (total assessment against all property in parking district) multiplied by (parking spaces provided in the district facility) multiplied by 1.25 equals parking spaces excepted.

The remainder of the off-street parking spaces required by the applicable regulations shall be provided on the lot or premises of the subject property or as otherwise provided in the particular area. Property located within more than one parking and business improvement area shall be entitled to an exception based on the sum of the exceptions calculated by the application of the formula referred to above to each parking and business improvement area.

G. COMPUTATION

In computing the required number of off-street parking spaces, a remaining fraction of one-half or more shall be deemed a whole unit of measurement; a remaining fraction of less than one-half may be disregarded.

H. MARKING OF SPACES

Where five or more required parking spaces are provided on a lot, each space shall be clearly marked with paint or any other more durable material contrasting in color with the surface to which applied.

I. COMPUTATION - UNMARKED AREAS

In an unmarked parking area containing less than five parking spaces, the number of spaces shall be the quotient of the total number of square feet in the usable parking area divided by 350 square feet.

J. DIMENSIONS

Parking spaces shall have a minimum width of eight and one-third feet and a minimum depth of 20 feet.

K. ACCESS

1. Each required parking space shall open directly upon an aisle or driveway of such width and design as to provide safe and efficient

means of vehicular access to such parking space.

2. All required parking facilities shall have convenient access to a public street or alley. There shall be no more than one two-way driveway with a maximum width of 20 feet or no more than two one-way driveways with a maximum width of ten feet each serving the same premises for each street frontage. Driveways shall be so located as to provide at least one on-street parking space for each 50 feet of frontage of the premises, the said on-street parking space being not less than 20 feet in length measured along a full height curb.
3. Access to on-premises parking shall not be permitted from Avenida de la Playa to properties with frontage of 50 feet or less.

L. SURFACING

All parking spaces and driveways shall be surfaced with the structural equivalent of two inches of asphaltic concrete as determined by the City Engineer.

M. LIGHTING

No exterior lighting shall fall excessively on adjacent properties or be disturbing to other properties.

N. WHEEL STOPS

On premises containing five or more parking spaces, all such spaces within ten feet of the boundaries of abutting properties shall be equipped with wheel stops not less substantial than six-inch square horizontal timber permanently anchored, maintained, and located so as to confine vehicles entirely within said premises.

O. SCREENING OF PARKING

All parking areas (excluding ingress and egress but including areas between driveways) shall be screened from public rights-of-way and adjoining properties by fences, walls, buildings, planting or a combination thereof. Said fences, walls, buildings and planting shall have a height of not less than four feet except that higher than four-foot fences, walls, buildings or planting may be required to provide adequate screening if the adjoining property is substantially higher than the parking area.

P. LANDSCAPING

A minimum area of ten percent of the interior of parking lots containing more than 20 parking spaces shall be landscaped and provided with an adequate permanent underground watering system. This requirement is in addition to planting used for screening as permitted above. Landscaping and required watering systems shall be installed prior to the use of the parking lot. All landscaping material shall be permanently maintained in a growing and healthy condition including trimming as appropriate.

SEC. 103.0306 SPECIAL REGULATIONS

A. STORAGE

Storage of merchandise, material, or equipment including refuse containers in nonresidential areas shall be permitted only when incidental to a permitted use located on the same premises, and shall be completely enclosed within a building which shall consist of walls and a roof. No outdoor storage shall be permitted.

B. PARKING OR STORAGE OF BOATS, TRAILERS, AND CAMPERS

Parking or storage of boats, trailers, and campers and other wheeled vehicles for greater than three days shall not be permitted within a dedicated public right-of-way or front yard.

C. ENCLOSURE OF SERVICE EQUIPMENT

No mechanical equipment, tank duct, elevator enclosure, cooling tower or mechanical ventilator shall be erected, constructed, maintained or altered anywhere on the premises unless all such equipment and appurtenances are contained within a completely enclosed penthouse or other portion of a building having walls or visual screening with construction and appearance similar to the main building.

D. UTILITIES

Public utility systems and service facilities shall be located underground within the boundaries of a new development as provided for in Section 102.0221 of the Municipal Code.

E. ANTENNAS

Only one exterior television and/or radio antenna per building will be permitted.

F. PRIVATE STREETS, ALLEYS AND WALKWAYS

All streets, alleys and walkways proposed for general area wide use within any development which are not dedicated to public use shall be improved in accordance with standards established by the City Engineer. Provision acceptable to the City shall be made for the preservation and maintenance of all such streets, alleys and walkways.

G. PUBLIC IMPROVEMENTS

When a subdivision map is not required, the Planning Director may require improvements including but not limited to sidewalks, curbs, gutters, street pavement, and street trees as a condition for the approval of a development permit. Such improvements shall be in accordance with standards established by the City Engineer.

H. TENNIS COURTS

No tennis courts shall be lighted past 10 p.m.

Section 2. The following Ordinances of The City of San Diego which rezoned all or portions of the area within the La Jolla Shores Planned District be, and they are hereby repealed insofar as they conflict herewith:

<u>Ordinance No.</u>	<u>Date</u>
13294	Approved August 31, 1931
13455	" February 15, 1932
4022 N.S.	Adopted April 12, 1949
5332 N.S.	" September 25, 1952
5787 N.S.	" September 15, 1953
7670 N.S.	" December 3, 1957
8484 N.S.	" June 22, 1961
9405 N.S.	" April 19, 1966
9480 N.S.	" August 11, 1966
9510 N.S.	" September 22, 1966
9771 N.S.	" March 7, 1968
9873 N.S.	" September 10, 1968
9926 N.S.	" December 12, 1968
9993 N.S.	" March 13, 1969
10031 N.S.	" May 1, 1969
10142 N.S.	" September 25, 1969
10216 N.S.	" January 22, 1970
10325 N.S.	" June 23, 1970
10739 N.S.	" December 21, 1971
10747 N.S.	" December 23, 1971
10748 N.S.	" December 23, 1971
10751 N.S.	" December 23, 1971
10752 N.S.	" December 23, 1971
11164 N.S.	" November 27, 1973

(Ord. 11332 N.S.; effective June 29, 1974.)

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Michael Stepner

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Nagle and Gary Coad for the sketches
on pages 30-33, 60-67, 79 and 82.

CITY ATTORNEY

Fredrick C. Conrad

