LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD

August 20, 2026

Development Services Department Director Elyse Lowe and City Planning Director Heidi Vonblum

via email: Elowe@sandiego.gov and PlanningDirector@sandiego.gov

Subj: Maximum FARs do not Supplant the Requirements of the La Jolla Shores Planned District Ordinance

Dear Ms. Lowe and Ms. Vonblum,

The La Jolla Shores Planned District Ordinance (Ordinance) was updated to include Floor Area Ratios (FARs) for the Single-Family Zone based on similarly sized single-family residential parcels in the San Diego Municipal Code (SDMC). That update did not change any other provisions of the Ordinance, which includes the La Jolla Shores Planned District Urban Design Manual (Design Manual).

The Design Manual offers specific examples and is clear that new development should fit in (conform) with the existing neighborhood character. The introduction of a maximum FAR in the SF zone has no bearing on the requirement that the bulk and scale of the development be in conformity with the neighborhood. Projects still need to fit in with the existing neighborhood character.

The La Jolla Shores Planned District Advisory Board respectfully requests that this misinterpretation be corrected with DSD staff and Hearing Officers.

Best Regards,

Jane Potter

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Chair

cc: Council President Joe LaCava
Melissa Garcia, Senior Planner
Matthew Nasrallah, Associate Planner
LJSPDAB Members