

Elyse Lowe, Director  
Development Services Department  
City of San Diego

Re: Improvements to Public Noticing Procedures

Dear Ms. Lowe,

The La Jolla Community Planning Association has received complaints of inconsistencies and deficiencies in the city's Public Noticing processes. These are causing considerable confusion and angst among affected community members who:

1. Claim they never received a notice
2. Did not see a posted notice on the subject property
3. Couldn't find the location of the project referenced in the mailed notice
4. Didn't understand the scope or timing of the referenced project
5. Are confused between notices for project review vs. notices for CEQA review
6. Had no idea how to engage in the public review process the notices are intended to facilitate.

The La Jolla Community Planning Association has identified specific procedures that could benefit from improvement, and suggest the following modifications/adjustments to promote communication with the public:

#### **Noticing**

- Notices are mailed to affected property owners within 300 feet of a subject project, with instructions to contact the project manager for further information. We suspect many people don't recognize the importance of the notice and discard it shortly after receipt and perhaps without reading it. We suggest re-designing notices with a distinctive size, layout and brightly colored paper stock, and prominent identification of CITY OF SAN DIEGO LEGAL NOTICE AND CITY OFFICIAL SEAL.

#### **Format**

- Prominently display the property address in the opening headline. We are aware of addresses being omitted or placed inconsistently within the body of the text where they are difficult to find. Although the Project ID is always prominently displayed, this has no meaning to the general public.

#### **Content**

- Describe the scope of work and processes involved for permitting in layman's language. Although legally sufficient, the city's public noticing jargon is meaningless to the average citizen.
- Engage the City's PR unit to simplify and clarify text.

- Include a process flow chart for both permitting and CEQA and indicate how the two processes diverge and interact.
- Include not only contact information for the Project Manager, but also the OpenDSD website and [info@lajolla.org](mailto:info@lajolla.org) for further information on public meetings where citizen perspectives are welcome.

### Posted Signs

- Require larger, more permanent sign on the subject property that clearly describe the scope of work and project contacts.
- Place signage next to the public Right of Way so they can be read without trespassing on the subject property.
- The City of Pasadena has an excellent public noticing program that can be used as a model: <https://ww5.cityofpasadena.net/wp-content/uploads/sites/56/2017/09/Public-Notification-Packet.pdf>

### DSD Website

- Provide a GIS based map with current projects on the DSD website landing page. Again, the City of Pasadena uses GIS mapping and database capabilities to inform the public about both individual projects and the geographic relationship of all active projects in a given location. See: Development Activity Map: <https://pasgis.maps.arcgis.com/apps/View/index.html?appid=96d5e7a635174280ad1cc73b8d467a8b>
- **Re-noticing.** Require re-noticing on an annual basis or when the project scope changes. Many projects in La Jolla languish for years. Original notices deteriorate, originally noticed neighbors move, people forget they were noticed or lose the paperwork, project applicants change, and project scope changes. All of the above occurred on a recent project. Project Manager stated re-noticing was not required. REALLY?

We look forward to working with you and your unit to strengthen public communication during project review.

Sincerely,

Diane Kane, President  
La Jolla community Planning Association

Attachments



THE CITY OF SAN DIEGO

DATE OF NOTICE: November 16, 2017

## POSTED NOTICE OF APPLICATION DEVELOPMENT SERVICES DEPARTMENT

Please be advised that an application has been filed with the City of San Diego for a Process 3, Coastal Development Permit and La Jolla Shores Planned District Permit (Site Development Permit) for a 3,868-square-foot addition and remodel to an existing 3,126-square-foot single dwelling and the construction of a new 6,880-square-foot single dwelling with an attached 815-square-foot three-car garage located at 7687 Hillside Drive. The 0.368- and 0.265-acre contiguous parcels are in the Coastal Overlay zone (Non-Appealable) and in the Single Family (SF) zone of the La Jolla Shores Planned District within the La Jolla Community Plan area and Council District 1. This application was filed on November 1, 2017.

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PROJECT NO:	571249
PROJECT NAME:	SIDE LLC
PROJECT TYPE:	COASTAL DEVELOPMENT PERMIT AND SITE DEVELOPMENT PERMIT, PROCESS 3
APPLICANT:	ALEJANDRO DORING
COMMUNITY PLAN AREA:	LA JOLLA
COUNCIL DISTRICT:	1
CITY PROJECT MANAGER:	Francisco Mendoza, Development Project Manager
PHONE NUMBER/E-MAIL:	(619) 446-5433 / FMendoza@sandiego.gov

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The decision to approve or deny this application will be made at a public hearing.

Please note that Community Planning Groups provide citizens with an opportunity for involvement in advising the City on land use matters. Community Planning Group recommendations are integral components of the project review process. You may contact Helen Boyden, Interim Chair of the La Jolla Community Planning Association at (858) 456-7900 to inquire about the community planning group meeting dates, times, and location for community review of this project.

If you have any questions regarding this application after reviewing this information, you may contact the City of San Diego Project Manager listed above.

This information will be made available in alternative formats upon request.

Internal Order Number: 24007453





THE CITY OF SAN DIEGO

DATE OF NOTICE: May 20, 2020

## NOTICE OF FUTURE DECISION

### DEVELOPMENT SERVICES DEPARTMENT

As a property owner, tenant, or person who has requested notice, you should know that the Development Services Department Staff will make a decision to approve, conditionally approve, modify or deny an application for a Coastal Development Permit to demolish an existing detached garage, and to remodel an existing 1,002 square-foot one story single-family residence. Remodel includes a 773 square-foot first floor addition, 250 square-foot attached garage, 1,189 square-foot second floor addition with three decks, and one third floor deck located at 5610 Bellevue Avenue. The 0.14-acre site is in the RS-1-7 and Coastal Overlay (Non-Appealable) Zone within the La Jolla Community Plan area. The application was filed on April 29, 2020.

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PROJECT NO:	660209
PROJECT NAME:	BELLEVUE CDP
PROJECT TYPE:	COASTAL DEVELOPMENT PERMIT, PROCESS 2
APPLICANT:	BRIAN MCDONNELL
COMMUNITY PLAN AREA:	LA JOLLA
COUNCIL DISTRICT:	1
CITY PROJECT MANAGER:	Benjamin Hafertepe, Development Project Manager
PHONE NUMBER/E-MAIL:	(619) 446-5086 / BHafertepe@sandiego.gov

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The decision by City staff will be made **without** a public hearing no less than thirty (30) calendar days after the date of mailing the Notice of Future Decision. If you want to receive a "Notice of Decision", you must submit a written request to the City Project Manager listed above no later than ten (10) business days from the mailing date of this Notice. This project is undergoing environmental review.

The decision of the Development Services Department staff can be appealed to the **Planning Commission** no later than ten (10) business days after the decision date. See Information Bulletin 505 "Appeal Procedure", available at [www.sandiego.gov/development-services](http://www.sandiego.gov/development-services). During the Statewide "Safer-at-Home" directive to reduce the spread of COVID-19, beginning March 19, 2020, appeals to the Planning Commission must be filed by email or US mail as follows:

- 1) **Appeals filed via E-mail:** The Development Permit/Environmental Determination Appeal Application Form DS-3031 can be obtained here, <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf>. Send the completed appeal form by email to [PlanningCommission@sandiego.gov](mailto:PlanningCommission@sandiego.gov). Your email appeal will be acknowledged within 24 hours. You must separately mail the appeal fee by check payable to the City Treasurer to: Planning Commission/Appeal, MS 501, 1222 First Avenue, 5<sup>th</sup> Floor, San Diego, CA 92101. The appeal filing fee must be United States Postal Service (USPS) postmarked within 5 business days of the date the appeal is filed.
- 2) **Appeals filed via US Mail:** The Development Permit/Environmental Determination Appeal Application Form DS-3031 can be obtained here, <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf>. Send the completed appeal form by US Mail to Planning Commission/Appeal, MS 501, 1222 First Avenue, 5<sup>th</sup> Floor, San Diego, CA 92101. Appeals filed by US Mail must be USPS postmarked by the appeal deadline to be considered valid. The completed appeal form shall include the required appeal fee, with a check payable to: City Treasurer.