

Community Plan Update Greater Golden Hill



Advisory Committee Meeting
Balboa Park, War Memorial Building
November 4th, 2009



City Planning & Community Investment Department

Welcome

This Evening's Agenda

- 6:30pm Introduction
- 7:00pm Overview of the General Plan Principles
- 7:10 pm Explanation of Community Exercise:
What people see in their community
- 7:25pm Today's Slideshow:
Key points of the existing 1988 Golden Hill Community Plan
Community ideas & questions
- BREAK (5 minutes)
- 8:15pm Debrief and Next Steps

Project Team

City Staff and Consultants

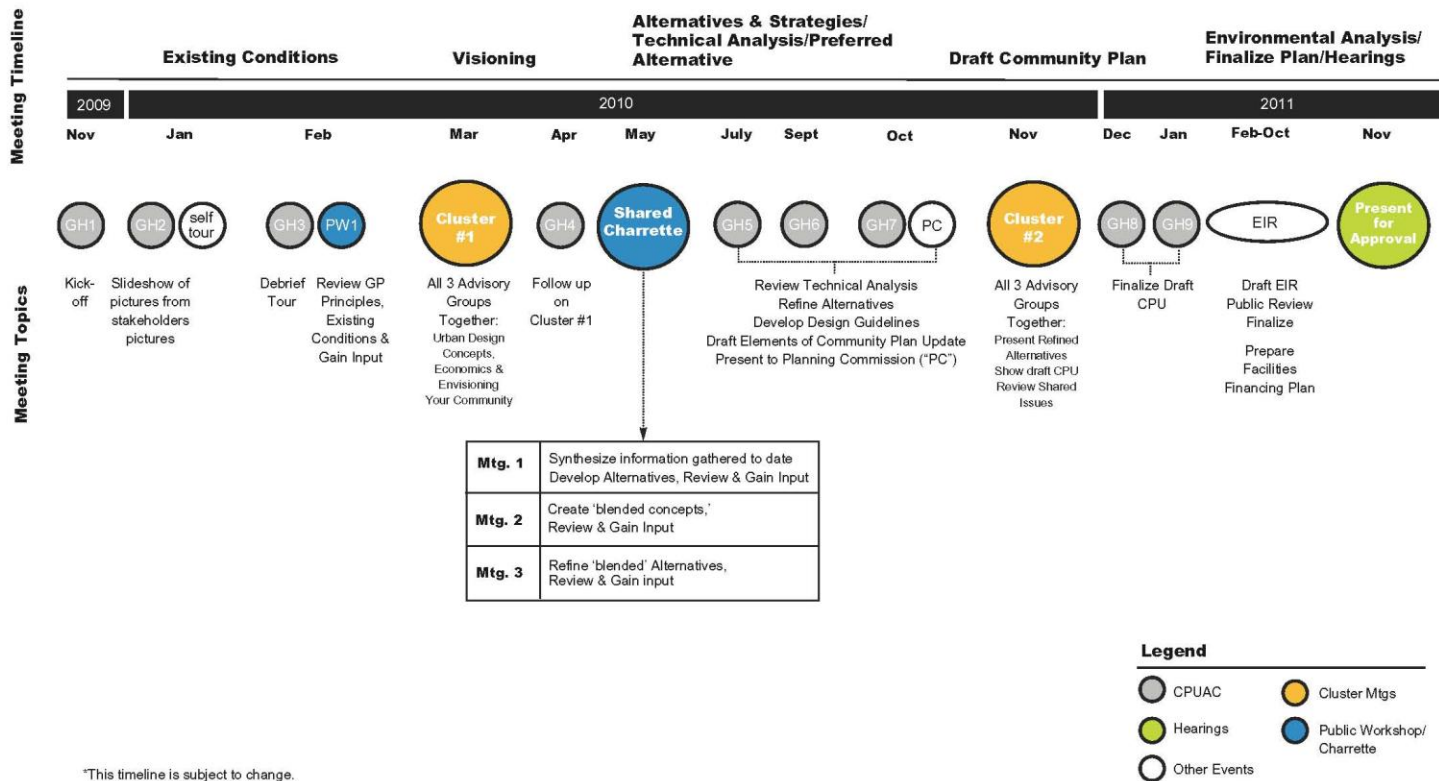
- **City Planning & Community Investment**
 - Mary Wright, Deputy Director, CPCI
 - Bennur Koksuz, Deputy Director, CPCI
 - Bernie Turgeon, Project Manager, CPCI
 - Marlon Pangilinan, Project Manager, CPCI
 - Jennifer Hirsch, Senior Planner, CPCI
- **Public Outreach and Facilitation**
 - Catherine Smith, Collaborative Services Inc.
 - Destree Lazo Bascos, Collaborative Services Inc.
 - Luke Hazelwood, Collaborative Services, Inc.
- **Urban Design**
 - Mark Steele, MW Steele Group
 - Diego Velasco, MW Steele Group
- **Transportation**
 - Dave Sorenson, Kimley-Horn & Associates
- **Historic Survey**
 - Historic Resources Group

Community Plan Update Advisory Committee

- Subcommittee of the Greater Golden Hill Planning Committee
- Meetings Subject to 'Brown Act'
- Community Outreach
- Meeting Facilitation & Developing Consensus

SCHEDULE

Greater Golden Hill CPU: Meeting Timeline & Meeting Topics



*This timeline is subject to change.

City of San Diego General Plan



Adopted March 10, 2008

General Plan Principles

1. An **open space network** formed by parks, canyons, river valleys, habitats, beaches, and oceans;
2. **Diverse residential communities** formed by the open space network;
3. Compact and **walkable mixed-use villages** of different scales within communities;
4. Employment centers for a **strong economy**;
5. An integrated regional **transportation network** of transit, roadways, and freeways that efficiently link communities and villages to each other and to employment centers;
6. High quality, affordable, and well-maintained **public facilities** to serve the City's population, workers, and visitors;
7. **Historic districts and sites** that respect our heritage;
8. **Balanced communities** that offer opportunities for all San Diegans and share citywide responsibilities;
9. A clean and **sustainable environment**; and
10. A **high aesthetic standard**.

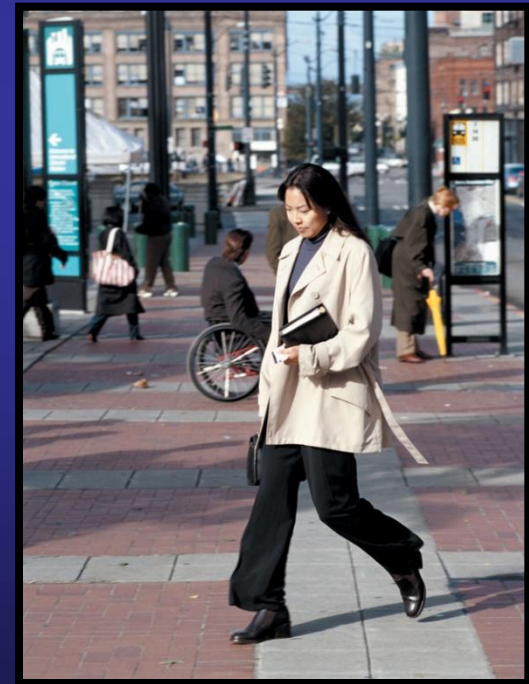
An **open space network** formed by parks, canyons, river valleys, habitats, beaches, and oceans



Diverse residential communities formed by the
open space network



Compact and **walkable mixed-use villages** of different scales within communities



Employment centers for a **strong economy**



An integrated regional **transportation network** of transit, roadways, and freeways that efficiently link communities and villages to each other and to employment centers



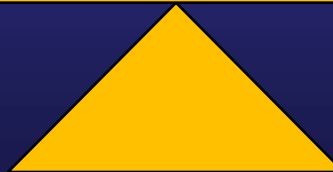
High quality, affordable, and well-maintained **public facilities** to serve the City's population, workers, and visitors



Historic districts and sites that respect our heritage



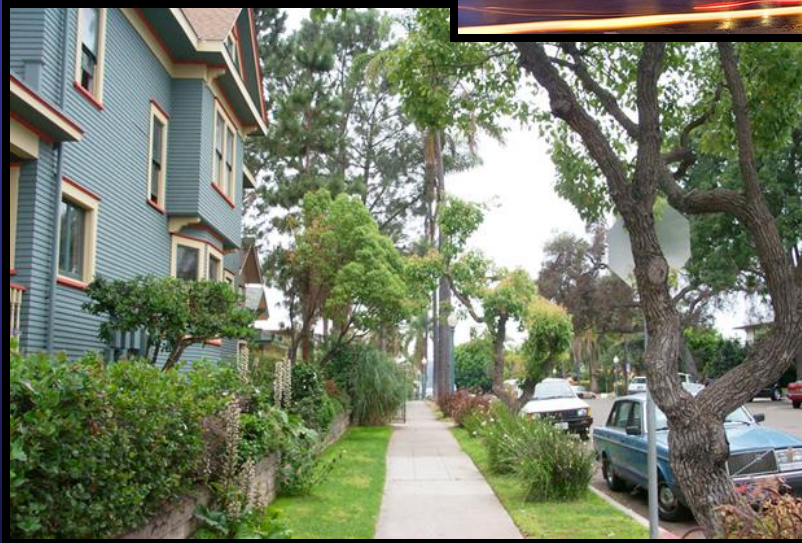
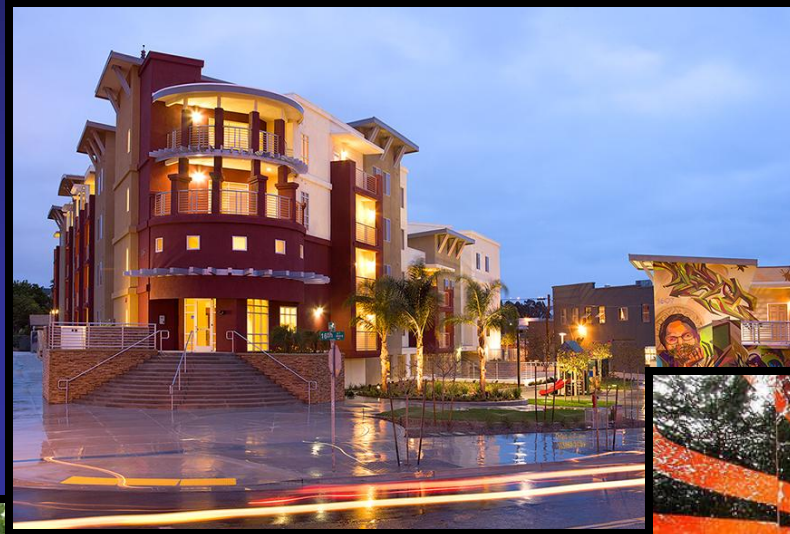
Balanced communities that offer opportunities for all San Diegans and share citywide responsibilities



A clean and sustainable environment



A high aesthetic standard



What do People See in Their Community

Developing a Walking Tour

- Document existing conditions through images
- Categorize images
- Prioritize images
- Establish route



What Do People See

We need your ideas

Collecting images

- Community identity & pride
- Interests and concerns
- Needing preservation or protection
- Wish list

When taking photographs:

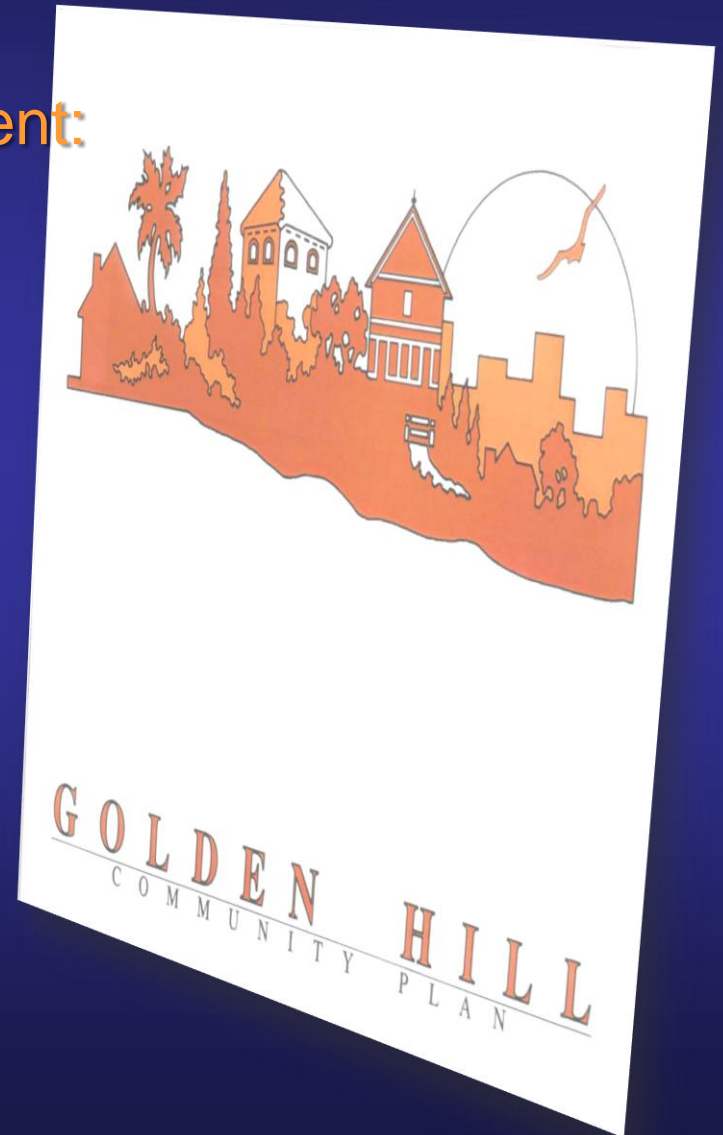
- Identify location to help plan walking tour
- Use written comments to provide meaning

Evaluating the Community Plan

Issues Identification

Gathering comments for each Element:

- What is working?
- What are the problems?
- How can this element be improved?
- Other concerns and impressions?



The 1988 Golden Hill Community Plan

Existing Vision

“The community's location, excellent regional access, view opportunities, and historical characteristics are resources that will encourage development and redevelopment within the community. The purpose of this plan is to ensure that this development will reflect the community's past and be sensitive to the older established character, scale, design and topographical features.”



Emphasis on History and Location

As the sun rolls down and is lost in sight, tinting the scene with its golden light, the islands dim and the fading shores, the ebbing tide through our harbor door. The drooping sails of an anchored fleet, the shadowy city at our feet.

With the mountains' proud peaks so lofty and still, 'Tis a picture worth seeing from Golden Hill.

Daniel Schuyler 1887 edition of Golden Era Magazine



Community Plan Elements

Goals & Objectives

📄 Residential

❖ Urban Design

z Planned District

🔔 Historical / Architectural Preservation

👤 Commercial

🚗 Transportation

🌳 Parks & Recreation

I Open Space

m Community Facilities

m Social Service

⚙️ Environmental Quality &
Conservation

Residential Element

Goal

Preserve & enhance the quality of housing opportunities for all income levels



Residential Element

Objectives

- **Protect single-family & low-density areas** from encroachment by incompatible higher density uses
- **Rehabilitate** sound but **deteriorating structures** for the purpose of maintaining affordable housing
- **Create new, affordable housing units** through the use of all available public & private financing programs
- **Increase** percentage of **homeownership**
- **Encourage higher densities** in areas with direct access to major transportation arteries



Urban Design Element

Goal

Enhance the unique character and image of Golden Hill



Urban Design Element

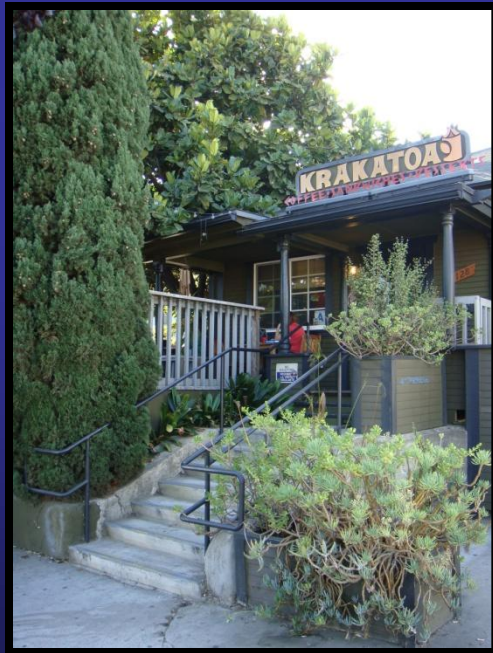
Objectives

- **Maintain existing open space** edges & develop projects which create a sense of arrival at community gateways
- **Ensure development is compatible** with the existing character, scale and overall appearance of the surrounding neighborhoods, and visually reflects the 50-foot lot pattern
- **Enhance the appearance of streets** through the design of new development, coordinated streetscape improvements and landscaping
- **Eliminate visual clutter**, including nonconforming signs, billboards and overhead utility lines
- **Preserve existing street trees** and increase landscaping in the public rights-of-way, open spaces and front yard areas
- **Establish development and design guidelines** to assist in reducing crime in the community
- Preserve and **enhance significant views** of the bay, ocean, open space and Balboa Park

Planned District Element

Goal

Preserve and enhance the historical, architectural, cultural, aesthetic and economic value in Golden Hill



Historical / Architectural Preservation Element

Goal

To maintain the heritage of Golden Hill by preserving the historically and/or architecturally significant structures and to ensure that new development is in character and scale with existing significant structures and the neighborhood character



Historical / Architectural Preservation Element

Objectives

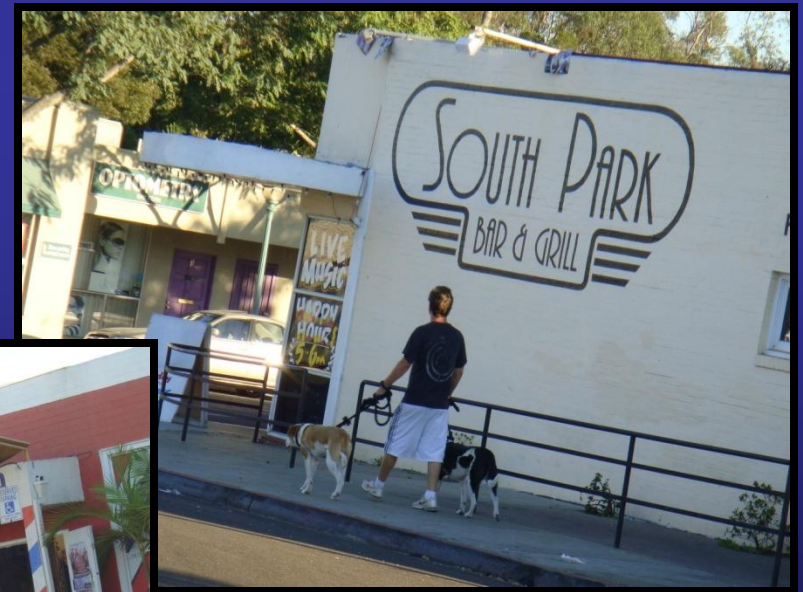
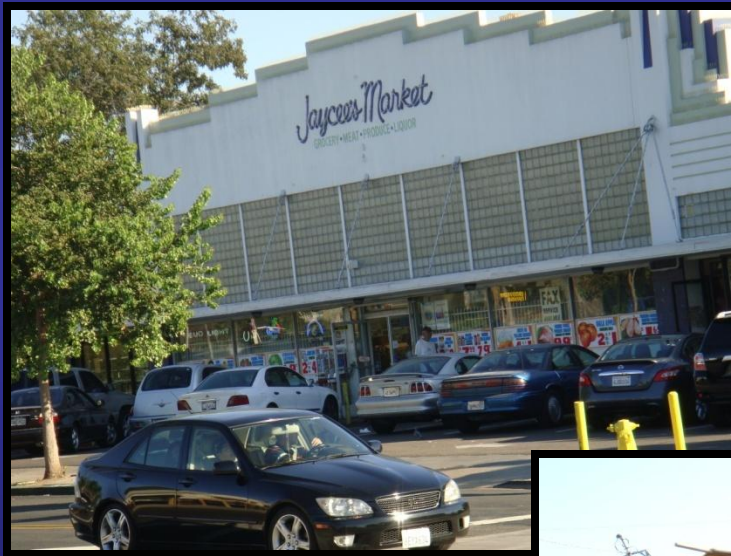
- Develop a **strong community commitment** to rehabilitation and preservation
- **Limit future development** through rezoning to reduce the economic incentive to demolish historic structures
- Require development to be complementary in scale and character to existing structures and to **create continuity** among architecturally and historically significant structures



Commercial Element

Goal

To enhance the commercial vitality of Golden Hill and provide a wide variety of goods and services



Commercial Element

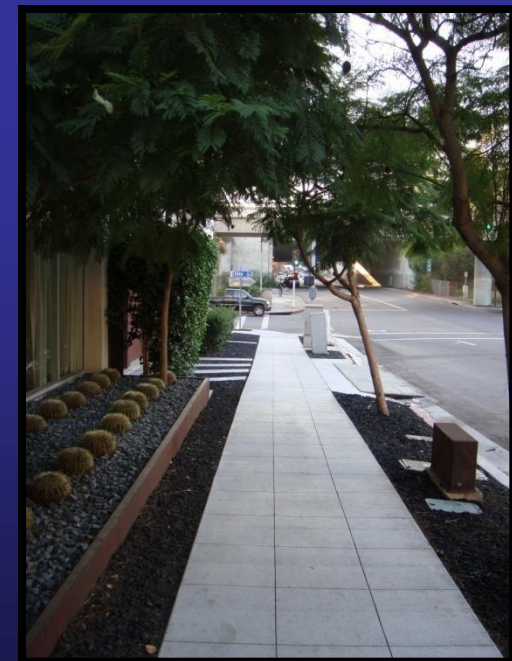
Objectives

- Prohibit residential properties from being used for commercial uses
- **Revitalize business districts** by improving the appearance of commercial development and adjacent streetscapes
- **Increase the level and quality of business** activity by concentrating retail uses in existing commercially zoned areas
- **Seek public or private resources** to facilitate facade upgrading
- Provide **adequate off-street parking** for commercial areas and encourage development of additional parking spaces
- Require new commercial **development to be complementary** to historical/architectural heritage.
- Develop a **variety** of neighborhood commercial facilities and services of sufficient size to induce residents to shop in Golden Hill.

Transportation Element

Goal

To provide a safe, efficient transportation system for the community to allow maximum opportunity for access to goods, services and activities, both public and private, and minimize adverse environmental effects



Transportation Element

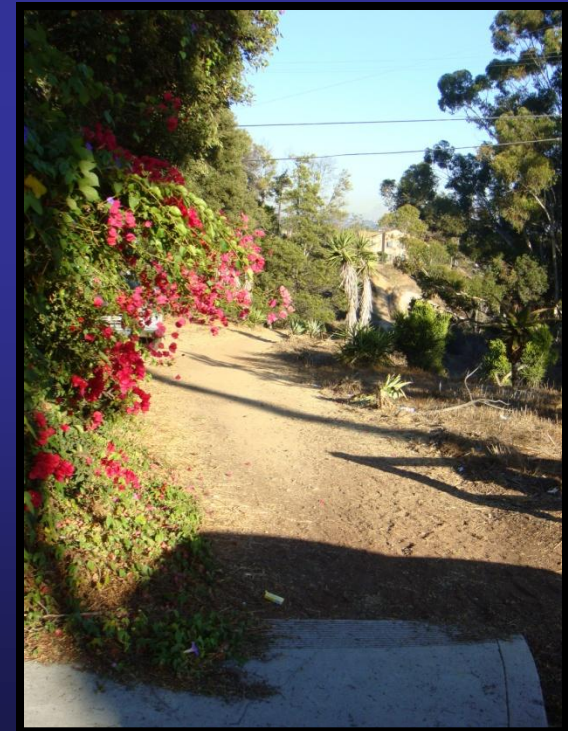
Objectives

- **Protect residential areas** by encouraging thru traffic to use major streets
- Improve the system to **accommodate growth of locally-generated traffic** while minimizing adverse effects on existing uses
- **Reduce vehicular traffic** by encouraging the use of alternative modes of transportation including public transit, bicycles and pedestrian travel
- **Visually enhance transportation corridors** to improve community image and identification
- **Reassess the effectiveness** of existing traffic control devices
- **Enhance bus service** by increasing frequency, adding express service and improving transit stops

Parks and Recreation Element

Goal

Ensure adequate park and recreational facilities and activities, based on the needs of residents



Parks and Recreation Element

Objectives

- Provide **park and recreational facilities** within the community consistent with General Plan standards
- Increase **pedestrian and bicyclist access** through the "Golden Hill Triangle" (southeast portion of Balboa Park) by maintaining and expanding the public right-of-way
- Provide **annual review** of community recreational facilities needs and remedy deficiencies when identified
- Provide **increased maintenance** of the "Golden Hill Triangle" grounds to improve park appearance and security
- Provide **additional public parks** to complement the "Triangle" area
- Support **park design** that allows total visibility of facilities from police patrol vehicles and easy accessibility by emergency vehicles
- Require the **provision of private recreational facilities** in conjunction with new larger scale residential projects

Open Space Element

Goal

To complete the public acquisition and preservation of the designated open space system



Open Space Element

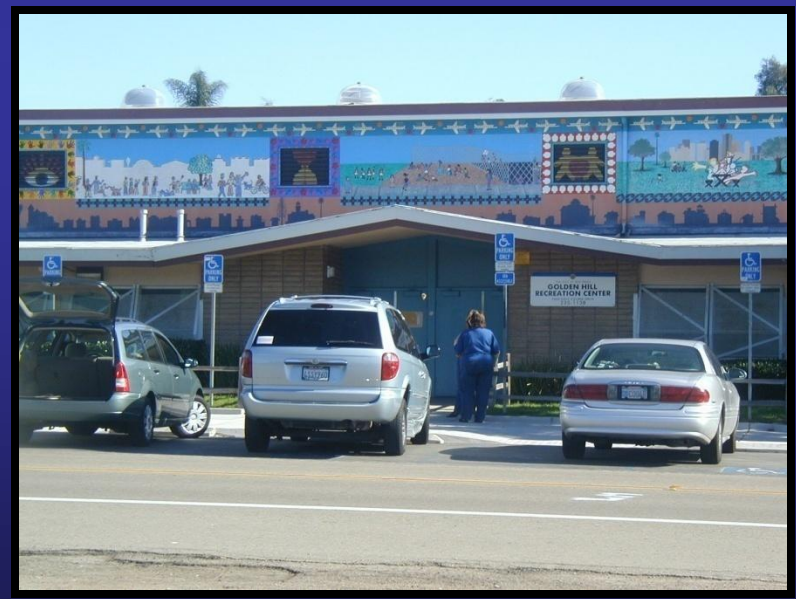
Objectives

- **Preserve** the remaining **undeveloped canyons** and hillsides as important features of visual open space, community definition and environmental quality
- Acquire open space through **open space easements**, City ownership, or other mechanisms as part of project approvals
- Provide new open space throughout the community by **requiring usable open space areas** in new residential development
- Utilize **publicly-controlled open space for passive recreation** where feasible
- Ensure that **public improvements are compatible** with the goals and objectives of Community Plan
- Provide **access and view corridors into canyons** via unimproved street rights-of-way for fire prevention, maintenance and pedestrians.

Community Facilities Element

Goal

Establish and maintain a high level of public facilities and services to meet the needs of the community



Social Services Element

Goal

Maintain and enhance the cultural, ethnic, and economic balance in Golden Hill by ensuring the provision of a comprehensive social service system



Social Services Element

Objectives

- Improve the **provision of health care** service for the community
- **Prevent the duplication** and proliferation of **social services** in Golden Hill
- Develop a **coalition of all agencies** providing social services
- Require that the County of San Diego, and other appropriate agencies and private groups **limit** the addition and further concentration of those **services now functioning** in Golden Hill but serving the metropolitan area

Environmental Quality & Conservation Element

Goal

Provide a clean and healthy environment in which to live and work



Debrief

- What do we think of the ideas and concerns we heard tonight?
- Open Comment
- Next CPUAC meeting

Contacts

- Bernard Turgeon, Senior Planner
BTurgeon@sandiego.gov
(619) 553-6575
- Marlon Pangilinan, Senior Planner
Mpangilinan@sandiego.gov
(619) 235-5293