

# I. Introduction and Summary

Old San Diego is unique in its origin and architectural heritage. This **quality** affords an opportunity to **realize** social, economic, aesthetic and educational benefits for the people of San Diego and the nation. This potential requires that property situated within Old San Diego be redeveloped and preserved as an economically viable historical monument of national **significance**. The buildings of historical, aesthetic interest and value include primarily the structures that were **built** prior to 1871 and are located within the boundaries of the area designated in Ordinance No. 10608 as the Old San Diego Planned District (adopted June 30, 1971). If we are to create a significant **feeling** of this character, present day development must generally conform to the **architectural** style of the **Mexican-Early American** period **characteristic** to this area prior to **1871**. To promote and control orderly development of the Old San Diego area, it is therefore necessary to impose reasonable restrictions upon the erection of new structures and the alteration or relocation of existing structures. Cooperation in retaining **and handsomely** expanding the environment **will** restore and perpetuate the basic character of **California's** first city.

The City Council in **1966** adopted an Old San Diego **Architectural** Control District Ordinance. This ordinance established the basic standard that all "Forms, materials, textures and colors shall be in general accord with the appearance of the structures built in Old San Diego prior to 1871." The **Architectural** Control Board, now the Planned District Review Board, appointed by the City Council to administer the ordinance subsequently developed more specific criteria to further assist builders in **Old San Diego**. In **general**, these criteria stress the following **considerations** regarding **old, new** or moved-in buildings within the District: Buildings should be limited to three stories or 30 feet in height; a multiplicity of advertising signs is to be discouraged; free-standing or ground signs should not exceed the roof **line** height nor should they be moving or flashing; there should be uniformity in historical marker signs; landscaping should be provided with an emphasis upon the traditional Southern California garden; and the use of **rock** clusters, native California or Mexican native plant materials and pottery or wooden planters is encouraged.