

II Objectives

In addition to the **Architectural** Control provisions, in 1968 the City of San Diego also adopted a Community Plan for the **Old** San Diego area. The following objectives contained in that plan were developed to provide additional guidance in improving the environment of Old San Diego.

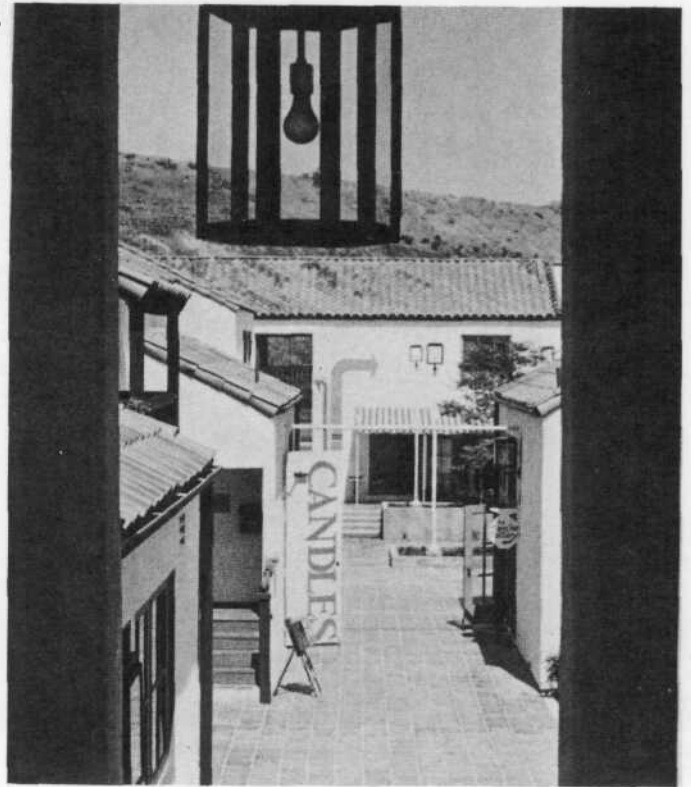
- TO ADVANCE THE ORDERLY DEVELOPMENT OF AN ENVIRONMENT BASED ON THE HISTORY OF OLD SAN DIEGO WHICH WILL PROVIDE VISUAL ENJOYMENT TO ALL.
- TO CREATE THROUGH SENSITIVE URBAN DESIGN **CONSIDERATIONS** AN ENVIRONMENT FEATURING GROUNDS, PAVEMENTS, PEDESTRIAN PATHS, AND OTHER BASE SURFACES THAT ARE HANDSOMELY COLORED AND TEXTURED.
- TO PROMOTE THE LIBERAL USE OF LANDSCAPING MATERIALS UTILIZING A RECOMMENDED SELECTION OF PLANT MATERIALS AND TREATMENTS TO INSURE SIMPLICITY AND UNIFORMITY THROUGHOUT THE AREA.
- TO ENCOURAGE ATTRACTIVE **TOWNSCAPE FURNITURE**, INCLUDING **BENCHES**, STANDARDS AND POLES, **PECEPTACLES**, KIOSKS, PLANT HOLDERS, BOOTHS AND STANDS.
- TO PROMOTE THE SENSITIVE USE AND PLACEMENT OF WELL-CRAFTED ADVERTISING SIGNS AND ADVERTISING SYMBOLS TO COMPLEMENT THE **UNIQUE HISTORIC CHARACTER** OF THE **COMMUNITY**.
- TO DEVELOP DESIGN CRITERIA AND A PROCEDURE FOR LOCATING ALL NECESSARY PUBLIC INFORMATION, TRAFFIC, DIRECTIONAL OR OTHER SIGNS OF A SERVICE **NATURE**.
- TO PROVIDE A NIGHT ILLUMINATION SYSTEM CONSISTING OF SMALL SCALE, LOW-INTENSITY LIGHTING STANDARDS AND FIXTURES THAT MEET MINIMUM PUBLIC SAFETY STANDARDS AND ARE COMPATIBLE WITH THE HISTORIC CHARACTER OF OLD SAN **DIEGO**.

The initial provisions adopted by the **Architectural** Control Ordinance of 1965 have been expanded and slightly modified to more clearly define criteria for the planning, design and execution of all signs, buildings and other structures to be located or relocated in "Old San Diego Planned District." However, additional design criteria and standards are needed to achieve the type of environment envisioned in the Old San Diego Community Plan. This report presents criteria for design evaluation of nine **elements: signs**, lighting, street furniture, street design, **landscaping**, parking lots, interior circulation, and **architectural standards**.

The Old San Diego community is the **site** of initial settlement in the City and the birthplace of the State of California. The rich heritage of this community is of incalculable value to the **present** and future generations. However, the area lacks **an** overall appearance reflective of its historical background. Historic structures, many in need of restoration and **repair**, are **lost amidst** incompatible commercial, industrial or residential **developments**. A profusion of signs and billboards distract from the few existing historic buildings and sites. These **criteria** have been developed to **guide** the restoration of Old San Diego so that it may attain its **full** potential.

EXAMPLES OF SIMILAR DEVELOPMENTS

The following photos are examples of developments that have an architectural character similar to that desired in "Old San Diego." They are presented to show what can be done when architectural and sign controls and related street furniture are used to guide the growth of a planned district.



Mercado, Rancho Bernardo,
California



Santa Barbara, California



Carmel-by-the-Sea, California

The cities of Monterey and Columbia in California have historical background that are **similar** to Old San Diego in many respects. They have both **rehabilitated** their historically significant sites and have made the **architectural** character of their early days a guide for present and future development.

The Monterey State Historical Monument consists of nine buildings and **sites** that were a part of the history of early California in Monterey. Many of the old buildings have disappeared, but, through the cooperation of individuals, patriotic **groups**, the **city** and the State, fine examples of the heritage are preserved for the enjoyment of **all**.

In its heyday Columbia was called "Gem of the Southern Mines." Like so many other California gold rush towns, it occupied a brief but spectacular period in history **until its** gold . . . and **its** reason for being. . . was gone.

Columbia, however, never was completely deserted and through the years had managed to retain much of **its** original appearance. There are a number of period store and business exhibits, such as the Chinese herb shop, newspaper office, carpenter shop, drug-store, and others.

Businesses operating at Columbia include several **oldtime** saloons, a grocery **store**, blacksmith shop, harness and saddlery shop, dry goods store, barbership, stagecoach ride, gift shops, restaurant, snack bar and **confectionery**, candy store, antique shop, and a **newspaper**.

Fallon Theater
Columbia State Historic Park



Custom House
Monterey State
Historic Park



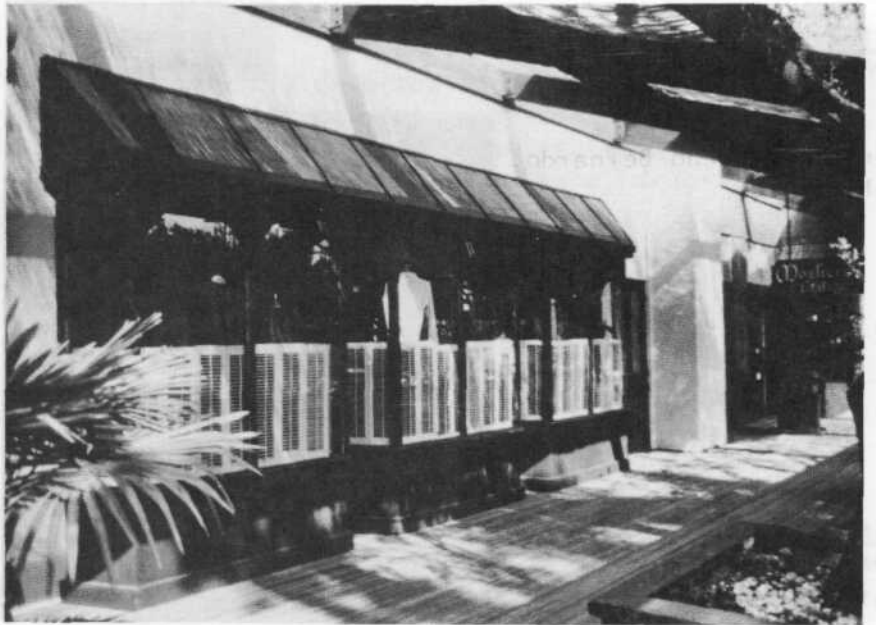
Monterey, California



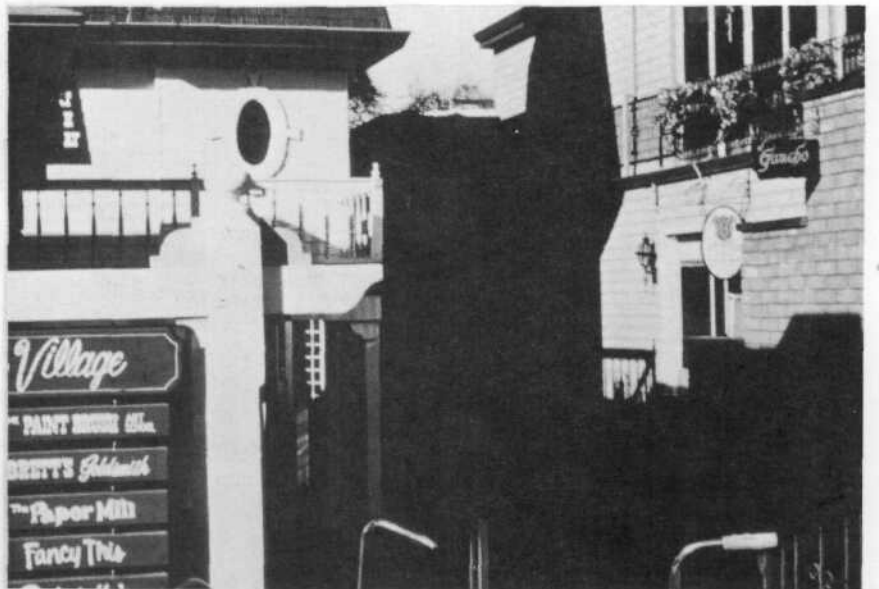
Los Gatos, California



Los Gatos, California



Saratoga, California



El Pueblo de los Angeles
State Historic Park

El Pueblo de los Angeles State Historic Park is a popular tourist attraction with an estimated 2.5 million visitors annually*

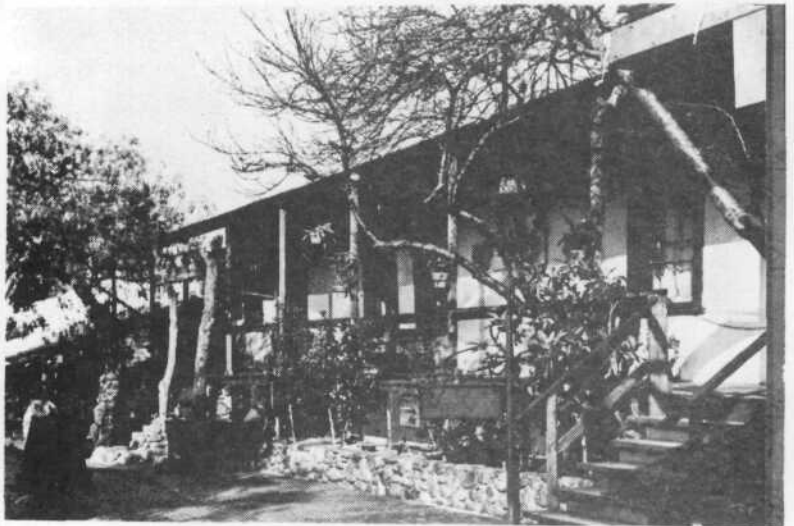
Most physical reminders of Los Angeles' colorful past and Mexican heritage are to be found within the boundaries of the Park. Considerable restoration has been completed on historical buildings notably the Pico-Gamier Block, and plans are underway to continue these efforts.

The focal point of the Park is the Plaza and Olvera Street. Along these major pedestrian areas are most of the historically significant buildings. In addition Olvera Street contains shops and restaurants offering a variety of Mexican goods and foods.

Shopping in Olvera Street*

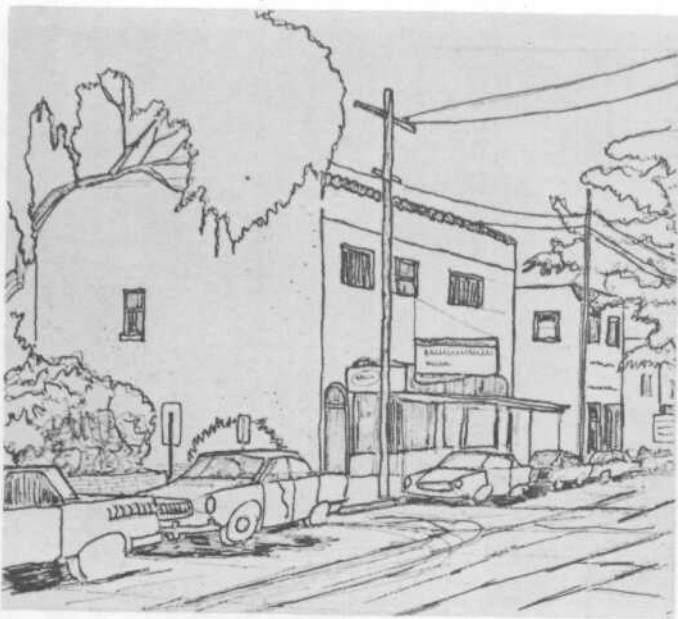
Avila Adobe - after restoration*

Olvera Street

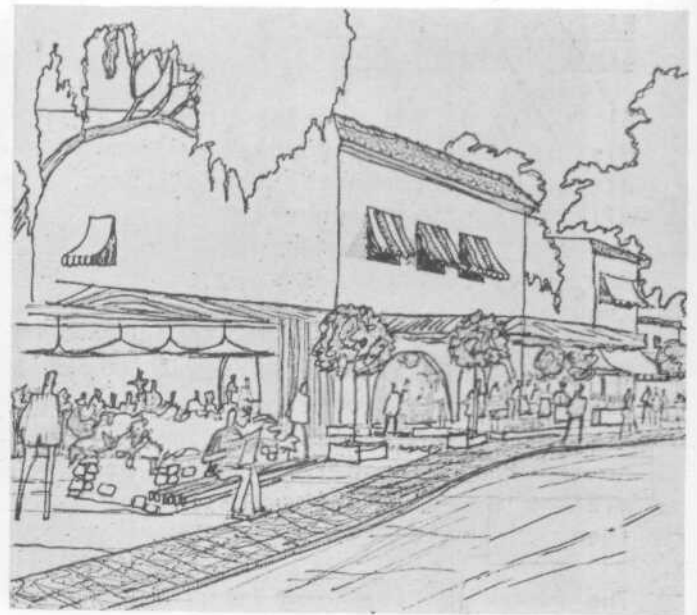


The examples on the following page show store buildings in Old San Diego, before and after the creation of the Old Town San Diego State Park.

*El Pueblo de Los Angeles State Historic Park, Proposed Comprehensive Development Plan, July 1969



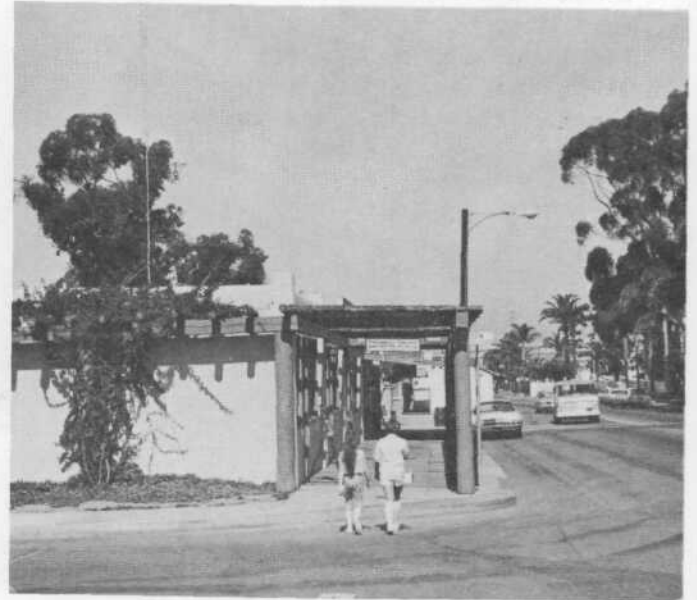
before



after



before



after



before



after

Store buildings in Old San Diego, before and after the creation of the State Park