



# Golden Hill Community Plan

DRAFT June 2016



The City of  
**SAN DIEGO**

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# INTRODUCTION



- 1.1 Community Profile
- 1.2 Planning Framework
- 1.3 Legislative Framework
- 1.4 Planning Process
- 1.5 Plan Scope & Organization

## 1.1 COMMUNITY PROFILE

### THE GOLDEN HILL PLANNING AREA

Golden Hill is a community with a long-standing history, located adjacent to Balboa Park and in close proximity to Downtown, North Park, Southeastern San Diego and City Heights (Figure 1-1). The community is comprised of distinct neighborhoods, as shown on Figure 1-2, based upon geographic and historic subdivision patterns as well as resident and business involvement. Of these, the Golden Hill neighborhood and the South Park neighborhood are the most prominent, with 'A' Street marking the boundary between the two neighborhoods in the broadest sense.

Golden Hill's gently rolling topography is geographically a series of marine terraces. There is a gradual increase in elevation from approximately 60 feet above sea level on the southwest to approximately 280 feet in elevation on the northeast. This gentle topography is broken by four steeply sloping canyon areas. Because of these topographical characteristics, spectacular views of the surrounding region can be found. The area west of 26th Street provides many outstanding views of Downtown San Diego, San Diego Bay, the Coronado Bay Bridge, the Coronado Islands, and Point Loma. Views from neighborhoods east of 32nd canyon provide similar bay views and also reveal the rolling hills of Encanto in Southeast San Diego and the distant Laguna Mountains.

Golden Hill is an urbanized community consisting of approximately 746 acres (inclusive of road and freeway right-of-way). The community is bounded by Balboa Park and Juniper Street to the north; 32nd Street between Juniper Street and Hawthorn Street, then along Marlton Drive and the 34th Street canyon down to Beech Street and State Route 15 on the east; State Route 94 on the south; and Interstate 5 to the west. Due to the proximity of Interstate 5 and State Highways 15 and 94, the community has excellent regional access within the metropolitan area.

As evidenced by the description above, Golden Hill is a community defined by natural features and topography, its central location and connectivity with adjacent communities and the region, and its proximity to Balboa Park. It is also a walkable 'streetcar suburb' with diverse demographics that evolved successfully over time, in part due to its community-serving activity nodes, and with a traditional fine-grained development that provides a variety of housing types and opportunities. Constraints to community livability and further development are posed by the adjacent freeways and the related air quality and noise effects, and by aging infrastructure. Additionally, the freeways and canyons create access and mobility constraints, and newer development within the community is often more auto-oriented than Golden Hill's historical development, which can detract from that traditional character. Conservation and enhancement of Golden Hill's historic and traditional character are important to the community.



*Neighborhood identity is important to the community. Golden Hill and South Park are centrally located neighborhoods rich with San Diego's history.*

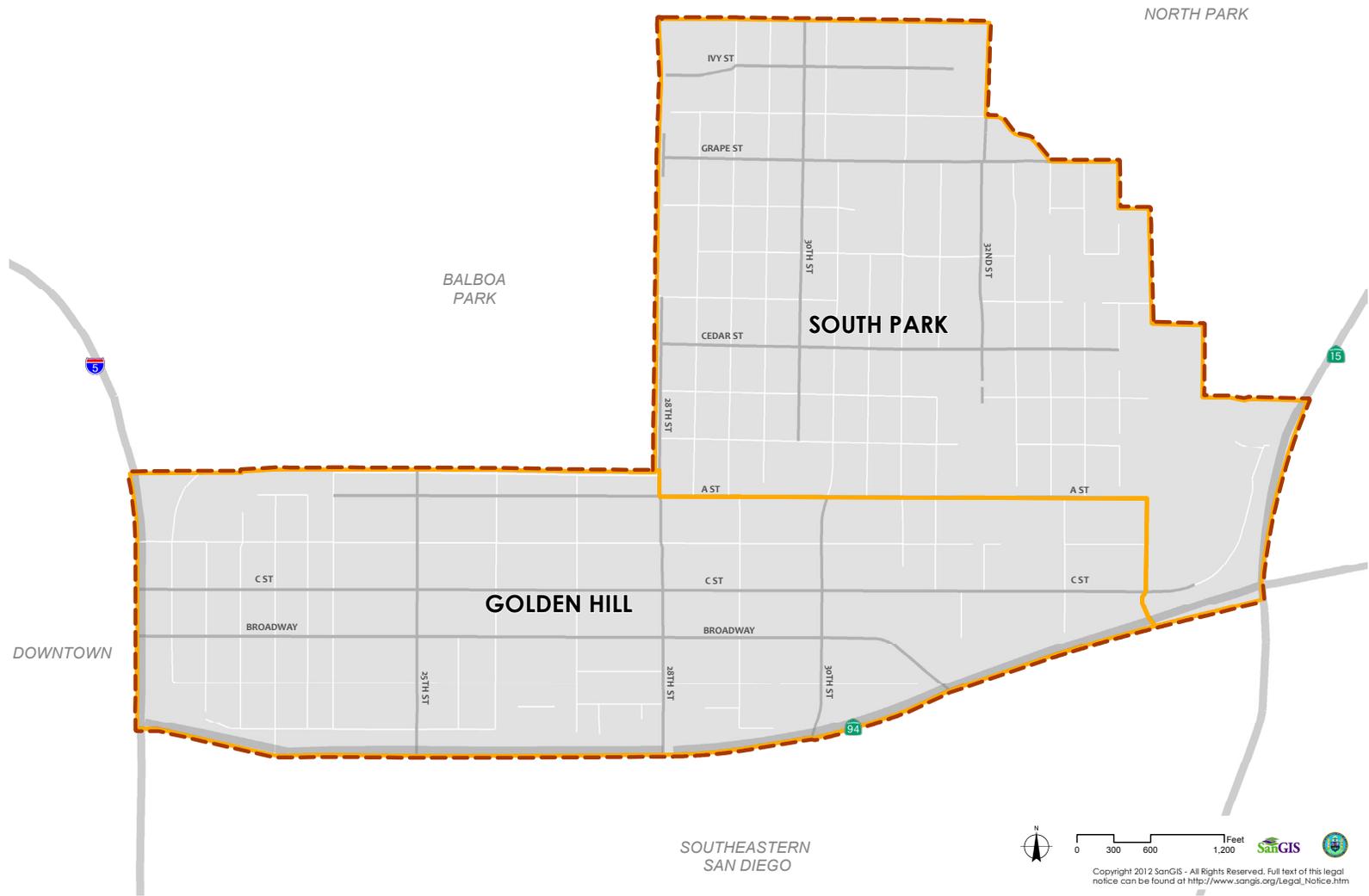
FIGURE 1-1: SURROUNDING COMMUNITIES



### FIGURE 1-2: NEIGHBORHOODS

**LEGEND**

 Community Plan Boundary



## POPULATION CHARACTERISTICS

Golden Hill’s residents represent a variety of economic and ethnic backgrounds (see Figure 1-3). The community’s population is approximately 15,800 residing in approximately 7,300 dwelling units. The median income of Golden Hill residents is approximately \$46,000, which is lower than the citywide median income of \$66,000. All data is from 2012 estimates by Sandag, the regional planning association.

At community plan build-out, the number of housing units in Golden Hill is expected to increase to approximately 9,215. Population is expected to increase to 24,010 people (City estimate).

## COMMUNITY HISTORY

Golden Hill has a long and colorful history which is visible in the eclectic mix of architectural styles, many of which are comparatively rare in San Diego today. The distinctive qualities of these traditional buildings contribute to the overall scale, character, and identity of the community.

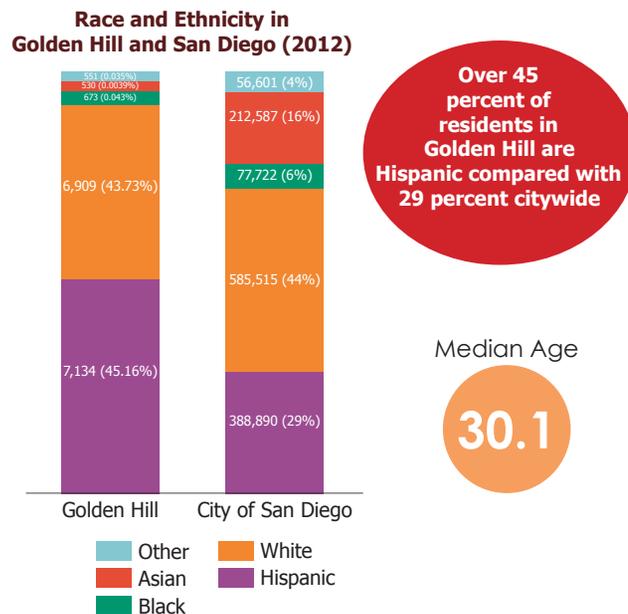
The community’s settlement largely began in the late 19th century. Initially marketed by real estate speculators as one of San Diego’s finest districts, many of the City’s most well-known citizens constructed their mansions atop the crest of Golden Hill near the turn of the 20th century.

The first land to be subdivided was in 1869, in the western section of the community. Golden Hill was then at the fringe of development in San Diego and offered large lots with views. During the early 1870s subdivisions spread eastward, but most construction continued on the far western slopes of the planning area. In 1887, the community received its name when Daniel Schuyler petitioned the City to name the area Golden Hill. Schuyler wrote the following poem which was published in the March, 1887 edition of Golden Era Magazine highlighting the community’s scenic virtues:

*“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.”*

**FIGURE 1-3: RACE AND ETHNICITY IN GOLDEN HILL AND SAN DIEGO (2012)**



In the 1880s and 1890s, the community experienced two boom and bust periods related to the on and off proposal of an intercontinental railroad connecting to San Diego. In 1895, despite the fact that San Diego was slated to be the terminus of the railroad branch line from Los Angeles rather than the railroad's primary terminus, Golden Hill had become a fashionable place to live for mayors, senators, and judges. Development at that time reflected the characteristics of a suburban community similar to that of the "streetcar suburbs" in the eastern U.S.

In the early 1900s, a real estate developer named E. Bartlett Webster formed the Bartlett Estate Company and began subdividing lots along the eastern side of City Park (now Balboa Park) with the goal creating a "high-class residential district," which he subsequently called South Park. As an incentive to buy a lot in the South Park neighborhood, Bartlett established the South Park and East Side Railway. The streetcar line started at the west end of Broadway and ended at Cedar (formerly Amherst) and 30th Streets.

Bartlett lost control of the South Park and East Side Railway to John D. Spreckles, who extended the line along 30th Street to North Park. The only visible remnant of the railway line is a diagonal open space incorporated into the site of a restaurant at Ivy and Fern Streets.

In the years preceding the Panama-California Expedition of 1915, residential development shifted to the northeastern portion of the community adjacent to Balboa Park. By the early 1920s, the portions of the community near Balboa Park were almost completely developed, and by 1930, most remaining lots in the community were built upon.

In the years following the Great Depression, the community experienced a period of decline and marked physical change. Responding to a chronic housing shortage in San Diego that began in response to industrial expansion related to World War II, City officials rezoned much



*Historic homes and traditional architecture are community character elements. Shown here are homes in South Park and Golden Hill reflecting some of the diverse architectural styles.*

of Golden Hill to accommodate high-density residential development. As a result, many of the neighborhood's large mansions were replaced with apartment complexes, while others were subdivided into multiple dwelling units. This resulted in the loss of many older and historically significant homes. The new multifamily development was often out of scale and character with the existing neighborhoods. Additionally, trolley service was discontinued when the automobile became the predominant mode of transportation after World War II.

In 2015, Golden Hill can best be characterized in terms of both demographic and architectural diversity. In addition to housing a variety of income levels and ethnic groups, the community features a built environment that is equally diverse. This eclectic built environment reflects the history of San Diego's development as many of the city's oldest and most stately mansions are located alongside more modest bungalows, apartment homes, and contemporary commercial buildings. The southern and western portions of the planning area, in particular, are characterized by a diverse built environment in terms of architectural style and building scale, while the northeastern portion encompassing South Park has retained a more cohesive collection of the community's early housing.

## 1.2 PLANNING FRAMEWORK

### SHARED PLANNING PROCESS

The Golden Hill Community Plan provides a long range guide for the future physical development of the community. The community plan update started in 2009 with an intensive public outreach effort centered around community meetings that included Golden Hill's stakeholder committees and neighborhood associations, workshops on key topics, a multi-day charrette, and meetings of the Greater Golden Hill Planning Committee, the City's recognized community planning group.

Golden Hill's community plan was updated concurrently with the community plans for North Park and Uptown. A goal of the concurrent updates is to address key issues and propose solutions as they relate to attributes shared by each of the three communities. While each community is distinctive in its own right, various attributes are common to each of the three communities at both larger and smaller scales, including urban design, historic preservation, open space, and mobility. These attributes created the opportunity to develop shared planning solutions with refinements appropriate to individual community and neighborhood contexts. However, Golden Hill lacks the higher intensity land uses found in North Park and Uptown and its context is overall smaller in scale.

Golden Hill, North Park, and Uptown are each situated within a landform that is part of a broad mesa interspersed with many natural or semi-developed canyons, allowing a distinctive combination of outward views and interaction with open space along most community edges. These characteristics also provide a sense of seclusion from the surrounding city not uncommon for San Diego's neighborhoods but, importantly, support the interconnectedness between the three communities. Adjacent freeways reinforce the relationship between these communities as they have usually followed canyons and other low points around the

broad mesa, although freeways have also created negative effects and undesirable divisions within each community.

The three communities also surround regionally significant and historic Balboa Park. Early development radiated out from Downtown San Diego along streetcar lines, contributing to the formation of commercial districts along major streets with traditional storefronts uniquely suited to small and sole-proprietor businesses conducive to the trend in small business development. A grid pattern of streets enhances connectivity and promotes walkability, yet traffic congestion occurs at many 'pinch points' where street widths narrow or access is funneled due to canyon and freeway interfaces.

The three communities have also been part of one of the longest historical development periods in the region due to their central location and accommodative zoning, which has created a breadth of building forms and architectural styles as well as historic resources in need of preservation. This history of ongoing development at varying rates has in some locations resulted in awkward scale transitions between buildings and juxtaposition of dissimilar building styles.

Also, the relatively intense concentrations of retail and employment uses nearby in Downtown and Mission Valley draw certain retail formats and employment uses away from these communities. More recently, this trend has some benefit for these communities, but increases the importance of safe and direct connections to retail and employment centers.

These communities developed prior to current Citywide public facilities standards and are faced with facilities deficits. Locating and financing new facilities, such as parks, is difficult due to lack of available land. Aging infrastructure installed when the communities were first developed needs to be upgraded and/or replaced.



*Views and proximity from Golden Hill's neighborhoods to downtown San Diego are characteristic of the community.*

## COMMUNITY VISION AND GOALS

Golden Hill's location, regional access, view opportunities, and historical characteristics are resources that have encouraged the community's initial development as well as reuse or redevelopment of various sites within the community. A main purpose of this community plan is to ensure that future development will reflect the community's past and be sensitive to the older, established character, scale and design, as well as preserve the community's natural features. This is accomplished by providing tailored goals, policies, and recommendations for Golden Hill that will establish community priorities and guide future development. The overall community plan goals are shown at right. The Golden Hill Community Plan is informed by the overarching goals listed in the next page. Additional topic-specific goals, policies and recommendations are found within each element (section) of the community plan.



*Golden Hill, Uptown, and North Park community planning areas share Balboa Park as a resource. The Golden Hill Community Plan Update process included public collaboration between all three communities to address shared concerns and opportunities.*



*Access to the natural canyon system creates recreation and view opportunities important to the community.*

## KEY COMMUNITY GOALS

- Vibrant, successful and distinct neighborhoods that fit within the context of the community as a whole.
- Traditional, fine-grained neighborhood character preserved throughout the community by application of appropriate land uses and intensities, and by building designs compatible with the community's architectural character and scale.
- Retention of the community's long-standing heritage by preserving historically and architecturally significant resources individually and within Historic Districts.
- Quality housing opportunities, and a clean, safe, healthy environment for residents in all income and social groups.
- Thriving commercial areas that sustain small, independent businesses ,and function as community focal points and neighborhood centers.
- Establishment of neighborhood gateways and focal points through enhancement of existing built or natural features.
- Walkable neighborhoods and complete streets that accommodate bicyclists and pedestrians safely, provide adequate parking, and reduce vehicular travel speeds.
- Re-establishment of transit as an attractive and viable transportation alternative to the automobile.
- Provision of additional recreation opportunities to meet current and future community needs.
- Improvement of public facilities, services, and infrastructure to meet current and future community needs.
- Preservation of natural features including native habitats and canyon landforms as open space.
- Preservation and protection of view corridors.
- Improvement of environmental quality through reduction of undesirable noise and air quality impacts.
- Tree-lined streets with sufficient landscaping and preservation of heritage trees.



*Historic preservation is an important goal. Shown here, one of Golden Hill's homes from the Victorian era.*



*Commercial districts should also function as community gathering areas.*



*The building interface with the street (public realm) greatly impacts walkability and the attractiveness of a commercial area.*

## 1.3 LEGISLATIVE FRAMEWORK

### THE SAN DIEGO GENERAL PLAN

The General Plan sets out a long-range vision and policy framework to guide future development, provide public services, and maintain the qualities that define San Diego; and contains a set of overall guiding principles (see boxed text). The 2008 update to the General Plan shifts focus from how to develop vacant land to how to design infill development and reinvest in existing communities. A key component of the General Plan is the City of Villages strategy, which proposes growth be directed into pedestrian-friendly, mixed-use activity centers linked to an improved regional transit system.

The villages are formally identified in each community plan and reflect each community's needs and vision. Within the Golden Hill community, the mixed-use commercial districts and higher density neighborhoods along transit lines are candidate village locations (also refer to Land Use Element, Neighborhood Centers/Villages). The policies of the community plan should be used to prioritize needed investments in infrastructure, transit and other mobility improvements.

Regional and local investments that promote transit and bicycle use support the City of Villages strategy. Increasing transportation choices can reduce overall vehicle miles, which is a key component of broader sustainable development initiatives. Better mobility options are also needed for those who cannot drive, do not own a motor vehicle, or prefer to reduce their dependence on the automobile. Benefits to individuals as well as general public health can be achieved with a shift in favor of walking, bicycling, and transit use, including reductions in air pollutants.

### GENERAL PLAN GUIDING PRINCIPLES

- An open space network formed by parks, canyons, river valleys, habitats, beaches and ocean;
- 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 walkways, bikeways, 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; and
- A high aesthetic standard.

## LAND DEVELOPMENT CODE

The City of San Diego Land Development Code (LDC) is part of the Municipal Code and contains regulations and controls pertaining to land use, density and intensity, building massing, architectural design, landscaping, storm water management, street frontages, lighting, and other development characteristics. The LDC implements the policies and recommendations of this Community Plan. All development within the community must comply with regulations set forth in the LDC.

## AIRPORT LAND USE COMPATIBILITY PLAN

Golden Hill is within the Airport Influence Area for San Diego International Airport (SDIA), which is the boundary for the airport's Airport Land Use Compatibility Plan (ALUCP). The ALUCP is prepared by the Airport Land Use Commission (ALUC) for San Diego County, as required by state law, to establish land use compatibility policies and development criteria for new development within the Airport Influence Area, to protect the airport from incompatible land uses and provide the City with development criteria that will allow for the orderly growth of the area surrounding the airport. The Airport Influence Area is divided into two review areas. Review Area 1 is composed of the airport's noise contours, safety zones, airspace protection surfaces, and overflight areas. Review Area 2 is composed of the airspace protection surfaces and overflight areas outside of the airport's noise contours and safety zones. Golden Hill is affected by the overflight of aircraft which is addressed within the Noise Element.

The policies and criteria contained in the SDIA ALUCP are addressed in the General Plan (Land Use and Community Planning and Noise Elements) and implemented by the supplemental development regulations in the San Diego Municipal Code. Plan policies address airport land use compatibility issues consistent with the SDIA ALUCP and the policies and the regulations mentioned above.

## MULTIPLE SPECIES CONSERVATION PROGRAM

The Multiple Species Conservation Program (MSCP) is a comprehensive, long-term habitat conservation planning program designed to preserve native habitat for multiple species. This is accomplished by identifying areas for directed development and areas to be conserved in perpetuity (referred to as the Multi-Habitat Planning Area (MHPA)) to achieve a workable balance between smart growth and species conservation. A portion of the open space lands within Golden Hill adjacent to North Park is within the MHPA. Open space lands within the MHPA are addressed in the Conservation and Recreation Elements of this community plan, in addition to the City's MSCP Subarea Plan.

## ENVIRONMENTAL IMPACT REPORT

Pursuant to the California Environmental Quality Act (CEQA), the North Park/Golden Hill Community Plan Updates Environmental Impact Report (EIR) provides a programmatic assessment of potential impacts occurring with the implementation of Community Plan policies and recommendations. Potential impacts were anticipated during preparation of the community plan and many of the policies were designed to reduce or avoid such impacts.

## 1.4 PLANNING PROCESS

### PLANNING HISTORY

Prior to the 1960s, development in the community was guided by the City's zoning and the policies of the General Plan. Golden Hill was subsequently split between two community planning areas. Planning for the area south of A Street began in 1965 as part of the Southeast San Diego Planning Program. Planning for the area north of A Street began in 1966 as part of the Park North-East Planning Program.

As the impetus for downtown redevelopment increased, so did the concerns of the citizens of Golden Hill for a special planning focus because of their proximity to downtown and the importance of views, freeway access and nearby recreational amenities. The Golden Hill Precise Plan was adopted by the City Council in 1979. Zoning implementation was subsequently adopted in February 1980. However, the adopted zones did not universally conform to the residential densities or open space recommendations proposed by the Precise Plan. Therefore, an update to the Precise Plan was initiated in 1985. This resulted in approval of the 1988 Golden Hill Community Plan which addressed key issues including preservation of single-family and low-density neighborhoods through appropriate land uses densities; the appropriate scale and character of new development; achieving conformance between zoning and community plan land use designations; elimination of land use conflicts; revitalization of commercial areas; and preservation of open space.

### COMMUNITY PLAN UPDATE

The City prepares its community plans with an expected 20-30 year period of relevance. This community plan update was initiated in 2009 and supersedes the previous Golden Hill Community Plan adopted on April 5, 1988 by Resolution No. 270679. The community plan update process evaluated issues identified with the 1988 community plan. Although visible progress was made in the community since the past update to address the issues identified in the 1988 plan, many of the issues are still relevant, particularly as progress is uneven throughout the community. Additionally, the 2008 update to the City's General Plan provided more guidance on how to design infill development and reinvest in existing communities.

The distribution of planned land uses generally follows that of the 1988 Community Plan with several revisions. These revisions generally fall into two categories: land use changes to reduce or increase density; and land use changes to reflect existing uses (or zones) where necessary, including a refinement of the mapped open space boundary to remove existing developed areas.



*Community input helped develop the Community Plan, including discussions at the 3-day charrette.*

## 1.5 PLAN SCOPE & ORGANIZATION

The Golden Hill Community Plan provides a statement of development policies intended to inform land use, development form, and public resource decisions within this planning area. The community plan is a component of the General Plan and both documents should be reviewed for land use and planning direction for Golden Hill. While the community plan addresses specific community needs, its policies and recommendations remain in harmony with the General Plan. Specific General Plan policies are referenced within the community plan to emphasize their significance in the community, but all applicable General Plan policies may be cited in conjunction with the community plan.

This community plan is organized into eleven sections that include nine elements, an implementation section, and appendices as outlined in the table of contents. Each element contains an introduction intended to establish overall vision, purpose and context. A table of key General Plan related cross-references is included in some elements for ease of use. The goals within each plan element or section are succinct statements of the community's vision. The policies and recommendations address specific topics or issues and direct implementation decisions.

This plan should not be considered a static document. Subsequent to plan adoption, two additional steps follow: implementation and review. Implementation is the process of putting community plan policies and recommendations into effect through zoning, application of community plan policies, and capital and other improvement projects. A zoning implementation program was adopted concurrently with the community plan update. Guidelines for plan implementation are also provided in the Implementation section of the community plan. Review refers to the process of monitoring the community and recommending changes to the plan as conditions in the community change. The actual work of community plan implementation and review requires a sustained, cooperative effort of private citizens, City officials, and other agencies. As the City's officially recognized community planning group, the Greater Golden Hill Community Planning Committee is tasked with providing the continuity and oversight needed for an effective and relevant implementation and review program.



*The community's topography consists of a series of sloping marine terraces, shown here, as well as larger canyon landforms.*

*This page intentionally is left blank.*



## LAND USE

- 2.1 Physical Environment
- 2.2 Land Use Framework



## INTRODUCTION

The Land Use Element guides the growth and development of the community through the appropriate distribution of land uses. As a part of the City's General Plan Land Use and Community Planning Element, this community plan applies a range of land-use designations within Golden Hill.

Golden Hill is a community with an established land use pattern that is expected to remain, and, with some refinements as a result of this plan, continue to evolve incrementally. The existing patterns of development provide distinct advantages and serve as a framework for tailoring future land uses. Golden Hill's established geographic relationship with Balboa Park, Downtown, and other pre-World War II neighborhoods will continue to provide surrounding context. These relationships will be enhanced through land use refinements, mobility improvements, and better urban design practices. Residential neighborhoods are expected to remain largely stable. Therefore, maximizing opportunities to re-use the existing housing stock will be key because vacant and underutilized sites for new development are limited. The community's commercial areas have more capacity to accommodate new development together with the re-use and new adaptations of existing buildings. Commercial business improvement can also result in a visible manifestation of the community's economic vitality.

### 1988 GOLDEN HILL COMMUNITY PLAN

The previous community plan provided key land use recommendations that are carried forward with this plan with added refinement or emphasis. These include: preserving single-family and low-density residential neighborhoods, clustering higher residential densities along the Broadway corridor, preserving open space, and revitalizing commercial districts.

## LAND USE ELEMENT GOALS

- Opportunities provided for incremental development and re-use of existing buildings within the existing land use framework.
- A balanced mix of land uses suitable for a diverse population (including parkland and open space).
- A variety of housing types for all age, income, and social groups.
- Historic character and scale of single-family and lower density residential neighborhoods retained.
- Multifamily development that enhances its surrounding neighborhood and is sensitive to historic character and scale where present.
- Active commercial districts with a unique, local ambiance that serve as community activity areas.
- Canyon landforms and drainages preserved as open space.
- Social equity and environmental justice considerations reflected in decisions involving land use planning, public facilities, transportation and environmental protection.

## GENERAL PLAN CROSS-REFERENCE TABLE

The General Plan establishes Citywide policies to be cited in conjunction with community plan policies. General Plan policies may also be further referenced, emphasized or detailed in a community plan to provide community-specific direction. The General Plan policies that are particularly significant to Golden Hill are listed by their identifiers in the cross reference table (Table 2-1).

**TABLE 2-1: GENERAL PLAN RELATED LAND USE TOPICS AND POLICIES CROSS REFERENCE**

COMMUNITY PLAN TOPIC	GENERAL PLAN POLICY
Community Planning	LU-C.4
Airport Compatibility	LU-D.1 – LU-D.3, LU-D.6, LU-D.7, LU-D.8 - LU-D.11, LU-D.12 - LU-D.14
Balanced Communities	LU-6.1 – LU-6.10
Environmental Justice	LU-H.1 – LU-H.7
Mixed-Use and Commercial Areas	LU-I.1 – LU-I.16
Office and Business Park Development	UD-C.1 – UD-C.3, UD-C.5
Public Spaces and Civic Architecture	UD-C.1, UD-C.5 and UD-E.1
Non-Base Sector Employment Uses	EP-E.1
Commercial Land Use	EP-A.6 – EP-A.9
Business Development	EP-B.1 – EP-B.16
Visitor Industries	EP-F.1 – EP-F.4, EP-I.1 – EP-I.4
Land Use Noise Attenuation	NE-E.1-5

## 2.1 PHYSICAL ENVIRONMENT

### PHYSICAL CONTEXT

Similar to other developed communities, Golden Hill’s overall physical structure reflects its geography, historic development patterns, and social evolution. The community is built upon a series of marine terraces and canyon landforms similar to other communities that border Downtown. This pattern provides a series of panoramic views and also more intimate, revealed views of neighborhoods from locations throughout the community. Flatter areas of the community provide a meaningful contrast, offering more of a secluded feel as well as locations conducive to accessible commercial districts. The historic street and subdivision pattern provides subtle variations to the development form, which contribute to the distinctiveness of the community. Balboa Park provides an important interface with the neighborhoods by providing places for recreation, social interaction, and connection with open space.



*Panoramic views are common from public vantage points due to the community's sloping topography.*

The negative effects on existing urban neighborhoods from the mid-twentieth century federal and state freeway construction era have factored into the land use and social evolution of the community. The community is bounded by three freeways, leaving only access to the north unimpeded. While these effects have been reduced by more recent community investment, the freeways function as fixed barriers with limited permeability, and their interfaces with the community need improvement. The freeways are also a primary source of air and noise pollution with the potential to affect public health (these associations are diminished with distance from the pollution source). Portions of the community are also affected by noise from aircraft operations at San Diego International Airport.

### EXISTING LAND USE

Golden Hill is an urbanized community consisting of approximately 745 acres (inclusive of streets and freeway right-of-way). Golden Hill is predominantly a residential community with neighborhood commercial and institutional uses providing a support function; although more recently commercial businesses attract customers from a broader area. This pattern will continue under this plan. The community has a limited amount of vacant land; therefore, new development will involve redevelopment or reuse of existing buildings.

### PLANNED LAND USE DISTRIBUTION

Figure 2-1, the Golden Hill Planned Land Use Map, and Table 2-2 provide a general guide to land use distribution and diagrammatic illustration of land use policies, including allocation of residential density. The map is also intended to guide development at the project level. However, designation of a site for a certain use and intensity does not necessarily mean that the site will be built out within the horizon of this community plan.



*Reconfigured streets can provide neighborhood gathering areas - Grape Street Square is shown here.*



*The design of these traditional apartments provides a more intense land use at a more human scale.*

TABLE 2-2: GOLDEN HILL PLANNED LAND USES

GENERAL PLAN LAND USE CATEGORY	ACRES
Commercial, Employment, and Retail	25
Industrial Employment	---
Institutional and Public and Semi-Public Facilities	16
Park, Open Space, and Recreation	57
Residential	367
Roads, Freeways, Transportation Facilities	281
Vacant	---
<b>Total Acreage</b>	<b>746</b>
<b>Total Acreage (excluding streets and freeways)</b>	<b>465</b>

### LAND USE CLASSIFICATION AND INTENSITY

Land use intensity is related to the specific type of use and also how a particular use or multiple uses are realized within a developed or built form. A generalized description of the land use classifications is provided in Table 2-3, Golden Hill Land Use Designations. Each land use designation also contains quantifiable measures of building intensity. Zones applied may also implement specific use and development standards identified in this plan.

### POPULATION CHARACTERISTICS

Future population can be estimated based upon the number of dwelling units expected to be achieved with the application of planned land uses and development intensity. Approximately, 9,215 dwelling units are expected during the horizon of this plan. The community is estimated to have a future population of 24,010 people.

### POLICIES

- LU-1.1 Provide a variety of land use types suitable for a predominantly residential community.
- LU-1.2 Protect public health by evaluating the effects of noise and air pollution from airport operations and freeway traffic on community land uses and reduce or eliminate impacts on sensitive land uses (including housing, schools and outdoor athletic areas) through appropriate buffers, barriers and construction measures (also refer to Conservation Element Policy CE-3.1).

## 2.2 LAND USE FRAMEWORK

### RESIDENTIAL

Residential land uses provide the organizing framework of most communities including Golden Hill, reflecting a desire of many people to live undisturbed by adverse environmental quality considerations such as noise, air pollution, and visual character effects that are often more prevalent with other land uses. The age, type, and tenure of the community’s housing stock allows for a wide range of income and lifestyle choices. There is a wide variety of housing types, largely due to the relatively long pre-World War II building period as well as a sustained period of apartment construction during the latter half of the 20th century, reflecting various trends in building densities, unit configurations, and provision of amenities. Pre-war housing often features a higher level of craftsmanship and includes single-family homes with a broad range of sizes, and duplexes and apartments at an appropriate scale for their neighborhood context, or featured prominently on corner lots. Post-war housing is largely multifamily and reflects modernist principles of efficient use of space, minimal ornamentation, and greater accommodation of the automobile. Multi-unit residential development types that did not involve

### FIGURE 2-1: GOLDEN HILL LAND USE MAP

**LEGEND**

**Residential**

- ◆ Residential - Low : 1-9 Du/Ac
- ◆ Residential - Low Medium : 10-15 Du/Ac
- ◆ Residential - Medium : 16-29 Du/Ac
- ◆ Residential - Medium High : 30-44 Du/Ac

**Commercial, Employment, Retail, and Services**

- ◆ Community Commercial - Residential Permitted : 0-29 Du/Ac<sup>1</sup>
- ◆ Community Commercial - Residential Permitted : 0-44 Du/Ac<sup>1</sup>
- ◆ Neighborhood Commercial - Residential Permitted : 0-29 Du/Ac<sup>1</sup>

<sup>1</sup>Addition of residential use allowed only as part of mixed-use developments

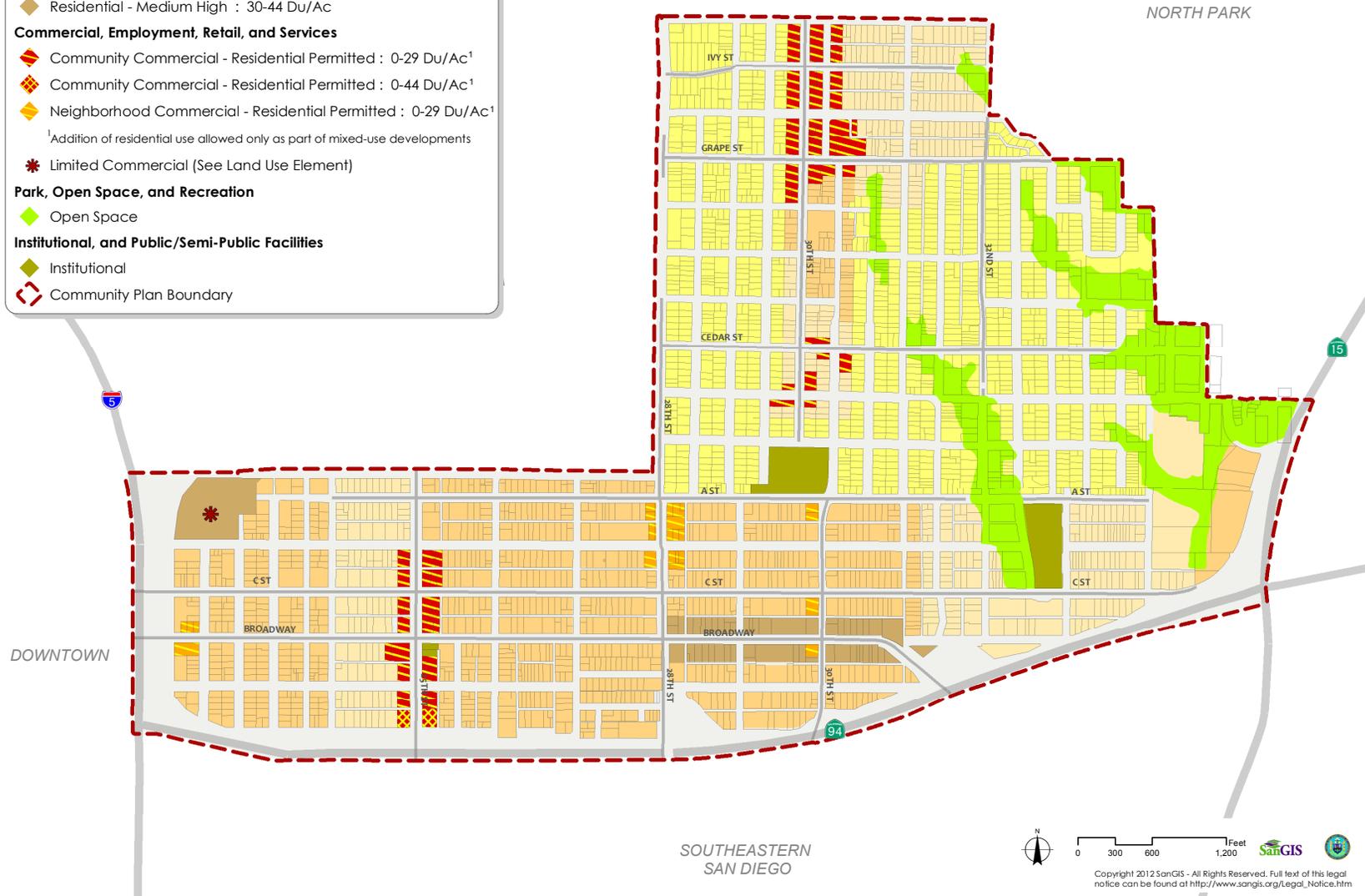
- \* Limited Commercial (See Land Use Element)

**Park, Open Space, and Recreation**

- ◆ Open Space

**Institutional, and Public/Semi-Public Facilities**

- ◆ Institutional
- ◆ Community Plan Boundary



0 300 600 1,200 Feet

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TABLE 2-3: GOLDEN HILL LAND USE DESIGNATIONS

GENERAL PLAN LAND USE	COMMUNITY PLAN DESIGNATION	SPECIFIC USE CONSIDERATIONS	DESCRIPTION	INTENSITY	
				RESIDENTIAL DENSITY (DWELLING UNITS/ACRE)	FLOOR AREA RATIO (FAR)
Parks, Open Space, and Recreation	Open Space	None	Provides for the preservation of land that has distinctive scenic, natural or cultural features; that contributes to community character and form; or that contains environmentally sensitive resources. Applies to land or water areas that are undeveloped, generally free from development, or developed with very low-intensity uses that respect natural environmental characteristics and are compatible with the open space use. Open Space may have utility for: primarily passive park and recreation use; conservation of land, water, or other natural resources; historic or scenic purposes; visual relief; or landform preservation.	0-1	Limited <sup>1</sup>
	Population-based Parks	None	Provides for areas designated for passive and/or active recreational uses, such as community parks and neighborhood parks. It will allow for facilities and services to meet the recreational needs of the community as defined by the community plan.	None	Limited
Residential	Residential - Low	None	Provides for single-family housing at various densities within stated range and limited accessory uses.	1 - 9	Varies by Zone Applied
	Residential - Low Medium	None	Provides for both single-family and multifamily housing.	10 - 15	0.75 FAR
	Residential - Medium	None	Provides for both single-family and multifamily housing at various densities within stated range.	16 - 29	Varies by Zone Applied
	Residential - Medium High	None	Provides for multifamily housing within a medium-high-density range. Limit commercial use allowed by zone applied but not required.	30 - 44	1.80 FAR

**TABLE 2-3: GOLDEN HILL LAND USE DESIGNATIONS (CONTINUED)**

GENERAL PLAN LAND USE	COMMUNITY PLAN DESIGNATION	SPECIFIC USE CONSIDERATIONS	DESCRIPTION	INTENSITY	
				RESIDENTIAL DENSITY (DWELLING UNITS/ACRE)	FLOOR AREA RATIO (FAR)
Commercial Employment, Retail, & Services	Neighborhood Commercial	Residential Permitted	Provides local convenience shopping, civic uses, and services serving an approximate three mile radius. Housing may be allowed only within a mixed-use setting.	0-29	1.00 FAR/1.75 <sup>2</sup>
	Community Commercial	Residential Permitted	Provides for shopping areas with retail, service, civic, and office uses for the community at-large within three to six miles. Housing may be allowed only within a mixed-use setting.	0-29	1.00 FAR/1.50 <sup>2</sup>
0.44 <sup>3</sup>				2.00 <sup>3</sup> FAR	
Institutional, public and Semi-Public Facilities	Institutional	None	Provides a designation for uses that are identified as public or semi-public facilities in the community plan and which offer public and semi-public services to the community. Uses may include but are not limited to: communication and utilities, transit centers, schools, libraries, police and fire facilities, post offices, park-and-ride lots and government offices.	None	Varies <sup>4</sup>

<sup>1</sup> Refer to Policy LU-2.27

<sup>2</sup> Maximum FAR available with residential mixed-use

<sup>3</sup> Maximum FAR available with residential mixed-use (also refer to Policy LU-2.8 and 2.22)

<sup>4</sup> Refer to Policy LU-2.23

lot assembly give an illusory sense of single-family scale, although this is often overshadowed by the loss of landscaping and sidewalk comfort due to wide driveways and parking spaces allowed (previously) within front yards.

In general, the southern and western ends of the planning area are characterized by a more diverse built environment, while the northeastern section—which encompasses the South Park neighborhood—has retained a cohesive collection of the community's early housing. Most of the homes in the northeastern portion of the community have also retained their traditional architecture and human scale. Preserving the integrity of these cohesive neighborhoods from development that is out of scale is therefore highly important. Neighborhoods with a mix of single-family and multifamily development require context-sensitive design solutions that respect existing forms. Neighborhoods or blocks that are predominantly post-World War II era multifamily development require high-quality design and on-site amenities that make attached housing an attractive living choice.

The 1988 Community Plan recommended relatively high density residential development (44-73 dwelling units per acre) throughout much of the southern leg of the community, and commercial development within residential portions of the South Park neighborhood. In order to better protect existing neighborhood character within the community, density is being reduced in some of these areas from the previous plan, and commercial land use is being configured to reflect existing conditions. Density is being increased in the Central Operations Yard site.

The concentration of group housing for medical treatment and rehabilitation within the community was also addressed in the 1988 Community Plan through recommendations aimed at preventing the duplication and provision of social services within the community. While these facilities may have attributes similar to institutional

and/or commercial service uses, they also function primarily as residences. Federal law prohibits placing different use, occupancy and development restrictions on group housing than on other housing types within the same zone. However, providers of group housing are encouraged to voluntarily manage the outward appearance and ancillary effects of their facilities to be compatible with their surrounding neighborhoods.

### *Central Operations Yard (20th Street & B Street)*

The City's Central Operations Yard is split between the Golden Hill community and Balboa Park and the plans for this area envision redevelopment of the site to other uses. The portion within Golden Hill is designated for multifamily development with a neighborhood-serving commercial component, while the portion within Balboa Park is identified by the East Mesa Precise Plan for the development of the Pershing Recreation Complex, a multi-use sports park that will also include picnic areas, parking, gateway plantings, trails to Golden Hill Park, and a pedestrian Bridge across Pershing Drive. The Precise Plan recommends the consolidation and relocation of the operations yard so that a 12-acre parcel within Balboa Park becomes available for the sports park. If the entire operations yard could be relocated in the future to allow development of the recreation complex, the portion of the site within Golden Hill would be available for development that could potentially help fund this relocation.

Approximately 6.8 acres of the operations yard is designated as Residential Medium High density (30-44 dwelling units per acre). This will allow development of between 204 to 300 multifamily dwelling units. Additionally, the existing office building fronting B Street should be re-configured as a mixed-use building with retail/commercial services uses on the ground floor and office or residential uses above. If this is not feasible, ground floor retail/commercial services should be provided as part of any new development. Commercial uses should not exceed 10,000 square feet. Design requirements for future development, including

provision of onsite open space, are contained in the Urban Design Element. A Planned Development Permit or similar discretionary permit should be required for redevelopment of the site.

### *Delevan Drive*

Delevan Drive has been designated for residential development since the 1988 Community Plan yet is developed with industrial and commercial uses. The businesses in this area are also desirable economically for their local manufacturing and distribution employment opportunities. However, the area's isolation due to the adjacent freeways creates undesirable commercial traffic along "C" Street affecting the surrounding residential neighborhood and school. Traffic calming measures and better pedestrian facilities may be the most realistic solution to address traffic concerns if this area does not redevelop residentially. Future multifamily residential development along Delevan Drive should provide onsite amenities due to its isolated location within the community (also refer to Urban Design Element policies).

## POLICIES

- LU-2.1** Provide a diverse mix of housing types and forms consistent with allowable densities and urban design policies.
- LU-2.2** Enable rental and ownership opportunities in all types of housing, including alternative housing types such as live/work studios and shopkeeper units.
- LU-2.3** Support the continued use of existing small-scale housing units such as duplexes and companion units if visually cohesive within single-family neighborhoods.
- LU-2.4** Preserve existing single-family homes and neighborhoods as a distinct housing choice in addition to their contribution to the historic character of the community.



*The commercial area along Delevan Drive could redevelop residentially but in the meantime provides important business and job opportunities in a location adjacent to the freeway.*



*The character of single family homes and neighborhoods offers a distinct housing choice and is worthy of preservation.*

- LU-2.5 Provide design guidelines to protect the established older neighborhood character and scale.
- LU-2.6 Design new residential development to complement the scale and architecture of other buildings within the same block. Where there is a mix of styles on the same block, maintain any shared characteristics such as setbacks, heights, rooflines and massing.
- LU-2.7 Encourage rehabilitation of existing residential buildings that contribute to the character of Golden Hill, and in particular the historic districts in Golden Hill.
- LU-2.8 Central Operations Yard: Require a Planned Development Permit or similar discretionary permit for any redevelopment of the Central Operations Yard to residential use. Require and permit a maximum 10,000 square feet of commercial uses allowable under the zone applied (RM-3-7 zone).

## COMMERCIAL & EMPLOYMENT

Commercial land uses typically support residential and other land uses by providing goods and services, or function independently as employment generators. Golden Hill is predominantly a residential community in which the commercial land uses provide a support function. Beyond these fundamental characteristics, commercial land uses provide areas for community activity and identity. More recently, businesses in Golden Hill draw customers from a broader area due to the popularity of local establishments and the appeal of traditional walkable “Main Street” commercial districts. However, some commercial uses can have unwanted spillover effects on adjacent residential neighborhoods if not properly located and managed, particularly those that generate excessive noise or sell alcohol.

The community’s existing commercial development pattern is due in large part to the development of the streetcar in the early twentieth century. Commercial development is concentrated along former streetcar routes in buildings that are smaller in scale and have limited or no off-street parking. There are four broadly defined commercial nodes with a “Main Street” character, as shown on Figure 2-2: 25th Street, 28th Street (at B Street), Beech Street (at 30th Street), and Fern Street (between Grape and Juniper Streets). The commercial district along Fern Street at Juniper Street also connects to adjacent commercial uses within the North Park community. There are also stand-alone commercial uses interspersed within residential neighborhoods, many of which are also designated and zoned for residential use. These uses are often within commercial buildings that are not easily converted to residential use, and the associated businesses, such as corner stores, are a valued part of the surrounding neighborhood.

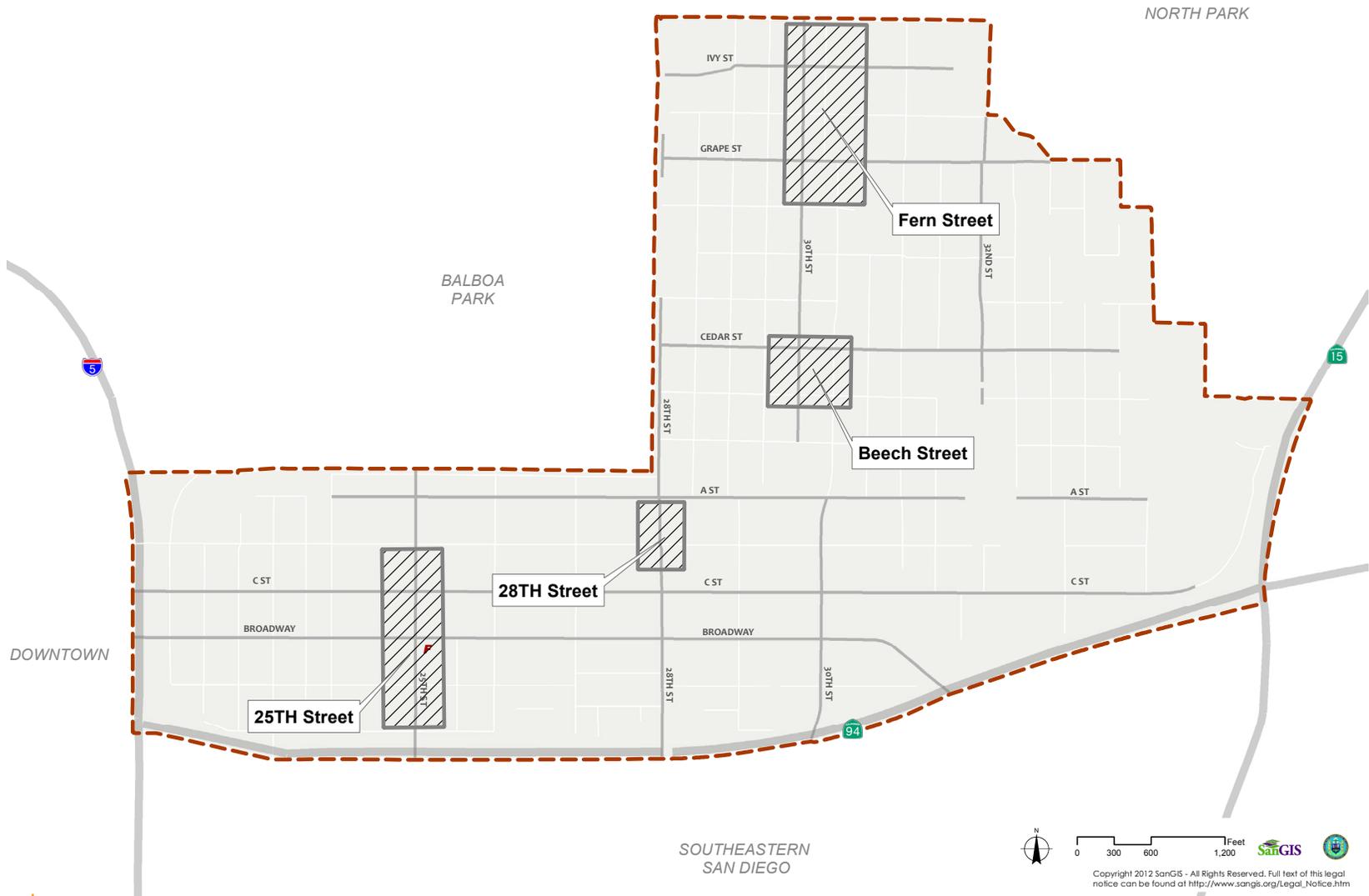
The community’s vintage storefronts are also uniquely suited to small and sole-proprietor businesses. Common design elements, such as a consistent street wall, generous window areas, active frontages and replication of a 50-foot-wide lot pattern, also contribute a human-scale environment characteristic of traditional neighborhoods. Storefront commercial spaces have been successfully renovated to accommodate new businesses in locations throughout the community. It is important to maintain viable existing storefront commercial spaces and for new developments to provide similar commercial space configurations and design elements.

This overall fine-grained pattern of land uses typifies development prior to widespread use of the automobile and is advantageous to residents who cannot or prefer not to drive. Walkable, neighborhood-serving retail districts and establishments provide a convenient and more socially equitable alternative to conventional, auto-oriented retail formats.

### FIGURE 2-2: GOLDEN HILL COMMERCIAL DISTRICTS

**LEGEND**

-  Commercial Districts
-  Community Plan Boundary



Commercial strip malls and large retail formats are generally not well-suited to this fine-grained character.

The community's commercial nodes or districts are centrally located with convenient pedestrian, bicycle and transit access. They provide opportunities for businesses that serve community needs for goods and services in a clean and attractive pedestrian-oriented setting. They also provide opportunities for artistic expression and entertainment as well as small-scale spaces for public gathering. Pedestrian access and comfort should be enhanced where needed by planting street trees, repairing sidewalks, and maintaining a clear pedestrian path of travel. Improving the appearance of storefronts where needed is also important.

This community plan contains several changes to commercial land uses from the previous plan (1988). The extent of the commercially designated area within the Beech & 30th Street commercial district is being reduced to reflect the proposed historic district for South Park, where many of the existing single-family and duplex homes have been identified as either historically significant or contributing properties within the potential historic district. The Community Commercial designation is applied to existing non-residential properties, while the residential properties are designated Low-Medium Density Residential.

Portions of the blocks fronting Broadway between 19th and 20th streets are being redesignated to Neighborhood Commercial. The Neighborhood Commercial designation reflects the mix of residential and commercial uses within the block. Additional commercial uses here can also help foster a neighborhood focal point, as this block serves as an important community gateway.

Three blocks along 30th Street between Broadway and "A" Street were also evaluated for additional commercial use, as this portion of 30th Street could benefit from revitalization, serves the highest density land uses, and includes several existing stand-alone commercial businesses



*Smaller scale commercial areas within residential neighborhoods provide goods and services to nearby residents.*



*Commercial districts create walkable retail and employment opportunities.*

within the corridor. However, few underutilized parcels are available for new development and there is concern about the potential for additional traffic congestion. Therefore, the designation of additional Neighborhood Commercial land uses in this area is limited to one parcel with an existing business at Broadway and 30th Street. Future individual commercial/residential mixed-use development proposals could be desirable along this segment of 30th Street subject to review and approval of a community plan amendment and rezone.

## POLICIES

- LU-2.9** Preserve and expand the existing business base with an emphasis on local community ownership of businesses and/or the buildings they operate in.
- LU-2.10** Promote new development that serves the retail, service and employment needs of local community residents.
- LU-2.11** Discourage large retail format businesses when disruptive of fine-grained neighborhood character.
- LU-2.12** Support the development of shopkeeper units and live/work units that allow residents to own and operate commercial uses.
- LU-2.13** Retain small corner stores, provided that they serve and remain compatible with their surrounding neighborhoods.
- LU-2.14** Enhance commercial districts by repair and refurbishment of adjacent streetscapes and also improving the appearance of existing storefront facades, including maintenance, restoration, and rehabilitation of historic resources.
- LU-2.15** Encourage underdeveloped commercial lots to be developed with community amenities such as plazas, and pocket parks where feasible.

- LU-2.16** Ensure sidewalk maintenance and also needed mobility and nighttime safety improvements occur within commercial districts and along associated neighborhood access routes.
- LU-2.17** Increase the number of street trees and sidewalk furnishings where needed.
- LU-2.18** Improve bicycle access to commercial districts by providing visible, convenient and secure bicycle parking facilities.
- LU-2.19** Attenuate noise from non-residential uses to minimize spillover effects on adjacent residences.
- LU-2.20** Provide commercial signs that are pedestrian-oriented in size and shape. Lettering and symbols should be simple and bold.
- UD-2.21** Do not support drive-in or drive-thru development components within the community.
- LU-2.22** Allow by Planned Development Permit residential densities up to 44 dwelling units per acre for a mixed-use development within the two parcels designated



*Commercial uses should be supported by attractive pedestrian and bicycle-friendly facilities.*

Community Commercial-Residential Permitted at each corner of 25th Street and F Street (also refer to Figure 2-1).

## INSTITUTIONAL

Institutional uses include public facilities and private facilities or uses that provide a public benefit. These uses may either serve the community or a broader area. Typically, the larger or more significant public uses such as schools and fire stations are identified on the land use map. However, the policies in this element apply to institutional uses as a category, including religious facilities, charter schools and social service providers. Suitable development intensity should be evaluated within the context of the surrounding neighborhood, and development plans should consider all relevant aspects, including traffic impacts, parking demand, and neighborhood character impacts.

## POLICIES

- LU-2.23** Evaluate use permits and other discretionary actions for institutional uses for appropriate development intensity and potential effects on visual quality and neighborhood character. Additional factors, such as those related to mobility, noise and parking demand should also be evaluated when applicable.
- LU-2.24** Evaluate school sites considered for reuse or disposition by San Diego Unified School District for continued public use such as a park or community center.

## PARKS AND OPEN SPACE

Parks and open space fulfill a variety of important purposes in the community including active and passive recreation, conservation of resources, protection of views, and visual relief from the urban environment. Future population-based park opportunities are discussed

in the Recreation Element. Designated open space within this community plan consists of natural areas concentrated in undeveloped canyons within the eastern portion of the community. Open space is to be generally free from development. The planned land use map identifies the open space system recommended for conservation. The description of the purpose and attributes for open space preservation is provided in Table 2-3.

Protection of resources from development within lands identified as open space affects multiple property owners (including the City of San Diego) and is accomplished primarily through application of various development regulations of the Municipal Code, particularly the Environmentally Sensitive Lands Regulations, as well as the policies of this plan. The City has also pursued acquisition of private parcels or easements as a means of conserving open space resources and protecting environmentally sensitive lands from development. These resources may also be designated or dedicated as parkland and open space in accordance with City Council policy and Charter provisions.

The policies listed below pertain to open space as a land use. Policies for the protection and conservation of environmentally sensitive resources within open space lands are also contained within the Conservation Element and policies related to views and hillside development are contained in the Urban Design Element.

## POLICIES

- LU-2.25** Preserve undeveloped canyons, hillsides, drainages and other natural features as important components of visual open space, community definition and environmental quality.
- LU-2.26** Protect designated open space from development by securing public use where desirable, and by obtaining

necessary property rights through public acquisition of parcels or easements.

- LU-2.27** Where development within open space may be permitted, restrict development to limited, low intensity uses located and designed in a manner that respects the natural environment and conserves Environmentally Sensitive Lands onsite as open space (also refer to Conservation Element policies CE-2.1 and 2.2).
- LU-2.28** Utilize publicly controlled open space for passive recreation where desirable and feasible.

## NEIGHBORHOOD CENTERS /VILLAGES

Neighborhood centers are mixed-use activity areas that are pedestrian-friendly centers of community life and linked to the public transit system. The characteristics and objectives for this type of area are described in the General Plan's City of Villages strategy. Golden Hill's existing commercial districts, in particular the 25th Street commercial district and the 30th Street transit corridor, provide the intensity and mixed-use environment and proximity to transit lines to serve as neighborhood centers and villages (refer to Figure 2-3, Neighborhood Centers/Villages). These areas



*Open space is a valuable resource that needs protection from development encroachments.*



and their surrounding neighborhoods have a walkable, fine-grained development pattern combined with the presence of historic resources worth preserving and enhancing.

The implementation of the City of Villages strategy is dependent on the close coordination of land use and transportation planning. Additional transit and other mobility infrastructure investments are needed in the community. Golden Hill, along with several of San Diego's older developed urban communities, is expected to see an improved level of walkability, bicycling, and transit use through the implementation of future transportation-related projects and infrastructure improvements focused within neighborhood centers and along associated transit corridors.

Typical of commercial corridor development within the region, the areas identified as neighborhood centers lack public space components in the size and design configurations recommended by the General Plan. Ensuring viable public space is also a particular challenge in a developed community. However, previous community revitalization efforts have provided several successful small-scale public spaces accomplished by expanding and enhancing sidewalk areas. Additional public space could occur within neighborhood centers as a result of future public projects that reconfigure public right-of-way for pocket parks or plazas as well as public space within private developments.

### 25th Street Neighborhood Village

A neighborhood village is identified with the 25th Street commercial corridor as its center. Multiple factors support this location for a neighborhood village. This portion of Golden Hill is pedestrian-friendly and served by transit. The residential blocks surrounding 25th Street are already developed with transit supportive residential densities. The commercial zone also allows for mixed-use development. Also, a street reconfiguration project within portions of 25th Street is expected to enhance the pedestrian and bicycling environment.

Within the commercial corridor, consider incentives to encourage redevelopment of underutilized, auto-oriented properties to create a more attractive pedestrian-friendly mixed-use environment. Include public space, such as pocket parks and plazas, particularly at corner locations.

**30th Street Transit Corridor**

Transit corridors between neighborhood commercial nodes also tend to be areas identified by the General Plan as having a relatively high village propensity due to the availability of transit service. While not physically identical to commercial nodes or neighborhood centers, these linear corridors provide similar commercial services and transit access for their adjacent residential neighborhoods. Improving walkability and providing public space within these areas can strengthen their village characteristics.

The 30th Street transit corridor is identified as an area with village characteristics, including service by an existing transit line with additional planned service. The corridor contains a range of existing land uses and development forms, including commercial districts within South Park and single and multi-family development of various densities. The portion of the corridor south of “B” Street contains some of the community’s highest residential densities as well as a few scattered stand-alone commercial uses, but lacks a commercial district and true mixed-use focus. The addition of mixed-use commercial development and provision of public spaces could strengthen the 30th Street corridor’s village characteristics and create a neighborhood center.

**POLICIES**

**LU-2.29** Provide public spaces within each neighborhood center/village (also refer to General Plan Policies UD-C.1, UD-C.5 and UD-E.1).

**LU-2.30** Provide needed infrastructure and mobility improvements to increase transportation options within identified neighborhood centers/villages and along adjacent transit corridors.

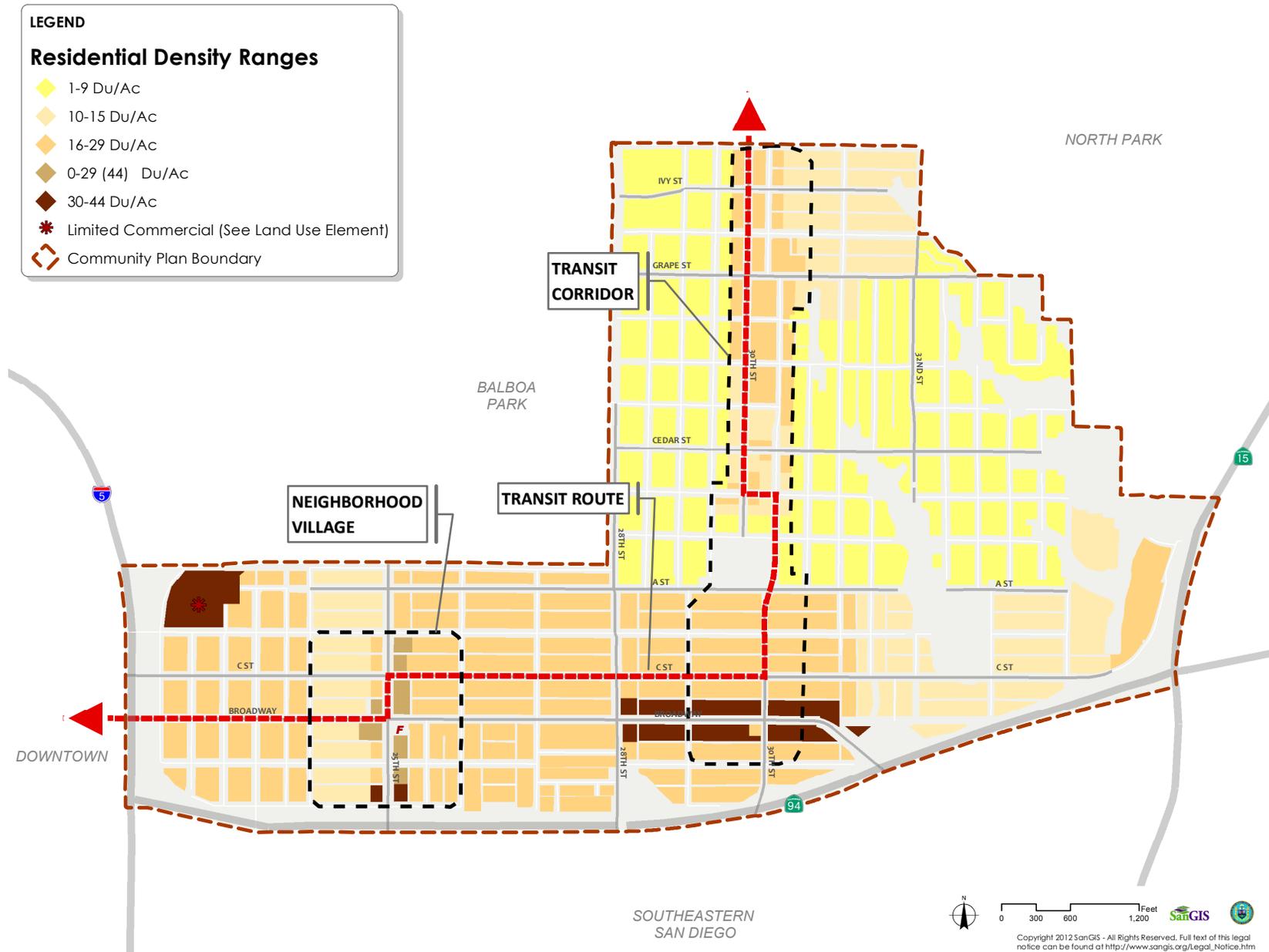


*Small scale commercial areas encourage walking, biking, and create opportunities for social interaction. Plazas, parklets, and pocket parks are an important part of the public realm.*



*The blend of architecturally significant single family homes creates a street presence that provides pedestrian interest.*

### FIGURE 2-3: NEIGHBORHOOD CENTERS/VILLAGES





## MOBILITY

- 3.1 Active Transportation
- 3.2 Transit
- 3.3 Streets & Freeway System
- 3.4 Parking Management



## INTRODUCTION

This Community Plan envisions a high-quality, reliable, and robust multi-modal transportation network of “complete streets” that strengthens the land use vision, promotes travel choice, and fosters a clean and sustainable environment. Complete streets are streets for everyone, designed and operated to enable safe access for all users including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. All forms of transportation have an important role in the community. However, the policies of this element intend to foster “active” and public travel choices so that a good proportion of trips can be made without a car. Walking, cycling, and transit modes should not be modes of last resort; rather, they should be convenient, pleasant, safe and desirable modes of travel. The vision also provides for needed vehicular access in the community.

The key to achieving multi-modal balance is creating and maintaining a comprehensive integrated transportation network that serves all categories of users, makes more efficient use of roadway space, and provides efficient connections to key destinations such as schools, parks, shopping, and nearby employment. A guiding strategy for mobility planning in Golden Hill is to provide a balanced, multi-modal network (accommodating all modes and users) that would limit transportation improvements to modifications within the existing rights-of-way, avoid extensive road widening in a built-out community, and promote walking, bicycling, and use of public transit.

Golden Hill’s mobility network is comprised of multiple elements, including pedestrian and bicycle infrastructure, public transit, and roadway and freeway systems. The community is bounded on the west by Interstate 5 (I-5), on the east by State Route 15 (SR-15), partially to the north by Balboa Park, and to the south by State Route 94 (SR-94). The surrounding freeways create physical barriers for pedestrians, bicyclists, buses and

vehicles moving into and out of the Golden Hill community. The pattern of streets and freeways has not changed appreciably in the twenty years since the previous community plan update and traffic patterns are well established.

Internally, the community has characteristics that contribute to an inviting community for pedestrians such as a basic gridded street network and generally flat topography in the business districts, but is challenged by the steep terrain within portions of the community and the steep roadway approach from the downtown area. This geography poses similar challenges to cyclists due to its hills and canyons. A majority of retail use along 25th Street, 28th Street, Beech Street, and 30th/Fern Streets is oriented to the street front, which encourages pedestrian activity, but parking in commercial districts is often limited.

In terms of transit, the community is served primarily by Metropolitan Transit System (MTS) bus Route 2, which operates at frequent intervals between Downtown and North Park. With the exception of the eastern portion of the community, most areas are within reasonable walking distance to transit service.

## GENERAL PLAN CROSS-REFERENCE TABLE

The City of San Diego General Plan establishes citywide policies to be cited in conjunction with community plan policies. General Plan policies may also be further referenced, emphasized or detailed in a community plan to provide community-specific direction. General Plan mobility-related policies particularly relevant to the Golden Hill community are listed by their identifiers in cross-reference Table 3-1.

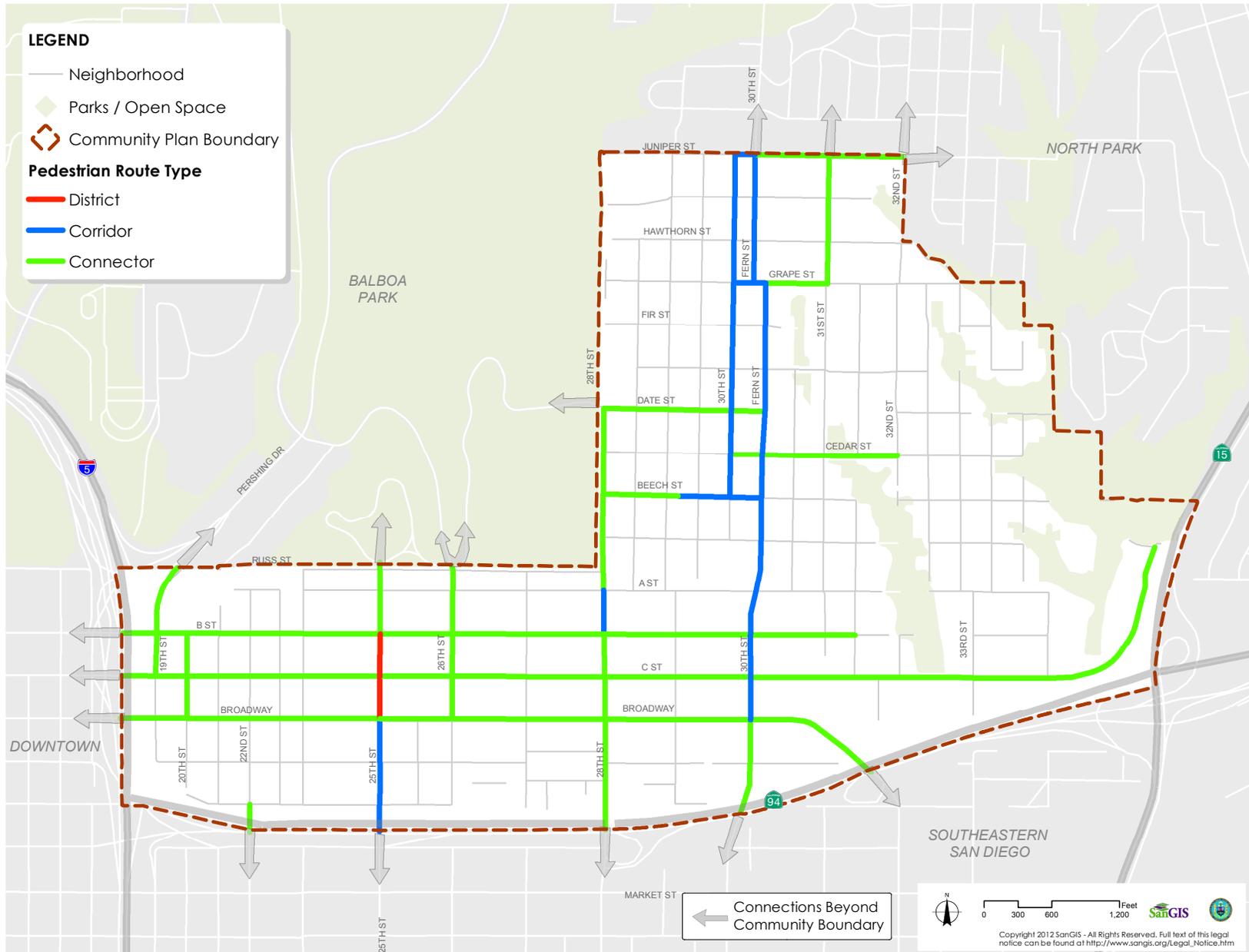
**TABLE 3-1: GENERAL PLAN RELATED MOBILITY TOPICS AND POLICIES**

COMMUNITY PLAN TOPIC	GENERAL PLAN POLICY
Community Plan Topic	General Plan Policy
Safety and Accessibility	ME-A.1 through ME-A.5
Connectivity	ME-A.6
Walkability	ME-A.7 through ME-A.9
Regional Agency Collaboration	ME-B.1 through ME-B.8
Transit Supportive City Land Use Planning	ME-B.9 and ME-B.10
Transportation System Planning	ME-C.1 and ME-C.2
Street Layout, Design and Operations	ME-C.3 through ME-C.7
Project Review Consideration	ME-C.8 through ME-C.10
Intelligent Transportation Systems (ITS)	ME-D.1 through ME-D.6
Transportation Demand Management (TDM)	ME-E.1 through ME-E.8
Bicycling	ME-F.1 through ME-F.6
Parking	ME-G.1 through ME-G.5
Street Parking and Structured Parking	UD-A.11 and UD-A.12

**MOBILITY ELEMENT GOALS**

- A complete and balanced multi-modal transportation network that provides safe, convenient and attractive travel choices.
- A well-integrated system of transit, auto, bicycle, and pedestrian facilities (including trails) that connects neighborhoods, commercial districts, and destinations such as Balboa Park.
- Walkable neighborhoods that utilize pedestrian connections and improved sidewalks to create a safe, comfortable pedestrian environment.
- A wayfinding program to support efficient trips and enhance use of all transportation modes.
- A complete bicycle network that connects community destinations safely and efficiently, and provides links to Balboa Park, surrounding communities, and the regional bicycle network.
- High-quality public transit service as a primary travel mode for community residents, visitors, and employees.
- Adequate capacity and improved regional access for vehicular traffic.
- Inter-agency coordination and cooperation to identify additional funding sources and implement comprehensive mobility strategies and project opportunities.
- Efficient use of parking resources through parking management strategies in commercial areas and transit corridors to reduce costs to provide parking and reduce parking impacts, thereby supporting local businesses.

### FIGURE 3-1: PEDESTRIAN ROUTES



### 3.1 ACTIVE TRANSPORTATION

Active transportation refers to non-motorized forms of transportation such as walking and bicycling. Creating communities that foster active transportation will assist in creating a more sustainable community by reducing traffic congestion, enhancing public health, and creating safer roadways. Walking and bicycling are viable transportation options within Golden Hill that can help reduce greenhouse gas emissions and contribute to a vibrant community. Improving the ability for residents to utilize these modes of transportation as an alternative to automobiles is key to achieving the overall goals of this community plan.

#### WALKABILITY

Pedestrian movement is improved when portions of the public right-of-way are effectively allocated and prioritized to maximize pedestrian activities through facilities such as pedestrian-friendly paths and sidewalks. Walking is a basic human activity that cannot be overlooked in the quest to build sophisticated transportation systems.

The community's grid pattern of streets aids mobility by providing multiple access points to destinations throughout the community. This pattern provides better connectivity and disperses traffic to create comparatively more walkable commercial and residential neighborhoods. The community is also served by relatively convenient transit access along Broadway, C Street, and 30th Street with 15 stops along this route. These characteristics are conducive to walkability and also provide mobility options for those who cannot drive, do not own a motor vehicle, or prefer to reduce their dependence on the automobile. However, portions of the community are less walkable due to sloping topography or separation by canyons, such as areas east of the 32nd Street and 34th Street Canyons.

Ensuring sidewalk mobility for pedestrians with and without mobility devices, such as wheelchairs and motorized scooters, is important to

#### PEDESTRIAN ROUTE TYPES

- **District Sidewalks** support heavy pedestrian levels in mixed-use urban areas.
- **Corridor Sidewalks** support moderate pedestrian levels in moderate density business and shopping districts.
- **Connector Sidewalks** support low pedestrian levels along roads with institutional or business complexes.
- **Neighborhood Sidewalks** support moderate pedestrian levels in low to moderate density housing areas.
- **Ancillary Pedestrian Facilities** are crossings over or between streets such as plazas, paseos, promenades, courtyards, or pedestrian bridges and stairways.
- **Paths** are walkways and paved paths used for recreational and transportation purposes that are not adjacent to a road.
- **Trails** are unpaved walkways not adjacent to a roadway that are used for recreational purposes.

## PEDESTRIAN IMPROVEMENT GLOSSARY

- **Lead Pedestrian Interval at Traffic Signals:** Begins the walk signal for 3 to 5 seconds prior to the concurrent green interval. Enables pedestrians to establish themselves (get a head start) in the crosswalk before the concurrent traffic movements get a green indication. Helps to reduce conflicts between crossing pedestrians and right-turning vehicles by making turning drivers more aware.
- **Pedestrian Scramble Phasing:** An exclusive pedestrian phase that stops traffic on all legs of an intersection to allow pedestrians to cross in all directions at the same time. This enables pedestrians to cross diagonally through the intersection. This phasing is best used where pedestrian volumes are high and crossing distances are short.
- **Pedestrian Recall Phasing:** Pedestrians receive a walk signal during every cycle. This requires no detection. This phasing is best used in areas with high levels of pedestrian activity.
- **Bike Path (Class I):** Paved right-of-way physically separated from vehicular traffic for exclusive use by bicyclists, pedestrians, and those using non-motorized modes of travel (also see Bicycle Facility Types below).

creating a walkable community. It is therefore important to provide adequate, unobstructed travel width for mobility devices as well as accessible curbs. In areas of high pedestrian activity, it is desirable to provide sidewalk widths sufficient for two people to pass a third person comfortably, although availability of adequate right-of-way poses a constraint in many areas. Sidewalk pedestrian obstructions should be avoided and important and accessible pedestrian crossings should be clearly identified.

The recommended improvements in the Mobility Element were developed with the goal of implementing complete streets on the community's existing roadways. Areas of emphasis for pedestrian mobility are provided in Figure 3-1. General Plan policies ME-A.1 through ME-A.9, the Pedestrian Improvement Toolbox, as well as the following community-based policies should be consulted for guidance.

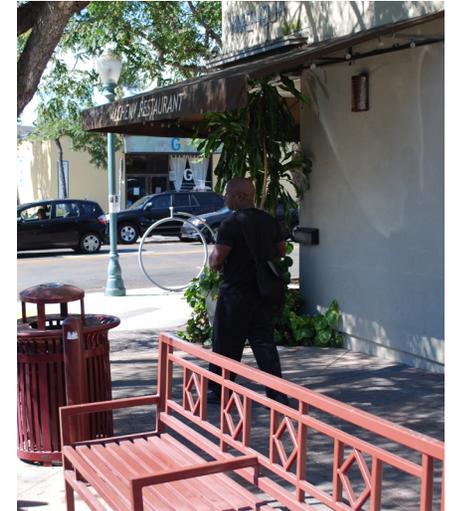
## POLICIES

- ME-1.1** Implement pedestrian enhancements within identified pedestrian focus areas developed as part of the City's pedestrian master planning effort. These enhancements include, but are not limited to, bulb-outs/curb extensions, enhanced crossing treatments, traffic calming measures as well as leading pedestrian intervals, pedestrian scramble phases and pedestrian recall phases to provide safety and operational improvements for all transportation modes.
- ME-1.2** Preserve tighter traditional corner/curb radii to enhance pedestrian mobility by shortening crossing distance and calm traffic, as well as to maintain traditional/historic character within the community.

- ME-1.3 Consider mid-block crossings, where appropriate, to provide pedestrians additional opportunities to cross along streets with infrequent intersections, or where a direct route is needed to a popular destination.
- ME-1.4 Consider raised median islands/pedestrian crossing islands, where appropriate, to reduce traffic conflicts, provide pedestrians a crossing refuge, and reduce the scale of the street.
- ME-1.5 Improve the pedestrian environment adjacent to and along routes to transit stops through the installation and maintenance of wayfinding signs, crosswalks, and other appropriate measures.
- ME-1.6 Provide shade-producing street trees, pedestrian-oriented street lighting, and street furnishings with an emphasis along routes to schools and transit.
- ME-1.7 Enhance pedestrian accessibility within the public right-of-way:
  - A. Install missing sidewalks and remove accessibility barriers.
  - B. Remove utility poles and other pedestrian barriers within the pedestrian zone/path of travel.
  - C. Work with utility providers to underground or relocate above-ground utility boxes within the sidewalk.
  - D. Install, replace, and retrofit curb ramps where needed and also ensure that their design does not detract from the historical/traditional character of the community.



*For longer blocks, or areas of steeper terrain, mid-block pedestrian connections need to be preserved or, where feasible, established.*



*As shown here, street furniture should be placed outside of the sidewalk's pedestrian zone so that walking is unhindered.*



*Aging pedestrian infrastructure and poorly placed parking within portions of the community detract from pedestrian access and comfort.*



*Streetscape renovations that include pedestrian improvements, such as the 25th Street Renaissance Project, can rehabilitate aging infrastructure and improve the pedestrian experience.*

## BICYCLING

Bicycle activity in Golden Hill consists of recreational, light errands, and work trips. The goal of the General Plan and Bicycle Master Plan include creating a safe and comprehensive local and regional bicycle network and a city where bicycling is a viable travel choice. This goal is particularly important to the Golden Hill community. While downtown San Diego is outside of a comfortable walk to work trip for most residents, it is well within biking distances, presuming safe routes are provided. The development of a well-connected, effective bicycle network, including separated facilities where feasible, will facilitate cycling and help meet community travel needs. Separated bicycle facilities contribute to lower levels of rider stress and promote increased bicycling rates. A complete bicycle network can help users overcome the challenges presented by the hilly topography and provide access throughout the community. Existing and proposed bicycle facilities are presented in Figure 3-2. Existing bicycle facilities include limited bicycle lane (Class II) and bicycle route (Class III) facilities at the following locations:

- Bicycle lane located along B Street between 25th Street and 30th Street
- Bicycle route located along 30th Street/Fern Street between Juniper Street and the SR-94.
- A bicycle route segment along 28th Street between Broadway and SR-94.

Proposed bicycle facility improvements aim to connect existing bicycle routes along major roadways to existing and proposed bicycle facility improvements. A Class I Multi-Use Path is proposed along the west side of the community adjacent to Balboa Park and two segments of a Class II bicycle facility are proposed along 25th street, B Street, C Street, Dale Street and Broadway. Bicycle improvements along existing streets could include the incorporation of bicycle-oriented wayfinding signage and

bicycle parking that are consistent with the community's character. A brief description of each facility is presented in a diagram alongside Figure 3-2.

The recommendations in this Plan not only take into consideration the mobility needs for better circulation, but also the positive impact of social and physical improvements on individual and community health. Bicycle policies are numbered below with specific locations addressed under each policy, where applicable.

## POLICIES

**ME-1.8** Provide and support a continuous network of safe, convenient and attractive bicycle facilities within the community. Of particular interest are the following locations:

- C Street
- 30th Street
- Broadway



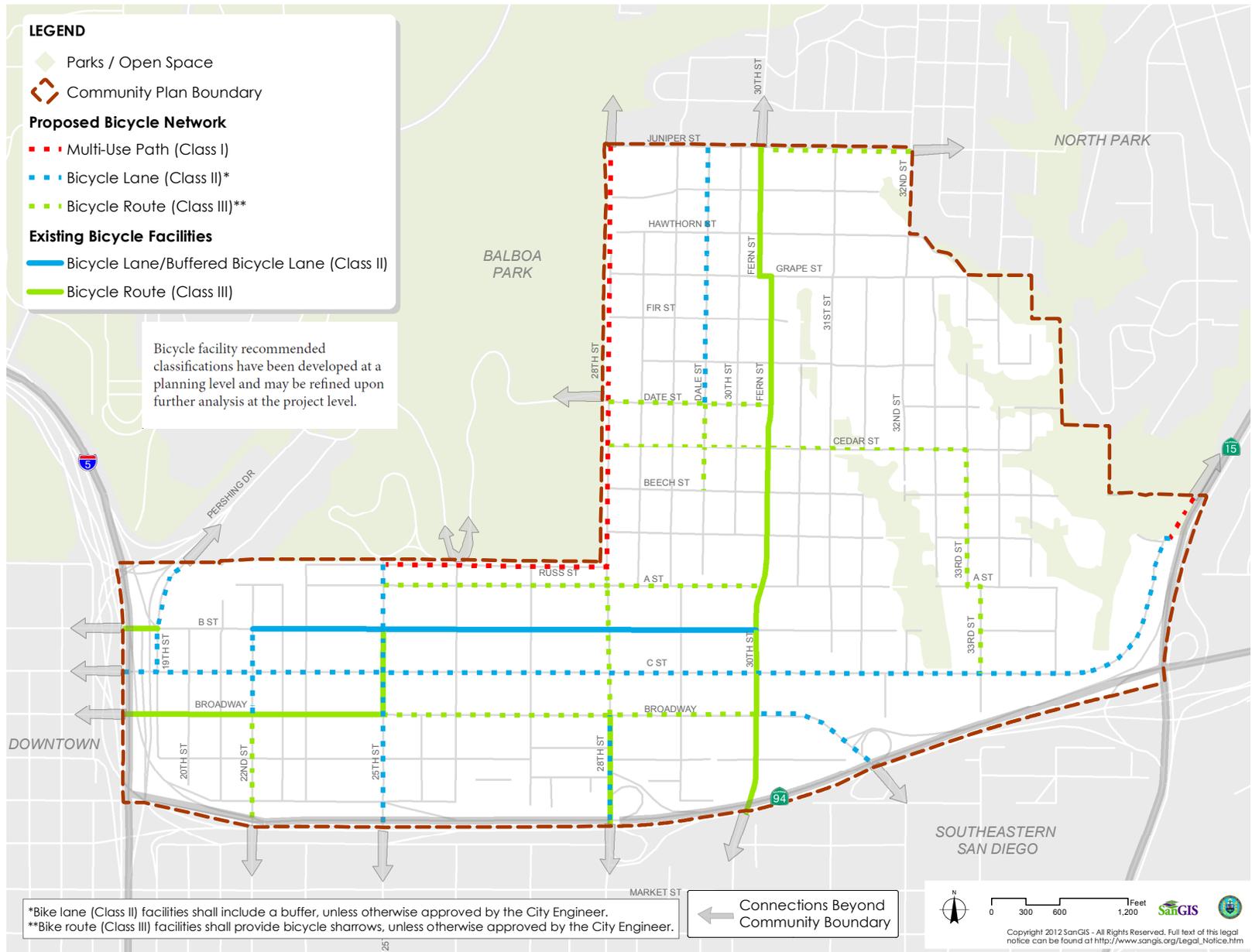
*Convenient bicycle parking improves access to business districts. The bicycle racks shown here make efficient use of valuable sidewalk space.*

- ME-1.9** Increase safety, comfort, and accessibility for everyday bicyclists with improvements such as convenient parking for bicycles, buffered bike lanes and cycle tracks that provide a physical separation between cars and automobiles where feasible.
- ME-1.10** Support new multi-use paths that connect Golden Hill to Balboa Park and the North Park community along 26th Street, Golf Course Drive, 28th Street, Russ Boulevard, and between Boundary Street and C Street.
- ME-1.11** Implement wayfinding signage to complement the bikeway system.
- ME-1.12** Provide adequate bicycle parking facilities within commercial districts and other activity centers. Of particular interest are the following locations:
- Juniper Street and 30th Street
  - Grape Street and Fern Street
  - Beech Street and 30th Street
  - 25th Street and B Street
  - 25th Street south of Broadway

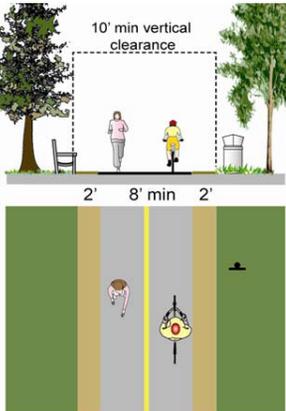
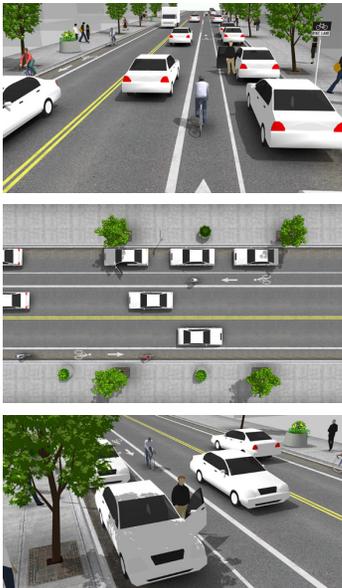
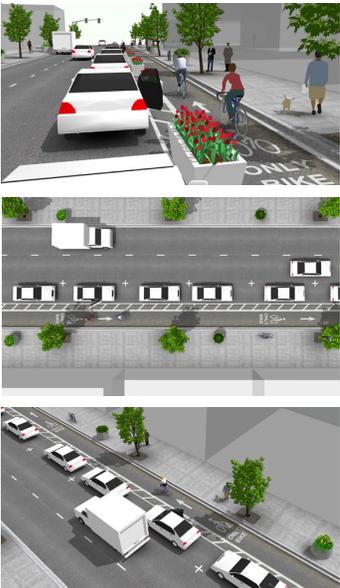
### BICYCLE FACILITY TYPES

- **Bike Path (Class I):** Paved right-of-way for exclusive use by bicyclists, pedestrians, and those using non-motorized modes of travel. The facility is physically separated from vehicular traffic and can be constructed in roadway right-of-way or exclusive right-of-way. Bike paths provide critical connections in the city where roadways are absent or are not conducive to bicycle travel.
- **Bike Lane (Class II):** Striping and signage used to allocate a portion of a roadway for exclusive or preferential bicycle travel. Bike lanes are one-way facilities on either side of a roadway. Whenever possible, Bike lanes should be enhanced with treatments that improve safety and connectivity by addressing site-specific issues, such as additional warning or wayfinding signage. Enhanced buffered bike lanes add additional striping and lateral clearance between bicyclists and vehicles, leading to lowered level of service (LOS) for the rider. Bike lanes enable bicyclists to ride at their preferred speed without interference from prevailing traffic conditions. Bike lanes also facilitate predictable behavior and movements between bicyclists and motorists.
- **Bike Route (Class III):** Shared use with motor vehicle traffic within the same travel lane. Designated by signs, Bike routes provide continuity to other bike facilities or designate preferred routes through corridors with high demand. Whenever possible, bike routes should be enhanced with treatments that improve safety and connectivity.
- **Cycle Track (Class IV):** A hybrid type of bicycle facility that combines the experience of a separated path with the on-street infrastructure of a conventional bike lane. Cycle tracks are bikeways located in roadway right-of-way but separated from vehicle lanes by physical barriers or buffers. Cycle tracks provide for one-way bicycle travel in each direction adjacent to vehicular travel lanes and are exclusively for bicycle use.

### FIGURE 3-2: EXISTING AND PLANNED BICYCLE NETWORKS



## PLANNED BICYCLE FACILITIES DIAGRAM

Class Description	Example Graphic	Class Description	Example Graphic
<p><b>Class I – Bike Path</b></p> <p>Bike paths, also termed shared-use or multi-use paths, are paved right-of-way for exclusive use by bicyclists, pedestrians, and those using non-motorized modes of travel. They are physically separated from vehicular traffic and can be constructed in roadway right-of-way or exclusive right-of-way. Bike paths provide critical connections in the city where roadways are absent or are not conducive to bicycle travel.</p>		<p><b>Class III - Bike Route</b></p> <p>Bike routes provide shared use with motor vehicle traffic within the same travel lane. Designated by signs, Bike Routes provide continuity to other bike facilities or designate preferred routes through corridors with high demand. Whenever possible, Bike Routes should be enhanced with treatments that improve safety and connectivity, such as the use of “Sharrows” or shared lane markings to delineate that the road is a shared-use facility.</p>	
<p><b>Class II – Bike Lane</b></p> <p>Bike lanes are defined by pavement striping and signage used to allocate a portion of a roadway for exclusive or preferential bicycle travel. Bike lanes are one-way facilities on either side of a roadway. Whenever possible, Bike Lanes should be enhanced with treatments that improve safety and connectivity by addressing site-specific issues, such as additional warning or wayfinding signage.</p> <p>Enhanced buffered bike lanes add additional striping and lateral clearance between bicyclists and vehicles, leading to lowered LOS for the rider.</p> <p>Bike lanes enable bicyclists to ride at their preferred speed without interference from prevailing traffic conditions. Bike lanes also facilitate predictable behavior and movements between bicyclists and motorists.</p>		<p><b>Class IV – Cycle Track</b></p> <p>A Cycle Track is a hybrid type bicycle facility that combines the experience of a separated path with the on-street infrastructure of a conventional Bike Lane. Cycle tracks are bikeways located in roadway right-of-way but separated from vehicle lanes by physical barrier or buffers. Cycle tracks provide for one-way bicycle travel in each direction adjacent to vehicular travel lanes and are exclusively for bicycle use. Cycle tracks are not recognized by Caltrans Highway Design Manual as a bikeway facility. A Cycle track is proposed as a pilot project along a 7.6-mile segment of the San Diego bikeway network. To provide bicyclists with the option of riding outside of the Cycle Track to position themselves for a left or right turn, parallel bikeways should be added adjacent to Cycle Track facilities whenever feasible.</p> <p>Sources:          - City of San Diego Bicycle Master Plan Update 2011          - NACTO Urban Bikeway Design Guide, 2014</p>	

## 3.2 TRANSIT

Public transit should be an attractive and convenient choice, well-integrated into the community. Transit improves community livability by increasing access to civic, commercial and employment destinations, particularly those outside the community, and reducing dependence on the automobile. Golden Hill is currently served by two bus routes on its roadways. Transit and land use should be closely linked, and transit stations should be integrated into walkable corridors and neighborhood centers.

The San Diego Association of Governments (SANDAG) draft 2050 Regional Transportation Plan (RTP) identifies future Rapid Transit and Streetcar service within Golden Hill. Transit routes identified in the 2050 RTP will improve overall connectivity of the Golden Hill community to nearby communities. Additionally, the 2050 RTP will improve the type of service, frequency of service and destination range outside of the community. The following are planned transit service enhancements for Golden Hill, contingent upon future funding:

- MTS Bus Route 2 will be converted into a Rapid service bus along its current route. Route 2 currently provides local bus service from Downtown San Diego to North Park. Route 2 travels along Broadway, C Street, and 30th Street in the Golden Hill community. The expected year for implementation is 2030.
- A new bus route will provide service from North Park to 32nd Street Trolley station in Barrio Logan. The expected year for implementation is 2035.
- A streetcar route, currently designated as route 555, will provide streetcar service from North Park, through Golden Hill along 30th Street to Downtown San Diego. The expected year for implementation is 2035.

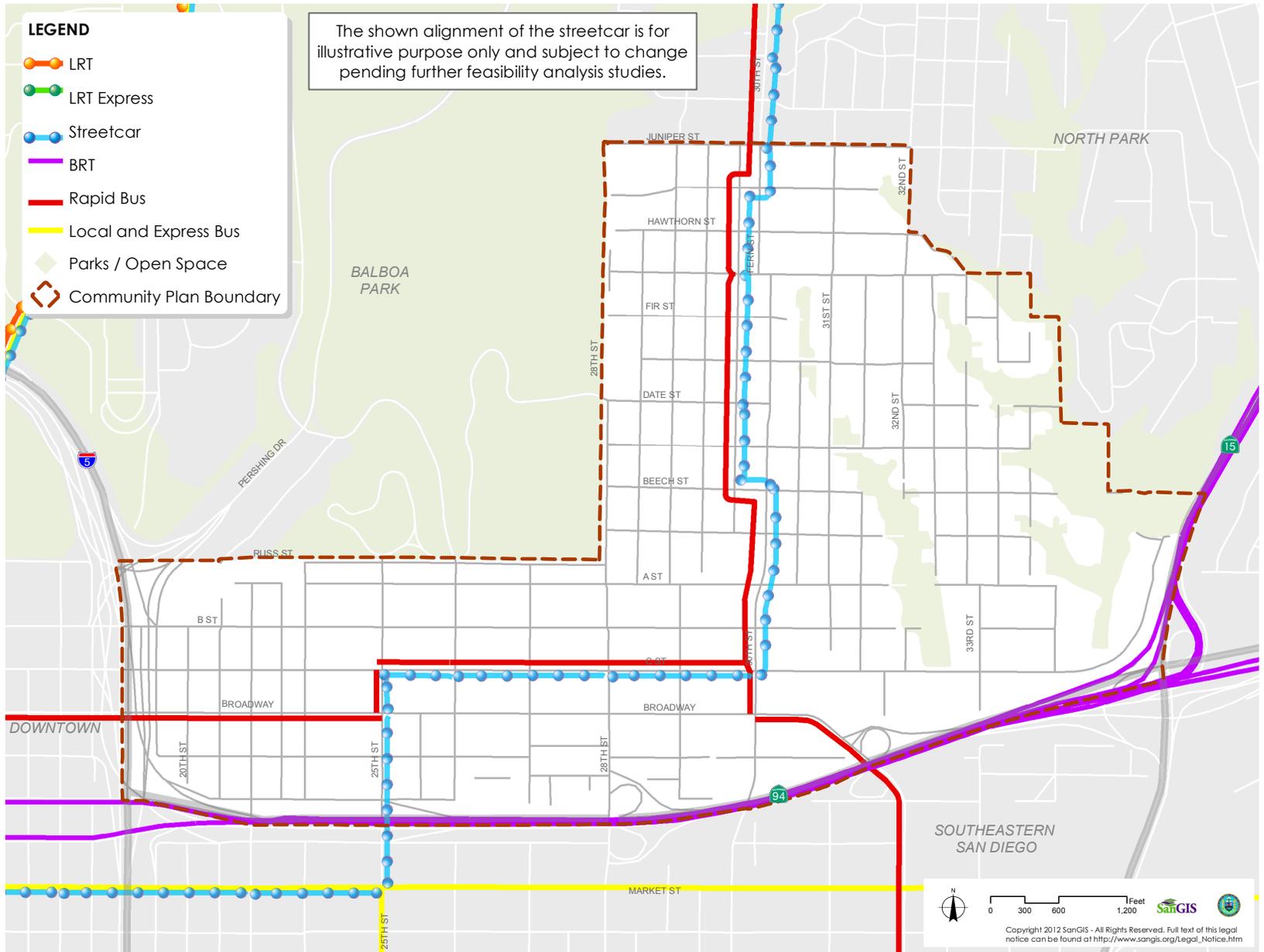
Figure 3-3 illustrates the transit facilities with the buildout of the 2050 RTP. The proposed alignment of the streetcar is shown for illustrative purpose only and subject to change pending further feasibility analysis studies.

Transit policies developed for Golden Hill are numbered below as Policy ME-2.1 through ME-2.8. Additional guidance and information regarding transit policies may be found in General Plan policies ME-B.1 through ME-B.10.

### POLICIES

- ME-2.1** Support and promote MTS/SANDAG efforts to improve public transit by extending hours of operation into the evening hours and increasing frequency of service during peak travel times.
- ME-2.2** Coordinate with SANDAG to promote infrastructure that enhances accessibility and improves the transit user's experience at transit stops.
- ME-2.3** Work with MTS to place benches, shade structures and timetables at bus stops, where sidewalk depth is sufficient.
- ME-2.4** Coordinate with MTS and SANDAG to install electronic arrival schedules where appropriate and implement real time transit schedule updates to provide timely and efficient loading.
- ME-2.5** Coordinate with SANDAG to implement the transit infrastructure and service enhancements identified in the Regional Transportation Plan.
- ME-2.6** Work with MTS and SANDAG to implement transit priority measures to improve transit travel times. Transit priority measures include, but are not limited to, transit signal priority for buses, queue jumpers, exclusive transit lanes, transit ways, use of freeway shoulders, and direct access ramps to freeway High Occupancy Vehicle (HOV) facilities.

FIGURE 3-3: PLANNED TRANSIT FACILITIES



- ME-2.7** Coordinate the implementation of balanced multi-modal concepts, as appropriate, with ongoing transportation and congestion relief programs such as the Transportation Demand Management (TDM) Program, Street Smarts Traffic Safety program, Residential Traffic Calming Program, Safe Routes to School Program, and TRAFFIX Program.
- ME-2.8** Coordinate with MTS on bicycle and pedestrian infrastructure improvements to avoid adverse impacts to existing and planned bus services to the area.

### TRANSIT IMPROVEMENT AND TRANSPORTATION PROGRAM GLOSSARY

- **Queue Jumper:** Short transit-only lanes at intersections that allow transit vehicles to bypass waiting traffic. Often used in combination with transit-priority signals.
- **Transit Ways:** Road lanes or separate roadways that are for transit-only use or shared use by transit and high occupancy vehicles.
- **Transportation Demand Management:** Programs that help manage the demand for various forms of transportation, including ridesharing initiatives such as carpooling, vanpooling and buspooling; promoting alternative work schedules and teleworking; and promoting bicycling, walking, and the use of public transit.

## 3.3 STREETS AND FREEWAY SYSTEM

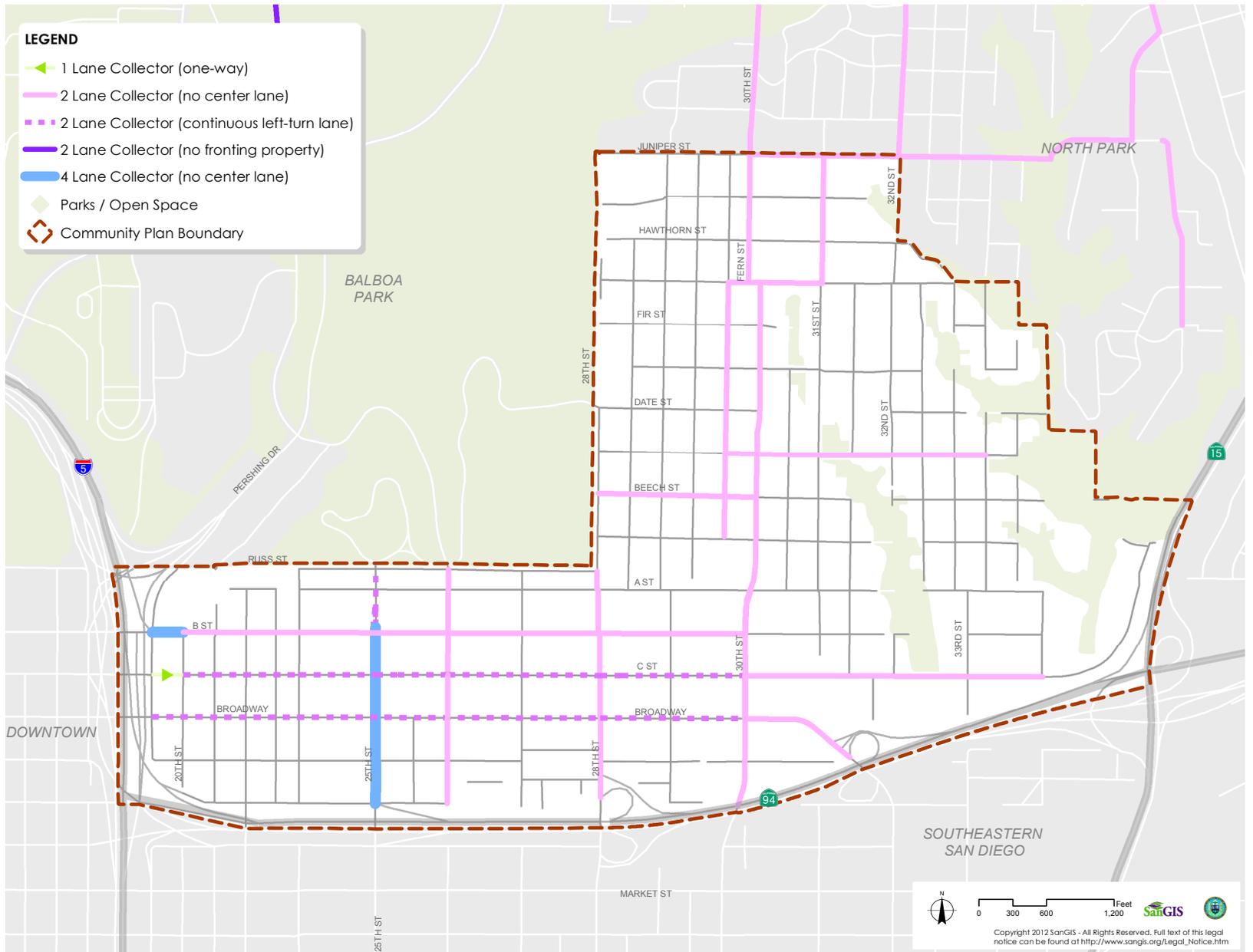
This community plan envisions enhancing the pedestrian and bicycle environment along the community's streets in accordance with complete streets principles while maintaining the community's existing grid network of streets. Golden Hill's grid-patterned street network plays a major role in the urban form of the community. It allows both east-west and north-south traffic movements, with limitations in the eastern portion of the community due to canyon topography. Two north-south canyons result in dead-end streets and a significant amount of out-of-direction travel. Existing roadways within the community and their classifications are shown in Figure 3-4. Golden Hill is also bounded on three sides by freeways: I-5 on the west, SR-15 on the east and SR-94 on the south.

With most public right-of-way fully constructed with streets and sidewalks, and with adjacent property built out, the street system planning avoids widening roadways due to potential effects on community character. To accommodate the need for improved mobility, a balanced multi-modal approach that focuses on repurposing existing roadways to incorporate other modes of travel is preferable. Future street classifications are presented in Figure 3-5.

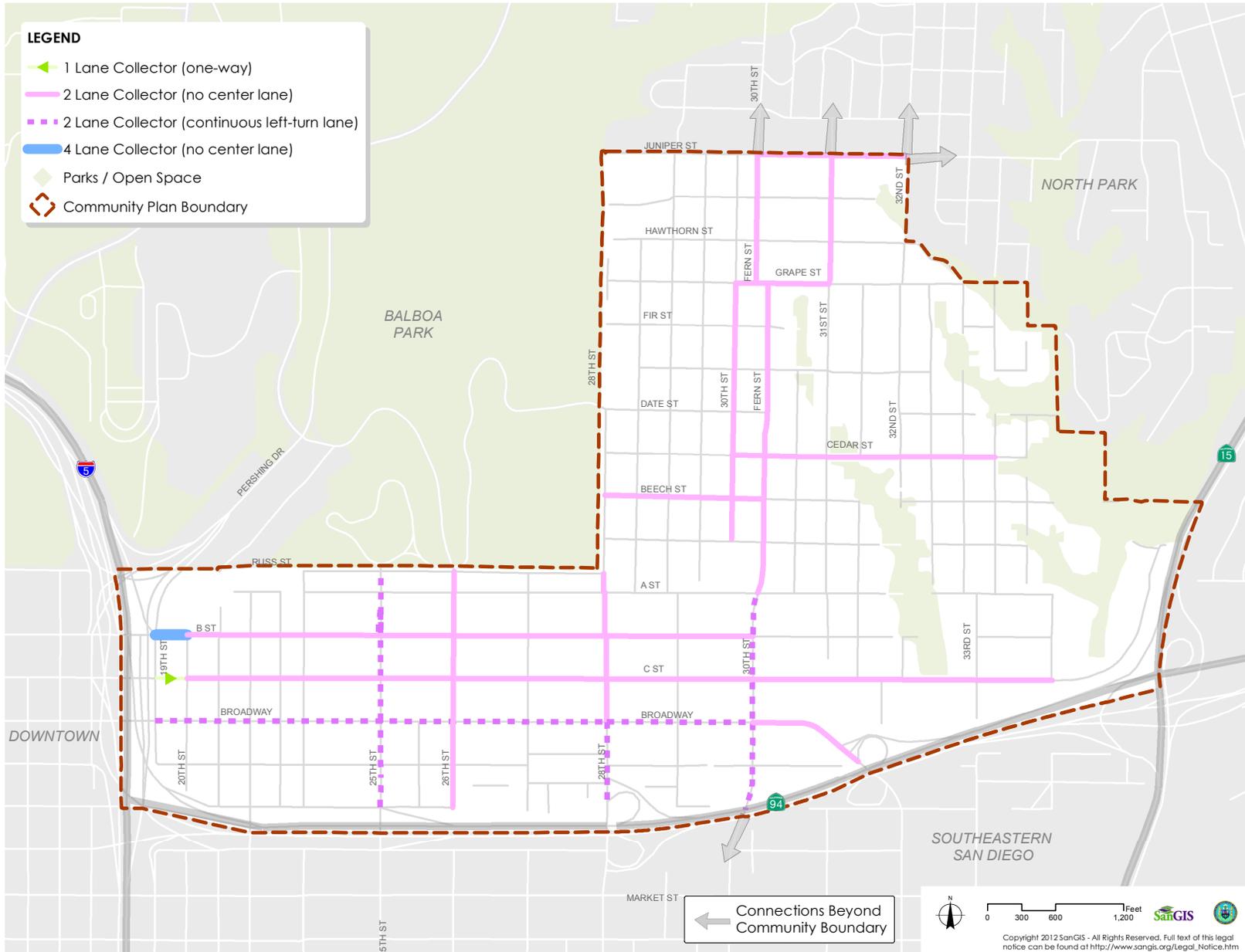


*Reconfiguring wider streets, such as 30th Street shown here, to provide bicycle lanes will improve bicycle safety and comfort.*

FIGURE 3-4: EXISTING FUNCTIONAL ROADWAY CLASSIFICATIONS



### FIGURE 3-5: PLANNED STREET CLASSIFICATIONS



Street and freeway policies are numbered below as Policy ME-3.1 through ME-3.7. Additional related guidance for street, freeway, and intersection improvements may be found in the General Plan’s Mobility Element Policies ME-C.1 through MC-C.7 and Table ME-2, the Traffic Calming Toolbox.

**POLICIES**

- ME-3.1** Provide a complete streets network throughout the community, safely accommodating all modes and users of the right-of-way.
- ME-3.2** Repurpose right-of-way to provide high-quality bicycle, pedestrian, and transit facilities while maintaining vehicular access.
- ME-3.3** Implement focused intersection improvements to improve safety and operations for all modes.
- ME-3.4** Improve the street and freeway environment and trip efficiency through the installation and maintenance of street signs, including wayfinding signs, and other appropriate measures.
- ME-3.5** Incorporate balanced multi-modal concepts into planning, design, retrofit and maintenance of streets.
- ME-3.6** Ensure efficient movement and delivery of goods to retail uses while minimizing impacts on residential and mixed-use neighborhoods.
- ME-3.7** Coordinate with Caltrans and SANDAG to implement needed freeway and interchange improvements along SR-94 and SR-15 to improve accessibility to regional facilities and enhance active transportation modes along freeway interchanges.

**3.4 PARKING MANAGEMENT**

On-street parking has the ability to calm traffic and protect pedestrians, and the relative availability of parking can influence transit ridership. On-street parking supply should be maintained in commercial areas to serve short-term visits by patrons of area businesses. Adequate parking is key to a vibrant community, and on-street parking should be maintained and managed to adequately serve both commercial and residential uses.

Parking Management policies are numbered below as Policy ME-4.1 through ME-4.16. Additional policies and guidance related to this topic may be found in the General Plan’s Mobility Element Policies ME-G.1 through ME-G.5 as well as Table ME-3, the Parking Strategy Toolbox. These policies should be considered when evaluating new parking facilities.

**POLICIES**

- ME-4.1** Locate off-street parking in the rear of buildings and encourage access from rear alleys when available.



*Substituting bicycle parking for automobile parking preserves valuable sidewalk space for pedestrian travel.*

- ME-4.2 Consider parallel on-street parking on high-volume arterial and collector streets and angled parking on lower-speed and lower-volume streets.
- ME-4.3 Add angled parking on side-streets adjacent to commercial districts and within multifamily neighborhoods to increase parking supply where feasible.
- ME-4.4 Break-up large surface parking areas with landscaped islands and apply landscaped borders to screen parking from view. This can be accomplished through the use of trees, shrubs, mounding or walls appropriate to the character of the area.
- ME-4.5 Screen on-site parking by locating it in areas not highly visible from the street corridor.
- ME-4.6 As alternatives to surface parking lots, provide parking designs that conceal parking such as below-grade parking or above-grade parking that is screened by building components. Access to parking access should be from alleys or side streets where available.
- ME-4.7 Provide on-street parking on all streets to support adjacent uses and to provide separation from vehicular lanes that enhances pedestrian safety and comfort.
- ME-4.8 Limit driveway curb cuts to the extent possible to maximize the curb length available for on-street parking. Driveway access should be provided through alleys or shared driveways.
- ME-4.9 Explore opportunities to incorporate reverse angle (i.e. back-in), angled parking, or other on-street parking designs to improve safety for bicyclists, calm traffic and reduce conflicts with on-coming traffic, parkways and pedestrian facilities. This is particularly appropriate in locations with generous street widths (50' or greater) where a narrower travel lane can accompany this configuration.
- ME-4.10 Avoid conflicts between front-in angled parking, marked bicycle lanes, parkways and pedestrian facilities. In locations where front-in angled parking is adjacent to marked bicycle lanes, a six-foot buffer shall be provided between the parking area and the marked bicycle lanes. Bicycle lanes may abut the parking area when back-in angled parking is used.
- ME-4.11 Use metered parking and short-term parking space marking and signage in commercial areas to provide reasonable short-term parking for retail customers and visitors while discouraging long-term resident and employee parking. Restrict use of time limits of 30 minutes or less to areas reserved for special, short-term, high-turnover parking such as passenger loading, convenience stores, dry cleaners, etc. Maximum time limits should not exceed 2 hours where turnover of parking spaces is important to support nearby retail business.
- ME-4.12 Design parking space widths depending on the land use context and thoroughfare type and the anticipated frequency of parking turnover. The preferred width of a parallel on-street parking lane is 7 feet.

- ME-4.13 Incorporate plantings into on-street parking areas to contribute to the visual character, provide additional space for street trees and to reduce the apparent width of the street and vehicular travel speeds, through elements including:
- A. "Tree islands" included within the parking lane at regular intervals along the block to reduce uninterrupted lengths of on-street parking.
  - B. Landscaped curb extensions at ends of a block.
- ME-4.14 Provide on-street motorcycle parking in prominent, well-lit locations. Motorcycle parking bays should be striped perpendicular to the sidewalk in the on-street parking lane.
- ME-4.15 Consider installing on-street bicycle corrals in retail areas where pedestrian activity is heavy and sidewalk space limited. Bicycle corrals should be delimited with bollards to protect bicycles and cyclists.
- ME-4.16 Consider resident parking permits for neighborhoods impacted by high parking demand.



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## URBAN DESIGN



- 4.1 Existing Urban Form and Context
- 4.2 Urban Design Framework
- 4.3 Development Form

## INTRODUCTION

Urban design is not a topic that can be isolated and discussed separately from the other elements of this Plan. Urban design is a complementary process that considers many of the development factors and issues examined elsewhere in this plan, yet is also concerned with more detailed features such as a development's architecture or site design and how a development integrates with the community. Special attention to urban design is integral to development planning and review, and for effective development within the Golden Hill community.

It is the composition of the natural environmental features, the grid street pattern, the distinctive architectural character, and connections to adjacent communities and resources that defines the community's urban form and provides the design framework for this Community Plan. Positioned within hilly topography next to Downtown and Balboa Park, Golden Hill is one of the oldest communities in the City and occupies a premier geographic location with breathtaking city, bay and mountain views. Two qualities which make the community unique are the variety of older, traditional architectural styles and the sensitivity of the earlier site planning to the rolling terrain and canyon landforms.

Many of the community's neighborhoods also have a pedestrian orientation with a grid pattern of streets, low traffic volumes and mature trees. Growth has followed a traditional neighborhood development pattern, characterized by compact blocks, small lots and fine-grained, pedestrian-scaled and oriented buildings. Exceptions include more recent

post-World War II multi-family construction that introduced multiple lot consolidations, front facades that lack transparency, and driveways/parking oriented to the street and often featured prominently. However, many historically significant residential buildings and architectural styles still exist in the community and are well worth preserving. Their character and scale is also worth replicating with new development.

The community has great potential to build on the renaissance of its commercial corridors through the enhancement or restoration of existing buildings and development of new mixed-use buildings. Traditional storefronts contribute to a "Main Street" character that supports walking, bicycling, and greater transit use. Investments in public streets and sidewalks, plazas, parks and open spaces will maintain community identity and provide gathering spaces and connections between neighborhoods, commercial districts and Balboa Park.

Over time, important community linkages connecting Golden Hill with adjacent communities and Balboa Park are planned to be strengthened and enhanced with pedestrian, bicycle and landscape improvements. 25th Street will become a "Bay-to-Park" link through Sherman Heights, Logan Heights and Barrio Logan. A potential freeway deck or lid over State Route 94 (SR-94) will mend the divide with the Sherman Heights neighborhood, and provide a much needed park space and shared gathering space. Russ Boulevard will be enhanced to offer an improved interface with Balboa Park and bicycle facilities, pedestrian paths, trails, and stairs or bridges will facilitate greater connectivity to and within Balboa Park and the community's canyons.



New development in Golden Hill is not expected to duplicate the older architectural styles of the community, but it is expected to be compatible with the traditional scale and development pattern typically characterized by a 50-foot-wide lot pattern coupled with low-scale and distinctive, quality architecture.

### URBAN DESIGN ELEMENT GOALS

- High-quality urban design that provides superior living and working environments and contributes positively to the public realm.
- Improved urban design and access (where appropriate) at neighborhood interfaces with natural open space and Balboa Park.
- Thoughtful and creative adaptation to and respect for the hilly topography, canyon landscape, and resulting views that give Golden Hill its name and unique character.
- New development that contributes to, and is compatible with, the existing fine-grained development pattern and architecture that give the community its traditional charm.
- Enhanced and lively streetscapes that support pedestrian, bicycle and transit use, and also function as neighborhood focal elements and areas of community engagement where appropriate.
- A community that supports creativity as expressed in its built environment, architecture, public art, street furniture and physical form.
- Improved visual aesthetics and community identity through the ongoing repair, upgrade and maintenance of public facilities and infrastructure.
- Preservation of public view resources and canyon landforms.

### GENERAL PLAN CROSS-REFERENCE TABLE

The City of San Diego General Plan establishes Citywide policies to be cited in conjunction with community plan policies. General Plan policies may also be further referenced, emphasized or detailed in a community plan to provide community-specific direction. General Plan urban design policies particularly relevant to the Golden Hill community are listed by their identifiers in cross reference Table 4-1 below.

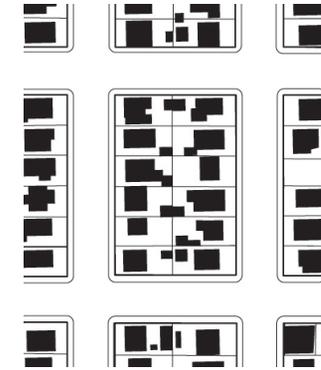
TABLE 4-1: GENERAL PLAN RELATED URBAN DESIGN TOPICS AND POLICIES

COMMUNITY PLAN TOPIC	GENERAL PLAN POLICY
Development Adjacent to Canyons & Other Natural Features	UD-A.3
Landscape Guidelines	UD-A.8
Parking	UD-A.11, UD-A.12
Wireless Facilities	UD-A.15
Utilities	UD-A.16
Safety & Security (Crime Prevention Through Environmental Design (CPTED))	UD-A.17
Residential Design	UD-B.1 – UD-B.8
Mixed-Use and Commercial Design	UD-C.1 – UD-C.8
Public Spaces & Civic Architecture	UD-E.1 – UD-E.2
Public Art & Cultural Amenities	UD-F.1 – UD-F.5
Urban Runoff & Storm Water Management	CE-E.1 – CE-E.7
Urban Forestry	CE-J.1 – CE-J.5
Sustainable Development Practices	CE-A.5 – CE-A.12

## 4.1 EXISTING URBAN FORM AND CONTEXT

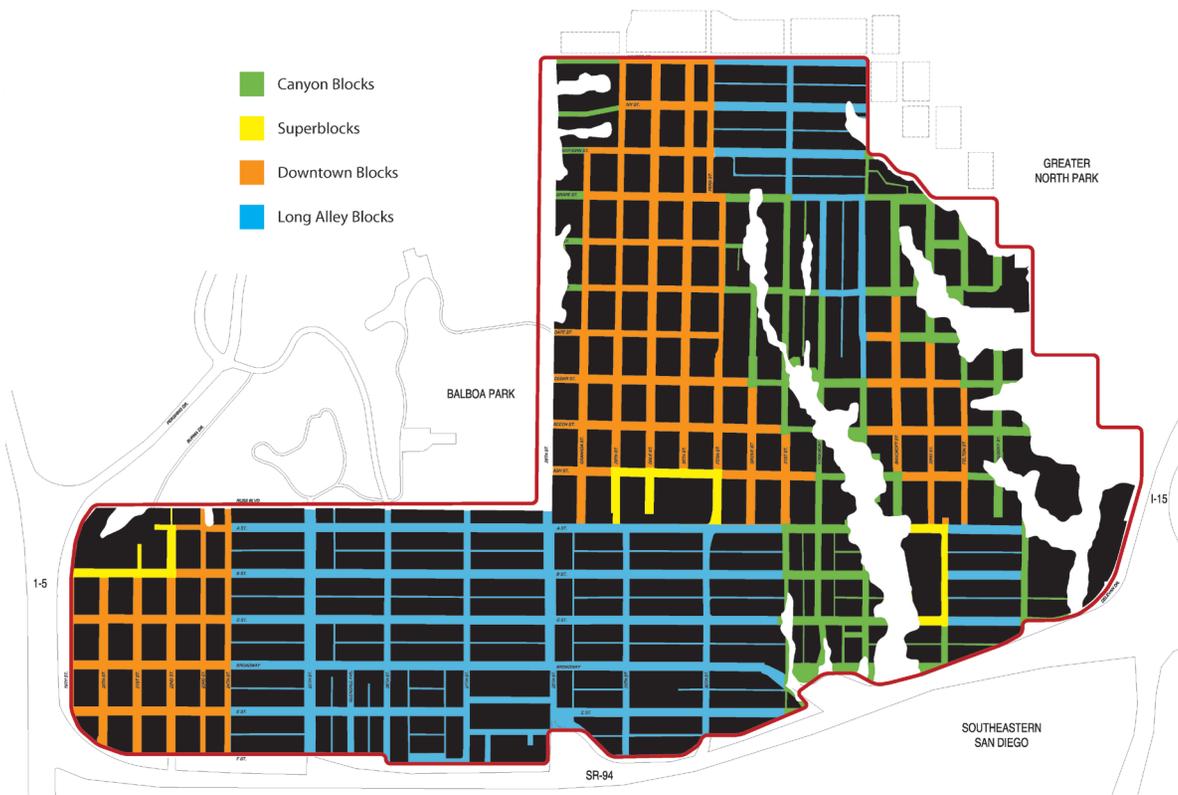
### TRADITIONAL BLOCK PATTERNS

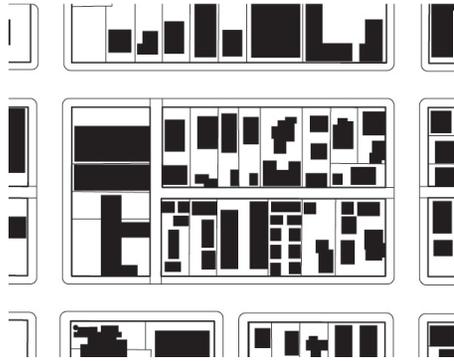
A defining characteristic of Golden Hill is its traditional block patterns and types, which contribute to a clear definition of neighborhoods and a walkable and connected street network. Generally, blocks are compact and follow a grid pattern, except where blocks meet the edges of canyons and freeways.



*Downtown Blocks*

Downtown blocks are an extension of the block pattern of downtown that existed prior to the construction of the I-5 freeway. They are located within the South Park neighborhood and in the portion of the Golden Hill neighborhood west of 24th Street. They are typically 200' x 300' in size, with lots that are 50' wide by 100' deep and can face in both the long and short directions of the block. The downtown block type typically does not have an alley. This block design is compact and affords a variety of lot configurations and densities, which has enabled the development of a diversity of building types with a fine-grained scale. The combination of these development characteristics makes the neighborhoods with downtown blocks pedestrian-oriented and highly walkable.





*Long Alley Blocks*

Long Alley blocks are largely located south of A Street from 24th to 31st Streets in the Golden Hill neighborhood and within the northeast portion of the South Park neighborhood. They typically measure 300' by 600' in size and incorporate an alley. The typical lot size is 50' wide by 140' deep, although a diversity of lot configurations exists. Many of the larger apartment complexes in the community are developed within this block type, as their alley access and deeper length allows more building area, particularly with lot consolidations. Single-family homes are more prevalent on the Long Alley blocks in the northeastern area of South Park. While the pattern of development on Long Alley blocks is fine-grained in many locations, the length of this block type provides a challenge to walking where hilly or steeper topography is present.



*Canyon Blocks*

Canyon Blocks are irregular blocks that have developed along canyons and respond to the resulting variation in topography. They are located mostly in the eastern portion of the community and are characterized by dead-end streets, irregular lot sizes and lot lines, and cul-de-sacs. An average block width of 300' persists, but the depth varies according to the location of canyons and may extend beyond 100' in some locations. Access to lots on these blocks is through winding streets and private driveways. The irregular shape and occasionally hidden nature of the lots in this block type can make walking and wayfinding a challenge. However, unique lot arrangements and shapes allow development to adapt to the canyon interface.



*Superblocks*

Superblocks are atypical blocks in this community where two or three standard blocks have been combined to accommodate special uses, such as schools, planned developments, industrial or other non-residential uses. Typically, superblocks are discouraged in developed communities because they disrupt the street network, encourage incompatible and inward-focused development, and tend to degrade the pedestrian environment.

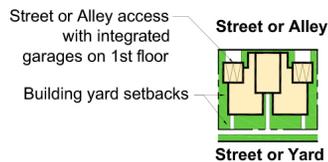
### DIVERSITY OF BUILDING TYPES

A defining characteristic of Golden Hill is its rich diversity of building types and architectural styles. Buildings have been developed with a variety of unit types, sizes, and styles, while their scale, massing and height is consistent across the community. Most buildings in Golden Hill also incorporate the successful urban design principles of “eyes on the street.” The following images illustrate some of the most prevalent building types in the community and their distinctive characteristics.



#### Single Family, Duplex, or Triplex

Single-family homes may be arranged as stand-alone detached dwelling units, or sometimes attached as duplexes. Some lots can accommodate accessory dwelling units or “granny flats”. Densities for single-family and duplex development typically range from 1 to 14 units per acre depending on zone applied. Parking may be integrated into the ground floor of the dwellings or separated in individually secured garages. Garages should be located toward the rear of the lot.



#### Bungalow Courts

Bungalow courts are dwelling units organized around a central courtyard. The courtyard may contain individual or collective garden plots or patios for building residents to use, or communal open space. They typically range in density from 29 to 44 units per acre. Traditionally, bungalow courts provided smaller unit sizes with little off-street parking. Parking arrangements may include a mixture of garages and surface spaces, as well as tandem spaces and tandem lift parking, which should be accessed from an alley.





Rowhomes and Townhomes

Rowhomes and townhomes are dwelling units attached in a series by use of shared side walls. Although the two terms are sometimes used interchangeably, rowhomes are typically single-ownership attached dwellings arranged in a single row facing a block face, often on separate lots, and townhomes are attached units that are arranged in various denser configurations within a common lot. Rowhomes are not a traditional building form in the community, while townhomes are more common in newer developments. Building heights typically range from 2 to 3 levels and densities from 15 to 29 units per acre. Parking for rowhomes and townhomes should be integrated into the ground floor of the units in individually secured garages and accessed from the rear of the lot.



Apartments

Apartments are attached dwelling units, most often with common central access. Apartment densities range between 15 and 44 units per acre and may be designed to accommodate variety of unit sizes and configurations. Parking is typically located in a below-grade structure that is integrated within the building and privately secured for access by residents only. When parking is partially below-grade or at-grade, the ground floor of apartment buildings should include active uses to screen the parking behind. Active uses may include residences, building amenities, or storefronts with retail or other neighborhood-serving uses where allowed.

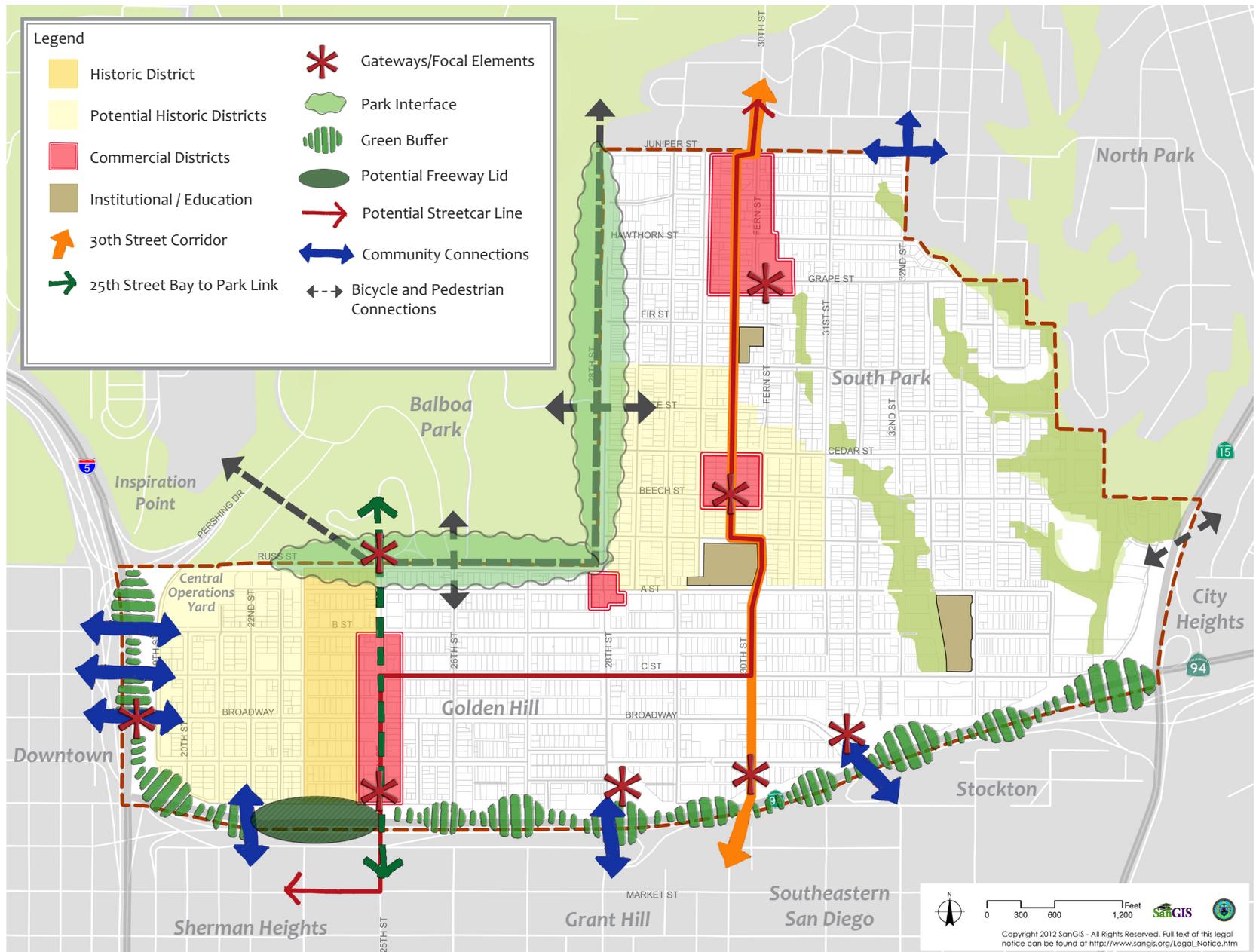


## 4.2 URBAN DESIGN FRAMEWORK

### KEY PROPOSALS

- Maintain Golden Hill’s traditional block and lot patterns as the foundation for the community’s urban form.
- Conserve the heritage and charm of Golden Hill through the preservation and re-use of its traditional and historic buildings.
- Ensure that community access to Balboa Park is maintained and enhanced where needed.
  - Improve the connection of the Golden Hill and South Park neighborhoods to Balboa Park by incorporating pedestrian and bicycle facilities along Golf Course Drive and 26th Street.
  - Enhance the connection to Balboa Park along Russ Boulevard by adding bicycle and pedestrian paths and landscaping.
- Create gateways through the installation of markers or design of adjacent buildings to demarcate neighborhood boundaries, highlight community identity, enhance wayfinding and sense of place.
- Sensitively incorporate plazas and pocket parks within Neighborhood Centers/Villages as gathering areas and focal elements.
- Improve the interface of the community with the adjacent SR-94 freeway.
  - Plant a “Green Buffer” along the SR-94 interface to address freeway pollution, noise and visual quality impacts and provide opportunities for passive parks where appropriate.
  - Build a freeway deck or lid over SR-94 that incorporates a neighborhood park that connects Golden Hill with Sherman Heights.
- Make 25th Street the community’s “Bay-to-Park” link by implementing street and landscape improvements.
- Redevelop the City’s Central Operations Yard site with residential and mixed-use buildings and a public plaza or pocket park.

FIGURE 4-1: URBAN DESIGN CONCEPT MAP



## BLOCK PATTERNS

As stated in the Existing Urban Form and Context section, a defining characteristic of Golden Hill is its block patterns and types which are the foundation of the community's urban form and create a walkable and connected street network. Generally, blocks are compact and follow a clear grid pattern, with some exceptions where blocks meet the edges of canyons and freeways.

## POLICIES

- UD-2.1** Preserve existing block configurations and grid pattern street system as contributors to the distinct character of Golden Hill's neighborhoods.
- UD-2.2** Do not support street and alley vacations where public access is needed, or, that would result in the creation of "superblocks."
- UD-2.3** Improve the aesthetics of alleys using 'greening' concepts.
- A.** Integrate trash storage and utility equipment into perimeter fencing or adjacent building facades and provide secure screening enclosures;
  - B.** Install landscaping within building setbacks and between building facades along alley edges. Vines and trees within rear yards can be used to soften fences and walls;
  - C.** Pave the remaining unpaved alleys where appropriate;
  - D.** Utilize paving systems that allow storm water infiltration and also support trash collection and other public works and utility vehicles. Consider replacing all or a portion of existing impervious materials with a pervious surface.

- UD-2.4** Enhance pedestrian connectivity where more direct connections are needed by using mid-block paseos, canyon trails, and alley 'greening' proposals where feasible.

## LOT PATTERNS

Another defining characteristic of Golden Hill is a predominant 50' lot width that has allowed development to occur with a consistent pattern, rhythm and scale. As a result of this lot pattern, development has a fine-grained character, contributing to a diverse streetscape, attractive pedestrian environment, distinctive buildings and small-scale plazas.

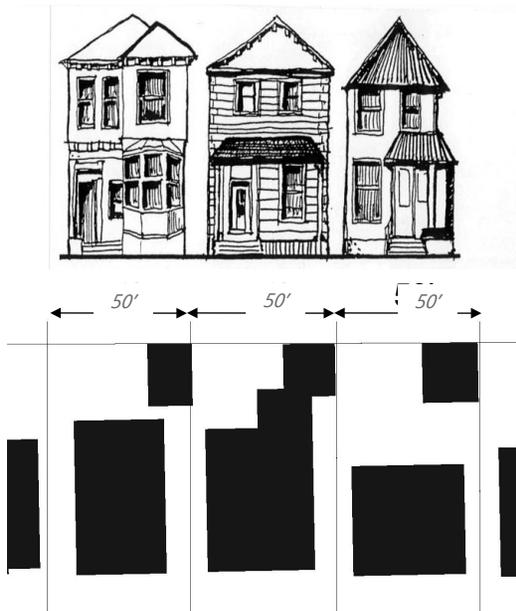


*The existing lot pattern in the community yields a diversity of businesses.*

**POLICIES**

**UD-2.5** Preserve and follow the community's traditional, small-scale and pedestrian-oriented development pattern. Maintain the scale and rhythm of existing 50' lot widths prevalent in the community through development that is fine-grained, well-articulated and modest in bulk and massing.

- A. Prohibit lot consolidations in that result in a lot area greater than 14,000 square feet or a street frontage of more than 100 feet.
- B. Development should be visibly modulated to fit the scale of a 50' lot width. This can be accomplished by use of a combination of setbacks; courtyards and recesses; roof line variation; placement of doors and windows; and facade treatments.



**TRADITIONAL AND HISTORIC BUILDINGS**

Golden Hill has a wealth of traditional and historic buildings that contribute to the heritage and charm of the community. In addition to the many individual buildings in the community that are valuable for their historic aesthetic and functional qualities, the community plan identifies areas with potential to be designated as new historic districts.

**POLICIES**

- UD-2.6** Encourage the preservation, re-use and restoration of older structures that contribute to the community's traditional and historic character.
- UD-2.7** Preserve and enhance site fences, retaining walls, stonework and other existing landscape features that contribute to the community's traditional character.



*The Seventh-day Adventist Church is a designated historic resource.*

## BALBOA PARK

The community borders regionally and historically significant Balboa Park on two sides. Because of this close and valuable physical relationship, it is important to ensure that community access to the park is maintained and enhanced where needed, and that development adjacent to the park is consistent with the resources, design qualities and character of the park. For these purposes, the following guidelines are recommended for Balboa Park and for development within each block that has park frontage:

### POLICIES

- UD-2.8** Improve pedestrian and bicycle access from Golden Hill into Balboa Park by reconfiguring existing access roads and paths to provide better facilities for use by pedestrians, trail users and bicycles as appropriate. Particular focus should be on Golf Course Drive, 26th Street, Russ Boulevard and 28th Street.
- UD-2.9** Development should maintain and enhance public views into the park by maintaining required setbacks for building facades and fences. Discourage reductions in required setbacks for lots abutting the park.
- UD-2.10** Maintain the lower-scale residential character, reflective of existing development which is primarily single-family or lower density multi-family, on sites adjacent to or across a street from Balboa Park. For lots that abut the park, incorporate low-scale building elements such as single-story facades, porches, courtyards and forecourts adjacent to the park to provide an appropriate visual transition.
- UD-2.11** Development adjacent to Balboa Park should maintain an open character with landscaped yards and setbacks that incorporate landscape motifs and materials reflective of those used within the park.

## GATEWAYS

Gateways that demarcate neighborhood boundaries, announce community identity, and enhance wayfinding and sense of arrival are important community features. Thoughtfully designed and located gateways can include freestanding markers or monuments, or buildings that incorporate architectural gateway elements. Routes that lead to community gateways should incorporate measures that improve pedestrian comfort, such as street trees.

### POLICIES

- UD-2.12** Provide gateways at key arrival points within the community as shown on Figure 4-1.
- A.** Design gateway elements to reinforce neighborhood identity through the use of similar materials, historic features and scale.
  - B.** Prominent buildings at gateway locations should incorporate any or all of the following elements:
    1. Distinctive building forms with accentuated building corners, such as an increase in the building height at the corners that does not exceed 3 stories in overall height;
    2. Frontages that incorporate visually interesting materials and/or a prominent entry feature;
    3. Site designs that incorporate an entry forecourt or public plaza with public art;
    4. Unique signs, landscape features and/or lighting.
- UD-2.13** Encourage the reconstruction of the documented historic stone pillars and light fixtures associated with the early development of the South Park neighborhood.

## NEIGHBORHOOD FOCAL ELEMENTS

Focal elements are spaces within a neighborhood that emphasize pedestrian, commercial and community gathering activities. These can include informal gathering spots, established public plazas, and more flexible spaces that can be used for multiple activities. The provision of public space and public amenities is a component of the General Plan's City of Villages strategy and is particularly important within commercial districts that form the core of neighborhood centers or villages. Balboa Park and Grape Street Square are important examples of accessible public open spaces and community gathering spots. Other than these sites, however, public space is not common within the community's neighborhoods and commercial areas. Public spaces will therefore need to be incorporated into identified neighborhood centers/villages (refer to Land Use Element Figure 2-3) in a sensitive manner.



*Simple pilasters were used historically as gateway elements in San Diego's older neighborhoods. These are on Kalmia Street in North Park.*

## POLICIES

- UD-2.14 Provide public space and gathering spots within neighborhoods and commercial districts. These may take the form of plazas, pocket parks or linear parks, or enclosed space for community meetings and events.
  - A. Pursue opportunities to provide public space and gathering spots through reconfiguring public right-of-way for this purpose, through public acquisition of opportunity sites, or through private development incentives and exactions.
  - B. Provide seating and areas for social interaction within public plazas.
- UD-2.15 Enhance the large commercial site at Fern and Grape Streets to strengthen its design as a neighborhood focal element. The vantage point at the terminus of Fern and



*Building orientation accentuates the corner of 28th and B Street creating a plaza and focal element.*

Grape Streets is an important location for providing a design focus.

- A. Design street frontages to incorporate opportunities for a public plaza, enhanced landscaping, and kiosks or other small-scale commercial uses.
- B. Retrofit the surface parking lot to add landscaping where feasible.

## FREEWAY INTERFACES (GREEN BUFFER)

Golden Hill is partially bounded on three sides by freeways. While the freeways provide convenient regional access, they constrain local community access by disrupting the street network's pattern and funneling traffic through neighborhoods. Areas near freeways also experience undesirable effects from reduced air quality, excessive noise and diminished aesthetics. Restoring or enhancing street connectivity and addressing undesirable environmental effects are therefore important within freeway interfaces. Improvements within right-of-way owned by Caltrans are subject to that agency's approval.

## POLICIES

- UD-2.16 Improve aesthetics within freeway interfaces by providing as much landscaping as possible, including street trees on adjacent streets as well as a landscape buffer within the Caltrans right-of-way.
  - A. Consider incorporating any adjacent under-utilized City right-of-way into the landscaped buffer area. Provide linear park space where feasible.
  - B. Design the buffer to incorporate a layered landscape design of trees, shrubs, vines and groundcover. Canopy and columnar trees are of particular importance to improve aesthetics.

UD-2.17 Reconfigure adjacent street right-of-way, and right-of-way on streets leading to freeway on- and off-ramps, to calm traffic where appropriate.

UD-2.18 Enhance or restore the connectivity of local streets severed by freeways.

- A. Improve existing freeway crossings for better pedestrian and bicycle safety and comfort where needed, including expanded pedestrian and bicycle facilities, better lighting, and decorative and landscape elements that improve aesthetics.
- B. Evaluate the feasibility of a freeway deck or lid over SR-94 in the blocks fronting F Street in the vicinity of 25th Street. The design concept should include opportunities for recreation as well as improved pedestrian and bicycle connectivity.

*Freeway interfaces should be improved with landscaping. An underutilized street right-of-way is an opportunity for additional landscaping.*



## 25TH STREET BAY-TO-PARK LINK

A special characteristic of Golden Hill is its connection to Balboa Park, and it is also connected via 25th Street to the communities of Sherman Heights and Logan Heights, then via Cesar Chavez Parkway to the Barrio Logan community and San Diego Bay. 25th Street should be given special consideration as an important connection between Balboa Park and ultimately the bay and complete the street and landscape enhancements of the 25th Street Renaissance Project.

### POLICIES

- UD-2.19** Implement pedestrian, bicycle and landscape enhancements to establish 25th Street as a “Bay-to-Park” link that connects Golden Hill with Balboa Park and San Diego Bay.
- A. Design a consistent and continuous streetscape, giving special attention to the selection of street trees, lighting, street banners, sidewalk paving materials and patterns, and public art.
  - B. Focus on funding and installation of infrastructure, landscaping, amenities and street furnishings that support pedestrian mobility and comfort.
  - C. Provide more active streetscape and building frontage elements including sidewalk cafes, plazas, and gathering areas.
  - D. Develop “green infrastructure” that enhances stormwater infiltration and management.





*Front yard landscaping and facades with porches, balconies and generous windows are character elements within the community.*

### CENTRAL OPERATIONS YARD (20TH & B)

The portion of the Central Operations Yard within Golden Hill is designated for multi-family development with a neighborhood-serving retail component. The portion of the site within Balboa Park is identified by the East Mesa Precise Plan for the development of the Pershing Recreation Complex, a 12-acre multi-use sports park that will also include picnic areas, parking, gateway plantings, trails to Golden Hill Park, and a pedestrian bridge across Pershing Drive.

The Precise Plan recommends the relocation and consolidation of the Operations Yard with other City operations facilities so that the portion of the site within Balboa Park becomes available for the sports park. If the City decided to relocate the entire operations yard to allow development of the recreation complex, the City could make the portion of the site within Golden Hill available for development in a way that could generate property sale or lease revenue that could potentially be used help fund the yard's relocation or the sports park's development. A Planned Development Permit or similar discretionary permit should be required to implement the guidelines below as well as any other relevant community plan policies (also refer to Land Use Element policy LU-2.8).

### POLICIES

- UD-2.20** Extend 20th Street into the Central Operations Yard site for primary access. Include parking, non-contiguous sidewalks and street trees within the street profile.
- UD-2.21** Utilize the Russ Boulevard right-of-way within the Central Operations Yard as an interface with the future recreation complex.
- UD-2.22** Provide access to the planned trail connection east to Golden Hill Park and to the pedestrian bridge over Pershing

Drive identified in the East Mesa Precise Plan from the portion of the Central Operations Yard within Golden Hill.

- UD-2.23 Provide landscaped open space buffers along the Central Operations Yard’s Pershing Drive frontage and within the sloped area at the site’s eastern boundary.
  - A. The Pershing Drive buffer should be a minimum 35 feet wide and designed as an entry to Balboa Park, with colorful plantings consistent with recommendations of the Balboa Park East Mesa Precise Plan. Incorporate any requirements for storm water drainage and sound mitigation into a naturalistic, layered landscape design that allows for passive bio-treatment of storm flows. Provide facilities for jogging and bicycling to accommodate recreational access to Balboa Park and the future sports complex.
  - B. Remove the concrete slope covering at the site’s eastern boundary and install plantable retaining walls.
- UD-2.24 Design building roofs and rooftop mechanical equipment at the Operations Yard to take into account their visibility from adjacent development.
- UD-2.25 Retrofit the administrative building at the Operations Yard’s entrance as a commercial or mixed-use building, if feasible.
- UD-2.26 Provide a publicly accessible plaza designed as a gateway and a visual draw from B Street into the Operations Yard.



*Art incorporated into a building facade.*



*The community is proud of its many historic landmarks and structures.*



*The urban design element includes policies that relate to the scale and proportion of these architecturally significant homes.*



*Street art can reflect an eclectic sensibility.*

## STREETSCAPE AND PUBLIC REALM

The network, pattern and design details for streets, sidewalks and abutting public spaces – “the public realm” – is fundamental to the community’s urban design framework. Therefore, features and improvements within these spaces need to be reviewed for urban design as well as mobility functions.

The community’s grid pattern of streets is a particular mobility asset that provides multiple access routes to destinations throughout the community. This pattern provides better connectivity and disperses traffic to create comparatively more walkable commercial and residential neighborhoods, although traffic congestion occurs at pinch points including freeway interchanges. The community is also served by relatively convenient transit access. These characteristics are conducive to active modes of transportation and also provide mobility options for those who cannot drive, do not own a motor vehicle, or prefer to reduce their dependence on the automobile.

Golden Hill has a diversity of street types that include residential streets, commercial streets, and scenic, canyon-adjacent streets. Residential streets are compact and highly landscaped in areas where small-scale neighborhood character is important, and expansive, open and hilly in other areas where views are important. Commercial streets exhibit a distinct “Main Street” character with continuous, sidewalk-oriented storefronts and street trees. Other streets have an almost bucolic character, especially in areas around canyons and Balboa Park. Policies within the Mobility Element encourage the reconfiguration of the public right-of-way where desirable to enhance transit access, slow automobile traffic and provide better pedestrian and bicycle mobility and comfort. However, public right-of-way improvements have the potential to disrupt historic and traditional neighborhood character and should be carefully

designed to preserve this character. Major improvements should be reviewed with the community.

The public realm also includes sidewalk extensions and plazas intended for leisure and public gathering, and semi-public spaces such as sidewalk cafes and courtyards that serve similar purposes. Refer to the Gateways, Neighborhood Focal Elements, and Freeway Interfaces sections above for additional discussion of and policies regarding public realm enhancements in Golden Hill.

### *Sidewalks and Pedestrian Paths*

Sidewalks and pedestrian paths are of particular importance to the community’s urban form due to their primary function of providing pedestrian access to land uses, and for their potential to provide other functions, including gathering space, community character-defining design, visual appeal, and public art.

Sidewalks are located adjacent to streets and are preferably separated from auto traffic by a curb or other barrier. The sidewalk area typically occupies the ground level between the street curb (or other barrier) and the abutting property line. Pedestrian paths may follow routes independent of auto routes. Paths through parks and plazas, or between buildings can increase pedestrian access in confined spaces.

Sidewalk mobility is of primary importance for pedestrians and those using mobility devices, such as wheelchairs and motorized scooters. However, sidewalks in the community often lack adequate width for their level of use, may contain gaps or deteriorated segments, and crossings are not always clearly marked or accessible. In some areas, various encroachments and poorly placed above-ground infrastructure and utilities also reduce sidewalk widths and detract from a clearly defined path of travel.

FIGURE 4-2: SIDEWALK ZONES



*Frontage Zone*

*Pedestrian Zone*

*Furnishings /  
Planting Zone*

**Frontage Zone** – Transition area between the pedestrian zone and abutting property. Consider outdoor amenities associated with the building frontage such as awnings, overhangs, café railings, planters, doorways, security grills and business signs.

**Throughway/Pedestrian Zone** – Main travel way intended for mobility access. Maintain a continuous, clearly defined, unobstructed route clear of obstacles and accessible to users of all abilities.

**Furnishings Zone** – Transition area and buffer between pedestrian zone and the roadway. Consider placement of elements that compliment the street such as lighting, signs, trees, driveway aprons, parking meters, trash receptacles and news racks.

Because the area allocated to sidewalks also serves as a transition between the auto travel way and abutting uses outside the public right-of-way, it is useful to characterize this area into separate functional zones (Figure 4-2). It is important to provide adequate travel width dependent on use characteristics of a sidewalk or pedestrian path. Potential encroachments and above-ground infrastructure need to be properly managed and located, especially within areas of higher pedestrian traffic along commercial corridors, major streets and transit lines. Refer also to the Mobility Element for policies regarding pedestrian mobility and safety.

### POLICIES

- UD-2.27** Prioritize activities within the sidewalk and make mobility functions such as pedestrian access, bicycle parking and access to transit stops the main priority. Other uses for sidewalk space should be prioritized based upon their public necessity and ability to find alternative locations for the uses outside the sidewalk zone.
- UD-2.28** Maintain pedestrian safety, comfort, and accessible path of travel within the sidewalk zone.
- UD-2.29** Promote the use of separate pedestrian paths (such as mid-block paseos, alleys, and trail connections) to provide greater mobility, particularly where sidewalk space is limited.
- UD-2.30** Locate utilities outside of the pedestrian zone and design installation plans so as not to obstruct a clear path of travel (also refer to policy UD-3.67).
- UD-2.31** Require new developments to provide public improvements to prevailing City standards, including curbs, gutters, sidewalks and street trees.

**UD-2.32** Design public right-of-way improvements to be compatible with existing neighborhood character, including use of similar materials, colors and patterns (e.g. traditional sidewalk scoring) as well as curb design (also refer to Mobility Element Policies ME-1.2 and 1.7). Avoid use of contemporary textured, stamped or colored paving materials. Decorative right-of-way improvements within Historic Districts should be avoided unless determined consistent with the Secretary of the Interior’s Standards.

**UD-2.33** Improve pedestrian environments in the community with wider sidewalks where needed, enhanced crosswalks and paving, better access and connectivity, shade-producing street trees, street furnishings and other amenities that support walking and transit use.

- A. Increase sidewalk widths and create spaces for additional landscape, furniture, amenities, and gathering places where needed. Sidewalk widths should be a minimum of 10 feet for most streets to allow adequate space for a pedestrian zone and street trees. Wider sidewalks are preferable for commercial streets. A width of 15 feet or greater is preferable for locations with sidewalk cafes and bus shelters.
- B. Keep the pedestrian zone and street corners within sidewalks clear of obstructions and visual clutter. Work with utility companies to underground or relocate above ground utility boxes within the sidewalk.

**UD-2.34** Provide street furnishings and amenities where needed (e.g. bike racks, waste bins, benches, drinking fountains, etc.)

- A. Keep street furnishings from obstructing pedestrian travel and use of the sidewalk.



*A clear path of pedestrian travel should be maintained within the streetscape.*



*Kiosks are often appealing streetscape amenities.*



*Improve pedestrian connections across the canyons and hills in the community with steps, landscape design and handrails.*



*Enhance Russ Blvd. to include a bike path and development that faces the park and provides a positive frontage to the park.*

- B. Create appealing groupings and combinations of street furnishings that make visual sense and effectively serve community needs.
- C. Use multi-purpose designs such as planter benches or combined waste, recycling and ashtray bins to avoid sidewalk clutter and obstructions.
- D. Consider climate and prevailing weather in the design and placement of street furniture, particularly the need for shade. Locate furniture under trees, canopies or awnings and do not use highly reflective metal surfaces that conduct heat.
- E. Promote the many architectural styles of the community in the design and decoration of street furnishings.
- F. Incorporate solar power into kiosks, bus shelters and other structures.
- C. Solicit local artists and designers for the development of key street furnishings and amenities (such as benches, tree grates, waste bins and planters).
- D. Encourage businesses to support and sponsor art adjacent to their storefronts and in the community.
- E. Promote local art organizations and programs to attract funding for installation of public art.

**UD-2.35** Plant continuous rows of street trees throughout the community with priority toward major connections such as those through Balboa Park, those linking eastern neighborhoods, and commercial streets such as 25th Street and 30th Street (see also Urban Forest/Street Tree Master Plan policies).

**UD-2.36** Implement current storm water management best practices (such as bio-swales) as practical to treat and retain storm water runoff from streets, driveways and other impervious surfaces.

**UD-2.37** Incorporate art into streetscape design and programming.

- A. Embrace the eclectic, edgy and artistic nature of art within the community as contributing to its unique character.
- B. Work with arts groups, schools and community organizations to develop a coordinated arts and culture program.

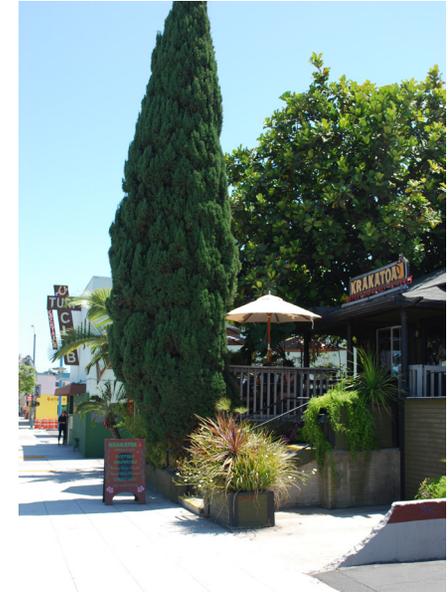
## URBAN FOREST/STREET TREE MASTER PLAN

The community's urban forest should be maintained and enhanced as a neighborhood character design element that also provides ecological benefits. Street trees contribute to the spatial definition of the street, providing both a comfortable sense of scale and enclosure to the public realm. They also provide design and aesthetic benefits by visually adding color to the community, unifying streets and providing an element of design continuity within neighborhoods and the community. Trees also reduce heat gain and glare effects of the urban built environment, producing fresh air, and improving pedestrian comfort by providing shade.

This section provides a Street Tree Master Plan that identifies a design framework intended to create recognizable patterns and character elements for major streets and specific neighborhoods. Street tree planting is strongly encouraged within the public right-of-way where landscape/planting strips are already available or where the sidewalk is of sufficient width to allow them. The Master Plan is primarily intended for trees planted within the public right-of-way, but it is also a voluntary guide that can be used when selecting street trees for planting within the front and street side yards of private property. The components of the Master Plan include design themes, tree species selection, a street tree selection plan map and related policies.

### Street Tree Master Plan Design

**Theme Trees:** Primary streets will be consistently planted with selected theme trees to establish a strong, recognizable design element within corridors and neighborhoods (Figure 4-3). Trees are to be selected from the Golden Hill Street Tree Selection Guide (Table 4-2-A). The design program identifies a 'primary' tree to establish an overall theme for a street. The primary tree is the dominant species and will establish the character of a street or neighborhood. Secondary trees that complement



*Landscaping is a vital element of streetscape design. The Street Tree Master Plan identifies a 'primary' tree to establish an overall theme.*

the form of the primary tree are also identified for use when conditions for the primary tree are not suitable for its initial establishment or long-term health or to add species diversity.

**Accent Trees:** Accent trees are identified to provide a separate design statement at street corners, or other locations where a tree with design impact is needed. Palm species may be used as accent trees as they are elements of the community's traditional character and are effective at street and alley corners where a break in overhead shade canopy may be acceptable. Canopy-forming trees listed as accents are particularly suitable for larger planters that can be incorporated into any sidewalk extensions planned as part of pedestrian infrastructure improvement projects. An accent tree should have decorative features such as showy flowers, sculptural form, or attractive bark or leaf shape. Accent trees should be located so that vehicle line-of-site at pedestrian crossings is not obstructed and should provide sufficient canopy clearance for vehicles.

**Street Tree Districts:** Street trees can be used as a design element to create a visual distinction between neighborhoods or districts. Geographical relationships, such as changes within block types and boundaries created by major streets and canyon interfaces, create relationships within the community's urban form that can be emphasized with a more unified street tree plan. The planned street tree districts are identified in Figure 4-3 and their tree palettes are identified in Table 4-2-B.

These palettes are to some extent based on the distinct natural and built environments of these areas, including historic period availability, and also include species that are already present. For streets without a strong existing tree pattern or without a dominant or theme tree, any of the listed trees within that district's selection can be established as a theme tree for a particular block, street or area. Consistent tree planting within neighborhoods will help to foster a cohesive sense of place. Street trees

in residential areas should focus on providing shade for homeowners and pedestrians while considering ease of maintenance.

### Tree Selection and Planting

Tree selection and planting should consider environmental characteristics, including climate, exposure, maintenance requirements, existing plantings, views, and the relationship to existing development. Ensure that a sufficient area of non-compacted soil is available for root growth and drainage. Non-permeable surfaces should be placed as far from tree trunks as practical. The use of permeable surfaces is encouraged within the first 10 feet surrounding tree trunks.

**Palm Species:** Palms are a common street tree in Golden Hill and should be used primarily as accent trees because they do not provide significant shade. However, they can provide an almost architectural character to streets and skylines. Most are often good choices for narrow landscape strips (less than 4 feet wide). Mature palms should be retained where



*A continuous row of trees along Fern St. in South Park provide ample canopy and shade across the full width of the street.*

they represent the dominant species present, as they are part of a neighborhood's character. Infill plantings and secondary plantings should not be palm trees. Instead other canopy trees should be used as indicated in the Street Tree Selection Guide.

The most ubiquitous palm in the community is the Queen Palm (*Syagrus romanzoffiana*), and the King Palm (*Archontophoenix cunninghamiana*) is a substitute with a similar form. Both these palms are recommended for narrow landscape strips, but they require regular irrigation to look their best in San Diego's climate. Common fan-type palms within the community are the Guadalupe Island Palm (*Brahea edulis*), and the Mexican Fan Palm (*Washingtonia robusta*). These palms are considered low water users in San Diego's climate once they are established. Additional palm species are the Hesper Palm (*Brahea brandegii*), and the Australian Cabbage Palm (*Livistona australis*).

These, together with the Guadalupe Island Palm are not as tall or fast growing as some of the more commonly used palms and may relate well to the community's smaller-scale buildings.

Palms with a stronger structural form and a historic presence in the area are the Canary Island Date Palm (*Phoenix canariensis*) and the Chilean Wine Palm (*Jubaea chilensis*). Either of these can be effective as design statements on commercial blocks, as gateways, and within parks.

**Water Use:** Golden Hill is a coastal mesa that has naturally supported a xeric (dry) chaparral habitat. Tree species native to San Diego's summer-dry climate typically occur in the moister soils within river valleys and within higher elevations with more rainfall. Planting trees within the coastal mesas requires a commitment to provide for their needs, including regular irrigation during an initial establishment phase and subsequent long-term dry season irrigation for most species. Because the urban forest has multiple aesthetic and environmental benefits, the use of

water to maintain the health of trees can be considered beneficial to the community. However, if there is concern over long-term water use, the tree with the lowest water use may be selected from either the primary or secondary category within the species list. The Water Use Classification of Landscape Species (WUCOLS) guide, by the University of California Cooperative Extension, can be used to identify water use characteristics of the species listed in Table 4-2.

**Unimproved rights-of-way:** 'Paper streets' or public rights-of-way that are not paved or improved for automobile access are common throughout the community, particularly adjacent to Balboa Park and within canyon open spaces. The interfaces between these rights-of way and adjacent neighborhoods represent opportunities for tree planting. Trees should be sited either to frame views or provide a focal point. Trees planted within 100 feet of designated open space should not be invasive within natural habitats. The trees listed in Table 4-3 are considered lower water users for this area.

## POLICIES

- UD-2.38** Incorporate canopy shade-producing street trees along all streets and roadways.
- A. Maximize tree shade canopy - optimal canopy will vary in accordance with street classification, existing infrastructure, community needs, environmental limitations, and aesthetic considerations.
  - B. Select street trees that provide canopy shading to the sidewalk and roadway. Spacing of trees is dependent on species selected and the ability to reasonably achieve desired shading of at least 50% of the public right-of-way within ten years of planting.
  - C. Space street trees to achieve a continuous canopy within the public right-of-way.

- D. Encourage a double row of trees where sidewalks and building setbacks exceed a total of twenty feet. Tree placement may alternate if needed to avoid canopy crowding.

**UD-2.39** Select street tree species that are tolerant of urban conditions, structurally sound and have strong branching patterns to avoid the need for costly and excessive long-term maintenance.

- A. Tree species suited to the San Diego's climate and that do not require pesticides and fertilizer to maintain health are preferred.
- B. Select tree species that fit within allocated spaces and avoid conflicts with overhead or underground utilities.
- C. Native or naturalized (non-invasive) tree species adjacent to native open space provide more suitable habitat and nesting for local birds and wildlife.
- D. Tree species that have distinctive flowers, bark, or other special characteristics are particularly effective on pedestrian-oriented streets.
- E. Avoid tree species that are known to have excessive seed pods, shedding bark, and/or have invasive root systems.
- F. Limit the use of palm trees as design or character defining elements only, and limit their plantings to the corners of intersections and defined entry ways. Where existing palm trees are the dominant species, they should not be removed for replantings. Infill and secondary plantings should be canopy trees as provided in Table 4.2.

**UD-2.40** Ensure that trees are maintained per the Landscape Standards of the Land Development Code and incorporate the following provisions to maintain their long-term health.

- A. Planting size should not exceed 15 gallons since younger trees acclimate to the site faster and typically surpass

larger container specimens in size and health within a few years. Protect smaller trees through use of metal guards.

- B. Utilize tree root barriers along walkways in order to minimize sidewalk upheaval.
- C. Tree grates are generally not recommended. However, in commercial areas and areas with high pedestrian activity, locate street trees in tree grates or other porous materials to protect trees and reduce pedestrian safety hazards. Maintenance at regular intervals is required to ensure tree trunks are not girdled by grates.
- D. Where necessary and appropriate, utilize structural soil medium or suspended pavement technology to create a larger growing area that ensures better root development, thereby improving tree stability and longevity.
- E. Place signs at a height that allows for sign visibility under tall shade trees, thereby allowing a tree to create a full canopy without obscuring signs.

**UD-2.41** Leverage street tree maintenance efforts by coordinating public resources with those of private property owners and/or community initiatives.

**UD-2.42** Support community efforts to identify an inventory of heritage trees.

### FIGURE 4-3: GOLDEN HILL STREET TREE SELECTION PLAN

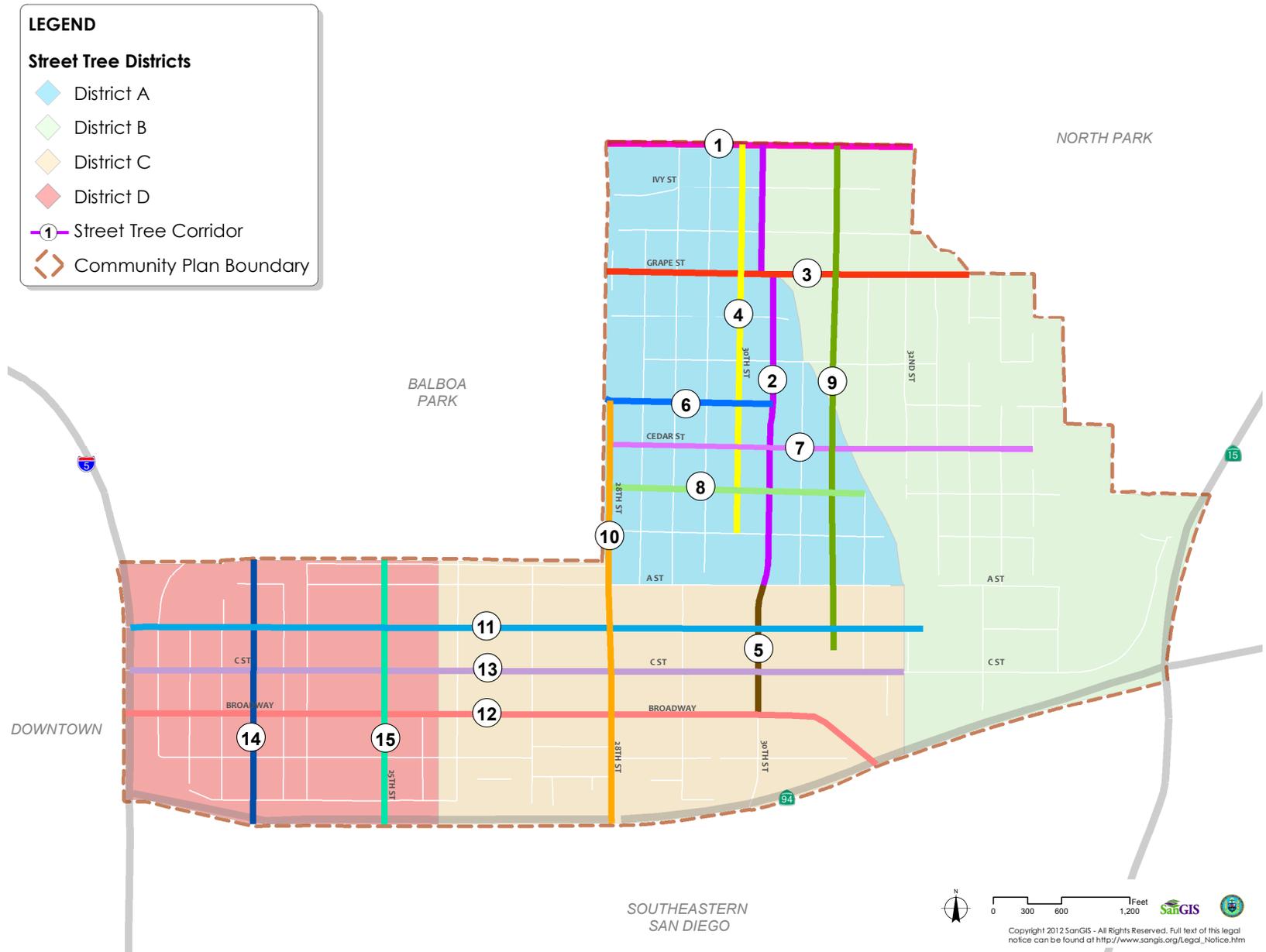


TABLE 4-2-A: GOLDEN HILL STREET TREE SELECTION GUIDE

KEY	STREET*	SEGMENT	PRIMARY	SECONDARY	ACCENT
1	Juniper Street	All			
		2' - 4' Parkway	Strawberry Tree (Arbutus unedo)	Toyon (Heteromeles arbutifolia)	Guadalupe Fan Palm (Brahea blakeana)
		4' - 6' Parkway	Gold Medallion (Cassia leptophylla)	African Sumac (Rhus lancea/Sersia lancea)	Hesper Palm (Brahea brandegii)
		6' - 10' Parkway	Chinese Flame (koelreuteria bipinnata or Koelreuteria elegans)	Fern Pine (Afrocarpus gracillior)	Australian Cabbage Palm (Livistona australis)
2	Fern Street	All			
		2' - 4' Parkway	Silk Tree(Albizia julibrissin)	Strawberry Tree (Arbutus unedo)	Guadalupe Fan Palm (Brahea blakeana)
		4' - 6' Parkway	Gold Medallion (Cassia leptophylla)	Cassia (Senna Spectabilis)	Hesper Palm (Brahea brandegii)
		6' - 10' Parkway	Chinese Flame (koelreuteria bipinnata or Koelreuteria elegans)	Chinese Elm (Ulmus parvifolia 'Sempervirens' and "Drake')	Australian Cabbage Palm (Livistona australis)
		> 10' Parkway	Tipu tree (Tipuana tipu)		
3	Grape Street	All			
		2' - 4' Parkway	Strawberry Tree (Arbutus unedo)	Silk Tree(Albizia julibrissin)	Western Redbud (Cercis occidentalis)
		4' - 6' Parkway	Gold Medallion (Cassia leptophylla)	Cassia (Senna spectabilis)	White Orchid Tree (Bauhinia forficata)
		6' - 10' Parkway	Chinese Flame (koelreuteria bipinnata or Koelreuteria elegans)	Olive "fruitless" - (Olea europaea fruitless)	Australian Bottle tree (Brachychiton populneus)
		> 10' Parkway			Tipu tree (Tipuana tipu)
4	30th Street	Between Juniper Street to Ash St			
		2' - 4' Parkway	Silk Tree(Albizia julibrissin)	Strawberry Tree (Arbutus unedo)	Guadalupe Fan Palm (Brahea blakeana)

TABLE 4-2-A: GOLDEN HILL STREET TREE SELECTION GUIDE (CONTINUED)

KEY	STREET*	SEGMENT	PRIMARY	SECONDARY	ACCENT
		4' - 6' Parkway	Jacaranda ( <i>Jacaranda mimosifolia</i> )	Pink Trumpet ( <i>Handroanthus impetiginosus/Tabebuia impetiginosa</i> )	Hesper Palm ( <i>Brahea brandegii</i> )
		6' - 10' Parkway	Chinese Elm ( <i>Ulmus parvifolia</i> 'Sempervirens' and "Drake')	Chinese Flame ( <i>Koelreuteria elegans</i> )	Australian Cabbage Palm ( <i>Livistona australis</i> )
5	30th Street	Between A St to F St			
		2' - 4' Parkway	Lemon Bottle Brush ( <i>Callistemon citrinus</i> )	Crape Myrtle - Red or Pink flowering ( <i>Lagerstroemia indica</i> )	Guadalupe Fan Palm ( <i>Brahea blakeana</i> )
		4' - 6' Parkway	Peppermint ( <i>Agonis flexuosa</i> )	Chinese Pistache ( <i>Pistacia chinensis</i> )	Hesper Palm ( <i>Brahea brandegii</i> )
		6' - 10' Parkway	Olive "fruitless" - ( <i>Olea europaea</i> fruitless)	Chinese Flame ( <i>koelreuteria elegans</i> )	Australian Cabbage Palm ( <i>Livistona australis</i> )
6	Date Street	All			
		2' - 4' Parkway	Crape Myrtle - Red or Pink flowering ( <i>Lagerstroemia indica</i> )	Strawberry Tree ( <i>Arbutus unedo</i> )	Guadalupe Fan Palm ( <i>Brahea blakeana</i> )
		4' - 6' Parkway	Chinese Pistache ( <i>Pistacia chinensis</i> )	Gold Medallion ( <i>Cassia leptophylla</i> )	Hesper Palm ( <i>Brahea brandegii</i> )
		6' - 10' Parkway	Glossy Privet ( <i>Ligustrum lucidum</i> )	Chinese Flame ( <i>koelreuteria bipinnata</i> or <i>Koelreuteria elegans</i> )	Australian Cabbage Palm ( <i>Livistona australis</i> )
7	Cedar Street	All			
		2' - 4' Parkway	Mexican Redbud ( <i>Cercis mexicana</i> )	Toyon ( <i>Heteromeles arbutifolia</i> )	Guadalupe Fan Palm ( <i>Brahea blakeana</i> )
		4' - 6' Parkway	Pink Trumpet ( <i>Handroanthus impetiginosus/Tabebuia impetiginosa</i> )	Cape Chestnut ( <i>Calodendrum capense</i> )	Hesper Palm ( <i>Brahea brandegii</i> )
		6' - 10' Parkway	Chinese Flame ( <i>koelreuteria elegans</i> )	Glossy Privet ( <i>Ligustrum lucidum</i> )	Flame Tree ( <i>Brachychiton acerifolius</i> )

TABLE 4-2-A: GOLDEN HILL STREET TREE SELECTION GUIDE (CONTINUED)

KEY	STREET*	SEGMENT	PRIMARY	SECONDARY	ACCENT
8	Beech Street	All			
		2' - 4' Parkway	Strawberry Tree ( <i>Arbutus unedo</i> )	Silk Tree ( <i>Albizia julibrissin</i> )	Sweetshade ( <i>Hymenosporum flavum</i> )
		4' - 6' Parkway	Gold Medallion( <i>Cassia leptophylla</i> )	Cassia ( <i>Senna spectabilis</i> )	Hesper Palm ( <i>Brahea brandegii</i> )
		6' - 10' Parkway	Chinese Flame ( <i>koelreuteria bipinnata</i> or <i>Koelreuteria elegans</i> )	Olive "fruitless" - ( <i>Olea europaea</i> fruitless)	Australian Cabbage Palm ( <i>Livistona australis</i> )
9	31st Street	All			
		2' - 4' Parkway	Crape Myrtle ( <i>Lagerstroemia indica</i> )	Indian Hawthorn ( <i>Rhaphiolepis 'Majestic Beauty'</i> ), or Toyon ( <i>Heteromeles arbutifolia</i> )	Guadalupe Fan Palm ( <i>Brahea blakeana</i> )
		4' - 6' Parkway	Chinese Pistache ( <i>Pistacia chinensis</i> )	Little gem magnolia ( <i>Magnolia grandiflora 'Little Gem'</i> )	Hesper Palm ( <i>Brahea brandegii</i> )
		6' - 10' Parkway	Chinese Elm ( <i>Ulmus parvifolia 'Sempervirens'</i> and "Drake")	Australian Bottle Tree ( <i>Brachychiton populneus</i> )	Australian Cabbage Palm ( <i>Livistona australis</i> )
10	28th Street	All			
		2' - 4' Parkway	Catalina Ironwood ( <i>Lyonothamnus floribundus</i> and var ' <i>Aspelinifolius</i> ')	Strawberry Tree ( <i>Arbutus unedo</i> )	Guadalupe Fan Palm ( <i>Brahea blakeana</i> )
		4' - 6' Parkway	Jacaranda ( <i>Jacaranda mimosifolia</i> )	Gold Medallion ( <i>Cassia leptophylla</i> )	Flame Tree ( <i>Brachychiton acerifolius</i> or <i>discolor</i> )
		6' - 10' Parkway	Chinese Elm ( <i>Ulmus parvifolia 'Sempervirens'</i> and "Drake")	Chinese Flame ( <i>koelreuteria bipinnata</i> or <i>Koelreuteria elegans</i> )	Australian Cabbage Palm ( <i>Livistona australis</i> )
11	B Street	All			
		2' - 4' Parkway	Orchid Tree ( <i>Bauhinia blakeana</i> or <i>purpurea</i> )	Redbud ( <i>Cercis occidentalis</i> or <i>mexicana</i> )	Guadalupe Fan Palm ( <i>Brahea blakeana</i> )
		4' - 6' Parkway	Brisbane Box ( <i>Lophostemon confertus</i> )	Callistemon <i>viminallis</i> (weeping bottlebrush)	Hesper Palm ( <i>Brahea brandegii</i> )
		6' - 10' Parkway	Fern Pine ( <i>Afrocarpus gracillior</i> )	Chinese Elm ( <i>Ulmus parvifolia 'Sempervirens'</i> and "Drake")	Australian Cabbage Palm ( <i>Livistona australis</i> )

TABLE 4-2-A: GOLDEN HILL STREET TREE SELECTION GUIDE (CONTINUED)

KEY	STREET*	SEGMENT	PRIMARY	SECONDARY	ACCENT
12	Broadway	All			
		2' - 4' Parkway	Catalina Ironwood (Lyonothamnus floribundus and var 'Aspelinifolius')	Strawberry Tree (Arbutus unedo)	Guadalupe Fan Palm (Brahea blakeana)
		4' - 6' Parkway	Jacaranda (Jacaranda mimosifilia)	African Sumac(Rhus lancea/Sersia lancea)	Hesper Palm (Brahea brandegii)
		6' - 10' Parkway	Chinese Elm (Ulmus parvifolia 'Sempervirens' and "Drake')	Fern Pine (Afrocarpus gracillior)	Australian Cabbage Palm (Livistona australis)
13	C Street	All			
		2' - 4' Parkway	Lemon Bottle Brush (Callistemon citrinus)	Weeping Acacia (Acacia pendula)	Guadalupe Fan Palm (Brahea blakeana)
		4' - 6' Parkway	Peppermint (Agonis flexuosa)	Weeping Bottle Brush (Callistemon viminalis)	Hesper Palm (Brahea brandegii)
		6' - 10' Parkway	Australian Bottle tree (Brachychiton populneus)	Olive "fruitless" - (Olea europaea fruitless)	Australian Cabbage Palm (Livistona australis)
14	22nd Street	All			
		2' - 4' Parkway	Sweet Shade (Hymenosporum flavum)	Strawberry Tree (Arbutus unedo)	Guadalupe Fan Palm (Brahea blakeana)
		4' - 6' Parkway	Peppermint Tree (Agonis flexuosa)	Victorian Box (Pittosporum undulatum)	White Orchid Tree (Bauhinia forficata)
		6' - 10' Parkway	Chinese Flame (koelreuteria elegans)	Magnolia grandiflora or cultivar	Australian Cabbage Palm (Livistona australis)
15	25th Street	All			
		2' - 4' Parkway	Sweet Shade (Hymenosporum flavum)	Strawberry Tree (Arbutus unedo)	Guadalupe Fan Palm (Brahea blakeana)
		4' - 6' Parkway	Jacaranda (Jacaranda mimosifilia)	Pink Trumpet (Handroanthus impetiginosus/Tabebuia impetiginosa)	Chilean Wine Palm (Jubaea chilensis)
		6' - 10' Parkway	Tipu tree (Tipuana tipu)	Chinese Flame (koelreuteria elegans)	Australian Cabbage Palm (Livistona australis)

\* Note: Where existing palm trees are the dominant species in these streets, they should not be removed for replantings. However, infill plantings and secondary plantings should not be palm trees, but other canopy trees as indicated.

TABLE 4-2-B: GOLDEN HILL STREET TREE SELECTION GUIDE

KEY	LOCATION	PARKWAY WIDTH	PRIMARY TREE		ACCENT TREE
A	South Park (west of 31st and Fern Streets)	Less than 4'	Sweet Shade (Hymenosporum flavum)	Strawberry Tree (Arbutus unedo)	Palm species
		Greater or equal to 4'	Cape Chestnut (Calodendrum capense) Jacaranda mimosifolia	Water Gum (Tristania laurina) Victorian box (Pittosporum undulatum)	Flame Tree (Brachychiton acerifolius) Palm species
		Greater than 7'	Chinese Flame (Koelreuteria bipinnata or K. elegans)		
B	South Park / Golden Hill (east of Fern St and 32nd St Canyon)	Less than 4'	Catalina Ironwood (Lyonothamnus floribundus and var 'Aspelinifolius')	Shoestring Acacia (Acacia stenophylla)	Palm Species
		Greater or equal to 4'	Australian Willow (Geijera parviflora) Chinese Pistache (Pistachia chinensis)	Holly Oak (Quercus ilex) Flame Tree (Brachychiton acerifolius)	Marina Madrone (Arbutus 'Marina') Palm species
		Greater than 10'	Coast Live Oak (Quercus agrifolia)		Deodar Cedar (Cedrus Deodara)
C	Golden Hill east of 26th Street	Less than 4'	Lemon Bottle Brush (Callistemon citrinus)	Weeping Acacia (Acacia pendula)	Palm species
		Greater or equal to 4'	Evergreen Pear (Pyrus kawakamii) Brisbane Box (Lopostemon confertus)	African Sumac (Rhus lancea) Chinese Pistache (Pistacia chinensis)	Crepe Myrtle Palm species
		Greater than 7'	Fern Pine (Afrocarpus gracillior)		
D	Golden Hill west of 26th Street	Less than 4'	Sweet Shade (Hymenosporum flavum)	Strawberry Tree (Arbutus unedo)	Palm Species
		Greater or equal to 4'	Cape Chestnut (Calodendrum capense) Victorian box (Pittosporum undulatum)	Peppermint Tree (Agonis flexuosa) Flame Tree (Brachychiton acerifolius)	White Orchid Tree (Bauhinia forficata) Palm species

TABLE 4-3: TREES FOR UN-IMPROVED RIGHTS-OF-WAY

TREE SPECIES	
Acacia melanoxylon	Geijera parviflora
Arbutus 'Marina'	Heteromeles arbutifolia (California native)
Arctostaphylos glauca / Dr. Hurd (California native)	Juglans californica (California native)
Brachychiton acerifolius/dicolor	Lagunaria patersonii
Brachychiton populneus	Laurus 'Saratoga'
Ceratonia siliqua	Lyonathamnus floribundus (California native)
Corymbia ficifolia (Eucalyptus ficifolia)	Melaleuca linariifolia
Erythrina caffra	Pittosporum angustifolium
Erythrina coralloides	Platanus racemosa (California native)
Eucalyptus nicholii	Prunus ilicifolia lyonii
Eucalyptus torquata	Quercus agrifolia (California native)
Floss silk (Ceiba speciosa / Chorisia speciosa)	Schinus molle

*\*Species considered invasive should not be planted within 100 feet of the Multi-habitat Planning Area (MHPA)*



*Design details are important, such as the cobble and wood fence shown above left, as well as the apartment building shown below with a recessed corner fronting a generous open area.*



*Design detail at corners is a community character element.*



*A climate-appropriate lawn substitute provides design continuity, and a landscape swale improves water quality downstream.*



*Landscape elements can also define street corners.*

## 4.3 DEVELOPMENT DESIGN

The design quality of new, renovated and expanded buildings and landscapes contributes significantly to the quality of the community's physical environment. Therefore, thoughtful urban design through all phases of the development process is key to the successful implementation of the goals and objectives for the community's built form. Development design and review needs to consider all aspects of neighborhood, site and building design relevant to the objectives and guidelines provided below.

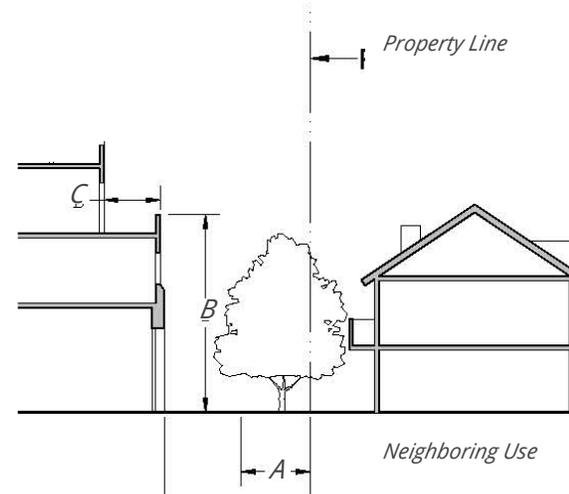
### COMPATIBILITY WITH COMMUNITY CHARACTER

- ❖ Development is expected to be responsive and sensitive to its surrounding environment.

#### Context-Sensitive Design

Golden Hill is an established community with a long development history due to its central location and accommodative zoning. This development history has left a diversity of building forms and architectural styles in the community, as well as historical built resources in need of preservation. The range of building forms and styles has sometimes resulted in awkward scale and style transitions and inconsistent relationships between buildings and the public realm. Design practices that respond with awareness and sensitivity to a development site's surroundings are therefore important to achieving the community's design objectives.

While new development is not expected to duplicate the older architectural styles of the community, it should complement the surrounding context and architectural character established by older development forms. New development that is compatible with existing context will contribute to a sense of place and enhance neighborhood character.



*Step back upper stories of larger, mixed-use and multi-family buildings to ensure compatibility with adjacent single-family as follows:*

- A. Side yard setbacks should be maintained when a large-scale project abuts single-family and small-scale uses*
- B. Height of first two stories should not exceed the overall building height of the adjacent property*
- C. A minimum 6' upper story stepback should be provided at the third floor for a minimum 80% of the facade*

Compatibility is evaluated based upon a building's relationship to the scale, form and architecture of adjacent properties and by an appropriate scale for the block. Important elements to consider are:

1. Adaption to the topography of the site and built environment of the neighborhood
2. Interface with the streetscape or public realm that encourages pedestrian access and activity
3. Building scale and massing that avoids abrupt transitions
4. Attention to design detail
5. Climate-appropriate design



*This development responds to its site context through the reuse of an old service station building.*



*This development responds to its site context by acknowledging the location of the historic streetcar route.*

## POLICIES

- UD-3.1** Architectural compatibility: Establish compatible visual relationships between new buildings and nearby existing buildings.
- A. Complement the scale, form and architecture of other buildings within the block. Where there is a mix of styles, follow any shared characteristics such as setbacks, heights, rooflines and massing.
  - B. Use simple, harmonious building proportions and building lines that reflect a neighborhood’s traditional and historic buildings.
  - C. Provide gradual transitions in height, bulk and density, particularly where a development abuts single-family residential development.
  - D. Repeat existing building surface treatments.
- UD-3.2** Architectural style: Explore new stylistic interpretations of traditional architectural elements when using contemporary styles.
- UD-3.3** Front yards: Maintain the overall topographical relationship between a lot’s front yard and those of adjacent lots when proposing site excavation or fill.
- UD-3.4** Front yard landscapes: Encourage preservation of landscape features such as garden walls, stonework and significant trees that contribute positively to neighborhood character.
- UD-3.5** Street orientation: Orient building facades and entries towards public streets and plazas to positively define street edges within the public realm and encourage an active public realm.

- UD-3.6** Pedestrian scale: Design structures with massing and facade articulation that contribute to a fine-grained, pedestrian-scale environment at the street level.
- UD-3.7** Transitions: Incorporate a combination of building setbacks, upper-story stepbacks, and articulated sub-volumes to sensitively and adequately transition to adjacent lower height buildings. Use upper-story sideyard stepbacks to avoid excessive shading of adjacent parcels.
- UD-3.8** Roofs: Design roofs to incorporate features such as similar pitch, overhang depth, and gable orientation to establish compatibility with prevalent roof forms within a block. Avoid excessive roof breaks and overly complicated roof forms.
- UD-3.9** Consistent details (expansions and additions): Design new expansions and additions using architectural details that are consistent with those of the existing structure.
- A.** Use stylistically cohesive, character-defining features such as porches, columns, balustrades, brackets, rafters, and decorative trim to enhance visual compatibility.
- UD-3.10** Color: Discourage adherence to in-vogue color trends when incompatible with neighborhood or architectural contexts. Select colors that correlate with traditional building styles as well as neighborhood aesthetics.
- UD-3.11** Climate-appropriate design: Address climate appropriate design through site and building features that capture storm water runoff, avoid excessive heat gain and allow light and air circulation.

- UD-3.12** Street corners: Use street corners as focal points with prominent and distinctive building forms, plazas and other design features.
- A.** Promote prominent street corners for distinctive multi-family and mixed-use buildings or corner stores where allowed.
- B.** Redesign 'strip' commercial sites that include a street corner with street-fronting commercial and mixed-use buildings that also create prominent building forms at the street corner. If applicable, interim measures to make existing commercial centers more pedestrian-oriented should address the street corner by adding landscaping, kiosks and other structures.



*The community's traditional storefronts shown here along Fern Street exhibit design details that provide a pedestrian-scale environment.*

### Renovation of Multi-family Buildings

Existing, older apartment buildings can provide a valued housing choice. However, some existing properties in Golden Hill need basic upkeep and maintenance, while others should be improved to meet current Municipal Code requirements. Many existing properties also present safety concerns because of poor lighting, unsafe passageways, and lack of “eyes on the street.” Other properties are from development eras that did not pay close attention to maintaining the fine-grained, pedestrian-oriented character of the community. Renovating existing buildings to improve their safety, appearance, and pedestrian orientation should be considered, where possible.

Renovation projects may come about through initiatives by individual property owners, housing investors or community associations employing available private funding, tax credits or grants intended for neighborhood revitalization. Options for renovating existing buildings and sites could include a range of strategies from simple painting, repairs, code compliance, and landscaping to larger changes, such as adding new windows to street-facing facades, landscaping surface parking and enclosing carports to create individually secured garages. Renovations should respect the integrity of the particular architectural style of the existing building while improving its function. Even buildings replicating a modernist style, sometimes the subject of criticism, have intrinsic forms and details that are worthy of preserving or enhancing.

### POLICIES

- UD-3.13 Architectural integrity: Renovation of existing buildings should respect the architectural integrity of the original building.
- UD-3.14 Visual access: Incorporate windows to blank walls and street-facing facades to add “eyes on the street” and increase safety.
- UD-3.15 Lighting: Incorporate pedestrian-level or wall-mounted light fixtures within a site to increase visibility and safety of building and parking entrances. Eliminate dark, dead-end spaces and passageways.
- UD-3.16 Curb cuts and front yard parking: Parking and curb cuts should be removed near building entrances and replaced with landscaped areas that define the entrances.
- UD-3.17 Alleys/Driveways: Incorporate landscape planters and plantings within edges of alleys and driveways to soften building facades and identify entrances.
- UD-3.18 Garage entrances: Incorporate planted trellises over garage /carport entrances to add greenery and shading.
- UD-3.19 Carports: Enhance safety and security by enclosing carports with individually secured garage doors.
- UD-3.20 Driveway surfaces: Enhance site design and provide for storm water infiltration by replacing concrete or asphalt with pervious pavers.

### Existing Street Facades and Streetscape



Limited street and project lighting

Blank facades with no "eyes on the street"

Building lacks a sense of entry

Missing street trees and landscaping

Parking in the front yard overwhelms the sidewalk and requires expansive curb-cuts

### Existing Street Facades and Streetscape



Existing Strip Commercial that is auto-oriented and places parking on one of the busiest and most noticeable corners in the community.

### Improved Street Facades and Streetscape

Incorporate window treatments and a change in materials to "soften" the facade

Re-paint the facade to add visual interest

Plant street trees and other landscaping to enhance the building street edge



Remove curb-cuts from building entrances. Incorporate landscaping and lighting at entrances.

Introduce permeable surfaces and landscaped parkways

Screen the parking, wherever possible

### Improved Street Facades and Streetscape



Retrofitted mixed-use commercial that is pedestrian-oriented, places active uses on the street corner and parking interior to the lot.

Building Renovation



BEFORE: Existing Apartment Building



AFTER: Improved Apartment Building

1. Enhanced Building Entrance
2. Added Landscape and Trees
3. Facade Treatments and Materials
4. Added Windows for "Eyes on the Street"
5. Re-Painted Facade

Driveway Renovation



BEFORE: Unimproved driveway



AFTER: Improved driveway with enclosed individually - secured garage doors and new lighting and landscaping

1. Garage Doors
2. Enhanced Paving
3. Landscape
4. Overhead Trellis or Canopy
5. Re-Painting

## Public Views

Due to the community's sloping topography, public and private views (both near and far) are common, and views have a strong association with the desirable character and attractiveness of the community. Views are particularly associated with the community's natural scenic amenities of San Diego Bay, Balboa Park, Switzer Canyon, and the 32nd Street and 34th Street canyons. Views to distant landforms in East County and Mexico as well as to the Pacific Ocean are also common. View opportunities along corridor streets, and where streets terminate at canyons and Balboa Park are particularly important to maintain.

Public view resources include:

- **Viewsheds:** Generally line-of-site (unobstructed) panoramic views from a public vantage point.
- **Scenic overlooks:** Views over or through the allowable building envelope within private property from a public access point.
- **View corridors:** Views along public rights-of-way framed by development within the allowable building envelope.

Visual access to public view resources is intended to be protected. Accordingly, development should not be permitted to obstruct public view resources. Viewsheds and view corridors are identified in Figure 4.4.

Visual quality within neighborhoods adjacent to Balboa Park and affected by hillside landforms is intended to be maintained and enhanced by application of policies related to these specific locations as well as the Municipal Code's Environmentally Sensitive Lands Regulations (reference policies in this element for Balboa Park, and Canyons, Hillside and Open Space). Strict application of these policies is important within these neighborhoods to preserve their overall visual quality.

## POLICIES

**UD-3.21** Public view resources protection: Preserve and enhance viewsheds, scenic overlooks and view corridors from public vantage points by application of the policies that follow. Specific locations with these resources are identified on Figure 4-4.

**UD-3.22** Setbacks: Respect required setbacks for buildings along view corridors and within viewsheds.

- A. Do not support structural encroachments, fences and landscape screens generally over 42 inches high within front or street side yard setbacks.
- B. Do not support setback reductions that obscure designated view corridors unless alternative or improved public views are proposed.

**UD-3.23** Corner lots: Apply special design consideration to lots at street corners within viewsheds. Development and tall landscape material should be set back, truncated or terraced from the corner portion of the lot to maintain views.

**UD-3.24** Open space views: Ensure public views are not obstructed where public streets and public right-of-way easements intersect or abut Balboa Park and Community Plan designated Open Space. Vegetation may be provided at these locations but should be designed to frame, not screen or obstruct, public views.

**UD-3.25** Low scale development: Development should avoid impairing visual access to Balboa Park and Plan-designated Open Space.

- A. Buildings should respect the scale and form of surrounding buildings on lots within these locations and not overwhelm their sites.

B. Design multi-story buildings to avoid “walling off” public views and incorporate front, side and rear and upper story step backs to maximize public views.

**UD-3.26** Development within open space: When all or a portion of a property is within Plan-designated Open Space, encourage locating structures within the least visually prominent portion of a lot, and outside of or toward the edge of designated open space. Maintain views, as appropriate, by respecting development setbacks.

**UD-3.27** Adaptation to topography: Encourage stepping development with the slope direction of canyon and hillside landforms to maximize view opportunities and allow for decks and patios.

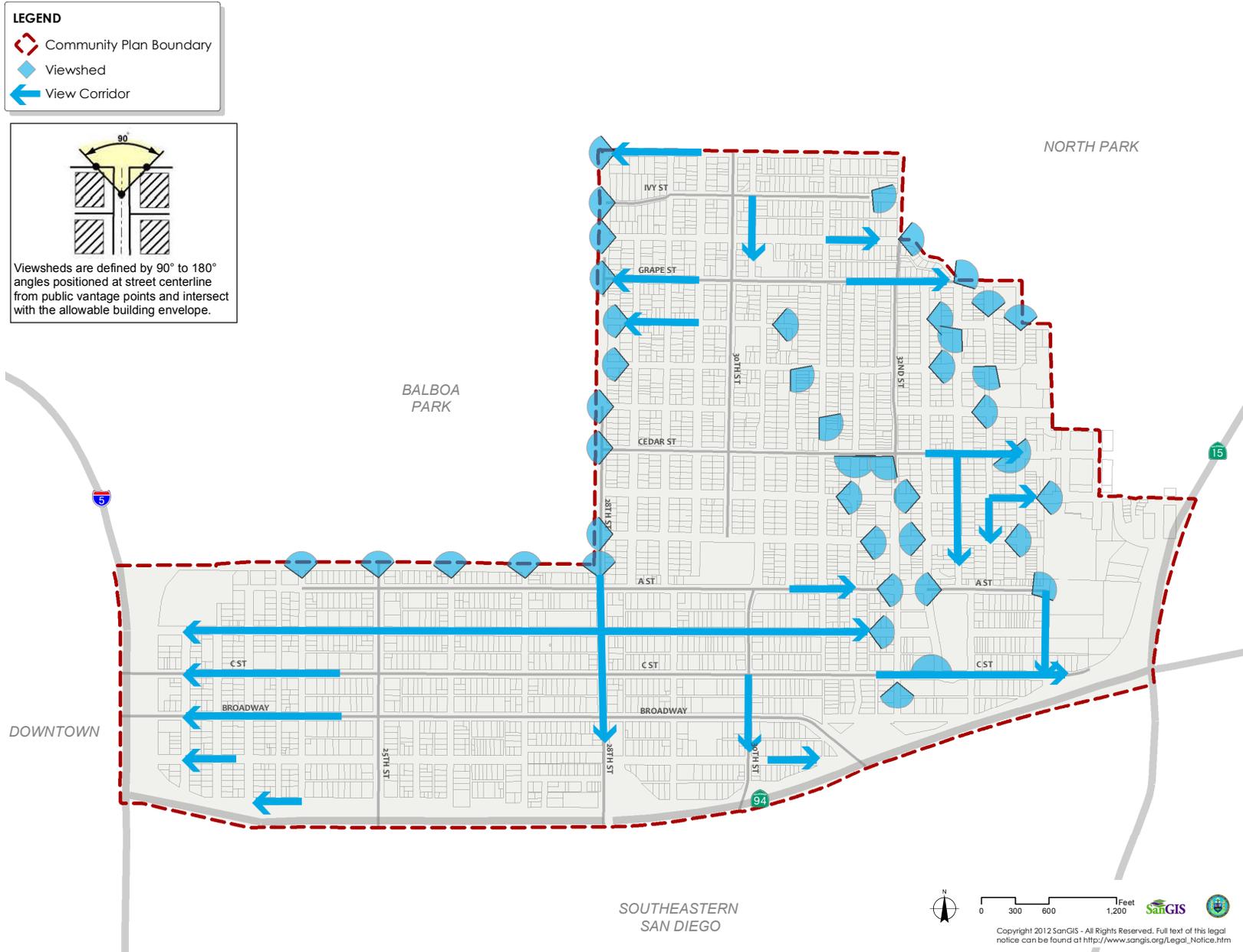
**UD-3.28** Access to open space: When public right-of-way crosses or terminates at Balboa Park or Plan-designated Open Space, restrict development encroachments into open space to only those necessary for primary access to abutting properties and with minimal disturbance to existing landforms.

**UD-3.29** Street trees on view corridors: Select street trees for their ability to provide shade canopy and frame public views, consistent with the policies in the Urban Design Element’s Urban Forest / Street Tree Master Plan section.



*Expansive views are common in the community. Mountain views to the east and downtown views west are shown here.*

FIGURE 4-4: PUBLIC VIEWS



*Canyons, Hillside and Open Space*

The community’s natural environment of hillsides, canyons, ravines, streams, and vegetation are important assets. Canyons, hillsides and open space (including Balboa Park) are key features shaping the community’s identity and built form. The interface between these features and the built environment requires special design attention so that new development does not detract from the unique attributes they provide such as view opportunities, a relationship with the natural environment, and a break from urban development. Figure 4-5 maps locations where these policies apply.

**POLICIES**

- UD-3.30 Canyon views and access: Maintain and enhance public view resources into canyons. Provide access and view corridors into canyons via street rights-of-way for fire prevention, maintenance and trail access. Primary access to abutting private developable properties may also be allowed.
- UD-3.31 Grading and site design: Conform development to natural topography and minimize disturbance to steep landforms and natural vegetation.
  - A. Align streets, drives, parking and emergency vehicle access as closely as possible to existing graded areas to minimize the need for additional grading.
  - B. Buildings and structures should fit into, rather than alter hillsides by minimizing the use of grading and outwardly visible retaining walls.
  - C. Development should follow slope contours by stepping building volumes with slopes, and using terraces to create multi-level landscapes.

- UD-3.32 Landscaping: Design landscapes adjacent to canyons and open space areas to address local environmental considerations.
  - A. Provide fire-safe and climate-appropriate landscapes. Use lower-water use plant species with fire-resistant characteristics.
  - B. Use noninvasive and/or native plant species adjacent to natural habitat areas.
  - C. Private yard areas should serve a sustainable infrastructure function by allowing for the collection, treatment and infiltration of storm water.



*When development is setback from the steeper slopes, canyon landforms are preserved. The use of a street along the canyon rim, shown here, preserves the canyon and provides views from the neighborhood.*



*A setback from top of slope preserves the canyon landform*



*Stepbacks create a 'terraced' form visually reducing bulk on sites constrained by slopes.*

**UD-3.33** Building form: Design buildings to positively respond to the community's unique canyon environment and steep landforms. Buildings and structures should be unobtrusive and maintain the scale and character of the surrounding neighborhood.

- A. Buildings along canyon edges should conform to hillside topography by providing a setback from top of slope where possible. In order to accommodate a reasonable building size for lots with limited flat area, step foundations down slopes rather than use extensive cantilevers over landforms.
- B. Limit the floor area of lots located partially within Plan-designated Open Space where needed to conform with the scale of homes within the surrounding neighborhood.
- C. Minimize bulk and scale by dividing building heights into one and two story components, varying rooflines and wall planes, and providing openings, projections, recesses and other building details. Additionally, entrances, arcades, stairs, overhangs and unique, creative building shapes and angles can help to complement the surrounding topography and to define outdoor space.
- D. Vary the design and treatment of rooftops within sloping sites. Rooflines should be used to emphasize the shape and direction of the hillside instead of masking it.
- E. Emphasize unique characteristics of sloping sites by incorporating outdoor decks, roof gardens, bay windows and/or terraces.
- F. Specify and use neutral, earth-tone, muted building colors that complement the natural landscape when adjacent to designated open space.
- G. Locate and design buildings and structures to minimize fire hazard risk where present through use of setbacks and fire resistant building materials and other appropriate measures.

FIGURE 4-5: CANYONS AND HILLSIDES



## DEVELOPMENT DETAIL

- ❖ The architecture and site design of new development should incorporate both distinctive and context-sensitive elements.

### *Building Frontages*

A defining characteristic of Golden Hill is the consistent way that development meets the public streets, forming a consistent and attractive street edge through common building setbacks and heights and a variety of richly designed building facades. The way buildings face the street and the development features that line the street edge contribute to a visually interesting and active street experience.

## POLICIES

- UD-3.34** Street orientation: Street facing yards and building facades should incorporate architectural features with the qualities listed on pages 96 and 97 as appropriate to ensure design detail and visual interest along the street edge.



*Alcoves enhance street orientation by adding definition to building facades and providing space for outdoor amenities without affecting pedestrian travel within sidewalks.*

### *Materials*

The craftsmanship and design detail that is embodied in the community's historic and traditional buildings is highly valued. While newer construction techniques and design processes do not typically strive to replicate the handcrafted quality of the past, new construction can incorporate high quality materials on exterior surfaces. The use of high quality materials is essential for creating buildings that convey the sense of quality and permanence desired for the community.

## POLICIES

- UD-3.35** Use high-quality, authentic materials with a substantial appearance, including wood, quarry stone, plaster-finish stucco, traditional decorative tile and masonry. Avoid using materials that have an inauthentic, non-traditional or thin veneer appearance such as EIFS (Exterior Insulating Finishing System) foam molding or faux stone.
- A.** When using stucco, the method of application and finish should be similar to buildings within surrounding blocks. Contemporary rough-texture finishes are discouraged unless currently used within a building.
- UD-3.36** Terminate brick, stone, tile veneers or other applied materials logically and strongly by wrapping corners and terminating at architectural modulations, articulations, frames or other features so as not to appear superficially affixed to the facade.
- UD-3.37** Use materials and colors to unify and provide visual interest to building exteriors. Limit the number of materials and colors used to promote visual simplicity and harmony.

**UD-3.38** Treat all publicly visible building facades equally in terms of materials, colors, and design details. Buildings should have a finished appearance on all visible sides. New structural additions should use similar materials and finishes to those of the existing building.

**UD-3.39** Design and construct site elements such as walls, planters, shade structures and fences to be consistent with the development's overall architectural design as well as material and color palettes.

### Signage

Signs play a fundamental role in the community, especially in commercial areas. They facilitate local commerce by identifying where goods, services, and entertainment can be found. They also play a significant role in community character, contributing either to an attractive and legible urban environment or one that is confusing, visually cluttered and unattractive. In order to reinforce pedestrian orientation, the type, size, and placement of signs is important.

### POLICIES

**UD-3.40** Incorporate signage that complements building design and contributes to neighborhood character.

**UD-3.41** Design facade and freestanding signs to be at a pedestrian scale but also visible to vehicle traffic if needed.

**UD-3.42** Bring previously conforming signs into conformance with Citywide sign regulations.

### Parking Access and Location

Traditional neighborhood design provides less emphasis on automobile access and parking from public streets in favor of pedestrian access and site orientation. Neighborhood and site designs typically minimize auto access from public street frontages and provide subordinate parking arrangements to the primary use. Parking is often accessed from alleys and located to the rear or side of a lot. These are important components to maintain within neighborhoods and to replicate with new developments.

### POLICIES

**UD-3.43** Parking Access: On-site parking should be accessed via an alley whenever one is available. When no alley is available, parking should be accessed via a driveway from the primary street or side street and limited to one driveway per street front.

- A. Encourage the consolidation of the number of existing driveways and curb cuts, particularly within commercial districts. Re-direct vehicle access to alleys where available or to mid-block access shared between multiple properties.
- B. Driveway widths should be the minimal needed for safe access.
- C. Impermeable paving materials should be minimized. Hollywood (or ribbon style) driveways are preferable in residential areas.

## Street Orientation Features

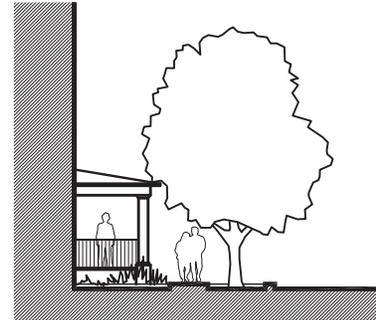
### Entrances

- Face the street or are directly visible from the street
- Provide a clearly-defined path of travel from the sidewalk
- Use architectural detail around the entrance(s) to create visual emphasis and interest
- Provide a clear transition between public and private spaces



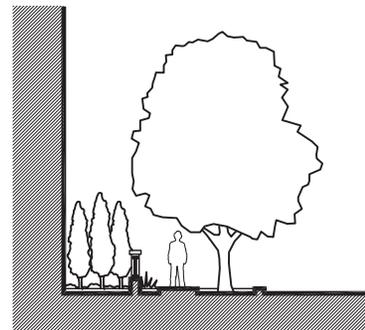
### Porches, Terraces and Stoops

- Integrated into building architecture
- Provide landscaping in foreground
- Provide a minimum of 50 percent of area open to the air
- Designed to deflect rainwater from sidewalks and walkways
- Provide shaded areas as needed



### Landscaped Yards and Forecourts

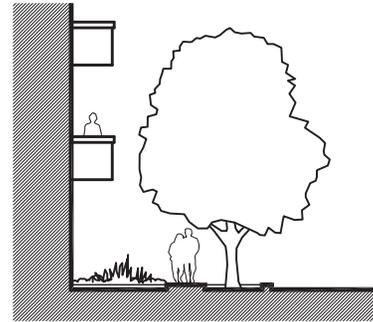
- Incorporate landscaping into required setbacks
- Defined by raised planters, garden walls, and/or low hedges to enclose private space where appropriate
- Provide lighting to ensure visibility and safety
- Designed to deflect rainwater from sidewalks and walkways
- Encouraged to incorporate water features, seating and art
- Discouraged from incorporating parking, trash collection and storage



*The drawings and photographs shown above and on the following page are for illustrative purposes only and provided to convey general intent and vision, and NOT exact location, design or configuration of proposed development.*

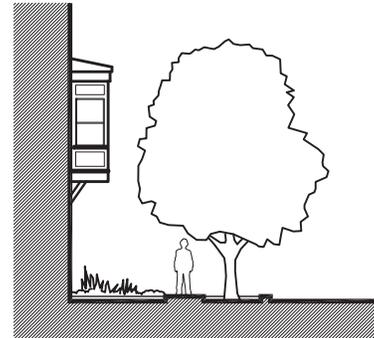
### Balconies

- Integrated into building architecture
- Avoid encroaching into the public right-of-way
- Designed to deflect rainwater from sidewalks and walkways below
- If covered, a minimum of 50 percent is open to the air



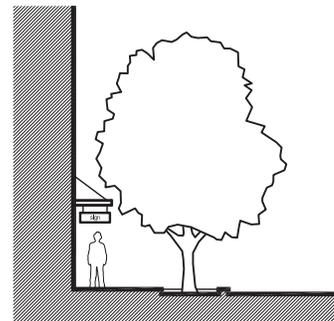
### Bay Windows

- Encouraged where their use increases access to light and air
- Provide landscaping in the foreground of bay windows on the ground level
- Designed to deflect rainwater from sidewalks and walkways below
- Incorporate operable windows at each end to allow cross-ventilation



### Awnings, Canopies and Trellises

- Avoid the use of highly reflective materials
- Align with entries, windows and other building openings
- Designed to deflect rainwater from sidewalks and walkways
- May be used for signs and sign copy provided these do not overwhelm the scale of the building



*The drawings and photographs shown above and on the following page are for illustrative purposes only and provided to convey general intent and vision, and NOT exact location, design or configuration of proposed development.*

- UD-3.44** Parking Location: Parking arrangements should be subordinate to the primary use and not detract from pedestrian mobility and orientation.
- A.** Above-grade parking should be located toward the rear of a lot and be separated from the front lot line by enclosed building square footage.
  - B.** Garages and carports for single-family dwellings should not be located within the front 30 percent of the lot except when this is infeasible and the garage or carport is meeting parking requirements.
- UD-3.45** Parking Design: Required parking spaces should be concealed within buildings and garages to the extent feasible.
- A.** Above-grade parking should be separated from the front lot line by enclosed building square footage.
  - B.** Where access to a parking garage is allowed from a commercial street, the entry should be setback a minimum 6 feet from the sidewalk.

### *Residential Design*

The community has several basic residential neighborhood forms, as described in Section 4.1. Most single-family neighborhoods have retained their traditional architecture and human scale, which should be maintained to preserve the character of these neighborhoods. Neighborhoods with a mix of single-family and multi-family development require context-sensitive design solutions that respect existing forms. Neighborhoods or blocks that are predominantly multi-family require high-quality design and on-site amenities that make attached housing an attractive living choice rather than a less expensive substitute for a single-family home.

Traditional residential design includes many unique architectural and site features. Of these, street facing entries, porches and forecourts, subordinate parking design, attention to architectural detail, variation of simple, geometric roof and building forms, and original and vintage-style windows are important character-defining features that should be maintained and replicated.

Within single-family neighborhoods, alterations and additions to buildings, or the building of new residences or accessory structures, should observe basic design forms similar to other homes within surrounding blocks. These include street orientation, location within the lot, use of materials, and proportions related to building bulk, massing, and scale. Structural additions or new structures within a lot or premise should use design forms similar to those used for the primary dwelling unit.

The residential design features that follow help positively define the community and should be applied to new development.

**POLICIES**

- UD-3.46** Residential Street access: Provide primary access to all residential buildings from the public right-of way.
- A. In single-family development, provide primary access to the building through a pedestrian entrance that faces the primary street and is connected to the public sidewalk by a pedestrian pathway.
  - B. In multifamily development, provide primary access to ground-floor units from the public right-of-way. If this is not feasible, provide access through a transparent entry lobby.
- UD-3.47** Residential street facades: Design facades to provide a pedestrian-friendly street edge and “eyes on the street.” Blank, featureless street-facing facades should be avoided.
- A. For multi-family development, wall surface is encouraged to maximize transparent glazing to add character to the facade and increase safety by adding “eyes on the street.”
  - B. For single-family development, provide at least one window with transparent glazing of at least 24 square feet on each street-facing building façade.
  - C. Windows should maintain a consistent design character throughout the project and use the same material on street facing building facades.
  - D. Provide a covered entry, porch or forecourt for at least one street-facing building facade;
  - E. Removal or partial removal of more than 50 percent of an existing porch or forecourt should not be allowed. Activities for maintenance, repair or architectural enhancement are exempt.

- UD-3.48** Residential Setbacks: Maintain uniform setbacks within blocks and neighborhoods as a neighborhood character-defining feature.
- A. Reductions/variances to required front and side setbacks are strongly discouraged.
  - B. Residential dwelling units should be encouraged to provide minimum street facing setbacks where zone setbacks may not be required. In these instances, street front and sideyard setbacks should be the greater of either the base zone requirement or a 6-foot minimum.
  - C. Refer to the On-Site Open Space and Landscaping section below for development standards that provide a minimum area for landscaped yards and forecourts.



*Raised foundations are a response to sloping topography that minimizes grading.*

**UD-3.49** Ground-floor residential: A lower profile ground floor height and a separation from the street are features of the community's traditional residential architecture that should be maintained.

- A. Design ground-floor residential uses within attached residential and mixed-use developments to provide a positive elevation or grade change of at least two feet from the public sidewalk to the first floor dwelling units when setback less than 10 feet from a street facing property line. Refer to the On-Site Open Space and Landscaping section below for development standards that provide a minimum area for porches and stoops.
- B. Street facing building facades should establish apparent height relationships between first and second stories similar to homes within surrounding blocks. Traditional eight or nine foot wall plate heights are encouraged.

**UD-3.50** Orientation to common areas: Arrange multifamily dwellings around central, common and usable open space. For example, buildings can be clustered around courtyards, greenways, and plazas, or form the edge of a trail, park or canyon.

- A. Where residential dwellings face sideyards, courtyards, paseos or greenways, they should provide windows, doorways, porches and patios as appropriate.
- B. Where more than one primary entry of a dwelling unit faces a sideyard, a minimum 8-foot wide facade setback from the interior side property line should be provided.

**UD-3.51** Second Story Additions: Many neighborhoods contain a majority of single-story homes. Two story homes typically incorporate design features that reduce the scale and visual impact of the second story. Features that should be included to maintain this character, where desired, include the following:

- A. Upper story structural additions set back a minimum 8 feet from street facing building façades to preserve the original building's scale and form (applies to a minimum 70 percent of a single building façade).
- B. For interior side yard building facades, avoid window designs that direct views into neighboring windows by using offsets, staggering, clerestory designs or translucent glazing.
- C. Avoid decks and balconies that do not exceed 15 square feet within 15 feet of an interior side or rear residential abutting property line.

**UD-3.52** Accessory buildings: Integrate accessory buildings and detached garages into the design of the primary dwelling as subordinate elements. Use the same or complimentary materials and architectural style.



*This residence incorporates thoughtfully designed landscape elements to separate living areas from the street and provide pedestrian interest within a shallow setback.*

*Residential Design Features*

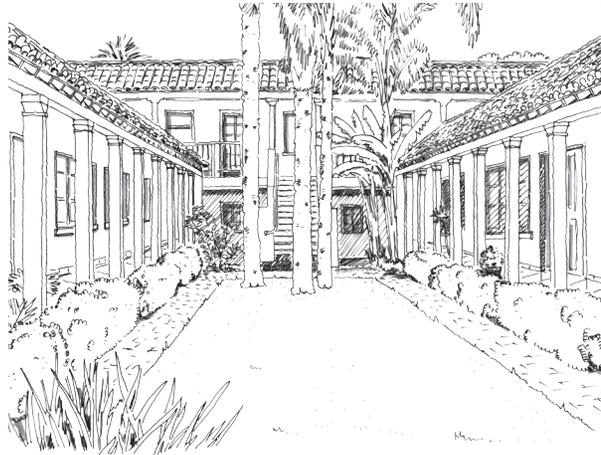
*Street Orientation*

Buildings orient to the street by having pedestrian entrances, active spaces, generous fenestration and building entries that face the street. Care and attention is also given to the sidewalk edge, through landscaping, garden walls and other ornamentation.



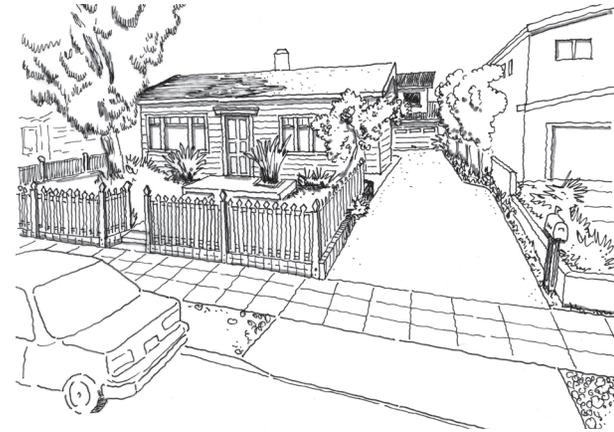
*Orientation To Open Space*

Many multi-family apartment buildings are designed around a central court, giving individual dwelling units maximum access to light, air and open space.



*Parking Orientation*

Driveways and garages should not dominate street frontages to offer better pedestrian orientation. Onsite parking should be subordinate to the dwelling(s) within the lot and accessed from alleys where available.



*Adaptation To Topography*

Most buildings are well-adapted to the hilly topography of the community. Sloped lots, split level foundations, garden walls, stonework and intricate landscaping are used to fit homes into sloped sites. Refer to the Public Views and Canyons, Open Space and Hillside policies in the previous section.



### Commercial and Mixed-Use Design

Commercial areas in the community are concentrated along a few commercial corridors and exhibit a distinct “Main Street” character, defined by continuous storefronts that face the street and a pedestrian-orientation and scale to building architecture. Design elements typical of these commercial spaces, such as generous window area, high ceiling heights and longer storefront depths, also contribute to successful retailing. There are a variety of neighborhood-serving shops and restaurants in Golden Hill’s commercial areas that add to the character and vibrancy of the community. As the commercial districts experience infill development and building renovations, developments may include newer building forms but should be sensitive to the existing character of the commercial corridors and the needs of their commercial and residential neighbors.

## POLICIES

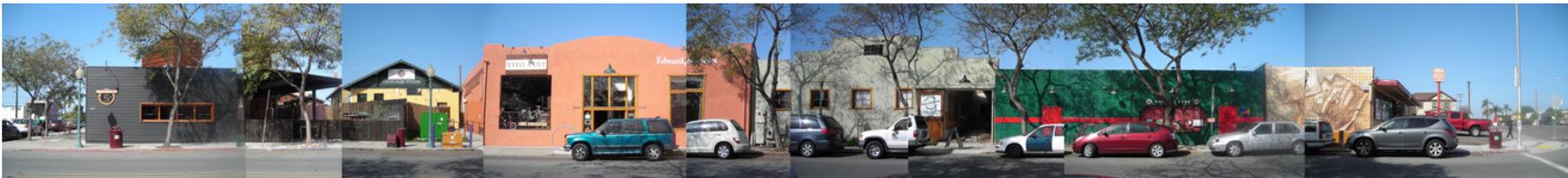
- UD-3.53** Sidewalk width: Provide adequate sidewalk width for pedestrian access and comfort. Sidewalks should have a minimum width of 10 feet, while 12 foot or greater widths are preferable based on prevailing widths on the same block.
- A.** Require additional setbacks or easements where necessary to establish a minimum 10-foot wide sidewalk zone between the curb and any street-facing property lines.

- B.** Building alcoves, courtyards and paseos should be used to accommodate features such as entrances, utilities, outdoor displays and sidewalk cafes that may impact pedestrian use of the sidewalk.

**UD-3.54** Street wall: Maintain a consistent interface with the street by providing a continuous ground floor presence along commercial corridors.

- A.** Locate a street wall of sufficient in height and length from the public right-of-way along at least 70 percent of the lot frontage. The remaining 30 percent should observe the maximum base zone setback.
- B.** A portion of the street wall may be set back to provide the following: sidewalk seating/sidewalk cafes; recessed entrances; and/or pedestrian paseos.
- C.** The street wall may be further recessed to accommodate a public plaza or wider sidewalk.

**UD-3.55** Commercial corridor design guidelines: Adhere to the design guidelines illustrated in Figure 4-6 to ensure commercial and mixed-use development that is pedestrian-oriented, contributes positively to the street environment and contributes to a “Main Street” character. Renovations of vintage buildings should respect the integrity of the original architectural style.



- UD-3.56** Ground floor design: Ground floors should contain active commercial uses and provide a higher level of design variation and detail than other parts of the building.
- A. Provide space for retail sales and services uses within continuous, active commercial storefronts.
  - B. Provide façade transparency comprised of clear, non-reflective windows that allow views of indoor space at a height between 2 feet and 10 feet along ground floor street-facing building facades.
  - C. Avoid building facades that lack transparency and articulation. The length of a facade portion without windows and articulation should be no greater than 10 feet.
  - D. Provide a minimum floor-to-floor height of 15 feet (minimum 12-foot clear height) for ground floor commercial space. Mezzanine and loft space may be exempt from this requirement when located at least 25 feet inward from any street facing building façade.
  - E. Design the elevation for ground-floor commercial uses to be level with the elevation of the adjacent public sidewalk and not more than 2 feet above the sidewalk grade.
  - F. Differentiate the ground floor from floors above by incorporating one change in material and one change in color along street facing building facades.

**UD-3.57** Window arrangements: Group windows to establish rhythms across the facade and hierarchies at important places on the façade.

**UD-3.58** Buildings at street corners: Locate entrances or any of the following features at street corners to accent building corners: a cupola, a material change, fenestration, a cut-out, or a chamfered or rounded corner with exaggerated roof element.



*The widened sidewalk and curb pop-out at Grape Street Square is clear of any impediments in the pedestrian walkway. There is enough space for the area to be a successful gathering spot in the South Park neighborhood, with the clock as its focal point and plenty of benches, bike racks, trees and interesting signs to help activate the space.*

- UD-3.59** Public space: Encourage public or semi-public spaces such as plazas, courtyards, forecourts, and sidewalk cafes adjacent to the public right-of-way along commercial corridors.
- UD-3.60** Drive-in/drive thru's: Do not support drive-in or drive-thru development components within the community.
- UD-3.61** Commercial parking reduction: As an incentive to provide viable designs for ground floor commercial space, consider reduced parking ratios for ground floor commercial space.
- UD-3.62** Façade renovations: Utilize the City's storefront improvement program to assist small businesses to upgrade and beautify storefronts. Storefront improvement designs should maintain or reveal important architectural design elements of the building so as not to detract from overall traditional or historic character.

FIGURE 4-6: STOREFRONT DESIGN GUIDELINES



### Storefront Design Guidelines

1. *Create a clear differentiation between commercial and residential uses*
2. *Change materials at the building base and entrances to highlight these areas of a building*
3. *Provide display windows for a minimum 65 percent of the total facade and with clear, non-reflective glazing.*
4. *Provide 15-foot minimum floor-to-floor height for all first floor commercial uses in a mixed-use building*
5. *Provide enhanced paving leading to parking areas, plazas and building entrances*
6. *Clearly mark entrances with lighting, signage and entry doors*
7. *Provide shade at the pedestrian level through awnings, trellises, and overhangs*
8. *Use professionally designed and artistic signs that are consistent with the overall development character*
9. *Provide planting and landscape elements that are well-integrated with the development and at the pedestrian level*
10. *Use pedestrian-scaled lighting with minimum glare and accent lighting for key features of the building*

### Commercial-Residential Use Compatibility

In denser urban neighborhoods, commercial and residential uses are often not physically separated to the same extent as within other neighborhoods. This can result in positive associations with walkability, transit access and buildings that frame streets, creating vibrancy within these neighborhoods. However, some commercial uses can have unwanted spillover effects, such as noise, fumes, light spill and visual clutter, on adjacent residential uses or residential uses co-located within mixed-use buildings. The community's relatively shallow commercial lots as well as the prevalence of mixed-use buildings limits the possibility for use of large spatial buffers between commercial and residential uses. Instead, components of the building and site design can instead be utilized to provide physical separation. Therefore, careful attention to the site planning and design detail of new commercial, institutional and mixed-use developments is necessary to avoid or minimize unwanted spillover effects.

### POLICIES

- UD-3.63** Masonry wall: Buffer residential uses from commercial uses at the adjoining property line through installation of solid masonry walls and landscaping within required side yard and rear yard setbacks.
- UD-3.64** Noise reduction: Uses that may generate excess or more continuous noise should front commercial streets where primary access, window openings and any allowed outdoor use can be located away from adjacent residential uses. Building elements that generate less noise such as office space, storage areas and parking should be located closer to residential uses.

**UD-3.65** Service equipment location: Utilize parking garages or rooftops as appropriate to locate generators, exhaust vents, trash enclosures and other service equipment.

**UD-3.66** Exhaust vent location: For odor-generating uses such as restaurants, contain and vent exhaust fumes away from adjacent residential uses as well as pedestrian areas such as sidewalks and plazas. For mixed-use buildings, exhaust vents should discharge at roof level or above the second floor, and should be directed away from operable windows, air vents and balconies within the building.

### Mechanical Equipment and Utilities

- UD-3.67** Locate all mechanical equipment, including ground, building and roof-mounted equipment and utilities, including refuse collection containers, away from public view (also refer to General Plan policy UD-A.16).
- A. Locate utility equipment, such as backflow prevention devices and electrical boxes, within the project site and outside of the public right-of-way wherever possible. If location of utilities within the public right-of-way is the only option available, locate utilities below grade and outside of the sidewalk's pedestrian zone (i.e. in the parkway zone).
  - B. Screen views of ground-, building- and roof-mounted mechanical equipment from adjoining properties and public rights-of-way with landscaping or building elements consistent with the overall design of the building facades. The street frontage area should not be used for utilities, storage areas, or storage of refuse collection containers.

## DEVELOPMENT FEATURES

- ❖ Thoughtful design of key development features contributes to overall design quality and desirability.

### *On-site Open Space and Landscaping*

Open space and landscaping plays a significant role in how people experience the urban environment, providing a unifying interface between the public and private realms. Landscaping provides a natural element to the urban form, softens and frames views, and can also screen unattractive urban elements. On-site open space provides semi-private and private areas for community members to enjoy the outdoors and the climate while at home, at work, or out shopping or dining.

Historically, Southern California residential neighborhoods developed with relatively generous spaces for front yards, gardens, landscaping, and outdoor living spaces. While landscaping areas are a typical component of development in residential and residentially oriented mixed-use areas, they are also important in commercial areas where creating comfortable and attractive places for people is critical to successful retailing. Landscape and open space play an important role in a number of residential and commercial building typologies typical of the area's temperate climate, including courtyard housing where units are oriented around a central open space and retail development organized around plazas and paseos.

Landscaping on both building frontages and within courtyards is important for achieving the aesthetic quality that is desired for future developments, and on-site open space is important for achieving the quality of life that is desired for the community. As the scale of development in Golden Hill increases, on-site open space and landscaping spaces need to be re-fashioned for a more urban context rather than left as dated vestiges of earlier development or eliminated altogether. Maintaining setbacks in residential areas will allow room for landscape designs that enhance development with thoughtful placement and layering of plant material. Landscaping should include plantings along building street frontages and in required yard areas as well as in exterior common areas including courtyards, plazas and paseos. Open space for passive recreation should be incorporated into the design of residential and commercial development as a standard and valued development feature.



*Patios and yards within developments should be activated, attractive and ample in size to allow sunlight to fill the space.*

## POLICIES

- UD-3.68** Residential common open space: Provide on-site outdoor open space as part of multifamily residential development or development with a residential component as an amenity for residents. The open space should be designed as a central organizing principle of the development, not as an afterthought.
- A. Residential common exterior open space should have the following characteristics where feasible: size equivalent to 12 percent of lot area; a minimum dimension of 20 feet by 20 feet; a location at finished grade or on a podium level; a minimum planted area of 10 percent of the open space; and access to all residences through a common corridor.
  - B. Open space areas should relate to the development's common facilities, such as play areas, courtyards, barbecue areas, and community buildings, and should support community gathering and passive social activities such as reading, conversing, or playing games.
  - C. Features such as pools and sport courts are encouraged for larger developments to provide an active recreation component within common open space (also refer to policy UD-3.50).
- UD-3.69** Commercial common open space: Strongly encourage commercial and institutional development to provide on-site outdoor open space as an amenity for customers, clients, and employees. The open space should be designed as a central organizing principle or integral feature of the development, not as an afterthought.



*Buildings should integrate natural lighting and access to fresh air. The concept of indoor - outdoor living in San Diego is particularly important.*

- UD-3.70** Pet open space: Each development with 20 or more residential dwelling units should provide a space improved for use by pets and clearly marked for such use. Such areas shall include permeable surfaces, a hose bib, and be drained to the public sewer system (except for at-grade lawn areas).
- UD-3.71** Landscape design: Use landscaping to activate building facades, soften building contours, highlight important architectural features, screen less attractive elements, provide shade, and add color, texture, and visual interest.
- UD-3.72** Landscaped setbacks: Maintain required setbacks for installation of landscaping to achieve needed landscape design functions, soften development forms, buffer unwanted uses and provide privacy.

### Green Building Practices and Sustainability

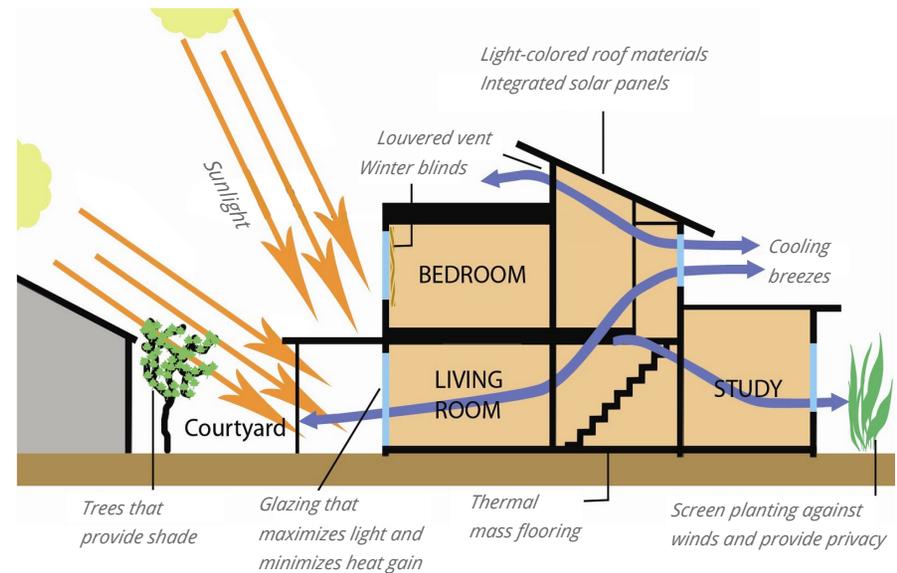
Development of new infill buildings and retrofitting of existing buildings should incorporate green building practices and sustainability. When green building practices and sustainability are intrinsic in the overall site planning and individual building design, a distinctive context-sensitive architecture is created that will enhance the community and the City.

### POLICIES

- UD-3.73** Manage solar heat gain: Manage solar heat gain to shade buildings in summer and allow sunlight in winter to reduce the demand for heating and cooling.
- A. Orient buildings to minimize the extent of west-facing facades and openings.
  - B. Use internal courtyards to trap cool air. Courtyards visible from the street will also encourage interaction with on-site open space.
  - C. Consider components integral to building architecture to shade south- and west-facing building facades. These may include horizontal overhangs, eaves, decorative shade screens or porches. Overhang width should be equal to half vertical window height to provide shade from early May to mid-August while allowing solar heat gain during cooler months.
  - D. Consider architectural accents such as awnings, canopies, trellises and deep-set windows to shade south- and west-facing windows and entrances. Retractable awnings can allow for solar heat gain in winter.
  - E. Provide vents or windows with low openings on western facing facades to allow prevailing westerly breezes into buildings. Similarly, provide vents or clerestory windows on eastern facing facades that enhance cross-ventilation and allow warmer air that collects near ceilings to escape.



*A generous front porch and canopy tree effectively manage solar heat gain on this residence.*



*Courtyards are an excellent way to increase natural light and ventilation in a building while dramatically improving the indoor environment to support natural surveillance and social interaction.*



*Shown here, a climate appropriate landscape with a use of a coordinating hardscape element and a simple arrangement of low water use plantings*

- UD-3.74** Landscape sustainability: Use landscape design measures to minimize solar heat gain and also provide attractive landscape environments.
- A. Plant deciduous trees near south-facing facades to provide shade in summer and allow sunlight in winter.
  - B. Shade exposed south- and-west facing facades using shrubs and vines.
  - C. Provide groundcover plantings to keep ground surfaces cooler near building facades, particularly in place of concrete and other reflective surfaces.
  - D. Minimize impervious surfaces that have large thermal gain.
  - E. Encourage green roofs, eco-roofs or other vegetated roof systems to help reduce the solar heat gain and also provide on-site open space.
  - F. Encourage water-wise sustainable landscapes that avoid 'heat sinks' and can provide programmable activity areas (e.g. outdoor dining, common areas).

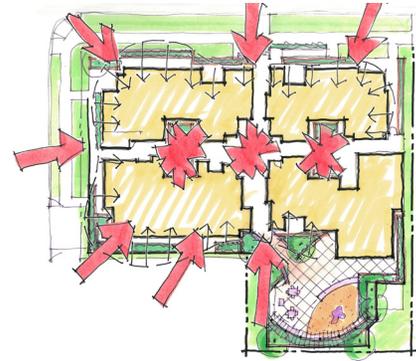
- UD-3.75** Stormwater capture: Capture storm water on-site to conserve imported water by allowing landscape infiltration or storage for irrigation during dry periods.
- A. Minimize on-site impermeable paving surfaces such as concrete and asphalt in favor of various porous pavement systems. Impermeable surfaces should drain into permeable landscape areas.
  - B. Incorporate storm water capture within a site using various infiltration and storage techniques such as mulched planters, rain gardens, gravel or vegetated swales, dry wells, driveway cross drains, green roofs, lidded rain barrels and cisterns. Roof downspouts should flow into permeable landscape features such as rain gardens or to covered storage devices for later use.
- UD-3.76** Building materials: Incorporate environmentally superior building practices and materials by using durable construction materials, low emitting materials and finishes, and re-used or recycled materials.
- UD-3.77** Energy generation: Integrate practical energy generation such as solar power or other technologies into the overall building design.

### Access to Light and Air

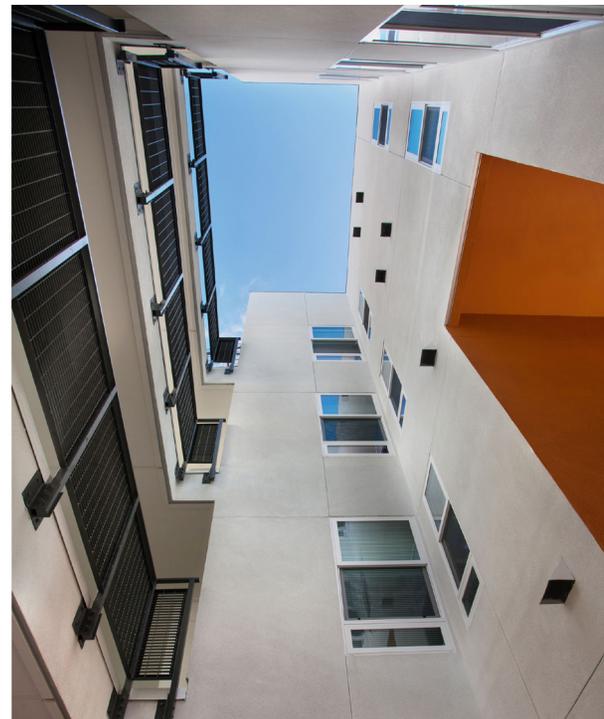
Access to sufficient light and air improves the health and enjoyment of residents within multi-family and mixed-use developments. Site and building designs that maximize density, uniformity, living space and privacy often fail to prioritize access to light and air within individual dwelling units. Site and building designs should instead maximize access to light and air ventilation within each dwelling unit.

### POLICIES

- UD-3.78** Design the orientation and configuration of new residential development so that all living spaces receive daylight for part of the day and adequate ventilation when windows are open.
- Avoid site and building designs that rely solely on narrow side yards to provide access to light and air.
  - Provide courtyards, niches, alcoves, and similar features to ensure light and air ventilation from two or more building facades whenever possible.
  - Use individually placed openings rather than uniform openings where needed to increase access to light and air. Skylights, solar tubes and decorative and clerestory window designs can be used where other window styles would conflict with facade architecture or privacy.
- UD-3.79** Maximize visibility of, and access to, outdoor spaces while allowing an adequate level of privacy.
- Offset windows and balconies to allow for privacy.
  - Use opaque window glazing where needed to provide privacy while maintaining light access.
  - Place landscape plant material to soften sight lines between building openings and between adjoining property lines while allowing light to reach windows.



*Building designed to maximize access to natural light with multiple corner dwelling units, open walkways and light wells.*



*Lightwells and light courts are an excellent way to bring natural light and ventilation into a building and make the interior environment more livable.*

*Natural Surveillance and Access Control*

New multi-family development and retrofitting of existing buildings should be designed to deter crime through natural surveillance and access control. The concept of natural surveillance is to locate physical development features, activities, and people to provide good surveillance of the environment. Access control involves the use of devices, people, and natural measures to control access to semi-private and private spaces to legitimate users only.

**POLICIES**

- UD-3.80** Allow for natural surveillance and access control (elements of defensible space) through site planning and building designs that maximize visibility, differentiate between public and private space and foster positive social interaction.
  - A. Selectively place building entrances, fencing, lighting and landscaping to limit access or control flow.
  - B. Make common spaces and entrances visible from individual residences and maximize their visibility from public streets to allow surveillance by neighbors.
  - C. Position windows to allow residents to have visible sight lines or “eyes on the street” toward public streets, parking areas, and entrances to dwellings.
  - D. Locate sidewalks or paths between parking areas and individual residences and between the street and residences to allow natural surveillance over the entire path.
  - E. Eliminate design features that provide uncontrolled access to roofs or upper levels or that create spaces that cannot be monitored by residents or users.

- F. Provide lighting along walkways, streets, and within parking areas. Use shielded or cut-off fixtures that will shape and deflect light into a layer close to the ground to control glare. This will place light where it is needed most and reduce interference with windows.
- G. Design attractive landscapes that provide street trees and use effective barrier plants beneath ground-level windows and next to fences to discourage intrusion. Plants with thorns, serrated leaf edges and dense structures are effective barrier plants. Fire resistive plants should be used in fire hazard areas.
- H. If security fencing is used, design it to become an integrated architectural feature. Chain-link and cyclone fencing is not allowed except when used as a fire resistive material.



*Building windows and entrances should face playgrounds, common areas and shared open spaces to activate them and provide plenty of “eyes on the open space.”*



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# ECONOMIC PROSPERITY

5

- 5.1 Commercial Districts
- 5.2 Commercial Area Revitalization

## INTRODUCTION

Economic activity within Golden Hill is an important pursuit, providing goods, services, and jobs geared toward community needs while also providing a contribution to the City's economy. Economic development activities can maintain the vibrancy of the community's commercial districts and promote revitalization where it is needed. Economic development efforts should be coordinated and sustained over time to be most effective.

The community's estimated workforce included approximately 2,300 total jobs in 2012. Of these:

- 960 are within government;
- 720 are within private sector businesses; and
- 620 are held by self-employed persons.<sup>1</sup>

Golden Hill is a community with a range of incomes, including lower income households. The community's demographics can also support a diverse range of businesses. From 1990 to 2012, the community experienced a sales increase in the food and beverage services retail categories. During this same time period, sales in other retail categories declined<sup>2</sup>. This decline indicates that Golden Hill residents are shopping outside the community. Future growth can be expected within the hospitality and leisure sector, composed of lodging, entertainment, food services, and beverage services. Continued growth in the food and beverage categories is expected to contribute most of this sector's growth. However, it is as important to retain and promote the growth of businesses within other retail categories to provide a diverse range of businesses that serve the community's broader needs.

<sup>1</sup> San Diego Association of Governments (SANDAG) employment projections – Series 12 Forecast.

<sup>2</sup> MuniServices, LLC, the City of San Diego's sales tax consultant's data research.



## GOALS

- Vibrant neighborhood commercial districts where residents can purchase a significant share of their basic goods and services.
- Increased aggregate community buying power.
- Commercial districts that reflect a distinctive community identity of heritage preservation and awareness, and expression of local arts and culture.
- Attractive commercial developments that increase the number of small businesses and provide job opportunities within the community.
- Provision of adequate parking, bicycle, and transit access to serve commercial districts.
- Maintenance and improvement of the aesthetics of commercial districts and businesses, where needed, through street tree plantings, timely building maintenance, and litter and graffiti removal.

## COMMUNITY BUSINESS DATA

### Retail

- Nearly 240,000 square feet of existing retail space
- Retail lease rates 28% higher than the citywide average
- A low 0.4% retail vacancy rate compared to 4.3% citywide
- Higher lease rates and low vacancy rates indicate support for additional retail space

### Office

- Nearly 139,000 square feet of existing office space
- Office lease rates 60% lower than the Citywide average

### Industrial

- Nearly 103,000 square feet of existing light industrial space
- A 0% vacancy rate in industrial/flex space compared to a 10.5% vacancy rate Citywide
- The light industrial businesses are engaged in warehousing, manufacturing and providing services

*Source: The CoStar Group (2012)*

## 5.1 COMMERCIAL DISTRICTS

Golden Hill is predominantly a residential community with commercial uses, including traditional corner stores interspersed within neighborhoods, centrally located to support the community. Historically, commercial development was concentrated along former streetcar lines, which resulted in several linear commercial nodes that form districts with a “Main Street” character (refer to Land Use Element Figure 2-2, Commercial Districts).

The community’s commercial districts are centrally located with convenient pedestrian, bicycle, and transit access. They are intended to provide opportunities for businesses that serve community needs for goods and services in a clean and attractive pedestrian-oriented setting. The commercial districts are also intended to provide opportunities for artistic expression and entertainment along with small-scale spaces for public gathering. Pedestrian access and comfort should be enhanced where needed by planting street trees, repairing sidewalks, and maintaining a clear pedestrian path of travel, as well as improving the appearance of storefronts.

Commercial uses are predominantly located within buildings that are smaller-scale and have limited or no off-street parking. These traditional storefronts are uniquely suited to small and sole-proprietor businesses. Common design elements, such as generous window areas, high ceiling heights and longer storefront depths, contribute to successful retailing and small business development. Storefront commercial spaces have been successfully renovated to accommodate new businesses in locations throughout the community. It is important to maintain the viability of existing storefront commercial spaces and for new developments to provide similar configurations and design elements to support Golden Hill’s commercial districts.

Independent local businesses are valued by the community. They provide growth of the local economy, expand consumer choice, support entrepreneurship and provide a unique character to Golden Hill's commercial districts. Businesses in Golden Hill draw customers from a broader area due to the popularity of local establishments and the appeal of traditional walkable "Main Street" commercial districts. Retail formats that result in large-scale and formula businesses are not conducive to maintaining community character and are only anticipated where they can fulfill an unmet need. Therefore, the over-provision of formula retail businesses in Golden Hill is not desired.

## POLICIES

- EP-1.1** Support activities and programs that provide resources or funding to enhance the physical attractiveness of the community's commercial districts.
- EP-1.2** Increase street tree planting and maintenance in commercial districts (also refer to Urban Design Element Urban Forest/Street Trees section).
- EP-1.3** Consider traffic calming measures where appropriate and enhance pedestrian, bicycle and transit access in commercial districts (also refer to Urban Design Element Streetscape and Public Realm section).
- EP-1.4** Provide support to local independent businesses (also refer to section 5.2 below).
- EP-1.5** Discourage formula retail business that do not serve an unmet community need. When allowed, standardized colors and designs for front façades and signs should be modified to provide a more individual look.

- EP-1.6** Preserve the predominant small-scale development form of existing storefronts by maintaining the 25 and 50-foot pattern of facade and lot widths (also refer to Urban Design Element policy UD-2.5).
- EP-1.7** Provide an environment that is conducive to community artistic and cultural expression including:
- A. Live/work spaces for artists and artisans;
  - B. Appropriate settings for performance, display or sale of artistic wares and cultural programming;
  - C. Support for permanent, publicly visible art displays that accent the community's small-scale character and do not overwhelm their surroundings.

## BUSINESS FORECAST ASSUMPTIONS

- The health and education services sector is projected to remain the largest private sector employer.
- The largest job gain is expected to occur in the leisure and hospitality sector. This sector includes hotels, entertainment, food services and beverage services.
- Job gains would also occur in the professional and business services sector.
- Future job losses are affected by the community's relationship within the region.

*Source: SANDAG-Series 12 Forecast; Census Program Local Employment Dynamics*

## 5.2 COMMERCIAL AREA REVITALIZATION

Revitalization imparts new economic and community life in an existing neighborhood or business district while preserving the original building stock and historic character. Revitalization activity focused within the community's commercial areas can ensure the economic vitality of small businesses, provide local job opportunities and contribute to the economic and social health of the community. Revitalization of older neighborhoods and districts often involves coordinated and sustained public-private efforts related to business attraction and retention, infrastructure investment, security, and maintenance.

The City has provided services and incentives to assist new and existing businesses for over twenty years. Business Improvement Districts formed by property owners can also levy fees for area improvements. Golden Hill does not have a City-established Business Improvement District. However, there are several active business associations in the South Park and Golden Hill neighborhoods that promote economic revitalization by working with independently-owned small businesses in the area to collectively brand, market, and revitalize the commercial districts.

Golden Hill and South Park businesses provide unique retail experiences in a "Main Street" type atmosphere. While providing goods and services to the community, they are also expected to attract business from outside the community due to their appeal. With proximity to Downtown and Balboa Park, these businesses may also be able to capture more of San Diego's visitors from these nearby tourist destinations if transportation links are enhanced.

Revitalization of commercial areas in many older communities requires ongoing attention and effort to support small businesses. Small business-based services and assistance programs should be continued to ensure the sustained revitalization of the community's commercial districts. Revitalization efforts are also needed to maintain the appearance and viability for many of the small-scale corner stores interspersed throughout the community. The City will continue to partner with community groups and business organizations in Golden Hill to serve and assist small businesses and enhance the attractiveness of the community's commercial areas.



*The community has several distinct commercial districts. A small business along 25th Street is shown here.*

## POLICIES

- EP-2.1 Utilize economic development tools and programs such as those listed in the boxed text at right to attract and retain small businesses.
- EP-2.2 Recapture a greater share of Golden Hill residents' expenditures with improved basic retail and personal services, as well as through coordinated promotional efforts.
- EP-2.3 Provide necessary infrastructure repair and maintenance for commercial districts.
- EP-2.4 Increase the physical attractiveness of the 25th Street commercial district, through efforts including coordinated planting of street trees.
- EP-2.5 Support preservation of historic resources as an important aspect of community identity and commercial area revitalization.
- EP-2.6 Market Golden Hill businesses to the Downtown and Balboa Park visitor trade, and improve existing transit service and bicycle connectivity from those destinations through means including a potential future streetcar line.
- EP-2.7 Organize and market South Park and North Park businesses on 30th Street as a multi-district dining, arts, and entertainment commercial corridor.

## CITY OF SAN DIEGO BUSINESS SERVICES AND INCENTIVES

### Small Business Assistance

*Public/private partnerships to facilitate access to small business financial assistance programs and other support resources.*

### Storefront Improvement Program

*Storefront Improvement Program (SIP) assists small business owners in revitalizing building facades through design assistance and financial incentives.*

### Micro Assessment District

*A business improvement district that contains less than 300 members formed to promote and improve the business environment.*

### Capital Improvement Program

*Improvements to public facilities and infrastructure.*

### Public Art

*The inclusion of art or cultural uses in private and public development projects within the community.*

### Urban Forestry

*The planting, care and management of tree populations in the community's urban setting to improve the environment.*

### Historic Districts

*A group of buildings, properties, or sites that have been designated as historically or architecturally significant. A historic district can also promote the character of a business district.*

### Clean & Safe Program

*Provides additional levels of services such as trash and debris removal, sidewalk sweeping and power washing, graffiti removal, landscape maintenance, and public safety services. Traditional a "Clean and Safe" program is operated by a Business Improvement District or a Micro Assessment District.*

### Event Programs

*Special events such as restaurant tours, block parties, farmers' markets and holiday festivals are often efforts of an active business improvement district, business association or community development corporation.*



## PUBLIC FACILITIES, SERVICES & SAFETY

6

## INTRODUCTION

The General Plan provides a comprehensive discussion of public facilities, services, and safety applicable to all communities. This Community Plan addresses priorities for improved public service delivery within Golden Hill. The Public Facilities, Services and Safety Element identifies existing facilities and services, and addresses the capacity and needs for future services to serve the community. It also identifies potential characteristics for future facility expansion. Specifically, this element addresses public facilities needs and prioritization and provides policies related to fire-rescue, police, storm water, water and sewer infrastructure, waste management, libraries, schools, parks, public utilities, and health and safety. Public facilities and services are also discussed within other community plan elements including the Recreation Element, which addresses population-based parks and recreation facilities needs.

As an older, urbanized community, Golden Hill's infrastructure and facilities often do not meet current standards. The remaining service life and maintenance needs of aging infrastructure are persistent issues in an older community. Golden Hill is also not as large as other communities nearby and residents may utilize facilities within adjacent communities (Table 6-2). Additionally, the community has few vacant, developable sites for new public facilities. Therefore, meeting the community's future public facilities needs should be addressed by expanding existing facilities or re-use of existing buildings. To better accommodate the sharing of facilities located within adjacent communities, improved transit and bicycle access should be provided to nearby facilities, particularly those within Downtown and Balboa Park.

## PUBLIC FACILITIES GOALS

- A sufficient level of community facilities and services that meets the diverse needs of the community and its future population.
- Community use of school facilities during non-school hours for educational, recreational and cultural purposes.
- Leveraging of resources for facilities and services through public/private agreements.
- Timely maintenance, repair and replacement of the community's older infrastructure when needed to maintain or improve its serviceability.
- Improved energy and water conservation in the operation and design of existing and new public facilities.

## GENERAL PLAN CROSS-REFERENCE TABLE

The General Plan establishes Citywide policies to be cited in conjunction with community plan policies. General Plan policies may also be further referenced, emphasized or detailed in a community plan to provide community-specific direction. The General Plan policies particularly relevant to the Golden Hill community are listed by their identifiers in the cross-reference table below (Table 6-1).

TABLE 6-1: GENERAL PLAN RELATED PUBLIC FACILITIES TOPICS AND POLICIES

COMMUNITY PLAN TOPICS	GENERAL PLAN POLICIES
Public Facilities Financing	PF-A.2
Public Facilities and Service Prioritization	PF-B.3
Evaluation of Growth, Facilities, and Services	PF-C.1, PF-C.3
Water Infrastructure	PF-H.3.c
Libraries	PF-J.3, PF-J.5
Schools	PF-K.6, PF-K.9



Significant public facilities include several schools such as Golden Hill School shown here.

TABLE 6-2: COMMUNITY AND NEARBY FACILITIES

FACILITIES	
Libraries	Central Library Logan Heights Library North Park Library
Police	Central Division
Schools	San Diego City College San Diego High School McGill School of Success Charter School Golden Hill K-8 School Sherman Elementary School Kimbrough Elementary School King-Chavez Primary Academy Albert Einstein Academies Elementary and Middle Charter Schools Roosevelt Middle School Memorial Preparatory School
Recreation Centers	Golden Hill Recreation Center

### FIGURE 6-1: PUBLIC FACILITIES



## 6.1 PUBLIC FACILITIES & SERVICES

### PUBLIC FACILITY NEEDS & PRIORITIZATION

Two of the City's main funding sources for providing and improving public facilities are the Development Impact Fee (DIF) and the General Fund. The DIF collects a proportional fair-share of the costs of capital improvements needed to offset impacts of new development. Revenues from the City's General Fund may be used for facility improvement and upgrades as well as operational and maintenance costs.

The community's DIF revenues and expenditures from the General Fund have helped to alleviate growing facilities needs. However, a deficit remains with regards to most public facilities, which leaves the City and community with the challenge of funding long-term improvements and maintenance. There is limited funding for Citywide capital improvements needs from the General Fund on an annual basis. The City has instituted a prioritization and ranking strategy that integrates community input in order to be more responsive to the community's facility and infrastructure priorities. Although the City is making incremental changes in how Capital Improvement Program (CIP) projects are funded to provide more timely improvements, the unfortunate reality is that an existing facilities and infrastructure deficit remains. A number of obstacles must be overcome to alleviate this deficit. These include the lack of available land and increased costs of land acquisition for construction of new facilities, the need for additional maintenance funding, and broader funding constraints and competing needs.

The City and the community will need to work together to find creative solutions for meeting facility and infrastructure needs over time, which will ultimately improve the quality of life. Solutions such as clustering facilities to minimize land costs, providing broader community serving facilities, offering facility equivalences, seeking Citywide or regional initiatives for



*Fire Station 11 provides fire and medical emergency services to the community from its site at 25th Street and Broadway.*

new sources of revenue, and exploring public-private opportunities may make it possible to create new facilities to serve the future population. The General Plan provides a more detailed discussion of funding constraints as well as opportunities for additional revenue. Figure 6-1 illustrates the locations of public facilities within the community.

### POLICE AND FIRE

Police and fire emergency services and the facilities that support them affect planning goals for livability and safety. The City provides these services through geographic service areas that take into account community plan boundaries but may also cover more than one community.

The Police Department groups neighborhoods within the City into nine divisions. Golden Hill is served by the Central Neighborhood Division, located at 2501 Imperial Avenue in Southeastern San Diego. The Fire Department provides fire emergency/rescue services as well as hazard prevention and safety education to ensure the protection of life, property and the environment, including education about vegetation management to protect properties from wildfires in canyon areas. The community is served by Fire Station 11, located at the intersection of Broadway and 25th Street. Fire Station 11 opened in 1913, and the building was remodeled to add a truck company in 1975. The current building opened in October 1997 and includes a Fire Engine, Fire Truck, and Paramedic Services.

The City does not have adequate fire station coverage to maintain desired service levels in some geographic areas at all times, due to a combination of funding, geographic and population growth factors. However, the City has recognized the value of fire prevention measures to reduce pressure on the overall response system in the long term. Such measures include adopting stronger safety codes and an aggressive brush management program. Citywide fire service goals, policies and standards are located in the Public Facilities, Services and Safety Element of the General Plan and in the Fire-Rescue Services Department's Fire Service Standards of Response Coverage Deployment Study (2011). The community has expressed a concern that response times need to be assessed so that adequate fire service is provided to the eastern neighborhoods adjacent to canyons.

The expected population growth within Golden Hill will likely result in increased need for fire, medical, security, and emergency services. Over time, the City Police and Fire Departments may need to increase staff levels, equipment, and facilities to meet these greater needs. As growth and development occur, police and fire capacity will be evaluated to ensure that station locations and staffing levels are adequate to maintain acceptable levels of service.

Prevention measures can also supplement existing police services. New development should incorporate the Urban Design Element's guidelines for natural surveillance and access control as a crime deterrent.

## POLICIES

- PF-1.1 Reduce the incidence of criminal activity (also refer to Urban Design Element Natural Surveillance and Access Control section).
  - A. Maintain a Neighborhood Watch Program as an adjunct to police surveillance.
  - B. Maintain a close relationship with neighborhood organizations and a continuing exchange of information with patrol officers.
  - C. Maintain a community relations program between police and residents.
  - D. Institute a community education program dealing with security measures that deter crime.
  - E. Ensure that development projects provide adequate lighting, visibility for surveillance, and gradations between public and private spatial territories.
- PF-1.2 Keep the entire Golden Hill community under one police patrol beat to support police-neighborhood relationships and to improve response time.
- PF-1.3 Modernize and/or replace firefighting facilities and equipment as firefighting technology improves to meet the needs of the community.
- PF-1.4 Seek community input when discussing future plans regarding Fire Station 11 via the Greater Golden Hill Community Planning Committee.
- PF-1.5 Support efforts by the City to educate and inform the community regarding fire prevention techniques.

## LIBRARY

Golden Hill residents have long sought a library facility within the boundaries of the community. However, libraries typically serve an area that is larger than many single communities within the City (refer to General Plan policies PF-J.3 and PF-J.5). Golden Hill is served by several libraries in adjacent communities. The recently expanded Central Library at 330 Park Boulevard in Downtown's East Village neighborhood provides the community access to the City's largest library. Other libraries serving Golden Hill are the North Park Branch Library located at 3795 31st Street and the Logan Heights Branch Library located at 567 South 28th Street.

Libraries provide various publicly-available services, including access to community meeting rooms. Because the community does not have a library, there is no convenient access to a public meeting room within the community, although residents have access to meeting facilities within Balboa Park. The community desires either a separate community room at a stand-alone location or a room available for use at no cost at another public facility such as a school.

## POLICIES

- PF-1.6** Seek community input and participation in all future decisions concerning the development or expansion of library facilities serving Golden Hill.
- PF-1.7** Improve access via public transportation systems and improved bicycle facilities to link Golden Hill with the Central Library and the Logan Heights and North Park Branch Libraries.
- PF-1.8** Seek a site, joint use opportunity, or development opportunity for a public community meeting room.

## SCHOOLS

Public education is an important public service. Offering quality education is an important goal to the residents of Golden Hill. The presence of public as well as private school facilities can contribute to neighborhood livability and revitalization, provide opportunities to coordinate programs with adjacent parks and community facilities, improve safety and walkability, and enhance access to education for neighborhood residents.

The San Diego Unified School District opened Golden Hill School, located at 1240 33rd Street, as a new facility in January 2006. The school is currently operated as a grades K-8 school and accommodates up to 700 students. The district also provides charter schools within Golden Hill: the Albert Einstein Academy elementary school at 3035 Ash Street and the McGill School of Success at 3025 Fir Street. In addition, public, charter, and private schools in neighboring communities serve the community, including Roosevelt Junior High School and San Diego High School.

San Diego City College is a community college located adjacent to the community in Downtown San Diego. The college provides courses that lead to certificates and associate degrees or transfer to a four-year college or university, as well as career technical education programs, fulfillment of licensing requirements, and skill development and student support services.

Significant funds for school facility improvements were made available when the voters approved two bond measures, Propositions S and Z in 2012. Funds can be used for repairs and renovations within the San Diego Unified School District. These bond projects follow improvements that were started with Proposition MM funding and include new classroom technology, safety and security upgrades, Americans with Disabilities Act (ADA) upgrades, new/renovated facilities, temporary classrooms replacement, air conditioning, upgrades/ADA improvements to athletic

facilities, and other capital improvements at traditional and charter schools throughout the district. Proposition S, as well as Proposition N, provided funding for facilities improvements at San Diego City College as well, including several new classroom buildings.

School sites in Golden Hill can potentially accommodate other public and community-oriented uses through joint use agreements with the school district. Providing for recreation opportunities as well as a community meeting room is of particular need. If public school sites are no longer needed by the school district for educational use, the community and the City should make every effort to retain the property for public use.

## POLICIES

**PF-1.9** Seek community use of school facilities during non-school hours for educational, recreational and cultural purposes when feasible.

**PF-1.10** Acquire excess school district property within Golden Hill to reserve the property for public use.

- A. Public facility uses, such as a neighborhood park, library, or community center, should be given first priority for reuse of any excess school district property before it is made available for any private use or development.
- B. If a site is no longer needed for educational or other public purpose, it may develop with residential uses at a density compatible with the surrounding neighborhood.

**PF-1.11** Improve access via public transportation systems and improved bicycle facilities to link Golden Hill with San Diego City College, San Diego High School, and Roosevelt Middle School.



*The community is served by multiple education facilities offering grades K-8: Golden Hill School, the Albert Einstein Academy and the McGill School for Success.*



*A State grant created a small park and pedestrian connection from Dale Street to A Street which benefits the community and the adjacent school.*

## WATER, SEWER & STORM WATER INFRASTRUCTURE

The community's water, sewer and storm water infrastructure has issues with aging, insufficient capacity, and outmoded design. The City is addressing these issues for the water and sewer systems through rate increases beginning in 2007 to fund infrastructure replacement and improvement. In older portions of the City such as Golden Hill, some pipelines have been in operation for a hundred years and are in more need of replacement. The City of San Diego Water Department's Capital Improvement Program Guidelines and Standards provide the framework for the design and construction of new water facilities and address water efficiency, conservation, recycled and reclaimed water, cost effectiveness, and timely construction. The City also monitors and maintains the water and sewer system on an ongoing basis because of the age of the water and sewer infrastructure in the older communities. In a continuing replacement program, outmoded concrete sewer mains and cast iron water mains are being replaced on a Citywide basis. Replacement is currently scheduled based on breaks or blockages in the mains. The community desires improved storm water infrastructure as well. These facilities should be upgraded and maintained to standard service levels.

Storm drains are designed to handle normal water flow, but occasionally during heavy rain flooding will occur. Storm drain infrastructure within the community's streets often discharges into the natural canyon areas, causing erosion. Storm water pollution affects human life as well as aquatic, plant and animal life. Oil and grease from parking lots and roads, leaking petroleum storage tanks, pesticides, cleaning solvents, and other toxic chemicals can contaminate storm water and be transported into water bodies and receiving waters.

While storm drain infrastructure within public streets in the community still needs to be upgraded, new regulations require storm water flow to be controlled within individual sites. The City's Municipal Storm Sewer System

Permit (MS4 Permit) issued by the San Diego Regional Water Quality Control Board (RWQCB) requires all development and redevelopment projects to implement storm water source control and site design practices to minimize the generation of pollutants. Additionally, the Permit requires new development and significant redevelopment projects that exceed certain size threshold to implement Structural Storm Water Best Management Practices (Structural BMPs) to reduce pollutants in storm water runoff and control runoff volume. There is an increased reliance on Low Impact Development (LID) strategies to meet the MS4 Permit requirements and total maximum daily load. Examples of LID techniques are bioretention cells, green roofs, porous pavement, infiltration basins and biofiltration planters.

## POLICIES

- PF-1.12** Monitor the conditions of water, sewer, and storm water facilities. Implement improvement programs so there are systematic improvements and gradual replacement of water and sewer facilities throughout the community (also refer to General Plan policies PF-F.6 PF-G.2, PF-H.3, and PF-I.1).
- A. Replace facilities and infrastructure as required to maintain or improve the serviceability.
  - B. Collaborate with the community and other entities when funding and siting improvements to coordinate timing and replacement of infrastructure.
  - C. Institute a program to clean the storm drain system prior to the rainy season.
  - D. Implement appropriate storm water capture measures within developed areas upstream to reduce the rate, volume and pollutant load of surface runoff prior to discharge into natural areas and waterbodies.
  - E. Upgrade the design of outmoded storm water infrastructure that discharges directly into canyon open space.

## OVERHEAD UTILITIES AND STREETLIGHTS

Although utility undergrounding projects are underway in Golden Hill, electricity is largely carried in overhead wires along many streets resulting in negative visual conditions. The City has formally adopted a policy for the undergrounding of overhead utility lines to protect public health, safety, and general welfare. This Community Plan reinforces Citywide efforts to place utility lines underground.

Gas and electricity are provided by the San Diego Gas & Electric Company, and several gas and electric lines traverse the area. San Diego Gas & Electric Company offers a number of programs related to energy conservation, including commercial and residential energy audits, low interest loan programs for energy conservation, retrofit installations and rebates for solar water heaters. While utility undergrounding is important for community character, it can also result in the location of transformers above ground within sidewalk areas posing an undesirable reduction of sidewalk widths.

Portions of the community lack adequate street lighting. Street lighting is important to improve safety for pedestrians, vehicles, and property at night. Street lighting is to be strategically added in the community during the planning period. The community has expressed a strong desire that the installation of new streetlights utilize the historic 'acorn' design already used within portions of the community. The City typically requires non-standard designs to ensure long-term operation and maintenance through a special lighting or maintenance district.

## POLICIES

- PF-1.13** Expedite the undergrounding of overhead utility lines.
- A. Provide sufficient oversight to insure preservation of aesthetics in replacement and repair of impacted infrastructure, especially on historic properties, and historic public improvements (e.g. sidewalks, curbs, hardscape, etc.).
  - B. Locate transformers within parkway areas in a manner that does not reduce sidewalk width when their location on private property is not possible.
- PF-1.14** Address the issue of streetlight maintenance so that new streetlights can be required to replicate the design of the historic streetlights already used in portions of the community. Exceptions should only be made only where the standard cobra light design is necessary for overall traffic and pedestrian safety. Avoid using cobra and other non-historic designs at mid-block locations.



*Historic "acorn" style street lighting not only improves safety for pedestrians, vehicles and properties at night but also provides a unifying character statement within the community.*



*Designated view corridors, such as Cedar Street shown here, should be candidates for future undergrounding of utility lines.*

## 6.2 HEALTH & SAFETY

### GEOLOGICAL & SEISMIC HAZARDS

Risks associated with potential geologic hazards within the community are primarily due to the presence of steep, non-conforming slopes and its location within a seismically active region. Southern California is one of the most seismically active regions in the United States. The two fault lines within the community are not known to be active. However, the community could be subject to moderate to severe ground shaking in the event of an earthquake along any of the nearby regional active faults or other faults in the larger Southern California/Northern Baja California region. However, Golden Hill does not possess any greater seismic risk than that of other areas in the region.

Damage to structures and improvements caused by earthquakes will depend on the distance to the epicenter, the magnitude of the event, the underlying soil, and the quality of construction. The General Plan provides policy support for disaster preparedness and seismic safety in the Public Facilities, Services & Safety Element sections PF-P and PF-Q. Development within steep slopes is expected to be avoided or minimized by this community plan and, when permitted, grading and construction is expected to occur according to City regulations to avoid or reduce hazard risk.

### FIRE HAZARDS

Fire protection service is described in Section 6.1. The natural environment throughout San Diego can present considerable demands on fire and rescue services under various conditions, which can also affect response times. For times of additional need, the City augments its forces through Automatic Aid agreements with adjoining jurisdictions and Mutual Aid agreements with County, State, and federal government agencies.

Portions of the community generally near naturally-vegetated open spaces are identified as being within a Very High Fire Hazard Severity Zone due to hazard from wildland fires. Residents in these areas should take additional measures to be prepared for threat of wildland fire. The San Diego Fire-Rescue Department provides information that should be used when safeguarding homes and responding during a fire emergency.

### POLICIES

- PF-2.1 Maintain a high level of fire protection throughout the community, particularly in the neighborhoods adjacent to natural open space.
- PF-2.2 Acquire, modernize and/or replace firefighting equipment to meet the needs of the community for canyon and open space firefighting capabilities.
- PF-2.3 Support efforts by the City to educate and inform the community regarding fire prevention techniques related to brush management and wildland fires.



*Preparation for wildfires is an important safety measure for neighborhoods surrounding canyons.*

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## RECREATION



- 7.1 Parks and Recreation Facilities
- 7.2 Preservation
- 7.3 Accessibility
- 7.4 Open Space and Resource-Based Parks

## INTRODUCTION

Parks and open space provide opportunities for recreation, relief from urbanization, and enjoyment of the community's natural features. Recreation opportunities identified with this plan include the acquisition and development of new parks within the community, recreation improvements within Balboa Park, and canyon trails. The Recreation Element includes goals and policies addressing the following topic areas: Parks and Recreation Facilities, Preservation, Accessibility, and Open Space Lands and Resource-Based Parks. These goals and policies, along with the broader goals and policies of the General Plan and the Balboa Park East Mesa Precise Plan (BPEMPP), provide a comprehensive parks strategy intended to accommodate the community at full community development.

In addition to soliciting public input through various community meetings, in August of 2011 the City commissioned a Park and Recreation Needs Assessment for the Golden Hill, North Park and Uptown communities. The assessment was conducted by an independent research consultant to determine how and where people currently recreate, their priorities and preferences for future recreational uses and facilities within their communities, as well as consideration of Balboa Park as a recreational resource. The assessment consisted of an objective, statistically valid, random telephone survey. The survey results are considered representative of the broad and demographically diverse communities' recreational use patterns and opinions. The survey results are contained in a report presented to each community and were used to develop the recreation goals and policies of this community plan (refer to Appendix A, Park and Recreation Needs Assessment).

## RECREATION ELEMENT GOALS

### *Parks & Recreation Facilities*

- A sustainable park and recreation system that meets the needs of Golden Hill residents and visitors and which serves a variety of users, such as children, the elderly, and persons with disabilities, and the underserved teenage population.
- Parks and recreation facilities that keep pace with Golden Hill's population growth through timely acquisition of available land and development of new facilities.
- Increase in the quantity and quality of recreation facilities in Golden Hill through the promotion of alternative methods, such as park equivalencies, where development of typical facilities and infrastructure may be limited by land constraints.

### *Preservation*

- Preservation, protection, and enhancement of the integrity and quality of existing parks, open space, and recreation programs in Golden Hill.
- A sustainable park and recreation system that meets the needs of Golden Hill residents by using 'green' technology and sustainable practices in all new and retrofitted projects.
- Preservation, protection and management of the natural, cultural, and historic resources that serve as recreation facilities in Golden Hill.

*Accessibility*

- Enhancement of recreation facilities in Golden Hill by optimizing pedestrian, bicycle, public transit, automobile, and alternative modes of travel.
- Design of all new recreation facilities for an interconnected park and open space system that is integrated into and accessible to Golden Hill residents.
- Retrofit of all existing park and recreational facilities to meet the 1990 Americans with Disabilities Act (ADA) to accommodate persons with all disabilities as feasible and as funding becomes available.
- A balance of recreational facilities in Golden Hill for programmed and non-programmed uses.
- Comprehensive pedestrian and bicycle connections between parks and open space lands within Golden Hill, as well as to surrounding communities.

*Open Space Lands & Resource-Based Parks*

- An open space and resource-based park system in the Golden Hill Community that provides for the preservation and management of significant natural and man-made resources.
- Protection of the natural terrain and drainage systems of Golden Hill's open space lands and resource-based parks to preserve the natural habitat and cultural resources.
- A system of pedestrian paths and bikeways linking population-based parks with resource-based parks and open space lands within Golden Hill.

## 7.1 PARKS & RECREATION FACILITIES

### PARKS & RECREATION FACILITIES STANDARDS

The General Plan's Recreation Element describes three categories of parks within the City of San Diego: open space lands, resource-based parks, and population-based parks (refer to Section RE-4, Open Space Lands and Resource-Based Parks for descriptions). Population-based parks and recreation facilities are typically located within close proximity to residents and are intended to serve the daily recreational needs of the neighborhoods and community. The General Plan standard is to provide a minimum of 2.8 useable acres of public park land per 1,000 residents.

There are six categories of population-based parks:

- Major park;
- Community park;
- Neighborhood park;
- Mini-park;
- Pocket park or plaza; and
- Special activity park

A recreation center, typically 17,000 square feet in size, should be provided for every 25,000 residents, and an aquatic complex should be provided for every 50,000 residents. The General Plan Recreation Element Table RE-2, Parks Guidelines, provides the descriptions and minimum standards for these park and recreation facilities.

## EXISTING AND FUTURE POPULATION – BASED PARKS & RECREATION FACILITIES

At full community development, the projected population for the Golden Hill community is 24,010. Therefore, according to General Plan Guidelines for population-based parks, the community should be served by approximately 67 useable acres of park land at full community development. Additionally, the projected population warrants approximately one recreation center of approximately 16,000 square feet in size, and approximately one-half of an aquatic complex.

As of 2016, there are no existing population-based parks or recreation facilities within the community. Opportunities for new park land and recreation facilities are anticipated to come primarily through redevelopment of private and public properties and through the application of park equivalencies. The City's primary goal is to obtain land for population-based parks; however, where vacant land is limited, unavailable or is cost-prohibitive, the General Plan allows for the application of park equivalencies to be determined by the community and City staff through a set of guidelines.

### GENERAL PLAN GUIDELINES

Parks: 24,010 people divided by 1,000 = 24.01 x 2.8 acres = 67.23 acres of population-based parks.

Recreation Center (17,000 square feet): Serves population of 25,000. Future population of 24,010 people divided by 25,000 people = 0.96 Recreation Center = 16,320 square feet total.

Aquatic Complex: Serves population of 50,000. Future population of 24,010 people divided by 50,000 people = 0.48 Aquatic Complex.



*A children's play area is one of the park amenities within Golden Hill Community Park.*

Facilities that may be considered as population-based park equivalencies include the following.

- Joint use facilities;
- Trails through open space;
- Portions of resource-based parks;
- Privately-owned, publicly-used parks;
- Non-traditional parks, such as roof top or indoor recreation facilities; and
- Facility or building expansion or upgrades.

Golden Hill is an urbanized community where park equivalencies are appropriate for satisfying some of the community's population-based needs. The community and City staff identified and evaluated population-based park and recreation opportunities, as well as potential park equivalency sites, for their recreational value, uses and functions, public accessibility, consistency with General Plan policies and guidelines, and other land use policy documents (e.g., Balboa Park Master Plan and Balboa Park East Mesa Precise Plan [BPEMPP]).

Creation of joint use facilities within Golden Hill schools was considered and determined to be infeasible in the foreseeable future due to constrained sites. However, joint use should be pursued in the future if school sites are expanded or redeveloped, which may free up land that could be utilized for recreational purposes.

A variety of sites and facilities within and adjacent to the Golden Hill Community do, or could, serve as population-based parks or park equivalencies. Table 7-1 summarizes the proposed parks and equivalencies that have been identified to serve the community's park and recreation needs. The table also includes recommendations contained in the BPEMPP for the Neighborhood Edge of Balboa Park, as well as recommendations generated by the community and City staff for facilities outside of Balboa Park. These parks and park equivalency sites meet most of the community's population-based park requirements.

This plan also identifies potential projects that will provide all of the recreation center space and the aquatics complex facilities required to serve the community at the plan horizon. These represent significant achievements towards implementing the community's recreation goals.

Figure 7-1 depicts the approximate locations of existing and proposed open space, parks, recreation facilities and park equivalencies. Note: Identification of private property as a potential park site does not preclude permitted development per the designated land use or underlying zone. The City will continue to work with community members to seek future opportunities for provision of parks and recreation facilities. In addition to the inclusion of these projects in the Golden Hill Impact Fees Study, identification of potential donations, grants and other funding sources for project implementation will be an ongoing effort.

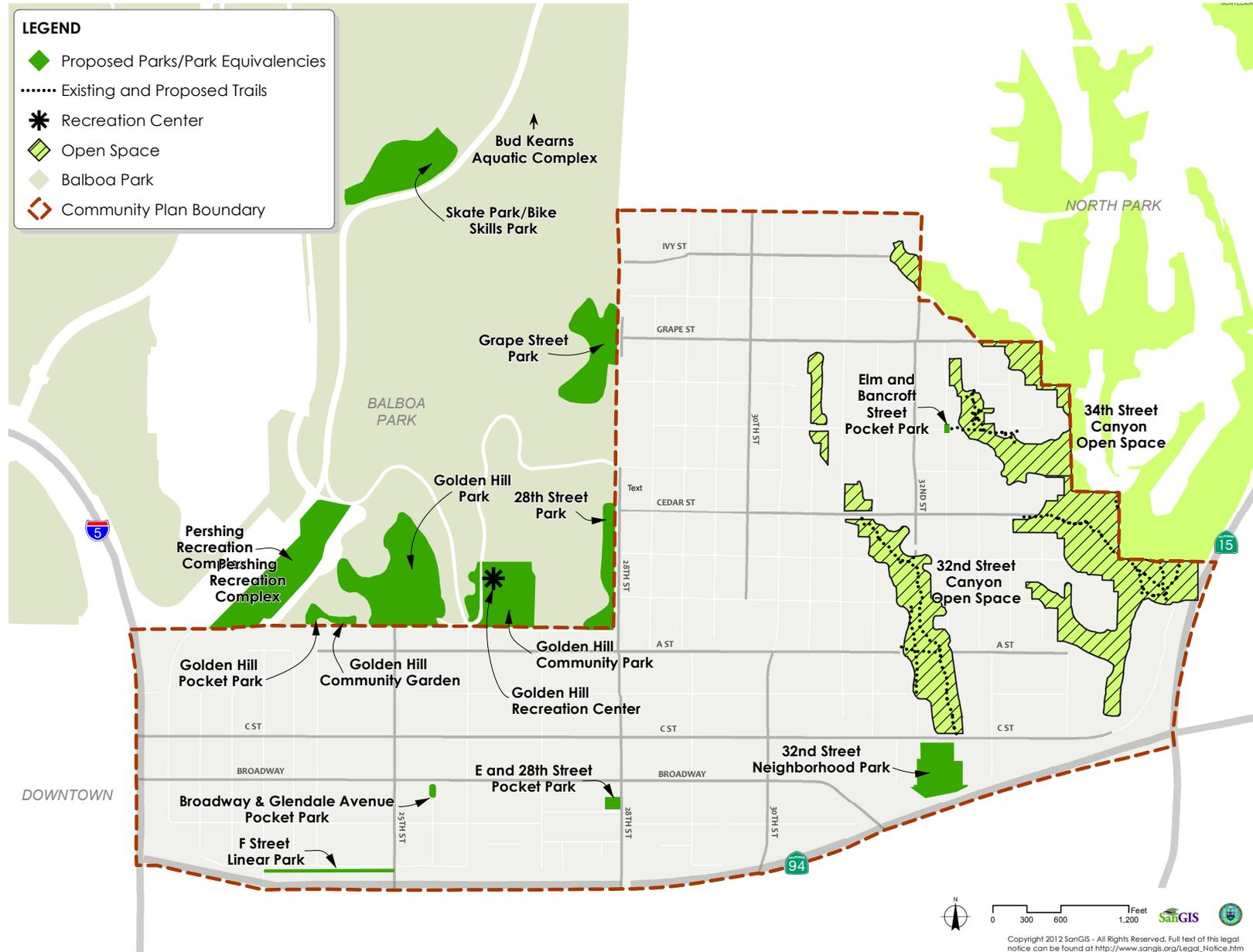


*Bud Kearns Aquatic Complex, within Balboa Park, is to be expanded to serve both Golden Hill and North Park.*



*Golden Hill Recreation Center is to be expanded to provide additional multi-purpose rooms or other community-serving facilities.*

### FIGURE 7-1: PARKS, RECREATION FACILITIES, AND OPEN SPACE



**TABLE 7-1: POPULATION-BASED PARKS AND RECREATION FACILITIES INVENTORY AND RECOMMENDATIONS**

PARKS/ RECREATION FACILITIES	EXISTING USABLE ACREAGE	FUTURE USABLE ACREAGE	PARKS AND RECREATION FACILITIES LOCATIONS AND DESCRIPTIONS	PARKS AND RECREATION FACILITIES RECOMMENDATIONS
<b>Major Parks - None</b>				
<b>Community Parks - None</b>				
<b>Neighborhood Parks</b>				
32nd Street Neighborhood Park		3.81	Proposed neighborhood park located on 7 parcels of privately-owned property, between C Street and Broadway. The City Public Utilities Dept. may acquire the site for a groundwater production facility which could be incorporated into active and passive recreational facilities.	Acquire, design and construct passive recreational facilities, such as open turf areas, walkways, security lighting, site furniture, signage, public art and landscaping. If the City Public Utilities Dept. acquires land, coordinate active and passive recreational facilities on-site.
<b>Mini-Parks - None</b>				
<b>Pocket Parks/Plazas</b>				
Broadway and Glendale Avenue Pocket Park		0.08	Proposed pocket park located on undeveloped street right-of-way to accommodate passive recreational uses.	Vacate street right-of-way, acquire land, design and construct passive recreational facilities, such as walkways, security lighting, site furniture, signage, public art and landscaping.
E and 28th Streets Pocket Park		0.22	Proposed pocket park located on one parcel of privately-owned property, between E Street and 28th Street.	Acquire, design and construct passive recreational facilities, such as open turf areas, walkways, security lighting, site furniture, signage, public art and landscaping.
Elm and Bancroft Pocket Park		0.14	Proposed pocket park on street right-of-way to accommodate passive recreational uses.	Vacate street right-of-way, acquire land, design and construct passive recreational facilities, such as walkways, security lighting, site furniture, signage, public art and landscaping.
<b>Special Activity Parks - None</b>				

**TABLE 7-1: POPULATION-BASED PARKS AND RECREATION FACILITIES INVENTORY AND RECOMMENDATIONS (CONTINUED)**

PARKS/ RECREATION FACILITIES	EXISTING USABLE ACREAGE	FUTURE USABLE ACREAGE	PARKS AND RECREATION FACILITIES LOCATIONS AND DESCRIPTIONS	PARKS AND RECREATION FACILITIES RECOMMENDATIONS
<b>Recreation Centers</b>				
Golden Hill Recreation Center (within Balboa Park)	N/A	N/A	Existing 10,035 sq. ft. community-oriented recreation facility located in Golden Hill Community Park with existing amenities including an indoor gymnasium, a meeting room, kitchen and community clubhouse.	Expand recreation center to 16,320 sq. ft. by adding 6,285 sq. ft. in one or more building structures on site. Provide additional multi-purpose rooms and meeting rooms.
<b>Aquatic Complexes</b>				
Bud Kearns Aquatic Complex (within the Morley Field area of Balboa Park)	N/A	N/A	The existing historic Bud Kearns Pool and Clubhouse were built in 1933 and provide one community swimming pool and a building with changing rooms, showers and restrooms. (Shared between the Golden Hill and North Park communities).	Preserve, restore and renovate the existing historic Bud Kearns pool facility to serve the Golden Hill and North Park communities. Provide additional swimming facilities such as children’s play pool, therapeutic pool and additional clubhouse pool building facilities to meet the needs of the community. The new facilities would augment and be complementary to the existing pool and clubhouse without compromising the historic character of the original pool and clubhouse.
<b>Joint Use Facilities - None</b>				
<b>Trails: Usable acres credit for trails was determined by multiplying the linear footage of trail by 12'-0" width and divided by one acre in square feet (43,560).</b>				
32nd Street Canyon Open Space Trails		1.00	Proposed trail amenities along existing trails located in the 32nd Street Canyon Open Space.	Design and construct trail amenities along existing trails (3,604 linear feet) such as trailheads, kiosk, wayfinding maps, interpretive signs, protective fencing, native landscaping, trash and recycling containers, and benches and overlooks, where needed and appropriate for the trail type as determined by City.

TABLE 7-1: POPULATION-BASED PARKS AND RECREATION FACILITIES INVENTORY AND RECOMMENDATIONS (CONTINUED)

PARKS/ RECREATION FACILITIES	EXISTING USABLE ACREAGE	FUTURE USABLE ACREAGE	PARKS AND RECREATION FACILITIES LOCATIONS AND DESCRIPTIONS	PARKS AND RECREATION FACILITIES RECOMMENDATIONS
34th Street Canyon Open Space Trails		1.35	Proposed new trail segment and trail amenities along existing trails located in the 34th Street Canyon Open Space.	Design and construct 142 linear feet of new trails and trail amenities along existing trails (4,754 linear feet), such as trailheads, kiosk, wayfinding maps, interpretive signs, protective fencing, native landscaping, trash and recycling containers, and benches and overlooks, where needed and appropriate for the trail type as determined by City.
<b>Portion of Resource-Based Parks</b>				
28th Street Park (within Balboa Park)		3.05	Proposed park equivalency located on 28th Street, with existing park amenities that include a children’s play area, picnic tables, benches, lawn areas, and a comfort station.	Design and construct an additional 2.62 acres of passive recreational facilities by expanding the children’s play area, providing additional picnic tables and benches, and upgrading/replacing the comfort station.
Golden Hill Community Garden (within Balboa Park)		0.28	Proposed park equivalency located on Russ Boulevard with an existing, approximately 5,000 square foot community garden area; operated and maintained by a non-profit entity.	Design and construct an additional 7,500 sq. ft. area and provide site amenities for gardeners and community visitors alike, such as additional gardening plots, potting shed, communal gathering or stage area, shade structure, passive seating/picnic tables, site furniture, fencing, security lighting, and public art.
Golden Hill Community Park (within Balboa Park)		7.26	Proposed park equivalency located on 26th Street with existing park amenities that include a multi-purpose lighted sports field which supports youth and adult softball and baseball, two outdoor basketball courts, one handball court, passive lawn areas with picnic facilities, a comfort station and a children’s play area.	Design and construct expanded recreational and support facilities, including approximately 1.0 acre of additional parking and security lighting to accommodate future uses and special community events.

**TABLE 7-1: POPULATION-BASED PARKS AND RECREATION FACILITIES INVENTORY AND RECOMMENDATIONS (CONTINUED)**

PARKS/ RECREATION FACILITIES	EXISTING USABLE ACREAGE	FUTURE USABLE ACREAGE	PARKS AND RECREATION FACILITIES LOCATIONS AND DESCRIPTIONS	PARKS AND RECREATION FACILITIES RECOMMENDATIONS
Golden Hill Park (within Balboa Park)		12.53	Proposed park equivalency located on Russ Boulevard with existing park amenities that include a loop road with three small individual parking areas, passive multi-purpose turf areas and views to Downtown.	Design and construct additional park amenities to support neighborhood passive recreational uses, such as children’s play area, picnic facilities and perimeter trail connecting to the Pershing Sports Complex, and enhance the gateway into the park area with park signage.
Golden Hill Pocket Park (within Balboa Park)		0.61	Proposed park equivalency located adjacent to the Golden Hill Community Garden area.	Design and construct passive recreational uses, such as a children’s play area, parking area, security lighting, accessible walkways and landscaping.
Grape Street Park (within Balboa Park)		6.37	Proposed park equivalency located on Grape Street with existing park amenities that include a dog off-leash area, open lawn area, picnic tables, and a comfort station.	Design and construct upgrades to the dog off-leash area such as additional fencing and drinking fountains; provide passive recreation improvements, including children’s play area site furniture, security lighting, walkways, landscaping; and upgrade/replace the comfort station.
Pershing Recreation Complex (within Balboa Park)		1.49	Proposed park equivalency located at the corner of Pershing Dr. and 26th Street. This site is currently used by City Central Operations Station facilities. This facility is a total of 15 acres in size and will be shared between North Park, Golden Hill, Uptown and Downtown.	Design and construct a community park/sports complex with active recreation facilities consistent with the recommendations in the BPEMPP, subsequent to relocation of non-park City facilities.
Skate Park/Bike Skills Park (within Balboa Park)		10.0	Proposed park equivalency located along Pershing Drive. Facility is a total of 20 acres in size and will be shared between North Park and Golden Hill.	Design and construct an above-ground skate park and/or Bike Skills/BMX track and support facilities, such as parking lot and portable restrooms. Amendment of the BPEMPP may be necessary.

TABLE 7-1: POPULATION-BASED PARKS AND RECREATION FACILITIES INVENTORY AND RECOMMENDATIONS (CONTINUED)

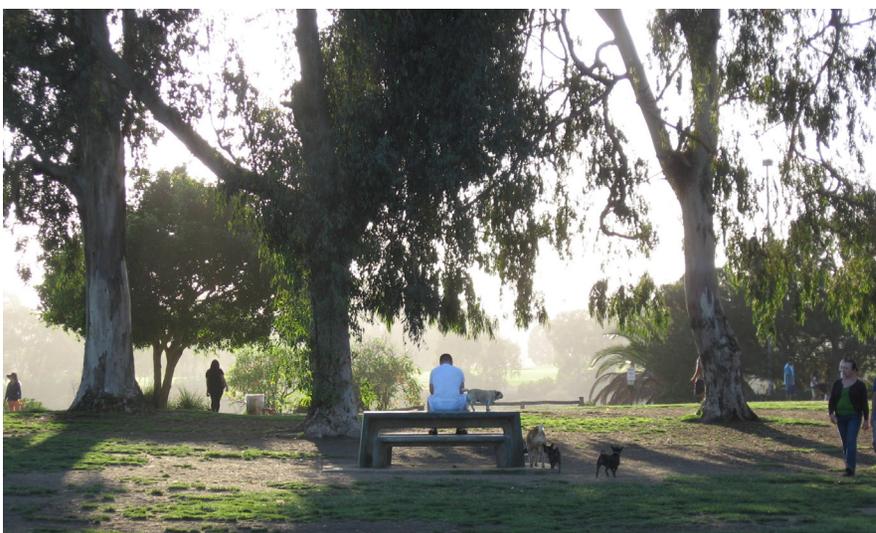
PARKS/ RECREATION FACILITIES	EXISTING USABLE ACREAGE	FUTURE USABLE ACREAGE	PARKS AND RECREATION FACILITIES LOCATIONS AND DESCRIPTIONS	PARKS AND RECREATION FACILITIES RECOMMENDATIONS
<b>Privately-Owned Park Sites - None</b>				
<b>Non-Traditional Park Sites</b>				
F Street Linear Park		0.38	Proposed linear park on street right-of-way on south side of F Street, extending from 22nd to 25th Streets, this will require the elimination of one traffic lane and parallel parking on the south side of F Street to accommodate passive recreational uses.	This project will require a Traffic Study to determine if one lane of traffic and parallel parking can be removed. If the Traffic Study allows changes to the street, the next steps would be to vacate the street right-of-way, acquire land, design and construct passive recreation facilities such as walkways, security lighting, site furniture, signage, public art and landscaping.
<b>Facility or Building Expansion or Upgrade - None</b>				

**TABLE 7-2: SUMMARY OF EXISTING AND PROPOSED POPULATION-BASED PARKS AND RECREATION FACILITIES**

<b>POPULATION-BASED PARKS</b>	<b>USEABLE ACRES</b>
Existing Population-Based Parks and Park Equivalencies	0.00 acres
Proposed Population-Based Parks and Park Equivalencies	48.57 acres
Total Existing and Proposed Population-Based Parks and Equivalencies	48.57 acres
Population-Based Park Requirements at Full Community Development	67.23 acres
Population-Based Park Deficit at Full Community Development	18.66 acres
<b>RECREATION CENTER</b>	<b>SQUARE FEET</b>
Existing Recreation Center: Golden Hill Recreation Center	10,035 SF
Proposed Recreation Center addition: Golden Hill Recreation Center	6,285 SF
Total Existing and Proposed Recreation Center	16,320 SF
Recreation Center Requirement at Full Community Development	16,320 SF
Recreation Center Deficit at Full Community Development	No deficit
<b>AQUATIC COMPLEX</b>	<b>UNIT</b>
Existing Aquatic Complex	0.00
Proposed Aquatic Complex: Bud Kearns Community Swimming Pool	1.94*
Total Existing and Proposed Aquatic Complex: Bud Kearns Community Swimming Pool	1.94*
Aquatic Complex Requirement at Full Community Development	0.48*
Aquatic Complex deficit at Full Community Development	No deficit
<i>*Bud Kearns Community Swimming Pool will be shared. Greater Golden Hill requires 0.48 aquatic complex and North Park requires 1.46 aquatic complexes. The proposed larger facility will satisfy the combined requirements (1.94 aquatic complexes) for both communities.</i>	



*28th Street Park will be expanded to include additional park amenities such as picnic tables, an exercise course, or seating areas.*



*It is recommended to improve Grape Street Park, within Balboa Park, by constructing new park amenities such as a children's play area or picnic areas, or by upgrading the dog off-leash area.*

## POLICIES

- RE-1.1** Pursue the land acquisition, design and construction of new public parks and recreation facilities with a special effort to locate them in park-deficient areas of the community.
- RE-1.2** Seek opportunities to increase park land through urban infill and redevelopment proposals and acquisition of available private property.
- RE-1.3** Pursue park equivalencies as opportunities arise and as identified in Table 7-1, Population-Based Parks and Recreation Facilities Inventory and Recommendations.
- RE-1.4** Encourage new private development proposals to include recreational facilities within the project site to serve existing as well as new residents in areas of the community where there are land constraints. Provision of park and recreation amenities should be considered on rooftops of buildings and parking structures, and/or on the ground level or within new buildings.
- RE-1.5** As public agency land or buildings are redeveloped, active or passive recreation should be incorporated into the buildings or the site as space allows.
- RE-1.6** Increase recreational opportunities by acquiring and developing land for park and recreation uses through street/alley right-of-way vacations, including vacation of paper streets, where appropriate and legally defensible.
- RE-1.7** Encourage development of pocket parks and plazas within residential/mixed use developments and locate pocket parks and plazas adjacent to public facilities, such as libraries.
- RE-1.8** Promote safety by providing park designs that incorporate the City's "Crime Prevention Through Environmental Design" (CPTED) measures (also refer to General Plan Policy UD-A.17).

- RE-1.9** Implement recommendations contained in the Balboa Park East Mesa Precise Plan (BPEMPP) which specifically serve the existing and future park needs of the community as follows:
- A.** Provide improvements at the following park entries: Grape Street at 28th Street, Date Street at 28th Street, 25th Street at Russ Boulevard, and 26th Street at Russ Boulevard.
  - B.** Reconstruct/restore the historic stone fountain located at the head of the southwestern canyon in Golden Hill Park to its original character, and accommodate the use of reclaimed water when available.
  - C.** Create a neighborhood-oriented gateway feature at the entrance to Golden Hill Park, near the intersection of Russ Boulevard and 25th Street. Improvements may include a small plaza, water feature, public art, etc.
  - D.** Provide interpretative, wayfinding and regulatory signage for orientation to park users at view points and park entries.
  - E.** Provide a multi-modal bicycle facility and pedestrian walkway along Golf Course Drive connecting the Golden Hill Recreation Center to the Balboa Park Golf Course Clubhouse and the 28th Street Park entry at the corner of Date Street and 28th Street.
  - F.** Reorganize parking at the Golden Hill Recreation Center to provide approximately 140 spaces; remove parking along Russ Boulevard; and convert 64 park spaces on the west side of Golf Course Drive to temporary, overflow parking only.
  - G.** Plant new trees to replenish the historic landscape and augment those reaching maturity within the Balboa Park Neighborhood Edge adjacent to the Golden Hill community, including date palms as well as Savannah and Garden representative species.
  - H.** Replenish oak tree plantings within the Memorial Oak Grove and establish native perennial grasses and wildflowers within open areas in the grove.
  - I.** Provide adequate security lighting along sidewalks, pathways and within parking areas.
  - J.** Preserve, restore and renovate the existing historic Bud Kearns Community Pool facility to serve the Golden Hill and North Park communities. Provide additional swimming facilities such as children’s play pool, therapeutic pool and additional clubhouse pool building facilities to meet the needs for the community. The new facilities would augment and be complimentary to the existing pool and clubhouse without compromising the historic character of the original pool and clubhouse.
  - K.** Design and construct the proposed Pershing Recreation Complex to serve the North Park, Greater Golden Hill, Uptown and Downtown communities.



*The Golden Hill Community Garden located on Russ Boulevard, within Balboa Park, is to be expanded to incorporate amenities such as a stage/gathering area, picnic facilities, potting shed, security lighting and public art.*

- RE-1.10** Expand the Golden Hill Recreation Center to approximately 16,320 square feet by enclosing underutilized exterior space, adding a second floor and/or constructing/expanding a secondary building on south side of the existing multipurpose field in order to accommodate the recreation needs of existing and future residents at full community development. Create multi-purpose rooms and meeting rooms in the expansion of the recreation center.
- RE-1.11** Design and construct a skate park/bike skills park within the former Arizona Landfill, if feasible, or elsewhere within the community at a location to be determined.
- RE-1.12** Pursue lease agreements with public agencies (e.g., San Diego Unified School District, Caltrans, etc.) to incorporate active or passive recreation into their existing sites or buildings where non-programmed space is available and appropriate for public use.
- RE-1.13** Evaluate the feasibility of a freeway deck or lid over SR-94 for the blocks fronting F Street in the vicinity of 25th Street. Consider park improvements within the freeway lid and pursue a lease agreement with Caltrans as needed.

## 7.2 PRESERVATION

The demand for park and recreation opportunities will continue to grow with the expected future population growth of the community. Undeveloped land for parks is difficult to find, making preservation of the existing open space and resource-based parks essential to providing recreation opportunities in this community. Preservation can include improvements to existing facilities to increase their life span, or expand their uses and sustainability. The Golden Hill Community Park and Recreation Center within Balboa Park will continue to serve as the main recreation venue for the community, but with increased demand and usage, the facilities will need to be upgraded and expanded with

sustainable and green technology features, optimizing the space to be fully utilized and to provide new recreation amenities that are needed by the community.

Preservation can also include the enhancement of resource-based parks and open space that provides a balance between protecting the natural resources and allowing for a certain level of public recreation use. For the Golden Hill community, this would mean concentrating active recreational use improvements towards larger resource-based parks, such as at Golden Hill Community Park and Recreation Center, and focusing passive use improvements at open space areas such as the 32nd and 34th Streets Canyons open space, portions of which are within the Multi-Habitat Planning Area (MHPA). Aside from trails, only passive uses are allowed within the MHPA. Therefore, to protect the natural resources and still add recreation value, interpretive signs should be featured at open space parks to educate the public on the unique natural habitat, scenic value and the history of these places.

### POLICIES

- RE-2.1** Preserve, expand and enhance existing park and recreation facilities to increase their life span and to optimize their uses and sustainability.
- RE-2.2** Expand/upgrade the recreation facilities within Balboa Park adjacent to the Golden Hill community consistent with the BPEMPP recommendations to meet existing and future demand, as described in Policies RE-1.8 and RE-1.9. Use sustainable methods and materials (such as native and low-water using plants), and “green” technology that also respects any historical significance of the area.
- RE-2.3** Enhance the quality of the exterior recreation spaces at the Golden Hill Recreation Center by fully utilizing all areas for recreation.

- RE-2.4** Protect and preserve the 32nd Street and 34th Street Canyons open space areas by providing interpretive signs to educate the public on their natural habitats and historic and scenic qualities.
- RE-2.5** Protect and preserve native species and the unique habitats they depend upon within the open space systems, consistent with the MSCP guidelines (also refer to the Conservation Element's Open Space, Landforms and Natural Habitats section).
- RE-2.6** Provide sufficient staff, volunteer, and economic resources to preserve and enhance existing parks and open space areas.

## 7.3 ACCESSIBILITY

Recreational accessibility within Golden Hill has three main components: 1) location of all facilities within walking distance of neighborhoods; 2) designing and constructing facilities to be accessible to the broadest population possible; and 3) ensuring that facilities are open for use by the general public with a balance between programmed and non-programmed activities.

All parks and recreation facilities are planned to be linked by a network of existing and proposed transit routes, bikeways and pedestrian paths. For guidance on future accessibility and linkages to parks and open space, see also the Mobility Element policies related to transit, bicycle and pedestrian routes.

All new and existing parks and recreation facilities are required to meet ADA guidelines when they are constructed or retrofitted for improvements or upgrades. This could include adding accessible pedestrian ramps, providing paved pathways at acceptable gradients that lead from a public street, sidewalk or parking area to a park destination (referred to as the



*A pedestrian pathway along Golf Course Drive, viewed here from 28th Street, is planned to connect the Golden Hill Recreation Center to 28th Street.*

“path of travel”), remodeling of restrooms and building interiors, and providing accessible interpretive signage along a nature trail.

Accessibility also means the availability of active and passive recreation to all community residents. The Golden Hill Community Park is programmed to allow organized sport leagues to use the facilities at specific times while making the facilities available at other times for unstructured play and impromptu users. The schedule is adjusted each year to make sure a balance is provided for community residents. When special uses are designed into parks, such as dog off-leash areas or community gardens, these areas should also include amenities, such as pathways, benches, exercise stations, or picnic tables on the perimeter that could accommodate more than one type of user and enhance the recreational and leisure experience. Special uses, such as dog off-leash areas and community gardens, would be required to undergo a City approval process prior to facility design.

## POLICIES

- RE-3.1** Upgrade the Golden Hill Recreation Center to meet ADA guidelines while respecting any historic architectural significance and attributes.
- RE-3.2** Provide bus stops or accessible parking at all park and recreation facilities within Golden Hill.
- RE-3.3** Implement recommendations contained in the BPEMPP that specifically improve the existing and future accessibility between recreation facilities and venues and the community, particularly as follows:
- A.** Construct a pedestrian/bicycle bridge across the canyon north of Grape Street Park.
  - B.** Construct a pedestrian/bicycle bridge across the canyon north of Date Street at 28th Street.
  - C.** Provide a continuous, multi-modal paved walkway and bicycle facility along Golf Course Drive.
  - D.** Convert the connector road between 25th and 26th streets within Balboa Park to pedestrian/bicycle and emergency vehicles access only. Maintain 26th Street as the main entry to Balboa Park and 25th Street as a one-way loop road through Golden Hill only.
  - E.** Provide a paved walkway along Russ Boulevard from Golden Hill Recreation Center west to the paved trails accessing the Pershing Sports Complex.
  - F.** Implement the pedestrian bridge proposed in the BPEMPP to connect the proposed Pershing Recreation Complex with the Inspiration Point area of Balboa Park. This connection would open up other venues for neighborhood-serving recreational uses which are currently difficult to access from east of Pershing Drive within Balboa Park.
- RE-3.4** Provide information kiosks and maps at key park sites and community gateways that identify all parks that serve Golden Hill and how to get to each by walking, bicycling or public

transit (also refer to Urban Design Element polices related to Gateways and Neighborhood Focal Elements).

- RE-3.5** Preserve, restore and provide accessibility upgrades to the Bud Kearns Community Swimming Pool and Clubhouse. Provide additional accessible aquatic facilities sized to accommodate both the North Park and Golden Hill communities' needs and multiple user types, including a new pool house, children's play pool, and therapeutic pool, to augment the existing facilities without compromising the historic character of the original pool and clubhouse.

## 7.4 OPEN SPACE LANDS & RESOURCE-BASED PARKS

Open space lands are City-owned lands consisting of canyons, mesas, and other natural landforms. This open space is intended to preserve and protect native plants and animals, while providing public access and enjoyment through the use of hiking, bicycling and equestrian trails (refer to Figure 7-1).

In Golden Hill, two open space canyons, 32nd Street Canyon and 34th Street Canyon, provide low intensity recreational uses such as hiking and bird watching. Any proposed improvements to the existing or new trail systems will be made in compliance with any applicable Natural Resource Management Plans or other governing documents.

Resource-based parks are located at sites of distinctive natural or man-made features and serve the citywide population and visitors alike. Balboa Park is a 1,200-acre regional facility contiguous to the southwestern edge of Golden Hill, as well as to Uptown and North Park. Balboa Park contains specialty gardens and horticultural interests, and it houses numerous arts, educational, recreational, and social and sports organizations, primarily on the Central Mesa.

## POLICIES

- RE-4.1** Protect and enhance the natural resources of open space lands by re-vegetating them with native plants and installing open wood fences, where needed, adjacent to very sensitive areas to provide additional protection while still allowing views into the area.
- RE-4.2** Require all storm water and urban runoff drainage into resource-based parks or open space lands to be filtered or treated before entering these areas.
- RE-4.3** Preserve and protect existing open space canyon and trail systems within Golden Hill by providing authorized trails and interpretive signs that educate the public on the biologic and scenic value of the systems.
- RE-4.4** Provide recognizable entrances (trailheads) to the 32nd Street Canyon and 34th Street Canyon open space trails. The trailheads should include a kiosk and wayfinding map that shows how the canyons interface with the community.
- RE-4.5** Construct approximately 142 linear feet of new trails located on publicly-owned open space to connect with existing trails within the 34th Street Canyon trail system (actual new trail locations may vary due to environmental constraints). Co-locate trails and utility access roads on publicly-owned open space wherever possible.
- RE-4.6** Provide interpretive signs at trailheads to 32nd Street and 34th Street Canyons Open Space trail systems to educate users on the sensitive natural and cultural habitats and biologic and scenic qualities of these areas.



*32nd Street Canyon Open Space Trail, viewed here from Cedar Street, will be enhanced with proposed trail amenities including trail kiosk signs, trash containers, and benches where appropriate.*

- RE-4.7** Evaluate utilization of paper streets for future park and open space opportunities by vacating street right-of-way and acquiring the land for design and construction of park amenities to support passive recreation, such as pathways, overlooks, seating, interpretive signs, and landscaping.



# CONSERVATION



- 8.1 Sustainable Development
- 8.2 Natural Resource Conservation
- 8.3 Air Quality and Public Health

## INTRODUCTION

The principles of conservation emphasize humankind's relationship to the natural environment and recognize the social and environmental benefits that can be achieved through the application of these principles. These benefits can accrue to all citizens as well as to future generations. The appropriate practice of conservation, including the implementation of sustainable development, can therefore contribute to a sense of social equity between present and future residents of Golden Hill.

Many elements of conservation and sustainability have much broader geographic and political relationships and may be more suited to implement on a Citywide or regional basis. At these broader levels, the State of California has enacted legislation related to global climate change and the City of San Diego has adopted a Climate Action Plan. However, much can be done to further conservation goals at the local community level, and individual communities can also be at the forefront of the policy discussion. At a Citywide level, the General Plan envisions that San Diego will become an international model of sustainable development. It provides policy guidance for the long-term conservation and sustainable management of the City's natural resources, acknowledging that they help define the City's identity, contribute to its economy, and improve its

quality of life. Specific Conservation Element policies relate to sustainable development, open space and landform preservation, water resource management, urban runoff management, air quality, biological diversity, wetlands, energy independence, urban forestry, and environmental education.

Golden Hill recognizes the importance of natural resources and the need for conservation. Many residents are very environmentally aware and actively participate in maintaining sustainable lifestyles and clean and healthy natural surroundings. Preservation of natural features and resources will depend on the integration of sustainable development practices. Implementation of the Conservation Element's policies and recommendations through development project review, infrastructure investment, and individual action is intended to conserve natural resources and minimize ecological 'footprints' within the community.

The Conservation Element is closely linked with other community plan elements. Key conservation topics and some of their related policies in other community plan elements are shown in Table 8-1.

### GENERAL PLAN CROSS-REFERENCE TABLE

The General Plan establishes Citywide policies to be cited in conjunction with community plan policies. General Plan policies may also be further referenced, emphasized or detailed in a community plan to provide community-specific direction. The General Plan policies particularly relevant to Golden Hill are listed by their identifiers in the cross reference table (Table 8-2).



*Preservation of natural features and resources will depend on the integration of sustainable development practices.*

**TABLE 8-1: COMMUNITY PLAN CONSERVATION RELATED TOPICS AND POLICIES**

CONSERVATION TOPIC	COMMUNITY PLAN POLICY
Reduce the community's carbon footprint	LU-2.7, LU-2.10, LU-2.11, LU-2.19-2.21, ME-1.1-1.11, ME-2.1-2.8, ME-3.1-3.7, ME-4.5, ME-4.7, ME-4.10, ME-4.11, ME-4.14, ME-4.16, PF-1.8, PF-1.12, RE-2.2
Improve pedestrian mobility and comfort	UD-2.27-2.31, ME-1.1-1.6
Develop a sustainable urban forest	UD-2.35, 2.38, 2.40
Reduce urban heat island effect	UD-2.35, 2.38, 3.11, 3.74
Improve air quality by encouraging landscaping	UD-3.72, 2.35, 2.38, 2.40
Employ sustainable/green building techniques	UD-3.73-3.76
Conserve water resources	RE-2.2, UD-3.74(f)
Control urban runoff	PF-1.12, RE-4.2, UD-3.11, 3.75, 3.32(c)
Conserve landforms, canyon lands & open space	LU-2.15-2.18, RE-2.4, RE-4.2, RE-4.4-4.6, UD-3.26-3.31
Protect biological diversity within open space	RE-4.1, UD-3.32

**CONSERVATION ELEMENT GOALS**

- Implementation of sustainable development and ‘green’ building practices to reduce dependence on non-renewable energy sources as well as to lower energy costs, reduce emissions and reduce water consumption.
- Preservation of the natural character of open space for its biological diversity and ecosystem value as well as the relief from urban development that it provides.
- Protection of natural canyon landforms and habitat from building encroachment and incompatible uses.
- Restoration of habitat value within disturbed natural landscapes.
- Maintenance of scenic resources and public access to open space and enhancement where needed.
- Application of sustainable storm water management techniques to support the surrounding landscape and reduce impacts on urban infrastructure, canyon drainages, and the marine environment.
- Creation of sustainable landscapes that are regenerative, increase energy efficiency, and contribute positively to community aesthetics.
- Foster a community that is supportive of regional and local initiatives to improve air quality.

**TABLE 8-2: GENERAL PLAN RELATED TOPICS AND POLICIES**

COMMUNITY PLAN TOPIC	GENERAL PLAN POLICY
Reduce the community's carbon footprint	CE-A.2
Employ sustainable/green building techniques	CE-A.5
Reduce construction and demolition waste	CE-A.8
Use sustainable building materials	CE-A.9
Implement sustainable landscape design and maintenance	CE-A.11
Reduce urban heat island effect	CE-A.12
Conserve landforms, canyon lands & open space	CE-B.1
Apply Environmentally Sensitive Lands Regulations	CE-B.2
Incorporate trails and greenways	CE-B.5
Conserve water resources	CE-D.1(d) & (h), CE-D.5
Control urban runoff	CE-E.2
Improve air quality by landscaping	CE-F.4
Protect biological diversity within open space	CE-G.1, CE-G.3
Develop a sustainable urban forest	CE-J.1
Support urban agriculture	CE-L.3

## 8.1 SUSTAINABLE DEVELOPMENT

Sustainable development meets the needs of the present while conserving resources to ensure the ability of future generations to meet their needs. The General Plan bases its goals and policies regarding climate change and natural resources on a number of basic principles intended to guide development to conserve natural, non-renewable resources through sustainable development practices. This model of development considers a balance between natural resources and economic prosperity while protecting the public health, safety, and welfare and making our built environment more resilient and healthy.

The City's main responsibility when implementing State climate change legislation centers on its authority to regulate land use. Through sensible land use regulation that reduces the number of vehicle miles travelled and promotes sustainable building and development practices, the City and the community can achieve a meaningful reduction in carbon emissions. Actions that reduce dependence on the automobile by promoting walking,



*Energy reduction can be achieved through the continued use or adaptive reuse of the existing building stock along with any needed energy efficiency upgrades.*

bicycling, and transit use are key aspects of any strategy to reduce carbon emissions. Golden Hill is well-positioned to reduce dependence on the private automobile due to the community's central location in the region, generally walkable street grid, and access to transit services.

At the community plan level, policies and initiatives that further the General Plan's sustainable development policies would protect and improve habitat values of open space, increase the urban forest, and prioritize sustainable development practices. Sustainable building and development practices include adaptively retrofitting and reusing existing buildings; constructing energy efficient buildings with healthy interior environments; reuse or recycling of building material; creating quality outdoor living spaces; providing storm water infiltration; conserving water, and promoting renewable energy, including solar.

## POLICIES

- CE-1.1** Build upon the community's existing street grid network to create a more functional environment for pedestrians and bicyclists, and reduce local dependence on automobile transportation (also refer to Urban Design Element, Streetscape and Public Realm section, and Mobility Element, Active Transportation section).
- CE-1.2** Reduce development project-level greenhouse gas emissions to acceptable levels by incorporating sustainable building and development practices (also refer to Urban Design Element, Green Building Practices and Sustainability section), applying site-specific mitigation measures, and adhering to standardized measures outlined in the City's Climate Action Plan.
  - A.** Encourage the adherence to LEED standards for construction to achieve environmental benefits through new development and redevelopment projects.

- CE-1.3** As part of a comprehensive energy-reduction strategy, promote the continued use or adaptive reuse of existing buildings in conjunction with any needed increase to their energy use efficiency.
  - A.** Preserve existing buildings with important architectural or historic character as valued community assets.
  - B.** Preserve structures that meet the Historical Resources criteria for designation and adaptively reuse if necessary to maintain their economic viability.
- CE-1.4** Create meaningful visually and functionally cohesive outdoor gathering space within multifamily developments designed to provide natural ventilation to individual residences and minimize solar heat gain.
- CE-1.5** Encourage the use of solar and other renewable energy systems to supplement or replace traditional building energy systems, including the use of solar water heating systems.



*Canyon open space is an integral part of South Park's residential neighborhoods.*

- CE-1.6 Provide energy-efficient lighting within the public right-of-way and/or retrofit existing street lighting to be energy-efficient. Use solar powered lights where practical.
- CE-1.7 Encourage the retrofit of buildings to capture and utilize rain water for landscape irrigation and to implement graywater reuse systems.
- CE-1.8 Utilize small City-owned sites not suitable for recreation use as opportunities for community gardens, parks, or local composting sites when feasible.
- CE-1.9 Improve energy and water conservation in the operation and design of existing and new public facilities.
- CE-1.10 Promote community initiatives to provide locally sourced and more environmentally sustainable goods and services.
- CE-1.11 Increase the size and scope of the community's urban forest (also refer to Urban Design Element, Urban Forest/Street Tree Master Plan section).
- CE-1.12 Design and construct development to retain significant, mature and healthy trees located within required landscape setbacks, and within other portions of the site as feasible.
- CE-1.13 Plant or replace street trees utilizing low water use species to fill existing gaps and provide continuous, regularly spaced tree canopies (also refer to Urban Design Element, Streetscape and Public Realm and Urban Forest/Street Tree Master Plan sections).

## 8.2 NATURAL RESOURCE CONSERVATION

Conservation of the community's remaining open spaces, canyon landforms, natural habitats and public views is important. While the General Plan, Climate Action Plan, this community plan, San Diego's Multiple Species Conservation Program Subarea Plan, and zoning regulations provide the primary framework for natural resource conservation, the community's residents play an important role in determining the ultimate success of preservation and restoration programs. The boundaries of many residential neighborhoods are created by canyons, providing an opportunity not only for visual enjoyment of these unique areas but also neighborhood involvement in canyon protection, education, and restoration efforts.

### OPEN SPACE, LANDFORMS & NATURAL HABITATS

State law recognizes that open space land is a limited and valuable resource that should be conserved wherever possible. Open space serves as visual relief to urban development, and adds character and identity to a community and its neighborhoods. Protecting Golden Hill's open spaces, including canyon landforms and steep hillsides, and their natural resources, is a fundamental component of resource conservation efforts in the community, including air and water quality improvement. Open space has value for managing urban runoff and protecting water resources, understanding geology, mitigating the effects of climate change, and complementing and enhancing urban forestry efforts. Therefore, sustainable development should conserve open space, natural landforms, and natural habitats to the maximum extent feasible.

"Open Space" as a land use designation applied in the community is discussed in the Land Use Element. Open space may be publicly or privately owned. Most publicly-owned parcels within canyon open space

are also identified as dedicated open space parkland. Open space lands and resource-based parks (e.g. Balboa Park) are also discussed in the Recreation Element as valued resources for public enjoyment.

As mentioned above, canyon landforms are a major defining characteristic of the community and its neighborhoods. Steep hillsides are associated with canyons, and, to a lesser extent, terraced landforms. Through long-standing policies private development has largely been kept to canyon edges, leaving many canyons intact as valuable open spaces although development has occurred within steep hillsides to some extent. Preservation of canyon landforms and steep hillsides is important to the community.

The community includes three major canyon landforms: 32nd Street, 34th Street (Juniper) and Switzer canyons. Switzer and 34th Street Canyons are also shared with North Park and Balboa Park. Portions of these canyons have been disturbed by residential development within the canyons and along the canyon rims, as well as by ongoing disturbances from illegal trash disposal and other activities. Street improvements have also intersected with or protruded into these canyons which, in combination with the community's development over time, has interrupted the natural topographic and biological continuity of the canyon systems. However, breaks in the development that surround canyon interfaces also provide important opportunities to interact with these open spaces. For example, Golden Hill Elementary School and some informal small parks are located adjacent to canyon open space. While access to canyons can provide recreational opportunities, the improvement of habitat and wildlife value within canyons is also important to the community.



*Canyon open space interfaces in the community often need attention to erosion control and better management of unwanted edge effects.*



*32nd Street Canyon is a major landform in the community.*

## MULTIPLE SPECIES CONSERVATION PROGRAM & BIOLOGICAL DIVERSITY

The Multiple Species Conservation Program (MSCP) is a long-term habitat conservation planning program for San Diego County. The City's MSCP Subarea Plan was adopted in 1997, and the Multiple Habitat Planning Area (MHPA) is the Subarea Plan's habitat preserve area. The MHPA was designed to be a managed, connected network of habitat and open space to ensure long-term biological diversity. Biological diversity means the degree of variation of life forms within an ecosystem. The Subarea Plan provides policies, management directives and acquisition requirements for the preserve, as well as Land Use Adjacency Guidelines for development within or adjacent to the MHPA. The MHPA, as shown in Appendix B, includes several of the canyon systems within Golden Hill.

Natural habitat areas in the community include the remaining locations of indigenous plant communities, restored native plant communities, and naturalized landscapes, mainly found in the canyons and adjacent hillsides. These areas include coastal sage scrub, chaparral, grasslands, riparian/wetlands, and native and non-native woodland habitats. These habitats support a variety of migrant and year-round fauna, including

California gnatcatcher and Cooper's Hawk, by providing shelter, foraging opportunities, and connectivity to other local and regional habitats.

"Urban" canyons provide habitat for native species to continue to reproduce and find new territories, and provide necessary shelter and foraging opportunities for migrating species (primarily avian species). They also contribute to the public's experience of nature and the local native environment. Conserving biodiversity will require effective protection, management, and restoration of remaining natural habitats.

## NATURAL RESOURCE MAPPING

As part of the community plan update process, the areas designated as open space in the 1988 Community Plan were reviewed using detailed maps available through Geographic Information Systems (GIS) software. The areas intended for preservation by the San Diego MSCP Subarea Plan were also reviewed.

As a result, many areas designated Open Space in the 1988 Community Plan were found to contain a significant amount of existing development (e.g. houses, streets). The Multiple Habitat Planning Area (MHPA) boundary established by the MSCP Subarea Plan was particularly affected by development and did not correlate well to either the existing Community Plan's open space boundary, nor to the actual location of sensitive biological resources intended for conservation. While the framework for open space conservation in the 1988 Golden Hill community plan allowed some development within open space, especially along canyon edges, the General Plan and Multiple Species Conservation Program intend mapped open space specifically for conservation of sensitive natural resources and limit any type of development that impacts these resources. Therefore, a comprehensive, systematic approach was undertaken as part of the development of this Community Plan in order to evaluate the boundaries of community plan open space and the MHPA with respect to their effectiveness for protection of existing natural resources. This

evaluation resulted in the reconfiguration of the open space boundary established in the 1988 Community Plan to exclude most developed areas from open space due to their lack of natural resources. Areas that contained sensitive biology that were previously excluded from the MHPA were added to the MHPA as part of a MHPA boundary line correction (refer to Appendix B for details).

## ENVIRONMENTALLY SENSITIVE LANDS REGULATIONS

The City's Environmentally Sensitive Lands (ESL) regulations are intended to protect, preserve, and, where damaged, restore the environmentally sensitive lands of San Diego. These lands include steep hillsides, sensitive biological resources, flood hazard areas, coastal resources and lands within the MHPA. ESL regulations prohibit disturbance of natural resources wherever they are located within private or public property and contain development regulations that allow development within sites containing environmentally sensitive lands subject to certain restrictions. Development in Golden Hill is expected to comply with ESL regulations, and any impact to habitats as the result of development would be mitigated in accordance with the provisions of ESL regulations and the City of San Diego's Biology Guidelines.

## POLICIES

- CE-2.1** Follow applicable requirements of the Environmentally Sensitive Lands regulations, Biology Guidelines, and MSCP Subarea Plan for the protection, mitigation, acquisition, restoration, and management and monitoring of biological resources.
- CE-2.2** Avoid grading of steep hillsides and other significant natural features. Where this is infeasible, minimize grading to the least sensitive portions of the site and design development to follow the natural landforms.

- CE-2.3 Re-vegetate graded or disturbed areas and areas of invasive vegetation to restore native habitat value and minimize soil erosion and instability.
- CE-2.4 Preserve areas mapped as designated open space through easements, open space dedication and/or granting of fee title ownership to the City (refer also to Land Use Element Figure 2-1).
- CE-2.5 Support canyon habitat restoration efforts and invasive species removal by seeking grant funding and working with neighborhood and community groups involved in these efforts.
- CE-2.6 Restore or enhance natural biological values and improve visual aesthetics where streets and storm drain systems abut or cross canyon landforms or steep hillsides. Habitat restoration efforts should aid wildlife movement by providing vegetative cover and controlling and directing community access to designated trails.
- CE-2.7 Repair and retrofit storm drain discharge systems in open space areas to prevent erosion and improve water quality by adequately controlling flow and providing filtration. Storm drain outfalls should limit the use of concrete in favor of more natural, vegetated designs.
- CE-2.8 Foster local stewardship and develop positive neighborhood awareness of the open space preserve areas with environmental education programs that address the local ecosystem and habitat preservation provided through local schools, community groups, neighborhood and homeowner's associations, and non-profit groups. Incorporate hands-on learning via neighborhood hikes or other initiatives that present information and increase interest in the natural environment.

- CE-2.9 Consider incorporating 32nd Street and 34th Street Canyons into any future regional park proposal for the Chollas Creek watershed.

### CANYON SEWER PROGRAM

As the City of San Diego developed, sewer lines were placed within canyons to utilize gravity flow to transport sewage. Of the 2,894 miles of sewer lines in the City, 253 miles are currently situated in canyons and other environmentally sensitive areas. These pipelines have historically had limited cleaning because the original maintenance paths were not adequately constructed or maintained to prevent overgrowth of non-native vegetation. As a result, a number of sewer spills have occurred within urban canyons or other inaccessible areas over the years. In order to address this problem, the City initiated the Long-Term Canyon Sewer Maintenance Program in 2001. The program's focus is to evaluate each of the City's sewer lines in canyons and environmentally sensitive areas for long-term maintenance access needs.



*Protection of Environmentally Sensitive Lands within the community includes remaining areas vegetated with native plant communities.*

The City Council also adopted two Council Policies related to sewer lines in environmentally sensitive areas. Council Policy 400-13 identifies the need to provide maintenance access to all sewers in order to reduce the potential for spills. The policy requires that maintenance access minimize environmental impacts in environmentally sensitive areas to the maximum extent possible through the use of sensitive path design, canyon-proficient maintenance vehicles, and preparation of plans that dictate routine maintenance and emergency access procedures.



*Canyon trails allow for views as well as recreation.*



*'Paper' streets provide view opportunities and should be considered for trails.*



*Small parks at canyon interfaces can enhance view opportunities.*

Council Policy 400-14 outlines a program to evaluate whether sewage flow can be redirected out of canyons and environmentally sensitive areas. The policy includes an evaluation procedure that requires both a physical evaluation and a cost-benefit analysis. If redirection of flow outside the canyon is found to be infeasible, the preparation of a long-term maintenance and emergency access plan is required. The plan would prescribe long-term access locations for routine maintenance and emergency repairs along with standard operating procedures identifying cleaning methods and inspection frequency.

## POLICIES

- CE-2.10 Evaluate the impacts of sewer cleaning and maintenance activities in the community to assure that they are effective, efficient and environmentally sensitive.
- CE-2.11 Continue communication between the community and the City to report sewer spills or other potential problems as quickly as possible in order to minimize environmental damage and scope of repair.

## SCENIC RESOURCES & PUBLIC VIEWS

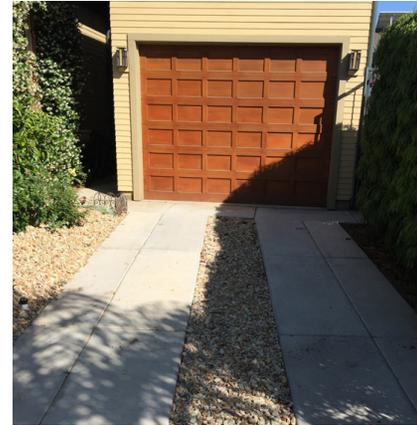
Preservation and enhancement of public view resources are important to maintain community and neighborhood character. Due to the community's sloping topography, public views (both near and far) are common. Prominent views include the natural scenic amenities of San Diego Bay, Balboa Park, Switzer Canyon, and the 32nd Street and 34th Street canyons. Unimproved rights-of-way, or 'paper streets,' are common in the community and provide opportunities for public views when they intersect or abut canyons or steep hillsides. Public view resources and applicable policies are discussed in the Urban Design Element.

## WATER RESOURCES MANAGEMENT

The amount of water on Earth remains constant over time. However, water moves between different geographic locations and phases (e.g. mist, rain, snow) through a process known as the water cycle. In San Diego, the natural water cycle is dominated by moist air from the Pacific that condenses as rain, fog or mountain snow and collects within the rivers and streams of local watersheds. Due to the pronounced dry season in the local climate, rivers and streams can flow intermittently and rainfall collected by local watersheds is insufficient to supply water to the region's population. Therefore, the primary water supply for San Diego comes from sources outside the region, largely from the Colorado River and watersheds in Northern California. The City's historically reliable water supply is credited to its ability to secure and import water from these sources. However, these sources face limitations, especially in times of drought. The conveyance systems needed to provide this water also consume resources, particularly large amounts of energy.

The City does not have direct control over its imported water supply but is a member agency of the San Diego County Water Authority, which is responsible for securing the region's imported water supply mainly from the Metropolitan Water District of Southern California in Los Angeles. The California Constitution requires that uses of the state's water be both reasonable and beneficial, and places a limitation on water rights by prohibiting waste and unreasonable use.

Water should be available in sufficient quantity and quality without compromising ecosystems to ensure a sustainable, reliable supply. Urban water supply is influenced by demand pressure such as population growth, management approaches, and lifestyle needs and choices, as well as environmental factors such as water quality and climate variability.



*Residences upstream from natural drainages can contribute to water quality improvement by reducing the amount of impervious driveway area.*



*Streets with wide parkways provide opportunities for storm water infiltration using landscaped swales.*



*Community gardens provide locally sourced food as well as spaces for community-building and learning.*



*Low water use landscapes reduce water usage as well as energy costs.*

A water supply strategy that reduces water demand and promotes reuse and more effective management increases water use efficiency. This can reduce water stress on human populations and ecosystems. Water use efficiency is therefore an important aspect of environmental sustainability.

## POLICIES

- CE-2.12** Encourage new public and private development and building retrofits to incorporate as many water-efficient practices as possible in their design and construction (also refer to Urban Design Element policies UD-3.17, 3.18, and 3.59), such as:
- A. Use of recycled and/or gray water landscape irrigation systems;
  - B. Retrofit public spaces and public rights-of-way with low-water use vegetation and/or alternative permeable surface materials that meet adopted landscape regulations;
  - C. Ensure that any “community greening” projects utilize water-efficient landscape design.

## URBAN RUNOFF MANAGEMENT

Urban runoff is surface water runoff generated from developed or disturbed land associated with urbanization. Increases in impervious surfaces lead to fewer opportunities for water runoff infiltration within the landscape. This increases the magnitude and duration of storm flows, contributing to urban flooding, and provides a source for sediment and pollutants to enter watersheds and downstream waterbodies. Urban runoff is the largest pollution source of Southern California’s coastal beaches and near-shore waters.

Urban runoff control programs typically focus on managing the effect that new impervious surfaces have on stream channels, but may also remediate existing problems. Golden Hill is within the Pueblo San Diego Watershed which ultimately discharges into San Diego Bay. Local community initiatives to reduce consumption of potable water for landscape irrigation and effectively manage storm water runoff can also help achieve important regional goals to reduce dependence on imported water and protect water quality within streams, bays and the ocean.

## POLICIES

- CE-2.13** Incorporate sustainable site planning (Low Impact Development) practices that work with the natural hydrology of a site to reduce urban runoff, including the design or retrofit of landscaped or impervious areas to better capture and use storm water runoff onsite (also refer to the Urban Design Element).
- CE-2.14** Encourage property owners to design and retrofit landscaped and impervious areas to better capture storm water runoff.
- CE-2.15** Identify opportunities to implement additional hydro-modification management measures to protect natural drainages from erosion, water pollution, and other water-related problems. Give particular attention to the steeper canyon drainages receiving runoff directly from developed areas via storm drains or other conveyance systems.
- CE-2.16** Incorporate and maintain storm water best management practices in development projects to limit water pollution, erosion and sedimentation.

## 8.3 AIR QUALITY AND PUBLIC HEALTH

Air is an important resource shared by all members of a community. Suitable air quality is important for healthy living and working environments. Poor air quality due to pollution from various sources harms humans, animals, plant life, water quality and aesthetics (e.g. visibility). It creates health problems particularly for children, the elderly, and persons with respiratory problems.

Local air quality is affected most significantly by motor vehicles and other fossil-fuel burning vehicles, which account for approximately 80 percent of air pollution emissions in the San Diego region. Freeways are a primary source of concentrated adverse health effects resulting from air pollution. These associations diminish with distance from the pollution source. The impact of air pollution is a community concern for Golden Hill.

The General Plan Conservation Element addresses air quality in the San Diego Air Basin and includes policies designed to improve air quality on a citywide level. Location-specific conditions can lead to ongoing community-based recommendations for air quality improvement.

### POLICIES

**CE-3.1** Require that new development, renovation or redevelopment of housing, schools and active use parks within 500 feet of the outside travel lane of a freeway or highway take the following steps in order to avoid or minimize the potential health effects of air pollution for the occupants or users:

- A. Complete an air quality analysis for the project site and proposed land use;
- B. Use site planning measures where feasible to locate sensitive receptor uses outside of the area where health risks are known to be unacceptably elevated;
- C. When site planning measures are determined infeasible, incorporate mitigation measures as part of the development proposal such as individual dwelling ventilation systems, HEPA filters, inoperable windows facing the freeway, and design of the development to locate usable open space where it will be most shielded from the freeway.

**CE-3.2** Encourage street tree and private tree planting programs as well as the retention of mature landscaping along freeways and throughout the community to increase absorption of carbon dioxide and air pollutants.



*Street trees provide multiple environmental benefits such as improving air quality, reducing heat gain, and reducing surface runoff. They also improve the pedestrian experience and provide an urban design statement. These Tipu trees on Fern Street have become a community landmark.*



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# NOISE

## 9.1 Noise Compatibility



## INTRODUCTION

The Noise Element provides goals and policies to guide compatible land uses and incorporates noise attenuation measures to protect people living and working in Golden Hill from excessive noise. Because the application of policies related to noise is similar across communities, the General Plan provides the main policy guidance addressing this issue.

Noise-sensitive land uses are uses where unwanted sound could adversely affect occupants within that site. These include residences, schools, lodging, libraries, religious facilities, nursing homes, playgrounds and parks. Golden Hill has many noise-sensitive land uses as well as proximity to major transportation facilities. The main sources of unwanted sound in the community are related to airports and freeways. Heavily travelled streets as well as certain activities associated with commercial and industrial land uses also generate noise. Figure 9-1 illustrates the future noise contours expected to be generated from freeways and major roads in the community. The Airport Land Use Compatibility Plan for San Diego International Airport also provides maps of the noise contours related to aircraft overflight.

Community Noise Equivalent Level, or CNEL, is the noise rating scale used to evaluate land use compatibility. The CNEL rating represents the average of equivalent noise levels, measured in A-weighted decibels (dBA), at a location for a 24-hour period, with upward adjustments to account for increased noise sensitivity in the evening and at night. The A-weighted filter places a greater emphasis on frequencies within the range of the human ear. The General Plan provides compatibility guidelines for evaluating land uses based on noise levels. Golden Hill is largely residential, so noise effects on residential land uses are a broad concern. However, noise effects on other sensitive receptors are also important. Per the General Plan, single-family residential uses are compatible at locations with an exterior noise exposure at or below 65 dBA

CNEL, with new single-family residences in the 60-65 dBA noise contour required to incorporate standard construction methods that attenuate interior noise to below 45 dBA. Multi-family residential may be allowed at locations with an exterior noise exposure at or below 70 dBA CNEL, with new developments in the 60-70 dBA CNEL noise contours required to incorporate sound attenuation measures to reduce interior noise levels to 45 dBA CNEL. Commercial uses also require noise attenuation in certain noise contours. Typical noise attenuation measures are described in the General Plan.

### NOISE ELEMENT GOALS

- Minimization of excessive noise exposure from vehicles, construction, and nighttime commercial activities for residential and other noise-sensitive land uses.
- Adequate attenuation of noise within new or retrofitted buildings, as well as within associated useable outdoor space (when feasible).



*Freeways are a source of noise within portions of the community due to a lack of physical separation between freeways and adjacent areas as well as topography.*

## 9.1 NOISE COMPATIBILITY

### COMMERCIAL AND RESIDENTIAL ACTIVITY

As commercial activity continues to expand within the community, more instances of exposure to the unwanted effects of noise pollution could become more prevalent in the community. The popularity of nighttime eating and drinking establishments and “open air” seating can contribute to unwanted noise for adjacent residents. Where commercial and residential or other sensitive receptor uses are present or proposed, the potential for noise impacts from commercial activities are important to evaluate, such as delivery noise during late night and early morning hours that can affect nearby residential uses. The City’s Noise Abatement and Control Ordinance limits commercial noise levels to 65 dBA during the day and 60 dBA during the night to minimize the effect of noise on adjacent sensitive land uses.

In an urban environment, residential neighborhoods can be affected by excessive noise from sources such as barking dogs, leaf blowers, loud music, car alarms, construction or air conditioning compressors, that can be disturbing and annoying. The City’s noise ordinance addresses and limits excessive noise from these activities.

### MOTOR VEHICLE TRAFFIC NOISE

The General Plan identifies motor vehicle noise emanating from major roads, interstate freeways, and state highways as a major contributor of noise within the City. Vehicle traffic noise is directly related to the traffic volume, speed, and mix of vehicles. The three freeways that surround Golden Hill (State Route 94, Interstates 5 and 15) are the primary sources of motor vehicle noise. The collector streets in the community such as C Street and 30th Street also have the potential to generate unwanted noise. Because commercial trucks generate more noise than cars and light trucks, they can have a greater impact. Commercial and industrial areas



*The addition of a physical separation from auto travel lanes, such as a wall or berm, could reduce freeway noise in areas adjacent to State Route 94 such as F Street (shown here).*



*A landscaped berm is used here to provide physical separation at an interchange with State Route 94.*

in the community generate truck traffic and are often located adjacent to, or near, residential areas. The use of traffic calming measures that slow traffic speeds without increasing starts and stops can reduce motor vehicle noise.

## AIRCRAFT NOISE

Part of Golden Hill is within the area affected by overflights to and from San Diego International Airport (SDIA) and associated noise. Aircraft noise can affect people living and working in Golden Hill to varying degrees, depending on their noise sensitivity. Golden Hill is within the Airport Influence Area for SDIA, which is the boundary for the Airport Land Use Compatibility Plan (ALUCP). The ALUCP is prepared by the Airport Land Use Commission (ALUC) for San Diego County, as required by state law. Aircraft noise is one factor that the ALUCP addresses by establishing policies for land use compatibility, as discussed in the Land Use Element of this community plan. The General Plan conditionally allows future single-family and multiple unit residential uses in the areas above the 65 dBA airport noise contour within the SDIA Airport Influence Area with noise attenuation measures, as discussed above, to maintain and enhance community character and urban form. The San Diego Regional Airport Authority also operates the Quieter Home Program to retrofit existing homes in areas above the 65 dBA noise level contour to reduce interior noise levels to an acceptable level.

## POLICIES

- NE-1.1 Refer to the Community Plan and the San Diego International Airport Land Use Compatibility Plan (ALUCP) noise contours and the General Plan and ALUCP noise compatibility policies when making land use planning decisions.
- NE-1.2 Ensure that future residential use within the 60-70 dBA CNEL aircraft noise contours include noise attenuation measures to ensure an interior noise level of 45 dBA CNEL and provide a navigation easement to the airport operator for San Diego International Airport.
- NE-1.3 Reduce the potential effects of commercial activity noise through careful site planning and integrating noise attenuation measures in new buildings to reduce interior sound levels (also refer to General Plan Policies NE-E-1 through NE-E6 and Urban Design Element, Commercial-Residential Use Compatibility).
- NE-1.4 Implement operational measures to reduce noise in areas where eating, drinking, entertainment and assembly establishments are adjacent to residential uses.
- NE-1.5 Locate commercial uses within new mixed-use developments away from existing single-family residences (also refer to Urban Design Element policy UD-3.64).
- NE-1.6 Incorporate sound attenuation measures such as sound absorbent interior materials, exterior sound walls and dense landscaping where commercial uses such as restaurants and bars are permitted adjacent to existing residences.

FIGURE 9-1: FUTURE NOISE CONTOURS





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# HISTORIC PRESERVATION

10

- 10.1 Prehistoric and Historic Context
- 10.2 Identification and Preservation of Historical Resources
- 10.3 Educational Opportunities & Incentives Related To Historical Resources

## INTRODUCTION

The City of San Diego General Plan Historic Preservation Element aims to preserve, protect, restore, and rehabilitate historical and cultural resources throughout the City. It also aims to improve the quality of the built environment, encourage appreciation for the City's history and culture, maintain the character and identity of communities, and contribute to the City's economic vitality through historic preservation. To achieve this, this element seeks to identify and preserve historical resources, and educate citizens about the benefits of, and incentives for, historic preservation.

The Golden Hill Historic Preservation Element contains specific goals and recommendations to address the history and cultural resources unique to Golden Hill and to encourage appreciation of the community's history and culture. These policies, along with those of the General Plan, provide a comprehensive historic preservation strategy for the Golden Hill community. The Golden Hill Historic Preservation Element was developed utilizing technical studies prepared by qualified experts, as well as extensive outreach and collaboration with Native American tribes, community planning groups and preservation groups.

An Archaeological Study and Historic Survey Report were prepared in conjunction with the Community Plan. The Archaeological Study (Appendix C) describes the pre-history of the Golden Hill area; identifies known significant archaeological resources; provides guidance on the identification of possible new significant archaeological resources; and includes recommendations for the treatment of significant archaeological resources. The Historic Survey Report in Appendix D (consisting of a Historic Context Statement and reconnaissance survey) provides information regarding the significant historical themes in the development of Golden Hill. These documents, along with the results of

### HISTORIC PRESERVATION ELEMENT GOALS

- Identification and preservation of significant historical resources in Golden Hill.
- Educational opportunities and incentives related to historical resources in Golden Hill.

extensive community outreach which led to the identification of additional potential historical resources, have been used to inform both the policies and recommendations of the Historic Preservation Element and the land use policies and recommendations throughout the Community Plan.

## 10.1 PREHISTORIC AND HISTORIC CONTEXT

The Golden Hill community is one of the older areas of the City, characterized by its hilly topography and strict street grid. The community has been developed since the late 19th century into residential neighborhoods with commercial use areas along main thoroughfares in the area, interspersed with relatively undeveloped steep canyons to the southwest and southeast into Las Choyas Valley and Las Chollas Creek. These canyons are wildlife corridors. Prehistorically, they were probably travel routes in to the valley areas as they are today.

Golden Hill is primarily developed with one- and two-story single-family residences dating from the last quarter of the 19th century through the 1920s, reflecting the popular architectural styles of the day, including Victorian-era styles, Craftsman, Spanish Colonial Revival, and Prairie. Many of the area's larger two-story homes have since been converted

into multi-unit buildings. Multifamily residential development includes apartment buildings and residential courts from the teens through the 1920s, with occasional postwar infill. Commercial development is primarily clustered along historical streetcar routes, including 25th, 30th and B Streets. Neighborhood serving commercial nodes occur at well-traveled intersections, including 28th and B, 30th and Beech, and Fern and Grape streets. The community contains little institutional or civic development. The community plan area is composed of two distinct neighborhoods, Golden Hill and South Park. The Golden Hill neighborhood developed somewhat earlier and was populated by some of the City's most affluent residents during the late 19th and early 20th centuries. South Park's development followed, with more modest homes designed to cater to the middle class during the early 20th century.

The following is a summation of the prehistoric and historic development of Golden Hill. A complete discussion of the community's prehistory and history can be found in the Archaeology Study (Appendix C) and the Historic Context Statement (Appendix D).

## PREHISTORY

The prehistory of the San Diego region is evidenced through archaeological remains representing more than 10,500 years of Native American occupation, locally characterized by the San Dieguito complex, the Archaic La Jollan and Pauma Complexes and the Late Prehistoric. Based on ethnographic research and archaeological evaluations, Late Prehistoric materials in southern San Diego County are believed to represent the ancestral Kumeyaay.

The Ethnohistoric Period, sometimes referred to as the ethnographic present, commences with the earliest European arrival in San Diego and continued through the Spanish and Mexican periods and into the American period. The founding of Mission San Diego de Alcalá in 1769

brought about profound changes in the lives of the Kumeyaay. The coastal Kumeyaay were quickly brought into the mission or died from introduced diseases. Earliest accounts of Native American life in San Diego were recorded as a means to salvage scientific knowledge of native lifeways. These accounts were often based on limited interviews or biased data collection techniques. Later researchers and local Native Americans began to uncover and make public significant contributions in the understanding of native culture and language. These studies have continued to the present day and involve archaeologists and ethnographers working in conjunction with Native Americans to address the continued cultural significance of sites and landscapes across the County. The myths and history repeated by the local Native American groups now and at the time of earlier ethnographic research indicate both their presence here since the time of creation and in some cases migration from other areas. The Kumeyaay are the identified Most Likely Descendants for all Native American human remains found in the City of San Diego.

By the time Spanish colonists began to settle in Alta California in 1769, the Golden Hill area was within the territory of the Kumeyaay people, who spoke a Yuman language of the Hokan linguistic stock. The Kumeyaay had a hunting and gathering economy based primarily on various plant resources. For the Kumeyaay in the Golden Hill area, grass seeds were probably the primary food, supplemented by various other seeds such as sage, sagebrush, lamb's quarters, and pine nuts. Small game was a major source of protein, but deer were hunted as well. Villages and campsites were generally located in areas where water was readily available, preferably year-round. The San Diego River, located approximately 3.5 miles from the northern end of the community planning area, provided an important resource as both a reliable source of water and as a major transportation corridor through the region.

## HISTORY

The rich history of Golden Hill reveals broad patterns of the community's historical development that are represented by the physical development and character of the built environment. These broad patterns can be generally characterized into four themes significant to the development of the community: The Early History of Greater Golden Hill: 1769-1885; An Elite Residential District: 1885-1905; Streetcar Development: 1905-1930; and An Era of Transitions: 1930-1990.

### *The Early History of Greater Golden Hill: 1769-1885*

Following the Mexican-American War and the ratification of the Treaty of Guadalupe Hidalgo in 1848, California was admitted to the United States, and the expansive ranchos began to dissolve. In subsequent years, federal legislation encouraged Americans to move west and establish homesteads, but Native Americans, who could neither own nor purchase land, were relegated to small rancherias, most often on the fringes of development. One of the largest rancherias in San Diego was erected in 1860 along the western slope of Golden Hill, near the present-day intersection of 20th Street and Broadway.

Aside from the Indian rancheria, little development occurred in Golden Hill until Alonzo Horton purchased one thousand acres of real estate and



*Indian Rancherias near Golden Hill.*

established New San Diego in 1867 (Downtown). Eager to capitalize on the prospective new city, speculators and boosters began to purchase and subdivide the land adjacent to Horton's Addition. Among the first of these transactions included the subdivision of Culverwell and Taggart's Addition in 1869, located within the western portion of Golden Hill, which was marketed for its large lots and unobstructed views of the city and harbor. Land speculation in Golden Hill accelerated in the early 1870s, after the Texas and Pacific Railway Company announced its plan to construct a transcontinental rail line to San Diego.

Real estate activity came to an abrupt halt, though, when the financial Panic of 1873 left the Texas and Pacific Railway unable to fund the construction of a transcontinental rail line. While many parcels had been sold within the subdivisions of Golden Hill, little construction had taken place and a number of settlers, who had financed their purchase through installment plans, defaulted on their payments and fled San Diego altogether. Without the demand for real estate, new development within Golden Hill ceased for the remainder of the 1870s. In its early years, Golden Hill failed to evolve into the monolithic neighborhood envisioned by boosters and investors. Activity during this time was largely the result of speculation, and while a considerable amount of property was purchased and subdivided, only a few small homes were constructed along the western boundary of the community. Moreover, records indicate that all vestiges of the Indian Rancheria were destroyed in 1887, when the City Trustees evicted Indians from the area for what were deemed "moral and sanitary reasons."

### *An Elite Residential District: 1885-1905*

Development in Golden Hill remained at a standstill until Southern California experienced a period of unprecedented economic growth in the late 1880s. Upon the completion of the highly anticipated California Southern Railroad in 1885, San Diego was connected to the transcontinental Santa Fe line at its hub in Barstow. This subsequently

touched off the “Great Boom” between the years 1885 and 1887, wherein San Diego experienced a population increase unparalleled in its history. The events of the late 1880s brought about a renaissance to many of the subdivisions within Golden Hill, as real estate speculation once again became a lucrative enterprise. In 1887, local developers Daniel Schuyler and Erastus Bartlett spearheaded a campaign to officially name the neighborhood east of downtown “Golden Hill,” due to the manner in which the sun glinted across the hill at dusk.

Upon the collapse of the Great Boom in 1888, development had not yet linked Golden Hill with the rest of the City, and consequently the community retained a quasi-rural character. Though property sales had abounded between the years 1885 and 1887, the majority of real estate activity was speculative and involved the sale of vacant parcels, most often at inflated rates. However, a handful of settlers had erected modest residences within Golden Hill, primarily along its western slope on lots near Downtown.

Despite the collapse of the Great Boom, the events of the 1880s had left San Diego with an element of population and wealth. In 1895, a group of investors purchased forty acres within Golden Hill, bounded by 24th, 25th, “A” and “E” streets, and thereafter filed a subdivision map for the Golden Hill Addition. In subsequent years, Golden Hill was transformed into an established residential district. Beginning in 1895, many of San Diego’s most prominent citizens, including doctors, lawyers, businessmen and politicians, purchased lots and constructed homes within Golden Hill Addition. The majority of the early homes in Golden Hill were styled in accordance with Victorian principles. These homes embodied many of the character-defining features of Victorian residential architecture, including irregular floor plans; wrap-around porches; steeply pitched, gabled roofs; and richly embellished façades. Along with the Victorian style, homes constructed in Golden Hill near the turn of the twentieth century were also designed in the Classical Revival style.



*The property on 1930 30th St. is a single-family residence, built in 1900, identified as a potentially significant individual resource related to the Elite Residential District theme.*

Socially, Golden Hill continued to appeal primarily to the wealthy and prominent. However, Golden Hill was not exclusively the domain of the civic elite. It appealed to middle class merchants and professionals as well. Indeed, wealth and social status were concentrated atop the crest of the hill, but the middle class constructed more modest Victorian homes along the planning area’s western slope. By 1906, there had been a marked amount of residential development between 19th and 24th Streets. While this development consisted mostly of single-family homes, several small apartment flats had been constructed, including a structure on the northwest corner of 24th and “E” Streets, another structure at 1044/46 21st Street, and a building at 1028/1030 22nd Street.

Around 1900, a group of Golden Hill residents spearheaded a grassroots effort to beautify the southeastern corner of the undeveloped City Park, near the intersection of 25th and “A” Streets. For many years this area, which was later christened Golden Hill Park, was lauded as the City’s greenest and best maintained public space, replete with grass and trees,



*28th Street and A Street, 1906. Courtesy of San Diego History Center.*

pathways and tennis courts. To better serve the recreational needs of the growing community, residents also financed the construction of a golf course, an aviary, a bandstand for weekend concerts and San Diego's first park playground.

### *Streetcar Development: 1905-1930*

Development in the northeastern section of Golden Hill can be traced to 1870, when real estate speculators purchased a large parcel of land east of City Park (Balboa Park) and filed a subdivision map for the South Park Addition. In 1905, the rural community of South Park began to evolve into a developed residential district when the Bartlett Estate Company, which had acquired the South Park Addition, began to actively improve and sell parcels within the subdivision. Common to the era, development in the northeastern section of the planning area went hand in hand with the provision of mechanized transportation. In 1906, the Bartlett Estate Company financed the construction of an electric streetcar – the South Park and East Side Railway – which began near the intersection of 30th and Cedar Streets in South Park, and by 1907 ended at the intersection of 4th and “D” (Broadway) streets, at the core of Downtown.

The completion of the streetcar line touched off a period of residential development within the northeastern section of the planning area, as the quasi-rural community was better connected with the City's established districts. Early development in South Park consisted almost exclusively of single-family residences. These homes were designed at the height of the Arts and Crafts movement and, as such, many embodied characteristics of Craftsman architecture, though others were designed in the Spanish Colonial Revival style.

The northeastern section of the community experienced a period of intensive growth shortly after ground was broken in 1911 for the Panama California Exposition, given the area's proximity to Balboa Park and the Exposition ground. This period of rapid growth intensified in 1912, when John Spreckels acquired the South Park and East Side Railway and extended the line north to University Avenue. Development surged, and by 1920 only a limited number of vacant parcels remained in the northeastern section of the community. The majority of development consisted of single-family homes, though there were also a few small-scale apartment buildings and flats.

South Park attracted the attention of prospective homebuyers, but the community was by no means exclusively residential. In addition to residences, the rapid growth of the 1910s necessitated other types of development in the community to meet the needs of its expanding population. This included civic improvements such as Fire Station No. 9 (HRB #810) as well as commercial establishments. The pattern of commercial development was largely determined by the streetcar route, but many enterprises reflected the car culture that emerged after the First World War. Among the most commonly built commercial establishments were gasoline and service stations, generally located in the community's most prominent and accessible corners.

During its formative years, South Park assumed the shape and character of a twentieth century streetcar suburb. In addition to improving the community's accessibility and catalyzing construction, the electric streetcar was ultimately responsible for shaping the pattern of development within South Park.

### *An Era of Transitions: 1930-1990*

Although Golden Hill was among San Diego's most affluent districts by the late 1920s, the community was nonetheless impacted by the onset of the Great Depression. Between the years 1929 and 1932, the national rate of home construction decreased by nearly 80 percent, and in effect the community, which was primarily residential, experienced very little development activity over the course of the 1930s. In addition, Golden Hill began to witness physical decline as early as the Depression era, falling victim to poor maintenance, physical distress and vandalism.

The next wave of activity within the community was touched off by the Second World War, as San Diego emerged as a hub of wartime production and the population grew rapidly at an average rate of 1,500 people per week between 1940 and 1943. The massive influx of war workers strained San Diego's resources and infrastructure, and the City thereafter



*The property on 1345 Granada Ave. is designated as HRB site #612 and was designed by Master Architect Irving Gill in 1909.*



*The Christ United Presbyterian Church, located on 3025 Fir Street, has been identified as a potentially significant individual resource.*

experienced a housing shortage unparalleled in its history. In response, the City Council amended the municipal zoning code, so that density would be encouraged in several areas throughout the City, including much of Golden Hill.

Due to the amended zoning code, much of Golden Hill experienced marked physical changes both during and after World War II. Development in the area, especially south of “A” Street, picked up once again during the 1940s and 1950s, but unlike previous years, new construction of this era consisted primarily of moderate-and large-scale apartment complexes. Some of these apartments were sited on vacant parcels, but others replaced many of the neighborhood’s single-family residences. By 1956, a substantial number of homes south of “A” Street had either been subdivided or converted for alternative uses. Undoubtedly the abundance of apartments and rooming houses within Golden Hill brought a sizable number of the working class to the neighborhood. This shift in demography is seen in the increase of several union halls and labor centers.

Whereas central Golden Hill was markedly redeveloped during and after World War II, the northeastern section of the community experienced comparatively little physical change during this time. By the late 1940s, San Diego’s electric streetcars had been decommissioned and their tracks removed or covered, yet in subsequent years South Park retained the form and character of a streetcar suburb. During this period, most of South Park’s homes and businesses remained intact, and little infill development occurred.

During the 1960s and 1970s, Golden Hill witnessed changes in its demographic makeup. The availability of affordable apartments, in conjunction with the exodus of middle and upper class homeowners to the suburbs, meant that the once-exclusive community attracted an increasing number of working class residents, the majority of whom

rented rather than owned their homes. In time, central Golden Hill emerged as one of San Diego’s most ethnically and economically diverse neighborhoods. Due to absentee landlords, little maintenance was completed on the neighborhood’s aging structures, and the condition of many structures deteriorated.

Interest in Golden Hill was regenerated in the 1970s, when two national oil crises steered many middle-class professionals back into centralized, inner-city neighborhoods. As homeownership in Golden Hill steadily increased throughout the 1980s, a growing desire emerged among residents to eradicate blight, reduce density and restore the community’s historic character. In 1978, the City’s Historical Resources Board designated the Golden Hill Historic District, a six block area bounded by Balboa Park on the north, 25th Street on the east, F Street on the south, and 24th Street on the west. Following the designation of the district, property owners and community members made a concerted effort to preserve and embrace the heritage and built environment of Golden Hill.



*The property on 2001 Fern Street, built in 1960, has been identified as a potentially significant individual resource related to the Era of Transitions Theme (1930-1990).*

## 10.2 IDENTIFICATION AND PRESERVATION OF HISTORICAL RESOURCES

Cultural sensitivity levels and the likelihood of encountering prehistoric archaeological resources within Golden Hill area are rated low, moderate or high, based on the results of the records searches; the Native American Heritage Commission (NAHC) sacred lands file check, and regional environmental factors. Sensitivity ratings may be adjusted based on the amount of disturbance that has occurred which may have previously impacted archaeological resources. Based on the results of the record search, the NAHC sacred lands file check, and regional environmental factors, Golden Hill has two cultural sensitivity levels. Since the majority of the community is developed, the cultural sensitivity for the entire community would be considered low. There is very little undeveloped land within the community, with the exception of canyon areas. Due to the steepness of the majority of these canyons, the cultural sensitivity for these areas is low. However, at the base of these canyons, especially leading into the Las Chollas Valley area, where prehistoric resources have been identified, there is a potential for cultural resources to be present; therefore, the cultural sensitivity rating for this area is considered high.

In addition to the four main themes significant in the development of Golden Hill, the Historic Context Statement also identified the property types that are associated with those themes in historically significant ways. In summary, the property types, styles and significance thresholds are as follows:

### *The Early History of Greater Golden Hill (1769-1885)*

Few, if any, built resources from this period remain extant in Golden Hill. Though land was subdivided, few buildings were constructed during this period due to the financial collapse of the 1870s. Properties that were

constructed were residential. Small wood homes along the western boundary may still exist; however, none have been documented. Portions of these homes may have been incorporated into a larger home built in the late 19th or early 20th century. Any extant property from the period 1769-1885 may be significant under this theme for its association with the early history of Golden Hill.

### *An Elite Residential District (1885-1905)*

During the end of the 19th century and beginning of the 20th century, Golden Hill became a residential neighborhood, catering primarily to the City's elite. Marketed by investors as a prime location to live, Golden Hill became the first residential district outside of downtown San Diego; therefore, property types that remain from this period are primarily residential. Single family homes were the most prevalent and ranged from large Victorian mansions to small, modest bungalows. Multifamily housing in the form of flats were also constructed, but there were only a handful built before 1906. A property may be significant under this theme for its association with important trends and patterns of development in Golden Hill during the period 1885-1905, including the economic and building boom of the 1880s; development of the first subdivisions; or association with important early settlers. A property may also be significant as a good or rare example of a popular architectural style from the period, such as Folk Victorian, Craftsman, Spanish Eclectic, or Mission Revival.

### *Streetcar Development (1905-1930)*

As the streetcar line expanded throughout Golden Hill, residential development flourished. There was a shift from large, stately homes to modest bungalows, particularly in South Park. In addition, there was a shift in architectural styles as the Victorian-era styles fell out of favor and period revival styles became popular. Along with flats and bungalow courts, larger apartment buildings began to appear in the community. As the number of Golden Hill residents increased, retail establishments

along with religious institutions opened. Commercial structures, though not as numerous as residences, can also be found throughout Golden Hill. While commercial development in the study area consists primarily of single-story retail structures, a small number of mixed-use buildings are also present.

Generally, commercial structures are concentrated in small pockets along 25th Street in Golden Hill and along former streetcar routes and stops on 30th, Beech, and Juniper streets in South Park, though a few occupy other prominent neighborhood corners. These buildings, like residences, embody a variety of architectural styles including Mission Revival and Art Moderne. Religious institutions were scattered across the neighborhood; one of the earliest was the Swedish Lutheran Church located on the northeast corner of 25th and E Street.

A residential property may be significant under this theme for its association with important trends and patterns of development in Golden Hill during the period 1905-1930, including completion of the streetcar system; the building boom of the 1920s; expansion of municipal water, sewer and electrical services; the proliferation of flats, bungalow courts, and other multifamily housing types; or association with important early residents. A commercial property may be significant under this theme for its association with important trends and patterns of development in Golden Hill during the period 1905-1930, including the hosting of the Panama California Exposition; the building boom of the 1920s; expansion of municipal water, sewer and electrical services; the introduction of the automobile; or the development of commercial corridors along streetcar lines. An institutional property may be significant under this theme for its association with important trends and patterns of development in Golden Hill during the period 1905-1930, including the expansion of municipal services or the establishment of early institutions, such as schools and churches. All property types may also be significant as a good

or rare example of a popular architectural style from the period, such as Craftsman, Spanish Eclectic, Mission Revival, or Prairie.

### *An Era of Transitions (1930-1990)*

Given that the Planning Area was built out by the 1930s and that mid-century zoning codes encouraged high-density residential development, few if any single family homes were constructed in Golden Hill after the Great Depression. Multifamily housing in the form of apartment buildings were constructed in this period. In addition, large single family homes were converted into multiple units and rented to residents rather than owner occupied. During the pre- and post-war era, the majority of commercial properties included gasoline stations, automotive repair shops and small manufacturing establishments. These buildings generally feature flat roofs and vehicular bays, are between one and two stories tall, and are sited among other commercial developments along former streetcar lines. Most often, they embody a variety of architectural styles, but are ornamentally restrained. A number of institutional buildings, including union halls and auditoriums, were constructed during the pre- and post-war period. Generally constructed between 1945 and 1960, these large buildings were typically one or two stories in height and featured little ornamentation though some reflected Streamline Moderne architecture, such as the American Federation of Labor building at 23rd and Broadway. Often constructed of poured concrete or concrete block, these buildings typically had restrained ornamentation if any, and some were utilitarian in nature. The majority of these buildings appear to be located south of A Street.

A residential property may be significant under this theme for its association with important trends and patterns of development in Golden Hill during the period 1930-1990, including the development of the Federal Housing Administration, which advocated affordable housing design and financed construction; the hosting of the California Pacific

International Exposition; the economic recovery and building boom due to the local defense industries in the WWII and post-war periods, especially aircraft manufacturing; the shift from streetcars to the automobile; infill development in established neighborhoods; or the proliferation of inexpensive stucco-box apartment buildings. A commercial property may be significant under this theme for its association with important trends and patterns of development in Golden Hill during the period 1930-1990, including the hosting of the California Pacific International Exposition; the economic recovery and building boom in the WWII and post-War periods due to the local defense industries, especially aircraft manufacturing; or the development of commercial automobile corridors. An institutional property may be significant under this theme for its association with important trends and patterns of development in Golden Hill during the period 1930-1990, including the establishment of early social halls and auditoriums. Any property type may also be significant as a good or rare example of a popular architectural style from the period, such as Art Deco, Streamline Moderne, Late Moderne, Minimal Traditional, or Modern.

Resources must be evaluated within their historic context(s) against the City's adopted criteria for designation of a historical resource, as provided in the General Plan and the Historical Resources Guidelines of the Land Development Manual. Guidelines for the application of these criteria were made part of the Historical Resources Guidelines to assist the public, project applicants, and others in the understanding of the designation criteria.

## DESIGNATED HISTORICAL RESOURCES

Golden Hill is home to one property on the National Register, the Alfred Haines House located at 2470 E Street (Reference No 92000966). The house was constructed in 1908 for Alfred Haines, a historically significant attorney and judge specializing in water rights, who used the house as both his home and law office from 1908 through his death in 1934. The



*Alfred Haines House and owner Judge Alfred Haines. The Alfred Haines House, built in 1908, is National Register listed property located at 2470 E Street (Reference No 92000966).*

house was designed by architects William, Charles and Edward Quayle (also known as the Quayle Brothers) and is significant for its distinctive Craftsman design, as well as its association with the Quayle Brothers, who are considered Master Architects.

As of February 2016, Golden Hill is home to 77 individually designated historic resources (Table 10-1 and Figure 10-1) and the Golden Hill Historic District (Figure 10-2,) which contains 58 contributing resources that have been listed on the City's register by the Historical Resources Board. These resources are primarily residential in nature, but also include Fire Station No. 9, American Federation of Labor Building, Rose Grocery and the Burlingame Garage. No resources that reflect the earliest development theme in Golden Hill are currently designated. The vast majority of designated historical resources reflect the themes of "An Elite Residential District: 1885-1905" (16 resources) and "Streetcar Development: 1905-1930" (57 resources) with the remaining four resources reflecting the theme of "An Era of Transitions: 1930-1990."

These designated historical resources are protected and preserved through existing General Plan policies, the Historical Resources Regulations of the Municipal Code, and City policies and procedures. These protections require historic review of all projects impacting these resources. Projects that do not comply with the U.S. Secretary of the Interior Standards for the Treatment of Historic Properties are required to process a development permit for deviations that is subject to review under the California Environmental Quality Act (CEQA).

## POTENTIALLY SIGNIFICANT HISTORICAL RESOURCES

A Historical Resource Reconnaissance Survey was undertaken based on the information provided in the Historic Context Statement to identify potential historical resources within Golden Hill for consideration in the community plan and for possible future designation. The field work and analysis was completed by a qualified historic consultant and overseen by City staff. The survey identified 52 properties as potentially significant individual historical resources (Table 10-2). These include 24 single family homes, 21 multifamily properties, 4 commercial buildings, and 3 civic and institutional buildings. No resources retaining sufficient integrity for designation could be dated to the earliest development theme in Golden Hill. Most of these 52 resources relate to the themes “An Elite Residential District: 1885-190” (20) and “Streetcar Development: 1905-1930” (27), with an additional five resources related to the theme “An Era of Transitions: 1930-1990.”

In addition to potentially individually significant resources, the survey identified one potential historic district. A potential South Park Residential Historic District was identified in the 1996 Historical Greater Mid-City San Diego Preservation Strategy; however, this district was not brought forward for designation at that time. The present Golden Hill Historical Survey identified a smaller area as a potential historic district. Eligible

under San Diego Criterion A, the potential South Park Residential Historic District is an intact grouping of single-family residences developed immediately adjacent to Balboa Park. This potential district is composed of approximately 109 primarily two-story residences, designed in the Craftsman, Prairie, Spanish Colonial Revival and Mediterranean Revival styles. It has a period of significance of 1910 through the 1920, and is significant under the theme of “Streetcar Development: 1905-1930” (Figure 10-3).

In addition to the potential South Park Historic District, the survey identified Residential Courts as significant resources scattered throughout Golden Hill that deserve designation and preservation under a Multiple Property Listing (MPL). A MPL is a group of related significant properties with shared themes, trends and patterns of history. Such properties are typically grouped within a general geographic area but not necessarily in sufficient concentration to form a historic district. A MPL may be used to nominate and register thematically related historic properties simultaneously or to establish the registration requirements for properties that may be nominated individually or in groups in the future. The locations of the Residential Courts identified are listed in Table 10-3.

Substantial public outreach with the Greater Golden Hill Planning Committee, regional and local preservation groups, and members of the community occurred throughout the development of the Historic Context and completion of the survey. This information was considered and often incorporated into the results and recommendations of the survey. Following distribution of the Draft Survey Report, City staff conducted additional outreach with these groups to identify any resources not included in the survey which the community believed to be historically significant. Based on the results of this outreach, additional resources have been identified as potentially significant, requiring additional site-specific evaluation (Table 10-4).

During the public outreach process, members of Golden Hill community recommended, and City staff agreed, that the boundary for the potential South Park Historic District should be restored to the boundary identified in the 1996 Historical Greater Mid-City San Diego Preservation Strategy (1996 Mid-City Survey). In addition, the community also recommended that the area to the immediate west of the existing Golden Hill Historic District - Culverwell & Taggart's Addition - which was identified in the 1996 Mid-City Survey as a possible expansion to the Golden Hill Historic District, also be identified as a potential historic district. This area presently contains 19 individually designated historic resources, and appears to retain sufficient integrity to be eligible as a potential historic district. The Culverwell & Taggart's Addition and the expanded South Park potential historic districts have been identified in Table 10.5 and reflected in Figure 10-4. In order to bring these districts forward for designation, additional, intensive-level research will be required to evaluate the district and define a precise boundary, period of significance, significance criteria and contributing and non-contributing resources.

The potential historical resources identified by the Historical Resource Reconnaissance Survey and the public outreach process are protected and preserved to some degree through existing General Plan policies and the Historical Resources Regulations of the Municipal Code. In addition, to ensure the protection of potential historic districts identified from erosion due to insensitive redevelopment, interim protection regulations shall be established to assist in the preservation of the overall integrity of potential historic districts until such time as they can be intensively surveyed, verified, and brought forward for historic designation consistent with City regulations and procedures.



*The property on 2505-2519 C Street, built in 1930, has been identified as a potentially significant individual resource related to the Streetcar Development theme.*

### POLICIES

- HP-2.1** Provide interim protection of potential historic districts until such time as they can be intensively surveyed, verified, and brought forward for historic designation consistent with City regulations and procedures.
- HP-2.2** Intensively survey and prepare nominations for the potential historic districts identified in the Golden Hill Historical Resources Reconnaissance Survey and bring those nominations before the Historical Resources Board for review and designation. Prioritization of district nominations may occur in consultation with community members and stakeholders based upon a variety of factors, including redevelopment pressures and availability of resources.
- HP-2.3** Provide support and guidance to community members and groups who wish to prepare and submit historic district nominations to the City, consistent with the Municipal Code and adopted Guidelines.
- HP-2.4** Provide support and guidance to community members and groups who wish to prepare and submit individual historical resource nominations to the City, consistent with the Municipal Code and adopted Guidelines.

- HP-2.5 Work with the community to identify and evaluate additional properties that possess historic significance for social or cultural reasons (such as an association with an important person or event) for potential historic designation.
- HP-2.6 Prepare a Historic Context and Multiple Property Listing addressing courtyard apartments/bungalow courtyards for review and designation by the Historical Resources Board.
- HP-2.7 Encourage the maintenance of historic sidewalk colors and scoring patterns, as well as the preservation of sidewalk stamps, which contribute to the historic aesthetic of the community and the fabric of historic districts.
- HP-2.8 Preserve and protect historic lighting fixtures within designated and potential historic districts. Encourage the use of “acorn” style lighting fixtures within designated and potential historic districts when new lighting fixtures are introduced or non-historic lighting fixtures are replaced.
- HP-2.9 Conduct project specific Native American consultation early in the development review process to ensure adequate treatment and mitigation for significant archaeological sites with cultural and religious significance to the Native American community in accordance with all applicable local, state and federal regulations and guidelines.
- HP-2.10 Consider eligible for listing on the City’s Historical Resources Register any significant archaeological or Native American cultural sites that may be identified as part of future development within Golden Hill and refer the sites to the Historical Resources Board for designation, as appropriate.

## 10.3 EDUCATIONAL OPPORTUNITIES & INCENTIVES RELATED TO HISTORICAL RESOURCES

Revitalization and adaptive reuse of historic buildings and districts conserves resources, uses existing infrastructure, generates local jobs and purchasing, supports small business development and heritage tourism and enhances quality of life and community character. The successful implementation of a historic preservation program requires widespread community support. To better inform and educate the public on the merits of historic preservation, information on the resources themselves, as well as the purpose and objectives of the preservation program, must be developed and widely distributed.

A number of incentives are available to owners of historical resources to assist with the revitalization and adaptive reuse of historic buildings and districts. The California State Historic Building Code provides flexibility in meeting building code requirements for historically designated buildings.

The Mills Act, a highly successful incentive, provides property tax relief to owners to help rehabilitate and maintain designated historical resources. Additional incentives recommended in the General Plan, including an architectural assistance program, are being developed and may become available in the future.

In addition to direct incentives to owners of designated historical resources, all members of the community enjoy the benefits of historic preservation through reinvestment of individual property tax savings into historical properties and an increased historic tourism economy. There is great opportunity to build on the existing local patronage and tourism base drawn to the community’s neighborhoods and shopping districts by highlighting and celebrating the rich history of Golden Hill.

In addition to the General Plan Historic Preservation Element Policies, the following recommendations are specific to Golden Hill for implementation of educational opportunities and incentives for preservation of the community's historical resources.

### POLICIES

- HP-3.1** Provide opportunities for education and interpretation of Golden Hill's diverse history through the distribution of printed brochures, mobile technology (such as phone apps) and walking tours, and the installation of interpretative signs, markers, displays, and exhibits at public buildings and parks.
- HP-3.2** Explore the reconstruction of the non-extant historic gateways erected by the Bartlett Estate Company at 28th Street and A Street, as well as any other documented locations. These pillars, which are documented through primary historic photographs, were constructed of stone and topped with decorative lighting. Their accurate reconstruction, if feasible, would enhance the historic identity of the community.
- HP-3.3** Partner with local community and historic organizations to better inform and educate the public on the merits of historic preservation by providing information on the resources themselves, as well as the purpose and objectives of the preservation program.
- HP-3.4** Outreach to the local businesses and other organizations operating within the Golden Hill Historic District, the South Park Potential Historic District, the Culverwell and Taggart's Potential Historic District, and the various individually significant designated and potential historical resources to provide information on the benefits and responsibilities of historical resource stewardship.

- HP-3.5** Work with businesses and organizations to create and promote new marketing and heritage tourism programs and opportunities.
- HP-3.6** Promote the maintenance, restoration, rehabilitation and continued private ownership and utilization of historical resources through existing incentive programs and develop new approaches, such as architectural assistance and relief from setback requirements through a development permit process, as needed.
- HP-3.7** Commemorate and interpret the trolley line and its significance to the historical development of Golden Hill through markers, signage and educational materials.



*HRB Site #584. E. E. Leighninger House. Built in 1911 and designated for its Craftsman Architecture.*

TABLE 10-1: CITY OF SAN DIEGO REGISTER HISTORICAL RESOURCES IN GOLDEN HILL

PROPERTY ADDRESS	HRB SITE NO.	APN	HISTORIC NAME	YEAR BUILT	PROPERTY TYPE
<b>An Elite Residential District: 1885-1905</b>					
841-845 20th Street	171	5343730300	The Alphonzo Risley House	1888	Single Family
1058 21st Street	154	5342531100	Kahle Residence	1904	Single Family
805 22nd Street	216	5343850700	Edmund E. Parmelee Residence	1893	Single Family
906 22nd Street	510	5343811200	Beardsley Tucker House/Tucker Flats	1889	Multifamily
937 22nd Street	862	5343820300	Carl E. and Leona L. Nichols House	1904	Single Family
1100 22nd Street	201	5342610700	Mary R. Billmeyer House	1905	Single Family
828-830 23rd Street	214	5343851000	George L. Davenport Residence	1886	Single Family
866 24th Street	168	5343841000	The Nower-Good Residence	1904	Single Family
2124 Broadway	197	5342661500	Waters Residence	1888	Single Family
2148 Broadway	85	5342661300	Hayward-Patterson House	1887	Single Family
2404 Broadway	39	5342721900	Quartermass Wilde House	1896	Single Family
2586-2588 Broadway	290	5342902000	Carter House	1888	Single Family
2223 C Street	205	5342650900	Stanton Residence	1893	Single Family
2441 E Street	121	5343920600	Rynearson House	1898	Single Family
3000 E Street	122	5396012100	The Faulk-Klauber House	1886	Single Family
2220-2222 F Street	155	5343850800	High House	1905	Single Family
<b>Streetcar Development: 1905-1930</b>					
938 20th Street	825	5343710800	Laura M. and James R. Luttrell House	1913	Single Family
1221 22nd Street	196	5341340500	Darnaud Residence	1907	Single Family
934 23rd Street	190	5343821100	The Alfred C. Platt House	1908	Single Family
1004 24th Street	158	5342640700	S.I. Fox Home	1911	Single Family
1149-1151 28th Street	497	5395210900	Caroline/Welton Apartments	1912	Multifamily
1355 28th Street	180	5394041200	Scripps Residence	1906	Single Family
1415 28th Street	1166	5394010400	Robert and Virginia Cleator/Dell W. Harris House	1914	Single Family
1535 28th Street	1049	5393440200	Josh Delvalle House	1913	Single Family
1911 28th Street	1146	5392111600	George and Margaretta Heston House	1925	Single Family

TABLE 10-1: CITY OF SAN DIEGO REGISTER HISTORICAL RESOURCES IN GOLDEN HILL (CONTINUED)

PROPERTY ADDRESS	HRB SITE NO.	APN	HISTORIC NAME	YEAR BUILT	PROPERTY TYPE
1355 29th Street	723	5394140100	Greta and Howard Steventon House	1914	Single Family
1511 29th Street	1158	5393540500	Agnes Mosher House	1912	Single Family
1522 29th Street	443	5393430800	Morrison-Berger House	1911	Single Family
1529 29th Street	760	5393540300	Fannie and Leoti Howard House	1911	Single Family
1530 29th Street	620	5393430900	Henry Lang Spec House #1	1911	Single Family
1621 29th Street	491	5393510200	The Wight/ Jenkins House	1916	Single Family
1845 29th Street	1193	5392260100	Miguel and Ernestina Platt Lopez House	1929	Single Family
1419 30th Street	850	5394210400	Jacob & Anna Janowsky House	1922	Single Family
2211 30th Street	810	5390920600	Fire Station No. 9	1913	Institutional
2215-2219 30th Street	809	5390920500	Rose Grocery	1923	Commercial
2227 30th Street	808	5390920400	Burlingame Garage	1914	Commercial
1360 31st Street	848	5394241200	Louis & Jennie Baker House	1916	Single Family
1436 31st Street	1001	5394231100	Mary Maschal House	1913	Single Family
2250 B Street	182	5341340800	Fleming Residence	1909	Single Family
2825 B Street	963	5395210700	George P. and Carrie Goodman Muchmore House	1909	Single Family
3174 B Street	742	5394931200	Ed Fletcher Spec House	1912	Single Family
2906 Beech Street	513	5393540600	2906 Beech Street House	1911	Single Family
2850 Cedar Street	392	5393420300	Bartlett/Webster House	1910	Single Family
1429 Dale Street	1201	5394120400	Alexander Schreiber Spec House #7	1916	Single Family
1611 Dale Street	584	5393520300	E. E. Leighninger House	1911	Single Family
1619 Dale Street	547	5393520200	The Delphine and Frank Leonard House	1911	Single Family
1730 Dale Street	1004	5392811100	Sidney O. Spaulding House	1909	Single Family
1832 Dale Street	903	5392261300	Laura A. Tyler House	1913	Single Family
2040 Dale Street	1180	5391561201	Lizzie and Gerald de Stafford House	1908	Single Family
2914 Date Street	876	5392810600	Frederick and Haman Spec House #1	1919	Single Family
2331 E Street	193	5343840100	Golden View Apartments	1922	Multifamily
2692 E Street	626	5344112300	Hensley Family House	1906	Single Family

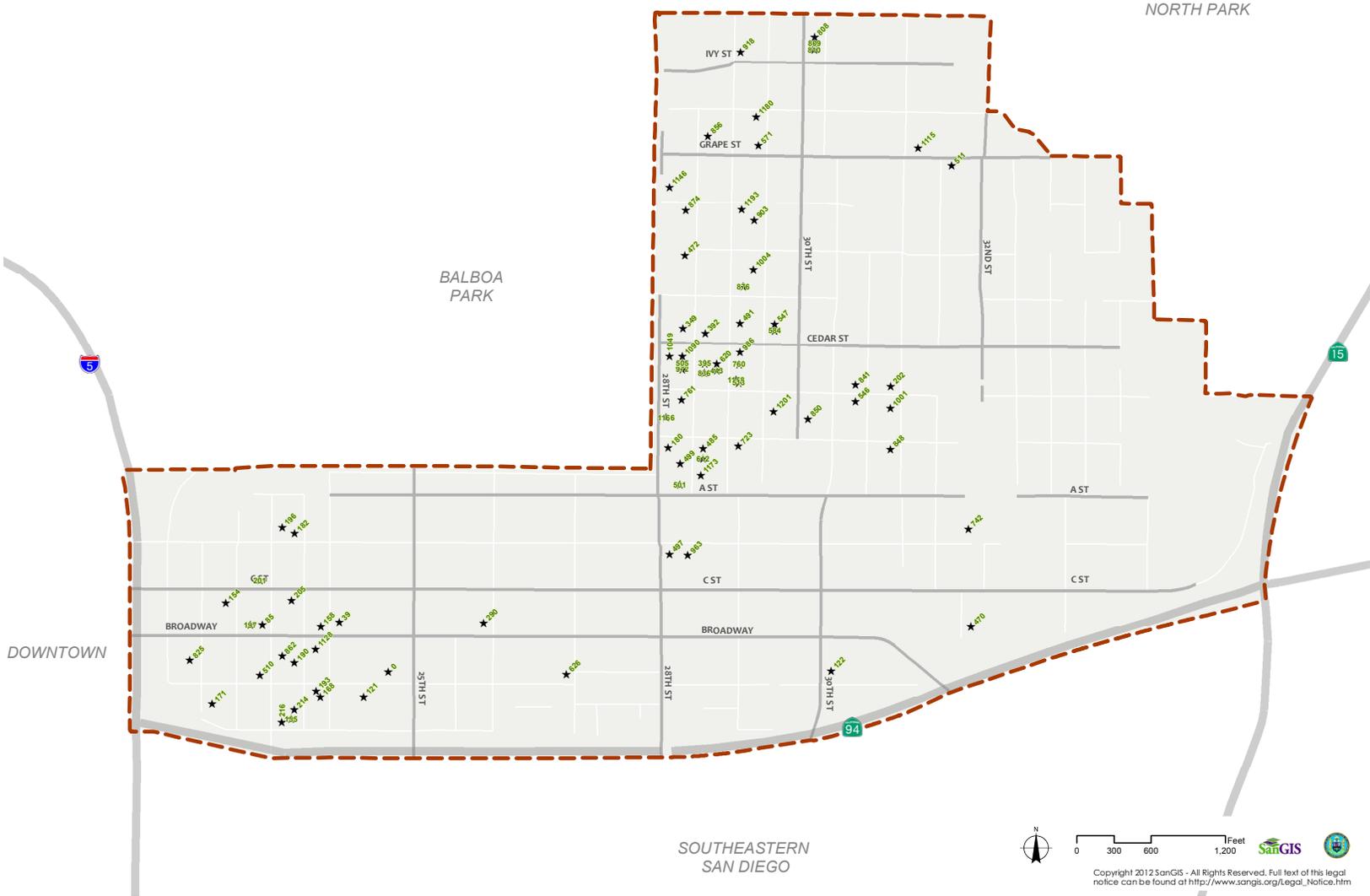
TABLE 10-1: CITY OF SAN DIEGO REGISTER HISTORIC RESOURCES IN GOLDEN HILL (CONTINUED)

PROPERTY ADDRESS	HRB SITE NO.	APN	HISTORIC NAME	YEAR BUILT	PROPERTY TYPE
1008 Edgemont Place	470	5395531400	Brackenbury House	1916	Single Family
1955 Edgemont Street	511	5392420100	Cooper Residence	1908	Single Family
1306 Granada Avenue	501	5394600300	The Olsen/Cohn House	1913	Single Family
1319 Granada Avenue	1173	5394030500	John and Cora Watson House	1921	Single Family
1336 Granada Avenue	499	5394040800	Robin/Lindestrom House	1912	Single Family
1345 Granada Avenue	612	5394030200	Peter Price/Irving Gill Spec House #1	1909	Single Family
1355 Granada Avenue	485	5394030100	Peter M. Price House	1908	Single Family
1444 Granada Avenue	761	5394011000	Henry and Emma Neustadt Spec House #1	1910	Single Family
1517 Granada Avenue	836	5393430400	Pacific Building Company Spec House No. 2	1914	Single Family
1522 Granada Avenue	972	5393440900	Henrietta Buckland House	1911	Single Family
1527 Granada Avenue	395	5393430300	Mitchell House	1910	Single Family
1528 Granada Avenue	505	5393441000	Edward Quayle House	1915	Single Family
1538 Granada Avenue	1090	5393441100	Kelly Family House	1912	Single Family
1612 Granada Avenue	349	5393410600	Fletcher/Halley House	1906	Single Family
1744 Granada Avenue	472	5392711400	The J. R. Griggs House	1913	Single Family
1846 Granada Avenue	874	5392140700	Louella Ash Spec House	1917	Single Family
2019-2021 Granada Avenue	856	5391421600	Ernest S. & Mary Shields/Robert P. Shields & Son House	1911	Single Family
2928 Grape Street	571	5391560900	Edward and Anna Potter House	1913	Single Family
3112 Grape Street	1115	5391722600	William Chadwick Spec House #2	1920	Single Family
1446 Grove Street	546	5394221200	The Webster D. Crum Spec House #1	1912	Single Family
1504 Grove Street	841	5393640500	William & Jennie Davis House	1912	Single Family
<b>An Era of Transitions: 1930-1990</b>					
1545 29th Street	986	5393540100	Robert and Frances Johnston Rental House	1943	Single Family
2207 29th Street	918	5390940500	Mabel B. Schiller/Richard Requa House	1939	Single Family
1506 31st Street	202	5393630600	Alfred Mitchell Residence	1937	Single Family
2323 Broadway	1128	5343830100	American Federation of Labor Building	1948	Institutional

FIGURE 10-1: LOCATION OF THE CITY OF SAN DIEGO REGISTER DESIGNATED HISTORIC RESOURCES

**LEGEND**

- ★ Designated Historic Site
- ⬮ Community Plan Boundary



Scale: 0 300 600 1,200 Feet

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**TABLE 10-2: POTENTIALLY SIGNIFICANT INDIVIDUAL RESOURCES IDENTIFIED IN THE 2015 GOLDEN HILL HISTORICAL RESOURCE RECONNAISSANCE SURVEY, GROUPED BY THEME**

PROPERTY ADDRESS	HRB SITE NO.	APN	HISTORIC NAME	YEAR BUILT	PROPERTY TYPE
<b>An Elite Residential District: 1885 - 1905</b>					
1113-1117 19th Street	5342510500	1900	Queen Anne	Single Family	
905 20th Street	5343720600	1895	Italianate	Single Family	
917-919 20th Street*	5343720500	1888	Italianate	Single Family	
930 20th Street*	5343710700	1900	Queen Anne	Single Family	
971 20th Street*	5343720100	1904	Folk Victorian	Single Family	
903-909 21st Street*	5343810600	1905	Folk Victorian	Single Family	
1143-1145 21st Street*	5342610300	1904	American Foursquare	Single Family	
849 22nd Street	5343850300	1905	Italianate	Multifamily	
1042 23rd Street*	5342650800	1903	Craftsman	Single Family	
1160 23rd Street*	5342620800	1905	American Foursquare	Single Family	
832 24th Street*	5343841100	1900	Queen Anne	Single Family	
1930 30th Street*	5392221000	1900	Second Empire	Single Family	
2526-2530 A Street*	5341510400	1905	Queen Anne	Single Family	
2528 B Street*	5341521600	1900	Folk Victorian	Single Family	
2533-2545 B Street*	5342801000	1903	American Foursquare	Multifamily	
2821 B Street*	5395210800	1905	Folk Victorian	Single Family	
2026 Broadway*	5342530700	1893	Queen Anne	Single Family	
2227 C Street*	5342651100	1905	Folk Victorian	Single Family	
1801 Dale Street*	5392250700	1905	Folk Victorian	Single Family	
2148 Dale Street	5391511500	1903	Folk Victorian	Single Family	
<b>Streetcar Development: 1905 - 1930</b>					
953-959 20th Street*	5343720200	1913	Prairie	Multifamily	
1044-1046 21st Street*	5342531000	1908	American Foursquare	Single Family	
1068-1070 21st Street*	5342531300	1906	American Foursquare	Single Family	
918-922 22nd Street*	5343811100	1925	Spanish Colonial Revival	Multifamily	
1150-1156 22nd Street*	5342611100	1915	Craftsman	Multifamily	
840 23rd Street*	5343851100	1926	Spanish Colonial Revival	Multifamily	

**TABLE 10-2: POTENTIALLY SIGNIFICANT INDIVIDUAL RESOURCES IDENTIFIED IN THE 2015 GOLDEN HILL HISTORICAL RESOURCE RECONNAISSANCE SURVEY, GROUPED BY THEME (CONTINUED)**

PROPERTY ADDRESS	HRB SITE NO.	APN	HISTORIC NAME	YEAR BUILT	PROPERTY TYPE
970 23rd Street*	5343821400	1921	Spanish Colonial Revival	Multifamily	
1226-1232 23rd Street*	5341341000	1914	Craftsman	Multifamily	
1166-1168 24th Street*	5342630700	1926	Spanish Colonial Revival	Multifamily	
1228-1234 24th Street*	5341331300	1907	American Foursquare	Multifamily	
1301 28th Street*	5394600100	1929	Spanish Colonial Revival	Multifamily	El Tovar Apartments
2203 B Street	5342620100	1908	American Foursquare	Multifamily	
2502 B Street*	5341521500	1925	Spanish Colonial Revival	Multifamily	Loma de Oro Apartments
2664-2668 B Street*	5341622300	1925	Spanish Colonial Revival	Multifamily	
2830 B Street*	5394603700	1908	Folk Victorian	Single Family	
2832 Beech Street*	5393440700	1912	American Colonial Revival	Single Family	
2029-2035 Broadway	5343721200	1913	Craftsman	Multifamily	
2103-2121 Broadway*	5343810100	1924	Mediterranean Revival	Multifamily	
2214 Broadway	5342650400	1920	Craftsman	Multifamily	
2102-2116 C Street*	5342610600	1926	Spanish Colonial Revival	Multifamily	
2329 C Street*	5342641000	1928	Spanish Colonial Revival	Multifamily	
2505-2519 C Street	5342901000	1930	Art Deco	Commercial	
2545 C Street*	5342900600	1908	American Foursquare	Single Family	
2557 C Street*	5342900500	1920	Mission Revival	Single Family	
2689-2695 C Street	5343021400	1925	Spanish Colonial Revival	Multifamily	
3025 Fir Street*	5392341100	1925	Gothic Revival	Institutional	Christ United Presbyterian Church
3015 Juniper Street	5391023300	1925	Spanish Colonial Revival	Commercial	Rebecca's Coffee Shop
<b>An Era of Transitions: 1930 - 1990</b>					
1055 22nd Street*	5342651300	1935	Art Deco	Institutional	
2666-2670 A Street*	5341611000	1935	Streamline Moderne	Multifamily	
2691 B Street	5343011300	1950	Streamline Moderne	Institutional	Iglesia Presbiteriana Hispana
2504 C Street	5342801500	1935	Streamline Moderne	Commercial	
2001 Fern Street*	5391623900	1960	Googie	Commercial	

\* This resource also appears eligible for listing in the National Register and the California Register.

**TABLE 10-3: RESIDENTIAL COURTS TO BE INCLUDED IN A MULTIPLE PROPERTY LISTING AS IDENTIFIED IN THE 2015 HISTORICAL RESOURCE RECONNAISSANCE SURVEY**

PROPERTY ADDRESS	APN	YEAR BUILT	STYLE
Streetcar Development: 1905 - 1930			
1239-1247 25th Street	5341521100	1925	Spanish Colonial Revival
1225-1243 26th Street	5341623700	1927	Spanish Colonial Revival
1730-1738 29th Street	5392721200	1925	Spanish Colonial Revival
1820-1832 30th Street	5392251200	1926	Spanish Colonial Revival
2208-2222 30th Street	5390930800	1922	American Colonial Revival
3129-3139 Juniper Street	5391122300	1930	Tudor Revival
An Era of Transitions: 1930 - 1990			
2921-2931 A Street	5394731000	1939	Minimal Traditional
2982-2994 B Street	5394732600	1940	Minimal Traditional
2526-2530 Broadway	5342901500	1940	Minimal Traditional
2733-2739 C Street	5343120800	1940	Minimal Traditional
2741-2747 C Street	5343120700	1948	Minimal Traditional

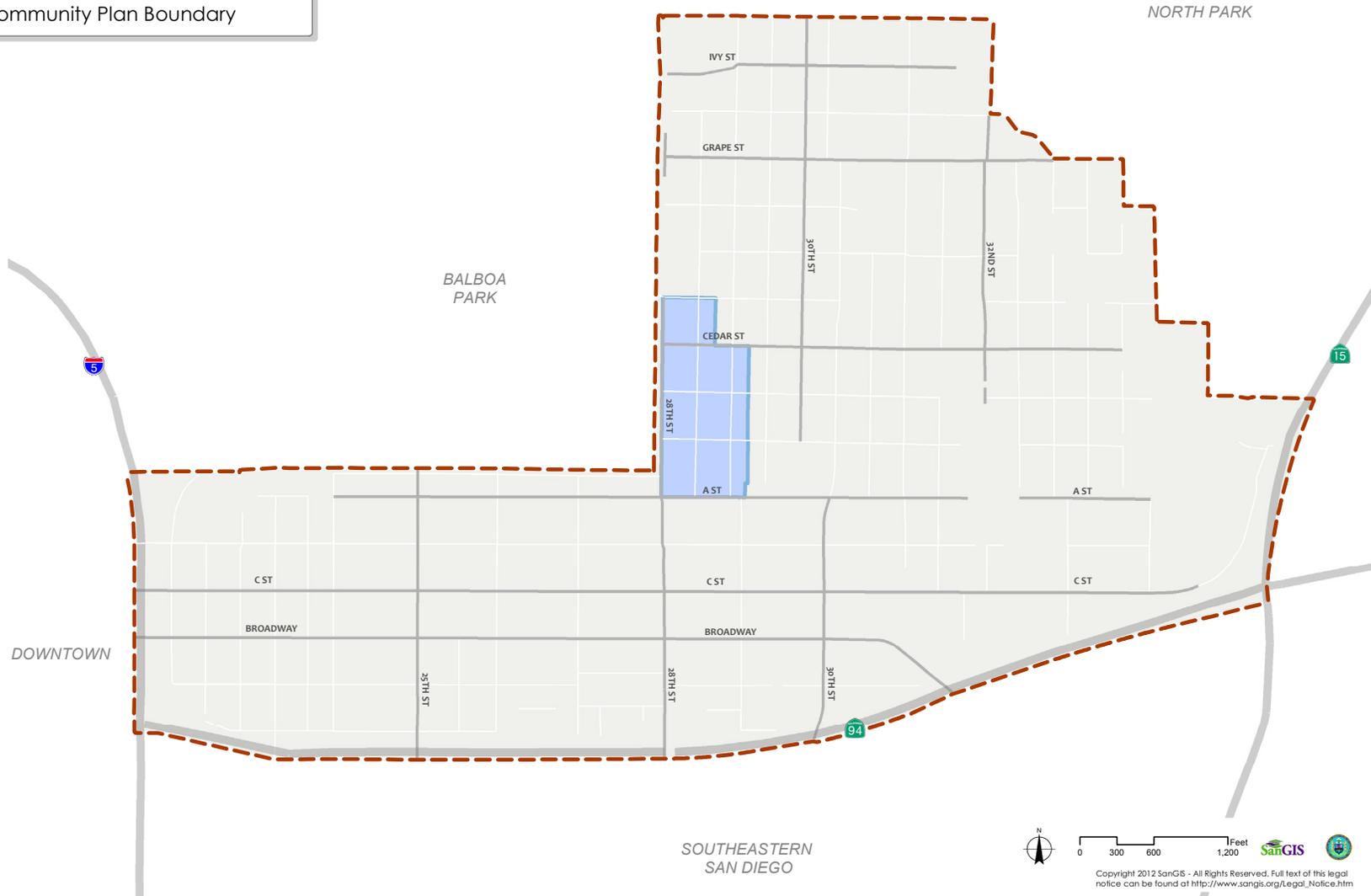
**TABLE 10-4: POTENTIALLY SIGNIFICANT INDIVIDUAL HISTORICAL RESOURCES IDENTIFIED DURING PUBLIC OUTREACH, GROUPED BY THEME**

PROPERTY ADDRESS	APN	YEAR BUILT	STYLE	PROPERTY TYPE
Streetcar Development: 1905 - 1930				
835 25th Street	5344041800	1924	Mission Revival	Institutional
1217-1231 28th Street	5394602200	1923	Craftsman	Bungalow Courtyard
1511 29th Street	5393540500	1912	Craftsman	Single Family
2534-2536 B Street	5341521700	1921	Craftsman	Bungalow Courtyard
An Era of Transitions: 1930 - 1990				
2002-2008 30th St	5391551300	1953	Ranch	Bungalow Courtyard
2104-2116 30th St	5391520900	c.1948	Ranch	Bungalow Courtyard
2833-2849 B Street	5395210600 5395210500	1952	Tract Ranch	Bungalow Courtyard

FIGURE 10-3: LOCATION OF POTENTIAL SOUTH PARK HISTORIC DISTRICT IDENTIFIED IN THE HISTORICAL RESOURCE RECONNAISSANCE SURVEY

**LEGEND**

-  Potential Historic District Boundary
-  Community Plan Boundary



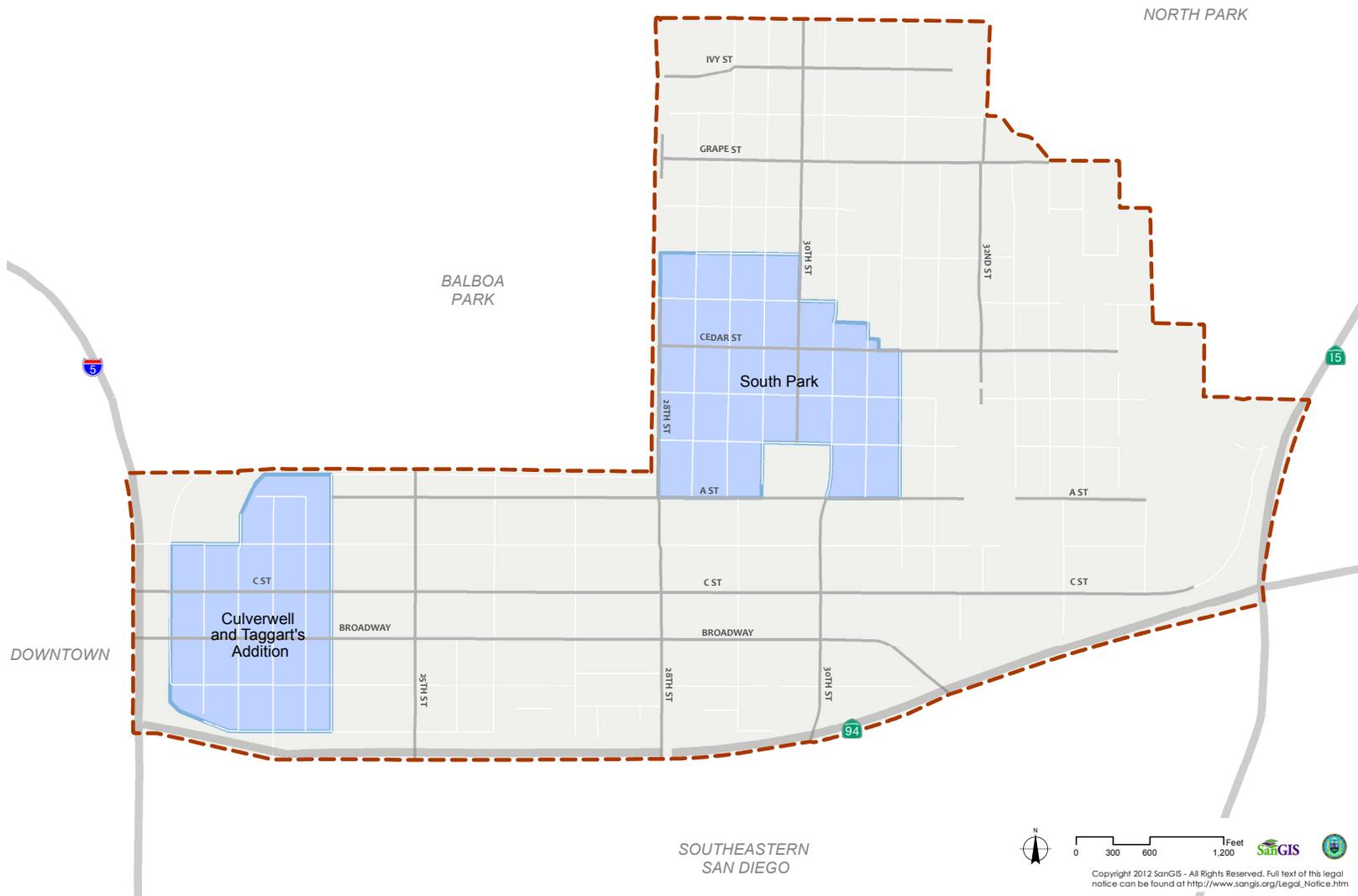
**TABLE 10-5: POTENTIAL HISTORIC DISTRICTS IDENTIFIED DURING PUBLIC OUTREACH**

POTENTIAL HISTORIC DISTRICT	LOCATION	SIZE	PERIOD OF SIGNIFICANCE	THEME(S)	POSSIBLE HRB CRITERIA
Culverwell & Taggart's Addition	Bounded roughly by Russ Boulevard to the north, 24th Street to the East, F Street to the south and 19th Street to the west.  (Refer to Figure 10-3 and the Historical Resource Reconnaissance Survey Report for a more detailed boundary description.)	Approx 245 Parcels	1869 - c.1945	The Early History of Greater Golden Hill: 1769-1885  An Elite Residential District: 1885-1905  Streetcar Development: 1905-1930  An Era of Transitions: 1930-1990	A, C
South Park Historic District (larger boundary)	Bounded roughly by Elm Street to the north, 31st Street to the east, A Street to the south, and 28th Street to the west.  (Refer to Figure 10-3 and the Historical Resource Reconnaissance Survey Report for a more detailed boundary description.)	Approx 400 Parcels	1906 - c.1935	Streetcar Development: 1905-1930  An Era of Transitions: 1930-1990	A, B, C

### FIGURE 10-4: LOCATION OF POTENTIAL HISTORIC DISTRICTS

**LEGEND**

-  Potential Historic District Boundary
-  Community Plan Boundary





# IMPLEMENTATION

# 11

- 11.1 Zoning
- 11.2 Financing Mechanisms
- 11.3 Priority Public Improvements and Funding

## INTRODUCTION

The community plan establishes policies and recommendations to guide the growth of Golden Hill and provide for its quality of life. The formulation and adoption of a community plan is only the first step in a two-step process. The second and equally important step is the implementation of the policies and recommendations of the plan.

This plan will be implemented through a number of different mechanisms which are outlined in this element. Necessary actions and key parties responsible for realizing the plan's vision are identified. Implementing the plan's proposals will require the active participation of City departments and agencies, regional agencies such as SANDAG and MTS, and the community.

A number of key actions are identified for the City and the Golden Hill community to pursue in order to implement the plan's policies and recommendations. These actions include, but are not limited to:

- Process concurrent zone changes to implement the Land Use Element.
- Approve and regularly update an Impact Fee Study (IFS) identifying the capital improvements and other projects necessary to accommodate present and future community needs as identified throughout this Plan.
- Construct and implement facilities and other public improvements in accordance with the IFS.
- Pursue additional funding sources such as grant funding to implement unfunded needs identified in the IFS.
- Apply and implement the Plan's urban design policies and recommendations during review of development projects.
- Seek longer-term implementation strategies that could be considered toward this effort.

## 11.1 ZONING

The implementation program for this community plan replaces the Golden Hill Planned District with citywide zones. The zoning implementation program is to be processed concurrently with the community plan update. The recommended Planned District to citywide zone conversions are summarized in the Table 11-1, below.

**TABLE 11-1: GOLDEN HILL - RECOMMENDED ZONE DESIGNATIONS**

GOLDEN HILL PLANNED DISTRICT	COMPATIBLE CITYWIDE ZONES
GH-3000	RM-1-1
GH-2500	RM-1-2
GH-1500	RM-2-5
GH-1000	RM-3-7
GH-CN	CN-1-3
GH-CC	CC-3-4

## 11.2 FINANCING MECHANISMS

This section discusses various financing mechanisms that could be used to encourage public and private development and investment in the community. Table 11-2, City of San Diego Financing Methods, describes potential financing strategies that can be pursued by the City of San Diego, their eligible uses, and parameters in which they can be applied. Table 11-3, Local, State and Federal Financing Methods, describes potential state and federal funding programs, their eligible uses, and parameters for application. Table 11-4, Developer/Property Owner/User Financing Methods, describes financing programs that can be directly or in partnership with the City applied to developers, property owners, and users in identified Village areas or elsewhere; eligible uses; and the parameters for their application.

Implementing improvement projects will require varying levels of funding. A variety of funding mechanisms are available depending on the nature of the improvement project:

- Updated impact fees for new development.
- Requiring certain public improvements as part of new development.
- Establishing community benefit districts, such as property-based improvement and maintenance districts for streetscape, lighting, sidewalk improvements, etc.

## 11.3 PRIORITY PUBLIC IMPROVEMENTS AND FUNDING

Public improvements described in this plan vary widely in range and scope. Some can be implemented incrementally as scheduled facilities and infrastructure maintenance occurs, and others will require significant capital funding from the city, state, regional, and federal agencies, or sufficient collection of development impact fees. Grants and other sources of funding should be pursued wherever possible. A list of projects is included in the community's Impact Fee Study and provides a scope, responsible department for the infrastructure, and funding sources. This list of projects is generated by the policies and recommendations within the plan. In undertaking these projects, the City will be making a significant and visible economic commitment to realize the plan's vision. These projects will add value to the community and improve its quality of life.

The projects within the list are assigned a priority determined through a public process by members of the community planning group, the Greater Golden Hill Planning Committee. This process will help City decision makers and staff understand the immediate and long term needs of the community. The Greater Golden Hill Planning Committee will be asked to periodically review their list of priorities. This approach is intended to provide staff a mechanism to establish annual programmatic and budgeting priorities and monitor progress in achieving the Plan's vision. In conjunction with the City's annual budget process, the identified projects and their priority may be adjusted given funding availability, feasibility of implementation, timing of private development, or as new funding opportunities present themselves over time.

TABLE 11-2: CITY OF SAN DIEGO FINANCING METHODS

FUNDING MECHANISM	CAPITAL IMPROVEMENT PROGRAM (CIP)	DEFERRAL OF PERMITS/ FEES	COMMUNITY DEVELOPMENT BLOCK GRANTS/SECTION 108
<b>Description</b>	The CIP is the City's multi-year planning program to facilitate the timing and financing of capital improvements. The CIP identifies the sources of funds available for capital projects.	Deferral of select permits and fees that results in upfront development cost reductions.	<ul style="list-style-type: none"> <li>• Annual grants for economic development, public facilities, and housing rehabilitation</li> <li>• Section 108 loans provide front-end financing for large-scale community and economic development projects that cannot be financed from annual grants</li> </ul>
<b>Eligible Uses</b>	<ul style="list-style-type: none"> <li>• Lease or purchase of land and rights-of-way</li> <li>• Construction of buildings or facilities</li> <li>• Public infrastructure construction</li> <li>• Purchase of major equipment and vehicles</li> <li>• Studies and plans associated with capital projects</li> <li>• Projects requiring debt obligation and borrowing</li> </ul>	Permit and fee charges payable to the City.	<ul style="list-style-type: none"> <li>• Acquisition and disposition of property</li> <li>• Clearance and demolition</li> <li>• Public facilities and site work</li> <li>• Funds must be targeted to specific areas benefiting low-and moderate-income persons or to eliminate "blight"</li> </ul>
<b>Funding Parameters</b>	The City can elect to dedicate portions of specific General Fund revenues (e.g., TOT, sales tax) to targeted capital improvements if the City determines that sufficient benefit exists.	A project applicant must request fee deferral as part of their project.	• Varies, funds are provided by HUD and administered by cities

TABLE 11-3: LOCAL, STATE & FEDERAL FINANCING METHODS

FUNDING MECHANISM	CALIFORNIA INFRASTRUCTURE & ECONOMIC DEVELOPMENT BANK (I-BANK)	TRANSNET	PROPOSITION 1B
<b>Description</b>	Low cost financing to public agencies for a variety of infrastructure projects	Half-cent sales tax for local transportation projects that has been instrumental in expanding the transportation system, reducing traffic congestion, and implementing critical transit projects. TransNet will generate \$14 billion for transportation projects and programs over the next 40 years.	<ul style="list-style-type: none"> <li>• Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006</li> <li>• Made available \$20 billion for state and local improvement projects</li> </ul>
<b>Eligible Uses</b>	<ul style="list-style-type: none"> <li>• City streets</li> <li>• Educational facilities</li> <li>• Environmental mitigation measures</li> <li>• Parks and recreational facilities</li> <li>• Public transit</li> </ul>	<ul style="list-style-type: none"> <li>• The half-cent sales tax pays for upgrades to streets, highways, and transit systems.</li> <li>• It is expected to raise \$14 billion for upgrades – such as adding high occupancy vehicle lanes and transit facilities to area freeways.</li> <li>• The TransNet extension adds funding for local roads, bike and pedestrian paths, smart growth projects, and habitat preservation.</li> </ul>	<ul style="list-style-type: none"> <li>• Congestion relief</li> <li>• Improve air quality</li> <li>• Enhance safety and security of transportation systems</li> </ul>
<b>Funding Parameters</b>	The fund program offered by the I-Bank offers loans ranging between \$250,000 to \$10,000,000 with eligible repayment sources including General Fund revenues, tax increment revenues, and property assessments.	<ul style="list-style-type: none"> <li>• Each local agency develops biennially a five-year list of projects to be funded with revenues made available for local street and road improvements under Section 4(D).</li> <li>• All projects funded must be consistent with the Regional Transportation Plan (RTP).</li> </ul>	<ul style="list-style-type: none"> <li>• Varies, competitive application process</li> <li>• The program currently contains \$1.5 million in funds available</li> </ul>

TABLE 11-3: LOCAL, STATE & FEDERAL FINANCING METHODS (CONTINUED)

FUNDING MECHANISM	THE NEW MARKETS TAX CREDIT	PROPOSITION 42	PROPOSITION 84
<b>Description</b>	<p>The New Markets Tax Credit (NMTC) Program was established as part of the Community Renewal Tax Relief Act of 2000. The program is intended to spur revitalization efforts of low-income communities. Tax credit incentives are provided to investors for equity investments in certified Community Development Entities, which invest in low-income communities. The credit equals 39% of the investment paid out over seven years.</p>	<p>Proposition 42 required a portion of sales tax on gasoline be transferred to the Transportation Infrastructure Fund (TIF). Amended by Proposition 1A to limit the State’s ability to suspend transfer of revenues from the TIF during fiscal difficulties.</p>	<ul style="list-style-type: none"> <li>• Proposition 84 provides funding for a broad range of projects including water quality; statewide water planning; protection of coastal waters, rivers, lakes, and streams; wildlife conservation; and sustainable communities and climate change.</li> </ul>
<b>Eligible Uses</b>	<p>NMTCs are intended to spur the investment of new capital through Qualified Equity Investments (QEIs) in Community Development Entities (CDEs). Each CDE is certified as such and must use substantially all of its QEIs to provide financial support (generally debt or equity financing) to Qualified Active Low-Income Community Businesses (QALICBs).</p>	<ul style="list-style-type: none"> <li>• Congestion relief</li> <li>• Safety enhancements</li> <li>• Local streets repair</li> <li>• Public transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Incentives for the development of local land use plans to promote water conservation, reduce automobile use and fuel consumption, encourage infill and compact development, and revitalize urban and community centers</li> <li>• Eligible projects include specific plans, infill plans, zoning ordinances, and other mechanisms needed to meet AB 32 and SB greenhouse gas emissions reduction and improve community-wide sustainability</li> </ul>

TABLE 11-3: LOCAL, STATE & FEDERAL FINANCING METHODS (CONTINUED)

FUNDING MECHANISM	THE NEW MARKETS TAX CREDIT	PROPOSITION 42	PROPOSITION 84
<b>Funding Parameters</b>	Provide a business plan describing how NMTC financing will generate community benefits. To be competitive, CDEs generally agree to use more than 85% of QEI proceeds to make loans under terms and conditions significantly more favorable than those provided by conventional sources and to make loans in communities characterized by greater distress than reflected in the NMTC eligibility criteria.	Funds provided directly for local road improvements as well as for capital projects (highway and transit) selected by Caltrans in the State Transportation Improvement Program.	<ul style="list-style-type: none"> <li>• A total of \$5.38 billion spread over eight broad project areas. One project area is for Sustainable Communities/ Climate Change with a \$580 million allocation.</li> <li>• Applications for funding are to be submitted to the Strategic Growth Council, with grants to be issued for projects ranging from \$100,000 to \$1 million.</li> </ul>

TABLE 11-4: DEVELOPER/PROPERTY OWNER/USER FINANCING METHODS

FUNDING MECHANISM	LANDSCAPING & LIGHTING DISTRICTS/PARKING DISTRICTS	BUSINESS IMPROVEMENT DISTRICTS	DEVELOPER IMPACT FEES	EXACTIONS
<b>Description</b>	<ul style="list-style-type: none"> <li>• Assessments on properties located within a specific district that benefit from landscaping and/or parking</li> <li>• Collection of parking in-lieu fees on new development in lieu of on-site parking</li> </ul>	Annual fees paid by business owners and/or property owners to fund activities and programs intended to enhance the business environment in a defined area	Fees paid by developers to pay all or a portion of the costs of any public facility that benefits their development	<ul style="list-style-type: none"> <li>• Payments made by developers or property owners in addition to, or in lieu of, development impact fees</li> <li>• Funds contributed are used to install selected public improvements.</li> <li>• Alternatively, developers are required to construct and deliver specific improvements</li> </ul>

TABLE 11-4: DEVELOPER/PROPERTY OWNER/USER FINANCING METHODS (CONTINUED)

FUNDING MECHANISM	LANDSCAPING & LIGHTING DISTRICTS/PARKING DISTRICTS	BUSINESS IMPROVEMENT DISTRICTS	DEVELOPER IMPACT FEES	EXACTIONS
<b>Eligible Uses</b>	<ul style="list-style-type: none"> <li>• Landscaping districts allow for the funding of lights, recreational equipment, landscaping, and/or parking</li> <li>• Parking districts allow for the acquisition, improvement, and operation of shared parking facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing and promotion</li> <li>• Security</li> <li>• Streetscape improvements</li> <li>• Operating and maintenance of public improvements</li> <li>• Special events</li> </ul>	Capital facilities or ongoing services, such as school impact fees, mitigation fees (police, fire, park), water meter installation, sanitation capacity charge, water system facility charge	<ul style="list-style-type: none"> <li>• Dedication of right-of-way for streets and utilities</li> <li>• Provision of open space</li> <li>• Parks or landscape improvements</li> <li>• Schools and community facilities</li> </ul>
<b>Funding Parameters</b>	Funds are typically collected concurrently with property tax bill. Parking in-lieu fees can be based on cost of off-site parking facilities	<ul style="list-style-type: none"> <li>• Once established, annual BID fees are mandatory for businesses/ properties located within the BID boundary</li> <li>• Business-based BID fees are collected with business license fees; property-based BID assessments are collected on property tax bills</li> </ul>	Fees are paid in the form of a specified amount as a condition to the issuance of building permits, an occupancy permit, or subdivision map approval	Typically paid or committed as part of the development approval process