

# G O L D E N      H I L L

---

C O M M U N I T Y      P L A N

Note: Archived (Superseded by 2016 Community Plan)



### ***City Council***

Mayor Maureen O'Connor  
Abbe Wolfsheimer  
Gloria McColl  
Ed Struiksma  
Judy McCarty  
Ron Roberts  
Wes Pratt  
Bruce Henderson  
Bob Filner

### ***City Manager***

John Lockwood

### ***City Attorney***

John Witt

### ***Planning Department***

Robert Spaulding, Director  
Michael Stepner, Assistant Director  
Lee Okeson, Deputy Director  
Mary Lee Balko, Deputy Director  
James Ragsdale, Principal Planner  
Patricia Grabski, Senior Planner  
Donna Lee Brinkerhoff, Word Processing Operator  
Michele Scoggins, Word Processing Operator  
Linell Maloney, Graphic Designer  
Leo De Jesus, Sr. Drafting Aide  
Lisa Goehring, Graphic Designer

### ***Greater Golden Hill Community Planning Committee***

Debra Casho, Chair  
Ken Baldwin  
Jim Wermers  
Anne Riedman  
David Strickland  
Libby Brydolf  
Pat Martin  
Flores Bishop  
Hester Gellespie  
Gail MacLeod  
Patt Moore  
Richard Morantz  
Paul Bedington  
Barry Collins  
Keith Simon  
Norm Dahlgren  
Susan Carrico  
Philip Cucuru  
David Paul Webber  
Kathryn Willetts



Printed on recycled paper.

This information, or this document (or portions thereof), will be made available in alternative formats upon request.

# GOLDEN HILL

---

## COMMUNITY PLAN

Prepared by the  
Greater Golden Hill Community Planning Committee  
and the  
City of San Diego Planning Department

Note: Archived (Superseded by 2016 Community Plan)

## Golden Hill Community Plan Amendments

The following amendments have been incorporated into this November 2003 posting of the Golden Hill Community Plan:

<b>Amendment</b>	<b>Date Approved by Planning Commission</b>	<b>Resolution Number</b>	<b>Date Adopted by City Council</b>	<b>Resolution Number</b>
Adoption of Golden Hill Community Plan	Dec. 10, 1987	0148	April 5, 1988	270679
EIR certification for the PDO amendments	--	--	Oct. 30, 1989	R-274597
	--	--	June 19, 1990	R-275937

Note: Archived (superseded by 2016 Community Plan)

# TABLE OF CONTENTS

## INTRODUCTION

The Golden Hill Community.....	1
Community History.....	4
Planning History.....	7
Scope and Purpose of Plan.....	10
Legislative Framework.....	11
Plan Format.....	11

## PLAN SUMMARY..... 14

Issues Facing the Community.....	14
Overall Community Goals.....	15
Summary of Recommendations.....	15

## PLAN ELEMENTS

Residential.....	23
Urban Design.....	32
Planned District.....	41
Historical/Architectural Preservation.....	45
Commercial.....	46
Transportation.....	55
Parks and Recreation.....	65
Open Space.....	70
Community Facilities.....	73
Social Service.....	81
Environmental Quality and Conservation.....	82

## IMPLEMENTATION

Plan Review and Maintenance.....	89
Citizen Participation.....	90
Zoning Modifications.....	90
Urban Design.....	94
Commercial Revitalization.....	94
Preservation.....	95
Parks and Open Space.....	95
Institutional.....	95
Transportation.....	95
Public Improvements.....	95
Social Services.....	96
Schools.....	96
Financing.....	100

## GENERAL PLAN CONFORMANCE.....105

## ***MAPS AND FIGURES***

Figure 1	Golden Hill Community Planning Area .....	2
Figure 2	Location Map/Adjacent Communities .....	3
Figure 3	Plan/Zoning Inconsistencies ( <b>Zoning not Represented</b> ).....	8
Figure 4	1980 Rezoning Program ( <b>Zoning not Represented</b> ) .....	9
Figure 5	Land Use Recommendations .....	21
Figure 6	Conceptual Image Map .....	25
Figure 7	Residential Density Recommendations .....	31
Figure 8	Building Harmony .....	35
Figure 9	Building Rhythm.....	36
Figure 10	Existing (1987) Golden Hill Planned District ( <b>Zoning not Represented</b> ).....	43
Figure 11	Existing (1987) Commercial Zoning ( <b>Zoning not Represented</b> ) .....	47
Figure 12	Commercial Recommendations .....	49
Figure 13	Average Weekday Trips .....	56
Figure 14	Existing Street Classifications .....	57
Figure 15	Future Street Classifications .....	59
Figure 16	Bicycle Facilities Classifications .....	63
Figure 17	Bikeway Recommendations.....	64
Figure 18	Golden Hill Triangle Park Area.....	68
Figure 19	Pedestrian/Bike Path Recommendations .....	69
Figure 20	Open Space/Park Recommendations .....	71
Figure 21	Community Facilities.....	76
Figure 22	CNEL Noise Contours - Lindbergh Field.....	83
Figure 23	Recommended Rezoning (1987) ( <b>Zoning not Represented</b> ).....	92
Figure 24	Golden Hill PDO Rezoning ( <b>Zoning not Represented</b> ).....	93

## ***TABLES***

Table 1	Residential Density Recommendations .....	26
Table 2	School Facilities Serving Golden Hill .....	74
Table 3	Schedule of Actions .....	97

## ***APPENDIX***

Appendix 1	Dwelling Unit Capacity Assumptions.....	107
------------	---	-----

# INTRODUCTION

## **THE GOLDEN HILL COMMUNITY**

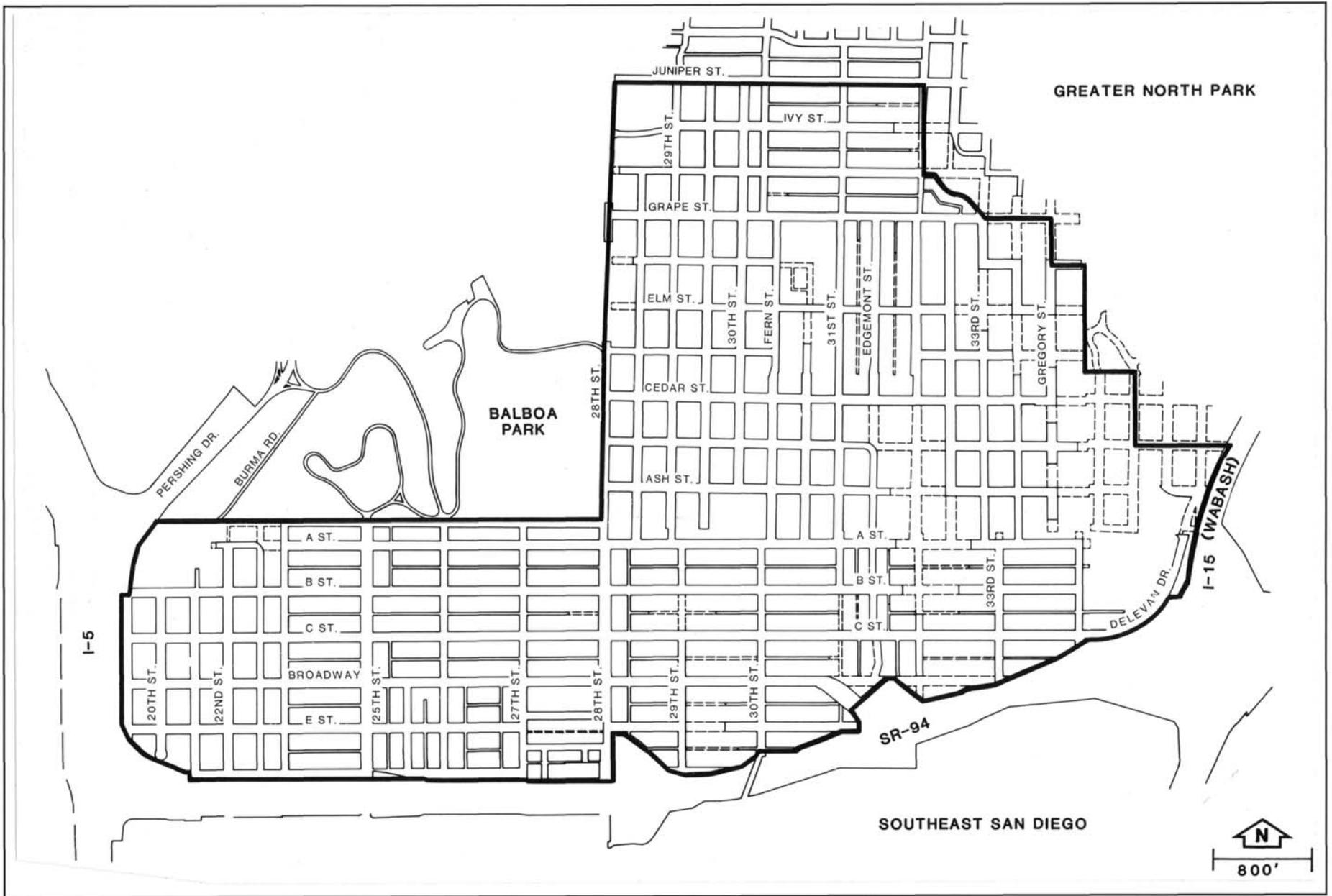
Golden Hill is an urbanized community consisting of approximately 441 acres (excluding public rights-of-way), located east of downtown San Diego. More specifically the area is bounded by Balboa Park and Juniper Street on the north, 32nd Street between Juniper Street and Hawthorn Street, then along Marlton Drive to the 34th Street canyon to Beech Street on the east, State Route 94 on the south and Interstate 5 on the west (see Figure 1). As of 1987, the community contained 15,391 residents living in 6,494 dwelling units on 340 acres. Other land uses in the community include 17 acres of commercial development, 5 acres of industrial development, 59 acres of public land, and 20 acres of vacant land.

Golden Hill is in close proximity to the downtown area, North Park, Mid-City and Southeast San Diego. The community has excellent regional access to metropolitan areas and major commercial areas of Centre City, Mission Valley and the South Bay by means of Interstate 5, State Highways 15 and 94 (see Figure 2).

The gently rolling Golden Hill 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 the topographical characteristics of Golden Hill, spectacular views of the surrounding region can be found. The area west of 28th Street provides many outstanding views of downtown San Diego, San Diego Bay, the Coronado Bay Bridge, the Coronado Islands and Point Loma. View sites along the rim of the 34th Street Canyon reveal the rolling hills of Encanto in Southeast San Diego and the distant Laguna Mountains.

Golden Hill has a long and colorful history which is visible today in the homes representative of Victorian architectural style, colonial revival style, "Craftsman" architectural style, farm house style, bungalows and townhouses. Many of these homes can be directly linked to a significant person or event in San Diego history or represent a particular period in its history or a particular construction process. More importantly, the distinctive character of these Golden Hill homes contributes to the overall scale, character, identity and sense of the community.

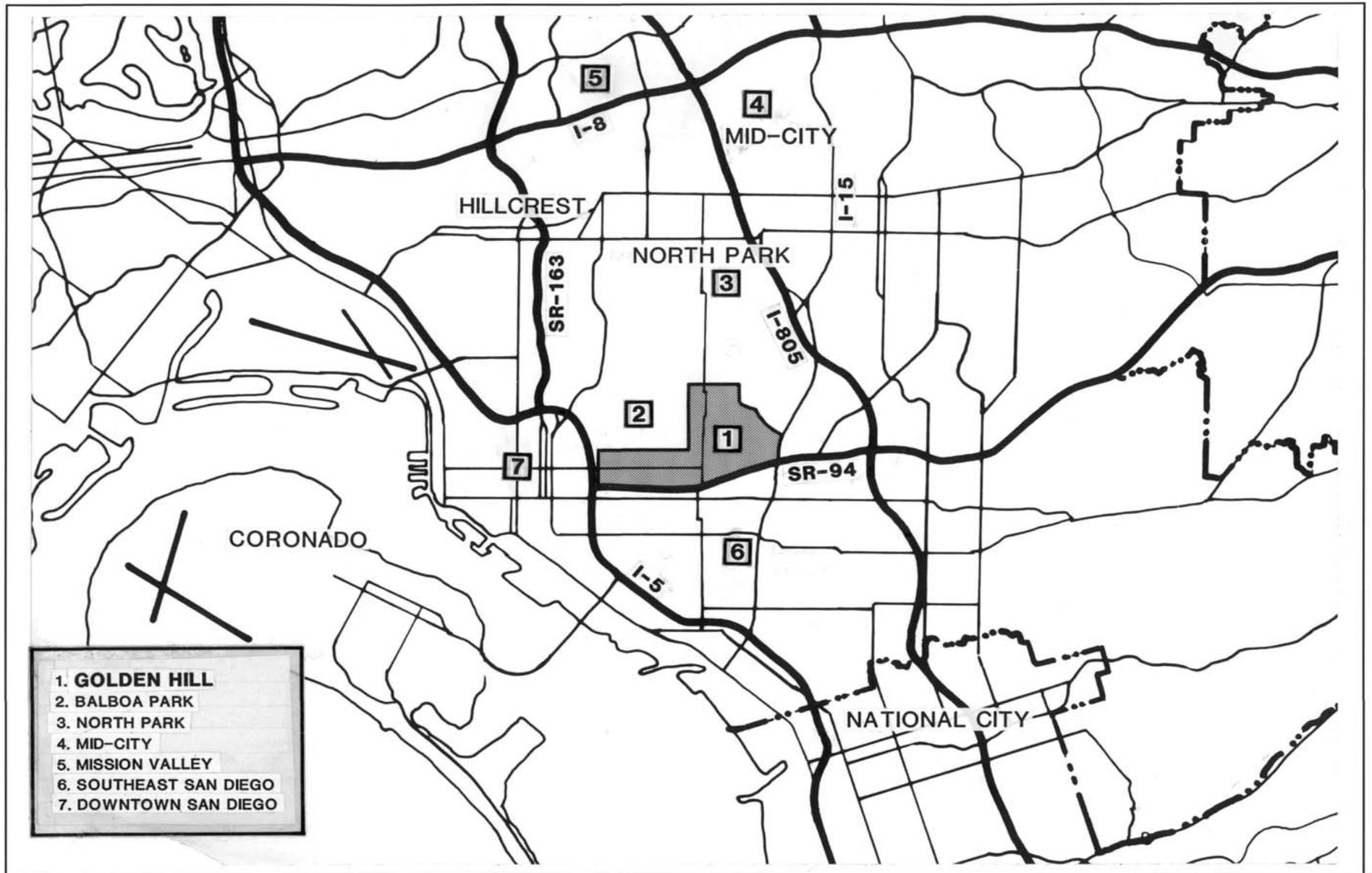
The community's location, excellent regional access, view opportunities, and historical characteristics are resources that will encourage development and redevelopment within the community. The purpose of this plan is to ensure that this development will reflect the community's past and be sensitive to the older established character, scale, design and topographical features. This will be accomplished by providing an updated set of proposals and recommendations which will guide development to assist the community in achieving its full potential as a viable place to live and work.



# GOLDEN HILL COMMUNITY PLANNING AREA

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 1



## LOCATION MAP / ADJACENT COMMUNITIES

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 2

## COMMUNITY HISTORY

The Golden Hill community can trace its history back to the 1860s. The first land to be subdivided was in 1869, in the western section of Golden Hill. Golden Hill was then at the fringe of development in San Diego and offered large lots with views. During the early 1870s subdivisions to the east were added, but most construction continued on the extreme 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:

*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.*

In the 1880s and 1890s, the community experienced two "boom and bust" periods directly related with the "on and off" proposal of a connecting intercontinental railroad. In 1895, despite the fact that San Diego was slated to be at the end of the railroad branch line to Los Angeles, Golden Hill had become a fashionable place to live for mayors, senators, and judges. Development at that time reflected a suburban community similar to that of the "streetcar suburbs" in the east.

In the early 1900s E. Bartlett Webster formed the Bartlett Estate Company and began subdividing lots along the eastern side of City Park (now Balboa Park). Bartlett's goal was to create a "high-class residential district" which he subsequently called South Park.

As an incentive to buy a lot in the South Park, Bartlett established the South Park and East Side Railway to service the transit needs of the community. Construction of this electric street railway began in 1906. The line started at the end of Broadway, continued through downtown and Golden Hill on to Dartmouth (now Beech) and ended at Amhurst Street (now Cedar Street) and 30th Street. A power house was built at the line's terminus.

Bartlett eventually lost control of the South Park and East Side Railway to John D. Spreckles, who extended the line along 30th Street and on to North Park. The only sign today of the railway's past is an open slice of land which diagonally bisects the block bordered to the south by Ivy Street and to the east by Fern Street. A trolley stop was once located at this point. Trolley service along 30th Street was eventually discontinued. The automobile became the predominant mode of transportation for urban dwellers.

Today, many examples of the neighborhood's past are still intact. In Golden Hill, within a one- or two-block area, one can trace the development of residential architecture from the Victorian houses of the 1880s to the concept of the "Craftsman" home in the new century. In addition, the area contains dwellings built for families of diverse economic backgrounds. The Quartermass-

Wilde House at 24th Street and Broadway (City Historical Landmark No. 39), for example, recalls a spectacularly affluent mode of living at the turn of the century. On the other hand, a small bungalow with Japanese details on the western slope represents a humble but colorful California style of living circa 1906. Both, along with many other structures dating from this early era, illustrate a unique architectural and urban environmental heritage.

The construction activity during the latter half of the 1880s was strongly influenced by the Victorian style. Pattern books of Victorian residential architecture were published during this period to help individuals of moderate means construct relatively inexpensive housing. While there are many variations of Victorian residential architecture it can generally be identified by ornateness, irregular plans, decorative craftsmanship, and diversity of textures. Structures from this early period remaining in the planning area range from modest houses (examples include a row along 20th Street) to more elaborate residences, most notably the Hayward-Patterson House at 2148 Broadway (City Historical Landmark No. 85), and the Klauber House at 30th and E Streets.

During the late 1890s and early 1900s, however, Victoriana fell out of favor. Classical and Colonial revival styles became increasingly popular, but even these did not represent anything near the enormous popularity enjoyed previously by the Victorians. Instead, design explorations were underway which were to foster enormous change in residential architecture. Experimentation was the hallmark of turn-of-the-century architecture and it was during this period that the area between 24th Street and 25th Street developed.

The mansions constructed during this period reflect a certain confusion in American taste. One architectural style which seemed to predominate is the classical revival style (use of Roman and Greek orders). This style is identified by columns primarily accenting the porch. The structures are both large and some have hipped roofs with single window or gabled dormers on the smaller houses. This revival movement was to remain relatively strong for a number of years after 1900.

The beginning of the new century marked a turning point in California residential architecture. Victoriana was dead and the stylistic confusion which was typical of the 1890s began to resolve itself. The major influence was to be based upon a radical new design concept—no longer were huge mansions in vogue.

Craftsman and bungalow style architecture became popular because they were smaller and more economical to build than Victorians. "Craftsman" architecture advocated a return to rusticity and nature. The majority of residential structures east of 28th Street along the Park as well as many other neighborhoods of Golden Hill reflect these styles. Most of the best examples of Craftsman style structures are large structures and were constructed between 1905 and 1920 for middle to upper class families. Exposed beams and rafters of naturally stained wood are common, as is local rock used to construct chimneys, fireplaces, and porch supporting columns. The bungalow was also popular during this time and was an expression of the "Craftsman" movement. Bungalows are in many styles but are usually a story and a half with a gable. Some properties reflect a Japanese style treatment popular in this era as the United States opened trade with Japan. There are also many Mission style structures in Golden Hill. Characteristics of this style include low-pitched red tile roofs, arched openings, balconies and towers.

It should be noted that no individual designer was exclusively responsible for the architectural trend so strongly represented throughout much of Golden Hill. Some architectural authorities attribute it primarily to a refinement of the shingle-style (smaller residences) which became popular in New England and the Midwest during the last quarter of the 19th century. Shingle style combined a variety of geometric forms and had roofs of moderate pitch, with shed or gabled dormers. The so-called Berkeley School was also a significant influence along with the Greene Brothers. The local architects of note included Will Hebbard, Emor Brooke Weaver, Irving Gill, and William Templeton Johnson. In view of the historical development, it is this diversity of architectural character rather than any specific style that should be recognized and preserved in Golden Hill.

By the early 1920s, the area of Golden Hill adjacent to Balboa Park was almost completely developed. During the depression era growth slowed in the community and little development occurred. As residential development increased during the 1940s and 1950s, zoning in this area allowed high density development. This resulted in the loss of many older and historically significant homes to new multi-family development, which was sometimes out-of-scale and out-of-character with the existing neighborhoods, and to the conversion of other large homes into apartments. With this increase of housing units came a decrease in the average family income. As non-owner occupied residences increased, a general deterioration in the condition of property and a loss of pride in the community's image followed. The lower rents resulted in an increase in the variety of cultural and ethnic backgrounds. This variety brought diversity to the neighborhood which today provides much of its urban appeal.

Through all of these changes a stable base of homeowners has remained. Over the past ten years homeownership has increased consistently and resulted in many community improvement activities and an increased recognition of the value of the older, established neighborhoods of the Golden Hill.

## **PLANNING HISTORY**

Prior to the 1960s development in the Golden Hill community was guided only by the City's Zoning Ordinance and the policies of the General Plan for San Diego. In the 1960s Golden Hill was contained within two distinct community planning areas. Planning in the area north of A Street began in 1966 as part of the Park North-East Planning Program, and in the area south of A Street in 1965, as part of the Southeast San Diego Planning Program. The Park North-East Plan was adopted in 1970 and the Southeast San Diego Community Plan was adopted in 1969. As the impetus for downtown redevelopment increased, so did the concerns of the citizens of Golden Hill. They felt that they needed a special planning focus because of their proximity to downtown, views, freeway access and nearby recreational amenities. The City Council agreed and directed the Planning Department to prepare a precise plan for Golden Hill.

The Golden Hill Precise Plan (Precise Plan) was prepared with the assistance of the Greater Golden Hill Community Planning Committee, the community's officially recognized planning group, and was adopted by the City Council on February 13, 1979. In February 1980, the City Council rezoned certain properties in Golden Hill to implement the recommendations of the Precise Plan (see Figure 3). However, in some areas the rezonings did not conform to the residential densities or open space recommendations proposed by the Precise Plan. This action permitted development to occur at different densities than recommended by the Precise Plan (see Figure 4).

In April 1985, the Greater Golden Hill Community Planning Committee requested that the City rezone all property in the planning area to conform with the recommendations of the 1979 Precise Plan. This request resulted from a concern on the part of the planning committee that development at densities different than those recommended by the Precise Plan had demonstrated an adverse impact on the character and scale of the community, transportation system, and infrastructure network within Golden Hill.

The City responded to the request with a proposal for an update of the Precise Plan which would address issues of appropriate land uses densities, the preservation of open space, and the appropriate scale and character of new development.

In December 1986, the Planning Department conducted a Planning Commission workshop to consider concepts and recommendations contained in the preliminary community plan draft for Golden Hill. Since that time, the Planning Department has held two community meetings to inform residents of the update recommendations, to gather a broader range of community input, and to receive consensus on the recommendations contained in the draft community plan.

**ZONING NOT REPRESENTED HERE**

**ZONING NOT REPRESENTED HERE**

## **SCOPE AND PURPOSE OF THE PLAN**

Since the Golden Hill Precise Plan was adopted in 1979, many changes have occurred in the community. These changes require modification to the Precise Plan recommendations if the goals and objectives of both the Precise Plan and General Plan are to be achieved. The revised plan will become the "Community Plan" for the area. The community plan addresses the entire area within the established planning area boundaries including the area regulated under the Golden Hill Planned District Ordinance. The purpose of this plan is to ensure that development will reflect the community's past and be sensitive to the scale, character, typography and design of the older, established neighborhoods. This will be accomplished by providing an updated set of proposals and recommendations in this plan to guide development and assist the community in achieving its full potential as a viable place to live and work.

The Progress Guide and General Plan for the City of San Diego designates community planning areas in the City in which specific land use proposals are made in the form of community plans. Taken together, these plans form the Land Use Element of the General Plan. This process allows the community plan to refine the policies of the City down to the community level within the context of citywide goals and objectives. Therefore, this plan addresses issues and goals which are unique to the community and will serve to implement the goals which have been formulated by the Golden Hill community.

This plan should not be considered a static document. It is intended to provide guidance for the orderly growth of the Golden Hill community. In order to respond to unanticipated changes in environmental, social or economic conditions, the plan must be continually monitored and reviewed on a regular basis. While piecemeal amendments should be avoided, a comprehensive review with amendments may be necessary for the plan to remain relevant to community and City needs in the future. Once adopted, two additional steps will follow: implementation and review. Implementation is the process of putting plan policies and recommendations into effect. Review refers to the process of monitoring the community and recommending changes to the plan as conditions in the community change. Guidelines for implementation are provided in the plan. The actual work requires a cooperative effort of private citizens, City officials and other agencies. The Greater Golden Hill Community Planning Committee, and other private citizens and organizations, will provide the continuity needed for a sustained, effective implementation program. Upon adoption, the Golden Hill Community Plan contained herein will supersede the previous Greater Golden Hill Precise Plan adopted on February 13, 1979 by Resolution No. 222820.

While the plan sets forth procedures for implementation, the adoption of the plan by the City Council does not establish new regulations or rezone property. The plan, however, provides the comprehensive land use policy framework upon which rezonings may be undertaken. If the implementation of the land use recommendations necessitates rezonings, then subsequent or concurrent public actions, including noticed public hearings would be undertaken as necessary to rezone the property in accordance with the plan recommendations.

## **LEGISLATIVE FRAMEWORK**

The Golden Hill Community Plan was developed within the context of a legislative framework consisting of federal, state and local levels. Some of the more significant legislation is discussed below.

- Section 65450 of the Governmental Code of the State of California (state Planning and Zoning Act) gives authority for the preparation of community plans and specifies the elements which must appear in each plan. It also provides the means for adopting and administering these plans.
- Title 7, Division 1, Chapter 4.3 of the California Government Code (the Planning and Zoning Law) requires that local governments and agencies provide incentives to developers to include affordable units in housing projects. The City has adopted an ordinance establishing an Affordable Density Bonus pursuant to Chapter 10, Division 3, Section 101.0307 of the San Diego Municipal Code.
- The California Environmental Quality Act of 1970 (CEQA) requires that environmental reports be prepared for all community and precise plans. Separate environmental reports may also be required for many projects which implement this plan.
- The Regional Air Quality Strategy (RAQS) was developed in 1977 to achieve a level of air quality in the San Diego Air Basin that would meet federal air quality standards set forth in the National Clean Air Act. A major recommendation pertinent to this planning effort is to include air quality considerations in all land use and transportation plans.
- The Progress Guide and General Plan serves as a basis for the development of the community plan. The General Plan sets forth goals, standards and criteria for the provision of facilities that are essential in the community and possess citywide importance.
- The citywide Zoning and Subdivision Ordinances regulate the development of land and subdivision of land in preparation for development.
- In addition to legislation, the City Council has adopted a number of policies to serve as guidelines in the decision making process. Many of the policies relate directly to planning issues and should be used in implementing plan recommendations.

## **PLAN FORMAT**

The diversity of the Golden Hill community calls for a plan that will provide compatibility between the various neighborhoods within the overall planning area. The overall goals of the plan provide a basis for the objectives and recommendations found within each element. Each element includes the existing conditions, objectives and recommendations for the particular subject area.

# PLAN SUMMARY

## **PLAN SUMMARY**

The Golden Hill Community Plan identifies the issues and goals of the community with respect to land use, urban design, public facilities, socio-economic conditions and environmental constraints. Issues have been identified based on an examination of existing conditions and as the result of meetings and workshops with community residents within Golden Hill. Objectives and recommendations have been developed to respond to these issues. Finally, an implementation section identifies specific actions that are necessary to implement the recommendations of the plan.

The Land Use Plan as illustrated in Figure 5 is a visual representation of the major land use proposals set forth in the following plan elements. The map by itself, however, does not constitute the Golden Hill Community Plan. The text of this document is equally necessary to interpret the intent of the community and the City of San Diego with respect to this area.

The plan map and text are the guide for future development in Golden Hill. Single-family and low-density residential land uses will continue to occupy a large area in Golden Hill. Multi-family residential development will be concentrated along the Broadway corridor, other thoroughfares, and in adjacent neighborhoods already experiencing density increases. Hillside and open space areas will be preserved by limiting development. Revitalization of the commercial centers will provide concentration of a wide range and variety of commercial services for residents in Golden Hill.

Provisions to ensure that new development is compatible with the scale, character and typical lot pattern are addressed in the plan recommendations. Other recommendations include transportation improvements, improving recreational facilities, commercial revitalization and urban design guidelines.

## **ISSUES FACING THE COMMUNITY**

In the initial phase of the development of this plan, the Greater Golden Hill Community Planning Committee identified the following issues as the most important concerns to be addressed in the community plan:

- Achieving conformance between zoning and community plan land use designations.
- Preservation of community scale, character/ historical and architectural resources.
- Preservation of single-family and low-density neighborhoods.
- Clustering of high density residential development along transit corridors.
- Revitalization of commercial areas.
- Preservation of open space.
- Elimination of land use conflicts.

## OVERALL COMMUNITY GOALS

The following have been established as overall goals for the Golden Hill Community Plan. More specific objectives are found within the individual plan elements.

1. To preserve and enhance the quality of housing opportunities for all income levels and to maintain the distinctive architectural character and scale of the area.
2. To maintain the heritage of Golden Hill by preserving historically and architecturally significant structures.
3. Retain the character of residential neighborhoods.
4. To ensure that new development is in character and scale with the community.
5. To maintain and revitalize the existing retail commercial areas.
6. To preserve existing open space areas.
7. To improve the overall appearance of the area by adopting urban design standards for compatible housing design, streetscape improvements and commercial revitalization.

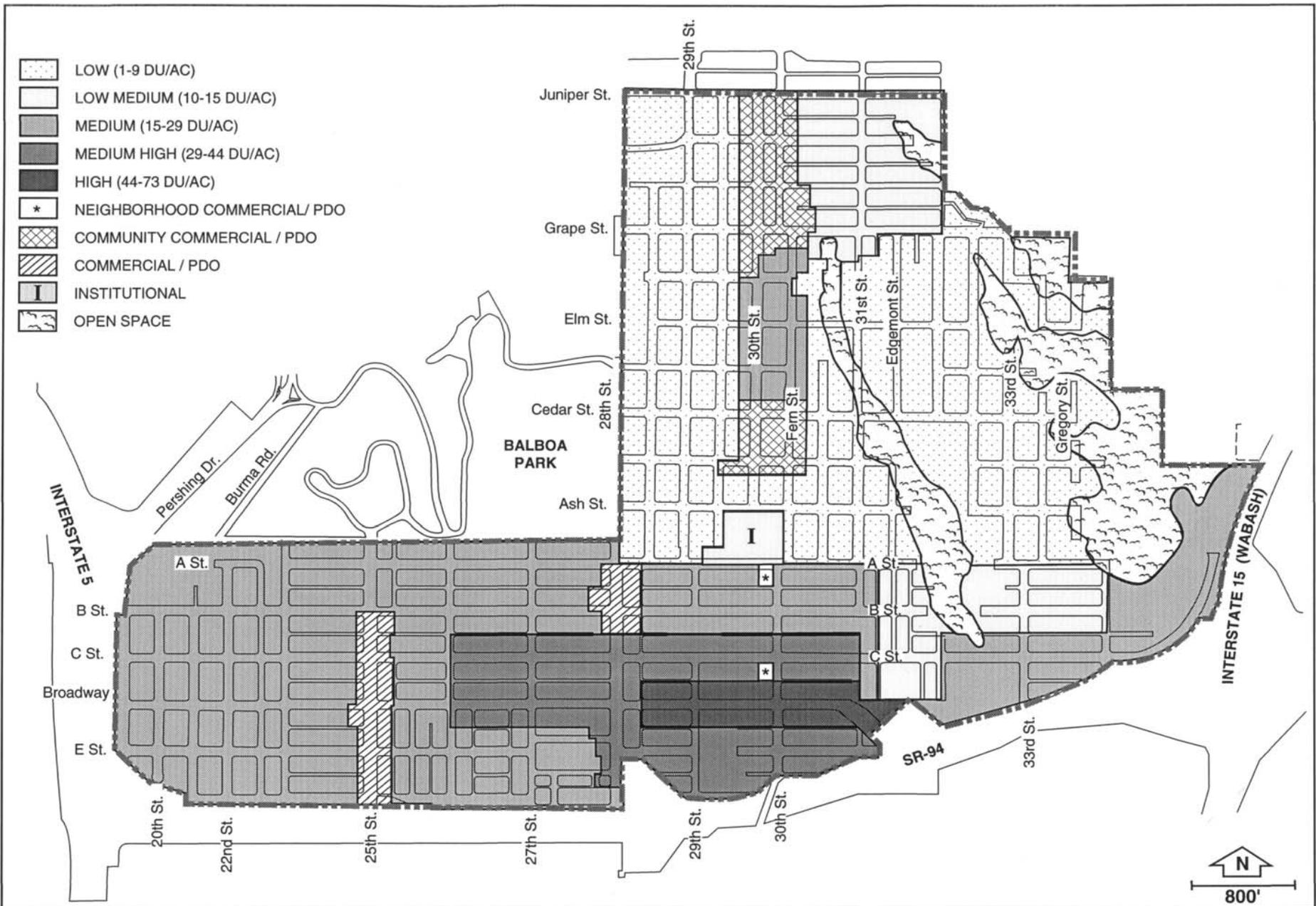
## SUMMARY OF RECOMMENDATIONS

This community plan includes a number of recommendations to achieve the stated goals and objectives. Listed below is a summary of the major recommendations.

1. Preservation of single-family and low density areas.  
Single-family and low density areas presently zoned for low-medium and medium densities are recommended to be decreased to preserve the stable, well-maintained and predominantly single-family neighborhoods in Golden Hill.
2. Cluster high density residential development along and adjacent to the Broadway corridor.  
High intensity residential development is recommended along the Broadway corridor and in adjacent areas already experiencing density increases. Higher density is appropriate along transit corridors because it permits greater numbers of residents to live near routes which provide direct access from their community to other communities, thus reducing through traffic on local neighborhood streets.
3. Urban design. Discretionary review of most multi-family development is recommended to ensure that larger scale residential development is compatible with the scale, character and typical lot pattern of older development in Golden Hill.
4. Historical site survey. The full extent of the historically and architecturally significant structures outside of the historic subarea of the planned district is unknown. To preserve these resources a comprehensive historical site survey is recommended to identify structures that are historically and architecturally significant and worthy of preservation.

5. Elimination of industrial area. Replacement of the existing industrial land use designation to medium density residential development is recommended. Although several industrial uses operate in the area, the area is not suitable for industrial use because of the steep grade and poor access from C Street to Delevan Street. Additionally, traffic from the industrial area has a significant impact on the adjacent residential neighborhoods.
6. Commercial revitalization programs. The City of San Diego has initiated two revitalization programs in Golden Hill. The purpose of the revitalization programs is to act as a catalyst for other improvements within the business districts to stimulate economic revitalization. The programs concentrate on physical improvements to the public right-of-way which include undergrounding of overhead utilities, in addition to curb, sidewalk, landscaping and street lighting improvements.
7. Preservation of open space. Canyon and hillside areas designated as open space and also within the Hillside Review (HR) Overlay Zone are recommended to be rezoned to RI-40000 to preserve their natural character. This affects the 32nd and 34th Street Canyon areas which are currently zoned RI-10000, RI-5000, R-3000 and R-1500.
8. Location of residential care facilities. Golden Hill has an over-concentration of residential care facilities. To stop this trend from continuing, conditional use permits for residential care facilities must require that there is a minimum of 600 feet between such facilities.
9. Updating the Golden Hill Planned District Ordinance. To ensure consistency with the goals, objectives and recommendations of this community plan.
10. Do not grant Conditional Use Permits for the non-residential use of historic structures in areas designated for low density residential use. Golden Hill has a number of homes in the low density, single-family neighborhoods that are of significant historic value, and their preservation is a primary goal, as is the maintenance of their residential character, therefore, non-residential use should not be permitted in designated historic structures in the low density neighborhoods.

# PLAN ELEMENTS



gh 3.plan maps



# LAND USE RECOMMENDATIONS

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 5

## **RESIDENTIAL**

### **GOAL**

To preserve and enhance the quality of housing opportunities for all income levels and to maintain the distinctive architectural character and scale of Golden Hill.

### **EXISTING CONDITIONS**

The Golden Hill Community Plan area contains a variety of housing types with a wide range of densities. In the portion of the community just east of Balboa Park there is a concentration of large, single-family houses of local historic and architectural significance. In the eastern portion of the community, smaller scale, older single-family housing is mixed with newer duplex development and multi-family housing. The canyons and sloping topography of this area have contributed to development of a variety of architectural styles and site design. In the southern portion of the community, south of A Street, new higher density multi-family housing on a larger scale has replaced older single-family housing to a significant degree. This area is characterized by sloping sites, close freeway access and direct access to downtown (see Figure 6).

#### Population

In January 1987, the estimated population of the Golden Hill community was 15,391. The estimated household size in 1987 was 2.37 people, compared to an average household size in 1980 of 2.63 people. The 1987 household size in Golden Hill is lower than the citywide average of 2.53 persons. The majority of the population in 1980 was between 20 and 44 years old, indicating a younger population. The ethnic composition of the community, according to the 1980 Census, was 60 percent white, 8.8 percent black, 27.1 percent Hispanic and 4.1 percent Asian.

#### Housing Characteristics

In January 1987, there were 6,494 housing units in the Golden Hill community. Approximately 2,660 or 40 percent of these units were single-family units. There are 4,082 or 60 percent multi-family units. Sixty-eight percent or 4,450 of all units were renter occupied. The majority of housing units are older, with 44 percent or 2,899 units built prior to 1939. Many of the older housing units, especially single-family units, have been replaced in recent years by newer multi-family units.

The average value of homes is somewhat lower than the City average. The median value of owner-occupied housing units was \$79,000 as compared to \$97,500 for the City as a whole in 1986. The median rent in Golden Hill in 1980 was \$203, as compared to \$249 for the entire City and in 1986, \$530 in Golden Hill, and \$645 citywide.

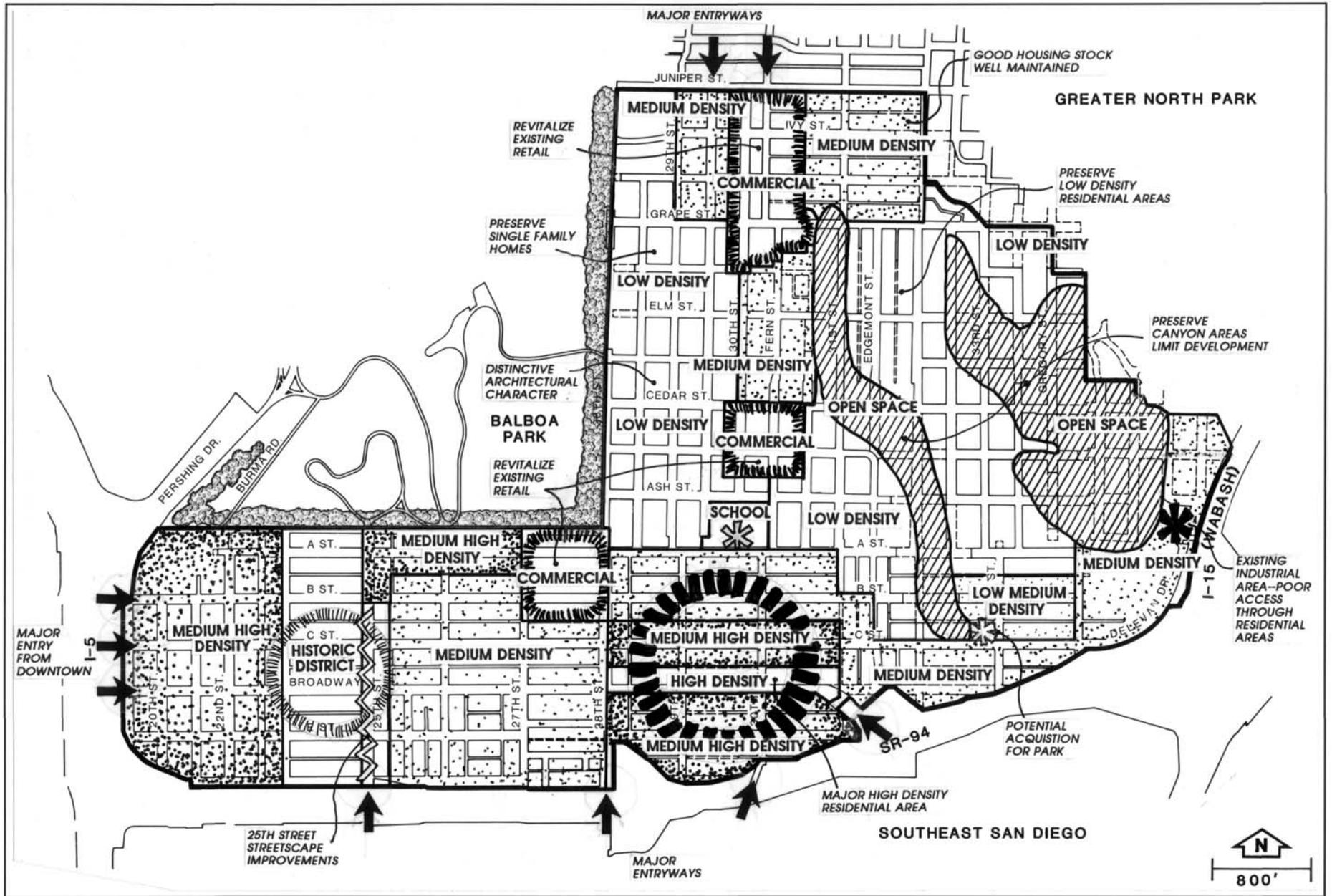
The vacancy rate for Golden Hill in 1980 was 7.0 percent, compared to 6.0 percent citywide. In 1985, the vacancy rate in Golden Hill decreased to 6.5 percent as compared to 5.5 percent citywide.

## **OBJECTIVES**

- Preserve the single-family and low-density areas from encroachment by incompatible higher density uses.
- Rehabilitate sound but deteriorating structures for the purpose of maintaining affordable housing and preserving the distinctive architectural character of the community.
- Create new, affordable housing units through the use of all available public and private financing programs.
- Increase percentage of homeownership.
- Encourage higher densities in those areas of the community having direct access to major transportation arteries.
- Provide guidelines to ensure that new development is compatible with the existing scale, lot pattern, and character of Golden Hill.

### **Buildout Projection**

There are presently (December 1987) a total of 6,742 dwelling units in Golden Hill. If the community is developed to the maximum densities permitted by this plan, projected buildout would be approximately 7,096 dwelling units. Projected buildout under the proposals of this plan would be approximately 304 dwelling units less than the 7,400 units projected by the 1979 Greater Golden Hill Precise Plan, and thirty (30) percent less than the 10,000 dwelling units which could be developed under current (December 1987) zoning. If the citywide low-income housing bonus density provision was utilized, buildout based upon this plan could reach 8,870 dwelling units. Based on past trends, it is not anticipated that the bonus density provision will have a significant impact on the community's buildout. For the five-year period between 1982 and 1987, only seventeen (17) dwelling units were constructed utilizing the citywide low-income housing bonus density provision in Golden Hill.



# CONCEPTUAL IMAGE MAP

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 6

## RESIDENTIAL DENSITY RECOMMENDATIONS

The Golden Hill Community Plan seeks to provide a diversity of residential densities and housing types within the community. In order to accomplish this goal, two primary objectives have been identified: first, to provide for the preservation and rehabilitation of single-family and lower density neighborhoods; and, second, to establish higher density residential areas close to major transit corridors. By concentrating the higher density areas close to major public transit routes, residents may take advantage of mass transit and reduce traffic congestion on local neighborhood streets. While incentives should be provided to encourage redevelopment, higher density housing should be developed in a manner that is sensitive to the scale, lot pattern, and character of the older, established neighborhoods within Golden Hill.

The following recommended residential densities in Table 1 are applicable within the residential areas. These recommendations should be implemented by rezoning property to conform to the densities recommended by this plan.

---

TABLE 1  
RESIDENTIAL DENSITY RECOMMENDATIONS

---

Density Designation	Dwelling Units Per Acre	Applicable Zoning
Very Low	0- 1	RI-40000
Low	1- 9	RI-5000
Low-Medium	10-15	R-3000
Medium	15-29	R-1500, R-2500
Medium-High	29-44	R-1000, R-1250
High	44-73	R-600

---

### Very Low-Density

(RI-40000 = maximum 1 dwelling unit/acre)

These areas lie within the 32nd and 34th Street canyons, which are in the Hillside Review (HR) Overlay Zone and also designated as open space. Only limited development should occur on these sites.

These areas should be allowed to develop only under the provisions of a Hillside Review (HR) Permit, and density cannot exceed one dwelling unit per 40,000 square feet (see Figure 7). All areas designated for low-density residential should also be designated as "single-family protected" neighborhoods, in which only one detached dwelling unit per lot is permitted.

### Low-Density

(R1-5000 = maximum 9 dwelling units/acre)

This area is generally located south of Juniper Street to A Street, east of Balboa Park to 34th Street (see Figure 7). The predominant type of development is single-family. Over 85 percent of the lots are developed with one residential dwelling unit. The area features quality single-family neighborhoods of sound and well-maintained homes. This area also displays a wide variety of distinctive architectural styles worthy of conservation. The typical lot size is 50 feet by 100 feet. Low-density would permit one dwelling unit per lot, ensuring that the area is preserved as the community's primary single-family residential area.

All areas designated for low-density residential should also be designated as "single-family protected" neighborhoods, in which only one detached dwelling unit per lot is permitted.

### Low-Medium Density

(R-3000 = maximum density 15 dwelling units/acre)

This density applies first to the area between Fern Street and Edgemont Street, south from Juniper Street to Fir and Grape Streets; second, to the area between A Street and Broadway, west to the alley between 31st and Edgemont Streets, east to 32nd Street; and third, the area south of A Street to the alley between B and C Streets, west to 33rd Street, east to 34th Street (see Figure 7).

These areas are developed primarily with single-family residences and duplexes with apartments interspersed; high percentages are well-maintained and structurally sound. The typical lot width is 50 feet by 140 feet. To retain the existing stable and low density character of these areas, future development should be limited to low-medium density. This density would permit approximately two dwelling units on a typical 50 by 140 foot lot in the area. This density will preserve and reflect the existing land use pattern.

### Medium-Density

(R-1500 and R-2500 = maximum 29 dwelling units/acre)

There are five medium density areas (see Figure 7). One area is located along 30th and Fern Streets, south of Grape Street to Cedar Street adjacent to the commercial business district. While this area has been developed at low and low-medium density residential with some commercial development interspersed, medium density is recommended to stimulate redevelopment. This area is included in the 30th and Fern Street Revitalization Program (see Commercial Element).

The second medium density area is bounded by A Street to Broadway, west to 31st Street, east to the alley between 31st and Edgemont Streets. The area presently contains residential development of mixed densities. This area offers scenic views, and contains the rolling terrain which allows opportunities for architectural design of new development projects to be compatible in scale and character with the rest of the community. The area is also near major transportation corridors and is directly linked to San Diego City College and the downtown area (see Figure 7).

The third area of medium density development is located south of C Street, east of 32nd Street, and along Delevan Drive in the southeastern portion of the community adjacent to State Route 94. The southeastern most portion of Delevan Drive, is presently developed with four industrial establishments, developed under M-1B zoning. The industrial designation is no longer appropriate for this area because of the poor access resulting from the steep grade along C Street and the disruption of the adjacent residential neighborhoods by heavy industrial traffic. When this area was originally designated for industrial land use, there was a link between C Street and Home Avenue. When State Highway 15 was constructed this linkage was removed causing industrial traffic to use C Street for ingress and egress. There were once plans to develop a new link between C Street and Home Avenue on the east side of State Highway 15. This link was to provide alternative access and divert truck traffic from penetrating the residential neighborhood along C Street. This link has not been realized, nor does the California Department of Transportation have any plans to complete a connection in the future. Given the steep grade of "C" Street, the surrounding residential land use pattern and the close proximity to the 34th Street canyon (the only open space in the area) it is recommended that the industrial designation be changed to medium density residential (see Figure 7).

The fourth area is located adjacent to Balboa Park, between 25th Street and 28th Street. The area contains residential development of mixed densities. The area has views across the park and lowered densities would allow for a feeling of openness adjacent to the park (see Figure 7).

The fifth area is located west of 24th Street bounded by Balboa Park, Interstate 5 and State Route 94. This area contains a mix of residential densities. This area offers scenic views of downtown and Coronado and a sloping terrain which provides a natural terracing effect thereby allowing views to be maximized. Given the potential for spectacular views, the medium density residential designation is recommended (see Figure 7).

#### Medium-High Density

(R-1000 and R-1250 = maximum 44 dwelling units/per acre)

There are two medium high density areas (see Figure 7). The first area is bounded by the alley south of B Street to State Route 94 excluding the Broadway corridor, between 28th Street and 31st Street. This area is adjacent to major transportation corridors linking the community to downtown San Diego, the Southeast San Diego community, and State Route 94. This area has experienced most of the recent growth in the community with new development occurring under the R-600 Zone (44-73 dwelling units/acre). This area has been identified as the area most suitable for high-medium density. Approximately 40 percent of existing parcels in this area have been redeveloped under the R-600 zoning. Older development in this area consists of a mixture of residential densities.

The second area is bounded by the alley south of B Street to the alley south of Broadway, between 26th Street and 28th Street. This area is adjacent to major transportation corridors and contains a mix of residential densities.

### High-Density

(R-600 = maximum 73 dwelling units/acre)

The area is immediately adjacent to the Broadway corridor from 28th Street to 31st Street (see Figure 7). High density development is appropriate at this location due to Broadway's direct links to downtown. State Route 94 and Interstate 5. The proximity to these major transportation corridors allows residents the opportunity to use public transit or, if using the automobile, to gain immediate access to regional transportation facilities without traveling along local neighborhood streets (see Figure 7).

### Re-use

Under certain circumstances, a Conditional Use Permit (CUP) may be obtained to convert residential structures to another use, such as counseling services or child care. Due to the over concentration of such facilities in the Golden Hill Community, no such facilities should locate within a 600-foot radius of another such facility. Designated historic sites may also convert to general commercial uses with a CUP. The preservation of the residential character of these structures is desired in the designated low density areas; therefore, CUP's for the conversions of these structures to commercial use should not be permitted in the single-family zones.

Conversions to non-residential should not be permitted in areas designated for low density residential use. Conversions to non-residential use in multi-family areas may be permitted if it is determined that the proposed use and the resulting site or building modifications do not adversely impact the neighborhood. To the extent possible, structural additions should maintain the pre-existing character of the residence and neighborhood. Any historical character in particular should be maintained. The impact of the proposed use should also be assessed with regard to parking, traffic, noise or other impacts. Appropriate off-street parking should be provided along with adequate screening as needed. The availability of public transit and other needed services should also be addressed.

## IMPLEMENTATION PROGRAM

A rezoning program should be undertaken to ensure that development is consistent with this plan. Revised or tailored zoning regulations are necessary to ensure that the specific design recommendations found in this Element and in the Urban Design Element of this plan are implemented.

### **Tailored Zoning**

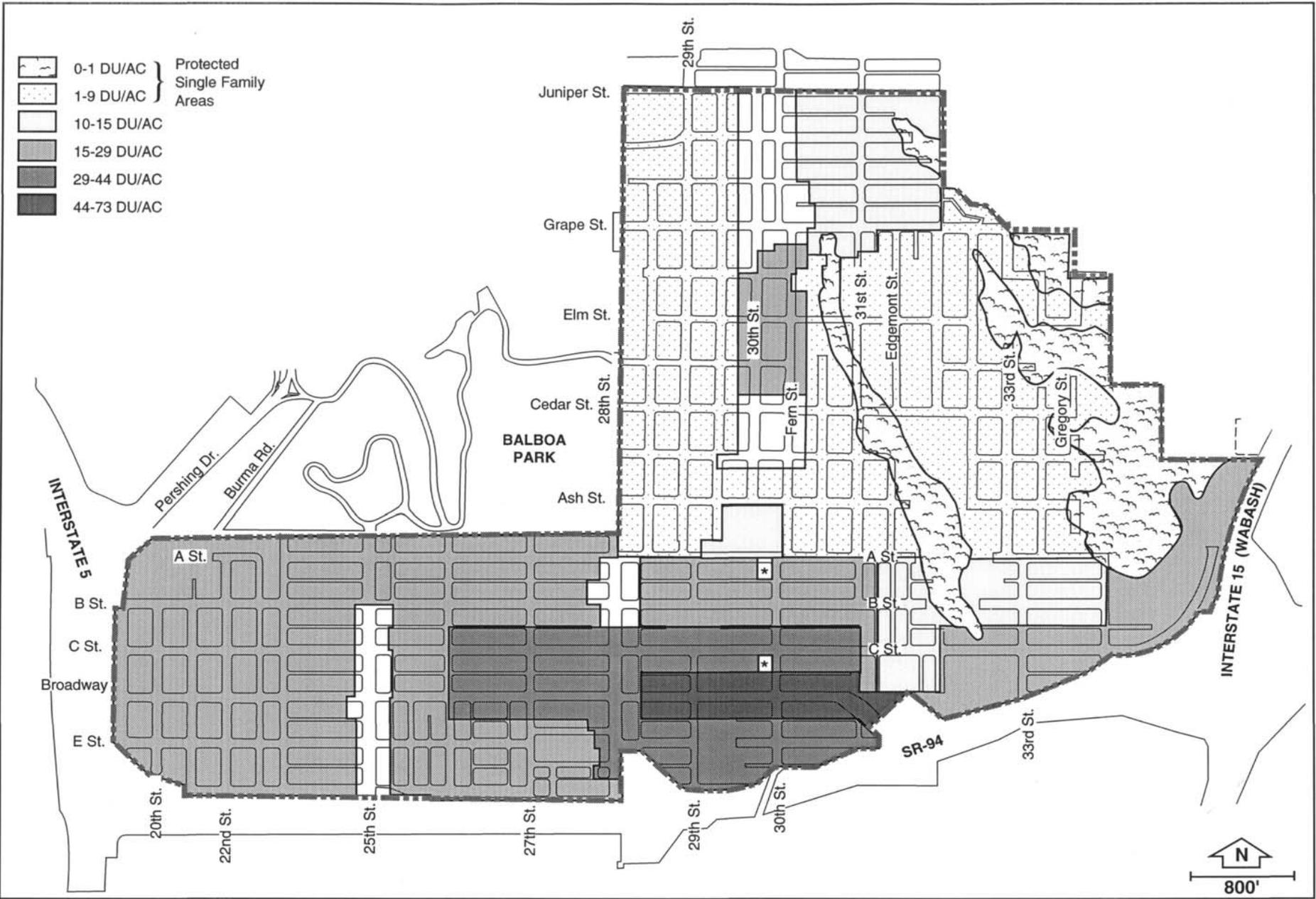
The quality of new multi-family development and redevelopment is as important an issue as is density in Golden Hill. The community is concerned that existing neighborhoods will be adversely affected by new multi-family development and redevelopment that is out-of-scale and out-of-character with older established residential development in the community. There is also concern that the development requirements of the underlying zones for multi-family development will not ensure implementation of the specific objectives and recommendations of this community plan. Under existing zoning standards there are no requirements for facade articulation or architectural offsets to reduce bulk and scale, and to reflect the typical 50-foot lot pattern found throughout Golden Hill. In order to ensure compatibility, and to enhance and preserve the scale, character and lot pattern of the community, discretionary review of multi-family development and redevelopment is necessary. In addition, discretionary permits should be referred to the Greater Golden Hill Community Planning Committee, or its successor, for review and recommendation. The issues to be addressed for a discretionary permit include basic site planning and building massing issues that are fundamental to the way new development or redevelopment relates to its neighborhood context and the community.

#### a. Architectural Character/Facade Variation

Preservation and enhancement of the existing scale, character and 50-foot lot pattern of older development in the community should be achieved through careful consideration of scale and proportion, rhythm and spacing, materials and texture, architectural detailing and roof lines. Offsetting planes should be utilized to divide the mass of large buildings into smaller components. For each entire property elevation facing a street, and for at least one interior side elevation, there shall be at least three offsetting planes for each 50-foot length of property elevation. A separate building plane is distinguished by an average horizontal difference of four feet deep by six feet wide. In addition, each story (or portion of a story) above a second story shall be set back an additional three feet (calculated from the minimum requirement for the story below). The maximum total required additional setback shall not exceed 15 feet.

#### b. Parking Requirements

Where adequate on-site parking is not available, underground parking should be used as an alternative. Any lot served by an alley must use that alley as its sole means of parking access, except where an existing driveway may be used to provide access to an additional unit. Designated parking spaces shall be used exclusively for parking. Separate areas for storage and refuse collection should be provided on-site.



## RESIDENTIAL DENSITY RECOMMENDATIONS

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 7

## **URBAN DESIGN**

### **GOAL**

Enhance the unique character and image of Golden Hill.

### **EXISTING CONDITIONS**

Urban design is not a physical entity in and of itself which can be isolated and discussed separately from the other elements of this plan. Urban design is a process that considers many of the factors and issues examined elsewhere in this plan, yet is also concerned with more detailed features such as architectural or site design. Special attention to urban design is an integral part of the community planning process and continuing development of Golden Hill.

Within the City of San Diego and the Golden Hill planning area in particular, exist many distinct older neighborhoods. Two qualities which make Golden Hill unique are the variety of older architectural styles located throughout the community and the sensitivity of the older site planning to the rolling terrain and canyon areas. Today, many of Golden Hill's neighborhoods still have an intimate scale with mature trees and quiet streets. Many significant residential architectural styles exist in the area and are well worth preserving.

However, there are other areas within Golden Hill that are characterized by visual clutter due to a proliferation of signs, overhead utilities, billboards and poorly maintained buildings. The business districts, which include 30th/Fern Street, 28th Street and the 25th Street business corridors are older and in need of revitalization. In addition, none of the main entry points into the community (25th Street, 26th Street, 28th Street, 30th Street and Fern Street, C Street and Broadway) are visually distinctive.

The topography of Golden Hill, including unimproved street sections and endings, provides views of the bay and ocean. A number of view corridors throughout the Golden Hill area provide beautiful vistas of San Diego Bay, downtown, the Coronado Bay Bridge, and the Pacific Ocean. These vistas occur from Broadway, B and C Streets. Some of the view corridors are partially blocked by existing development and the rolling terrain.

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

It is the composition of the natural environmental features, the grid street pattern and the distinctive architectural character that defines the urban form and provides the design framework for the Golden Hill Community Plan.

The following objectives and design guidelines should be considered as a part of improving the urban design character and appearance of Golden Hill.

## **OBJECTIVES**

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

## **RECOMMENDATIONS: URBAN DESIGN GUIDELINES**

### Building Scale

Building scale is a quality which describes the relationship of buildings to each other and to human dimensions. In Golden Hill much of the residential development is older, single-story, with typical 50-foot lot patterns, and consists of a variety of architectural styles. The majority of existing commercial development within the community is also older and characterized by small, low scale, one- and two-story structures. Over the recent years, higher-density development, which is out-of-scale and out-of-character with existing development, has been introduced into the community causing adverse impacts on the visual environment. It is important that all new development and redevelopment be designed to blend into the scale, character and visual environment of the community (see Figures 8 and 9).

1. New development and redevelopment should complement the character and scale of existing development to avoid abrupt and negative changes to the established development character.
2. It is critical that each new building design be carefully evaluated to ensure that balance and compatibility between the old and new is achieved.

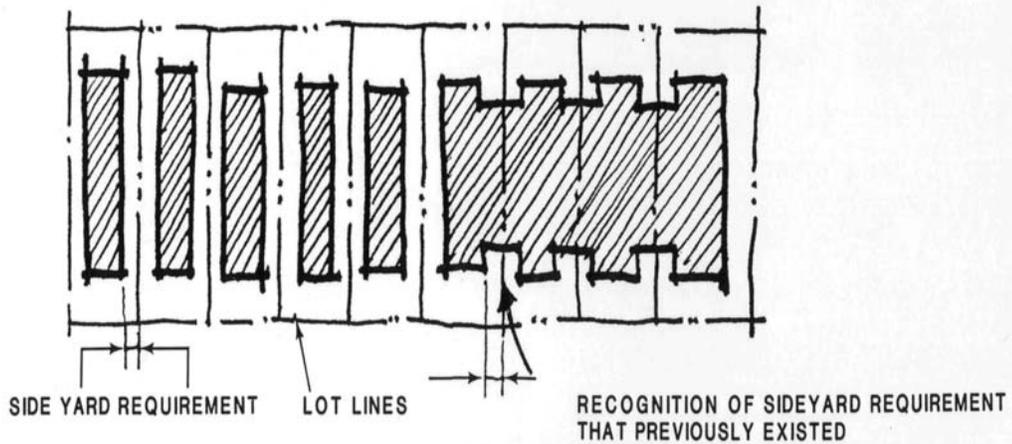
3. Abrupt differences in scale should be avoided. Gradual transitions in scale are preferred.
4. New buildings should be compatible with the scale, 50-foot lot pattern, form, color, texture of surrounding development and overall appearance of historically significant and/or higher quality buildings in the surrounding neighborhoods. This is especially important for multi-family developments.
5. Multi-family development should incorporate offsetting planes, facade articulation, and texture to reduce its apparent size and reflect the pattern of the surrounding development- Building bulk should also be controlled through the use of clearly defined vertical and horizontal offsets and other architectural features which serve to break up building facades.
6. The roofline of new structures should complement the dominant rooflines of the neighboring buildings. A building that does not share roof form or profile with adjoining structures is particularly disruptive to a neighborhood street.
7. Visually distracting roof appendages such as stairways, towers, air conditioning or ventilation equipment should be screened with compatible architectural styles, materials, and color from the public view.
8. In order to ensure that these design considerations are incorporated into new multi-family development and redevelopment, the community plan recommends that medium and high density development (R-1500, R-1000, and R-600) be approved through a discretionary review process (see Implementation Element).



When many smaller lots are joined to make one large lot the result is often a structure that in no way resembles the other buildings in the neighborhood.



Existing and new structures built within existing lot lines appear to be harmonious.



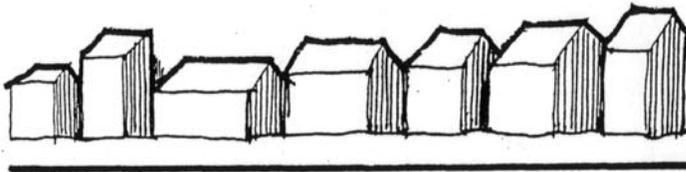
## BUILDING HARMONY

Golden Hill Community Plan  
City of San Diego • Planning Department

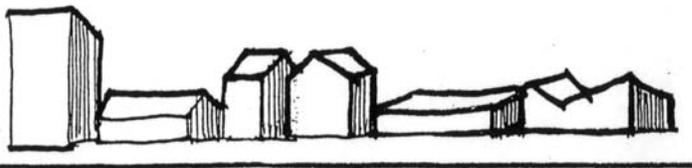
Figure 8



RHYTHM OF SPACING OF BUILDINGS ON THE STREET: Moving past a sequence of buildings, one experiences a rhythm of recurrent building masses to spaces between them. This rhythm is necessary to create an added element of harmony in a neighborhood's architecture.



UNITY is provided by the orientation of houses to each other and the use of related shapes.



Chaotic and restless, a clash of shapes and scale.

Most concern about height has to do with its apparent visual impact on its surroundings. Due to a variety of reasons buildings of recent years have tended to be larger and bulkier with particular architectural emphasis being placed on accentuating height. The result has been larger, more massive structures that have tended to relate poorly to their adjacent neighbors.



## **BUILDING RHYTHM**

Golden Hill Community Plan  
City of San Diego • Planning Department

Figure 9

## Hillsides and Open Space

Structures should be designed to protect views of Golden Hill's natural scenic amenities, especially San Diego Bay, the Coronado Bay Bridge, Balboa Park, Switzer Canyon, and the 32nd Street and 34th Street canyons.

1. When existing streets serve as public access and view corridors of the park and canyons, development on corner lots requires special design considerations. In order to maximize public views, new development and redevelopment should be set back from the corner or terraced away from the street.
2. Where the street rights-of-way serves as a view corridor to park and canyon areas, improvements/encroachments into the right-of-way shall be limited to provide only necessary access, with minimal disturbance to the natural terrain, and not obstruct the view corridor.
3. Hillside developments shall be required to complement the natural character of the land and minimize disturbance of the topography and vegetation.
4. Developments which are on any part of a property within designated open space shall maintain existing views and public access to canyon areas and adapt to the natural terrain.

## Landscaping and Streetscape Design

The use of appropriate landscaping materials can exert a major influence on the character of individual neighborhoods and streets. Landscaping should be utilized to add texture to blank walls, soften edges and provide a sense of pedestrian scale.

1. Existing trees should be preserved. Development should be sited and designed to mitigate any harmful impacts to mature trees or any other significant mature vegetation. Where removal is unavoidable, replacement landscaping of equal prominence should be provided on-site.
2. Street trees and other landscaping which are compatible with the existing species should be required.
3. Extensive tree plantings should be provided along major and collector streets to preserve and enhance the visual quality of public streets and provide a strong element of continuity as future development and redevelopment occurs. Where feasible, tree massing should be carried into adjacent public and private spaces.
4. For all new development and redevelopment, residential and commercial, sidewalk widths and patterns shall be consistent with the most dominant pattern and width on the street. This is especially important in the older and historic neighborhoods within Golden Hill.
5. Street furniture, coordinated signage and lighting, planters, kiosks, public art, and plant material should be incorporated whenever possible to add vitality to the streetscape.
6. Excessive use of pavement in front yards should be avoided.

## Parking

While the automobile will continue to play a major role in the circulation system of Golden Hill, it is necessary to ensure that primary consideration be given to the needs of the pedestrian; parking facilities should not be the dominant element of a neighborhood.

1. On-site parking should be screened or located in areas that are not highly visible from the street.
2. Large surface parking areas should be broken up with landscaped islands and screened from view by landscaping. This can be accomplished through the use of trees, shrubs, mounding or walls appropriate to the character of the area. Large parking areas should also include patterned paving as a means to enhance surface areas.
3. on-site parking should be located in the rear of the buildings and accessed from the rear alley whenever possible. Where alley access is unavailable, street curb cuts should be minimized in number and width.
4. Required parking spaces are not to be utilized for trash receptacles or storage facilities. Adequate area should be provided on-site for refuse collection and storage facilities to retain required on-site parking.
5. Underground parking and parking structures should be considered as alternatives when surface parking is inadequate or would result in large paved areas without adequate space for landscaping amenities. Access should also be taken from alleys whenever feasible.

## Signage

All signage in Golden Hill shall conform to the Citywide Sign Ordinance.

1. All signs that do not conform to the Citywide Sign Ordinance and Planned District Sign Code standards should be abated within a reasonable amount of time.
2. The facades of commercial structures shall not be used for any type of temporary or permanent signage unless allowed by the Citywide Sign Ordinance.

## Balboa Park

Balboa Park lies adjacent to Centre City, Greater North Park, Uptown and the community of Golden Hill.

The park is divided into four major segments by three deep canyons, Cabrillo, Florida and Switzer. In some cases the mesas are so widely separated from one another that it is difficult to associate one mesa with another as being in the same park. This distinct topographic cleavage has been successfully overcome in the western sector by the construction over Florida and Switzer Canyons. The north-south division of the park, the Cabrillo and Florida Canyons, has

influenced the basic development pattern of the park. The western one-fifth has been extensively landscaped and is devoted primarily to picnicking and various forms of passive recreation including facilities for older persons. The two-fifths of the area in the center of the park, bounded by the Cabrillo and Florida Canyons, contains the major developed areas. The Prado area along Laurel Street is mostly for museum use. The Palisades area south of the Prado contains buildings used in both the 1915 and 1935 Expositions, and the Balboa Park Bowl is primarily for indoor recreational use. The San Diego Zoo, the Veterans Building, the San Diego High School, the Roosevelt Junior High School, the Boy and Girl Scout Camp areas and the Naval Hospital are also found in the center of the park. The schools and the hospital lands have been legally removed from the park.

The easternmost two-thirds of Balboa Park has been further divided by Switzer Canyon, which runs in a northeast-southeast direction. The triangular area south of the canyon contains a nine-hole golf course, the Golden Hill picnic area and community recreation center. North of Switzer Canyon is a community recreation center and an 18-hole golf course. In the northeast portion of the park is the Morley Field area, a developed active recreation area.

Because of Balboa Park's physical relationship to the Golden Hill community, it is important to ensure that the design and development of abutting areas are consistent with the regional resource and design qualities of the park. For this purpose the following development guidelines are recommended:

1. Development adjoining the parks should maintain and enhance public vistas to the parks, incorporate landscaping motifs and materials consistent with the park's, and incorporate development densities that are consistent with the landform and that preserve the parks and topography. Development should maintain and enhance the traditional character at the perimeter of the park.
2. Development should maintain the low density residential character, reflective of the existing development in the area which is primarily single-family. Future development should be consistent with these densities, lot patterns, front yard landscaped areas, street trees and existing architectural style.
3. Development should maintain an open space character with landscaped courtyards and setbacks. Landscaped areas and street trees, within the development site, should relate to the typical vegetation and tree species in the adjacent park area. Also, the existing street tree treatment should be continued.

### Designing for Defensible Space

The concept of territoriality and defensible space should be considered in designing public and private improvements. Crime prevention which can be accomplished without building fortresses is successful when potential intruders perceive that they will be noticed. The Neighborhood Watch Program successfully uses this premise. Guidelines that may provide such deterrents are as follows:

1. Buildings and grounds should be designed so that residents may participate in its security.
2. Smaller scale courtyard developments are encouraged, as they are easier to self-police than large complexes,
3. Windows should be positioned to allow residents to easily watch public spaces, parking areas, and entrances to dwellings.
4. Common open spaces and entryways should be visible from the street, allowing clear vision by neighbors and law enforcement officers.
5. Sidewalks or paths should be located between parking areas and residences, and between the street and residences to allow natural surveillance over the entire path.
6. Night lighting along walkways, streets, and at parking lots should be provided by using fixtures that will shape and deflect light into a layer close to the ground. This will place light where it is needed most and reduce interference with windows.
7. Parking areas may be buffered from the street with planting while allowing for surveillance if low shrubs and ground covers are used.
8. Residences should be separated, by physical barriers or distance, from possible crime generators such as bars and from regional serving facilities which generate large volumes of pedestrian and vehicle traffic such as post offices, regional high schools, shopping centers, hospitals, adult care facilities, drug abuse centers, health clinics, and community park and recreation centers.
9. Fencing should be an attractive architectural feature of a project and should be graffiti-resistant, and, such as in the use of wrought iron fences, integrated into the overall design of the project.
10. For buildings fronting a public street, entrance should be taken from the street front yard or through other entrances visible from the public street.
11. The physical design of a development should provide surveillance opportunities of the neighborhood by its residents and of the commercial areas by merchants, employees and visitors to the area. All projects should provide adequate lighting in all areas, avoid hidden "pockets" within landscaped areas, and eliminate long, narrow hallways or passageways. Parking areas, pedestrian pathways and entrances should be well marked and open to visual surveillance. Mixed-use and other developments providing daytime as well as nighttime activities in the commercial areas should be provided to encourage use by a variety of people and extended hours of usage.

## **PLANNED DISTRICT**

### **GOAL**

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

### **EXISTING CONDITIONS**

The Golden Hill Planned District (Chapter 10, Division 7, Section 103.0700 of the San Diego Municipal Code) is that area bounded by Balboa Park on the north, one-half block east of 28th Street on the east, State Route 94 on the south, and Interstate 5 on the west (see Figure 10). The purpose of the Planned District is to preserve and enhance the historic cultural, aesthetic, and economic value of Golden Hill. Specifically, the Planned District seeks to preserve the historic structures which are scattered throughout this area and to promote affordable housing. In addition, the Planned District regulations attempt to deal with the problems of deterioration and a growth potential which, if realized, would significantly alter the character of the community.

The Planned District area contains the lowest median income of the community of Golden Hill.

The Planned District attempts to provide housing opportunities for all income levels by permitting medium and medium-high density to maintain stability encourage home ownership and encourage small scale multi-family development.

The Planned District also contains a mix of residential development ranging from large turn-of-the-century homes to contemporary three-story stucco apartments. Existing densities vary from parcel to parcel with; density ranges from 9 to 86 dwelling units per net residential acre. Also, the placement of structures on each parcel varies. It is this architectural diversity that makes Golden Hill a unique community worthy of preservation.

The Planned District development standards are designed to provide a range of residential densities to increase stability within the residential neighborhoods and to preserve heritage resources. Presently, base density ranges from 29 to 43 dwelling units per acre with residential bonus density provisions to encourage redevelopment with requirements for design that is compatible with the traditional scale, bulk and lot width pattern of older development in Golden Hill.

The primary goal of the Planned District is to ensure that new development and redevelopment is compatible with the traditional character and scale of Golden Hill, and more specifically, with the scale of existing historical structures which are being preserved. Setbacks, height and bulk, parking, and use restrictions are tailored to Golden Hill to achieve and maintain Golden Hill's historical/ architectural heritage and to take its topography into consideration.

## **OBJECTIVES**

- Preservation and enhancement of community scale, character, and historical and architectural resources.

## **RECOMMENDATION**

Update the Golden Hill Planned District Ordinance to ensure consistency with the goals and recommendations of this plan with regard to the preservation and enhancement of the traditional character and scale of older established development in the community.

**ZONING NOT REPRESENTED HERE**

## **HISTORICAL/ARCHITECTURAL PRESERVATION**

### **GOAL**

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

### **EXISTING CONDITIONS**

While the community is known to contain a number of architecturally and historically significant structures, the full extent to which these exist in Golden Hill is not documented.

### **OBJECTIVES**

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

### **RECOMMENDATIONS**

1. Conduct a comprehensive survey of Golden Hill outside of the historic subarea of the Planned District to identify structures and sites that are historically/ architecturally significant. These important properties should be considered by the Historical Site Board for historic designation.
2. Work with appropriate agencies to explore other methods of tax relief as incentives for maintaining property as a historic site.
3. Reassess potentially historic areas within the Golden Hill community planning area to determine if expansion of the existing historic district, or the creation of a new historic district is warranted to ensure preservation of architectural and historical significant structures,
4. Provide development regulations that require new development and redevelopment to be compatible and complementary in scale and character to older development in Golden Hill.

## **COMMERCIAL**

### **GOAL**

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

### **EXISTING CONDITIONS**

Approximately 17 acres or four percent of the land in Golden Hill is zoned for commercial use (CM, CA or C) (see Figure 11). Of the 17 acres zoned commercially, 12 acres have been developed with commercial uses. Commercial development in Golden Hill typically consists of smaller scale strip development located in older structures. This commercial zoning pattern is reflective of development dating from the days when trolleys served the area.

Commercial development has occurred under the regulations of the C Zone with no requirements for landscaping, setbacks, screening of outdoor storage or off-street parking. The lack of on-street parking is a problem in the community. Businesses have had to relocate because of the lack of available on-street parking. Residential development on separate lots interspersed within commercial areas is common, and there are a number of vacant commercial buildings within these areas. In some areas, residential buildings have been converted to commercial uses.

Although commercial development in the community is older and in need of revitalization, the scale and pattern of the development is compatible with the residential pattern in the community. In addition, pedestrian access between the commercial and residential areas is convenient; however, measures that will enhance pedestrian safety are encouraged.

The commercial areas consist of a variety of neighborhood-serving uses, including a major grocery store, several independent markets, hardware stores, restaurants, a caterer, barber shops, laundries, and small professional offices. However, some incompatible uses also exist, such as automobile paint and repair shops, an unscreened storage yard and taxi stands.

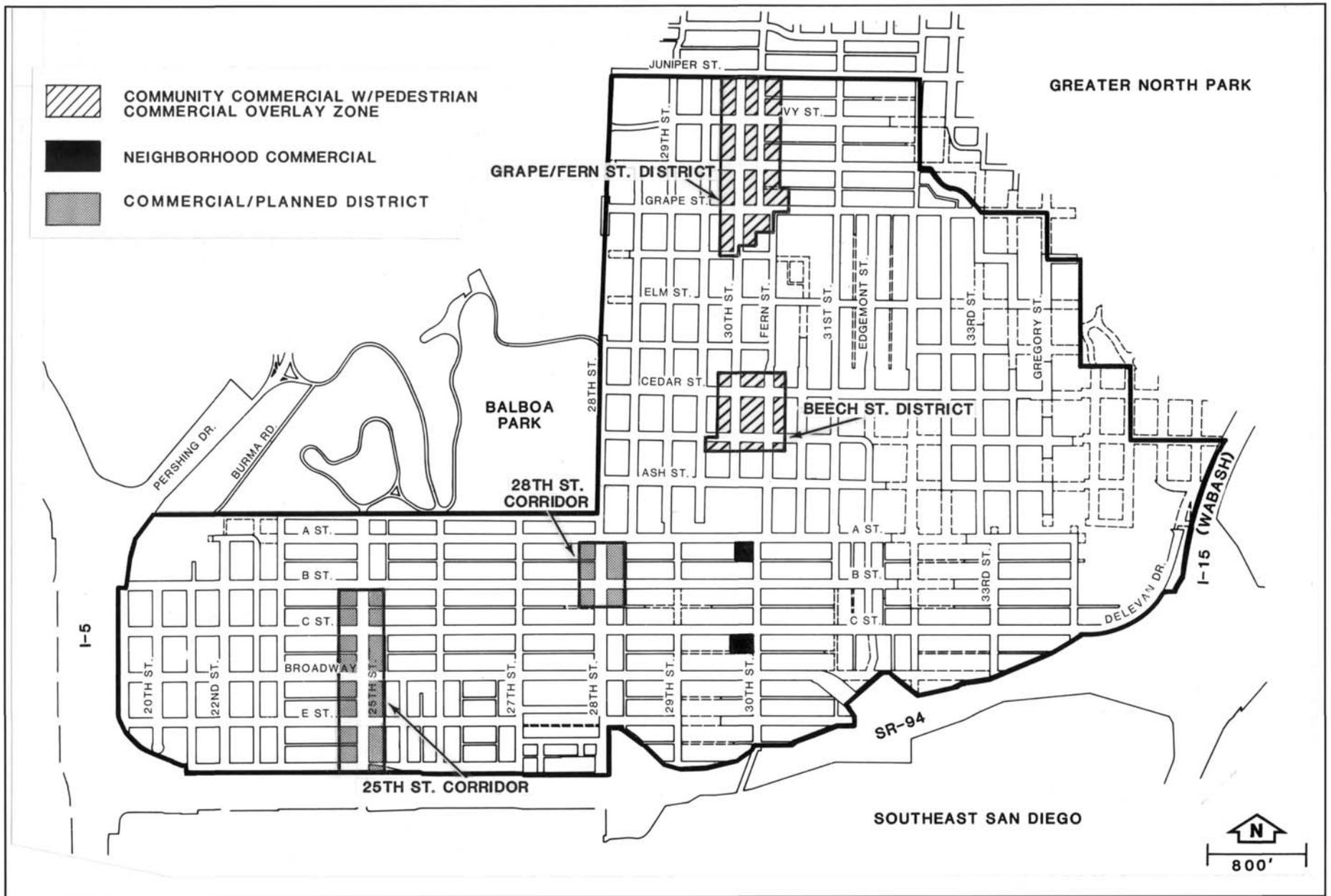
**ZONING NOT REPRESENTED HERE**

## **OBJECTIVES**

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

## **RECOMMENDATIONS**

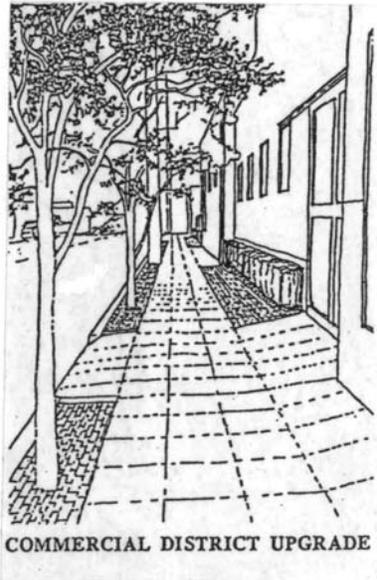
1. Apply the Pedestrian Commercial Overlay Zone to the following commercial areas to ensure development patterns which maintain the existing pedestrian orientation of commercial facilities (see Figure 12):
  - \* Grape/Fern Street Commercial District.
  - \* Beech Street Commercial District.
2. Permit professional offices in all the commercial districts. In addition, professional offices would be permitted in historically/architecturally significant structures and in multi-family neighborhoods. Approval of office uses outside the commercial areas would be by the Conditional Use Permit (CUP) process to ensure that the office use would have a minimum impact on existing residential development.
3. Enforce the Citywide Sign Ordinance and the Golden Hill Planned District sign requirements in applicable commercial zones.
4. Require the use of crime-free design standards for all commercial developments, emphasizing landscaping and lighting that are compatible with the community and which minimize the potential for criminal conduct.
5. Bicycle access to commercial areas should be improved by providing visible, convenient and secure bicycle parking facilities.
6. Promote the installation of commercial signs that are pedestrian oriented in size and shape. Lettering and symbols should be simple and bold.



## COMMERCIAL RECOMMENDATIONS

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 12

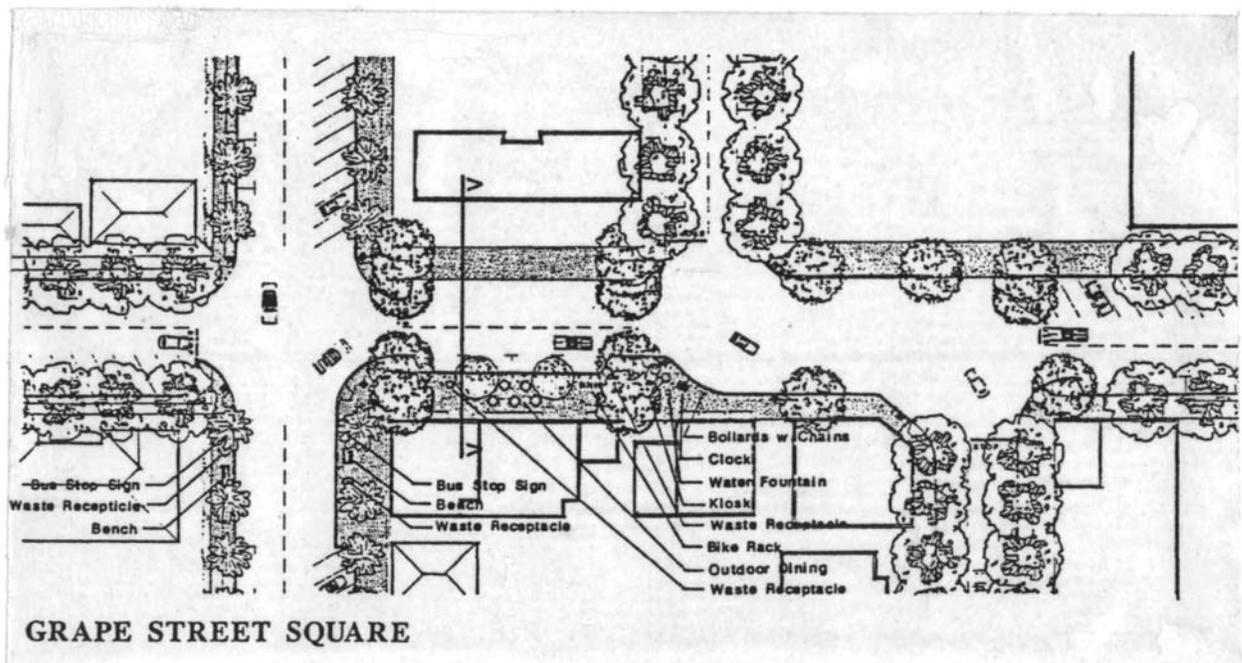


7. Implement the Fern Street and 30th Street Revitalization Plan and promote development consistent with the goals and objectives of the plan.

The Golden Hill Revitalization Plan (printed under separate cover) for the Fern and 30th Street corridor has been prepared with the objective transforming the marginally acceptable streetscape into one that complements the residential and commercial areas through an enhanced public improvement program along with recommended guidelines for private development. The document includes a review of the history of the area, the existing conditions, the assets and opportunities of the area, current issues, and visual quality, and focuses on the design proposals, recommendations and the implementation process.

Improvement Recommendations - A neighborhood's appearance is influenced by public improvements, but it is predominantly affected by the character and condition of its buildings, which are due to the direct involvement of property owners, residents, and shop owners.

Beech Street Center and Grape Street Square - The plan acknowledges these nodes as special gathering places within the community and advises special design of public and private features.

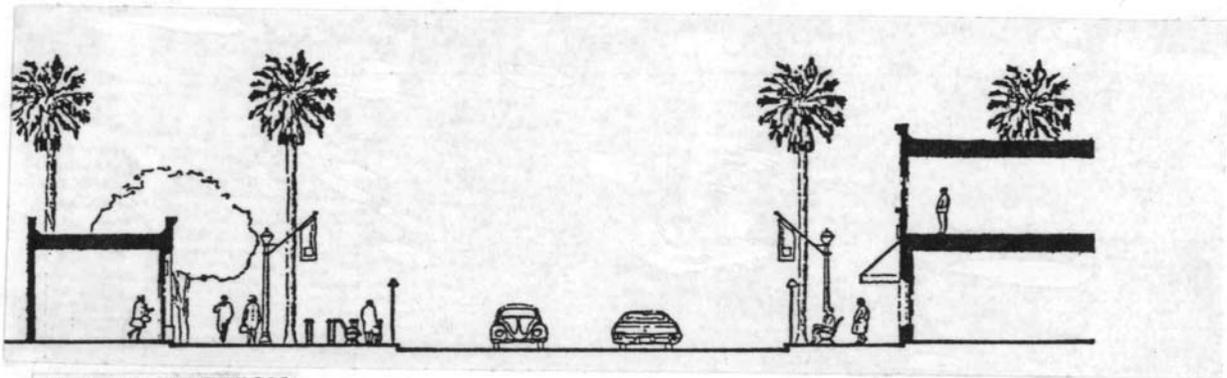




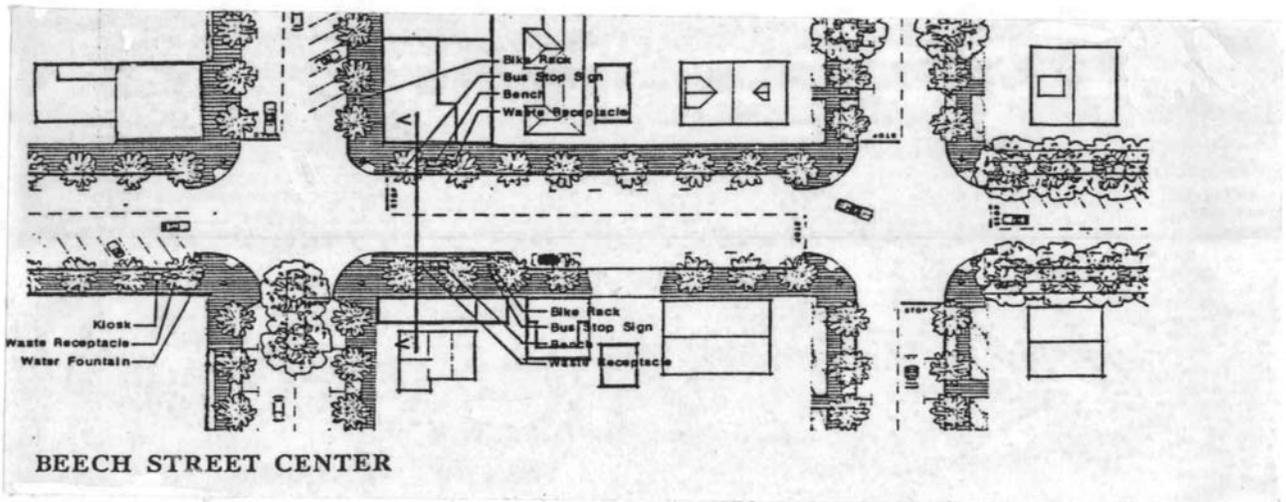
The Fern and 30th Street Revitalization Plan provides specific recommendations on several key issues affecting the study area as described below:

Streetscape - Is an integral part of Golden Hill's visual quality, the streetscape that will provide a significant contribution to a positive and unified image for the community.

Circulation, Parking and Transit - The goal of this plan is to create a definite image that the streets and surrounding neighborhood are a stable place for resident activity rather than merely a channel for drivers.



**STREET SECTION**



**BEECH STREET CENTER**

8.

Implement the 25th Street Revitalization Plan and

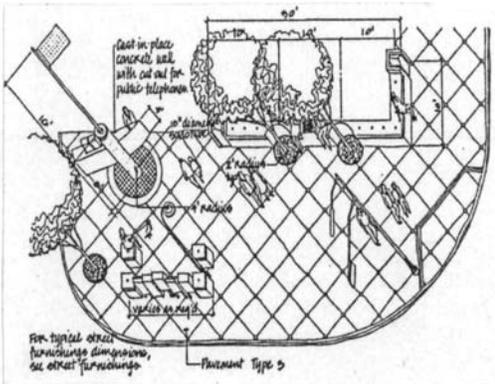
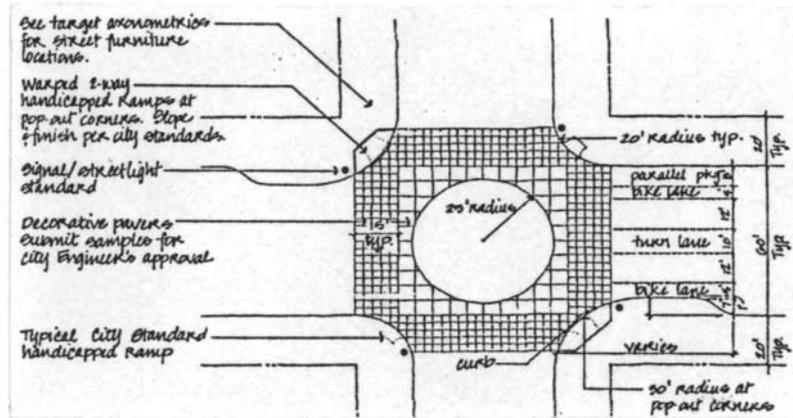
promote development consistent with the goals and objectives of the plan.



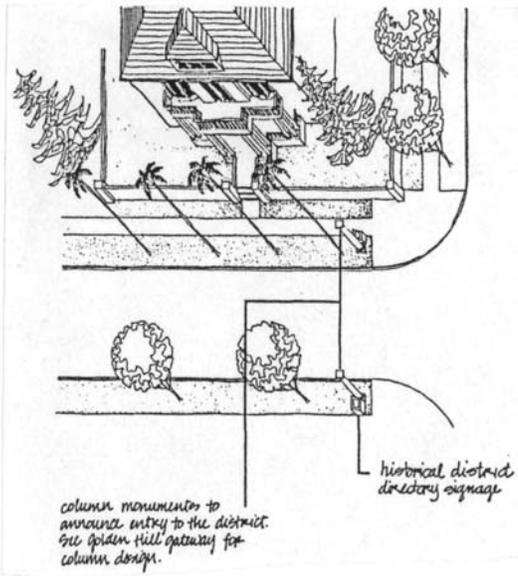
The Golden Hill 25th Street Revitalization Plan provides design criteria and direction for public improvements within the 25th Street right-of-way as well as recommended development criteria for private development in the area. These recommendations include specific written and illustrated guidelines for landscaping, street lighting, pavement treatments and colors of materials.

Typical Major Intersection

Improvements recommended at major intersections include special pavement treatment, provision of bicycle lanes, reconfiguration of traffic lanes to provide travel lanes in each direction and a turn land down the center, and pedestrian ramps to provide adequate separation between cars and pedestrians.



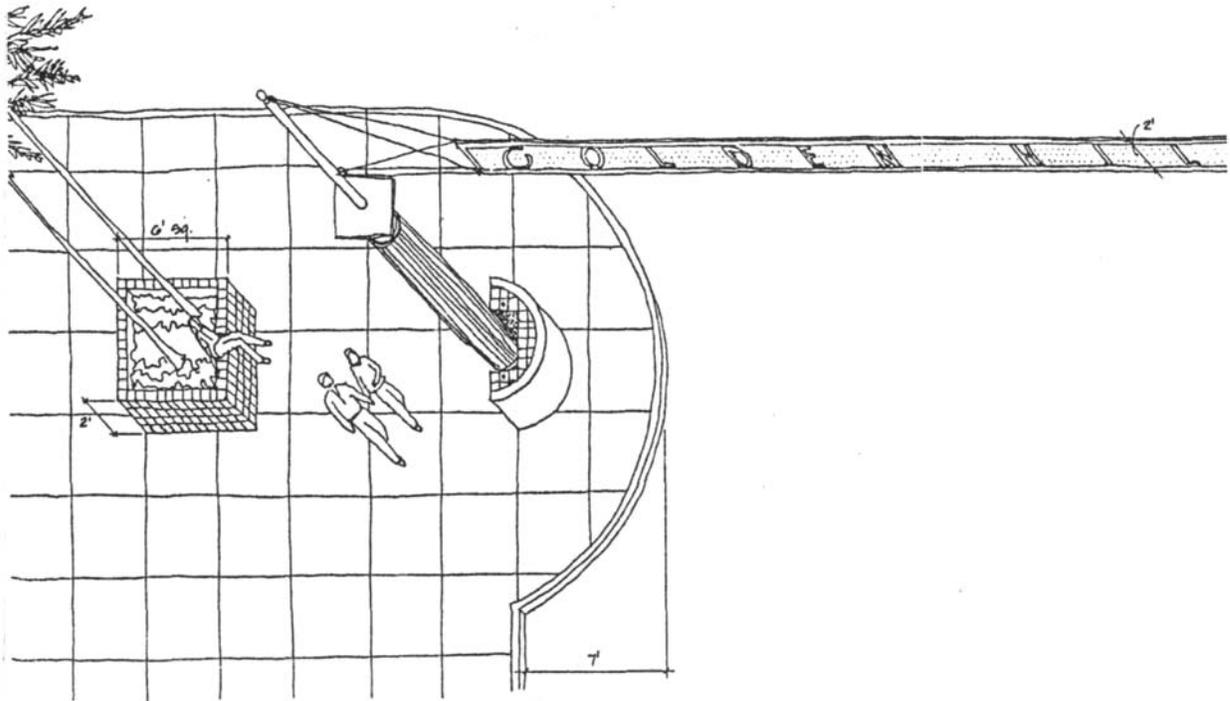
Plaza 1 is proposed at the intersection of Broadway and 25th Street and contains a number of streetscape elements to create a more pedestrian-oriented environment.



Gateway to the Historical District provides a symbolic as well as practical entrance to the Golden Hill Historic District on the west side of 25th Street at E Street. Classical columns are proposed adjacent to the street to flank the street with an attached directory signage describing the significant features of the historical district.

Plaza 2 is located at the intersection of C Street and 25th Street and contains the comparable furniture elements as included in Plaza I with the inclusion of a memorabilia kiosk intended to recognize resident involvement in planning for Golden Hill.

The Golden Hill Gateway identification sign spanning 25th Street is designed to provide neighborhood and community identification. The sign includes one-side supported by a classical column to reference the historical element of the neighborhood with the opposite column in simple cast concrete to portray a more contemporary image.



## **TRANSPORTATION**

### **GOAL**

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

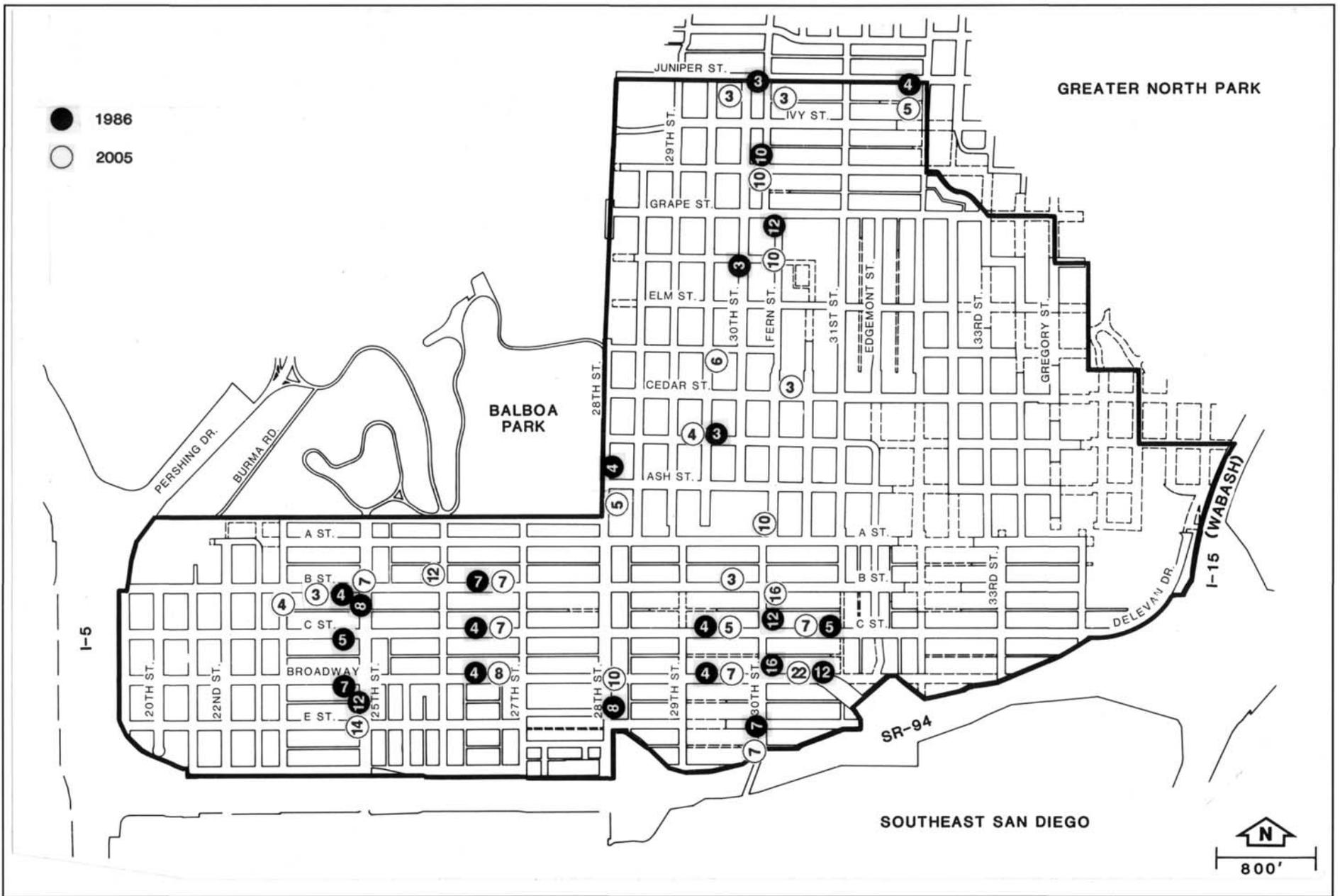
### **EXISTING CONDITIONS**

Golden Hill has a gridiron street pattern which allows both east-west and north-south traffic movements, except in the eastern section of the community. There, two north-south canyons with abrupt changes in topography result in dead-end streets and a significant amount of out-of-direction travel. In addition, Golden Hill is bounded on three sides by freeways: Interstate 5 on the west, State Route 15 on the east and State Route 94 on the south.

For the Golden Hill Community the east-west movements are primarily on B Street, C Street, and Broadway. The north-south movements focus on 25th Street, 28th Street, 30th Street, and Fern Street. All streets are being well utilized, but traffic volumes on three (26th Street, 30th Street, and Fern Street) are significantly over City standards. For example, these standards suggest a capacity for 30th Street of 5,000 average daily trips (ADTs). This street is currently carrying approximately 10,000 ADTs (see Figure 13).

The streets in San Diego are classified according to their function, width, and expected traffic volume, as follows: freeways, primary arterials, major, collector, and local streets. Golden Hill contains four of these — freeways, major collector and local streets (see Figure 14).

Freeways are designed to carry high volumes of traffic at higher speeds over longer distances. They are usually four lanes or more with access control and full-grade separation at intersections (e.g., State Routes 94 and 15 and Interstate Highways 805 and 5).

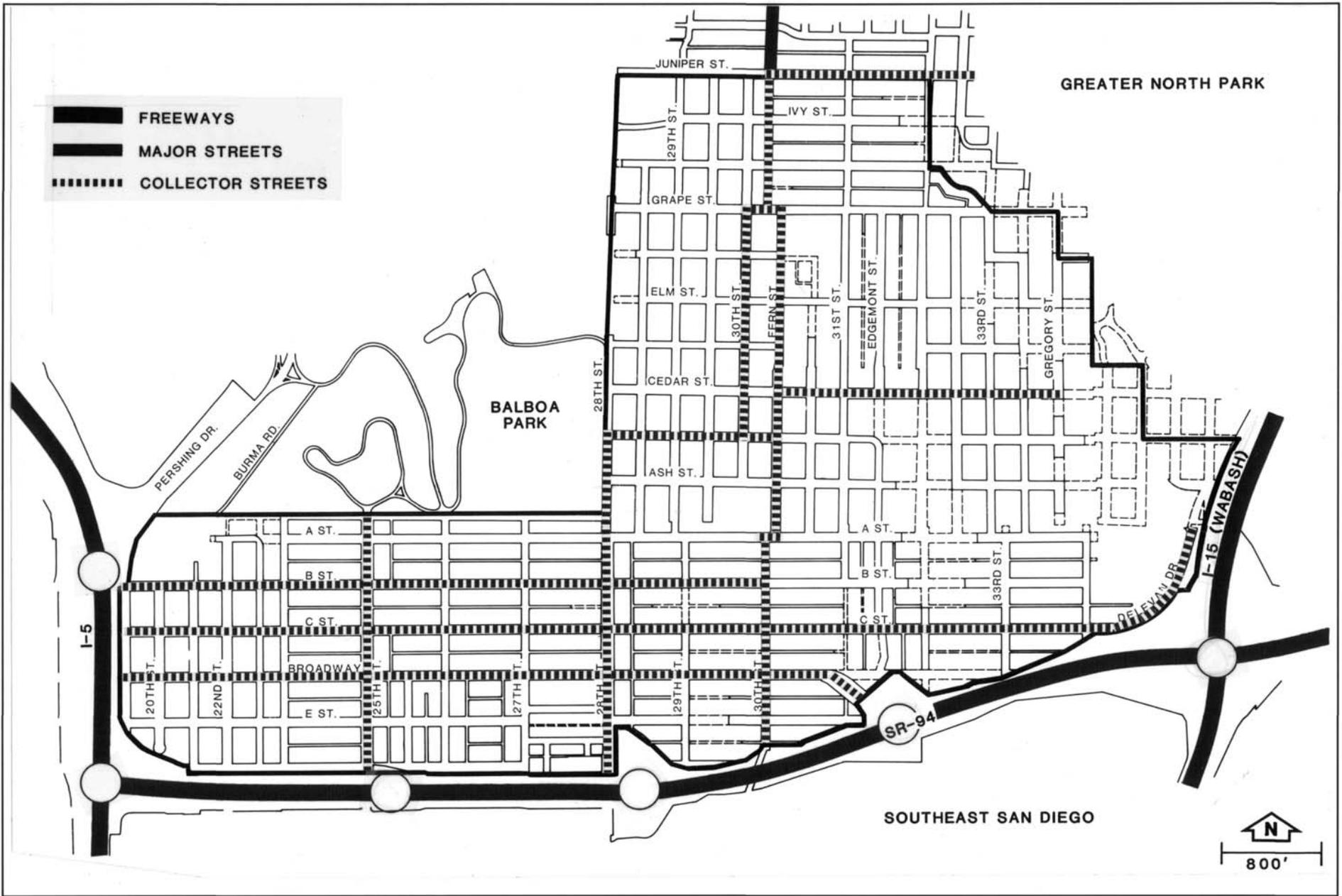


## AVERAGE WEEKDAY TRIPS (THOUSANDS)

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 13





## EXISTING STREET CLASSIFICATIONS

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 14

Primary arterials are usually four lanes or more and are designed to carry through traffic and provide a network connecting to the State Highway system. Access from abutting property is generally restricted. There are no streets in the planning area that are performing or classified as primary arterials.

Major streets are usually four lanes or more and are designed to carry through traffic without restricting access to abutting property (e.g., sections of 28th and 30th Streets). The location of recommended major streets is shown on Figure 15.

Collector streets vary from two to four lanes. They are intended to provide for local traffic movement and access to abutting property and to function as a feeder of traffic to the major street system (e.g., B and C Streets, Broadway, sections of 28th, Fern, 30th and Juniper Streets). The locations of recommended two-, three- and four-lane collector streets are shown on Figure

Local streets are usually two lanes and provide direct access to abutting property. All streets, not otherwise classified are local streets. Local streets are not shown on the circulation element map.

Another transportation concern is the type of traffic utilizing the street system. A commercial/industrial development is located at the northwest quadrant of the interchange of State Route 15 and State Route 94. This development has created increased heavy truck traffic on primarily residential streets in Golden Hill. The high level of noise from trucks negotiating grades along C Street is a concern of the community. When this area was originally designated for industrial use there was an existing linkage between Home Avenue and C Street, however, when State Route 15 was constructed, this linkage was eliminated. At that time, it was anticipated that at a future date another link between C Street and Home Avenue on the east side of State Route 15 would be developed. The link was to provide alternative access and divert commercial traffic from penetrating the residential neighborhood along C Street. This link has not been implemented, nor will it be.

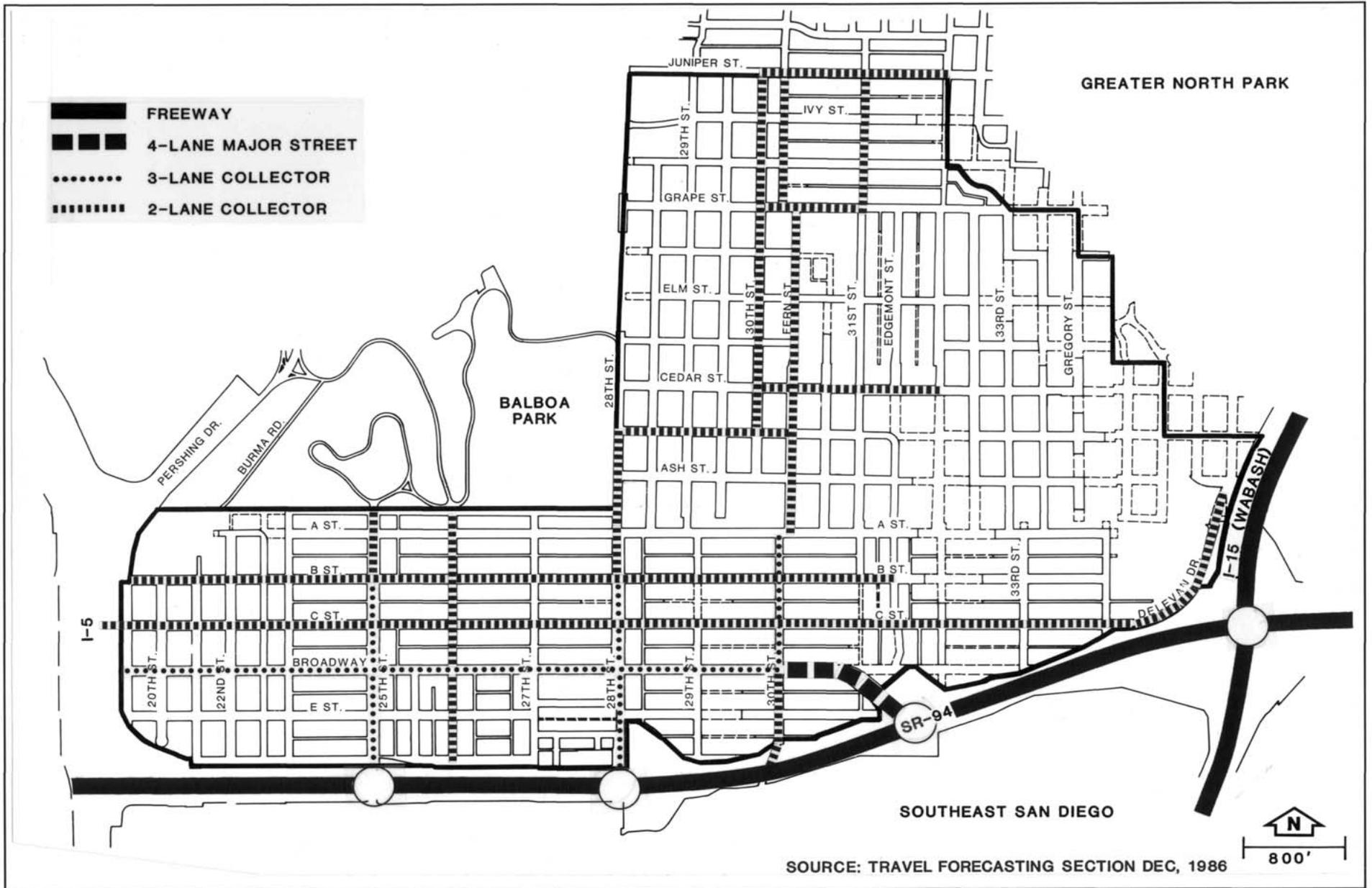
Given the steep grade of C Street, the surrounding residential land use pattern and the close proximity to the 34th Street canyon, which is the only open space in the southeastern portion of the community, it is recommended that the industrial designation be changed to medium density residential.

### Public Transportation

Public transportation is currently provided by the San Diego Transit Corporation. Bus Route No. 2 provides bus service through Golden Hill along 30th Street and from downtown with connections to the greater San Diego metropolitan area.

### Bikeways

Bikeways are classified into three general categories (see Figure 16) based on the degree or extent of their improvements. Due to the topography of Golden Hill, an extensive bikeway system is not feasible. Only two bikeway categories are present in Golden Hill. However, a bikeway system should be implemented to provide access throughout the community, and to the



# FUTURE STREET CLASSIFICATIONS

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 15

Golden Hill Triangle Park area, Balboa Park and adjacent communities (see Figure 17). Given Golden Hill's proximity to employment centers and other activity centers, it is anticipated that the bicycle will be more important as an alternative means of personal transportation.

Bikeways when developed should be well identified by bikeway signs. Bikeway signs should include the following information:

- a. Supplemental "BEGIN" and "END" plates to identify the starting and ending points of bikeways.
- b. Destination plates that inform bicyclists of the activity centers that the bikeway leads to (e.g., TO GOLDEN HILL, TO DOWNTOWN, TO NORTH PARK, etc.). Destination plates should identify places that are major traffic generators such as neighborhoods, educational institutions, commercial centers, recreation sites, transit centers, etc.
- c. Arrows under bikeway signs to notify bicyclists where the bikeways cross major streets to confirm that the bicyclist is still on the designated bikeway.
- d. Bikeway signs placed at the far side of intersections when bikeways cross major streets to confirm that the bicyclist is still on the designated bikeway.
- e. Whenever none of the criteria listed above is applicable bikeway signs should be spaced at one-half mile intervals.

## **BICYCLE PARKING FACILITIES**

Bicycle parking facilities should consist of bicycle racks and bicycle lockers. Bicycle racks should not require the use of chains or cables to secure them as chains and cables are easily cut by thieves using bolt cutters. Bicycle lockers or areas of restricted access should be provided for employees arriving by bicycle at major activity centers. Bicycle racks should also be provided for visitors to major activity centers arriving by bicycle. A combination of bike racks and lockers should be provided at transit centers.

## **OBJECTIVES**

- Protect residential areas by encouraging through traffic to use freeway and major streets, not local streets in the community.
- Improve the system as necessary to accommodate growth of locally-generated traffic while minimizing adverse effects on existing residential, business, and open space uses.
- Reduce vehicular traffic in Golden Hill by encouraging the use of alternative modes of transportation including public transit, bicycles and pedestrian travel.
- Visually enhance transportation corridors to improve community image and identification.

- Reassess the effectiveness of existing traffic control devices (lights, stop signs) in Golden Hill.
- Enhance existing bus level service by increasing the frequency of service, adding express service when studies deem it feasible, and improving transit stops.
- Reduce vehicular traffic in Golden Hill by encouraging the use of alternative modes of transportation including public transit, bicycles and pedestrian travel.
- Visually enhance transportation corridors to improve community image and identification.
- Reassess the effectiveness of existing traffic control devices (lights, stop signs) in Golden Hill.
- Enhance existing bus level service by increasing the frequency of service, adding express service when studies deem it feasible, and improving transit stops.

## RECOMMENDATIONS

### 1. Street System

The Traffic Forecast Study for Golden Hill has given 20-year projections for surface street volumes in the community. In order to accommodate increased street volumes in the community a series of recommended improvements to the street system have been identified. These improvements will provide an upgraded street system as illustrated on Figure 15. The recommended improvements from the travel forecast are listed below.

#### Physical Improvements

- Broadway—Broadway between 30th Street and State Route 94 should be widened to 60 feet from curb to curb in the existing right-of-way and classified as a four-lane major street with parking allowed.
- 30th Street—30th Street between A Street and Broadway should be widened to 52 feet from curb-to-curb with parking allowed, and classified as a three-lane collector street with a suitable transition south of Broadway. This will require additional right-of-way.
- 28th Street—28th Street between Broadway and State Route 94 should be widened to 50 feet curb-to-curb and reclassified as a three lane collector street. This will require additional right-of-way on the west side of 28th Street from Broadway to E Street.

#### Operational Improvements

- Broadway between 19th Street and 30th Street should be restriped as a three-lane collector street, with parking allowed, when warranted by future traffic volumes. At 25th Street, 28th Street, and at 30th Street, five lanes should be provided, by prohibiting parking, to

accommodate two through-lanes in each direction and a separate left turn lane on Broadway.

- 25th Street between B Street and F Street could be reconstructed to provide one lane in each direction with separate left turn lanes. However, any changes to the configuration of 25th Street should be coordinated with the 25th Street Revitalization Program.
- Coordinate 25th Street Revitalization Plan traffic improvements with the Balboa Park Master Plan.

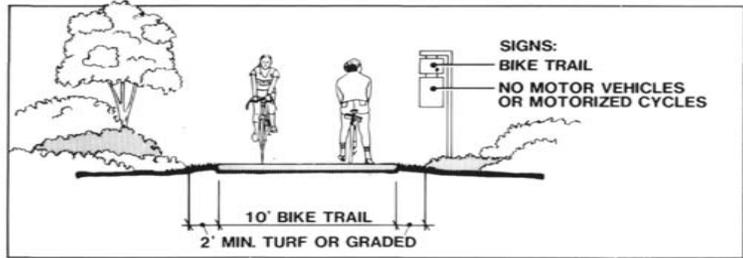
2. Parking

Vigorously enforce the requirements for off-street parking spaces for additions and alterations.

3. Bicycles

The City's Engineering and Development should continue to develop a community-wide bicycle transportation and parking system to connect with the citywide bikeway network.

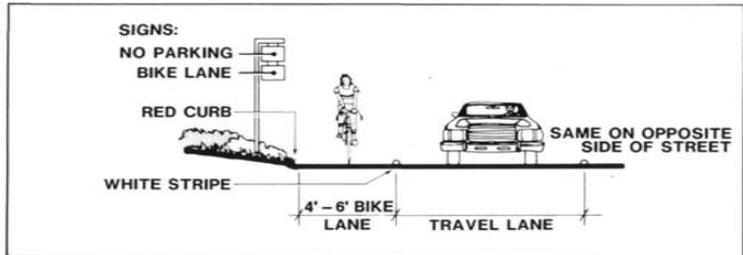
4. Work with the Metropolitan Transit Development Board (MTDB) to provide a higher level of service on existing lines with emphasis on minimizing travel and waiting times, extending the service during the day and evening, and providing convenient pick up points.



**Bicycle Path**

A completely separate right-of-way for the exclusive use of non-motorized vehicles

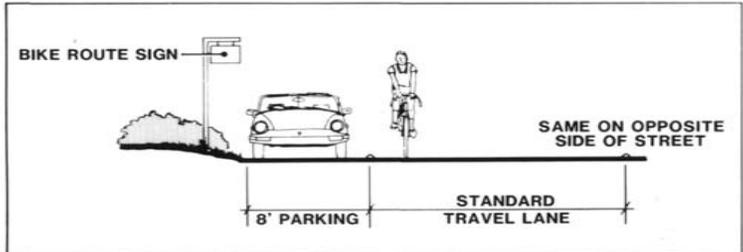
**CLASS I** (Typical location-open space)



**Bicycle Lane**

A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, lane striping, and other pavement markings.

**CLASS II** (Typical location-major street)



**Bicycle Route**

A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

**CLASS III** (Typical location-neighborhood street)

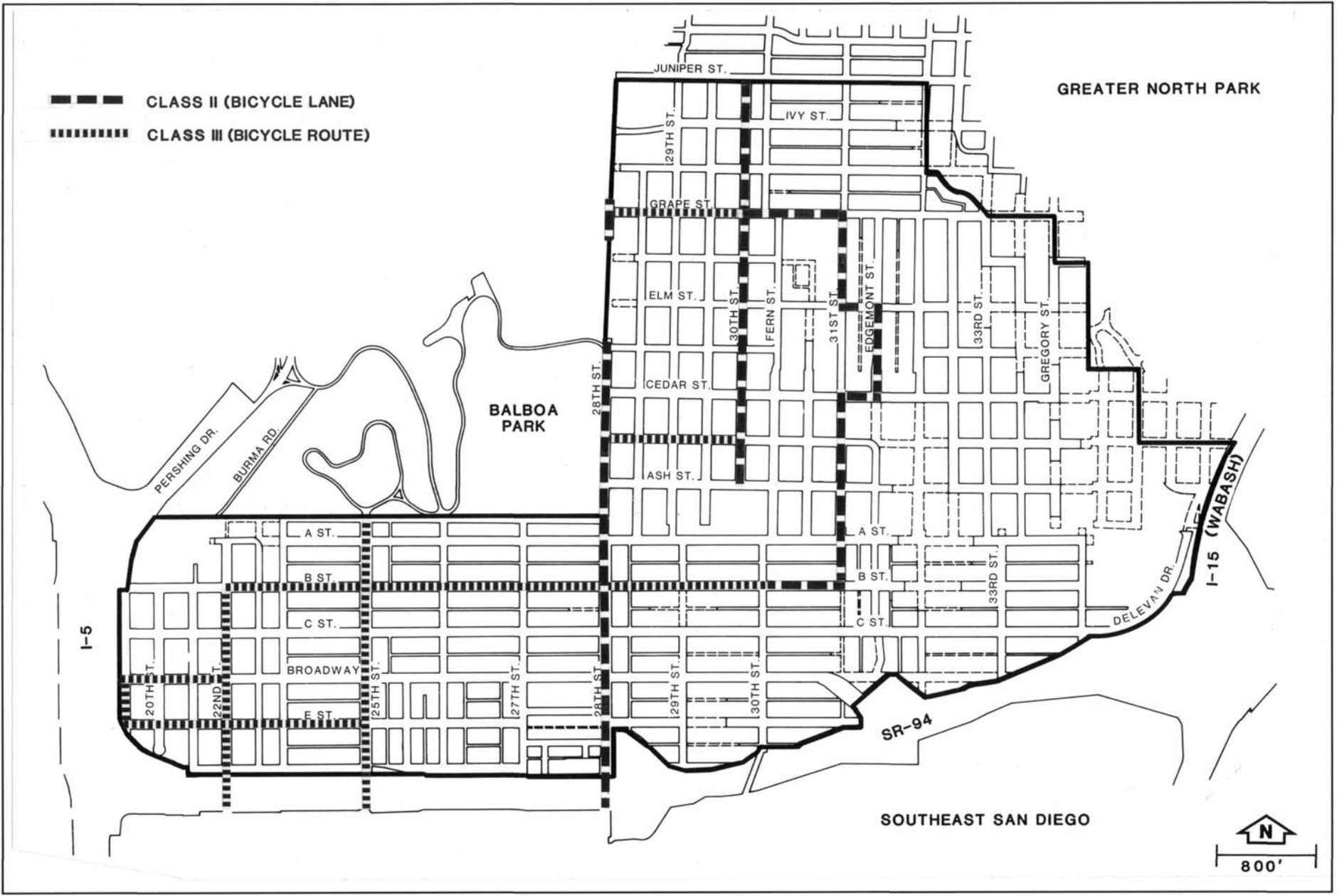
The dimensions illustrated on this page are subject to change.



**BICYCLE FACILITIES CLASSIFICATIONS**

Golden Hill Community Plan  
City of San Diego • Planning Department

Figure 16



**BIKEWAY RECOMMENDATIONS**  
 Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 17

## **PARKS AND RECREATION**

### **GOAL**

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

### **EXISTING CONDITIONS**

The Progress Guide and General Plan of the City of San Diego speaks to older communities such as Golden Hill as follows:

*"In older, already developed parts of the City, where recreation space is difficult to acquire, efforts should be directed toward providing staff and facilities which compensate for deficiencies in acreage. Land, equipment, and supervision in varying proportions can still add up to recreational opportunity and service to the residents. If acreage is reduced, facility investment and leadership should be correspondingly increased."*

General Plan park criteria are difficult to achieve due to the lack of available vacant land and the prohibitive cost of buying and clearing developed land in locations where the need is the greatest. In addition, acquisition of developed land for park expansion purposes generally means the removal of housing stock and the displacement of residents of that housing stock.

The Golden Hill community borders Balboa Park, a regional facility, on two sides. The southeast corner of Balboa Park has been termed the "Golden Hill Triangle" area by the Park and Recreation Department and covers approximately thirty-one acres, not including the nine hole golf course (see Figure 18). There are four specific areas within the Golden Hill Triangle which include the Golden Hill Recreation Center, the Golden Hill Park, 28th Street Area, and the Grape Street Picnic Area. The Golden Hill Recreation Center comprises 5.43 acres of park land with indoor and outdoor facilities. The indoor facilities include a gymnasium, meeting rooms, a craft workshop and a kitchen. Outdoor facilities include a sand lot area, multipurpose court for handball and basketball, ball fields, shuffleboard courts, and a horseshoe game area. The recreation center sponsors a variety of programs geared to different age levels.

The Golden Hill Park, the 28th street Area and the Grape Street Picnic Area comprise twenty-five (25) acres. These areas are directed toward less intensive recreational activities such as walking, relaxing outdoors and picnicking.

The "Golden Hill Triangle" area meets the current General Plan standards in terms of the amount of acreage available and the radius of the service area. The "Golden Hill Triangle" area does not, according to current General. Plan standards, meet the neighborhood recreational needs. Adequate facilities and maintenance are lacking. There is also the problem of access to recreational facilities for the Golden Hill residents, due to the hilly and uneven terrain which makes the distance on foot considerably longer than a map indicates. Access is further complicated by the fact that much of the population, because of the age and lower income levels, relies on public rather than private transportation.

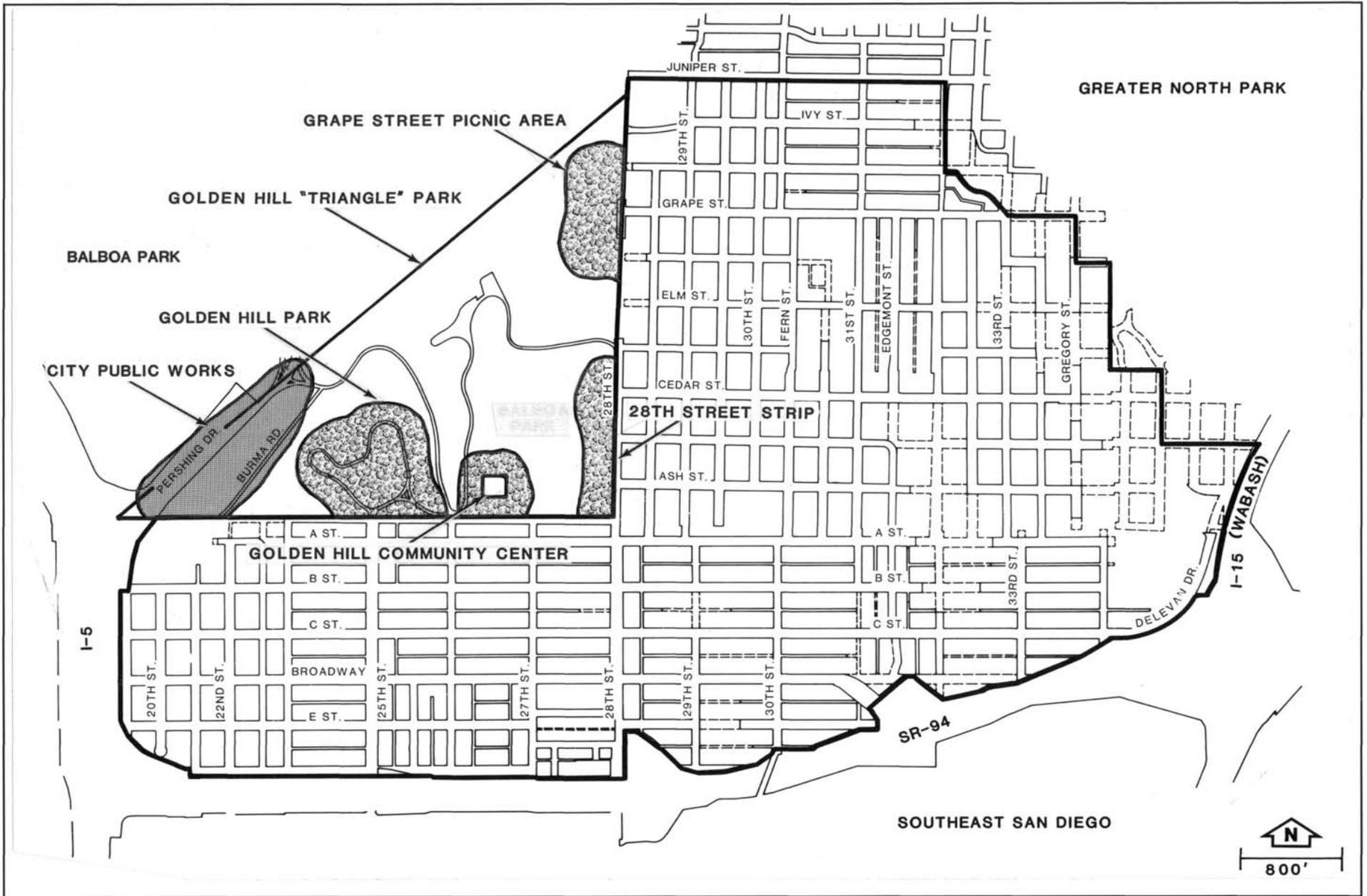
Balboa Park was designed to serve the entire San Diego region as a resource based park. It is a center for recreation, entertainment, and cultural activities, attended by residents of the city, the region and Southern California in general. The main recreational activities, the San Diego Zoo, and the cultural center are located on the west side of Balboa Park and are accessible by car, bicycle, or a circuitous bus trip. The nine-hole golf course bordering the Golden Hill community is used by a small portion of the population, and present design precludes direct or easy access to park land by residents. Because there is a lack of recreation facilities and open space in the surrounding communities, Golden Hill Recreation Center receives the maximum use by residents of Golden Hill as well as residents of other areas. The recreation center has also been the site of youth gang activities, making the center uncomfortable to many.

## **OBJECTIVES**

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

## **RECOMMENDATIONS**

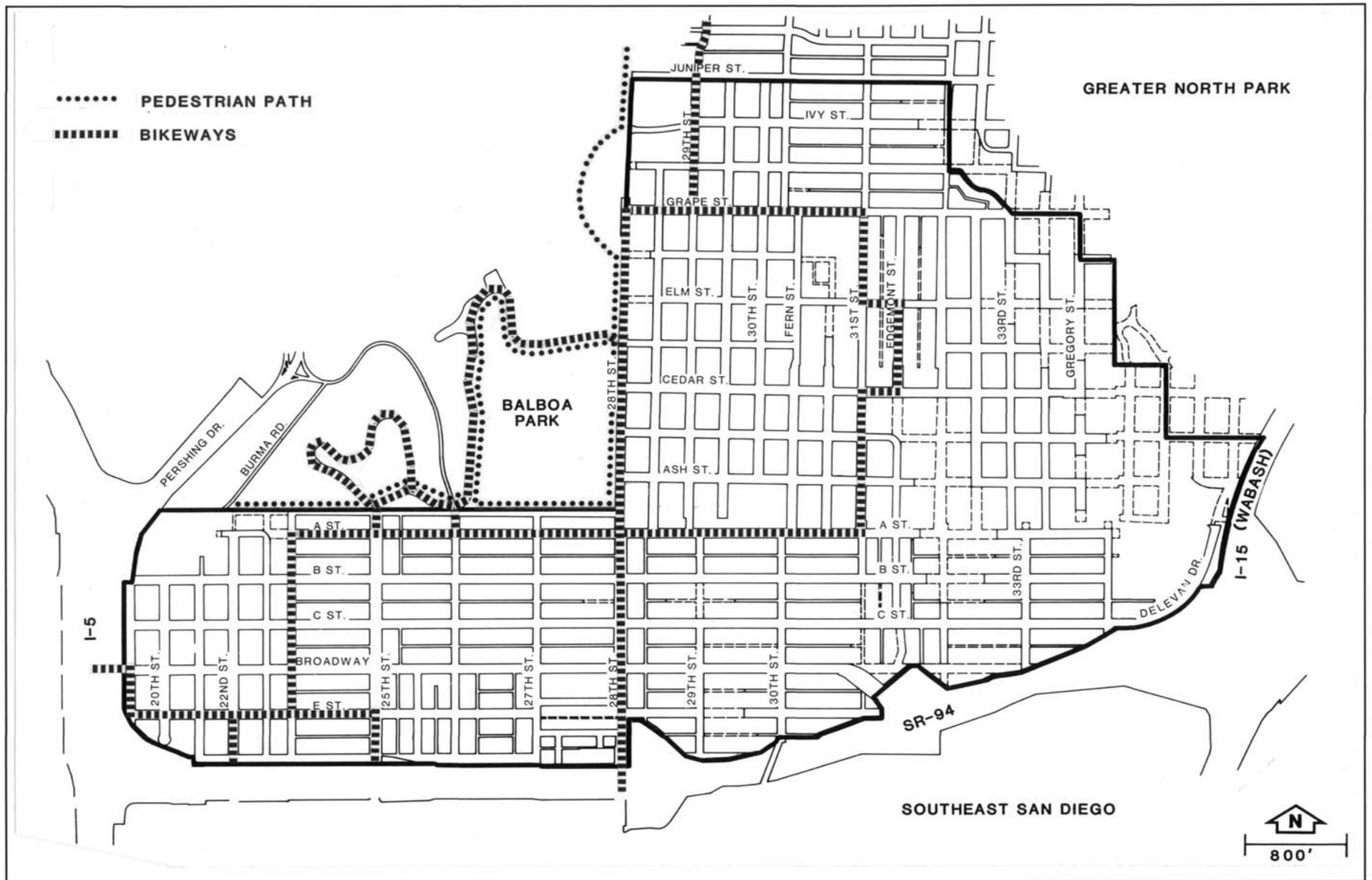
1. Expand existing pedestrian and bicycle paths and develop new paths linking the four recreation areas located in the "Golden Hill Triangle" (see Figure 18). This system would consist of pedestrian and bicycle pathways with a linkage across 26th Street connecting Golden Hill Park and the Golden Hill Recreation Center.
2. Develop a pedestrian/bicycle path linking Russ Boulevard with the 28th Street Park Area.
3. Develop a separate pedestrian path adjacent to Golf Course Drive (see Figure 19).
4. Install visible, convenient and secure bicycle parking facilities at each of the four recreation areas located in the Golden Hill Triangle Park area.



## GOLDEN HILL TRIANGLE PARK AREA

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 18



## PEDESTRIAN / BIKE PATH RECOMMENDATIONS

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 19

5. Provide additional facilities in all four park locations. Picnic tables, barbecues/ and benches are needed in the area north of Russ Boulevard in the Golden Hill Park Area, along the 28th Street Area and in the Grape Street Picnic Area. Benches for seniors at the entrance to the Golden Hill Park are also needed. There is also a need for children's play equipment to be located at the northern section of the Grape Street Picnic Area, along with benches to encourage adult supervision. The households adjacent to the Grape street Picnic Area should be surveyed for concurrence on the play equipment and to identify suitable locations prior to installation. Continue reviewing parking needs and if necessary, additional parking should be provided in that area off Burma Road, along Golf Course Road, or in other locations where parking is determined to be suitable.
6. Work with the Park and Recreation Department to review the utilization of the "Golden Hill Triangle" park area and the age composition of the users. Recreational needs should be adjusted based on this analysis.
7. Purchase and develop as a turfed play area the property indicated on Figure 20. The location of this area adjacent to the 32nd Street canyon makes it ideal for recreational activities which do not require the construction and maintenance of recreational structures. The area should be buffered with sufficient landscaping to screen it from surrounding residential property. Until this identified park site is purchased it can develop at the R-1500 density.
8. Utilize State and Federal funding to purchase additional sites for parks to complement Balboa Park and increase the opportunity for use by children and seniors.
9. Return the area along Burma Road, presently being used as a storage yard for the City of San Diego, to park use if the yard relocates. This area could provide supplementary recreational facilities such as ballfields and/or tennis courts. Until the yard is relocated outside of Golden Hill, the yard should be totally screened from public view by landscaping.

## **OPEN SPACE**

### **GOAL**

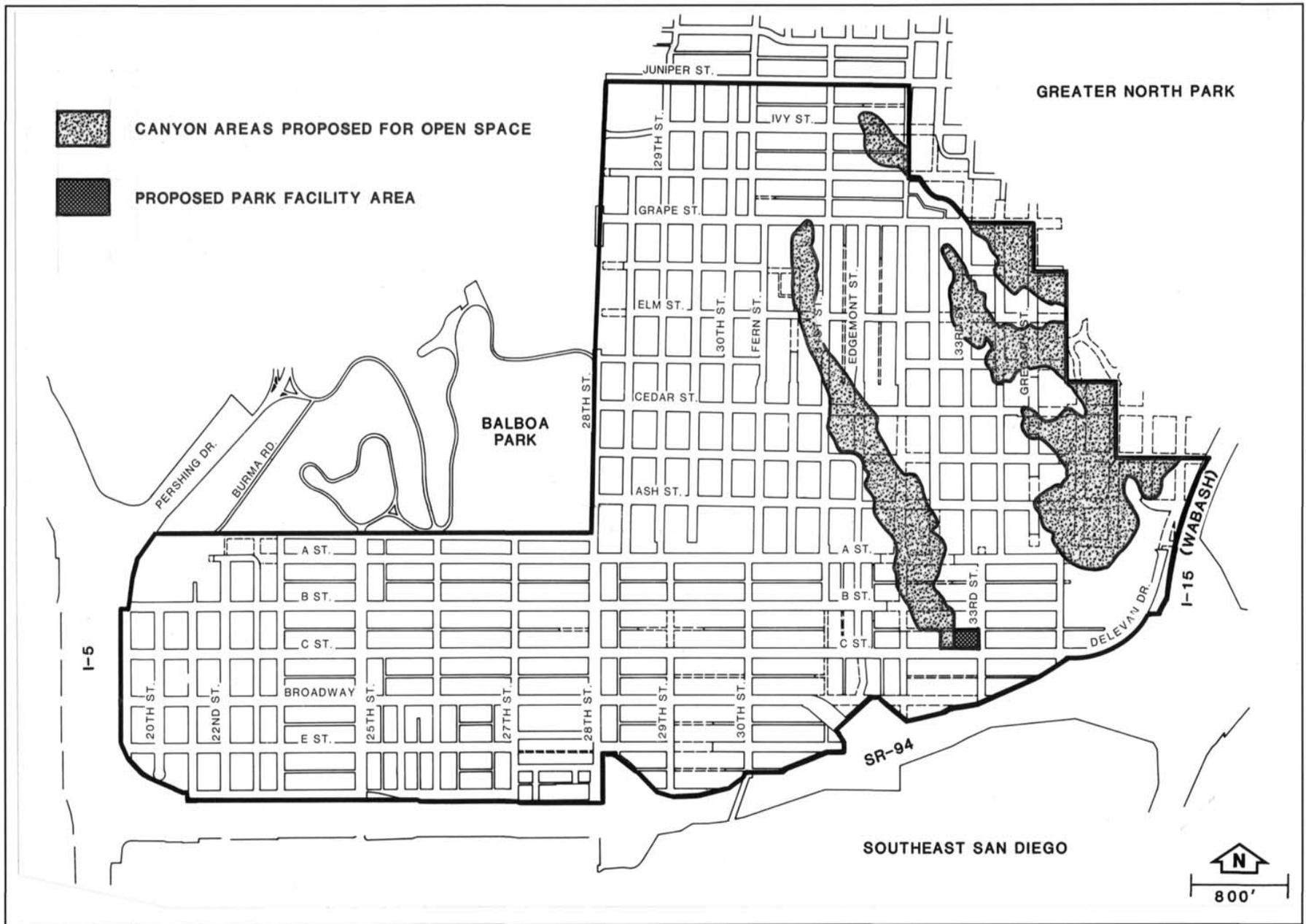
To complete the public acquisition and the preservation of the designated open space system within Golden Hill.

### **EXISTING CONDITIONS**

The two major open space areas in the Golden Hill community are the 32nd Street and the 34th Street canyons (see Figure 20). Both are canyons which have been disturbed to some extent by residential development within the canyons and along the canyon rims. In addition, street improvements have intersected or protruded into these canyons interrupting the topographic continuity of the canyon systems.

The 34th Street canyon, the larger and less disturbed of the two, contains approximately forty-one acres of land acquired by the City for open space. The City is in the process of attempting to acquire additional open space. Most of the 34th Street canyon is zoned R-3000 with some pockets of R-1-10000 or R-1-5000 zoning. The Hillside Review Overlay (HR) Zone has also been applied to the steeper, more sensitive portions of the canyon.

The 32nd Street canyon contains approximately nine acres of City-owned open space. At the present time, the City is in the process of acquiring an additional acre. Zoning in this canyon is R-3000 or R-1-10000. The HR Zone has also been applied to the steeper and more sensitive areas of the canyon.



## OPEN SPACE / PARK RECOMMENDATIONS

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 20

## **OBJECTIVES**

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

## **RECOMMENDATIONS**

1. Continue the City's open space acquisition program to acquire hillside areas and canyon bottoms in the 32nd Street and 34th Street canyons.
2. Rezone all areas within the 32nd Street and 34th Street canyons designated as open space and in the Hillside Review Overlay Zone (HR) Zone, to the R1-40000 Zone.
3. Discretionary permit approval for development in the Hillside Review Overlay Zone (HR) areas of the 32nd Street and 34th Street canyons shall be required to implement the design methods identified in the Hillside Review Ordinance and the urban design element of this Plan.
4. Allow street vacations only where the land vacated will become part of a contiguous open space parcel.
5. Implement a program for fuel management and fire prevention in areas adjacent to canyons and open spaces. Emphasis should be placed on cleaning, thinning out dry plant materials and debris, planting of low growing drought-tolerant fire retardant plant materials and the installation of an irrigation system at the top of slopes to establish a buffer.
6. Purchase and develop as a turfed play area the property indicated on Figure 20. The location of this area adjacent to the 32nd Street Canyon makes it ideal for recreational activities which do not require the construction and maintenance of recreational structures. The area should be buffered with sufficient landscaping to screen it from surrounding residential property. Until this identified park site is purchased it can develop at the R-1500 density.

## **COMMUNITY FACILITIES**

### **GOAL**

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

### **Schools**

#### **Existing Conditions**

One of the most important public services is the provision of schools and the offering of quality education to the residents of the community. Elementary schools serving the community include Brooklyn Elementary School, located at 1330 Fern Street and Sherman Elementary School, located at 450 24th Street (see Figure 21). Secondary level education is provided at Roosevelt Junior High School, located at 3366 Park Boulevard and at San Diego High School, located at 1405 Park Boulevard. Higher level education is available at San Diego City College, located at 1425 Russ Boulevard. In addition, adult education classes are taught at San Diego High School and through the California Extension Program at Roosevelt Junior High School. Alternative private education is offered by one parochial elementary school, Our Lady's School, located at 650 24th Street and by Saint Augustine's, a parochial high school at 3266 Nutmeg Street.

Brooklyn Elementary School, the only school located within the Golden Hill community planning area, is situated on a 5.09-acre site and Sherman Elementary is on a 5.27-acre site. San Diego High School's site is approximately 18.4 acres. These sites represent one-half of the General Plan standards for these schools. Roosevelt Junior High School's usable site area is 14.9 acres compared to the General Plan standards of 25 acres for a junior high school.

Enrollment figures and maximum student enrollment capacity for public schools serving Golden Hill are listed in Table 2.

**TABLE 2**  
**School Facilities Serving Golden Hill**

	Enrollment			Facilities
	<u>1977</u> (Actual)	<u>1987</u> (Actual)	<u>1990</u> (Forecasted)	Total School Capacity
Brooklyn Elementary	745	909	1,127	990
Sherman Elementary	981	1,041	1,209	1,050
Roosevelt Jr. High	1,090	1,231	1,153	1,120
San Diego High	1,175	1,435	1,525	1,727

Source: San Diego Unified School District Long Range Facilities Master Plan: 1986-2000, January, 1987.

Enrollment in the schools serving Golden Hill steadily increased during the 1970s and 1980s and will continue to grow in the future. The traditional practices of the school district dealing with increasing enrollment have been to adjust school boundaries using portable classrooms on the affected sites and the relocation of special education or other uses occupying classrooms. Schools on small sites experiencing increasing enrollments, such as Brooklyn Elementary, are adversely impacted by these practices through reducing the amount of land area that is available for playground purposes. The problem of inadequate acreage for school buildings is also aggravated by the school district's need to provide a number of supportive educational programs and services which require auxiliary spaces in addition to the traditional "home" room.

At the present time Brooklyn Elementary has implemented the standard methods of portable classrooms and multi-year school sessions to accommodate increases in student enrollment. The School District's enrollment projections indicate that increases in the number of school-age children will continue in Golden Hill in the coming years. As this trend continues, alternative short and long term solutions to the problems of overcrowding and higher than normal teacher-to-student ratios must be explored and implemented.

Traditional methods of accommodating student enrollment have been exhausted in Golden Hill.

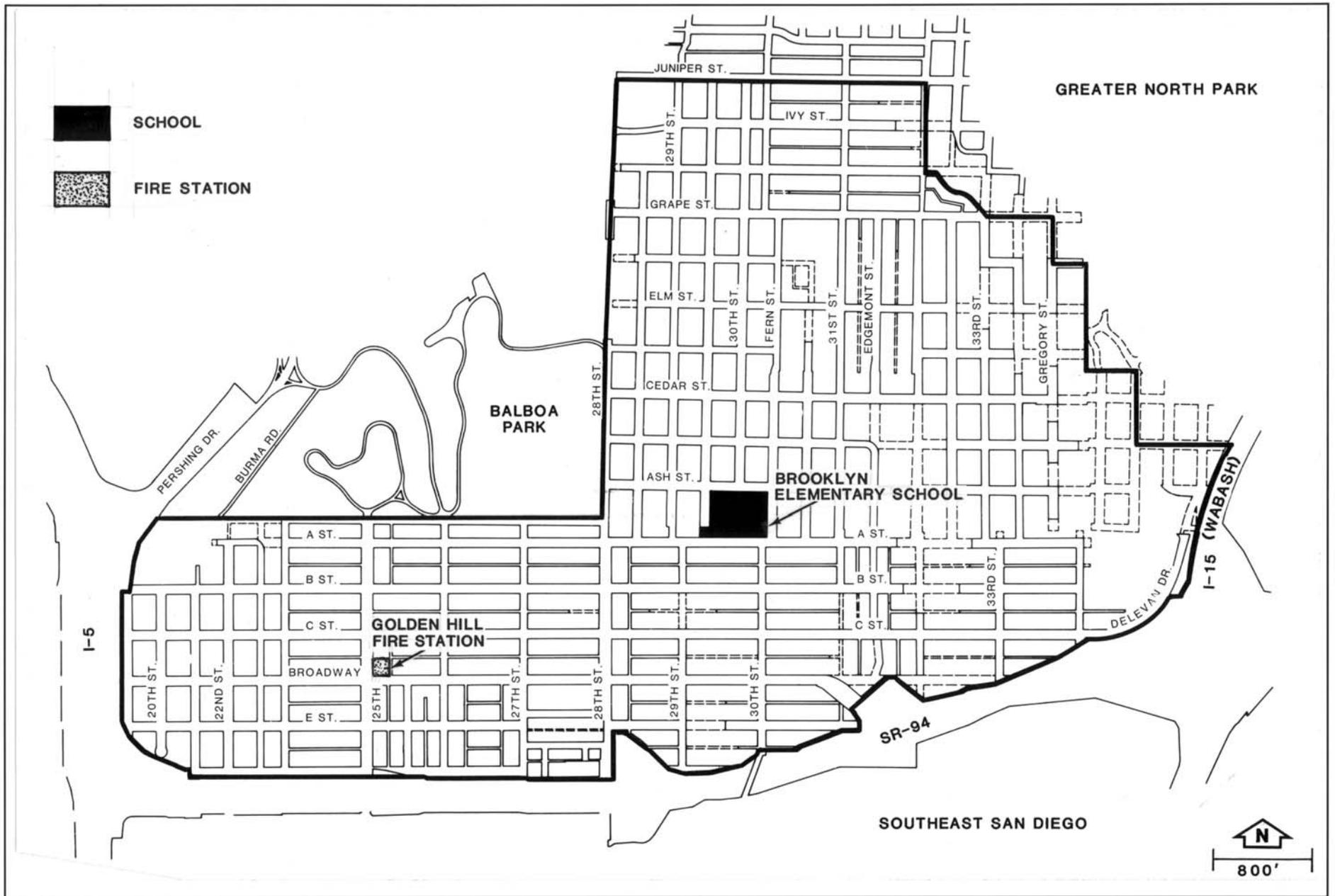
## **OBJECTIVES**

- Provide educational facilities in accordance with the City's General Plan standards.
- Achieve compliance with the student-to-teacher ratio standards established by the City's School Board of Education.

- Maintain a high level of maintenance at all school facilities.
- Provide for the maximum utilization of school facilities while eliminating overcrowding.
- Provide full community use of school facilities during non-school hours for educational, recreational and cultural purposes.
- Encourage private industry to adopt community schools to enhance educational programs.
- Construct school facilities, if necessary, to eliminate overcrowding.

## RECOMMENDATIONS

1. In conjunction with the School District, the Greater Golden Hill Community Planning Committee should continuously monitor school enrollment at Brooklyn Elementary and Sherman Elementary Schools, and serve as liaisons to the Board of Education and the Parent Teacher Association (PTA) to determine if overcrowding is occurring, and request the School Board to take necessary actions to correct overcrowding.
2. As alternatives to the traditional methods of accommodating increases in student enrollment in schools operating at near or full capacity, the following methods should be considered/reconsidered by the School Board of Education for their feasibility as short and long term solutions to increases in student enrollment in Golden Hill:
  - New school construction.
  - Multi-year, four-track scheduling.
  - Purchasing or leasing portables or trailers to house students.
  - Shared space with local entities.
  - Leasing commercial or private space for school use.
  - Transporting students to alternative school sites.
3. Pursue joint use agreements whereby school facilities are made available for community use.
4. Install turf on existing playing fields to provide additional recreational areas for the school and the community during and after school hours.
5. Any reuse of school sites should be subject to public review through the use of the Institutional (I) Overlay Zone, and should be consistent with the community plan designation for the surrounding area. The Brooklyn Elementary School site is currently zoned R-1500. The site should be rezoned to R-3000 when the plan is implemented to reflect the existing land use pattern in the immediate neighborhood and to ensure that in the event that the site is no longer needed for educational or other public purpose, it will be developed at a density compatible with the surrounding neighborhood. Public facility uses, such as Neighborhood Park, library or community center, should be given first priority for reuse of the school site before it is made available for any private use or development.



## COMMUNITY FACILITIES

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 21

6. Facilitate the development, with community input, of day-care centers for children throughout Golden Hill, in particular, the southeast corner of 30th and A Streets.

## **POLICE**

### **Existing Conditions**

The nearest police relations facility is the Central Storefront located at 2451 Market Street. The Community Relations Office serving the community is located in Linda Vista. Currently Golden Hill is divided into two separate police patrol beats, each with its own supervisor. Dividing the area in this manner decreases the opportunity for an identifiable police officer and reduces the efficiency since Golden Hill is being served by two seemingly separate patrol units.

Residential burglary, robbery, and auto thefts rank high in crime statistics in Golden Hill. According to the Police Department, residential burglary is easier in Golden Hill because older structures generally lack adequate security systems or devices. For example, doors which were once main entrances have become common entrance and doors that previously separated bedrooms from halls have become new entrances to apartments. The higher automobile theft situation in Golden Hill may be due to two factors: first, the high number of parked autos on the street, often far from the owner's watchful eyes and second, burglary and auto theft provide the inner City's drug addict's major source of income. The community has organized a Community Watch Program as an adjunct to police surveillance. The Police Department considers these programs to be effective means of reducing crime in any given area. This Plan's Urban Design Element also addressed some features of development which can improve natural surveillance of properties, including lighting and the careful use of walls and landscaping to deter criminal activities.

### **OBJECTIVES**

- Provide a high level of police service to ensure the safety of Golden Hill residents, businesses and visitors.
- Continue the Police Department's involvement in the planning and development process to maximize the opportunity for individuals to live and work in a crime-free environment.

### **RECOMMENDATIONS**

1. Increase police surveillance and enforcement in areas where an unusually high number of criminal activities have been reported.
2. Continue the Neighborhood Watch Program as an adjunct to police surveillance. The program should also be expanded to cover blocks where it does not presently exist.
3. Institute a community education program dealing with security measures that deter crime.
4. Place all of Golden Hill under one police patrol beat to increase visibility and to improve response time.

5. Establish a Community Relations Office to serve the needs of Golden Hill.

## **FIRE**

### **Existing Conditions**

Fire Station 11 serves the community and is located in the southern portion of Golden Hill at Broadway and 25th Street (see Figure 21). This facility includes two fire engines and an eight-person team on a 24-hour schedule. This station is supported (backed up) by five other engine companies in nearby communities. The response time in 1985 from the station at Broadway and 25th to all areas in Golden Hill was generally less than five (5) minutes, which meets General Plan standards. Fire Station 11 is scheduled for reconstruction in fiscal years 1990 and 1991. Upon completion it will continue to house the two fire engines. Golden Hill does not rank high in the number of fire incidences. However, the Fire Department has stated that areas in the canyon on the northeast edge of Golden Hill are outside the optimal response time range (five minutes). The community is concerned that the response time of the Fire Department will not be adequate to serve the eastern canyon areas of the community as development continues there. In addition, the existing fire station has become obsolete in terms of space and access.

### **OBJECTIVES**

- Maintain and improve the existing level of fire service.

### **RECOMMENDATIONS**

1. Modernize and/or replace facilities and equipment to meet the needs of the community as fire fighting technology improves.
2. Initiate and maintain public educational programs on fire prevention techniques and appropriate responses to fire dangers.
3. The Fire Department should analyze both rebuilding or relocating the 25th Street Fire Station and implement the alternative which provides the highest level of service to the community. Moving the Fire Station north and east of its present site would provide better response time to the developing canyon areas.
4. Future decisions concerning expansion or relocation of the fire station should be decided with community input via the Greater Golden Hill Community Planning Committee.

## **LIBRARY**

### **Existing Conditions**

The Golden Hill area is served by the Central Library at 820 E Street and the North Park Branch located at 3795 31st Street, which are outside the community planning area. The 144,500-square-foot Central Library contains 547,037 volumes and the 8,000-square-foot North Park Branch Library contains 34,000 volumes; both are open six days a week.

## **OBJECTIVES**

- Provide an accessible library facility to Golden Hill residents in a manner consistent with General Plan standards.

## **RECOMMENDATIONS**

1. Provide for community participation in all future decisions concerning the development or expansion of library facilities serving Golden Hill.
2. Maintain a program of upgrading and volume addition to the Central Library.
3. Promote improved access via public transportation systems linking Golden Hill with the Central Library and the North Park Branch Library.
4. Provide bookmobile service on a fixed schedule at a centralized location within Golden Hill.
5. Establish of a branch library in Golden Hill.

## **UTILITIES**

### **Existing Conditions**

The capacity of water mains and sewer lines is considered adequate throughout the community. However, because of the age of some developed portions of the community, water and sewer maintenance and replacement is occasionally needed. The Water Utilities Department of the City monitors and maintains the water and sewer system on an ongoing basis.

In a continuing main replacement program, 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. As incidents mount, main replacement is scheduled for accomplishment through the annual Capital Improvements Program. According to the 1988 Fiscal Year budget, \$6,000,000 has been budgeted for sewer main replacement, with an annual increase of five percent thereafter, and \$6,300,000 has been budgeted for water main replacement, with an annual increase of five percent thereafter.

## **GAS, ELECTRICITY AND TELEPHONE**

Gas and electric services are provided by the San Diego Gas and Electric Company. Telephone service is provided by Pacific Bell Telephone Company. These services are considered satisfactory at this time.

## **OBJECTIVES**

- Maintain and upgrade present level of services.

- Program the undergrounding of overhead utilities, especially in the revitalization programs (see Commercial Element).

## **RECOMMENDATIONS**

1. Monitor the conditions of facilities and replace when required.
2. Expedite the undergrounding of overhead utility lines and coordinate with the commercial revitalization program.
3. Utilize energy conservation principles in the design, location, and operation of structures.

## **SOCIAL SERVICE**

### **GOAL**

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

### **EXISTING CONDITIONS**

There is a wide range of social services currently available in Golden Hill including both day-to-day demand facilities and long range programs. Some services are primarily directed to Golden Hill while others, such as substance abuse centers, several nursing and/or convalescent homes, and boarding homes for the aged, serve the entire metropolitan area.

There are approximately eighteen licensed residential care facilities with an estimated 350 beds located in the community which offer facilities for the care and housing of children, the elderly and group housing for adults. There are also five licensed facilities for the treatment of substance abuse. As of April, 1986, residential care facilities located in Golden Hill represented 10.9 percent of all licensed facilities in the City of San Diego, whereas, the population of Golden Hill represents less than two percent of the total City population. This suggests that the Golden Hill community has an excessive number of residential care facilities.

### **OBJECTIVES**

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

### **RECOMMENDATIONS**

1. Review all applications for Conditional Use Permits (CUP) for residential care facilities to stop the over-concentration of the number and types of these facilities in the Golden Hill community, these facilities should be located no closer than 600 feet to one another.
2. Private agencies should conduct periodic surveys of the community to determine the social needs of Golden Hill and develop the appropriate program to meet those needs.

## **ENVIRONMENTAL QUALITY AND CONSERVATION**

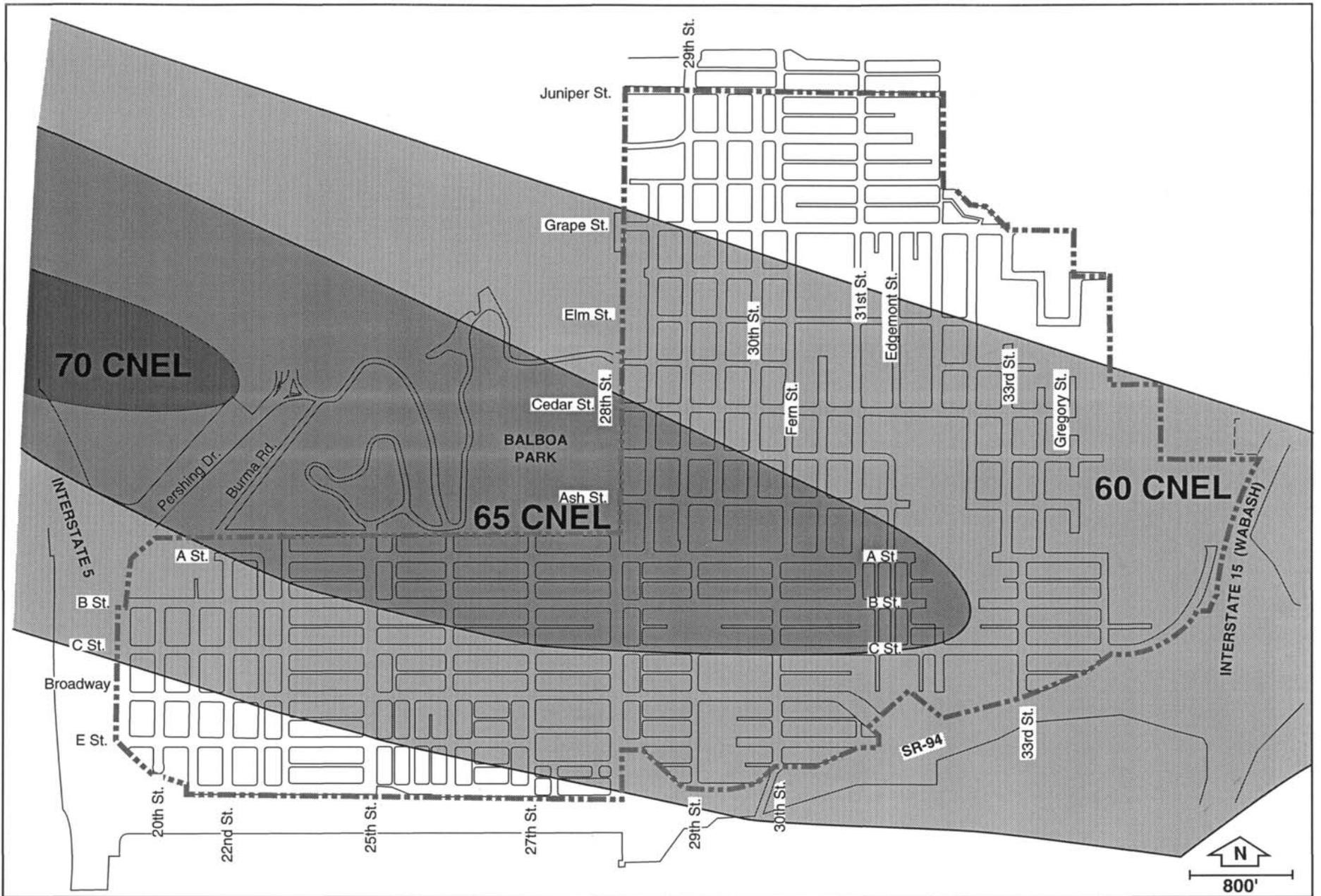
### **GOAL**

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

### **NOISE**

Golden Hill falls within the influence area of Lindbergh Field and therefore receives adverse noise conditions and is subject to a potential crash hazard due to aircraft over flights. Currently noise levels attributable to Lindbergh Field air traffic are within the range of 60-70 decibels (db) on the Community Noise Equivalent level (CNEL) scale (see Figure 22). The area affected by these noise levels lies between Elm Street and State Route 94 and between Interstate 5 and Interstate 15. The highest noise levels are found over the "Golden Hill Triangle Park" area of Balboa Park. Lower noise levels are found in the northeastern sector between Elm and Cedar Streets and in the southwestern sector south of Broadway. The City's Progress Guide and General Plan identifies noise in excess of 65 db CNEL as incompatible with residential development. Further, in areas of 60 db CNEL or greater, the State Law requires interior noise attenuation to 45 db CNEL for multi-family residential developments. This state law is supplemented by a city noise ordinance which requires sound attenuation for newly constructed single-family dwellings in areas impacted by aircraft generated noise exceeding 65 CNEL. Jurisdictional responsibilities relative to Lindbergh Field are divided among the following agencies: 1) San Diego Unified Port District which is responsible for Lindbergh Field facilities and operations, 2) County of San Diego which enforces State noise standards, 3) San Diego Association of Governments which is the Airport Land Use Commission, 4) City of San Diego which controls and regulates the property within the Airport influence area which lies outside of Port District and Federal lands, and 5) Federal Aviation Authority which controls flight operations.

For the last several years, the Port District has exercised limited powers to impose reasonable, nondiscriminatory conditions upon scheduled flight times and user aircraft noise characteristics. The airlines have agreed to restrict nighttime flights and adopt other noise reduction measures. The Port District and Federal Aviation Administration (FAA) have initiated a study of land use and potential noise control measures under the FAA's FAR Part 150 program. The FAR Part 150 study is currently underway. The SANDAG Aviation Element of the Regional Transportation Plan, as adopted in February 1981, states that Lindbergh Field currently impacts over 60,000 residents with adverse noise levels. The 1986 Regional Transit Plan states that "Airport operational changes and facility modifications which will improve and compatibility of the airports with surrounding land uses should be implemented. Land use plans for areas within airport influence areas should ensure the compatibility of new development with airport operations, and phase out incompatible uses to the extent possible." In addition, SANDAG adopted the following statements relative to Lindbergh Field noise impacts:



gh 3.plan maps



## CNEL NOISE CONTOURS - LINDBERGH FIELD

Golden Hill Community Plan  
 City of San Diego • Planning Department

Figure 22

Policy: "The San Diego Unified Port District, in cooperation with The City of San Diego and SANDAG (as the Region's Airport Land Use Commission), should vigorously pursue all feasible noise mitigation measures at Lindbergh Field."

Action: "The City of San Diego, the County of San Diego, and the San Diego Unified Port District will continue to seek and implement all feasible noise mitigation measures around Lindbergh Field. In compliance with the conditions of the variance from State Noise Standards granted to the Port District on September 14, 1980, the Port District will develop and implement noise control measures, with the assistance of the City of San Diego and Airport Land Use Commission (SANDAG)."

It should be noted that at this time, the required Comprehensive Land Use Plan for Lindbergh Field has not been prepared by SANDAG. This Plan will establish a land use compatibility matrix for the airport influence area.

Technological noise attenuation methods, such as building insulation and mechanical ventilation, are somewhat successful in reducing interior noise levels. However, such mitigation measures are not effective in reducing exterior noise impacts. Other noise mitigation measures that can be considered include aviation easements which will alert future owners that adverse noise conditions exist and a redesignation of affected areas to a nonresidential land use. This latter alternative could have serious social impacts and would mitigate noise impacts to existing residential units. Also, a mitigation alternative could include methods which discourage new residential development from locating within the impact area, particularly single-family residences.

## **AIR QUALITY**

Monitoring of air quality at the Island Avenue and El Cajon Air Monitoring Stations (the two closest stations) for the years 1977, 1978 and 1979 (and 1980 for Island Avenue) indicate that the California standards for ozone, hydrocarbons, and particulates were exceeded while the California standards for nitrogen dioxide and sulfur dioxide were achieved during the most recent monitoring year. The standard for carbon monoxide was exceeded at both air monitoring stations in 1979, but in 1980 the standard was achieved at Island Avenue.

The Golden Hill community planning area is located in the San Diego Air Basin/San Diego County which has been classified as a non-attainment area for the pollutants of ozone and particulates; the County is an attainment area for nitrogen dioxide, carbon monoxide and sulfur dioxide. The most significant source of air pollution in the San Diego Air Basin is automobile emissions. There are no known stationary sources in Golden Hill which significantly impact air quality.

## **ENERGY**

There is general agreement that existing ways of life, urban patterns, transportation facilities, buildings, and equipment all reflect a past when living standards equal to ours, use less than half the energy per capita that is consumed in the United States. Apart from savings in transportation,

the next most fertile area for improving efficiency is building and development design and land use patterns. It is indisputable that sprawled low density urban development increases travel distances, street and highway requirement, public utility extensions, and public service costs (fire, police, schools) - all of which translate directly into increased energy use. Grouped structures and higher density development have recognized energy savings. Subdivisions in areas that are hot in summer and cold in winter, or in areas where auto dependence is mandatory, or where cultural and commercial and recreational and employment facilities are lacking, can only result in increased energy use - not only in initial development but also in yearly operation and in the more nebulous energy costs that traffic congestion, waste water, and public services demand.

In addition to the location of development, its design can be oriented toward better use of energy. Narrow streets reduce construction energy and materials, and reflected summer heat. Deciduous street trees allow summer shade and winter sun on buildings and streets, and make walking and bicycling more attractive. More extensive walks and bicycle paths reduce auto use. Smaller minimum lot sizes reduce travel, utility and service distances.

Important energy savings can also be realized through energy-conserving site planning and building design techniques and principles. Flexibility in required setbacks allows building to be oriented to maximize sun access and wind for natural heating and cooling factors. Designs that consider micro-climates, building efficiency, summer shade and winter exposure of windows, and the energy implications of colors and materials can reduce total energy operating needs by as much as 50 percent.

## **OBJECTIVES**

- Reduce the noise impacts from Lindbergh Field on residential uses in Golden Hill.
- Conserve energy by utilizing alternative energy resources and energy efficient buildings and site design.

## **RECOMMENDATIONS**

1. Optimize passive solar opportunities wherever possible. Locating the long axis of a building in an east-west direction provides for a more even heat distribution year-round. Generally, a building's axis which runs perpendicular to the lot for north-south lots and parallel to the lot for east-west lots will have better solar access.
2. Site planning and building design should take into consideration environmental factors such as sun, wind, noise, shadow and reflection as they relate to the quality of outdoor space. A public space located on the south side of a block, for instance, will have sunlight most of the day and be a more comfortable space than one located on the north side of a block.
3. Development within the 65 db CNEL contour and higher should not exceed existing residential densities (see Figure 22).

IMPLEMENTATION

## **IMPLEMENTATION**

The community plan establishes goals and objectives to guide the growth and revitalization of Golden Hill. The goals and objectives outlined in this document are, in effect, calls for action. 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 implementation of the community plan. This section first summarizes the recommendations necessary to fulfill the goals of the community plan, and in Table 3 identifies the timing, responsibility and financing mechanisms required to implement the actions.

The actions by category are: plan review and maintenance, citizen participation, a map indicating rezonings proposals to bring zoning into conformance with the plan, and a summary of the major plan recommendations and actions.

### **I. PLAN REVIEW AND MAINTENANCE**

Upon adoption of the Golden Hill Community Plan, implementation of the plan will require continued community involvement and participation. The citizen committee must therefore continue to function with its primary role being implementation of the plan. The work should include:

- Monitoring of actions to implement the plan proposals including rezonings, and updating the Planned District Ordinance.
- Monitoring of development activity in the community including the review of all future public facility improvements, rezonings, subdivisions, Conditional Use Permits, Hillside Review Permits, Planned Residential Developments, application of the Pedestrian Commercial Overlay Zone (PCOZ) and commercial developments for conformance with the community plan goals and objectives.
- Participation in the annual review of the Capital Improvement Program and development of recommendations consistent with the community plan's objectives.
- Participation in a continual monitoring of the plan so that it remains relevant to the community and its needs. This process should involve an annual review and updating of population, household, and economic characteristics. A major review should be completed every five to ten years.
- All discretionary development proposals in multi-family zones (R-600, R-1000, and R-1500) should be submitted to the Greater Golden Hill Community Planning Committee for review and recommendation.
- Based upon the densities recommended in this plan, total buildout is estimated to be 7,600 dwelling units with bonus density provisions allowing for the potential of an additional 2,300 dwelling units, or a total of 9,900 units (see Appendix A for

a summary of the assumptions used in the buildout analysis). If development proposals exceed the densities recommended by the plan, a reevaluation of public facilities will be necessary and shall require an amendment to this plan.

## **II. CITIZEN PARTICIPATION**

Although the city Council has ultimate responsibility for carrying out the plan, the true burden rests with an interested, active citizenry. The following is intended to encourage constant citizen participation in community affairs in accordance with Council Policy 600-24, Operating Procedures and Responsibilities of Recognized Community Planning Committees:

- The planning group should continue to meet on a regular basis after plan adoption. The group should assume the leadership role in assuring that every member of the community should have a voice in neighborhood and community affairs by establishing effective procedures to ensure a broad base of representation reflecting a wide range of community opinions.
- The planning group should provide information to the community of existing community organizations. Announcements in the newspaper or in a prominent public display should list organizations' meeting times and places.
- The planning group should assume the leadership role in assuring that every member of the community should have a voice in neighborhood and community affairs by establishing effective procedures to ensure a broad base of representation reflecting a wide range of community opinions.

## **III. ZONING MODIFICATIONS**

The basic implementation tool to achieve the recommended land use designations of this document are through rezonings. Rezonings will affect those portions of the community where zoning and the recommendations of the plan are inconsistent. The following rezonings are necessary to implement the goals, objectives and recommendations of the plan, and are illustrated on Figure 23.

- Single-family neighborhoods presently zoned for low-medium (R-3000) density should be decreased to low density (R1-5000) to preserve the single-family, low density character.
- Locate higher density residential development along the Broadway corridor and in adjacent neighborhoods currently experiencing density increases. The recommended densities range between 29 and 73 dwelling units per acre. The purpose of the higher density (R-600, R-1000 and R-1500) corridor is to stimulate residential revitalization and to take advantage of access to major transit routes, thus reducing through traffic on local neighborhood streets.

- Rezone the industrial designated area to medium density (R-1500) residential to eliminate land use conflicts. The area is not suitable for continued industrial use because of the steep grade and poor access from C Street. Traffic from the industrial area has a significant adverse impact upon the adjacent residential neighborhoods.
- Rezone the current PDO area to the following zones: GH-1000, GH-1250, GH-1500, GH-3000, GH-CN, and GH-CC similar zones, as illustrated on Figure 24. The recommended rezones would place these properties in the updated Planned District Ordinance and allow for redevelopment to occur consistent with the goals and objectives of this plan.
- Rezone the multi-family and commercially zoned properties outside of the current PDO area to the GH designation illustrated on Figure 24 or to a similar zone. This would incorporate these properties into the revised Planned District Ordinance and allow for redevelopment consistent with the goals and objectives of this plan.

**ZONING NOT REPRESENTED HERE**

**ZONING NOT REPRESENTED HERE**

## **IV. URBAN DESIGN**

### TAILORED ZONING

The quality of new multi-family development and redevelopment is as important an issue as density in Golden Hill. The community is concerned that existing neighborhoods will be adversely affected by new multi-family development and redevelopment that is out-of-scale and out-of-character with older established residential development in the community. There is also concern that the development requirements of the underlying zones for multi-family development will not ensure implementation of the specific objectives and recommendations of this community plan. Under existing zoning standards there are no requirements for facade articulation or architectural offsets to reduce bulk and scale, and to reflect the typical 50-foot lot pattern in Golden Hill. In order to ensure compatibility, and to enhance and preserve the scale, character and lot pattern of the community, discretionary review of multi-family development and redevelopment is necessary. In addition, discretionary permits should be referred to the Greater Golden Hill Community Planning Committee, or its successor, for review and recommendation. Issues to be addressed for a discretionary permit include basic site planning and building massing issues that are fundamental to the way new development or redevelopment relates to its neighborhood context and the community.

#### a. Architectural Character

Preservation and enhancement of the existing scale, character and 50-foot lot pattern of older development in the community should be achieved through careful consideration of scale and proportion, rhythm and spacing, materials and texture, architectural detailing and roof lines. Off-setting planes should be utilized to divide the mass of large buildings into smaller components.

#### b. Parking Requirements

Where adequate on-site parking is not available, underground parking should be used as an alternative. Any lot served by an alley must use that alley as its sole means of parking access, except where an existing driveway may be used to provide access to an additional unit. Designated parking spaces shall be used exclusively for parking. Separate areas for storage and refuse collection should be provided on-site.

## **V. COMMERCIAL REVITALIZATION**

- Continue the ongoing efforts to revitalize the commercial areas of the community.
- Promote interest and commitment by local businesses and the community-at-large in the revitalization efforts in all commercial areas in the community.

- Implement the 25th Street and 30th/Fern Street Revitalization Plans.
- Evaluate the feasibility of establishing a Business Improvement District to assist in the commercial revitalization efforts.
- Apply the Pedestrian Commercial Overlay Zone (PCOZ) to commercial property zoned CC and CA to augment the underlying zoning. PCOZ will provide additional standards not available under conventional zoning that will maintain the continuity of the street frontage and the strong connection that currently exists between the adjacent residential neighborhoods and commercial development.

## **VI. PRESERVATION**

- The full extent of the historically and architecturally significant structures outside of the historic subarea of the planned district is unknown. A comprehensive historical site survey is recommended to identify structures that are historically and architecturally significant.

## **VII. PARKS AND OPEN SPACE**

- Establish ongoing programs aimed at maximizing the use of existing recreational facilities and obtaining financing to maintain these programs.
- Continue the ongoing open space acquisition program.
- Identify funds to purchase and develop as a turfied play area the area adjacent to the 32nd Street canyon (see Figure 20).
- Rezone privately-owned property that is designated open space and within the Hillside Review Overlay Zone to RI-40000.

## **VIII. INSTITUTIONAL**

- Apply the Institutional Overlay Zone to the areas designated as a school, fire station, and post office where the sites are in public ownership.

## **IX. TRANSPORTATION**

- Incorporate within the Capital Improvements Programs recommended circulation and bikeway improvements.

## **X. PUBLIC IMPROVEMENTS**

- Community facilities are normally provided through the City of San Diego's Capital Improvements Program which sets forth a six-year program of providing public facilities on a citywide basis. It is the responsibility of the community

planning process to identify future public improvements for incorporation into future Public Improvement Programs. The public improvements set forth in the Transportation, Community Facilities, Park and Recreation, and Open Space Elements of this document provide the combined list of public improvements recommended for the Golden Hill community planning area.

## **XI SOCIAL SERVICES**

- Review all applications for Conditional Use Permits (CUP) for residential care facilities to ensure that such facilities have a minimum of 600 feet between each facility to stop the over-concentration of the type and number of these facilities from locating in Golden Hill.

## **XII. SCHOOLS**

- Monitor school capacity to ensure that resources, physical facilities and number of teachers for student group sizes are in keeping with the School Board of Education's standards.

**TABLE 3  
SCHEDULE OF ACTIONS**

<b>Category</b>	<b>Action</b>	<b>Timing</b>	<b>Responsibility</b>	<b>Financing</b>
1. ORGANIZATION Plan Review & Maintenance	City of San Diego with assistance from other public agencies, the community planning committee and other community organizations should:	Continuing	Planning Dept.	City
	1. Initiate actions to implement plan proposals.		Planning Dept.	City
	2. Monitor development activity for conformance to the plan.		Planning Dept. & Planning Committee	City
	3. Ensure that the City's Capital Improvement Program is consistent with the goals and recommendations of this plan.		Planning Dept. & Planning Committee	City
	4. Review and update this plan and make amendments when necessary		Planning Dept. & Planning Committee	City
2. LAND USE Development Regulations	Initiate rezonings consistent with the Residential, Commercial, Urban Design and Open Space Elements.	Immediately	Planning Dept	City
3. COMMERCIAL Revitalization	Continue the commercial revitalization projects.	Continuing	Economic Dev Div. (Property. Dept.) and Planning Dept.	CDBG* City

**TABLE 3  
SCHEDULE OF ACTIONS**

<b>Category</b>	<b>Action</b>	<b>Timing</b>	<b>Responsibility</b>	<b>Financing</b>
	Initiate action to apply the Pedestrian Commercial Overlay Zone (PCOZ) to preserve and enhance commercial areas.	Immediately	Planning Dept.	City
4. PRESERVATION Cultural & Heritage Resources	Undertake a comprehensive historical and architectural site survey of the community outside of the historic subarea of the planned district.	Immediately	Planning Dept. & Historical Organizations	City CDBG, State grant
	Do not allow CUP for office use in low-density residential neighborhoods.	Immediately	Planning Dept. & Planning Committee	City
5. URBAN DESIGN Project Review	The Urban Design Element recommendations shall guide all discretionary projects	Continuing	Planning Dept. & Planning Committee	Applicant
	Initiate tailored zoning to guide all development in the multi-family zones.	Immediately	Planning Dept.	Applicant
6. TRANSPORTATION Circulation	Implement improvements as recommended in the Transportation Element.	Continuing	Engineering & Development	City
7. OPEN SPACE	Continue acquisition of open space.	Continuing	Park & Recreation Dept.	Open Space Bonds
	Rezone City-owned open space to the appropriate open space zone.	Immediately	Planning Dept.	City
	Where feasible, vacate street rights-of-way in open space areas.	Continuing	Planning Dept. Engineering & Development	City

**TABLE 3  
SCHEDULE OF ACTIONS**

<b>Category</b>	<b>Action</b>	<b>Timing</b>	<b>Responsibility</b>	<b>Financing</b>
8. PARKS	Use park fees for the purchase, expansion upgrading of park and recreational facilities and the acquisition of new park acreage.	Continuing	Park & Recreation Dept.	City
9. SOCIAL SERVICES	Review Conditional Use Permits for residential care facilities to ensure that they are no closer than 600 feet to one another.	Continuing	Planning Dept. & Planning Committee	City
10. SCHOOLS	Monitor school capacity to ensure adequate physical facilities, resources and number of teacher to student group sizes.	Continuing	School District & Planning Committee	School District
11. PUBLIC	Adopt a financing plan indicating timing and sources of funding for public improvements which include but are not limited to: new larger fire station, neighborhood identification signs, road and circulation improvements, purchase areas, street landscaping and maintenance, installation of bus routes sidewalk improvements.	Immediately	Engineering & Development Dept.	City

\* Community Development Block Grant

## FINANCING

There are two primary methods of financing public improvements for an urbanized community like Golden Hill. The traditional or standard method of financing public improvements is through the Capital Improvement Program (CIP), which is a six-year program adopted annually by the City Council. Public improvements scheduled for the first year of the Capital Improvement Program are recipients of funds appropriated by the City Council. Public improvements scheduled over the next five years are based upon funds expected to be available.

A more long-term financing program is undertaken upon completion of the community plan. The Public Facility Financing Plan will identify new facilities and rehabilitation requirements at community buildout.

## SOURCES OF FINANCING

A number of financing mechanisms are available to implement the variety of public and private improvements out for this plan. The following are some of the potential funding sources available.

### Issuance of Special Bonds and Assessment District

Local governments have traditionally issued bonds to raise the capital necessary to construct major public improvements — sewage treatment plants, water systems and public buildings.

Revenue bonds are backed by a reliable flow of future revenues from the facility or enterprise they fund, such as the construction of parking facilities and other such public facilities. Because revenue bonds are secured by the proceeds from the enterprise they fund, they carry higher interest rates than general obligation bonds.

Lease revenue bonds are issued by a nonprofit corporation or special authority which constructs a facility and leases it to the City. Lease payments provide the revenue to pay off the bond and, when the bond is retired, the facility is turned over to the City. Some local agencies have used this method to finance administrative centers, schools and parking facilities.

The establishment of assessment districts is becoming a more frequently used method to finance certain improvements in the City. Special assessment bonds are a traditional tool for financing sewer, water, street, sidewalk, street lighting, open space acquisition and similar projects which benefit property owners within a given area. In particular, assessment districts could be considered for use in the maintenance of landscaping and the establishment of special lighting districts in the residential and commercial districts.

### Fees

Another potential mechanism for funding facilities and amenities would be the imposition of special fees on new development within the community.

Unlike taxes which are levied to raise general revenue, fees are levied to finance a special activity, facility or service which confers a direct identifiable benefit to those paying the fee. There are several sources of authority imposing fees. The Subdivision Map Act authorizes a city to impose fees in lieu of dedications of land or improvements as a condition of the subdivision approval.

There are several limitations on the imposition of in lieu fees: 1) there must be an expressed or implied authorization for the item to be funded by the fee; 2) usually, there must be an implementing ordinance; 3) the fee must be reasonably related to the project being approved.

One important class of fees are development impact fees charged to new development at the time the project is approved or a building permit is issued. An impact fee is usually charged at a fixed rate per bedroom or per square foot. In addition to financing interim school facilities, impact fees might be used to finance street improvements, sewer and water systems and public facilities serving new development. The City could impose fees in Golden Hill for all new development.

Standard citywide park fees are currently collected at both the subdivision map and building permit stages with one-half the fees payable at each stage. However, in many urbanized areas of the city these fees are not able to cover all the park improvements costs necessary to upgrade park and recreational facilities. Therefore, in order to provide adequate funding for park improvements, the City Council has selectively adopted a special park fee ordinance for many communities. These fees are assessed, in lieu of the standard citywide park fees, on residential development within the community and can only be utilized within the community they were collected. The special park fees collected within the community are significantly higher than the standard citywide park fees. A special park fee could be used in Golden Hill to provide additional park areas within the community.

Under various statutory provisions, local governments can charge fees for services such as police and fire protection and for maintenance of existing facilities. In addition to specific State authorization, charter cities, such as San Diego, have a broad implied constitutional authority to impose fees for municipal facilities and services. Fees may also be imposed on new development by the School District to fund improvements to existing school sites or the acquisition of new school site.

### Business Improvement Districts

Business Improvement Districts are a mechanism by which businesses may assess themselves, with the City's authorization and administrative assistance, to raise money for promotional and other activities which benefit the business district. A Business Improvement District (BID) is formed under the City's authority, but is done so only by petition of the business owners in the district. Payments are made through a surcharge on the business license fee.

The formation of BID'S are recommended as implementation measures for the 25th Street and the 30th street and the Fern Street Revitalization Plans.

### Community Development Block Grant (CDBG)

This funding source is being used citywide for commercial revitalization efforts and housing rehabilitation. Its use is restricted to projects which primarily benefit low and moderate income household. Block grants have been instrumental in development of the 25th Street and the 30th and Fern Street Revitalization Plans. It is expected that block grant funding will continue to support these projects.

### Open Space Bonds

Extensive open space acquisition is currently being accomplished with open space bonds. Efforts should continue to obtain these funds for the appropriation of designated canyons and hillsides within the community.

GENERAL PLAN  
CONFORMANCE

## **GENERAL PLAN CONFORMANCE**

The Golden Hill Community Plan includes specific recommendations intended to implement the goals of the Progress Guide and General Plan. This section describes how the community plan serves to implement many of the goals of the General Plan and describes amendments to the Progress Guide and General Plan that are needed as a result of the community plan adoption.

### **RESIDENTIAL**

The General Plan designates the majority of the Golden Hill Community for Residential Neighborhoods, which call for communities of primary residential use containing dwelling units of various types and attendant community services. This community plan emphasizes the maintenance and enhancement of existing stable residential neighborhoods, which is consistent with the General Plan objectives for older communities which stress the preservation of established communities, the conservation of the social-environmental characteristics of the community and the rehabilitation of deteriorating neighborhoods.

### **COMMERCIAL**

The recommendations in this plan emphasize the rehabilitation of existing commercial developments. These recommendation are necessary to assure an adequate supply of commercial land and be consistent with the General Plan goal of developing a system of commercial facilities that effectively meets the needs of the residents.

### **INDUSTRIAL**

The Golden Hill Community Plan will amend the General Plan map by eliminating the industrial land use designation. The plan recommends replacement of the industrial land use designation with a land use designation for medium density residential development. The area is not suitable for continued industrial use because of the steep grade, topography, limited access and impact on adjacent residential neighborhoods.

The General Plan map will need to be amended to designate existing industrial designated to residential.

### **URBAN DESIGN**

This plan establishes design guidelines which address scale, character and the need for compatibility between new development and older development in Golden Hill. These guidelines will help implement the goals of the General Plan when used in the review of discretionary actions.

### **PARKS AND OPEN SPACE**

The recommendations for park and open space acquisition and improvements are consistent with the guidelines and standards for park development in the General Plan to the extent feasible. It

will not be possible to provide park site acreages according to General Plan standards due to the developed nature of the community.

Design guidelines for areas within the Hillside Review Overlay Zone are established in the Urban Design Element to guide development of privately-owned hillsides and canyons.

## **PUBLIC FACILITIES**

Because the community is largely developed, most of the basic facilities have been provided.

The plan recognizes the need, however, for additional school facilities and possibly a fire station as the community reaches full buildout to conform to General Plan guidelines for these facilities.

The Progress Guide and General Plan map should be amended to reflect the land use designations recommendation of the Golden Hill Community Plan.

## APPENDIX 1

### Dwelling Unit Capacity Assumptions

#### Land Use Designation

#### Assumption to Determine Dwelling Unit Capacity

#### Residential

Very Low Density (0-1 du/ac)

1 dwelling unit per net  
residential acre

Low Density (1-9 du/ac)

9 du/NRA

Low-Medium Density (10-15 du/ac)

15 du/NRA

Medium Density (15-29 du/ac)

29 du/NRA

Medium-High Density (29-44 du/ac)

44 du/NRA

High Density (44-73 du/ac)

73 du/NRA

#### Open Space

1 du/gross acre