



LAND USE

- 2.1 Physical Environment
- 2.2 Land Use Framework



INTRODUCTION

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

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

1988 GOLDEN HILL COMMUNITY PLAN

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

LAND USE ELEMENT GOALS

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

GENERAL PLAN CROSS-REFERENCE TABLE

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

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

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

2.1 PHYSICAL ENVIRONMENT

PHYSICAL CONTEXT

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



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

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

EXISTING LAND USE

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

PLANNED LAND USE DISTRIBUTION

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



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



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

TABLE 2-2: GOLDEN HILL PLANNED LAND USES

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

LAND USE CLASSIFICATION AND INTENSITY

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

POPULATION CHARACTERISTICS

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

POLICIES

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

2.2 LAND USE FRAMEWORK

RESIDENTIAL

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

TABLE 2-3: GOLDEN HILL LAND USE DESIGNATIONS

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

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

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

¹ Refer to Policy LU-2.27

² Maximum FAR available with residential mixed-use

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

⁴ Refer to Policy LU-2.23

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

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

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

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

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

Central Operations Yard (20th Street & B Street)

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

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

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

Delevan Drive

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

POLICIES

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



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



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

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

COMMERCIAL & EMPLOYMENT

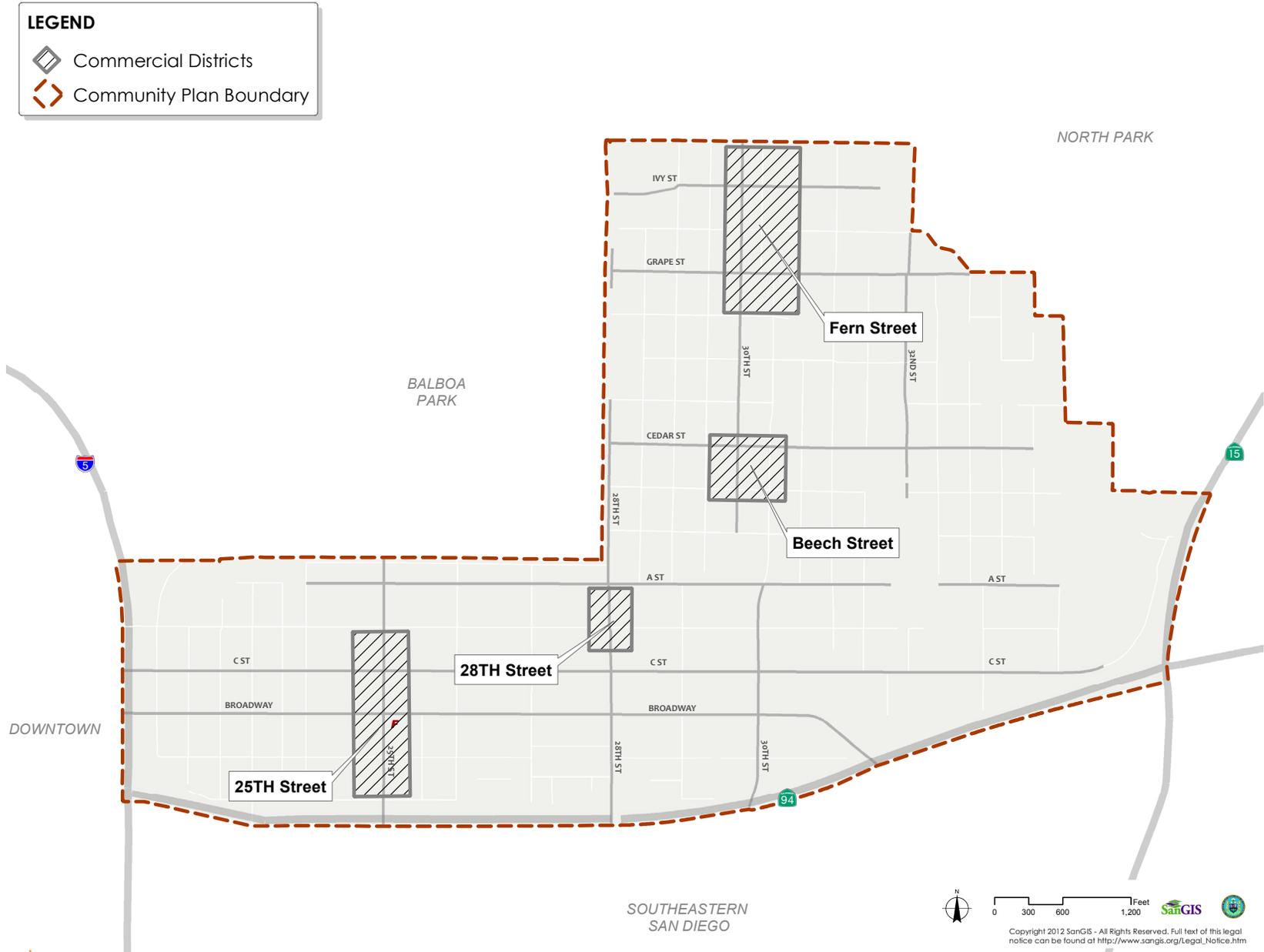
Commercial land uses typically support residential and other land uses by providing goods and services, or function independently as employment generators. Golden Hill is predominantly a residential community in which the commercial land uses provide a support function. Beyond these fundamental characteristics,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

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

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

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

FIGURE 2-2: GOLDEN HILL COMMERCIAL DISTRICTS



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

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

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

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

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



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



Commercial districts create walkable retail and employment opportunities.

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

POLICIES

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

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



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

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

INSTITUTIONAL

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

POLICIES

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

PARKS AND OPEN SPACE

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

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

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

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

POLICIES

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

necessary property rights through public acquisition of parcels or easements.

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

NEIGHBORHOOD CENTERS /VILLAGES

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



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



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

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

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

25th Street Neighborhood Village

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

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

30th Street Transit Corridor

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

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

POLICIES

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

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



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



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

FIGURE 2-3: NEIGHBORHOOD CENTERS/VILLAGES

