



# 3

## LAND USE

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## 3. Land Use

### GOALS

- A diverse mixture of commercial uses for residents, employees, visitors, and businesses.
- A balance between visitor-oriented uses and residential uses.
- Sub-districts with unique character and identity that enhance the community's livability.

### INTRODUCTION

The Community Plan envisions Old Town San Diego as a pedestrian-oriented historical small town. It seeks to ensure that new buildings and uses enhance the community character and livability with a strong emphasis on design that respects the history of the community and encourages pedestrian activity. To achieve this vision, the Land Use Element specifies policies for land use by sub-district.

**TABLE 3-1: EXISTING LAND USE DISTRIBUTION**

Existing Use	Acreage
Residential - Single Family	8.9
Residential - Multi-Family	12.0
Commercial - Retail	13.0
Hotel	10.4
Office	25.0
Self-Storage	3.3
Tourist Attraction	18.8
Institutional	6.8
Parks, Open Space	69.2
Parking Lot	5.4
Transit Center	4.8
Communications and Utilities	0.9
Undeveloped	2.0
Transportation	94.0
Total	274.6

### 3.1 Existing Land Use

Old Town San Diego has a mixture of commercial, residential and institutional uses as shown in Table 3-1. Commercial uses within the community include retail, hotel, restaurant uses and professional offices uses. Commercial uses are small in scale and pedestrian-oriented, and serve both residential customers and visitors. Residential uses within the community include single-family homes, multi-family duplexes, apartments, and condominiums, totaling 474 housing units. Existing institutional uses include the U.S. Navy's Public Works Facility, and Fremont Elementary School/Ballard Parent Center.

### 3.2 Plan Land Use

The Community Plan envisions a balance between residential and visitor-serving uses, supports the preservation of the community's historic buildings, and guides the development of new buildings to complement Old Town's historic small town character. Buildings and uses that complement and enhance the community's historic character will attract visitors and support commercial activity. Vice versa, the enhancement of historic and visitor-oriented activities within Old Town San Diego can create a demand for commercial uses such as professional offices, shops, and museums. Many land uses that are not tourism-oriented are drawn to the area primarily by the historical ambiance and stimulating environment. Historical interest and a variety of cultural activities support the livability of Old Town and can attract people who choose to live and work in the community. The Urban Design Element addresses the design of new buildings and landscaping to ensure they are consistent with Old Town's historic character.

Old Town San Diego functions as a small town with a mix of pedestrian-oriented residential, commercial and public space served by the Old Town Transit Center, which is consistent with the "City of Villages" General Plan concept.

The Community Plan includes General Plan land use designations that are tailored to Old Town San Diego.

## **RESIDENTIAL**

The Residential land use designation provides for the development of single family and multifamily housing units. Since the 1950s, residential uses within Old Town have been converted to commercial uses. However, the community's historic character and its small town charm provide a unique setting for existing and future residential uses. The Community Plan's guiding principles recognize the importance of maintaining Old Town as a residential community as well as a visitor attraction, and that residents can walk to the Core, the Old Town Transit Center, historic and cultural attractions, and parks. Residential uses within Old Town maintain the City's birthplace as a living neighborhood, contributing a sense of vitality and complementing and supporting visitor-oriented and commercial uses.

The Community Plan encourages the development of housing of a variety of types and affordability levels within Old Town, in a manner that reinforces the pre-1871 community character. Opportunities to build shopkeeper quarters, primarily in the Core and Hortensia Sub-Districts, can provide small business owners and artists with the ability to live and work in the same location. Residential buildings that complement Old Town's historic small town character could also replace out-of-scale non-historic buildings such as those found in the Hortensia Sub-District.

## **COMMUNITY COMMERCIAL**

The Community Commercial land use designation provides for a variety of commercial uses including retail, office, and visitor commercial uses, as further addressed in the Economic Prosperity Element. In areas designated Community Commercial – Residential Permitted, residential uses can be integrated with commercial uses in order to enhance the community's historical small-town character and livability, as addressed in the Sub-District policies.

## **MIXED COMMERCIAL/RESIDENTIAL**

The Mixed Commercial/Residential land use designation provides an opportunity for standalone office, visitor-serving commercial, residential, or a mix of residential and commercial on smaller parcels. Residential uses can include multi-family and shopkeeper units.

## **PARK**

The Park land use designation identifies population-based parks with passive and/or active recreational uses that serve the household population including El Campo Santo Pocket Park and Presidio Community Park, as addressed in the Recreation Element. The Land Use Element discusses Presidio Park, the State Historic Park, and the County's Heritage Park as sub-districts within the community.

## **INSTITUTIONAL**

The Institutional land use designation provides for public or semi-public uses including the Fremont School/Ballard Parent Center, Old Town Transit Center, U.S. Navy Public Works facility, Mormon Battalion Historic Center, and Old Adobe Chapel Historic Site.

## **RAIL TRANSPORTATION**

Rail Transportation identifies land uses related to trolley, passenger train, and freight rail operations. Refer to the Mobility Element for additional discussion.



*Community Commercial uses along San Diego Avenue strengthen its character as Old Town's "main street."*

## LAND USE FRAMEWORK

The land use designations in this plan are based on the General Plan's land use designations, and have been tailored as needed to guide development to achieve the overarching Community Plan vision and the vision for each village and district. The Land Use Map (Figure 3-1) is a visual representation of land use policies contained in the Community Plan and General Plan. The land use designation categories that are used in this plan are described in this section, and Table 3-2 summarizes the characteristics of specific land use designations found on the Land Use Map. The Old Town San Diego Planned District within the Municipal Code implements the Community Plan policies through zoning and development regulations.

## SUB-DISTRICTS

The Community Plan identifies sub-districts within Old Town San Diego based on their existing uses and character as shown in Figure 3-2. The Community Plan provides a vision and policies for each sub-district to help guide improvements and development that enhance the existing uses and support the community's historic character. The Old Town State Historical Park is included in the Community Plan to identify and maintain its land use importance as the City's historical core as the Pueblo de San Diego.

**TABLE 3-2: OLD TOWN SAN DIEGO COMMUNITY PLAN LAND USE DESIGNATIONS**

General Plan Land Use Designation	Community Plan Land Use Designation	Density Range (du/ac)	Floor Area Ratio (FAR)
Park, Open Space, and Recreation	Parks	None	N/A
Residential	Residential - Low	5-9	0.6
	Residential - Low Medium	10-15	0.6
	Residential - Medium	16-25	0.6
	Residential - Medium High	30-44	1.2
Commercial Employment, Retail, and Services	Community Commercial – Residential Prohibited	N/A	1.0
	Community Commercial – Residential Permitted	0-25	0.6 <sup>1,2</sup>
		0-36	1.2
Multiple - Use	Mixed Commercial Residential	0-25	0.6 <sup>2</sup>
		0-54	1.5
		0-73	1.5
Institutional	School/ Institutional	None	0.6

<sup>1</sup> A maximum FAR of 0.8 in mixed commercial/residential projects.

<sup>2</sup> A maximum FAR of 1.0 within the Hortensia Sub-District.

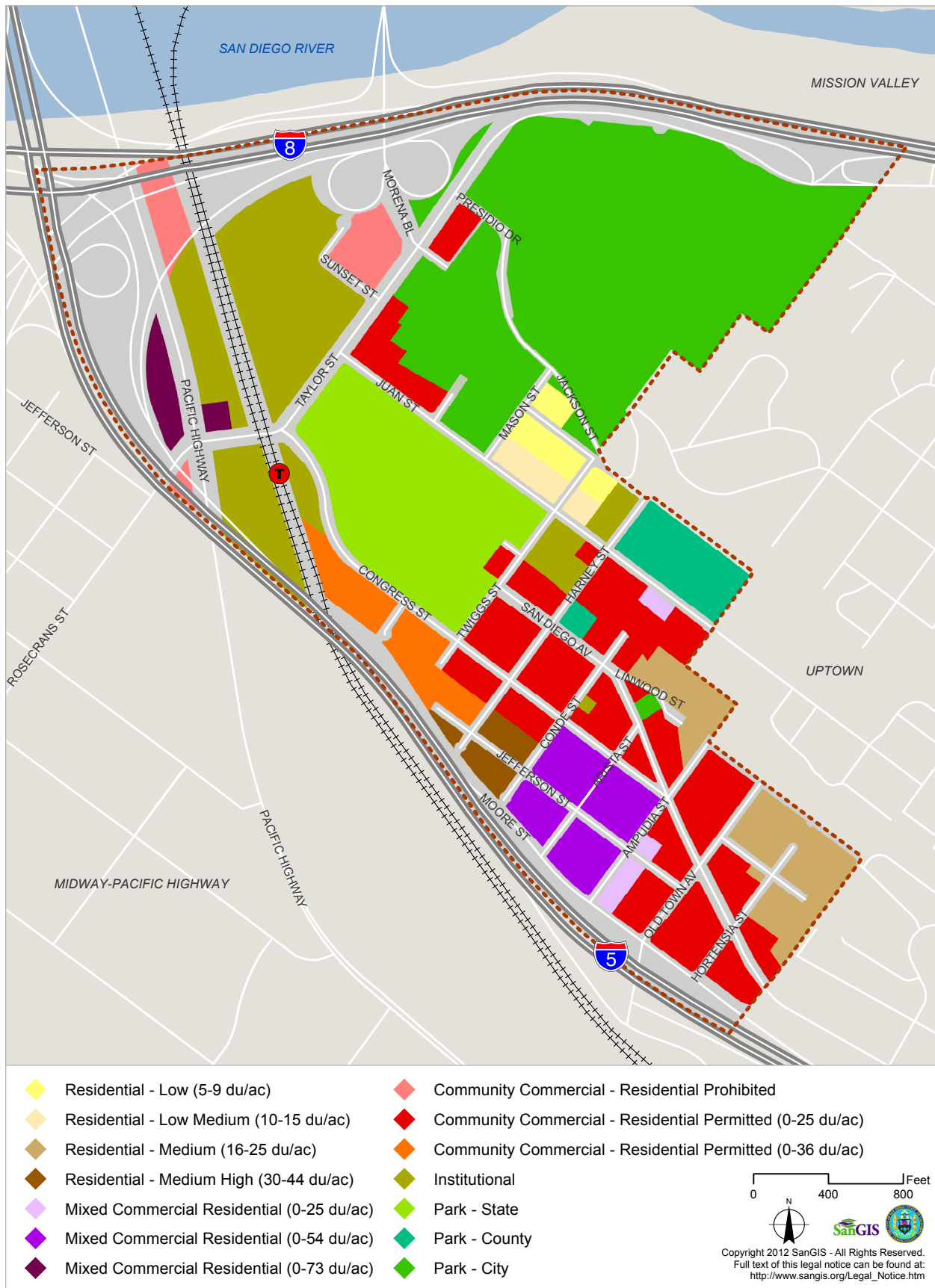


Historic Presidio Park is one of the many diverse park land uses in Old Town.

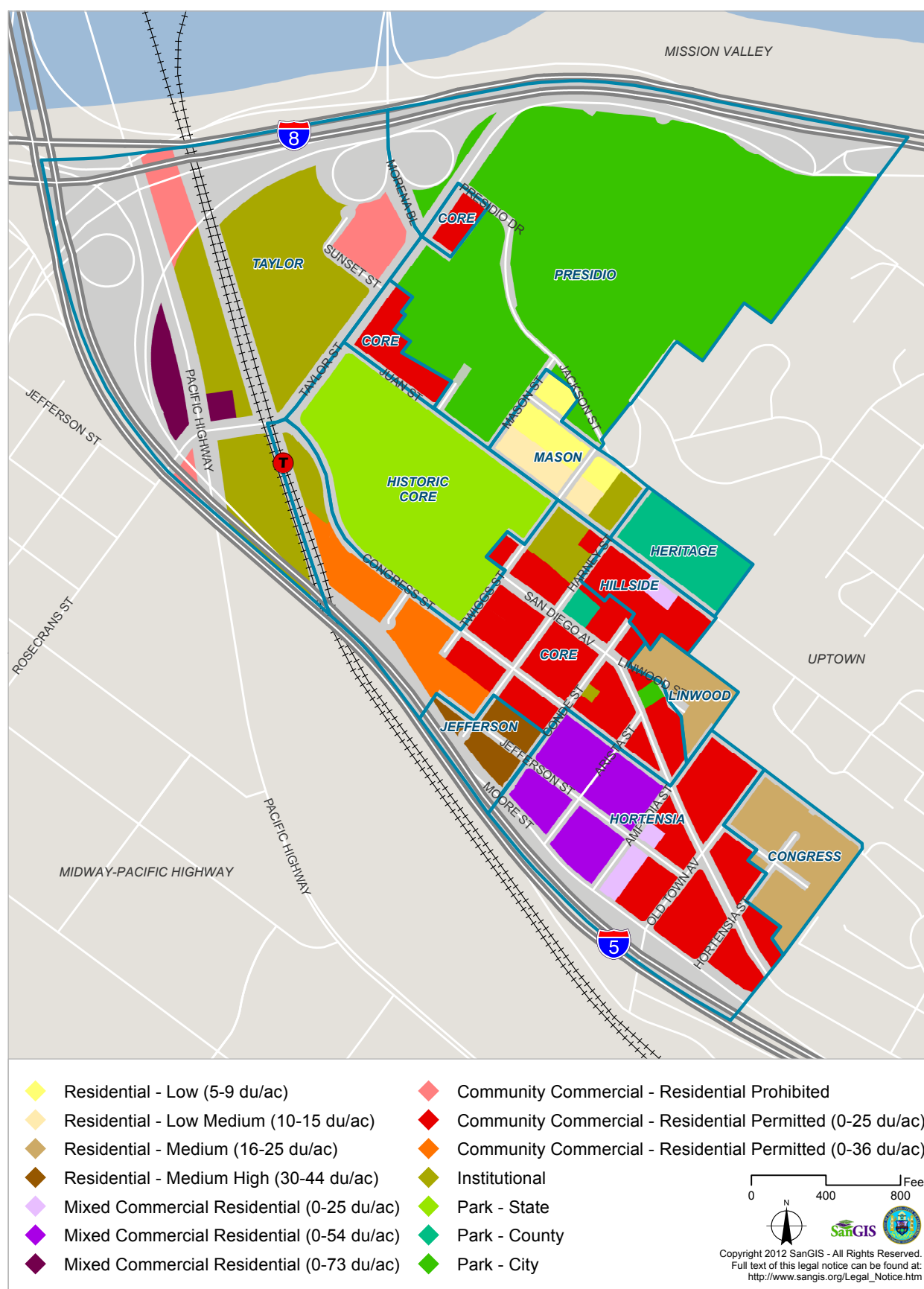


The San Diego Mormon Battalion Museum provides information about the Mormon Battalion's contribution to early San Diego.

FIGURE 3-1: LAND USE MAP



### FIGURE 3-2: SUB-DISTRICTS



### 3.3 Presidio Sub-District

The Presidio Sub-District contains the historic Presidio Park, the Presidio Community Park and the Presidio Hills Golf Course. Presidio Park is designated as a regional park for its distinctive historic and cultural significance. The park commemorates the founding of the first permanent European settlement on the Pacific Coast of the United States by Spanish expedition led by Gaspar de Portola, the establishment of the first mission in California in 1769 by Father Junipero Serra, and the location of the Kumeyaay village of Kosaii.

The Presidio of San Diego was strategically established on the hill by the Spanish to protect against invasions, and it provided views to the La Playa landing along the San Diego Bay. In addition to a garrison and Catholic mission, the Presidio contained work areas for the manufacture of lime and adobe bricks, temporary living areas occupied by Native Americans, livestock corrals and other agricultural uses. In 1774, the mission moved to its current location in Mission Valley. As the need for protection disappeared, most people abandoned the Presidio and established their homes below the hill, at the Pueblo de San Diego, by 1834.

By the early twentieth century, weeds covered the Presidio, broken red tiles were scattered, and the foundations of adobe walls were still visible. A portion of the remains of the Presidio were destroyed when part of the hill was removed for the construction of the San Diego River dike and Friars Road (formerly Mission Valley Road). Between 1907 and 1937, George W. Marston



*The Serra Museum, constructed by George Marston within Presidio Park, is an educational resource for early San Diego history.*

**FIGURE 3-3: PRESIDIO SUB-DISTRICT**



helped preserve the Presidio remains by purchasing the properties making up Presidio Hill and establishing a public park including the Serra Museum, which was built in 1929. Marston donated approximately 37 acres in total to the City of San Diego for park purposes between 1929 and 1937.

During the development of Presidio Park by George Marston, a cross constructed with broken tiles from the Presidio was placed at the approximate site where Father Serra had erected his cross and blessed the ground in 1769. The Presidio ruins were marked by an adobe wall and protected by mounds of earth placed over the ruins and planted with grass. The grass-covered mounds suggest a part of the ground plan and outline of former walls and buildings of the Presidio. As it winds its way to the Serra Museum, Presidio Drive traverses over a section of the Presidio site.

The Serra Museum houses a large collection of archaeological and historical objects related to Native American, Spanish, Mexican and American periods through 1848. The former site of the Presidio is located in front of the Serra Museum and is a National Historic Landmark.

Presidio Park also contains the Fort Stockton historic site, which was occupied as an American strategic garrison by the forces of Commodore Robert Stockton in 1846-1847 during the Mexican–American War. It was also at Fort Stockton in 1847 that the U.S. Army's Mormon Battalion ended its march from Council Bluffs, Iowa, to San Diego during the Mexican–American War in an effort to help incorporate San Diego as part of the United States.

The Presidio Community Park, which was developed in 1946, is located at the foot of the hill on which the Presidio and Fort Stockton sites are located. Presidio Community Park is approximately 12.21 acres in size, of which 3.15 acres are developed with a softball field, picnic area, a parking lot, a basketball court, lawn area and a recreation center for residents. Youth and adult sports leagues also use the softball field and the recreation center. The remaining 9.06 acres of the park are developed as the Presidio Hills Golf Course, opened in 1932 and operated privately under a lease from the City of San Diego. The golf course clubhouse is also the oldest adobe dwelling in San Diego, built in 1802 and known as the Casa de Carrillo.

## VISION

The Community Plan envisions maintaining and enhancing the Presidio Sub-District as a regional park with historical, cultural, and open space resources as well as active recreation uses within the Community Park and golf course. The resource-based portion of Presidio Park provides passive recreation with trails within its open space areas for the community and the region at large. Presidio Park's regional park designation stems from its historical significance and its landmark location and views. Its elevation provides hillside picnic areas, lawn areas, and trails with views to the San Diego Bay, Mission Bay, and the Pacific Ocean. The active recreation portion of the community park and the golf course provide sports facilities within the community. Goals and policies for the Regional Park and Community Park are found in the Recreation Element.



*Presidio Regional Park has many picnic and lawn areas in addition to historical resources and hiking trails.*



*Casa de Carrillo, Presidio Hills Golf Course's clubhouse in the Presidio Sub-District, is the oldest adobe building in San Diego. Photo courtesy of Save Our Heritage Organisation.*

The Community Plan envisions the enhancement of the pedestrian connections from the Transit Station and Old Town San Diego State Historic Park to the Presidio Park Sub-District to improve connectivity to the core of the community and the relationship between the Presidio and the historic Pueblo de San Diego. The enhancement of paths and trails within Presidio Park can improve accessibility to a significant area in San Diego's history. Enhancements could include sidewalks/trails, the installation of wayfinding signage, interpretive/educational signs, picnic tables, and scenic overlooks or viewpoints to the San Diego Bay, Mission Bay, and San Diego River.

The protection and enhancement of views, through the improvement of overlook areas along the trails and the removal of non-native vegetation on the slope above the golf course, can reestablish a clear visual link between Old Town San Diego State Historic Park and the Presidio. Portions of the Presidio Park open space areas are within the City's Multi-Habitat Planning Area, which focuses on the preservation of sensitive habitats and plant species. The preservation and maintenance of open space areas contribute to the visitors' experience of nature and a sense of what it may have felt like to live in early, undeveloped San Diego.

Removing or limiting vehicular access on Presidio Drive from Jackson Street to the Serra Museum could help to preserve the historic resources of Presidio Park, reduce cut-through traffic, and enhance pedestrian and bicycle access to the Presidio. The removal of architectural barriers that currently hinder access to the Serra Museum, in a way that does not detract from the architectural character of the building, will ensure that people with varying abilities can enjoy access to the museum .

Available evidence suggests that the Kumeyaay village of Kosaii was generally located near the foot of Presidio hill adjacent to the San Diego River. The establishment of a Kosaii village commemorative site along Taylor Street could help to acknowledge the cultural heritage and significance of the Kumeyaay people in the early history of California and Old Town.

A Presidio Park Master Plan will support and provide greater direction for the park, and will reaffirm the purpose of Presidio Park as a historical resource and regional park. It will create policies and guidelines for enhancements within the park and identify improvements in greater detail. The Master Plan will include the goal of preserving, protecting and enhancing the natural conditions of Presidio Park's environment while providing a balance between protecting the park's sensitive resources and allowing for passive recreation use.

## POLICIES

- LU-3.1 Preserve and enhance the historical value of Presidio Park as the site of the first European settlement in California and the site of early Native American settlement.
- LU-3.2 Support the establishment of a comprehensive interpretive program and exhibits at the Presidio site and Serra Museum.
- LU-3.3 Support the preparation of the Presidio Park Master Plan and Natural Resource Management Plan to preserve, protect and enhance the park and the historical and cultural resources it contains.
  - a. Create a pedestrian connection along Jackson Street between Presidio Drive and Mason Street to improve access to the recreation center.
  - b. Study alternatives to the existing park circulation system design that could improve pedestrian and bicycle access within Presidio Park.
  - c. Develop a trail plan to enhance trails and paths into and within Presidio Park to improve accessibility and connectivity from Old Town San Diego to open space areas and scenic overlooks.
  - d. Support the removal of non-native , non-historical vegetation and the preservation and maintenance of native and sensitive habitats and plant species in open space areas to reestablish a visual link between Old Town San Diego State Historic Park and the Presidio.
- LU-3.4 Support the removal of architectural barriers to provide greater accessibility to the Serra Museum in a manner that does not detract from the architectural character of the building and the Presidio site.
- LU-3.5 Support the development of a wayfinding signage plan to identify pedestrian paths leading into Presidio Park and to guide pedestrians to the paths.
- LU-3.6 Create a pedestrian connection along Taylor Street north of Presidio Drive to improve access to the northeast portion of Presidio Park.

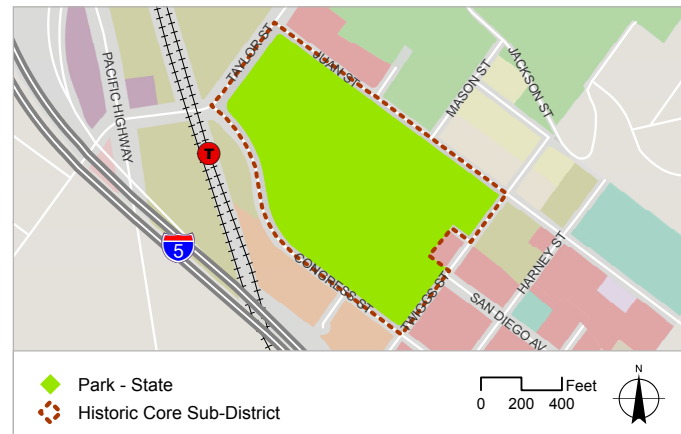
- LU-3.7 Consider removing or limiting vehicular access on Presidio Drive from Jackson Street to the Serra Museum to preserve sensitive historic resources and improve pedestrian and bicycle access and safety.
- LU-3.8 Support the installation of a monument to commemorate the Kosaii settlement.

### 3.4 Historic Core Sub-District

The Historic Core Sub-District is where the City of San Diego began as the Pueblo de San Diego. The State Department of Parks and Recreation established Old Town San Diego State Historic Park in 1968 to commemorate and preserve one of the first settlements in the State as it existed during the Mexican period (1821 to 1846) and the American Transitional period (1846 to 1872). The State Historic Park contains restored original historic buildings and reconstructed sites, along with early twentieth century buildings designed in accordance with the historic character of the park. The Old Town San Diego State Historic Park's unique environment provides opportunities for passive recreation and attracts residents and visitors to its museums, retail shops and restaurants located along the central plaza. The Park has three original restored adobe buildings: Casa de Estudillo, Casa de Machado-Stewart and Casa de Machado-Silvas. Its streets have been closed to vehicular traffic, which has created a strong pedestrian environment.

By the early 1820s, retired soldiers from the Presidio and settlers from Europe, Mexico, and the United States established a civilian settlement at the foot of Presidio Hill and adjacent to the San Diego River. During the early part of the Mexican period, the Old Town area was the commercial and governmental hub of the San Diego region, even though its population was never more than a few hundred persons. By 1834, the Mexican government granted San Diego the status of a pueblo (town). When California was admitted to the United States in 1850, San Diego was made the county seat of San Diego County. In 1871, City records were moved from Old Town to New Town, which permanently eclipsed Old Town as the administrative and commercial center of San Diego.

**FIGURE 3-4: HISTORIC CORE SUB-DISTRICT**



#### VISION

The Community Plan envisions the Historic Core as a thriving pedestrian destination that preserves and celebrates the historic and multicultural identity and traditions inherent to Old Town.

The community's attractiveness to visitors relies on maintaining and enhancing the historic qualities of the Historic Core Sub-District. The inclusion of additional reconstructed structures will provide a comprehensive representation of the early history of San Diego and provide an approximate representation of building density and design of the early town. Planning for the Historic Core Sub-District focuses on reducing visitor-oriented vehicular traffic searching for parking and improving pedestrian and bicycle connections to the Historic Core from the Transit Center, the Core, and Presidio Park. The long-term relocation of visitor-oriented parking from the Historic Core to parking facilities along Pacific Highway in combination with pedestrian and bicycle improvements to strengthen connections to the Old Town Transit Center will reduce vehicle traffic within the community and provide area for historic development within the Historic Park.

The Plan envisions that the Historic Core Sub-District will reestablish a stronger connection to the Core Sub-District, since both include a portion of the community's main street commercial area center along San Diego Avenue. The Historic Core and the Presidio have been historically connected. Improving the pedestrian and bicycle environment, along with the installation of wayfinding signage will help re-establish this connection for visitors.

## POLICIES

- LU-4.1 Encourage enhancements to the Old Town State Historic Park that strongly reflects the character of the Old Town from its founding to 1871.
- LU-4.2 Encourage the restoration and preservation of the early townscape character, including ground patterns, adobe-colored surfaces, and building material textures.
- LU-4.3 Support the reconstruction of buildings including structures from the Spanish, Mexican, and American Transitional periods.
- LU-4.4 Support the enhancement of the pedestrian environment with the Historic Core.
- LU-4.5 Support closing Calhoun Street and Wallace Street to vehicles.
- LU-4.6 Support relocating surface parking from the Historic Core to visitor-oriented parking facilities within the Taylor Sub-District.
- LU-4.7 Support the enhancement of trails or paths within the Historic Core to improve accessibility and connectivity to Presidio Park.
- LU-4.8 Encourage the use of period appropriate native and historic plant material for landscaping.
- LU-4.9 Maintain the existing tree species wherever possible, including non-native trees which due to their size and age are a major asset.
- LU-4.10 Support accessibility and connectivity between the historic sites, including the historic core, and the rest of the community.
- LU-4.11 Consider the expansion of the State Historic Park to incorporate the area north of Juan Street and east of Taylor Street to Mason Street, which includes the Casa de Carrillo historical landmark and other historical resources.



*Old Town State Historic Park recreates the townscape character of San Diego's first European settlement.*



*The McCoy House is one of the historical American Transitional period structures in the Historic Core.*



*San Diego Avenue leads visitors into early San Diego within the State Historic Park.*

### 3.5 Core Sub-District

The Core Sub-District serves as the center of Old Town San Diego, possesses significant draws for shopping, arts, crafts and culture, and dining. Old Town is an entertainment and celebration destination. Visitors and residents of the San Diego region congregate in Old Town for its lively mixture of dining establishments, entertainment, and cultural events. The Old Town State Historic Park provides a visitor stream to the businesses and attractions in the Core. The Sub-District has smaller structures with commercial and residential uses, including historic buildings, which together provide a unique, pedestrian-scaled environment that recalls the Core's past.

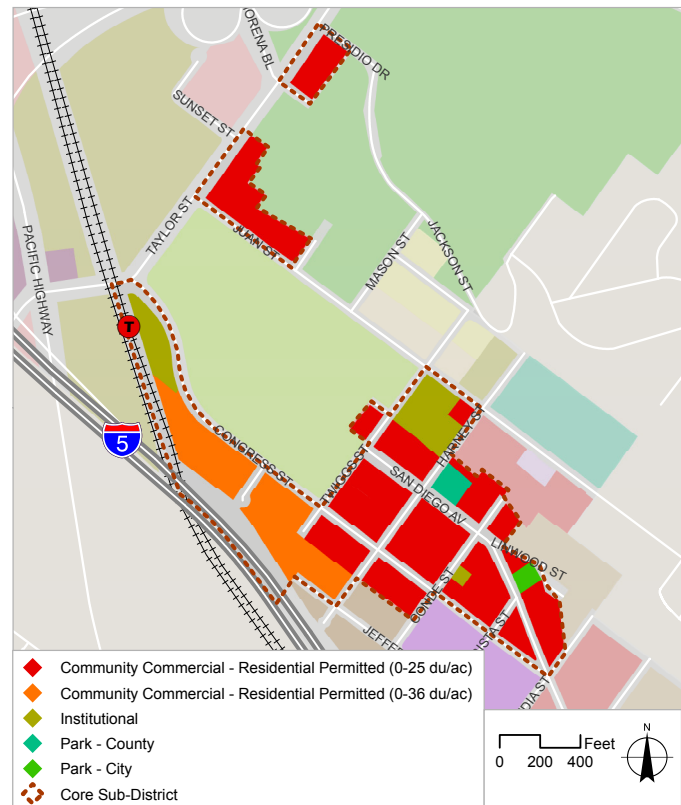
The Core centers on San Diego Avenue and has a historic relationship to the Old Town State Historic Park. San Diego Avenue has served as Old Town San Diego's main commercial shopping street since the American Transitional period (1846 to 1872). San Diego Avenue is a vibrant main street with pedestrians visiting its restaurants and cafés, retail stores, and historic places. The Whaley House Museum is a historic icon on San Diego Avenue, as is the historic Immaculate Conception Church which endures as a community hub. The El Campo Santo Cemetery is the resting place for many of the early residents of San Diego, and the Adobe Chapel is a popular historic attraction on adjacent Conde Street. San Diego Avenue is periodically closed for cultural and special events to provide additional space for festive crowds.

Congress Street contains a mix of retail, dining, and small offices, and provides a direct connection to the Old Town Transit Center.

#### VISION

The Community Plan envisions that the Core will reestablish a stronger connection to the State Historic Park to create a sense of continuity along the historical main street commercial area of San Diego Avenue. The community's attractiveness to visitors, residents, businesses and employees relies on maintaining and enhancing the historic and cultural qualities of the Core that spark interest.

FIGURE 3-5: CORE SUB-DISTRICT



Planning for the Core revolves around maintaining high pedestrian activity levels, improving pedestrian and bicycle circulation, rejuvenating public spaces, extending the character of the Historic State Historic Park into the Core Sub-District, and protecting Core's historic qualities while balancing the demand for visitor parking. Commercial and residential uses will continue to coexist while maintaining the Core's historic character. New buildings will provide a fine-grained design with articulation, scale, bulk, mass, and uses that are complementary with the Core's character and enhance the pedestrian environment.

The Community Plan envisions the creation of a plaza at the City-owned parking lot on Twiggs Street, if a structure is constructed to provide visitor parking below ground at the City-owned property or the visitor parking is replaced elsewhere within the community. The Twiggs Street plaza will provide opportunity for cultural events, outdoor markets, and recreational uses.

## POLICIES

- LU-5.1 Maintain and enhance the Core as the central commercial/retail area of the Old Town San Diego community.
- LU-5.2 Increase the sense of linkage to the State Historic Park by providing an emphasized transition into the Core.
- LU-5.3 Encourage retail (including small-scale grocery), specialty retail, and eating establishment uses for visitors and residents.
- LU-5.4 Expand the sense of the Core as a small town by fostering the development of offices and studios for artists and professionals.
  - a. Support office and studio uses at both the ground floor level and upper floors of buildings along Congress Street.
  - b. Support office and studio uses above or behind street-level retail uses along San Diego Avenue.
- LU-5.5 Encourage indoor-outdoor eating establishments, bazaars, and similar primarily visitor-oriented activities.
- LU-5.6 Encourage pedestrian- and visitor-oriented retail uses to occupy ground floor frontages, including, but not limited to, art galleries, variety stores, gift shops, and sidewalk cafes.
- LU-5.7 Support shopkeeper units that provide craftsmen and artisans the ability to live, work, and sell their products.
- LU-5.8 Encourage development to incorporate residential units above or behind street-level commercial uses.
- LU-5.9 Support properties in the Core designated as Community Commercial - Residential Permitted (o-25 du/ac) on which mixed commercial/residential development is proposed to have a maximum floor area ratio of 0.8.
- LU-5.10 Consider the use of the City-owned parking lot on Twiggs Street as a plaza for public gatherings including, but not limited to, community events or an outdoor market, should replacement parking be provided below grade or in the Taylor Sub-District or in another location outside of the Core.



*Pedestrian-oriented commercial uses and indoor-outdoor restaurants in the Core create an inviting atmosphere.*



*Buildings that mix ground-floor commercial uses with residential uses are encouraged in the Core.*



*Development should maintain the primarily commercial/retail orientation of the Core and incorporate pedestrian-oriented spaces.*

### 3.6 Hortensia Sub-District

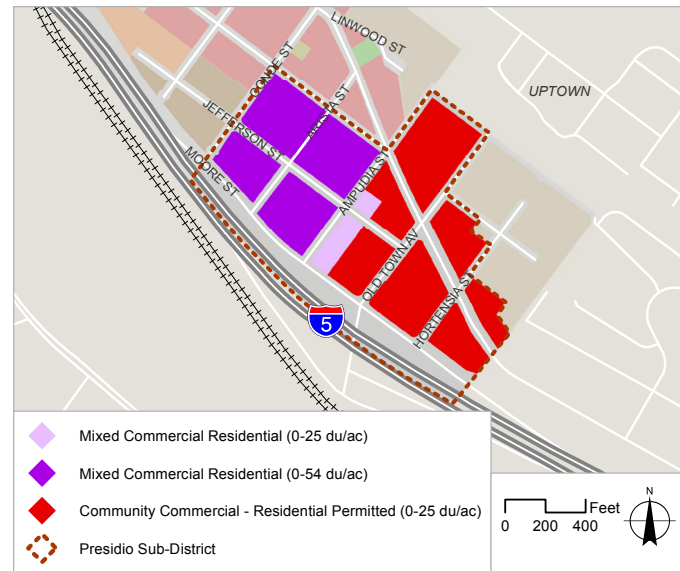
The Hortensia Sub-District serves as the southern gateway to the community, and contains larger scale office and hotel buildings generally built in the 1970s and 1980s as well as smaller scale residential uses. The bulk, scale, and architectural style of some of the larger buildings in Hortensia do not relate to the community's historic scale and character. Hortensia also contains the Fremont School/Ballard Parent Center on Congress Street.

#### VISION

Hortensia will continue to include a mix of hotel, office, and residential uses. The Community Plan envisions enhancing non-historical commercial buildings to be consistent with Old Town's historical character, or replacing them with buildings that respect Old Town's historical architectural styles and building size precedents as described in the Urban Design Element. To incentivize the replacement of existing large-scale office and hotel buildings with new structures compatible with Old Town's historical scale and character, the Community Plan supports allowing parcels in Hortensia of 20,000 square feet in size or greater designated as Community Commercial - Residential Permitted (0-25 du/ac) and Mixed Commercial Residential (0-25 du/ac) to redevelop up to a floor area ratio of 1.0 provided that the proposed development is consistent with the policies in Section 5.1 of the Urban Design Element.

The Ballard Parent Center property provides an opportunity to incorporate public, commercial, residential, and educational uses with a design that respects the community's historic character. Development that incorporates residential development would provide an opportunity to provide affordable housing. The Community Plan envisions a plaza or pocket park to provide additional public gathering and passive recreational space at the Ballard Parent Center or as part of the replacement of other larger commercial buildings in the sub-district. New development will restore the historic grid pattern by providing a local street or public pedestrian pathway that connects Arista Street between Congress and Jefferson Streets.

FIGURE 3-6: HORTENSIA SUB-DISTRICT



#### POLICIES

- LU-6.1 Allow a mix of retail, office, hotel, and residential uses in Hortensia, which can be combined within a single building or in multiple buildings.
- LU-6.2 Allow ground-floor residential uses and shopkeeper units in Hortensia.
- LU-6.3 Support public and/or private uses at the Ballard Parent Center site.
  - a. Support school and school district uses to serve the public.
  - b. Require private and encourage public new development to be consistent with the pre-1871 Old Town architectural styles, historical precedent building sizes.
  - c. Require private and encourage public new development to provide the Arista Street connection through the Ballard



The Ballard Parent Center could be the site of future mixed-use development.

Parent Center property as: 1) a local street consistent with the width and design of the existing section of Arista Street, or 2) a pedestrian path open to the public with a minimum width of 30 feet.

- d. Allow the right-of-way area for the Arista Street connection to be included in the basis for residential density and floor area ratio calculation.
- e. Consider development that provides additional visitor-oriented vehicle parking.
- f. Encourage residential and commercial mixed-use or educational and commercial mixed-use, which can be combined within a single building or in multiple buildings.
- g. Encourage the inclusion of affordable housing.
- h. Encourage the incorporation of a plaza or pocket park open to the public.

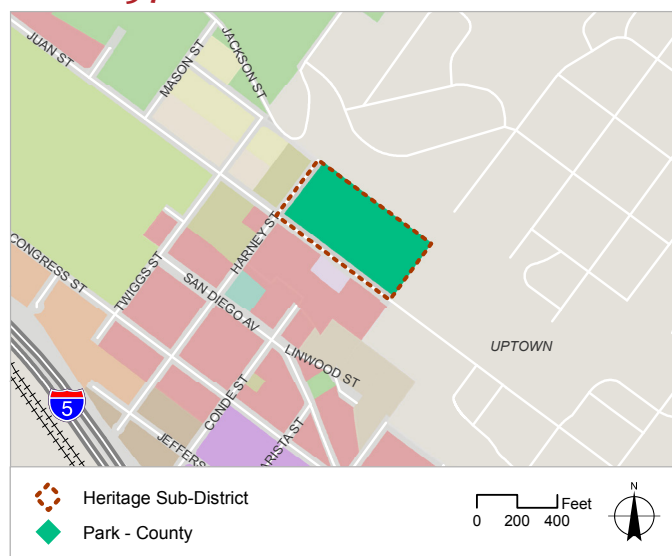
**LU-6.4** Allow properties in Hortensia with a lot area of 20,000 square feet or greater designated as Community Commercial - Residential Permitted (0-25 du/ac) and Mixed Commercial Residential (0-25 du/ac) to be redeveloped up to a 1.0 floor area ratio if all buildings are consistent with the maximum historical precedent building sizes and policies in Urban Design Element Section 5.1.

**LU-6.5** Allow properties in Hortensia designated as Community Commercial - Residential Permitted (0-25 du/ac) with a lot area of less than 20,000 square feet on which mixed commercial/residential development is proposed to have a maximum floor area ratio of 0.8.



*The placement of the structures along Heritage Park's central promenade creates the impression of a Victorian village.*

**FIGURE 3-7: HERITAGE SUB-DISTRICT**



### 3.7 Heritage Sub-District

Heritage Park is the only use in the Sub-District. The County of San Diego Park is dedicated to the preservation of San Diego's Victorian architecture and consists of seven relocated Victorian buildings, built between 1887 and 1896, along a passive park with lawn and picnic areas. Public and private funds paid for the acquisition, relocation, and restoration of these buildings.

#### POLICIES

- LU-7.1** Encourage active use of the historical Victorian structures with community- and visitor-serving uses that are compatible with the character of Heritage Park.
- LU-7.2** Support Heritage Park as a County park dedicated to the preservation of San Diego's Victorian architecture and structures.
- LU-7.3** Consider the relocation of additional Victorian structures to Heritage Park to recreate the character of a Victorian village.

### 3.8 Taylor Sub-District

The Taylor Sub-District serves as the northern gateway to the community and primarily contains institutional uses including the Old Town Transit Center and the Caltrans District 11 headquarters. The Community Plan envisions Taylor as a mix of residential, hotel, commercial, and institutional uses in proximity to the transit center, as well as visitor-oriented parking supporting the Historic Core and Core Sub-Districts. The Mobility Element's Parking section provides additional policies regarding the Old Town Transit Center.

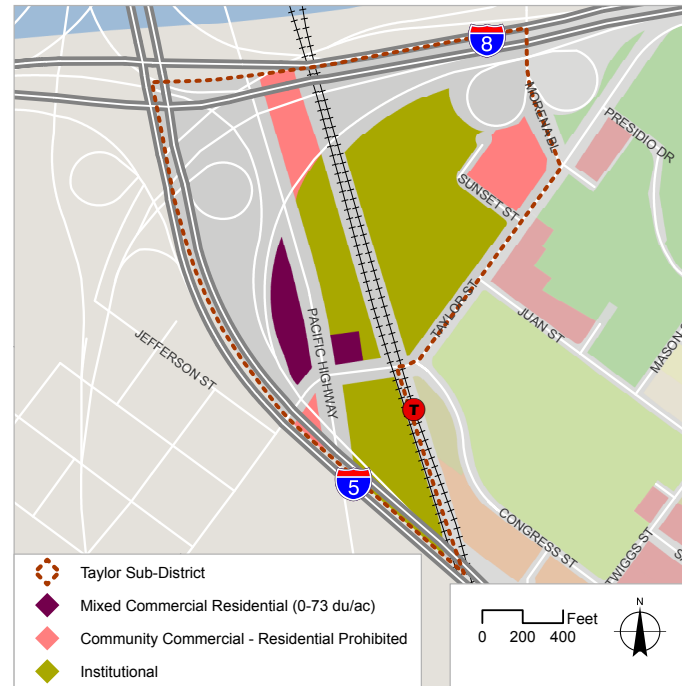
#### POLICIES

- LU-8.1** Encourage transit-oriented residential and mixed-commercial residential uses within the area along Pacific Highway north of Taylor Street.
- LU-8.2** Support the continued operation of the Navy Public Works facility on Pacific Highway to maintain military readiness of Navy installations.
- LU-8.3** Apply the Mixed Commercial Residential land use designation at a density of 0-73 dwelling units per acre without a community plan amendment should the Navy decide to close or relocate the Public Works facility.



*The Old Town Transit Center is a significant activity center in the community and provides transit access to Old Town's parks and attractions.*

**FIGURE 3-8: TAYLOR SUB-DISTRICT**



- LU-8.4** Encourage hotel uses and stand-alone or shared visitor-oriented parking uses in the Taylor Sub-District.
- LU-8.5** Support the use of the Caltrans District 11 office parking area for evening, weekend, and holiday visitor-oriented parking.
- LU-8.6** Support the development of a parking structure for transit- and visitor-oriented parking at the Old Town Transit Center parking lot along Pacific Highway.



*The Caltrans District 11 Headquarters institutional use occupies the largest parcel in the Taylor Sub-District.*

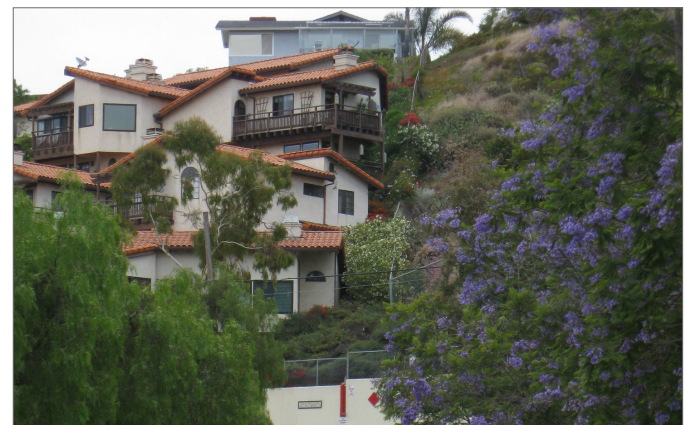
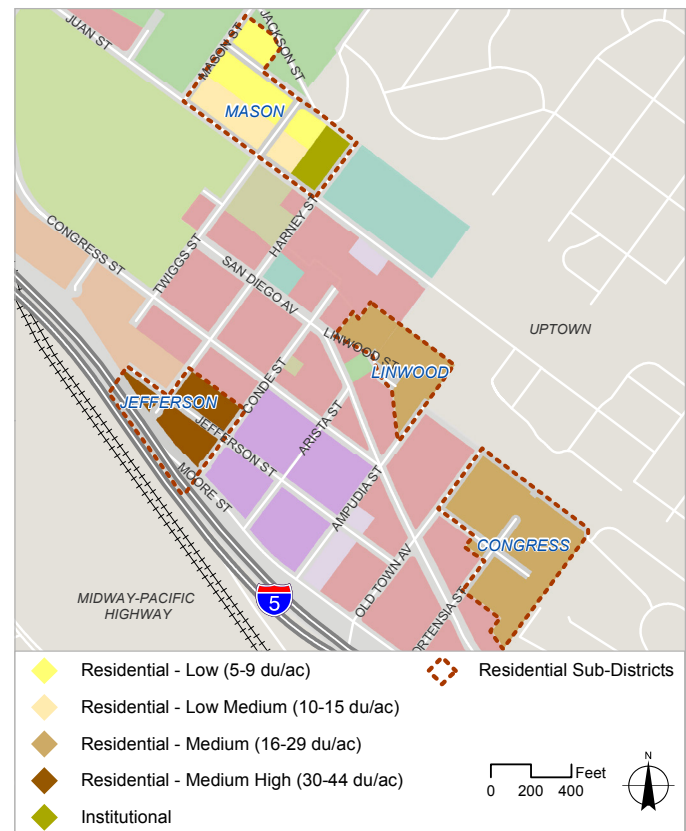
### 3.9 Residential Sub-Districts

The four residential sub-districts (Jefferson, Linwood, Congress, and Mason) are predominantly residential neighborhoods of varying density that continue to reflect the community's past as a small settlement. The Jefferson Sub-District contains a mix of single- and multi-family homes adjacent to I-5. The Linwood Sub-District contains a few older single-family homes on single parcels, small bungalows on a large parcel, and multi-family homes. The Congress Sub-District contains a mix of single- and multi-family homes adjacent to the hillsides of Mission Hills at the southern end of the Community. The Mason Sub-District is a neighborhood consisting mainly of single-family homes with a few multi-family homes adjacent to hillsides of Presidio Park. The Mason Sub-District includes a group of residences that were designed in the Minimal Traditional and Ranch styles and are representative of the Great Depression and World War II and Post-World War II themes related to development of Old Town (see Historic Preservation Element). The Community Plan envisions maintaining the residential character of the Jefferson, Linwood, Congress, and Mason Sub-Districts.

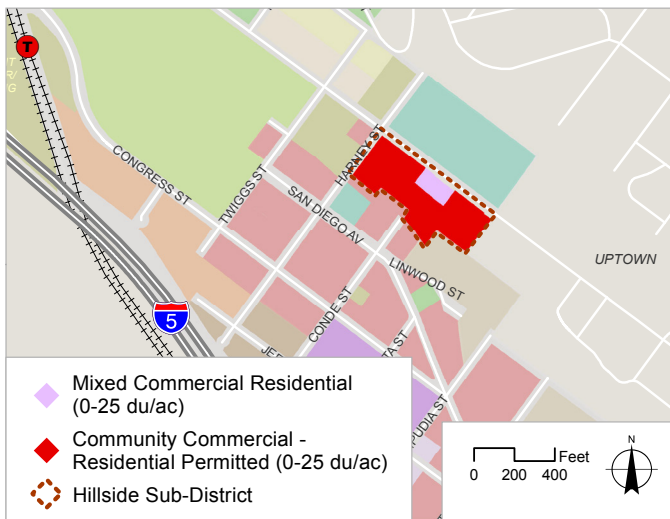
#### POLICIES

- LU-9.1 Maintain the residential and small-scale character of the Residential Sub-Districts.
- LU-9.2 Allow the development of additional single-family homes and multi-family homes on larger parcels while maintaining older single-family and bungalow homes.
- LU-9.3 Ensure that development in the Linwood Sub-District is designed to build upon the area's topography and allows for enhanced views uphill from San Diego Avenue.
- LU-9.4 Ensure that the massing, scale, and architectural style of development in the Linwood Sub-District is compatible with adjacent historical resources in the Core.
- LU-9.5 Protect and maintain single-family homes within the Mason Sub-District.
- LU-9.6 Support the preservation of the character of the Minimal Traditional and Ranch styles residences within the Mason Sub-District.

FIGURE 3-9: RESIDENTIAL SUB-DISTRICTS



*This multi-family development in the Linwood Sub-District is a good example of using building articulation, altito roof effect, and creative site design to integrate with the topography and achieve a human-scale appearance.*

**FIGURE 3-10: HILLSIDE SUB-DISTRICT**

### 3.10 Hillside Sub-District

The Hillside Sub-District occupies visually prominent land in Old Town and contains the Hacienda Hotel and small-scale residential buildings. The Community Plan envisions hotel and visitor-oriented commercial uses as well as residential uses in Hillside.

#### POLICIES

- LU-10.1** Allow a mix of hotel, commercial, and residential uses in Hillside, which can be combined within a single building or in multiple buildings.
- LU-10.2** Ensure that the massing, scale, and architectural style of development in Hillside is compatible with adjacent historical resources in the Core and Heritage Sub-Districts.
- LU-10.3** Ensure that development in Hillside is designed to build upon the area's topography and allows for enhanced views uphill from Juan Street and San Diego Avenue.
- LU-10.4** Allow properties in Hillside designated as Community Commercial - Residential Permitted (0-25 du/ac) on which mixed commercial/residential development is proposed to have a maximum floor area ratio of 0.8.
- LU-10.5** Encourage pedestrian-oriented commercial and hotel uses along Harney Street and Conde Street.
- LU-10.6** Allow ground-floor residential uses along Juan Street in Hillside.



*Development in the Hillside Sub-District should be pedestrian-oriented and compatible with adjacent historical sites.*

### 3.11 Community Plan Horizon

The Community Plan planning horizon data in Table 3-3 represents the amount of development that is assumed over the 30-year period, or "planning horizon," covered by the Community Plan. It was calculated assuming maximum density (units per acre) for land use designations that allow residential uses. Designation of sites for certain land uses does not mean that they will undergo change within the 30-year horizon of the Community Plan. Table 3-3 provides a reasonable assessment of Old Town San Diego's development potential. For the purposes of calculating the future household population, it has been assumed that 1.9 persons reside in each household, and that there is a 91 percent occupancy rate for the community. The persons per household and vacancy rate are assumptions to calculate potential residential population at the Community Plan horizon year; and they do not constitute a Community Plan policy. While anticipated development of the Community Plan could occur before or after this date, it represents a 30-year horizon for estimation purposes.

**TABLE 3-3: OLD TOWN SAN DIEGO  
POTENTIAL DEVELOPMENT**

	Existing (2015)*	Future Change	Horizon Total
Household Population	832	1,598	2,430
Employment (Jobs)	5,110	230	5,340
Residential (Units)	474	931	1,405
Data Source - Existing: SANDAG Series 13 Forecast Data Source - Horizon: City of San Diego Planning Department			