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URBAN DESIGN

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5. Urban Design

GOALS

- Building design that accurately reflects the architectural styles characteristic of Old Town San Diego prior to 1871.
- Building design that enhances the distinct character of Old Town, incorporating high-quality design, building materials and building techniques.
- Site design that creates an attractive street wall, enhances the pedestrian experience, and contributes to the small-scale character of Old Town.
- Landscaping that helps to strengthen the community's historic identity.
- A built environment and streetscaping that enhance the public realm and sense of place within the community.
- A system of gateways and street corridors that enhances the sense of arrival into Old Town and strengthens the community identity.
- Signage, including wayfinding signage, that relates to the scale and design context of Old Town's architectural styles.



The Serra Museum, built between 1928-1929, was designed by architect William Templeton Johnson, using Spanish Revival architecture to resemble the early missions of Southern California.

INTRODUCTION

The term “urban design” describes the physical features that define the character or image of a street, neighborhood, or community. Urban design defines the visual and sensory relationship between people and the built and natural environment. The Urban Design Element provides policies that relate to building and site design, landscaping, streetscape design and signage to direct development and public improvements within Old Town San Diego in a manner that complements its historic resources and character.

The Community Plan seeks to enhance the community's character and livability, with a strong emphasis on design that relates to the small scale and design context of Old Town's distinct pre-1871 character. The Urban Design Element provides guidance for a built environment that supports the Community Plan's vision of replicating, retaining, and enhancing the architectural styles that existed in Old Town prior to 1871.

The Community Plan envisions strengthening Old Town's sense of place by enhancing the interface between its distinctive buildings and the public realm, and enhancing the pedestrian environment. Urban design policies provide guidance for site design, the design of new buildings, building remodeling, façade improvements, signage, landscaping, and streetscaping improvements, ensuring their compatibility with Old Town's defined character.

To visually emphasize the community's many resources and amenities, the urban design policies call for establishing defined street corridors and gateways that enhance the sense of arrival into Old Town, and for providing clear and identifiable wayfinding signage that helps improve the visitors' and residents' experience.

While these policies and guidelines apply to all development activity in Old Town, the Historical Resources Board will evaluate all modifications and additions involving designated historic resources or potentially significant historic resources to determine consistency with the Secretary of the Interior's Standards for Treatment of Historic Properties. Refer to the Historic Preservation Element for additional information.

5.1 Building Design: Architectural Criteria

Buildings that draw upon the three architectural styles characteristic of Old Town San Diego prior 1871 will preserve and enhance the character of Old Town. New buildings and remodels of existing buildings' façades will be designed in one of the three following architectural styles: the Spanish Period (1769-1821), the Mexican Period Design (1821-1846), and the Early American Period (1846-1871). The cities of San Juan Capistrano, Monterey, and Columbia, California, as well as the Pueblo de Los Angeles, have similar historical background to Old Town San Diego in many respects. Additional examples of Spanish, Mexican, and Early American Period structures can be found in these cities' historic districts. Faithful recreation of the historical building styles found in Old Town prior to 1871 includes ensuring that building mass and scale are consistent with historical examples. The historic example structures that should guide future development in Old Town are identified in Box 5-1 and are shown in the following photographs and drawings.

BOX 5-1: MAXIMUM BUILDING SIZES - HISTORICAL PRECEDENT

Casa de Estudillo

The Estudillo House was the largest single-story building in Old Town, and had a floor area of approximately 5,700 square feet. See Figure 5-1.

Cosmopolitan Hotel

The Cosmopolitan Hotel was the largest two-story building constructed prior to 1871, and had a floor area of approximately 6,500 square feet. See Figure 5-2.

Franklin House

The largest building constructed in Old Town pre-1871 was the three-story Franklin House, which had a floor area of approximately 9,000 square feet.



Casa de Estudillo ca. 1880

*Photo courtesy of the California History Room,
California State Library, Sacramento, California.*



Cosmopolitan Hotel ca. 1872 (Bandini House)

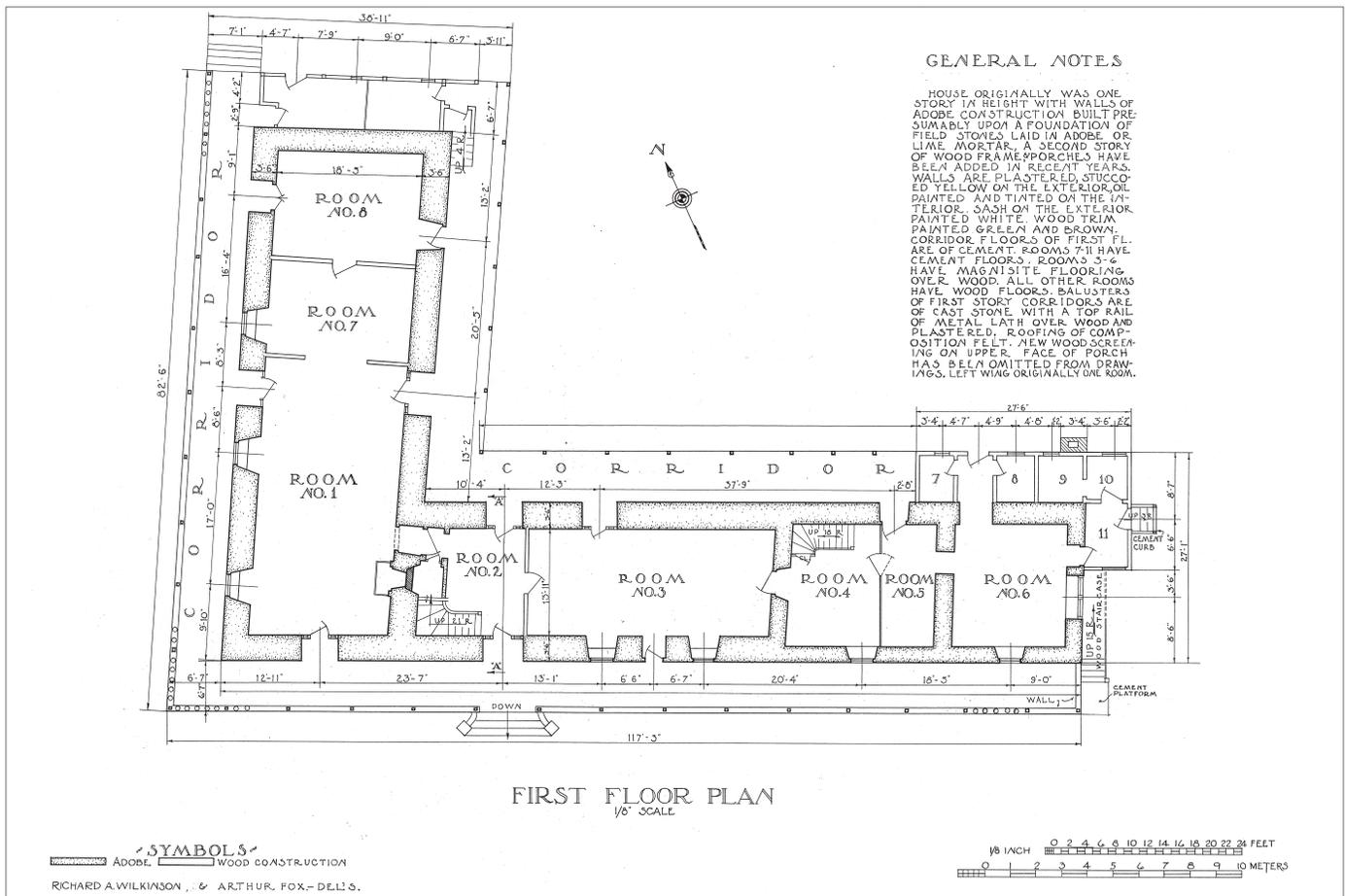
Courtesy of San Diego History Center.



Franklin House

Photo courtesy of San Diego History Center.

FIGURE 5-2: HISTORICAL PRECEDENT BUILDING – COSMOPOLITAN HOTEL



Cosmopolitan Hotel (Bandini House)

Photo courtesy of the Library of Congress, Prints & Photographs Division: HABS CAL,37-OLTO,2- (sheet 1 of 4); HABS CAL,37-OLTO,2- (sheet 3 of 4).

POLICIES

- UD-1.1** Design new buildings to faithfully reflect one of the three architectural styles of Old Town San Diego prior to 1871: the Spanish Period (1769-1821), the Mexican Period (1821-1846), or the Early American Period (1846-1871).
- UD-1.2** Design remodels and additions to non-historic buildings that include a street frontage to faithfully reflect one of the three architectural styles present in Old Town San Diego prior to 1871.
- UD-1.3** Use massing and building forms, roof forms, materials and textures, and architectural details consistent with one of the three architectural styles present in Old Town San Diego prior to 1871.
- UD-1.4** Incorporate building materials and techniques that convey a sense of craftsmanship, handcrafted appearance, and authenticity.
- UD-1.5** Use contemporary building materials and techniques that simulate those characteristic of the selected architectural style.



Contemporary building materials can simulate thick plastered adobe walls with a handcrafted appearance, characteristic of the Spanish or Mexican period architectural styles.



The incorporation of a one-story component at the corner provides variation in the buildings' massing and helps create a pedestrian-friendly building entry.



Extended roof eaves, porticos and balconies, along with a variety in the number of stories can help reduce the perceived scale of buildings and are elements found in the architectural styles present in Old Town prior 1871.

- UD-1.6** Define and emphasize pedestrian-scaled building entries with enhanced architecture, providing clear access from sidewalks and walkways.
- UD-1.7** Design remodels and/or additions to non-historic buildings that only involve portions of the building not visible from the public view to be compatible with the existing structure's architectural style.
- UD-1.8** Design remodels and/or additions to non-historic buildings to seamlessly blend with the existing structure's scale, massing, and site design, and to build upon and complement the character of adjacent development.

- UD-1.9** Design buildings to be consistent with the historical precedent maximum building sizes found in Box 5-1, which reflect the small scale of structures built in Old Town prior to 1871.
- a. Design large sites to incorporate multiple buildings of the historical precedent maximum building size.
 - b. Design buildings that do not exceed a maximum building frontage length of 120 feet and a maximum building depth of 60 feet.
 - c. Use courtyards, paseos and/or plazas to connect multiple buildings within a lot and to break-up the scale of buildings.

- UD-1.10** Incorporate architectural details that help reduce the perceived scale of buildings and provide variety in buildings' massing, consistent with the architectural style the building represents. (See Section 5.2 for reference on building design features consistent with Old Town's pre-1871 architectural styles).
- a. Utilize building modulation, façade articulation, offsetting planes, overhangs, porticos and porches to reduce the perceived scale of buildings.
 - b. Provide variation in the roofline of buildings, incorporating elements such as extended eaves that create porticos, and using the "altito" effect (where roofs of different levels adjoin).



Large lot developments can be consistent with Old Town's small-scale character when designed to include multiple buildings of the historical precedent sizes, shown in Box 5-1, connected through courtyards, plazas or paseos. See images above and below.



Building modulation along with variation in the roofline of buildings reduces their bulk and scale. The incorporation of central courtyards provides connection between buildings and creates pedestrian spaces.



The use of extended roof eaves, porticos and balconies, evokes the small scale character of Old Town's pre-1871 architectural styles.

5.2 Building Design: Architectural Styles

SPANISH PERIOD (1769-1821)

The Spanish Period architectural style was predominant for the earliest buildings in Old Town, from the first Spanish settlement until the Mexican Period. The Spanish Period buildings were made of adobe bricks, hand-hewn wood structural members, and wooden shingle or clay tile roofs. Buildings in the Spanish Period architectural style continued to be built during the subsequent Mexican Period. The Casa de Carrillo, built in the Spanish Period architectural style, is shown in Figure 5-3. Common building features of the Spanish Period architectural style are described below and shown in Figures 5-4.

Massing and Building Forms

- One story in height, sometimes with taller towers
- Simple rectangular forms
- Tall floor-to-ceiling heights

Roofs

- Pitched roofs, with a low gable (minimum pitch of 4 ½:12)
- Shed roofs on secondary wings; can form “altito” effect
- Varied height of roof ridges
- Extended eaves, sometimes forming porticos
- Exposed rafters, purlins, and rafter tails
- Exposed hand-hewn timbers
- Clad in thatching, shingles or rounded clay tiles

Building Materials

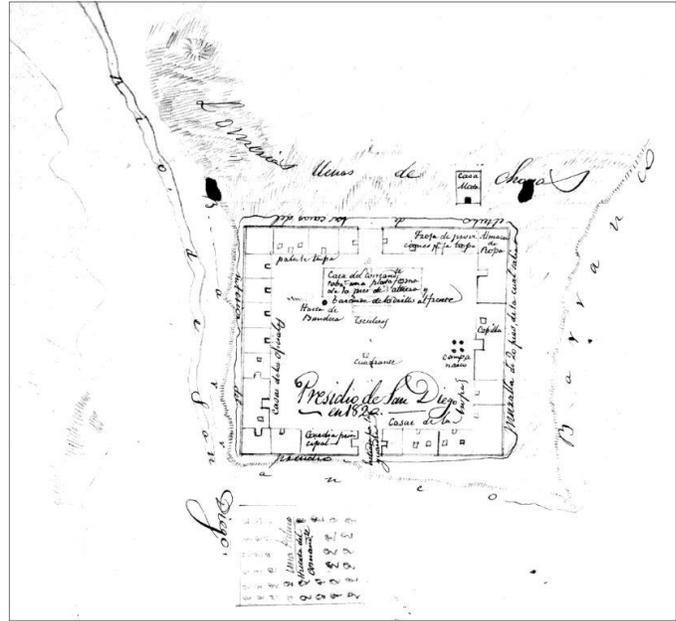
- Thick bearing adobe brick walls, with a smooth earthen plaster finish coat or textured plaster coat that creates a hand-worked effect

Accent Materials

- Terra cotta tile
- Wood (carved and plain finish)
- Worked metal, in hardware and light fixtures

Porticos

- Simple, heavy structure with hand-hewn wood support posts, beams and rafters and tile roof
- Formed by extension of roof plane over patio, or separate roof plane adjoined to wall in “altito” effect



The Presidio was established on May 14, 1769, by Gaspar de Portolá. It was the first permanent European settlement on the Pacific Coast of the present-day United States. Courtesy of the Bancroft Library, University of California, Berkeley

Doors and Windows

- Openings substantial in depth (splayed), with frames inset
- Simple wood frames around doors and windows
- Exposed wood lintels over windows and doors
- Carved wood panel doors
- Casement windows
- Lower ratio of windows to solid wall than later periods

Fences and Exterior Walls

- Adobe, stucco and wood
- Openings highlighted with piers or posts
- Use of gates as an accent

Arcades

- Arches and rectangular columns of plaster-covered adobe brick of sturdy proportion

Towers

- To anchor a corner building, to provide an offset in wall plane or as a central element

Ornamental Details

- Decorative painted accents
- Wrought iron brackets, hinges and latches
- Carved stone decorations
- Molded porch and balcony railings

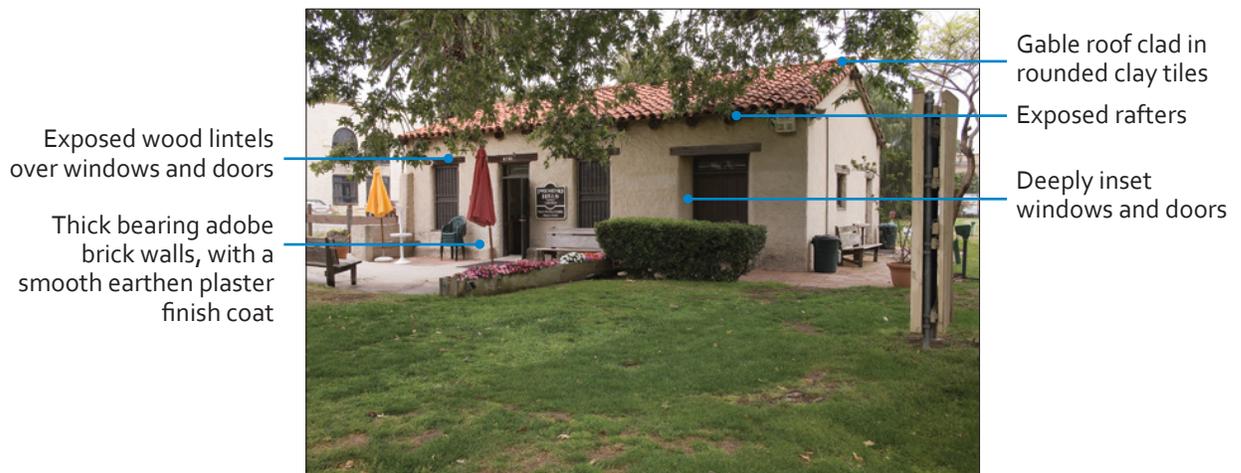
FIGURE 5-3: SPANISH PERIOD ARCHITECTURAL STYLE – CASA DE CARRILLO



Casa de Carrillo c. 1913. Photo courtesy of San Diego History Center.



Casa de Carrillo



Casa de Carrillo. Photo courtesy of Save Our Heritage Organisation.

FIGURE 5-4: SPANISH PERIOD (1769-1821) – ARCHITECTURAL FEATURES A

SPANISH PERIOD - MASSING AND BUILDING FORMS



- Simple rectangular forms
- One story in height, sometimes with taller towers



- Pitched roofs with a low gable
- Varied roofline heights

SPANISH PERIOD - ROOFS



- Exposed rafters, purlins, and rafter tails



- "Altito" effect, when roofs of different levels adjoin



- Built with wood beams and rafters, clad in round clay tiles

SPANISH PERIOD - DOORS AND WINDOWS



- Carved wood panel doors



- Exposed wood lintels



- Openings substantial in depth

FIGURE 5-4: SPANISH PERIOD (1769-1821) – ARCHITECTURAL FEATURES B

SPANISH PERIOD - ARCADES



- Elaborate arch treatment, support is provided by rectangular columns of sturdy proportion
- The columns' uppermost molding serves as impost mold from which the arches spring

SPANISH PERIOD - PORTICOS



- Plastered adobe columns and wood beams and rafters
- Porticos formed by extension of roof plane over patio
- Hand-hewn wood support posts, beams and rafters

SPANISH PERIOD - TOWERS



- Towers used to anchor a corner building
- Towers used to provide a central element

MEXICAN PERIOD (1821-1846)

The Mexican Period is characterized by buildings with adobe brick walls and with mission tile or shingle roofs. Two-story buildings with exterior stairs and projecting balconies were common during this Period. Building materials were similar to the Spanish Period. The Mexican Period buildings had a greater proportion of windows to solid wall compared to the Spanish Period. The use of arcades, detailing, and ornamental trim became more prevalent. Window sashes and door frames became more refined in profile than in the Spanish Period, sometimes with thinner framing members. Mexican Period buildings incorporated more prominent towers compared to the Spanish Period, projecting from buildings, in some cases standing upon a lower building form or rising higher than the primary structure. Examples of buildings built in the Mexican Period architectural style are shown in Figures 5-5 through 5-7. Common building features of the Mexican Period architectural style are described below and shown in Figure 5-8.

Building and Massing Forms

- One or two stories in height
- Simple rectangular forms
- Can enclose a private or semi-private courtyard
- Second story may be less than full width of first story
- Tall floor-to-ceiling height

Roofs

- Pitched roofs, with a low gable
- Shed roofs on secondary wings; can form altito effect
- Varied height of roof ridges
- Extended eaves, sometimes forming porticos
- Exposed rafters, purlins, and rafter tails
- Exposed hand-hewn timbers
- Clad with shingles or rounded clay tiles

Doors and Windows

- Openings substantial in depth (splayed) with frames inset
- Molded frames around windows and doors
- Casement windows or single- or double-hung sash windows, with divided lights
- Windows with or without shutters
- Greater proportion of windows to solid wall than in the Spanish Period



Casa de Estudillo. Photo courtesy of San Diego History Center.

Building Materials

- Thick bearing adobe brick walls
- Masonry units, similar in character to adobe block
- A smooth earthen plaster finish coat, or textured plaster coat that creates a hand-worked effect

Accent Materials

- Tile (terra cotta and glazed), variety of colors/finishes
- Wood (carved and plain finish)

Porticos

- Simple, heavy structure with hand-hewn wood support posts, beams and rafters and tile roof
- Formed by extension of roof plane over patio, or separate roof plane adjoined to wall in altito effect

Balconies

- Stand-alone element or combined with portico
- Wood railings of plain design
- Subordinate in scale to the overall building form

Arcades

- Arches and rectangular columns of plaster-covered adobe brick of sturdy proportion, with more elaborate arch treatment if desired

Towers

- To anchor a corner building, to provide an offset in wall plane, or as a central element

Exterior Stairs

- Adobe-type material; integrated stepped handrails
- Iron handrails and gates

Ornamental Details

- Decorative tiles
- Wrought iron brackets, hinges and latches
- Wooden decorative elements of simple design, such as wood lintels over entry gates, wooden shutters, or turned wood window bars or grille
- Simple arch molding surrounding doors or windows

FIGURE 5-5: MEXICAN PERIOD ARCHITECTURAL STYLE – CASA DE ESTUDILLO



Tower as a central element

Round clay tile roof

Thick, plastered adobe wall

Deep reveal of windows and doors

Casa de Estudillo (front façade)

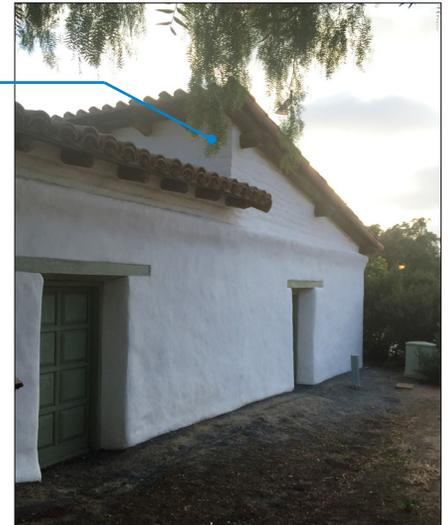


Wood lintel at windows and doors head

Wood panel door

Casa de Estudillo (side façade)

The "altito" effect, where roofs of different levels adjoin



Casa de Estudillo (side façade)



Exposed rafters

Round clay tile roof

Wood posts, beams and rafters

Casa de Estudillo (courtyard)

FIGURE 5-6: MEXICAN PERIOD ARCHITECTURAL STYLE – CASA DE MACHADO-STEWART

- Round clay tile-covered gable roof
- Exposed wood rafters
- Deep reveal of windows and doors
- Thick, plastered adobe wall

Casa de Machado-Stewart (front façade)

Gabled roof with asymmetrical roof faces

Exposed wood rafters

Simple rectangular floor plans

*Casa de Machado-Stewart (side façade)*

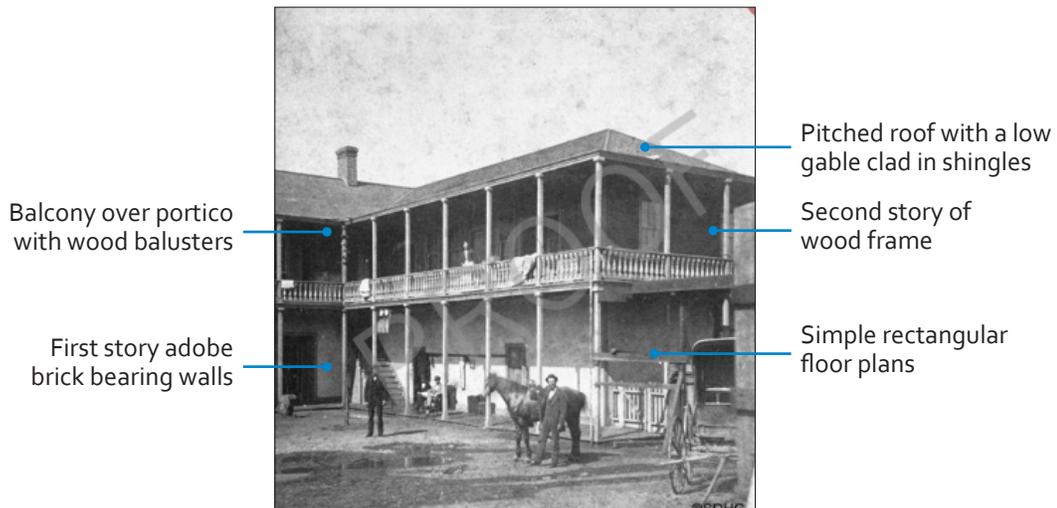
- Round clay tile-covered gable roof
- Exposed wood rafters
- Thick plastered adobe walls
- Round wood posts used as part of porticos

Casa de Machado-Stewart (portico)

FIGURE 5-7: MEXICAN PERIOD ARCHITECTURAL STYLE – CASA BANDINI



Casa Bandini (Cosmopolitan Hotel)
Photo courtesy of San Diego History Center.



Casa Bandini (Cosmopolitan Hotel)
Photo courtesy of San Diego History Center.



Casa Bandini (Cosmopolitan Hotel)

Photo courtesy of Library of Congress, Prints & Photographs Division, HABS CAL,37-OLTO,2- (sheet 4 of 4).

FIGURE 5-8: MEXICAN PERIOD (1821-1846) – ARCHITECTURAL FEATURES A

MEXICAN PERIOD - MASSING AND BUILDING FORMS



- Second story may be less than full width of first story
- Can enclose a private or semi-private courtyard



- Simple rectangular forms

MEXICAN PERIOD - ROOFS



- Extended eaves, sometimes forming porticos



- "Altito" effect, when roofs of different levels adjoin



- Exposed rafters, purlins and rafter tails, clad with clay tiles

MEXICAN PERIOD - DOORS AND WINDOWS



- Openings substantial in depth



- Molded wood frames around



- Exposed wood lintels; wood bars

FIGURE 5-8: MEXICAN PERIOD (1821-1846) – ARCHITECTURAL FEATURES B

MEXICAN PERIOD - PORTICOS



- Porticos formed by a separate roof plane adjoined to wall creating “altito” effect



- Simple, heavy structure with wood support posts, beams and rafters, clad with clay tiles

MEXICAN PERIOD - BALCONIES



- Wood railings of plain design



- Standalone balconies



- Balconies combined with porticos

MEXICAN PERIOD - EXTERIOR STAIRS



- Built with adobe-type materials



- Used as accent elements



- Integrated stepped handrails

EARLY AMERICAN PERIOD (1846-1871)

Early American Period buildings had simple rectangular shapes and had windows that were vertically oriented, usually double-hung with wood sashes. Building technologies changed during the American Period, to include brick masonry and wood clapboard. Buildings in the Early American Period generally consisted of two types, residential and commercial. Residential buildings typically had gable roofs, and often had porches that spanned the fronts of buildings. Commercial buildings typically had a rectangular façade as seen from the street, often created by a false front that concealed a gable roof, and were designed with large display windows at the street level. Examples of buildings built in the Early American Period architectural style are shown in Figures 5-9 through 5-11. Common building features of the Early American Period architectural style are described below and shown in Figure 5-12.

Building and Massing Forms

- Simple rectangular forms
- Symmetrical composition
- Buildings of one and two stories in height

Roofs

- Flat false front in commercial buildings, concealing a gable roof, creating a rectangular front
- Exposed gable front in residential buildings, with symmetrical sloping roofs
- Flat roof in residential buildings (less common, must be appropriate to East Coast-influenced building style such as the Whaley House and the Derby-Pendleton House)
- Hip roof in residential buildings (less common, must be appropriate to East Coast-influenced building style such as the Rose-Robinson House and Casa de Lorenzo Soto)
- Roofs framed with sawn timbers
- Extended eaves
- Clad in shingles

Building Materials

- Wood frame, clad in lap siding
- Brick bearing walls



McCoy House. Photo courtesy of San Diego History Center.

Doors and Windows

- Single-hung or double-hung sash windows with divided lights
- Windows with or without shutters
- Wood-paneled doors
- Molded frames around windows and doors
- Large display windows at storefronts

Porches, Porticos, and Balconies

- Projecting porches with sawn wood posts, with or without porticos
- Balconies with sawn wood railings or turned wood balusters, with or without balcony porticos

Exterior Stairs

- Typically of wood-frame construction

Ornamental Details

- Cornice moldings
- Wood shingles, jig-saw trim or brackets
- Storefronts with wood-paneled kickplates or bulkheads



Whaley House. Photo courtesy of San Diego History Center.

FIGURE 5-9: EARLY AMERICAN PERIOD ARCHITECTURAL STYLE – JOHNSON HOUSE



- Cornice moldings, supported on brackets
- Flat false front
- Simple rectangular form; symmetrical composition
- Wooden lap siding

Johnson House (front façade)



- Molded frames around windows and doors
- Wood panel doors
- Single-hung sash windows with divided lights

Johnson House (porch)



- Projecting porch
- Sawn wood posts

Johnson House (porch)



- Flat false front, concealing a gable roof, creating a rectangular front
- Projecting porches with sawn wood posts
- Wooden lap siding

Johnson House (side façade)

FIGURE 5-10: EARLY AMERICAN PERIOD ARCHITECTURAL STYLE – DERBY-PENDLETON HOUSE



Derby-Pendleton House (front façade)

Cornice moldings, supported on brackets

Simple rectangular form;
symmetrical composition

Sawn wood posts

Wood-paneled doors



Derby-Pendleton House (side façade)

Extended eaves

Single-hung sash
windows, with divided
lights and shutters

Sawn wood posts

Wood-paneled doors

Wooden lap siding



Derby-Pendleton House (porch)



Derby-Pendleton House (side façade)

Flat roof with extended eaves

Cornice moldings,
supported on brackets

Simple rectangular form;
symmetrical composition

Projecting porches
with sawn wood posts

FIGURE 5-11: EARLY AMERICAN PERIOD ARCHITECTURAL STYLE – WHALEY HOUSE



Whaley House (front façade)



Whaley House (portico)



Whaley House (portico)



Whaley House

FIGURE 5-12: EARLY AMERICAN PERIOD (1846-1871) – ARCHITECTURAL FEATURES A

EARLY AMERICAN PERIOD - MASSING AND BUILDING FORMS



- Simple rectangular forms
- Buildings of one and two stories in height



- Symmetrical composition
- Wooden lap siding

EARLY AMERICAN PERIOD - ROOFS



- Flat false front in commercial buildings



- Concealed gable roof



- Extended eaves; cornice moldings supported on brackets

EARLY AMERICAN PERIOD - DOORS



- Wood-paneled doors; molded frames around doors and windows

FIGURE 5-12: EARLY AMERICAN PERIOD (1846-1871) – ARCHITECTURAL FEATURES B

EARLY AMERICAN PERIOD - PORTICOS AND PORCHES



- Projecting porches with sawn wood posts; incorporating wooden flooring

EARLY AMERICAN PERIOD - BALCONIES



- Balconies with sawn wood railings or turned wood balusters; with or without porticos

EARLY AMERICAN PERIOD - WINDOWS



- Single-hung or double-hung sash windows with divided lights; with or without shutters

5.3 Building Design: Sustainability

With careful design, the incorporation of sustainable features and materials into the retrofitting of existing buildings and the design of new buildings will be compatible with the community's historic character. Historical structures in Old Town were constructed with features such as thick adobe walls, porches, arcades, awnings, and deeply inset windows that maximized natural cooling to create comfortable homes in an environment with little natural shade. Modern sustainable building features can include alternative building materials, energy and water conservation systems, and alternative sources of energy. The use of architectural treatments or screening mechanisms can shield exterior placement of modern sustainable building features such as photovoltaic panels and rainwater and greywater collection systems from public view.

POLICIES

- UD-3.1 Incorporate sustainable building methods that are consistent with the historic character of Old Town. (See Box 5-2).
- UD-3.2 Minimize building heat gain through careful building and roofing design and material selection.
- UD-3.3 Maximize natural and passive cooling that builds on the proximity of the nearby San Diego and Mission Bays.
- UD-3.4 Incorporate solar energy photovoltaic panels where large roof surfaces are present or proposed.
- UD-3.5 Screen solar energy photovoltaic panels from street-level view.
- UD-3.6 Incorporate greywater reuse systems into building design whenever possible.



Historic structures in Old Town, including the adobe wing of the Derby-Pendleton House (above) and the Casa de Estudillo (below), incorporated features such as thick walls and awnings for shade to maximize natural cooling. Top photo: Library of Congress, Prints & Photographs Division, HABS CAL,37-OLTO,6--3.



BOX 5-2: SUSTAINABLE BUILDING FEATURES

- Clay tile roofing, thick building walls, and deep reveal windows.
- "Cool" roofing materials that simulate shake shingle roofing.
- Reflective white coatings for flat roofs.
- Functional window shutters.
- Vents oriented to capture prevailing winds, ceiling vaults, and thermal chimneys to facilitate air movement through buildings.
- Passive solar building design.
- Permeable paving surfaces.

5.4 Site Design

Old Town's small-scale character, with narrow streets and small-scaled buildings, provides opportunities for enhanced site design that strengthens the community's sense of place and identity. In addition to building orientation in relation to the site and sidewalks, site design encompasses the vehicle and pedestrian rights-of-way, such as parking areas and walkways, and public and semi-public spaces, such as parks and plazas. Building service areas, mechanical equipment, utilities, and sustainable features also bear consideration in site design. Improving the interface between buildings and exterior site areas will provide for an enhanced pedestrian environment and strong neighborhood character. See Figure 5-13 for site design elements appropriate for Old Town San Diego.

The incorporation of privately-owned public spaces into site design, such as plazas, courtyards, patios, or paseos, helps shape vibrant pedestrian-oriented places and invites the public realm into the private realm. Walkways are also an important part of developments that are pedestrian-oriented, providing clear access to commercial and residential uses.

Creating pedestrian-oriented buildings also involves enhancing the streetscape and the building's interface with the street. This can be accomplished through thoughtful building design, including the utilization of high-quality building materials at the ground level, accentuating building entrances, and providing greater building transparency to highlight ground-floor active uses along primary pedestrian corridors, such as San Diego Avenue and Congress Street.

The Community Plan encourages incorporating underground parking into new development, and considering the possibility of consolidated underground parking for multiple properties where opportunities arise. When underground parking is not feasible, the location of parking areas in relation to the buildings must ensure minimal exposure of parked vehicles to the public view.



Inviting building entrances which provide clear access from sidewalks into privately-owned public spaces can help enhance pedestrian activity. Entrances can be accentuated through the use of architectural or landscaping treatments at the ground level.



Pedestrian-oriented building entrances and the incorporation of walkways and paseos from sidewalks will provide and enhanced interface between private and public realm.



The incorporation of privately-owned public spaces into site design, such as plazas and courtyards, can help create vibrant pedestrian-oriented places, while enhancing Old Town's small-scale character.

POLICIES

Pedestrian Spaces and Pedestrian Orientation

- UD-4.1 Incorporate plazas, courtyards, patios, porches, and/or paseos within new development to help extend the public realm.
- UD-4.2 Plazas, courtyards, patios, porches, and paseos should be linked to public pedestrian areas visually and physically.
- UD-4.3 Design plazas, courtyards, patios and/or paseos that relate to the scale and design context of Old Town's architectural styles and are compatible with adjacent development.
 - a. Incorporate fountains and/or sculptures.
 - b. Incorporate seating areas to create activity nodes.



Paved walkways with textures, colors and patterns consistent with Old Town's pre-1871 character leading to pedestrian spaces, such as plazas or courtyards, help extend the public realm and strengthen community character.



The incorporation of seating areas, planters and landscaping into pedestrian spaces, such as plazas and courtyards, can help create activity nodes and serve as transition between different buildings.



The use of high quality building materials and transparency at the ground level of buildings, can help activate street frontages. Building orientation in relation to the site can help define a strong street wall along major corridors.

- UD-4.4 Orient buildings toward the street and incorporate architectural features that accentuate entrances.
- UD-4.5 Incorporate design features into building façades to help create active street frontages.
- UD-4.6 Utilize high quality building materials with the greatest extent of authenticity at the ground level of buildings.
- UD-4.7 Provide transparency at the street level of buildings with ground-floor active uses, in particular on San Diego Avenue between Twiggs Street and Ampudia Street and along Congress Street between the Old Town Transit Center and Conde Street.
- UD-4.8 Design pedestrian spaces and walkways using paving materials, colors and textures consistent with the Old Town's pre-1871 character, including the use of cobbles, pavers, brick, paving tiles, and concrete (of an appropriate texture, color and/or imprinted pattern).

Walkways

- UD-4.9 Design walkways to delineate and enhance the pedestrian access into and around buildings and parking areas.
- UD-4.10 Design walkways to make connections to pedestrian-oriented features such as courtyards, paseos and plazas.
- UD-4.11 Pedestrian walkways should be interconnected, creating a pedestrian pathway network similar to those found in small towns.
- UD-4.12 Use precast concrete or wood bollards to help define pedestrian walkways or pedestrian-only passages.



The use of fountains and sculptures into plazas, courtyards and patios, which are consistent with Old Town’s historic architectural styles, can help strengthen the community’s pedestrian orientation and sense of place.



The use of historically appropriate styles of wall mounted lighting fixtures can help accentuate and complement buildings’ architectural features and provide pedestrian-oriented illumination.



Walkways which delineate access into and around buildings and parking areas help enhance pedestrian orientation, strengthen connections and promote ground-floor activity.

Fountains and Sculptures

- UD-4.13 Design fountains as part of plazas, patios and courtyards, made of materials such as cast stone, concrete and metal, incorporating the use of glazed tiles for exterior surfacing and interior linings.
- UD-4.14 Encourage the use of sculptures as a form of public art to be incorporated into plazas or other gathering spaces; these can be used to highlight community gateways and strengthen the community’s sense of place.

Lighting

- UD-4.15 Incorporate pedestrian-scaled lighting fixtures along walkways, including wall or post-mounted lighting fixtures.
- UD-4.16 Use numerous small lighting fixtures throughout large developments.
- UD-4.17 Locate and shield exterior lights so that building exterior illumination does not light adjacent properties.

Parking

- UD-4.18** Encourage the use of underground parking or partially below grade parking.
- UD-4.19** Design and locate parking areas in relation to buildings in a manner that the exposure of parked vehicles to the public view and the street is minimized, for example at the rear of buildings, behind architectural features, or by taking advantage of the site's topography.
- UD-4.20** Use fences, walls, or plantings to screen any parking areas that could not be screened from the public view by buildings or architectural features.
- UD-4.21** Design parking areas so that driveway curb cuts are minimized, locating entrance driveways from alleyways or secondary streets whenever possible.
- UD-4.22** Design parking area screening and landscaping in a manner representative of the pre-1871 architectural style of the buildings on the site.
- UD-4.23** Design the interior of parking areas in a manner representative of a rural context, with dirt landscaped islands with arid landscaping and gravel-textured rural-type asphalt or concrete in the automobile area.

- UD-4.24** Design parking areas for private development and retrofit visitor-serving parking lots to incorporate storm water management features that are reflective of Old Town's pre-1871 community character, such as permeable paving, bio-retention areas or bioswales, and vegetated filter strips with native plant species as landscaping.



Surface parking areas can resemble Old Town's pre-1871 character when designed to evoke a rural context, incorporating arid landscaping in islands and along edges.



The use of landscaping to screen parking areas can help minimize the exposure of parked cars to the public view.



The use of plant species contained in Planting Palettes A and B (Tables 5-1 and 5-2) will ensure consistency with the community character.

Paving Materials

- UD-4.25 Use concrete in a manner that simulates a pre-1871 paving material (i.e. earth, cobbles, brick, or paving tiles).
 - a. Consider the use of decomposed granite mixed with Portland cement.
 - b. Consider the use of concrete treatments including tinting and stamping to simulate a pre-1871 paving material.
- UD-4.26 Limit the number of paving materials or patterns used on any one site to ensure compatibility.
- UD-4.27 Consider the use of wood plank as a flooring material for porches of a Mexican or Early American design style.



Paving that incorporates materials commonly used prior 1871 (earth, cobbles, brick, or paving tiles) or uses concrete to simulate them, can help enhance the character of walkways and other pedestrian spaces, while complementing the buildings' architectural style.



Fences and/or low walls can be used when these are designed to complement a building's architectural style, allow for its visual appreciation and provide a pedestrian-oriented entrance.

Fences and Walls

- UD-4.28 Use fences and walls that enhance the architectural features of buildings and allow for their visual appreciation.
 - a. Use low walls made of brick, adobe, or contemporary building materials simulating adobe.
 - b. Use fences made of wood or wrought iron.
 - c. Encourage the removal of chain link fences and other type of fences that are not consistent with Old Town's pre-1871 character.

Mechanical Equipment, Utilities, Service Areas, and Sustainable Features

- UD-4.29 Locate all mechanical equipment, such as cooling or heating units and utility meters, and building service areas to be completely enclosed within a structure that is architecturally integrated with the primary building so as not to be visible.
- UD-4.30 Locate solar photovoltaic systems to minimize visual exposure to the street.
- UD-4.31 Incorporate site design features to minimize storm water runoff that are compatible with Old Town's community character (e.g. vegetated bio-retention ponds or bioswales, permeable paving, infiltration trenches, planter boxes, cisterns, or rain barrels).



The selection of fencing materials should complement the architectural style of buildings and allow for their visual appreciation.

FIGURE 5-13: SITE DESIGN CONCEPTS A

The incorporation of plazas, courtyards, patios, or paseos, as well as clearly defined walkways into a site's design can help shape vibrant pedestrian-oriented places.

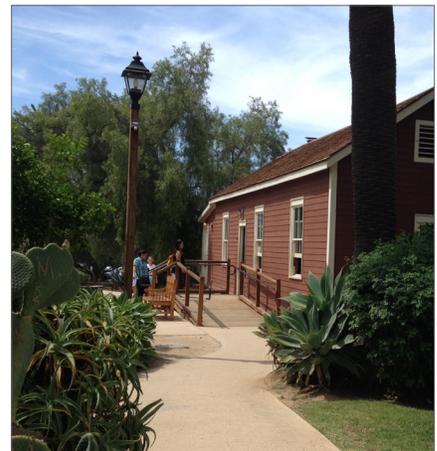
SITE DESIGN: PLAZAS, COURTYARDS AND PASEOS**SITE DESIGN: WALKWAYS****SITE DESIGN: FOUNTAINS AND SCULPTURES**

FIGURE 5-13: SITE DESIGN CONCEPTS B

Lighting, paving, fences and walls, can accentuate building entrances and enhance the pedestrian environment when utilizing high-quality building materials at the ground level.

SITE DESIGN: LIGHTING



SITE DESIGN: PAVING



SITE DESIGN: FENCES AND WALLS



5.5 Landscaping

Landscaping design in the style of pre-1871 Mexican and early California landscapes and gardens will help strengthen the community's identity and sense of place. Landscaping plans should take into consideration the site's configuration and topography, the architectural style and features of the associated proposed development, and the characteristics of adjacent structures and landscapes.

Proposed landscaping will utilize the species included in the Planting Palettes A and B, found in Tables 5-1 and 5-2, which represent trees and plants commonly used prior 1871. The use of native drought-tolerant species from the planting lists is encouraged.

Policies regarding street trees and parkway landscaping are found in the Streetscape section of this Element.

POLICIES

- UD-5.1** Incorporate landscaping as part of courtyards, plazas, and paseos through the use of raised planters, planted arbors, and in conjunction with fountains.
- UD-5.2** Select native drought-tolerant plant species from the Planting Palettes when planning landscaping.
- UD-5.3** Preserve existing mature trees of over 50 feet in height, and/or 50 years in age.
- UD-5.4** Maximize the use of landscaping to screen mechanical equipment and parking areas from the street.
- UD-5.5** Incorporate decorative elements such as rock groupings, raised planters, bollards, sculptures, decorative paving, and gravel or decomposed granite areas as part of landscaping areas.
- UD-5.6** Plant trees strategically for their benefits in building, window, and outdoor space shading.



The incorporation of landscaping as part of courtyards, plazas, and paseos provides an enhanced pedestrian-oriented ambiance. Raised planters can accommodate landscaping as a focal point, providing additional visual interest to pedestrians.



The use of plant species contained in Planting Palettes A and B, as part of landscaping design can help create a consistent landscaping theme that strengthens the community's sense of place.



The State Historic Park provides a good example of how landscaping areas can incorporate groupings of rocks and plants, along with other decorative elements that evoke the community's pre-1871 character.

TABLE 5-1: PLANTING PALETTE A - HERBACEOUS PLANTS

Species Name		
Acanthus mollis	Echium fastuosum	Nepeta mussini
Agapanthus (any species)	Epidendrum obrienianum	Nicotiana alata
Alcea rosea	Frankenia capitata laevis	Oxypetalum coeruleum
Alyssum maritimum	Gaillardia aristata	Pancreatium (any species)
Angelonia grandiflora	Gazania (any species)	Papaver rhoeas
Argemone mexicana	Gynura aurantiaca	Papaver rupifragum
Artemisia californica	Hedera (any species)	Pelargonium (any species)
Arum italicum	Helleborus lividus	Pellaea (any species)
Asclepias fascicularis	Heuchera sanguinea	Petasites fragrans
Asphodelus albus	Iris unguicularis	Polianthes tuberosa
Beaucarnea recurvata	Iris xiphium	Portulaca grandiflora
Begonia sutherlandii	Kalanchoe flammea	Rosmarinus officinalis
Bouvardia humboldtii	Kniphofia uvaria	Salvia (any species)
Bravoa geminiflora	Lathyrus splendens	Scilla hispanica
Brunsvigia rosea	Lavandula (any species)	Sisyrinchium bellum
Canarina campanulata	Lavateria olbia	Sisyrinchium bermudianum
Capsicum frutescens	Lavatera trimestris	Sparaxis elegans
Cedronella canariensis	Lilium candidum	Tagetes erecta
Cheiranthus mutabilis	Limonium (any species)	Thymus (any species)
Chorizanthe staticoides	Liriope (any species)	Tithonia rotundifolia
Cissus (any species)	Lotus formosissimus	Tritonia crocosmaeflora
Cladanthus arabicus	Malvastrum coccineum	Tropaeolum majus
Clivia (any species)	Matthiola incana	Tulipa clusiana
Crassula coccinea	Mentha spicata	Venidium fastuosum
Cryptanthus beuckeri	Mesembryanthemum aurantiacum	Vinca (any species)
Cyclamen indicum	Mesembryanthemum speciosum	Viola cornuta
Davallia canariensis	Milla biflora	Vitis girdiana
Delphinium ajacis	Mirabilis jalapa	Woodwardia (any species)
Dianthus caryophyllus	Morisia monantha	Zantedeschia aethiopica
Echeveria harmsii	Narcissus pseudonarcissus	Zingiber officinale



The Casa de Estudillo, originally built in 1829 and restored in 1910, incorporates plants commonly used prior 1871 in its landscaping areas.



The Casa de Machado-Stewart, a restored home from the 1830s, includes landscaping areas that complements its architectural style.

TABLE 5-2: PLANTING PALETTE B – LANDSCAPE TREE SPECIES

Species Name			
Abies concolor		Fremontia mexicana *+	Pinus pinea +
Acacia farnesiana +		Fuchsia triphylla	Pinus quadrifolia *+
Acacia subporosa		Genista monosperma	Pinus torreyana *+
Acalypha californica		Grevillea robusta *+	Platanus racemosa *+
Acer negundo *		Heteromeles arbutifolia *+	Poinciana gilliesii
Aesculus californica *+		Holmskioldia sanguinea	Populus fremontii +
Allamanda hendersonii		Hylocereus triangularis	Populus trichocarpa *
Alnus rhombifolia *		Ilex perado	Prosopis juliflora
Anisacanthus wrightii		Jasminum grandiflorum	Prunus ilicifolia *+
Antigonon leptopus		Juglans californica *+	Pseudotsuga macrocarpa *+
Arbutus unedo ^+		Juniperus excelsa	Punica granatum ^+
Arctostaphylos (any species) *+		Juniperus californica +	Quamoclit lobata
Bauhinia galpinii		Kennedyia rubicunda	Quercus agrifolia *+
Bougainvillea (any species) +		Laurus nobilis +	Quercus chrysolepis +
Boussingaultia basselloides		Leonotis leonurus	Quercus engelmannii *+
Brachychiton acerifolius +		Lippia citriodora	Quercus ilex *+
Brugmansia suaveolens		Littonia modesta	Quercus kelloggii *+
Bursera microphylla		Mahonia nevinii	Quercus suber *+
Buxus microphylla		Malva assurgentiflora *+	Quercus virginiana
Calocephalus brownii		Manettia bicolor	Romneya coulteri
Calocedrus decurrens *+		Melia azedarach +	Rosa gallica
Ceanothus (any species) *+		Mimulus puniceus	Rosa laevigata
Cercidium floridum *+		Mimusops elengi	Salix (any species)
Cestrum nocturnum		Mirabilis californica	Sambucus cerulea +
Chilopsis linearis *+		Mitriostigma axillare	Schinus molle +
Chorizema cordatum		Momordica charantia	Senecio confusus
Citrus (any species) ^		Musa sapientum	Senecio petasitis
Clematis balearica		Myrsine africana	Solandra guttata
Convolvulus cneorum		Nerium oleander +	Solanum rantonnetii
Cuphea roezlii		Olea europaea 'fruitless' +	Spartium junceum
Cupressus sempervirens +		Olneya tesota +	Strelitzia nicolai
Cytisus canariensis		Parkinsonia aculeata +	Streptosolen jamesonii
Dalea spinosa		Parkinsonia microphylla *+	Tecoma stans
Danae racemosa		Persea americana	Teucrium fruticans
Delonix regia		Philadelphus mexicanus	Tipuana tipu +
Diospyros kaki ^+		Phlomis fruticosa	Umbellularia californica *+
Erica melanthera		Phoenix dactylifera *	Ungnadia speciosa
Eriogonum giganteum		Photinia arbutifolia	Viburnum tinus
Erythrina crista-gailli +		Phygellus capensis	Virgilia capensis
Ficus carica ^+		Phytolacca dioica	Visnea mocanera
Fortunella japonica		Pinus coulteri +	Vitex agnus-castus +
Fouquieria splendens		Pinus jeffreyi *+	Washingtonia filifera *+
Fraxinus velutina coriacea *+		Pinus monophylla +	Yucca schidigera

*California native +Drought Tolerant ^Produces Fruit

5.6 Signage

The Community Plan envisions the installation of signage that is compatible with Old Town’s pre-1871 character. Signage with different purposes, including identification signs, historical signs, and wayfinding signs, will cohesively complement Old Town’s built environment and will enhance the visitor experience by providing important information.

Identification Signs

Signs that state the name of the owner or occupant of the commercial premises upon which such signs are placed, or identify such premises, or describe goods offered, manufactured or produced, or services rendered on the premises.

Historical Signs

Signs that are an integral part of a historic site or structure, their preservation, rehabilitation, restoration, and reconstruction, and will be evaluated by the Historical Resources Board to determine consistency with the Secretary of the Interior’s Standards for Treatment of Historic Properties.

Directional Signs

Signs that provide direction at the block level to commercial or residential properties, including street numbers, or provide direction to elements of properties such as entrances or parking areas.

Wayfinding Signs

Signs designed primarily to direct pedestrians, bicyclists and motorists between different destinations; to guide vehicular circulation; to direct vehicle drivers to available parking facilities; to provide information about certain facilities; to define pedestrian and bicycle routes; and to highlight arrival gateways into the community. Wayfinding signs can be located on private or public property. Specific policies for the design and implementation of a wayfinding signage system are found in Section 5.9 of this Element, although wayfinding signage design will also be guided by the general signage policies and design guidelines in this section.



Identification sign for the Mason Street School Museum.



Example of a historical sign at the Cosmopolitan Hotel.



Directional sign in the State Historic Park.

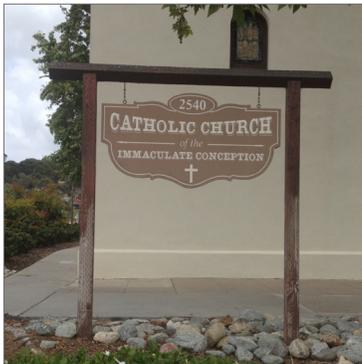


Example of a wayfinding sign within the Cosmopolitan Hotel.

REQUIREMENTS

General

- UD-6.1 Install clear, legible, and professionally designed signage that enhances Old Town's pre-1871 character.
- UD-6.2 Design signage of a size, shape, design, material, coloring, lighting, and location that are compatible with the pre-1871 architectural style of the building upon which it will be placed or nearest which it will be placed.
- UD-6.3 For existing buildings of a contemporary style, design signage of a size, shape, design, material, coloring, lighting, and location that is compatible with one of the accepted pre-1871 architectural styles.
- UD-6.4 Design signage that uses a typeface consistent with the pre-1871 period acceptable typefaces shown in Figure 5-14: Sign Lettering Styles.
- UD-6.5 Install signage that complements other signage within the Community rather than competes with it.



Design and Location

- UD-6.6 Signs or portions of signs should not project over the public right of way.
- UD-6.7 Signs should be thoughtfully placed so as not to disfigure or conceal any architectural feature or detail of any building or historical site (e.g. balcony or gallery).
- UD-6.8 Signs should be moderate in size, and should be only slightly larger than the area covered by lettering or symbols.
- UD-6.9 The following sign types and materials are acceptable and desirable:
 - a. Signs and sign supports made of resawn timber or rough sawn timber, and/or wrought iron with painted background and lettering.
 - b. Signs and sign supports made of smooth wood trimmed with Georgian Colonial moldings, with painted backgrounds and lettering.
 - c. Signs directly painted on building façades.
 - d. Use of wood cutouts or wrought iron silhouettes in conjunction with any of the above described sign types.

- UD-6.10 Sign colors must be consistent with the pre-1871 period.
- UD-6.11 Signs made of contemporary finish materials are not acceptable, including those made of plastics, porcelain enamel, aluminum, stainless steel, sheet metal, imitation wood, or imitation marble.
- UD-6.12 Signs that incorporate the following are not acceptable: bright gloss enamel; fluorescent paint or reflecting surfaces; exposed metal supports in extruded, rolled or tubular sections.
- UD-6.13 Signs should not flash, blink, or change in hues or intensity of illumination.
- UD-6.14 Sign illumination should be hidden from view. Signs should not include visible bulbs, neon tubing, exposed wiring, luminous paints, or plastics.



- UD-6.15 Flags, pennants, banners and streamers are permitted as defined below provided that they are not utilized for the purposes of identification, except where they identify events of importance to the community:
 - a. Officially adopted and recognized national, state and local flags, flags of international organizations, official military flags, and historically significant flags.
 - b. Flags of groups, organizations, societies, and corporations, provided that there are not more than two per premises.
 - c. Personal flags, provided that there is not more than one per premises.



- UD-6.16 Signs placed within a building against an exterior window intended to be viewed from outside of the building shall not be permitted.
- UD-6.17 Exceptions to these requirements may be approved by the Old Town San Diego Design Review Board providing that there is reasonable justification for the exception and that the sign particularly contributes to the distinctive character of Old Town San Diego.

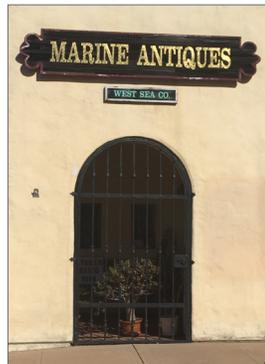
Signs must be of the size, shape, design, material, coloring, lighting, and location that are compatible with the pre-1871 architectural style, by conforming to the policies included within this section.

Temporary Signs

- UD-6.18** Temporary signs and posters made of cardboard or similar temporary material which advertise coming events of importance to the community will be permitted in the Core, Taylor, and Hortensia Sub-Districts. The appearance of such signs should conform to these policies as much as possible.
- UD-6.19** Temporary signs and posters less than four square feet in size need not be submitted to the Old Town San Diego Design Review Board for approval.
- UD-6.20** No temporary sign or poster should be posted more than three weeks prior to the advertised event and must be removed no later than one week after the event.



Temporary signs and posters should be designed to conform with the policies contained in this section, reflecting the pre-1871 character of the community.



Business identification signs describe goods offered, manufactured or produced, or services rendered on the premises. These signs should be designed to complement other signage in the Community rather than competing with it.

Business Identification Signs

- UD-6.21** One identification sign is permitted on the front or primary face of each business establishment, subject to the following requirements:
- Identification sign shall not exceed in size one square foot for each linear foot of frontage or sixteen square feet, whichever is smaller, provided that the sign of any one business establishment need not be less than ten square feet in area.
 - No identification sign shall project above the nearest parapet or eave of the building.
 - No identification sign attached parallel to the primary face of the building shall project more than twelve inches from the face of the building.
- UD-6.22** One perpendicular (30 degrees or greater) projecting hanging sign, not to exceed six square feet in size, will be permitted on the front or primary face of each business establishment provided that the sign face is designed as a graphic representation of the goods or services provided at the particular establishment (e.g. a boot to advertise a shoe repair shop).

UD-6.23 Identification signs on the side or rear wall of a business establishment are allowed, subject to the following requirements:

- a. The identification sign shall not exceed twelve and one-half square feet in size, or one-half square foot for each linear foot of street or dedicated walkway frontage along the wall to which it is affixed.
- b. No identification sign shall project above the nearest parapet or eave of the building.
- c. No identification sign attached parallel to the side or rear face of the building shall project more than twelve inches from the face of the building.



Example of a side wall identification sign within the State Historic Park.



UD-6.24 No free-standing or rooftop identification signs shall be permitted for commercial structures, with the following exceptions:

- a. Establishments located within an arcade, court, office building, or similar structure not on the public right-of-way may collectively place a single free-standing sign at the entrance to said court or arcade to identify the establishments within. The maximum height of such signs shall not exceed four feet above the average adjacent grade.
- b. The maximum size for identification of each individual business establishment shall not exceed one and one-half square feet.



UD-6.25 Signs that identify goods or services not available on the premises upon which the sign is placed shall not be permitted.

UD-6.26 Standard copyrighted signs offering information on incidental services or recommendations, e.g. AAA, credit cards, ATMs, etc. shall not be visible from the public right-of-way.



Historical Signs

- UD-6.27** For businesses of a type existing prior to 1871, the maximum size of the sign identifying the business shall not exceed the size which was in use for this type of business in California and the southwest United States prior to 1871.
- UD-6.28** All requests for signs in excess of sixteen square feet shall be accompanied by documentary evidence that signs of such size and advertising such a business were in use in California or the southwest United States prior to 1871. Documentary evidence must be approved by the City of San Diego Historical Resources Board.
- UD-6.29** Signs must conform in size, shape, design, material, coloring, lighting, and location to the pre-1871 period.



Signs that provide direction at the block level to commercial or residential properties, including street numbers, or provide direction to elements of properties.



The Old Town Theatre exemplifies a type of business existing prior to 1871, which incorporates a sign of the size that was historically used.

Directional Signs

- UD-6.30** Directional signs are permitted on the faces of buildings or structures provided that such signs shall not be placed higher than eight feet above the immediately adjacent ground level or above the eave line, whichever is the lesser.
- UD-6.31** Directional signs are permitted to locate on a separate freestanding ground structure, provided that the structure and/or sign affixed to the structure do not exceed six feet in height.
- UD-6.32** The maximum size of a directional sign shall be that which is necessary to convey the necessary information, not to exceed a maximum of four square feet.
- UD-6.33** The total number of directional signs shall not exceed four per establishment or residence.
- UD-6.34** Residence name signs, occupants' name plates, and address numbers may include pictorial and decorative designs as well as words and numbers and shall not exceed one square foot in area.

FIGURE 5-14: SIGN LETTERING STYLES

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

Playbill

ABCDEFGHIJKLMN OPQRSTUVWXYZ
XYZ
abcdefghijklm nopqrstuvwxyz
1234567890

Alternate Gothic

ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Wagon Train

ABCDEFGHIJKL
MNOPQRSTUW
XYZ
1234567890

Civil War Series B

A ABC CDE EFG GH IJK K
KL LM MN OP PQR RRS S
S ST TU UV VW WX XY YZ
abcdefghijklm nopqrstuvwxyz
1234567890

Bookman Bold Italic with Swash

ABCDEFGHI
JKLMNOPQ
RSTUVWXY
Z
1234567890

Civil War Series D

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwx
yz 1234567890

Goudy Medieval

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Civil War Series E

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

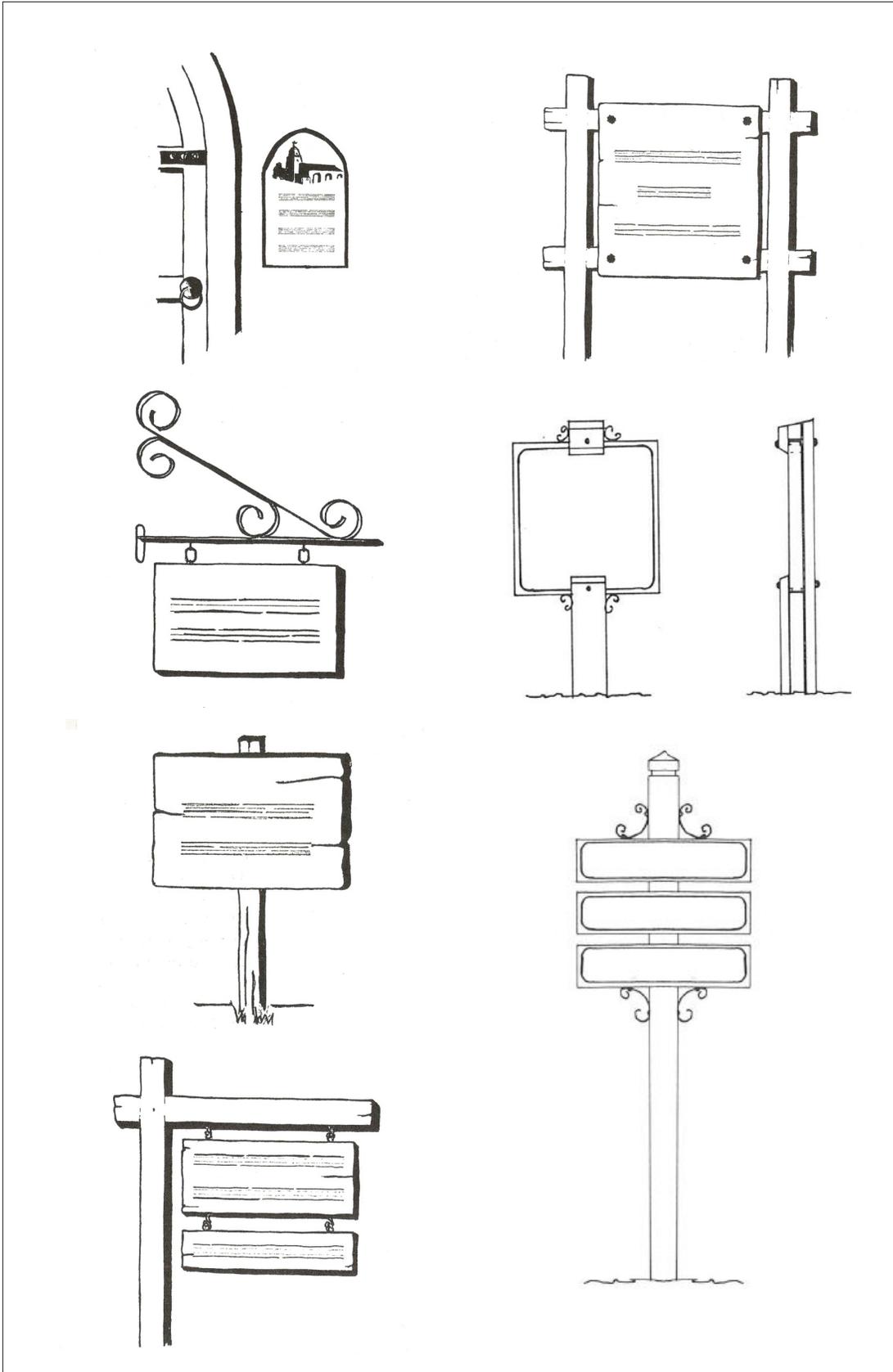
Garamond

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Civil War Series G

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Civil War Series H



Sign design examples from the Old San Diego Architectural and Site Development Standards and Criteria (1972).

5.7 Streetscape

Old Town’s interconnected grid network of narrow streets helps define the community’s urban form and character. As pedestrians travel between Old Town’s historic, cultural and retail attractions, the streetscaping along the community’s major streets affects their experience. Streetscape enhancements will help improve the pedestrian environment, which could include wider sidewalks, street trees and parkway landscaping (see Table 5-3), and street furniture. Streetscape improvements will be consistent with Old Town’s small scale pre-1871 character, providing unified themes along each street corridor and will support the community’s pedestrian-oriented character increasing connectivity within the community and to adjacent communities, see Figure 5-15 for streetscape concepts appropriate for Old Town San Diego, and Section 5.8 for streetscape design guidance specific to the community’s major corridors.



Parkway landscaping should be designed to evoke a rural context, with arid landscaping, decomposed granite and gravel.



POLICIES

Street Trees and Parkway Landscaping

- UD-7.1** Select native or drought-tolerant plant species from the Planting Palette when proposing street trees and parkway landscaping plantings.
- UD-7.2** Preserve existing mature trees of over 50 feet in height, and/or 50 years in age.
- UD-7.3** Incorporate a consistent selection of street trees and parkway landscaping to establish strong, recognizable themes along the identified street corridors, including San Diego Avenue, Old Town Avenue, Taylor Street, Congress Street and Juan Street.
- UD-7.4** Design parkway landscaping in a manner representative of a rural context, with arid landscaping and mulched with decomposed granite, gravel, or natural-color wood mulch. The Old Town State Historic Park parking areas on Congress Street are excellent examples of this design style.
- UD-7.5** Select shade-producing street trees with an open canopy.
- UD-7.6** Encourage the incorporation of street trees where sidewalk widths allow.
- UD-7.7** Select tree grates and planters adequately sized to ensure the long-term health of trees.

Table 5-3: Street Tree Species (Native & Drought-Tolerant)*

Name	Parkway Size	Evergreen or Deciduous
Ceanothus - any species (Ceanothus)	3-4 feet	Evergreen
Netleaf Hackberry Celtis reticulata	4-6 feet	Deciduous
Velvet Ash (Fraxinus velutina coriacea)	6-8 feet	Evergreen
Interior Live Oak (Quercus wislizenii)	6-8 feet	Evergreen
Honey Mesquite (Prosopis glandulosa)	6-8 feet	Deciduous
Catalina Cherry (Prunus ilicifolia ssp lyonii)	3-4 feet	Evergreen

** See section 5.7 (Streetscapes) for street-specific street trees.*

Street Furniture

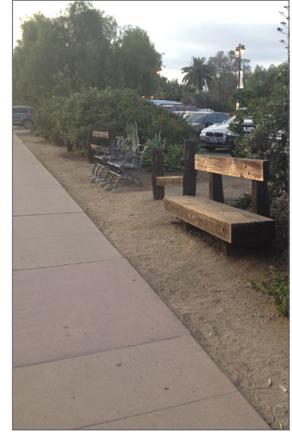
- UD-7.8** Support the installation of street furniture that relates to the scale and design context of Old Town's architectural styles prior 1871 and allows a clear pedestrian path of travel.
- Use planters and pots made of cast stone, glazed or unglazed clay, wood or masonry.
 - Use benches made of wrought iron, wood, cast stone or a combination of these materials.
 - Use newspaper/magazine corrals made of wrought iron or wood.
 - Use trash receptacles that resemble wood barrels.
- UD-7.9** Encourage the use of planters and pots to enhance building façades.
- UD-7.10** Arrange benches in groups to create activity nodes that promote social interaction.
- UD-7.11** Encourage the consolidation of newspaper and magazine racks into corrals of uniform design.



Sidewalks should resemble Old Town's pre-1871 character by utilizing materials which convey the appearance of dirt paths.



Street lighting should be pedestrian-oriented and fixtures similar to those used prior 1871 should be installed.



Character-enhancing street furniture should allow a clear path of travel and complement surrounding development.

Sidewalks

- UD-7.12** Support widening sidewalks to allow for streetscape improvements along Taylor Street and San Diego Avenue.
- UD-7.13** Support non-contiguous sidewalks that provide a buffer, consisting of landscaping and street trees, between pedestrians and vehicular traffic along Taylor Street.
- UD-7.14** Incorporate sidewalks that convey the appearance of dirt paths that are compatible with Old Town's pre-1871 character.
- Install sidewalks of Sombrero Buff-colored concrete with a broom finish.
 - Install sidewalks with a rectangular scoring pattern.

Lighting

- UD-7.15** Install historic style double lantern pedestrian lighting along sidewalks.
- UD-7.16** Consider replacing the historic style double lantern pedestrian lights with concrete posts, found along Congress Street and Juan Street, with a design that incorporates wooden posts such as the lights found in the State Historic Park parking lot, see Figure 5-16: Lights.
- UD-7.17** Encourage the use of lighting sources that are pedestrian in scale and closely spaced, of a maximum height of approximately 12 feet.

FIGURE 5-15: STREETSCAPE CONCEPTS A

Streetscape enhancements could include wider sidewalks, street trees and parkway landscaping, and street furniture. These should be designed in a manner representative of a rural context.

STREETSCAPE: PARKWAY LANDSCAPING



- Parkway landscaping should incorporate drought-tolerant plant species from the Planting Palette.

STREETSCAPE: SIDEWALKS



- Sombrero Buff-colored concrete sidewalks



- Non-contiguous sidewalks with parkway landscaping

STREETSCAPE: LIGHTING



- Historic style double lantern lighting; Consider replacing concrete post with wooden post design

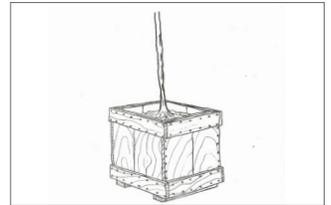
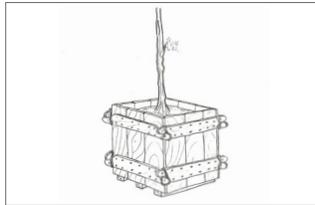
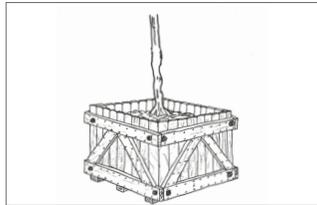
STREETSCAPE: TRASH CANS



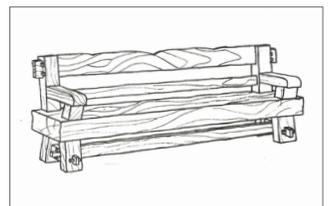
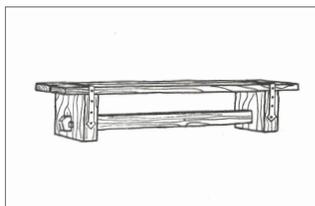
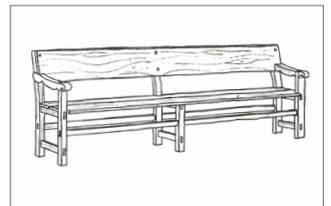
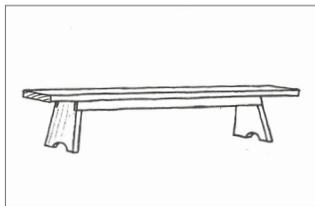
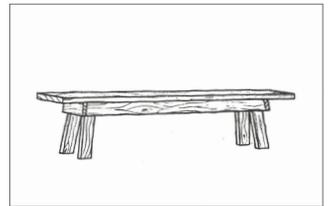
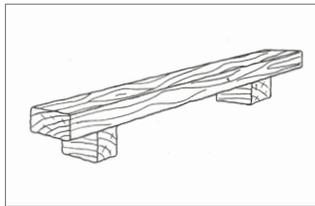
- Trash receptacles that resemble wood barrels

FIGURE 5-15: STREETSCAPE CONCEPTS B

Street furniture should relate to the scale and design context of Old Town's architectural styles prior 1871 and allows a clear pedestrian path of travel.

STREETSCAPE - PLANTERS AND POTS

- Planters and pots made of cast stone, clay, wood or masonry are appropriate. Tree planter boxes designed for the Old Town State Historic Park by State of California, Department of Parks and Recreation are shown above.

STREETSCAPE - BENCHES

- Benches made of wood, adobe-style blocks, wrought iron, or a combination. Bench designs prepared for Old Town San Diego State Historic Park by State of California, Department of Parks and Recreation shown above.

5.8 Street Corridors and Gateways

Cohesive streetscape design along the community’s major streets will reinforce Old Town San Diego’s historic character and small town sense of place. The Community Plan has identified street corridors along which streetscape enhancements will provide an improved pedestrian and bicyclist environment, and will help strengthen linkages between Old Town’s visitor destinations, parks, the Core Sub-District, the Old Town Transit Center and the San Diego River Park.

The incorporation of gateways will enhance the sense of arrival and place within Old Town. Gateways contribute to the visual experience of pedestrians, bicyclists and motorists, and can take a variety of forms including landmarks, community or site markers, streetscape enhancements, lighting, signage, and unique landscaping or architectural treatments that create a ceremonial entryway into the community.

Streetscaping and landscaping improvements will result in an improved public realm, enhanced pedestrian and bicyclist environment, and strengthened connections between visitor destinations, parks, the Core Sub-District, the Old Town Transit Center and the San Diego River Park. Re-establishing historic connections to the Presidio and to the San Diego River will help strengthen the community’s sense of place and its pre-1871 character. Table 5-4 and Figure 5-16 provide specific direction for street tree planting along these corridors.



Structures resembling plastered adobe walls, located at the entrances of the State Historic Park and at the Transit Center, help highlight these community assets and can serve as example for the design of future community gateway treatments.



Gateway treatments should recognize the importance of Old Town San Diego as the birthplace of California.



The incorporation of street trees and parkway landscaping where possible can help enhance the pedestrian experience, and define a consistent streetscape theme along the community’s major corridors.



The State Historic Park contains plant species that resemble Old Town’s pre-1871 character, which if incorporated into the community’s gateways and street corridors will strengthen its sense of place.

POLICIES

- UD-8.1** Provide enhanced streetscape improvements that create a vibrant public realm with a distinctive visual character based in Old Town's history.
- UD-8.2** Design gateways that enhance the arrival experience of pedestrians, bicyclists and motorists at the following intersections: Taylor Street and Congress Street; Taylor Street and Morena Boulevard; San Diego Avenue, Congress Street, and Ampudia Street; and Old Town Avenue and Moore Street.
- Gateways should relate to the scale and design context of Old Town's architectural styles.
 - Gateways should be compatible with adjacent development.
- UD-8.3** Incorporate streetscape enhancements along Taylor Street that commemorate the historic La Playa Trail and the San Diego River that help define the character of this major entry point. These improvements should include storm water management features.
- UD-8.4** Retrofit Pacific Highway to serve as a boulevard street providing a strengthened linkage from the San Diego River Park into Old Town San Diego and to Downtown. These improvements should include storm water management features.



Groupings of planters and a combination of drought-tolerant plant species in landscaping can help strengthen the community character at gateway locations and along the community's street corridors.



- UD-8.5** Incorporate streetscape enhancements along Congress Street to help promote pedestrian activity and guide visitors between the Old Town Transit Center, and the Old Town State Historic Park.
- UD-8.6** Enhance San Diego Avenue's character as Old Town's pedestrian-friendly main street to provide a strengthened connection between the Old Town San Diego State Historic Park and the Core Sub-District.
- UD-8.7** Incorporate streetscape enhancements along Juan Street to improve the pedestrian environment and strengthen the connection between the Old Town San Diego State Historic Park, Presidio Park and Heritage Park.
- UD-8.8** Incorporate streetscape enhancements into Old Town Avenue that help provide a sense of arrival into the community, with particular emphasis at its intersection with Moore Street.



Caltrans District 11 Headquarters' site includes parkway landscaping that evokes a riparian environment commemorating the San Diego River, which wandered back and forth over the broad delta it had formed between Point Loma and Old Town.

SAN DIEGO AVENUE

San Diego Avenue is the pedestrian-friendly main street of historic Old Town which extends through both the Historic Core and the Core. The mix of visitor-oriented stores, restaurants and cultural historic destinations along San Diego Avenue between Twiggs Street and Congress Street invites pedestrian activity. The pedestrian experience on this segment of San Diego Avenue will be enhanced with streetscape improvements that bring the historical character of the Old Town settlement from the Historic Core into the Core and create visual continuity between the two areas. The Community Plan envisions using street trees and parkway landscaping that are similar to those in the State Historic Park and of street furniture and street lighting of a pre-1871 style. Wider sidewalks could provide additional space for these elements as well as additional landscaping in planters or hanging baskets and wayfinding signage.

OLD TOWN AVENUE

The Community Plan envisions further enhancements to Old Town Avenue to create a linear gateway streetscape that will provide a sense of arrival into the community. The enhancements between Moore Street and San Diego Avenue will include wider sidewalks with street trees and parkway landscaping that reflect Old Town’s historical community character, as well as pedestrian-oriented lighting and wayfinding signage. Gateway elements, which could include landscape treatments or public art elements, at the intersection of Old Town Avenue and Moore Street will create visual emphasis at this community entry point.



The Community Plan envisions streetscape improvements that bring the historical character of the Old Town settlement from the Historic Core into the Core and create visual continuity. Image courtesy of the California History Room, California State Library, Sacramento, Ca.



Old Town’s historic character and small town sense of place are depicted in the image of the Casa de Estudillo above. Courtesy of the California History Room, California State Library, Sacramento, California.

CONGRESS STREET CORRIDOR

Congress Street will provide a strengthened pedestrian connection through the community linking the Old Town Transit Center to the Historic Core. The vision for Congress Street streetscape improvements focuses on elements that create a positive pedestrian experience including additional lighting and wayfinding signage to guide pedestrians to the community’s destinations. The Community Plan recommends the incorporation of enhanced landscaping adjacent to sidewalks along building frontages due to the narrow width of Congress Street.

JUAN STREET

Juan Street will provide a strengthened pedestrian connection between Presidio Park, Old Town State Historic Park, and Heritage Park. Juan Street’s existing Pepper Tree-lined character will be maintained and enhanced with additional pedestrian-oriented lighting and wayfinding signage. The Community Plan recommends the incorporation of enhanced landscaping adjacent to sidewalks along building frontages due to the narrow width of Juan Street.

PACIFIC HIGHWAY CORRIDOR

Old Town San Diego and Downtown have historically been connected by Pacific Highway, one of San Diego's early highways. The Community Plan envisions Pacific Highway as a landscaped boulevard that will provide an enhanced bicycle and pedestrian connection from the San Diego River Park to Downtown. Transforming Pacific Highway into a boulevard will include a unified streetscape theme from Downtown San Diego to Old Town San Diego that includes non-contiguous sidewalks, riparian street trees and parkway landscaping, and planted medians, along with pedestrian-oriented lighting. Protected bicycle lanes, also known as cycle tracks, will also be incorporated into the boulevard. Cycle tracks combine the experience of a separated path with the on-street infrastructure of a bicycle lane, and provide space for bicycles separated from vehicle travel lanes, parking lanes, and sidewalks by bollards or curbs/islands. Storm water bio-retention or filtration features will be incorporated into the streetscape.

TAYLOR STREET CORRIDOR

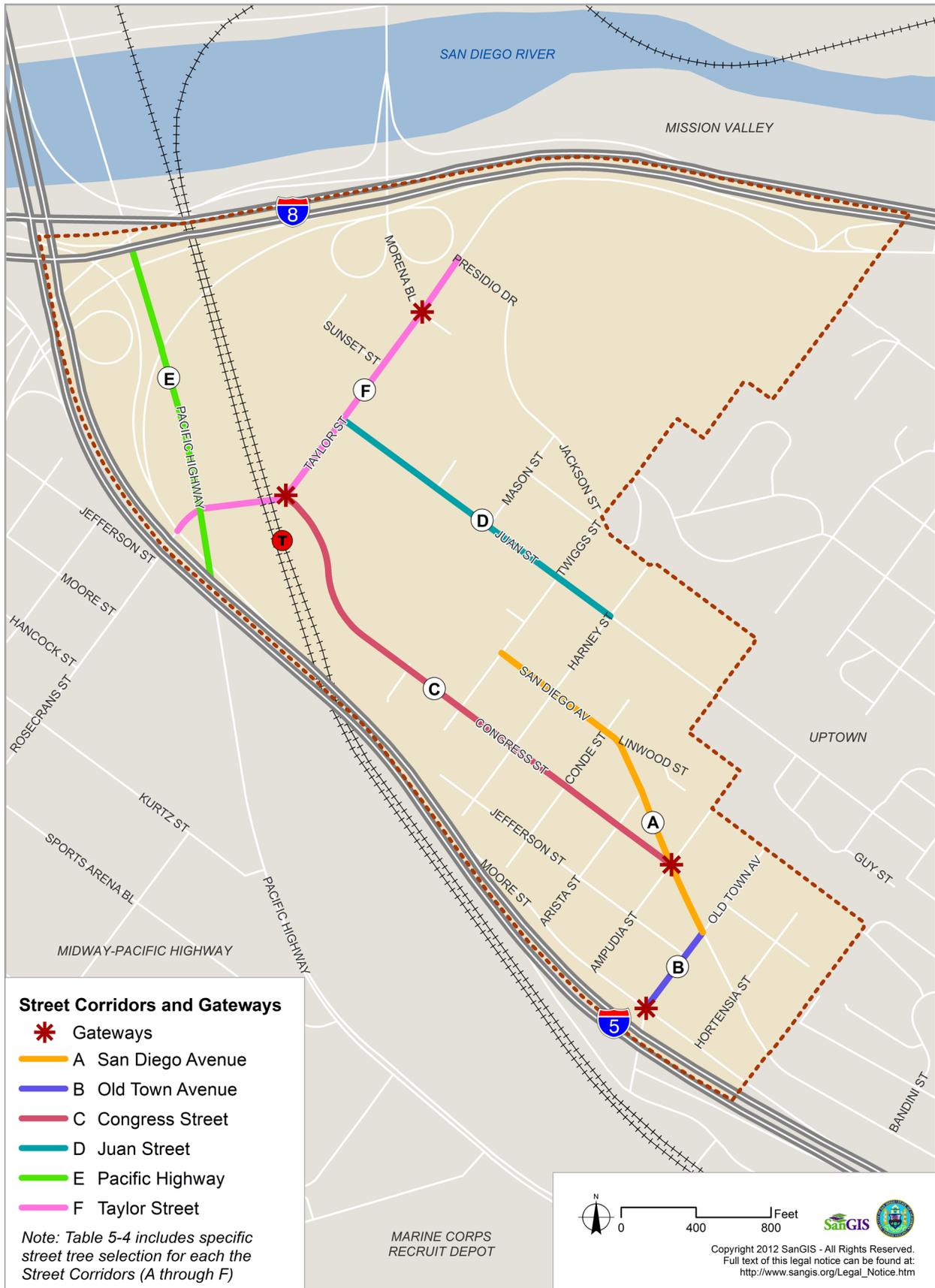
The Community Plan envisions Taylor Street serving as a linear gateway that commemorates the historic La Playa Trail, which was the oldest European trail on the Pacific Coast and linked Old Town, the Presidio, and the Mission to San Diego Bay. The incorporation of historic markers and signage along Taylor Street will help acknowledge the significance of La Playa Trail. Pedestrian and bicycle improvements, along with wayfinding signage, will reinforce the La Playa Trail connection between the Presidio Park, Old Town San Diego State Historic Park, the Old Town Transit Center, and Rosecrans Street and define the character of this major community entry point. Improvements include: gateway elements at the intersection of Taylor Street and Congress Street; river-themed streetscape design, which will incorporate wider non-contiguous sidewalks with riparian street trees and parkway landscaping; and storm water bio-retention or filtration features acknowledging the former course of the San Diego River.

TABLE 5-4: STREET CORRIDORS – STREET TREE PLAN

Key	Street Corridor	Segment*	Primary Tree	Secondary Tree
A	San Diego Avenue	Twiggs Street to Old Town Avenue	Blue Palo Verde (<i>Cercidium floridum</i>)	Silk Tree (<i>Albizia Julibrissin</i>)
B	Old Town Avenue	Moore Street to San Diego Avenue	Fruitless Olive (<i>Olea Europaea</i>)	Desert Willow (<i>Chilopsis linearis</i>)
				Common Chokecherry (<i>Prunus virginiana</i>)
C	Congress Street	Taylor Street to San Diego Avenue	Marina Strawberry Tree (<i>Arbutus unedo marina</i>)	Desert Willow (<i>Chilopsis linearis</i>)
				Western Redbud (<i>Cercis occidentalis</i>)
D	Juan Street	Taylor Street to Harney Street	Australian Willow (<i>Geijera parviflora</i>)	Pepper Tree (<i>Schinus molle</i>)
E	Pacific Highway	Old Town Transit Center to San Diego River Park	Coast Live Oak (<i>Quercus Agrifolia</i>)	California Sycamore (<i>Plantanus racemosa</i>)
F	Taylor Street	Old Town Transit Center to Presidio Drive	California Sycamore (<i>Plantanus racemosa</i>)	Raywood Ash (<i>Fraxinus oxycarpa</i>)
				California Fan Palm (<i>Washingtonia filifera</i>)

* See Figure 5-17 for geographical reference.

FIGURE 5-16: STREET CORRIDORS AND GATEWAYS



5.9 Wayfinding

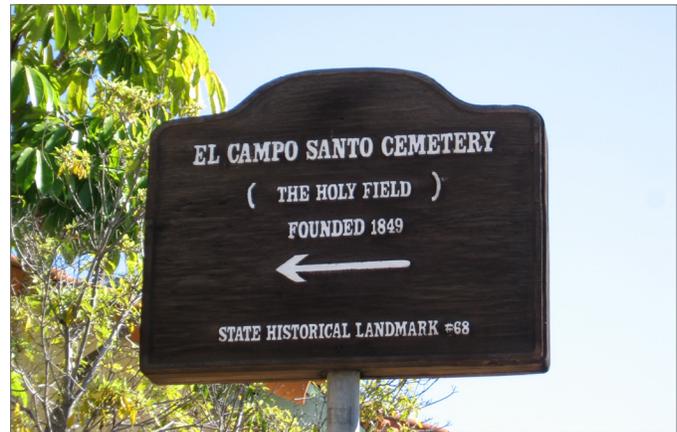
The Community Plan envisions a wayfinding signage system that complements the community's pre-1871 character. Wayfinding signage will relate to Old Town's small-scale and design context and will support the community's historic and cultural heritage tourism. Wayfinding signage will reinforce gateways and street corridors by enhancing the sense of arrival into the community, in addition to providing clear guidance for pedestrians, bicyclists and motorists between the community's destinations. The incorporation of historic markers and signage that acknowledge the community's historic built resources and historic sites significance and directs to their location will help support Old Town's educational and interpretive programs and cultural heritage tourism. Wayfinding signage will be designed to meet the general signage policies and design guidelines in Section 5.6 of this Element. The Community Plan's policies regarding wayfinding signage as it relates to multi-modal transportation within Old Town are addressed in the Mobility Element.

POLICIES

- UD-9.1 Encourage the development of a comprehensive wayfinding signage program that provides a unified theme that enhances the community's identity and sense of place.
- UD-9.2 Ensure that wayfinding signs are designed with features, size, shape, materials and colors consistent with Old Town's small-scale and pre-1871 character.
- UD-9.3 Encourage the installation of wayfinding signage that highlights the community's gateways and enhances the arrival experience.



Wayfinding kiosks at the State Historic Park guide visitors between the Park's historic, cultural and visitor-oriented destinations. The use of signage designed with the appropriate materials, fonts and graphics, as described in Section 5.5, help enhance the community's character by providing a unified theme.



Markers and signage can help acknowledge the community's historic structures and sites and/or direct pedestrian, bicyclists and motorists to their location. Clear, legible and professionally designed wayfinding signs provide guidance while enhancing the community's sense of place.