



SUB-AREA MAP DESCRIPTIONS

TAYLOR

Function: Northern and western gateway to Old Town, the Transit Center, visitor parking, and the San Diego River.

Form: Medium- to large-scale buildings and development intensity.

Uses: Institutional (parking, office, transit, and military) and Community Commercial (retail, hotel, and office).

Intent: Allow medium- to large-scale commercial and institutional buildings and parking facilities (structure and surface).

CORE

Function: Community- and visitor-serving, pedestrian-oriented retail area.

Form: Small-scale buildings with active pedestrian-oriented retail along historic street grid.

Uses: Commercial with community- and visitor-serving retail, such as art galleries, gift shops, restaurants, and cafes. Retail is encouraged to occupy the ground floor building frontage to create a pleasurable street-level pedestrian shopping area compatible with the historical character. Allow community-serving professional offices on the ground floor to avoid vacant storefronts, as well as on the upper levels. Allow residential as part of mixed-use buildings above ground-floor commercial uses.

Intent: Preserve small-scale buildings and allow small-scale buildings that complement the Old Town State Historic Park with pedestrian-oriented commercial uses.

HISTORICAL CORE

Function: State Park lands reserved to reflect the character of San Diego from its founding to 1871.

Form: Small-scale retail and State-Park-serving buildings.

Uses: State Park, museums, passive recreation, and retail uses for visitors and residents.

Intent: Preserve, restore, and recreate historic sites, structures, and activities on the original site of Old Town.

PRESIDIO

Function: Northeastern gateway to Old Town. Regional- and community-serving city park and open space area that contains the earliest historic and archeological sites and precede the larger development in Old Town, including the Serra Museum, which houses many artifacts of early San Diego and the Southwest.

Form: Small-scale park-serving buildings.

Uses: City Regional Park with museum and passive recreational facilities for residents and visitors. City Community Park with active recreational facilities for residents.

Intent: Preserve historic and archeological sites and the character of the regional park. Enhance recreational amenities of the community park.

HERITAGE

Function: County park lands reserved to reflect the Victoria-Era character of San Diego.

Form: Small-scale retail and county historic park.

Uses: County park, museums, passive recreation, and commercial uses for visitors and residents.

Intent: Preserve Victoria-Era mini-community in a park-like setting.





MASON

Function: Residential neighborhood.
Form: Small- to low-scale single-family and duplex homes.
Uses: Residential and Institutional (Mormon Battalion).
Intent: Preserve existing single-family and duplex homes.

LINWOOD

Function: Residential neighborhood.
Form: Small- to lower-medium-scale single-family, duplex, and multi-family homes.
Uses: Residential.
Intent: Preserve existing single-family and duplex homes. Allow low- to lower-medium-density development at a small neighborhood scale and protect the hillsides.

JEFFERSON

Function: Residential neighborhood with commercial uses.
Form: Small- to medium-scale residential with lower-intensity commercial uses.
Uses: Residential, professional office, community commercial.
Intent: Preserve the character and scale of small-scale residential uses. Allow smaller-scale community commercial uses and low-medium- to medium-scale residential uses.

HORTENSIA

Function: Southern gateway to Old Town, commercial mixed-use area.
Form: Smaller-scale residential, lower-intensity community-serving retail, and medium-scale and intensity single-use office and hotel on half- and full-block parcels.
Uses: Retail, office, hotel, institutional (Fremont School), residential.
Intent: Preserve character and scale of small-scale residential uses. Allow medium-scale community commercial and residential uses.

CONGRESS

Function: Residential neighborhood.
Form: Lower-medium to medium-scale single-family, duplex, and multi-family homes.
Uses: Residential.
Intent: Preserve existing single-family and duplex homes. Allow lower-medium- and medium-density development at a small neighborhood scale and protect the hillsides.

COMMENTS? _____





GUIDING PRINCIPLES

OLD TOWN SAN DIEGO IS:

- A community of national and international historic importance;
- A community founded by diverse heritages;
- A visitor destination and a residential community;
- A small business community; and
- A pedestrian-oriented community with historic block patterns.

COMMUNITY GOALS

HISTORIC / CULTURAL

1. Promotion of public education about the importance of Old Town San Diego's multicultural history and heritage.
 - Acknowledge the importance of Old Town San Diego as the birthplace of the state of California.
 - Acknowledge the importance of the Kumeyaay Native American, Mexican, and American culture and heritage as part of the history of Old Town San Diego.
 - Support the development of a historical park and/or monuments to commemorate the location of the Kosa'aay (Cosoy) village.
 - Support the use of public spaces, plazas, monuments, interpretive signage, and technology to inform visitors of Old Town's multicultural heritage and history.
 - Consider the use of excess public right-of-way and property for development or expansion of historical parks and/or monuments.
 - Promote Old Town San Diego as a national heritage tourism designation.
2. Preservation, protection, and enhancement of the existing historical parks and landmarks:
 - Restoration, interpretation, recovery, reconstruction, or rehabilitation of historical structures, cultural resources, and archaeological sites within Old Town San Diego.
3. Promotion of Old Town's cultural and historic resources as important economic benefits for the community and the City.

LAND USE

1. A sustainable balance between visitor-oriented and commercial uses and facilities with residential-oriented uses and facilities.

MOBILITY

1. Reduce vehicular traffic demand placed on the street network by encouraging the use of alternative modes of transportation, including public transit, bicycling, and walking.
2. Maintain and enhance the pedestrian and bicycle connections between visitor attractions, parks, the San Diego River, the Transit Center, the Core Sub-District, and the neighborhoods by ensuring that vehicular access does not compromise pedestrian and bicycle safety.

Pedestrians

1. Enhance the street system focusing on bicycles and pedestrians mobility improvements for residents, visitors, and employees within Old Town San Diego.
2. Improve pedestrian access between Old Town San Diego and adjacent communities.





3. Enhance pedestrian accessibility by:

- Removing utility poles and other barriers within the pedestrian path of travel.
- Installing, replacing, and refitting pedestrian ramps that do not detract from the historical character of the community.

4. Implement a network of bicycle facilities including providing bicycle parking to connect the neighborhoods, major activity centers, and attractions within the community.

Bicycles

1. Improve bicycle access between Old Town San Diego and adjacent communities.

2. Install bicycle facilities and amenities for visitors, residents, and employees:

- Design bicycle facilities and amenities, including, but not limited to, parking facilities and routes that relate to the scale and design context of the Spanish, Mexican, and American historical periods within Old Town San Diego.
- Identify appropriate locations for facilities and amenities that support and enhance the visitor experience including, but not limited to the Old Town Transit Center
- Create clear and quantifiable guidelines for visitor-serving facilities and amenities that:
 - Address design, materials, finishes, style, size, scale, and landscaping.
 - Tailor the location of the facilities with the intent to complement and build upon the historic and multicultural character of the community.
 - Reinforce a sense of quality and authenticity.

Parking

1. Efficiently manage on-street parking to better serve community attractions and commercial areas.

2. Implement measures to increase on and off-street parking available for the community and its visitors.

3. Providing wayfinding signage to direct vehicles to parking facilities.

4. Manage parking spaces in the public right-of-way and publicly owned parking facilities to:

5. Consider appropriate locations for on and off street parking for coach/tour buses outside of the Core Sub-District.

6. Identify locations for additional surface and parking structure facilities.

Streets

1. Maintain curb to curb width of existing streets except in areas where pedestrian improvements are sought.

2. Consider local street closures that:

- Do not impact the vehicle circulation system;
- Do not alter the block pattern;
- Keep the right-of-way open to the public;
- Enhance the pedestrian environment; and
- Preserve subsurface archaeological resources if applicable.

COMMENTS? _____





FOCUS AREA 1 GOALS

LAND USE

1. Consider the use of excess public right-of-way and property for development or expansion of historical parks and/or monuments.
2. Support a private/public partnership that increases the supply of vehicle parking for Old Town visitors on publicly owned property.

Land Use Questions:

1. *Should residential be permitted in this area?*
2. *For properties west of the rail right-of-way, should the plan support future:*
 - *Residential uses?*
 - *Visitor and transit parking facilities?*

Write Your Goals Here: _____

MOBILITY

Pedestrians

1. Enhance the pedestrian environment along Taylor Street by:
 - Implementing traffic-calming measures.
 - Separating pedestrians from the at-grade rail crossing.

Bicycles

1. Install a bicycle facility on Pacific Highway that:
 - Enhances bicyclist safety.
 - Connects to the San Diego River Pathway.
2. Enhance the bicycle environment along Taylor Street by separating bicyclists from the at-grade rail crossing.

Streets

1. Improve traffic flow within the current right-of-way along Taylor Street and Pacific Highway.
2. Seek regional, state, and federal funding for improvements that address motor vehicle congestion at the Pacific Highway/Taylor Street intersection due to the rail crossing gates.
3. Seek regional, state, and federal funding for improvements at the Taylor Street rail grade crossing to address pedestrian and bicyclist safety and accessibility.
4. Consider grade separation at the Taylor Street rail grade crossing that:
 - Does not impact Old Town State Historical Park.
 - Does not impact access to Congress Street or Juan Street.
 - Does not elevate vehicle lanes along Taylor Street east of Congress Street.
 - Does not increase curb-to-curb width along Taylor Street.

Write Your Goals Here: _____





TRANSIT

1. Seek regional, state, and federal funding for improvements that increase the supply of vehicle parking for transit patrons and Old Town visitors at the Old Town Transit Center to address:
 - Existing vehicle parking demand.
 - Future San Diego Trolley system expansions outlined in the Regional Transportation Plan.
2. Prevent the Old Town Transit Center from being used as commuter parking for the San Diego International Airport or for overflow employee parking for business and government offices/facilities located adjacent to the Old Town Transit Center.
3. Create a passenger loading and unloading area at the Old Town Transit Center for coach/tour buses.
4. Encourage and coordinate with tour/coach bus operators to load and unload passengers at the Old Town Transit Center when a tour/coach bus passenger loading area is available.

Write Your Goals Here: _____





FOCUS AREA 2 GOALS

HISTORIC / CULTURAL

- 1. Consider the use of excess public right-of-way and property for development or expansion of historical parks and/or monuments.

State Historic Park

- 1. Preserve, protect, and enhance the scale and historical context of the Old Town San Diego State Historic Park.
- 2. Support the expansion of the Old Town San Diego State Historic Park to incorporate the block bounded by Taylor Street, Calhoun Street, Juan Street, and Wallace Street.

Presidio Park

- 1. Promote Presidio Park as a location of historical and archeological importance.
- 2. Support the preparation of the Presidio Park Master Plan.

Mason

- 1. Preserve, protect, and enhance the existing single-family houses within the Mason Sub-District.

Write Your Goals Here: _____

LAND USE

- 1. Preserve and restore the appearance of the El Campo Cemetery.
- 2. Preserve, protect, and restore the Old Adobe Chapel.
- 3. Preserve and protect the Whaley House.
- 4. Expand the sense of a small town by allowing small professional offices and studios for artists and design-oriented professionals at both the ground-floor level and upper floors of buildings within the Core Sub-District.
- 5. Encourage the development of mixed uses within the Core Sub-District that have residential above and street-level commercial uses.
- 6. Consider the use of the City-owned parking lot on Twiggs Street as a plaza for public space and gatherings, including for community events or outdoor markets, should replacement parking be provided in another location outside of the Core Sub-District.

Write Your Goals Here: _____

MOBILITY

Pedestrians

- 1. Improve pedestrian access between Old Town San Diego State Historic Park and the Presidio Community Park and Presidio Regional Park to:
 - A. Enhance visitor and resident pedestrian mobility by:





- Installing a sidewalk or pathway on the west side of Jackson Street.
 - Enhancing the existing pathway on the north side of Mason Street.
- B. Reestablish the historical and cultural importance of the Presidio to the Pueblo Area developed during the Spanish and Mexican Periods by:
- Providing pedestrian-oriented wayfinding signage within the Core Sub-District.
 - Providing trail makers within Presidio Regional Park.

3. Encourage visitors to walk to the Core Sub-District by:

- Siting visitor-oriented parking facilities for automobiles and coach/tour buses on the edges of Old Town.
- Providing pedestrian-oriented wayfinding signage from parking facilities and the Old Town Transit Station.
- Installing pedestrian-oriented lighting.
- Providing street furniture, including benches, litter receptacles, and newspaper racks.

4. Increase pedestrian capacity and safety along San Diego Avenue within the Core Sub-District by:

- Installing crosswalks at intersections, as warranted.
- Installing pop-outs at intersections, as warranted, that do not detract from the historic character of the Core Sub-District.
- Increasing the sidewalk width without decreasing on-street vehicle parking supply.

5. Enhance the pedestrian environment along Taylor Street by:

- Installing a sidewalk on the north side of Taylor Street between Morena Boulevard and Hotel Circle.
- Installing a buffer between the sidewalks and the street.
- Separating pedestrians from the at-grade rail crossing.

Bicycles

1. Enhance the bicycle environment and safety along Congress Street.

Streets

1. Manage parking spaces in the public right-of-way and publicly owned parking facilities to support businesses and visitor destinations in and adjacent to the Core Sub-District and the Old Town State Historical Park.

Gateways

1. Create appropriate gateways to create a sense of arrival to Old Town at Taylor Street and Congress Street, as well as at Taylor Street and Morena Boulevard by:
 - Providing pedestrian- and vehicular-oriented wayfinding signage to historic and visitor attractions, parking facilities, and the Old Town Transit Station.
 - Installing pedestrian-oriented lighting.
 - Providing benches and litter receptacles.

Write Your Goals Here: _____





FOCUS AREA 3 GOALS

LAND USE

1. Preserve opportunities for residential uses in the Congress and Linwood Residential Sub-Districts.
2. Support development at the Fremont School/Ballard Parent Center should the San Diego Unified School District identify the site as excess property. Development should:
 - Complement the character and scale of smaller-footprint buildings.
 - Contain residential/commercial mixed-use or educational/commercial mixed-use.
 - Provide additional vehicle parking for Old Town visitors.
 - Provide park and recreational opportunities for Old Town residents.
 - Create additional public space by incorporating a courtyard or plaza.
 - Reestablish the Arista Street connection as a street or pedestrian path.
3. Support the development of commercial or residential mixed-use on existing large parcels throughout the Hortensia Sub-District that will:
 - Provide additional visitor vehicle parking.
 - Complement the character and scale of smaller-footprint buildings.
4. Preserve the character and scale of smaller-footprint residential uses when used for residential uses, adaptive reuse, or residential structures for professional offices and community-serving commercial in the Jefferson Sub-District and Hortensia Sub-District.

Land Use Questions:

1. *For the smaller parcels with residential uses and residential homes converted to commercial uses within the Jefferson Sub-District and Hortensia Sub-District, should the community plan designate these parcels for:*
 - *Residential uses only?*
 - *Residential and commercial uses?*
 - *Mixed-use?*
2. *For the existing larger parcels within the Hortensia Sub-District, should the community plan provide direction for how these larger single uses could redevelop in the future by:*
 - *Encouraging mixed use?*
 - *Encouraging additional visitor off-street vehicle parking?*
 - *Complementing the character and scale of smaller-footprint buildings while acknowledging that they could be larger-footprint single buildings?*

Write Your Goals Here: _____





MOBILITY

Pedestrians

1. Implement pedestrian improvements at the intersections of San Diego Avenue with Congress Street and Linwood Street.

Bicycles

1. Enhance bicycle environment and safety along San Diego Avenue.

Gateways

1. Establish appropriate gateways to create a sense of arrival to Old Town at Old Town Avenue and Moore Street, and at Old Town Avenue and San Diego Avenue, by:
 - Providing pedestrian- and vehicular-oriented wayfinding signage to historic and visitor attractions, parking facilities, and the Old Town Transit Station.
 - Installing pedestrian-oriented lighting.
 - Providing benches and litter receptacles.

Write Your Goals Here: _____





LAND USES

COMMUNITY COMMERCIAL — RESIDENTIAL PERMITTED

- Provides for shopping areas with retail, service, civic, and office uses for the community.
- May be applied to areas where multi-family residential uses could be added to enhance the viability of existing commercial uses.
- Residential uses may occur only as part of a mixed-use (commercial and residential) project.

MIXED-COMMERCIAL/RESIDENTIAL

(Potential New Designation)

- Provides a diverse array of commercial and residential uses that include residential, live/work spaces, hotels, offices, and retail.
- Community plans may specify an emphasis on general types of commercial uses.
- Residential may occur as standalone or as part of a vertical or horizontal mixed-use project.

COMMUNITY COMMERCIAL — RESIDENTIAL PROHIBITED

- Provides for shopping areas with retail, service, civic, and office uses for the community at large.
- Allows for vehicle parking.
- Does not allow residential uses.

INSTITUTIONAL

- Provides a designation for uses that are identified as public or semi-public facilities in the community plan and that offer public and semi-public services to the community.

RESIDENTIAL

Low (5 to 9 dwelling units per acre)

- Provides for both single-family and multi-family housing within a low-density range.

Low Medium (10 to 17 dwelling units per acre)

- Provides for both single-family and multi-family housing within a low-medium-density range.

Medium (18-25 dwelling units per acre)

- Provides for both single-family and multi-family housing within a medium-density range.

**Note: The categories can be further tailored to meet community needs throughout specific recommendations in the plan to denote emphasis or to limit uses.*

