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4 URBAN DESIGN

INTRODUCTION & GOALS
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URBAN DESIGN POLICIES

4.1 URBAN FORM
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REPRESENTATIVE IMAGE OF GOLDEN HILL: VIEW FROM PERSHING?

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GOALS

- A community that embraces and supports creativity as expressed in its diverse built environment, architecture, public art, street furniture and physical form
- An expanded and improved network of open spaces and gathering areas that serve community needs, bring neighbors together and unify Golden Hill, Eastern Neighborhoods and South Park
- A thoughtful and ingenious adaptation and respect for the hilly topography, canyon landscape, and resulting views that give Golden Hill its name and unique character
- New development that contributes to and is compatible with the existing fine-grained development patterns and architecture that give Greater Golden Hill its "old world charm" and make the community highly walkable and bike-friendly
- A better connected and more accessible community for both residents and visitors
- High quality development that provides superior living environments and contributes positively to the public realm
- Improved visual aesthetics through the ongoing repair and maintenance of public facilities and infrastructure
- An enhanced and lively streetscape that not only supports pedestrians, bicycles and transit, but also functions as the "outdoor living room" of the community and the arena of public life and civic engagement

Golden Hill is one of the oldest communities in the City of San Diego. Its first neighborhoods developed as a streetcar suburb of Downtown, with a strong connection to downtown. Over the years, Golden Hill has built strong and vibrant commercial corridors and residential areas of its own. This growth has followed a traditional neighborhood development pattern, characterized by compact blocks, small lots and fine-grained, pedestrian-scaled buildings.

Perched on a hilly topography and next to Downtown and Balboa Park, it is one of the premier locations in the city, with breathtaking city, bay and mountain views. Its diverse, young and creative residents bring an artistic and edgy sensibility that contributes to its unique sense of place.

Golden Hill has seen a fair share of new residential development in recent years. Today, the community has great potential to build on the renaissance of its commercial streets, with the restoration, enhancement and new development of storefronts and mixed-use buildings with a "Main Street" character that supports walking, bicycling, and greater transit use. Investment in the streetscape, public gathering spaces, plazas, parks and canyons connects residents in the South and East neighborhoods with Balboa Park, South Park and the rest of Golden Hill.

Over time, 25th Street becomes the community's "Bay-to-Park" link, a lid over SR-94 provides a much needed park that mends the divide between Sherman Heights and Golden Hill and becomes a central gathering space for both communities. Russ Blvd. is enhanced to offer a better face to Balboa Park and pedestrian bridges, trails, stairs and paths facilitate greater connectivity across the canyons and greater community.

Historic homes and landmark structures are preserved and respected as cherished symbols of the community. Golden Hill is and remains a delightful place, crafted over time and with the extraordinary care and attention of its residents. It is today, and will continue to be tomorrow, one of the best communities the city has to offer.

Golden Hill neighborhoods will continue to grow and prosper as residents renovate homes and build new ones, the commercial corridors experience a renaissance and new facilities and streetscape amenities are built in the community. As the community flourishes and develops, it is important to guide that growth with design policies and recommendations that help preserve and enhance the quality and character of the community. The policies and recommendations in this chapter define the key characteristics that make Golden Hill a special place and outline the improvements needed to enhance it and keep it special.

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General Plan "Crosswalk" Table

The City of San Diego General Plan establishes the over-riding policies and guidelines that guide all community plan policies. Several policies that apply to the Golden Hill Community are written and detailed in the General Plan. Below is a "crosswalk" table that highlights key policies that concern the Golden Hill Community and which are currently addressed in the General Plan. Refer to the City of San Diego General Plan for these policies.

Community Plan Policy	General Plan Policy
Development Adjacent to Canyons & Other Natural Features	UD-A.3
Landscape Guidelines	UD-A.8
Parking	UD-A.11, UD-A.12
Wireless Facilities	UD-A.15
Utilities	UD-A.16
Safety & Security (Crime Prevention Through Environmental Design (CPTED)	UD-A.17
Residential Design	UD-B.1 - UD-B.8
Mixed-Use and Commercial	UD-C.1 - UD-C.8
Public Spaces & Civic Architecture	UD-E.1 - UD-E.2
Public Art & Cultural Amenities	UD-F.1 - UD-F.5
Urban Runoff & Storm Water Management	CE-E.1 - CE-E.7
Urban Forestry	CE-J.1 - CE-J.5
Sustainable Development Practices	CE-A.5 - CE-A.12

Key Urban Design Recommendations

- (A) *Develop the City Operations Yard Site with Mixed-Use Buildings and a Community Recreation Facility and Park*
- (B) *Retrofit the Strip Commercial Lots in the Community with Pedestrian-Oriented Commercial and Mixed-Use Buildings that Address the Street Edge and Corners*
- (C) *Enhance Russ Blvd. with Bike Lanes and Improved Park Frontage*
- (D) *Make 25th Street the Community's "Bay to Park" Link by Implementing the Streetscape Improvements Recommended in the 25th Street Renaissance Plan(s)*
- (E) *Build a "Lid" over SR-94 and Provide a Neighborhood Park that Connects Golden Hill with Sherman Heights*
- (F) *Plant a "Ring of Green" or "Green Buffer" along SR-94 to Mitigate Pollution and Noise and to Provide Opportunities for Linear Parks along the Highway Edge*
- (G) *Connect Golden Hill and South Park Across the Golf Course, with Trails and Pedestrian and Bicycle Paths*
- (H) *Consider Vacant Sites as Good Candidates for an Active Park, Skate Park and/or Soccer Field*
- (i) *Appreciate all Opportunities to Build "Pocket Parks" and Neighborhood Gathering Areas on Sites that are Close and Accessible to Residents*
- (J) *Add Street Trees in Areas Where they are Most Needed and to Create a Gateway and Sense of Arrival in the Community*
- (K) *Recognize "Leftover" Spaces and Sloping Sites as Open Space Opportunities*
- (L) *Build a Pedestrian Bridge to Golden Hill Elementary Across 32nd Street Canyon*
- (M) *Enhance and Continue to Beautify the Canyons in the Community with Native Species, Trails, Trail Heads and Steps*
- (N) *Develop the Gala Foods Site with a Mixed-Use Project that fits the Small-Scale and "Main Street" Character of that Area, Preserves the Gala Foods Building and Provides an Open Space Amenity and Gateway for the Community*
- (O) *Through Streetscape Design, Continue to Make Golden Hill a Bicycle-Friendly Community that Connects Easily to North Park and Southeastern*

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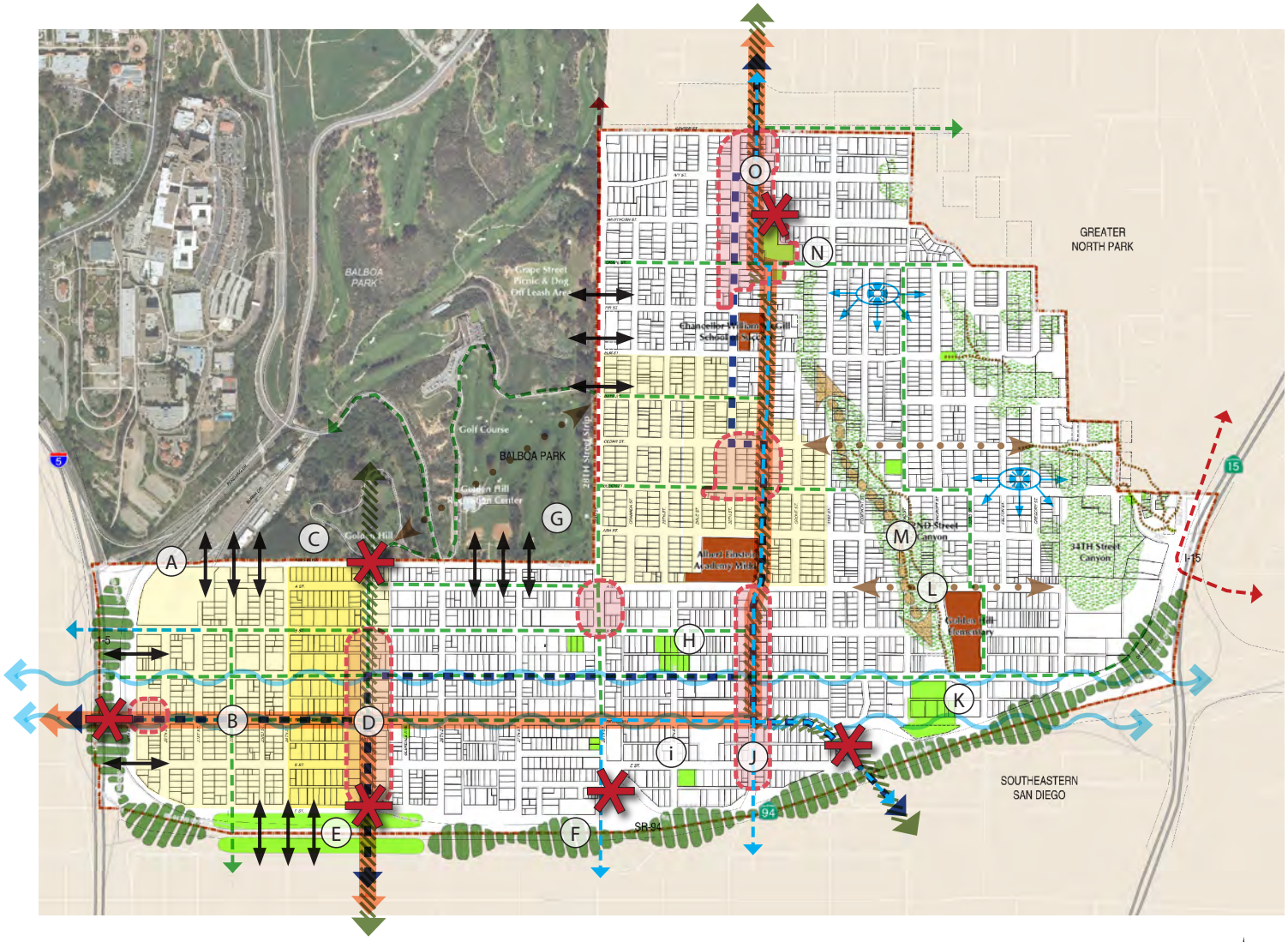
Urban Design Concept Map



NORTH

Legend

- Community Plan Boundary
- Existing Open Space
- Existing Schools
- Park Opportunity
- Existing Trails
- Proposed Trail / Canyon Enhancements
- Proposed "Ring of Green" Opportunity
- Parcels
- Existing Historic District
- Potential Historic District
- Views
- Green Street
- Pedestrian/ Bike Connection
- Park Interface
- Gateway, Major Entry
- Village Area / Commercial Node
- View Corridor
- Bus Transit
- Potential Streetcar
- Proposed Class 1 Bike Path
- Proposed Class 2 Bike Lane
- Proposed Class 3 Bike Route

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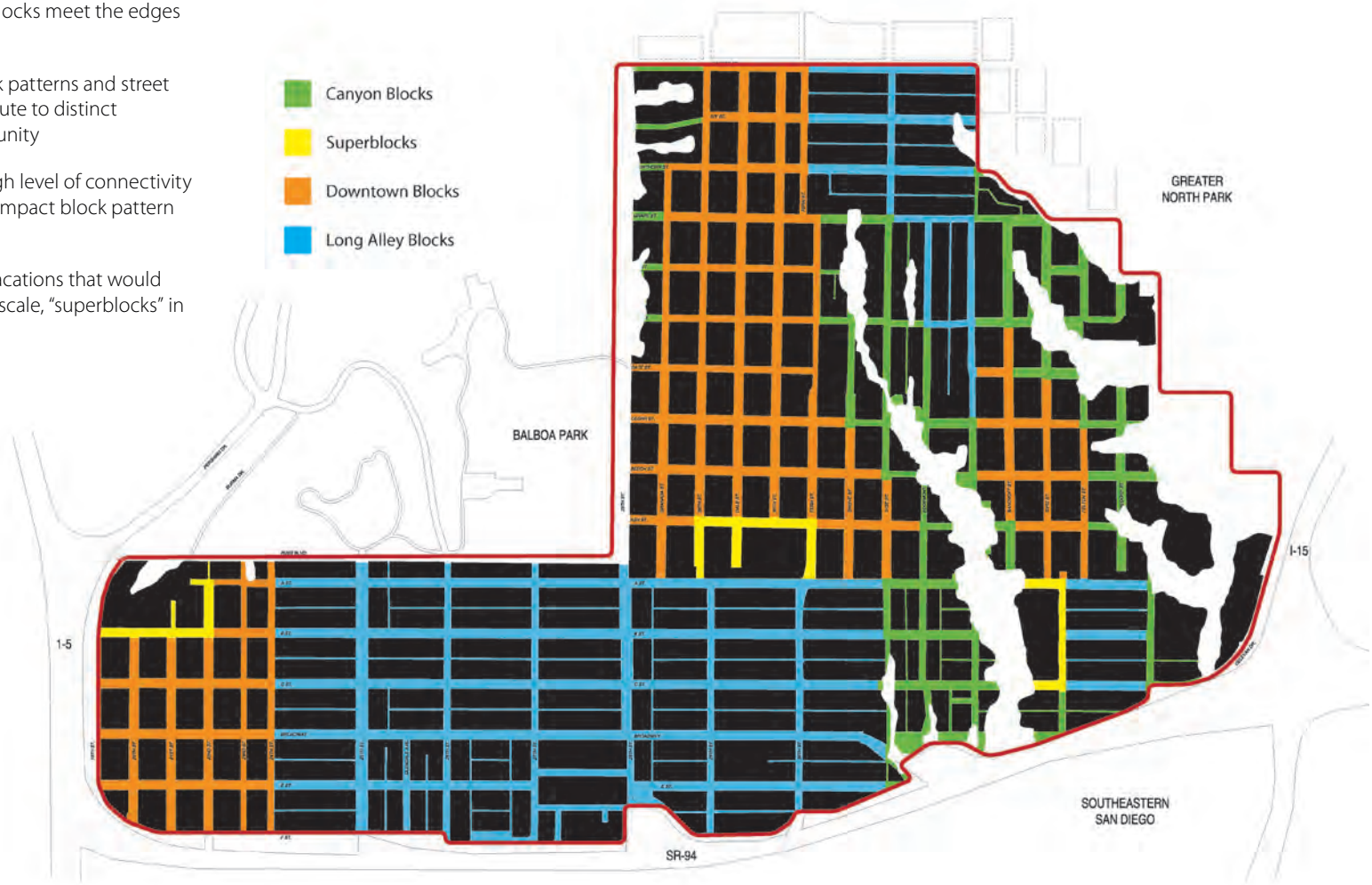
Traditional Block Patterns

A defining characteristic of Golden Hill is its diversity of block patterns and types which contribute to a clear definition of neighborhoods and a highly walkable and connected street network. Generally, blocks are compact and follow a clear grid pattern, with some exceptions where blocks meet the edges of canyons and highways.

P-UD-1. Preserve the diversity of block patterns and street configurations which contribute to distinct neighborhoods in the community

P-UD-2. Maintain and enhance the high level of connectivity and mobility afforded by a compact block pattern and consistent street grid

P-UD-3. Discourage street and alley vacations that would result in the creation of large-scale, "superblocks" in the community



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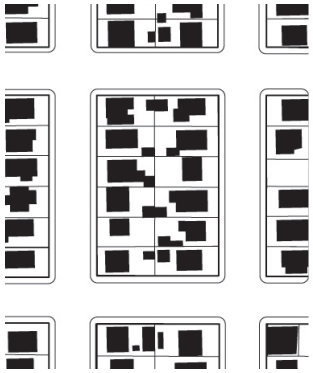
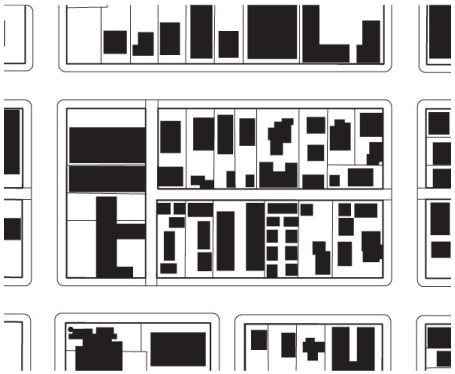


"DOWNTOWN" BLOCKS

Downtown Blocks are an extension of the block pattern of downtown that existed prior to the construction of the I-5 freeway. They are predominantly located in the South Park neighborhood and in the western most section of Golden Hill, from I-5 to 24th Street. A few exist in the eastern neighborhoods, along Bancroft Street and 33rd Street. They are typically 200' x 300' with 50' wide by 100' deep lots that can face in both the long and short directions of the block. This block type typically does not have an alley, although a slightly wider variation with an alley does appear in select locations. This block design is compact and affords a variety of lot configurations, which has enabled a diversity of building types to be built over the years. It allows a good amount of density, with and average of 12 lots per block and up to 17 lots in some locations. At the same time, the scale and character of development is fine-grained and mostly single-family. The combination of these development patterns makes the neighborhoods around them highly walkable and pedestrian oriented.



LONG ALLEY BLOCKS

Long Alley blocks are predominantly located south of A Street from 24th to 31st Streets, with some similar blocks clustered around the northeast section of the community. They measure a standard 300' wide by 600', with some blocks as long as 700' and some half-blocks facing the park. The typical lot size is 50' wide by 100' deep, although a rich diversity of lot configurations and dimensions exists across the community, with lots as small as 1400 square feet. Many of the larger apartment complexes in the community are developed within this block type, as the length allows large lot consolidations and easy alley access. In the eastern neighborhoods, this block type has more regular, single-family lots than in the southern neighborhoods, which allow a greater amount of diversity of building types and sizes. While the pattern of development is fine grained in many locations, the length of this block type provides a challenge to walking. This is coupled with the fact that many of these blocks are located in the most hilly areas of the community.

CANYON BLOCKS

Canyon Blocks are irregular blocks that have developed along canyons and respond to the variation in topography created by the canyons. They are located mostly in the eastern neighborhoods of the community and they are characterized by dead end streets, irregular lot sizes and lot lines, and cul-de-sacs. An average block width of 300' persists, but the depth varies according to the location of the canyons. Lot depths may extend beyond 100' in some locations to accommodate the canyon lands. Block access is through winding streets and private driveways. The irregular shape and hidden nature of the lots in this block type make walking and general wayfinding a challenge. At the same time, the unique arrangement and shape of lots allows development to be well-suited for canyon interface.

SUPERBLOCKS

Superblocks are unique blocks in the community where two or three standard blocks are combined to accommodate special uses, such as schools, planned communities, industrial or other non-residential uses. Typically, superblocks are discouraged in existing communities because they disrupt the street network, encourage incompatible and inward-focused development, and they tend to degrade the pedestrian environment. However, exceptions can be made for special community-serving uses, such as schools, where the larger block size allows the flexibility needed to make exceptional types of development feasible.

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Consistent 50' Lots

A defining characteristic of Golden Hill is a pervasive 50' lot width which has allowed development to occur over time but with a consistent pattern, rhythm and scale. Because of it, development has a fine-grain character that contributes to a rich and diverse streetscape and pedestrian environment.

P-UD-4. Maintain compatibility with the scale and rhythm of the existing 50' lot widths prevalent in the community through development that is fine-grained, well-articulated and not excessive in bulk and massing

P-UD-5. Respect, preserve and follow the traditional, small-scale and pedestrian-oriented development patterns of Greater Golden Hill that give it its "old world charm" and make it a true urban village

P-UD-6. Multi-family and mixed-use development should be modulated to fit the scale of 50' lot widths, where possible. This can be accomplished with roof line variation, placement of doors and windows, and facade treatments that repeat the pattern of adjacent lots in the area

The prevailing lot pattern in the community yields a diversity of homes

The prevailing lot pattern in the community yields a diversity of businesses

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A multi-family apartment building in the community that addresses the street corner with steps and an arcade at the building entrance

A single-family home in the community addresses the corner with a "tower" feature

A commercial "corner store" in the community addresses the street corner with a recessed entrance archway

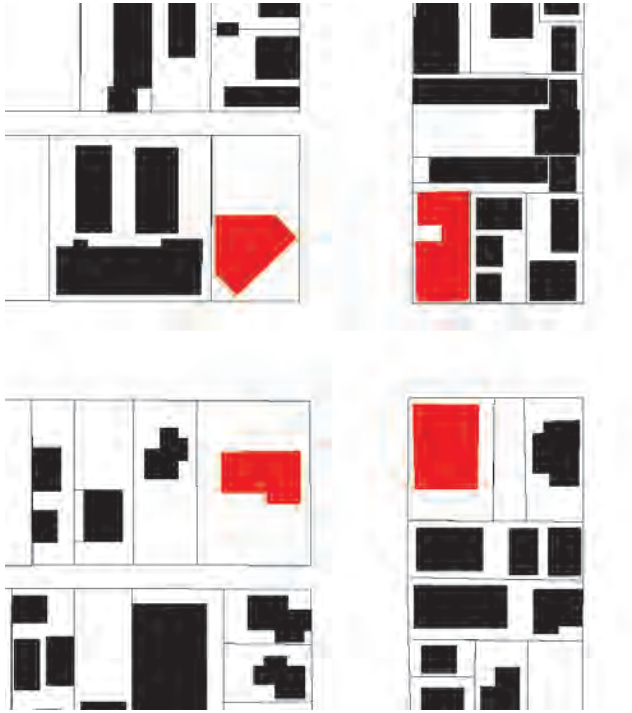
A civic/ institutional building in the community addresses the corner with a "tower" feature, sign and flag

Corner Lots and Buildings

A defining characteristic of Golden Hill is the common occurrence of convenience stores and higher density residential on corner lots. This condition helps define the block and mark the street intersection with prominent and distinctive structures.

P-UD-7. Continue to build up prominent street corners with multi-family buildings and/or corner stores

P-UD-8. Enhance the street corner with prominent and distinctive structures, plazas and other features



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Defining Characteristics

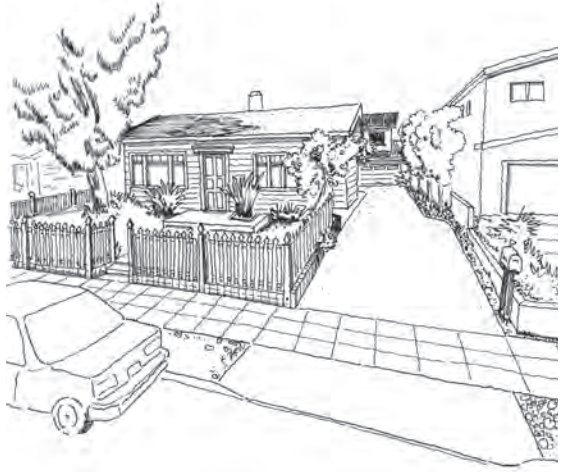
STREET ORIENTATION
A defining characteristic of Golden Hill is that most buildings face the street, have active spaces that face the street, and provide direct and well-articulated pedestrian paths and entrances. Care and attention is also given to the sidewalk edge, through landscaping, garden walls and other ornamentation.

- **Activate the Street**

ORIENTATION TO OPEN SPACE
A defining characteristic of Golden Hill is that many multi-family apartment buildings are designed around a central court, giving individual dwelling units maximum access to light, air and open space.

- **Build around Open Space**

PARKING AND PEDESTRIAN ACCESS
A defining characteristic of Golden Hill is that parking access is provided to the side of the lot and garages are tucked behind the house, giving more space to pedestrians and providing a better street frontage and an environment that is not dominated by garage doors or cars.



- **Put Parking in the Rear**

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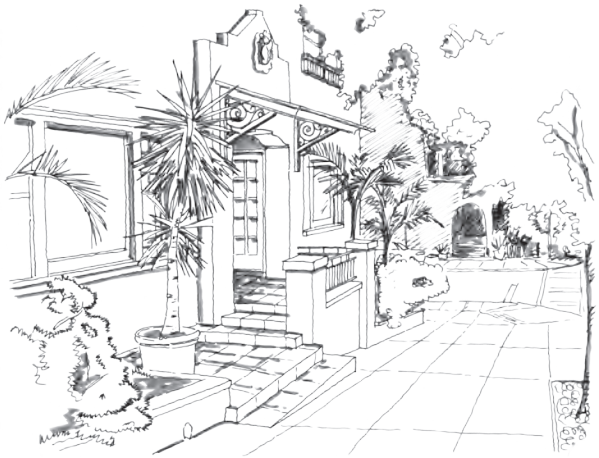
BUILDING ENTRANCES
A defining characteristic of Golden Hill is that several buildings have richly detailed and well-defined pedestrian entrances, with direct access taken from the street and a clear transition between public and private spaces.



- **Define Building Entrances**

ADAPTATION TO TOPOGRAPHY
A defining characteristic of Golden Hill is that most buildings are well-adapted to the hilly topography of the community. Garden walls, stonework and landscaping demonstrate that property owners and residents have invested a lot of time and resources to make their homes fit in to the site.

- **Work with the Topography**

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Diversity of Building Types

A defining characteristic of Golden Hill is the rich diversity of building types and architectural styles that exist in the community. Buildings allow for a mix of unit types, sizes, and styles, while their scale, massing and height is consistent across the community. They incorporate successful urban design elements and principles of "Eyes on the Street." Figures ___ herein and below illustrate some of the most prevalent building types in the community and their distinctive characteristics.

P-UD-9. Promote development that is environmentally sustainable and responsible so that Greater Golden Hill can serve as a model of a complete, healthy and self-sustaining community

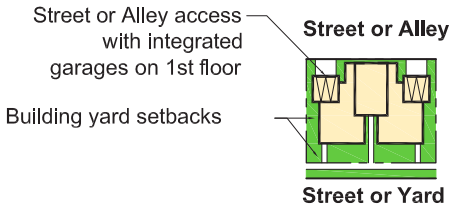
P-UD-10. Use materials and color as important design elements and select durable building materials that are consistent with the overall development.

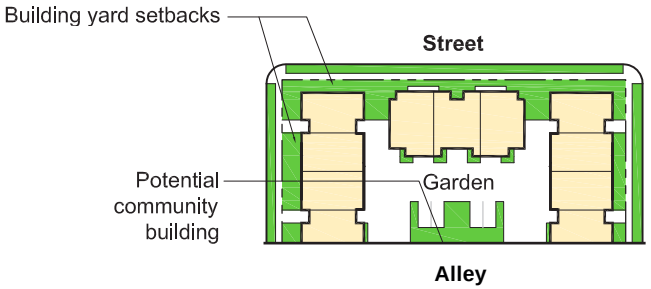
P-UD-11. Design roofs that reflect the neighborhood context and add visual interest.

P-UD-12. Encourage a variety of housing types, styles, and densities to cater to the needs of a diverse makeup of households in the community

P-UD-13. Support the construction of accessory units ("granny flats") in low density residential neighborhoods. These should be well-designed to fit in with the single-family neighborhood character of the area.

- Limit their size to no greater than 50% of the primary residence
- Keep their height below the height of the primary residence
- Locate the unit in the rear of the site where it is recessed from view
- Provide a dedicated and separate entrance and pedestrian path to the unit
- Share parking access with the primary residence
- Match the architectural style, building materials and/or colors of the primary residence





SINGLE FAMILY, DUPLEX, OR TRIPLEX

Single family homes may be arranged as stand alone detached units, or attached as duplexes or triplexes. Accessory Dwelling Units or "Granny Flats" may be built in some zones. Densities may range from 5 to 14 units per acre. Parking for single family homes, duplexes or triplexes may be integrated into the ground-floor of the units or separated in individually secured garages. Garages should be accessed from the rear or side of the site.

BUNGALOW COURTS

Bungalow Courts are attached dwelling units organized around a central courtyard. The courtyard may contain individual or collective garden plots for building residents to use. They may range in density from 5 to 14 units per acre. Parking for Bungalow Courts may include a mixture of garages and surface spaces, accessed from an alley.

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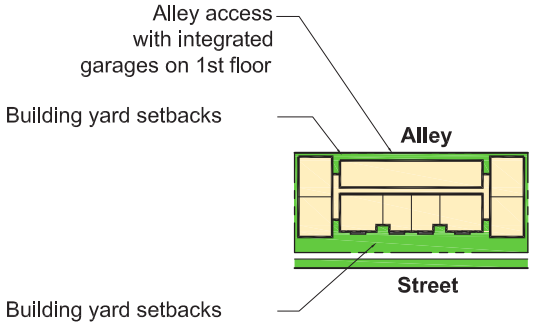

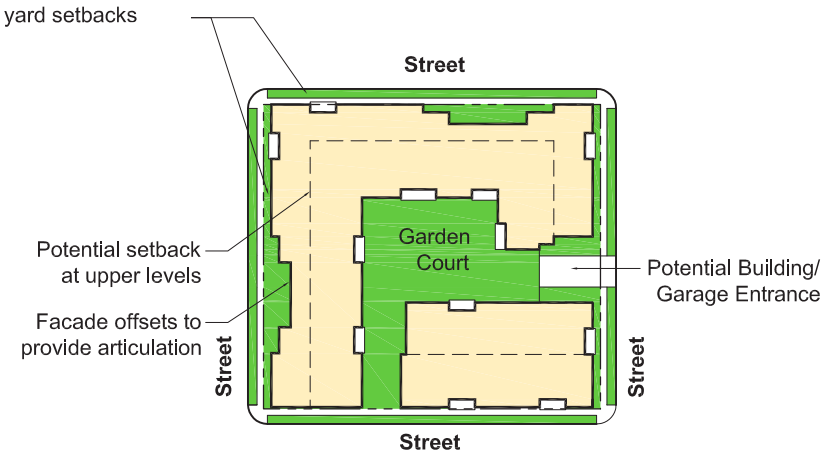

ROWHOMES AND TOWNHOMES

Rowhomes and townhomes are single-family residential units, attached to their neighbors by shared side walls. They can be clustered in groups of 4 to 6 units. Townhomes may range from 2 to 3 levels in height and from 15 to 29 units per acre. Parking for rowhomes and townhomes should be integrated into the ground-floor of the units in individually secured garages. Garages should be accessed from the rear of the site.

APARTMENTS

Apartments are denser multi-family residential buildings, most often with double-loaded corridors. They range between 20-44 units per acre and may include a range of unit sizes. Parking is typically accommodated in a below-grade structure that is integrated within the building and privately secured for access by residents only. The ground floor of Apartments should include active uses to screen the parking behind. Active uses may include residential units, building amenities, or storefronts with retail or other neighborhood-serving uses.

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Diversity of Building Street Fronts

A defining characteristic of Golden Hill is the variety and richness of building facades that create a street edge or "street wall." The way buildings face the street and the features that define this street edge contribute to a visually interesting and active street experience.

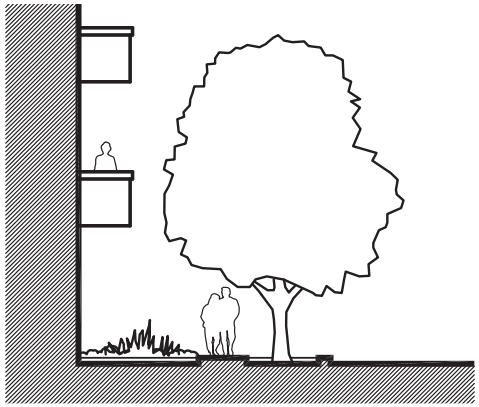
P-UD-14. Design buildings that relate directly to the adjacent street, present an attractive and interesting façade to passersby, and appear inviting.

P-UD-15. New housing development should incorporate a range of building frontages for a pedestrian friendly street edge and "Eyes on the Street." Frontages should be designed according to guidelines identified in figures ___ as illustrated at right.

P-UD-16. Where courtyards, paseos or greenways exist, residential units should also address these spaces with windows, front doors, porches, and patios, according to the guidelines identified in this section.

P-UD-17. Create well-defined open spaces and common areas through building form. Arrange building spaces and dwelling units around a central, common and usable open space. For example, buildings can be clustered around courtyards, greenways, and plazas, or form the edge of a trail, park or canyon.

P-UD-18. The use of blank, featureless walls is not permitted. A minimum of 50% of wall surface shall include glazing, to add character to the facade and increase safety by adding "Eyes on the Street."



PORCH, PATIO, OR STOOP

- Design to deflect rainwater from sidewalk & walkways.
- Provide landscaping in front of and around porch, stoop or patio.
- A min. of 50% of the porch or patio should be open to the air.

BALCONY

- Design to deflect rainwater from sidewalk & walkways below.
- Balconies may be covered.
- A min. of 50% of the balcony should be open to the air.

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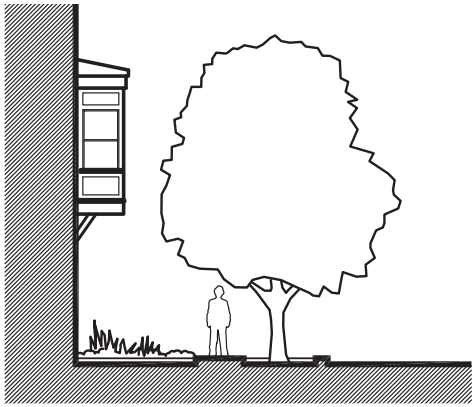

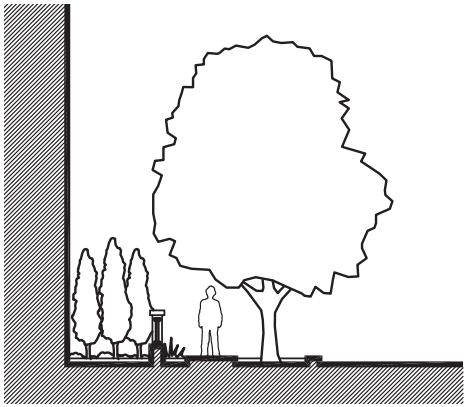

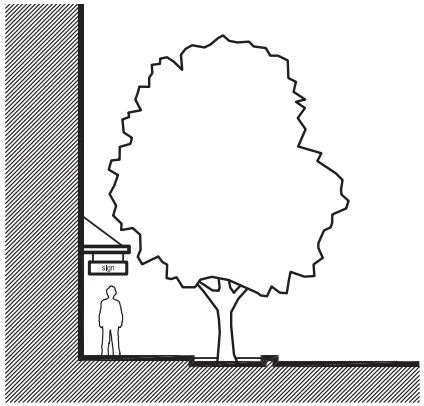

BAY WINDOW

- Bay windows are encouraged on buildings where their use increases cross-ventilation to individual dwelling units
- Bay windows are allowed on the ground floor, as well as upper floors.
- Provide landscape in front and around bay windows on the ground floor.
- Design to deflect rainwater from sidewalk below.
- Glazing at the two ends of a bay window should be operable so as to facilitate natural cross-ventilation

YARD, FORECOURTS, AND BUILDING ENTRIES

- Planters, garden walls, and hedges are encouraged to provide a pedestrian-friendly sidewalk. "Eyes on the Street" and pedestrian safety should be considered in the design of these areas.
- Lighting should be provided to ensure safety and visibility in these areas.
- Provide adequate drainage away from sidewalk & walkways
- Water features, seating, and art are encouraged in these areas.
- Vehicular parking, trash collection and storage are discouraged in these areas.
- Provide some shaded area within yards, forecourts and exterior building entries.

AWNING, CANOPY, OR TRELLIS

- Avoid the use of highly reflective materials.
- Design to deflect rainwater from sidewalks & walkways.
- Limit the length of any single awning to no more than 20 feet
- The placement of awnings, canopies and/or trellises should correspond with locations of windows and other openings.
- Signs placed on awnings, canopies and/or trellises should be limited in size so as to not overwhelm or obstruct the structure

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Renovation of Existing Buildings

Some properties in Greater Golden Hill are in need of basic upkeep and maintenance, while others must be brought up to code. Many existing properties present unsafe conditions because of poor lighting, unsafe passageways, and lack of "eyes on the street."

Where possible, the renovation of existing buildings should be considered. Options for renovating existing buildings and sites could include a range of strategies from simple painting, repairs, code compliance, and landscaping to larger changes, such as adding new windows to street-facing facades and enclosing parking areas to create individually secured garages.

Note, policies listed below are illustrated on the lower right figure, and on the following page.

P-UD-19. Enclose garages with individually- secured garage doors to increase safety. Eliminate dark, dead end spaces and unsafe passageways as part of this effort.

P-UD-20. Add pedestrian scale lighting or wall-mounted light sconces to light the alley and building entrances, and increase visibility and safety.

P-UD-21. Add landscape planters and planting to soften alley and clearly identify entrances.

P-UD-22. Install a trellis or canopy over garage entrances to add additional planting and greenery to alleys.

P-UD-23. Re-paint and re-finish exterior walls and trim, and repair building exteriors where necessary.

P-UD-24. Replace asphalt alleys with enhanced pavers to improve drainage and enhance character.

P-UD-25. Add windows to blank walls and street-facing facades to add "Eyes on the Street" and increase safety.

P-UD-26. Remove parking and curb cuts from building entrances; replace with landscaped areas and well-lit entrances within new development.

Existing Apartment Building ***(before)***

Unimproved alley ***(before)***

Improved Apartment Building ***(after)***

1. ***Enhanced Building Entrance***
2. ***Added Landscape and Trees***
3. ***Facade Treatments and Materials***
4. ***Added Windows for "Eyes on the Street"***
5. ***Re-Painted Facade***

Improved alley with enclosed individually- secured garage doors and new lighting and landscaping ***(after)***

1. ***Garage Doors***
2. ***Enhanced Paving***
3. ***Landscape***
4. ***Overhead Trellis or Canopy***
5. ***Re-Painting***

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Limited Street and Project Lighting

Blank Facades with no "Eyes on the Street"

Building lacks a sense of entry

Street Trees and landscape lacking

Parking in the Front Yard overwhelms the sidewalk and requires expansive curb-cuts

Incorporate window treatments and a change in materials to "soften" the facade

Re-Paint the facade to add visual interest

Plant Street Trees and other landscaping to enhance the building street edge

Remove Parking and Curb Cuts from Building Entrances; Incorporate Landscaped Areas and Well-Lit Entrances within New Development

Reduce paving and provide permeable pavers and landscaped planting strips

Screen the parking, wherever possible

Improvements such as adding windows to street-facing facades will help to create "Eyes on the Street." Other Improvements should include upgrades such as proving consistent well-lit and landscaped sidewalks, building entries and courtyards.

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Storefront Design

Commercial areas in the community are concentrated along a few commercial corridors and exhibit a distinct "Main Street" character, defined by continuous storefronts that face the street, are pedestrian oriented and scaled, and provide a variety of shops, restaurants and businesses. This diversity adds to the rich character and vibrancy of the commercial areas.

P-UD-27. Strengthen existing commercial districts in the community with an active, continuous and consistent storefront presence along the commercial and mixed-use segments of 30th, Fern, Beech, 28th, and 25th Streets.

P-UD-28. Build to the sidewalk in all Neighborhood and Community Commercial zones. A maximum of 50% of the street frontage may be set back from the street to provide the following:

- sidewalk seating
- recessed entrances
- pedestrian plazas
- pedestrian paseos

P-UD-29. Follow the design guidelines in Figure ___ to ensure high-quality commercial development that is pedestrian oriented, contributes positively to the street environment and creates a "Main Street" environment

Corner Stores

P-UD-30. Promote corner stores that are community-serving and conveniently scattered throughout the community

P-UD-31. Provide informal gathering spaces outside of corner stores for store patrons to use during hours of operation

Storefront Improvement Program

P-UD-32. Implement a storefront improvement program to assist small, locally owned businesses upgrade and beautify their storefronts

Awnings, benches, lighting, storefront windows and sidewalk seating all contribute to an inviting and active street presence

Retrofit the Strip Commercial

P-UD-33. Retrofit the strip commercial lots in the community to be more pedestrian-oriented with new and renovated commercial mixed-use buildings that address the street edge, build to street corners, and provide parking internal to the lot

Existing Strip Commercial that is auto-oriented and places parking on one of the busiest and most noticeable corners in the community

Retrofitted mixed-use commercial that is pedestrian-oriented, places active uses on the street corner and parking interior to the lot

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Storefront Design Guidelines

1. Clear differentiation between commercial and residential uses
2. Change in materials at the building base and entrances to define areas of a building
3. Ample opportunities for shade through awnings, trellises, and overhangs at the pedestrian level
4. Professionally designed and artistic signs that are consistent with the overall development
5. Enhanced paving leading to parking areas, plazas and building entrances
6. Clearly marked entrances with lighting, signage and entry doors
7. Display windows for a minimum 60% of the total facade and with clear glazing
8. Planting and landscape elements that are well-integrated with the development and at the pedestrian level
9. Pedestrian-scaled lighting with minimum glare and accent lighting for key features of the building
10. 15-foot minimum floor-to-ceiling height for all first floor commercial uses in a mixed-use building

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Streetscape Design

Golden Hill has a rich diversity of street types that range in character from residential to commercial streets, scenic drives and canyon adjacent streets. Residential streets are compact and highly landscaped in areas where small-scale and tight neighborhood character is important, and expansive, open and hilly in other areas where views are important. Commercial streets exhibit a distinct "Main Street" character, with wider sidewalks, tree grates, bicycle racks, and continuous storefronts. Some streets have an almost bucolic character, especially in areas around canyons and Balboa Park. As the community develops, it will be important to build on this diversity and character.

P-UD-34. Implement the design ideas and recommendations proposed in the 25th Street Renaissance Plan

P-UD-35. Enhance Russ Blvd. with bicycle lanes, landscaping and renovated and new development that faces the park, provides more "eyes on the park" and pedestrian access to the park

P-UD-36. Improve pedestrian environments in the community with wider sidewalks, enhanced crosswalks and paving, better access and connectivity, street trees, street furnishings and amenities that support walking and biking

- Sidewalk width for commercial streets shall be a minimum of 10 feet, with a minimum 5-foot clear pedestrian path; a width of 15 feet is encouraged for areas with sidewalk cafes and bus shelters
- Add high visibility crosswalks in key locations to help make Golden Hill more walkable

P-UD-37. Implement traffic calming techniques as required on some streets to balance pedestrian, bicycle and auto traffic and functions

- curb pop-outs *(as detailed below)*
- landscaped medians
- raised crosswalks and speed tables
- enhanced paving at crosswalks and intersections
- diagonal on-street parking
- continuous rows of trees

P-UD-38. Study the viability of a streetcar system that would connect Golden Hill to downtown and South Park along the Broadway and Fern and 30th corridors

P-UD-39. Embark on a campaign to plant continuous rows of street trees throughout the community, with particular emphasis on commercial streets, such as 30th, 25th, 28th and Beech.

P-UD-40. Apply current storm water management best practices, such as bio-swales, wherever possible to treat and retain as much of the storm water runoff from streets, driveways and other built areas in the community

P-UD-41. Preserve on-street parking on all streets for traffic calming, to increase the presence of pedestrians on the street and to allow cars to act as a buffer between the roadway and the sidewalk

P-UD-42. Perform basic sidewalk, paving and streetscape repairs, including under-gounding overhead power lines and pedestrian scaled lighting in under-served areas

P-UD-43. Reduce the negative impact of existing driveway curb-cuts and parking lots by locating off-street parking away from the street, off an alley, within the project or at the rear of the site, where possible. Minimize the number of curb-cuts and driveways in a development.

P-UD-44. Add curb extensions, or "pop-outs", at key intersections and pedestrian crossings to accomplish the following:

- Shorten pedestrian crossing distances
- Improve driver and pedestrian sight distance and visibility at intersections
- Prevent vehicles from parking too close to intersections and blocking crosswalks

Enhance Russ Blvd. to include a bike path and development that faces the park and provides a positive frontage to the park

Traffic circles help slow traffic and are appropriate for Golden Hill because they are relatively easy to implement on small scale streets and allow for a neighborhood to express itself through landscape design

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Pedestrian connections across the canyons and hills in the community (such as this example along Elm Street) should be improved with steps, landscape design and handrails to facilitate pedestrian connectivity and make for a more pleasant walking environment

The widened sidewalk and curb pop-out at Grape Street Square affords enough space for the area to be a successful gathering spot in the South Park neighborhood, with the clock as its focal point and plenty of benches, bike racks, trees and interesting signs to help activate the space

- Slow turning speeds of vehicles by reducing curb radii to the minimum allowed by City of San Diego
- Increase sidewalk widths and create spaces for landscape, furniture, amenities, informal gathering and/or "hanging out"
- Help provide curb alignment
- Extend a maximum of 8 feet beyond the existing curb line, or the width of a parallel on-street parking space, so as not to reduce travel lanes
- Provide more space for handicap access

P-UD-45. Provide furniture and amenities throughout the streetscape (i.e. bike racks, waste bins, benches, drinking fountains, etc.)

- Provide pairings or clusters of furniture and amenities to create combinations that make sense and effectively serve the community's needs.
- Install multi-purpose furniture, such as planter benches or combined waste, recycling and ash tray bins
- Consider weather and the need for shade in the placement and materials of furniture; locate furniture under trees, canopies or awnings and do not use highly reflective metal surfaces that conduct heat
- Promote the many architectural styles of the community in the design and decoration of furniture
- Incorporate solar power, where possible, and attached to furniture, such as kiosks, bus shelters and other shade structures

P-UD-46. Make 25th Street the community's "Bay to Park Link" that connects the community from Balboa Park to Sherman Heights, Logan Heights, Barrio Logan and the Bay

- A consistent and continuous street theme with special attention given to the selection of street trees, lighting, street banners, sidewalk paving materials and patterns, and public art
- A focus on the funding and installation of infrastructure, amenities and furniture that support pedestrian and bike mobility on 25th
- A coordinated effort to build more positive street frontages of businesses and homes facing 25th, including sidewalk cafes, plazas, and gathering areas
- "Green Infrastructure" that enhances the storm-water management functions of 25th St., particularly as it slopes down to the bay

P-UD-47. The use of chain link fencing will not be permitted along ROWs, streets, paseos, alleys or parking. Any fencing must be of a high quality material.

Bike racks should be artistically designed and incorporate elements of the community's identity, such as a design style, the name of the neighborhood and/or whimsical designs and colors

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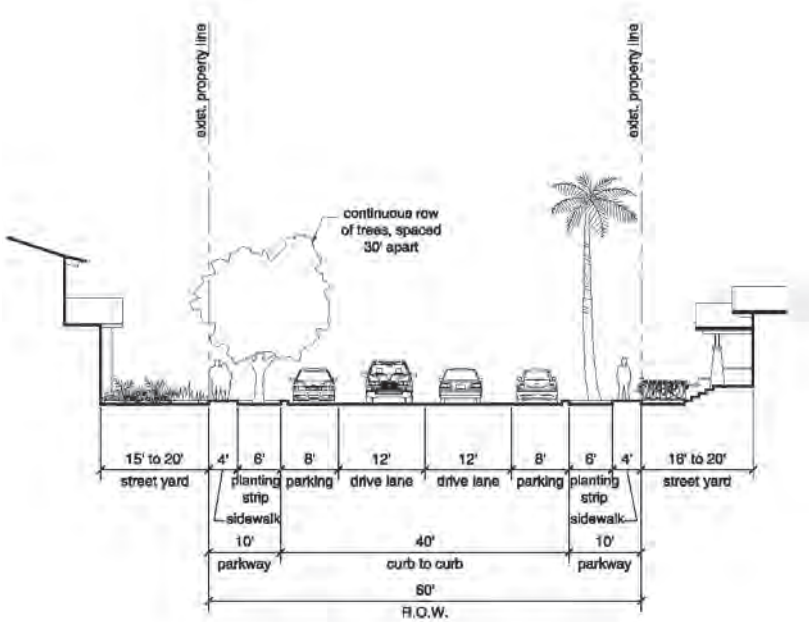

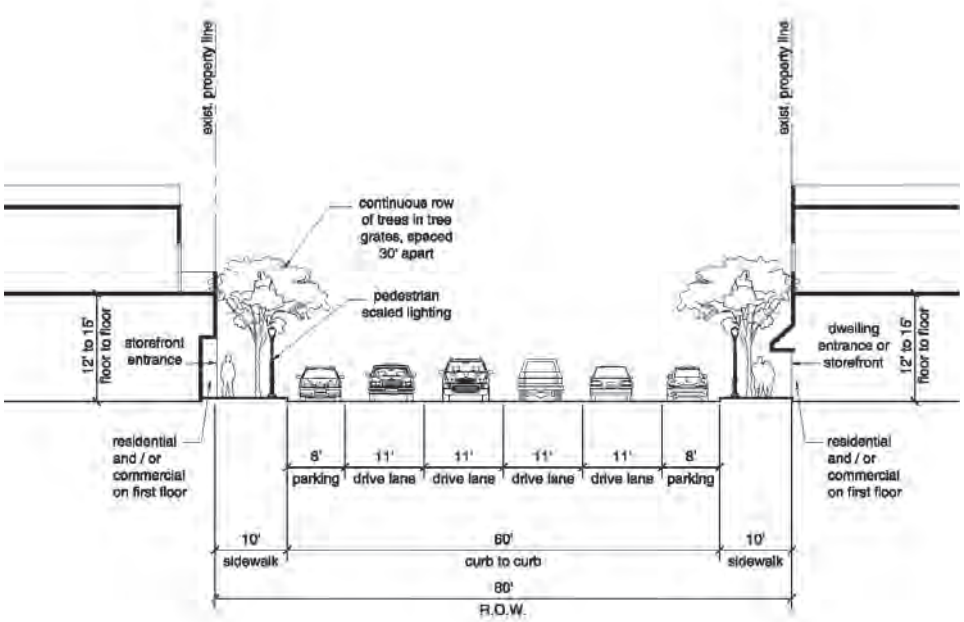

RESIDENTIAL NEIGHBORHOOD STREET

Residential Neighborhood Streets provide access to primarily residential parcels and parking. They should be designed as small-scale urban-residential streets with continuous sidewalks, separated from vehicular traffic by landscaped parkway strips with regularly-spaced trees. On-street parking is allowed and encouraged on each side of the street to reduce vehicular speeds and facilitate access to buildings. Buildings fronting this street type should provide any of the frontage types illustrated in the Residential part of this section, on pages___

NEIGHBORHOOD COMMERCIAL STREET

Neighborhood Commercial Streets provide access to primarily commercial parcels and parking. They should be designed as small-scale urban "main streets" with wide continuous sidewalks, with regularly-spaced trees and tree grates. On-street parking is allowed and encouraged on each side of the street to reduce vehicular speeds and facilitate access to buildings. Buildings fronting this street type should provide any of the design elements illustrated in the Commercial District Guidelines section of this plan, on pages___

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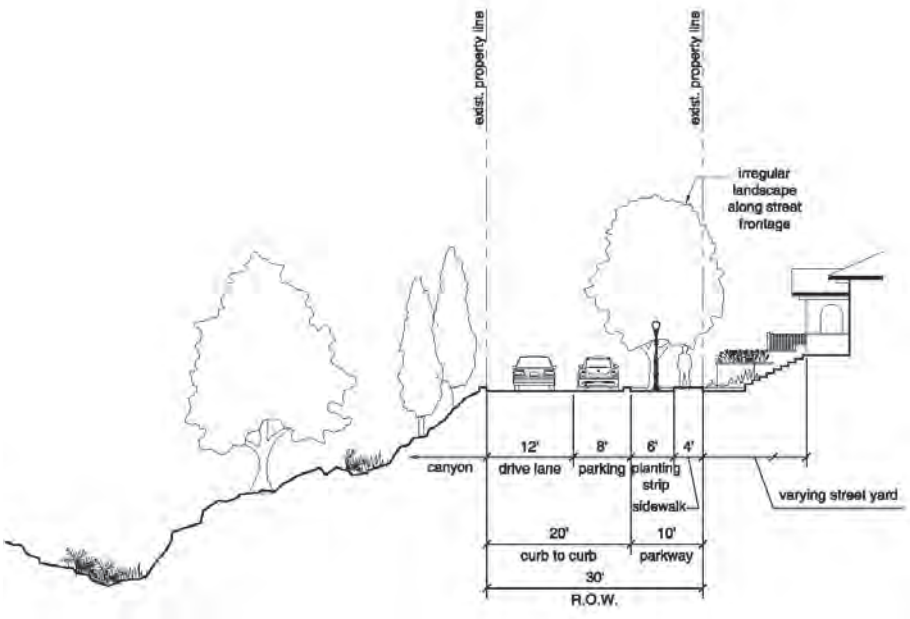

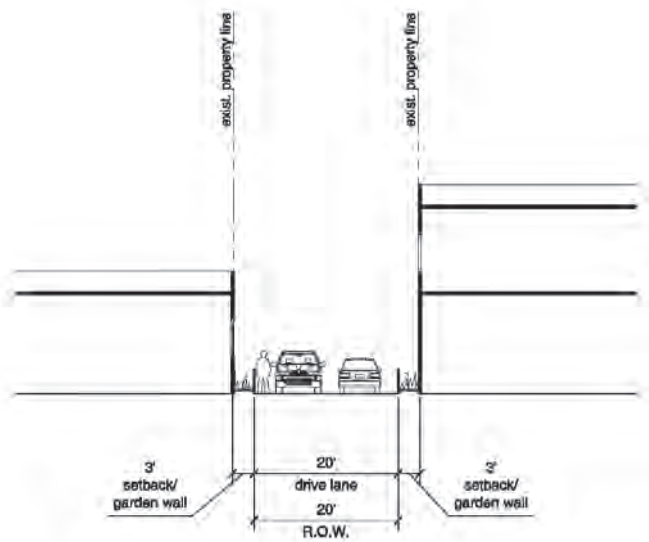

CANYON STREET

Canyon Streets provide access to primarily residential parcels, parking and the canyon edge. They should be designed as small-scale urban-residential streets with continuous sidewalks, separated from vehicular traffic by landscaped parkway strips with regularly-spaced trees. On-street parking is allowed and encouraged on the building frontage side of the street to reduce vehicular speeds and facilitate access to buildings. The canyon side of the street should remain free of barriers, including on-street parking, to facilitate access to through traffic and emergency vehicles. Buildings fronting this street type should provide any of the frontage types illustrated in the Residential part of this section, on pages___

ALLEY OR ACCESS DRIVE

Typical alleys provide access to the interior of primarily residential mixed-use blocks and parking.

Alleys should be designed as small-scale access drives with minimum 3' aprons at garage entries to provide landscape areas and to reduce vehicular speeds and protect buildings from vehicles. Additionally, speed bumps and enhanced paving should be provided to further reduce vehicular speeds. On-street parking and encroachments are not allowed. For more information related to the renovation of alleys, refer to the building rehabilitation options on page____

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Pedestrian Connections

P-UD-48. Improve connections and access to and through the community so that residents of the community, surrounding neighborhoods and the greater San Diego region can easily enjoy the beautiful neighborhoods of Greater Golden Hill

- Study the potential for a new bike, jogging and walking trail across the southeastern corner of Balboa Park that would connect 25th St, Golden Hill Park and Golden Hill Recreation Center with the South Park neighborhood
- Build more connections to and across the canyons so that the Eastern neighborhoods of the community can be better integrated with commercial areas, transit and other community resources, such as Balboa Park
- Consider the construction of a pedestrian bridge across 32nd Street Canyon along A St. to connect with Golden Hill Elementary
- Break down the significant barriers and boundaries created by the SR-94 by supporting the construction of a freeway lid over SR-94 at 25th Street and by improving the underpass at 28th Street with better lighting, sidewalks and artwork
- Improve the edge of the community along Interstate 15 with pedestrian trails, bicycle lanes and landscape planting
- Increase handicapped accessibility throughout the community and address the needs of an active elderly population of residents

Bike Connections

P-UD-49. Implement the recommendations of the City of San Diego Bicycle Master Plan and South Park Bike Plan so that Greater Golden Hill can be known as a bike-friendly community (*see Mobility Element for recommendations*)

- Support and encourage bicycle use in Greater Golden Hill through careful attention to the design of facilities and amenities for bicycles

Transit Connections

P-UD-50. Consider the design and implementation of potentially expanded bus service lines to under-served areas in the community, such as the southern and eastern neighborhoods (*see Mobility Element for recommendations*)

- Improve transit in the area by adding or replacing bus shelters and providing amenities around the bus stops

Neighborhood Gathering Spots

P-UD-51. Provide neighborhood gathering spots that, such as Grape Street Square, by devoting care and attention to their ongoing maintenance and improvement. Encourage private developments to provide gathering areas within and around the project

Open Space in Multi-Family Developments

P-UD-52. Require all new developments to provide on-site community facilities, such as gyms, day care centers or learning centers, for use by the larger community as well as by the development's residents or tenants, wherever possible.

P-UD-53. Incorporate informal outdoor gathering / seating areas and pedestrian nodes into the overall site design of a project. These areas should relate to the development's common facilities, such as the play areas, courtyards, barbecue areas, and community buildings and support community gathering and passive social activities (such as reading, conversing, or playing games).

P-UD-54. Locate community facilities and amenities next to proposed and existing transit and open space to enhance their access and visibility and to allow them to become focal points of the development.

Urban Plazas

P-UD-55. Encourage building more public plazas or squares surrounded by defined physical edges such as buildings, landmarks, and public parks throughout Golden Hill

- Build urban plazas to improve the pedestrian environment, to serve as a link between major activity areas, and to provide quality settings for social activities.
- Design plazas with a combination of landscape and enhanced hardscape and to be surrounded by special open space or architectural features.
- Locate urban plazas so that they serve as a buffer and transition area between commercial and residential areas

Parks & Open Space

P-UD-56. Provide facilities that meet the expressed needs of the community, such as sport fields, playgrounds, dog parks and jogging trails.

P-UD-57. Orient parks toward residential neighborhoods and schools. Provide positive building frontage along the entire length of parks to ensure "eyes on the public space" and support good interaction between park users and adjacent developments.

P-UD-58. Provide primary access from public rights of way, and provide full perimeter access for increased surveillance and policing.

P-UD-59. Make existing and proposed parks, the canyons and other natural open spaces accessible to the larger community

P-UD-60. Explore the potential for a neighborhood park over SR-94 at 25th Street that would link Golden Hill to Sherman Heights and provide much needed open space amenities for both communities

P-UD-61. Build a landscape buffer, "Ring of Green" along SR-94 to mitigate the visual, sound and air quality impacts of the highway on the neighborhoods along that edge of the community

P-UD-62. Provide pocket parks throughout the community (potential locations are shown on the Urban Form Concept Map and include the properties bisecting 29th St from B St. to C St., the properties at the end of the 32nd St. Canyon along SR-94, and others as identified)

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Public Views

P-UD-63. Step development with the canyons and hillsides to maximize view opportunities, allow for decks and patios, and protect the views of adjacent developments

P-UD-64. Require buildings along Broadway and C Street to respect the setbacks required by the underlying zoning and prohibit encroachments into those setbacks at levels above the ground floor

Open Space trails, gardens, parks and playgrounds associated with new residential and mixed-use development

Recreational Open Space (such as skate parks and Community Gardens) help bring neighbors together

Neighborhood Gathering Spots focused on Food

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Community Facilities

P-UD-65. Provide facilities that meet the expressed needs of the community, such as a library, community center, day care centers and other amenities

P-UD-66. Design facilities as cherished symbols of community pride and identity by incorporating art, locating them in prominent areas of the community, and linking them with existing services in the area (such as Golden Hill Elementary, Albert Einstein Academy, Golden Hill Recreation Center and Golden Hill Park)

Community Gardens

P-UD-67. Promote urban food production and healthy lifestyles by building community gardens on vacant or under-utilized sites and private gardens as part of all mixed-use and multi-family developments in the community.

P-UD-68. Locate gardens close to existing and potential commercial corridors and nodes in the community and link these to important marketplaces in the community (such as Grants Market, Gala Foods, corner grocery stores and the many restaurants and businesses in the community)

Gateways

P-UD-69. Provide iconic gateways at key intersections in the community and as shown on Figure 4-1 above. Gateways should incorporate any or all of the following elements:

- Distinct building forms
- Accentuated building corners and frontages
- Dedicated entry court, public plaza, public art
- Unique signs, landscape features and lighting
- A change in materials, a corner plaza or entry feature
- An increase in the overall building height at the corners

P-UD-70. The improvement of the Gala Foods Site should include a gateway element that takes advantage of the shift in the streets at the intersection of Grape St. and 30th and Fern, as a key community node and gathering area.

Art can take different forms and expressions

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Established older businesses and civic institutions in the neighborhood have become a key part of the community's identity

The community is proud of its many historic landmarks and structures

P-UD-71. Gain the support of local art organizations and programs to attract funding from alternative grant sources

P-UD-72. Incorporate local art into the streetscape.

- Work with arts groups, schools and community organizations to develop a program for art in the streetscape.
- Solicit local artists for the development of key street furnishings and amenities (such as benches, tree grates, waste bins and planters).
- Encourage businesses to support and sponsor art in the areas adjacent to their storefront and in the community in general

P-UD-73. Embrace the eclectic, edgy and artistic nature of many areas in the community as signs of authenticity and unique character

Historic Buildings & Districts

P-UD-74. Protect and celebrate the historic architecture, landscape and physical elements of the community through implementation of historic districts and conservation areas in select areas of the community

P-UD-75. Encourage the restoration and maintenance of older structures that contribute to the unique character and flavor of Greater Golden Hill (intended to include structures that may not be designated or considered historical but which nevertheless contribute positively to community character – historic structures are addressed under a separate category)

P-UD-76. Conserve and enhance the site fences, retaining walls, stonework and other landscape features that add to the richness and authenticity of Greater Golden Hill