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GOLDEN HILL
25th STREET
REVITALIZATION PLAN

PREFACE

In the fall of 1984, the City of San Diego, on behalf of the Greater Golden Hill Planning Committee, contracted with the firm of RNP Architecture and Planning to prepare public street improvement concepts and private design guidelines for a major neighborhood commercial strip in Golden Hill. The stated purpose of the effort was to spur commercial revitalization of, and community pride in, the length of 25th Street bounded by Balboa Park on the north and State Route 94 on the south.

This document represents the culmination of the design process. It is intended to serve three purposes:

1. To serve as design development drawings for future design and construction by the City in the public right-of-way

2. To present design guidelines for private development in the project area

3. To act as a promotional and marketing tool to encourage new business to locate in the project area

Upon adoption by the City Council, this document will become an integral part of the Golden Hill Planned District.

The ideas which follow reflect the efforts and expertise of many active design professionals, citizens, and public officials. We extend our sincerest thanks to all those who volunteered their time and voiced their opinions.

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INTRODUCTION

The City of San Diego is growing at a rate faster than ever before. As freeway congestion makes commuting to the central business district increasingly more aggravating, there is increased interest in those neighborhoods close to the urban center. More and more people are choosing to live near where they work, shop and play.

Centre City

Commercial activity in downtown, or Centre City, received a boost of impressive proportions with the recent opening of the $180 million Horton Plaza. It has been estimated that this regional shopping center will generate $80 million in annual consumer spending while providing an additional 3,200 jobs.

Increased commercial activity downtown is leading to a corresponding increase in nighttime street activity. Patrons of dance, theatre, opera, music and design are finding increased attractions in Centre City.

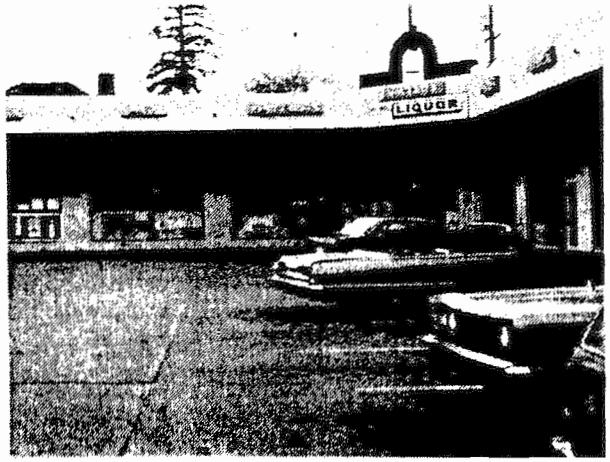
Balboa Park offers 1200 acres for recreational and open space uses immediately northeast of downtown. Numerous galleries, theatres and sports facilities for both tourists and San Diego residents make Balboa Park one of the finest urban parks in the nation.

Golden Hill

The historical neighborhood of Golden Hill is situated in an ideal location to capitalize on the future of the City (see Vicinity Map, p. 3). Located immediately east of downtown, residents can commute to work unaffected by freeway congestion. The neighborhood's elevation relative to Centre City and San Diego Bay offers some of the best views available in the City. The community borders Balboa Park on two sides.

In addition to these advantages, Golden Hill contains some of the finest historical building stock in the City. At the turn of the century, the community was a prominent residential area of San Diego. Many of the City's leading citizens constructed fine homes in a multitude of architectural styles. These historical and established structures provide a character that attracts many residents to the area today.

From left: historical housing stock; Mission Style shopping center; "stream-lined" 1930's design



In spite of all these advantages, Golden Hill faces many serious problems. As the City grew during the WWII era, zoning allowed very high density development, resulting in the destruction of many historical homes for new multi-family development, and the conversion of other homes into apartments. With this increase of housing units came a decrease in the average resident's income. As non-owner occupied residences increased, a general deterioration in the condition of property and a loss of pride in the community's image followed.

On the other hand, lower rents brought an increase in minority residents of multiple cultural and ethnic backgrounds. This movement brought a diversity to the neighborhood which provides much of its urban appeal.

Through all these changes a stable base of home owners remained, a remarkable number of them having lived in their homes since they were children. In the past ten years home ownership has increased consistently and community improvement activities have flourished.

The 25th Street Revitalization Plan

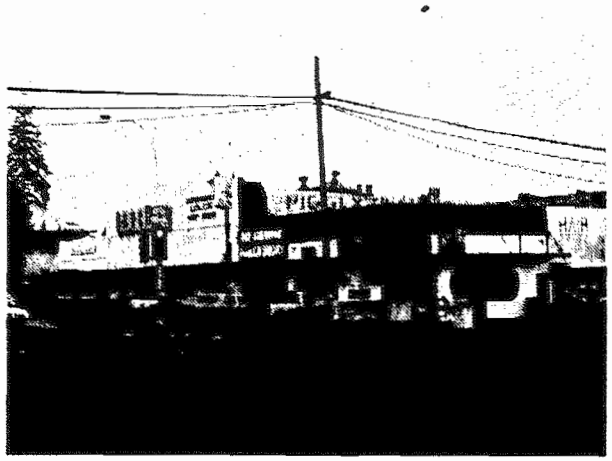
The purpose of this study is to provide a framework for improvements to the 25th Street mixed commercial/residential corridor between Balboa Park on the north and State Route 94 on the south. The hypothesis of the project is that physical improvements to the street will bring concurrent economic revitalization, decreased crime and an improved sense of community pride.

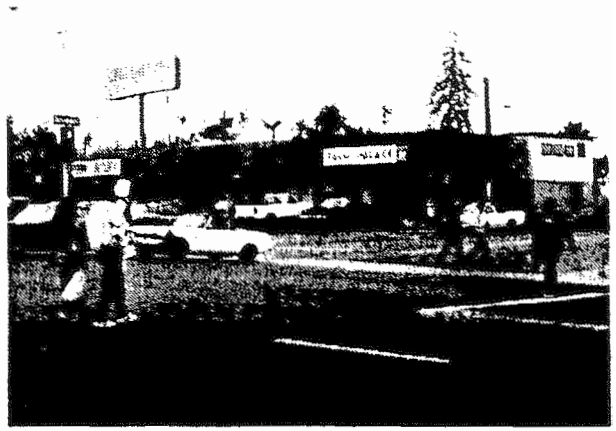
This study and a portion of the proposed improvements will be funded by Community Development Block Grant funds totaling $278,240 awarded to the Greater Golden Hill Planning Committee in 1983. The work, although administered by the City Planning Department, is basically a community initiated and supported effort. With this structure in mind, the design consultants have attempted to solicit maximum community input into the planning process.

The plan organization first provides an overview of existing conditions, then presents recommendations for public area improvements through illustrations of targeted areas, followed by specifications for the various design elements, strategies for imlementation, construction phasing and cost estimates.

Appendix A provides design guideline recommendations for targeted private properties and general guidelines for signage and color selection.

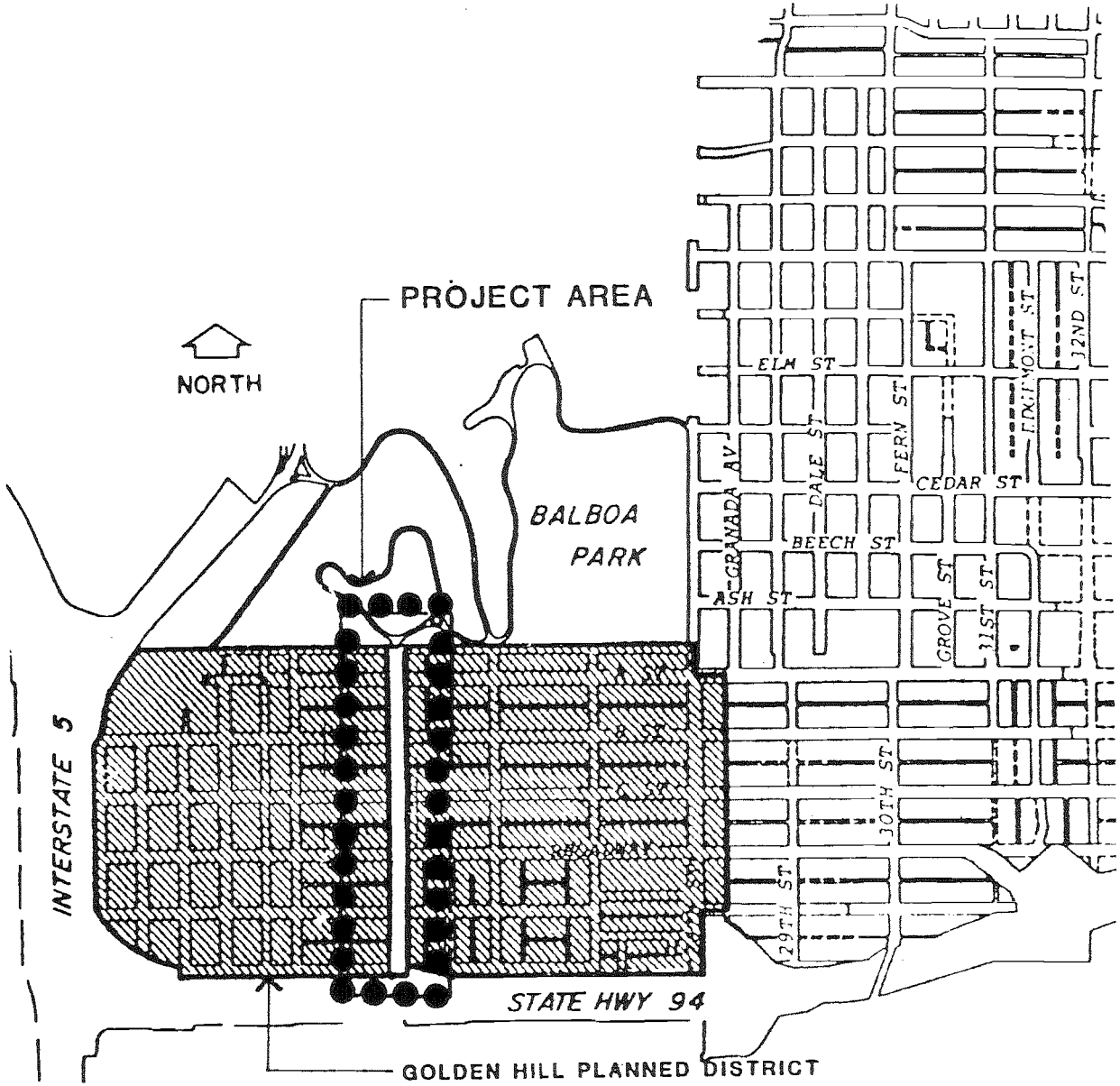
Appendix B documents the planning process.

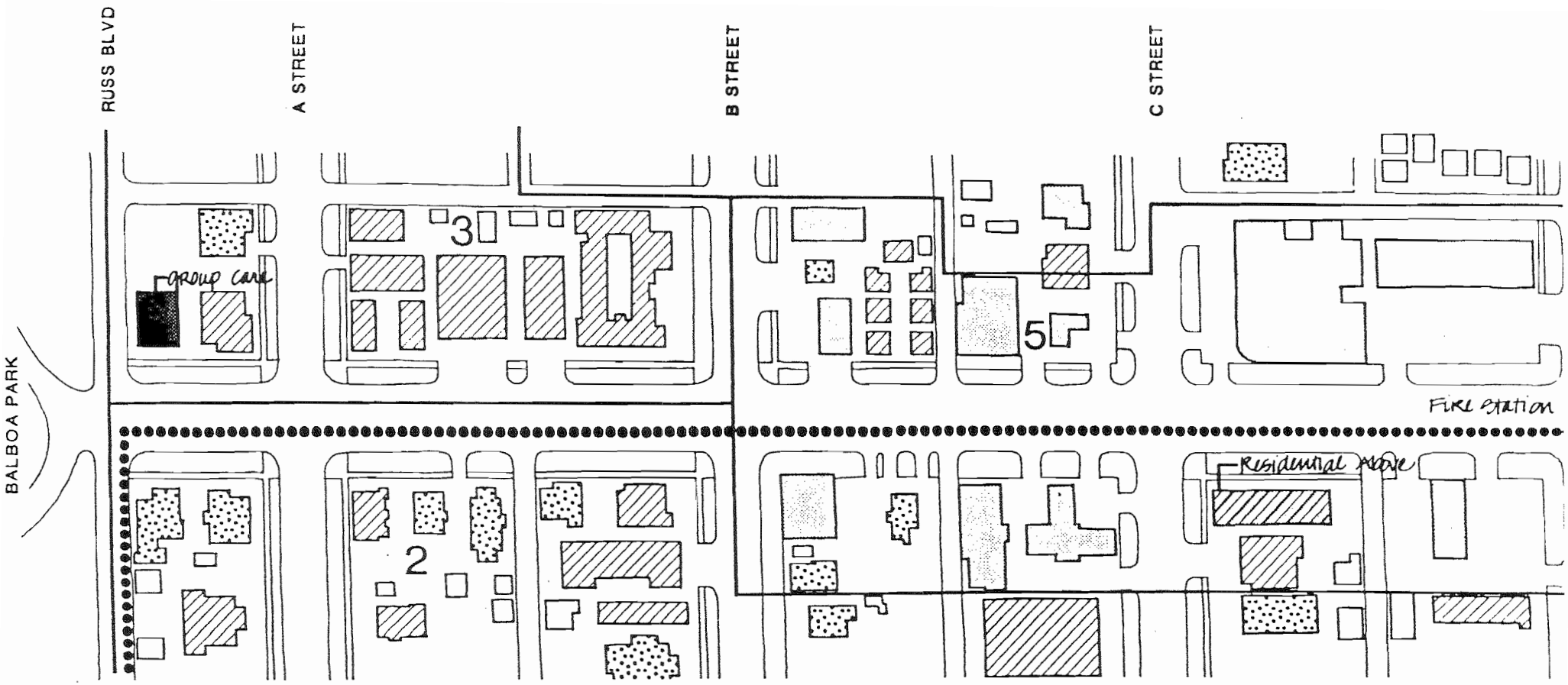




VICINITY MAP

From far left: incompatible design of residential infill; commercial storefronts; incompatible commercial construction; insensitive street furnishings



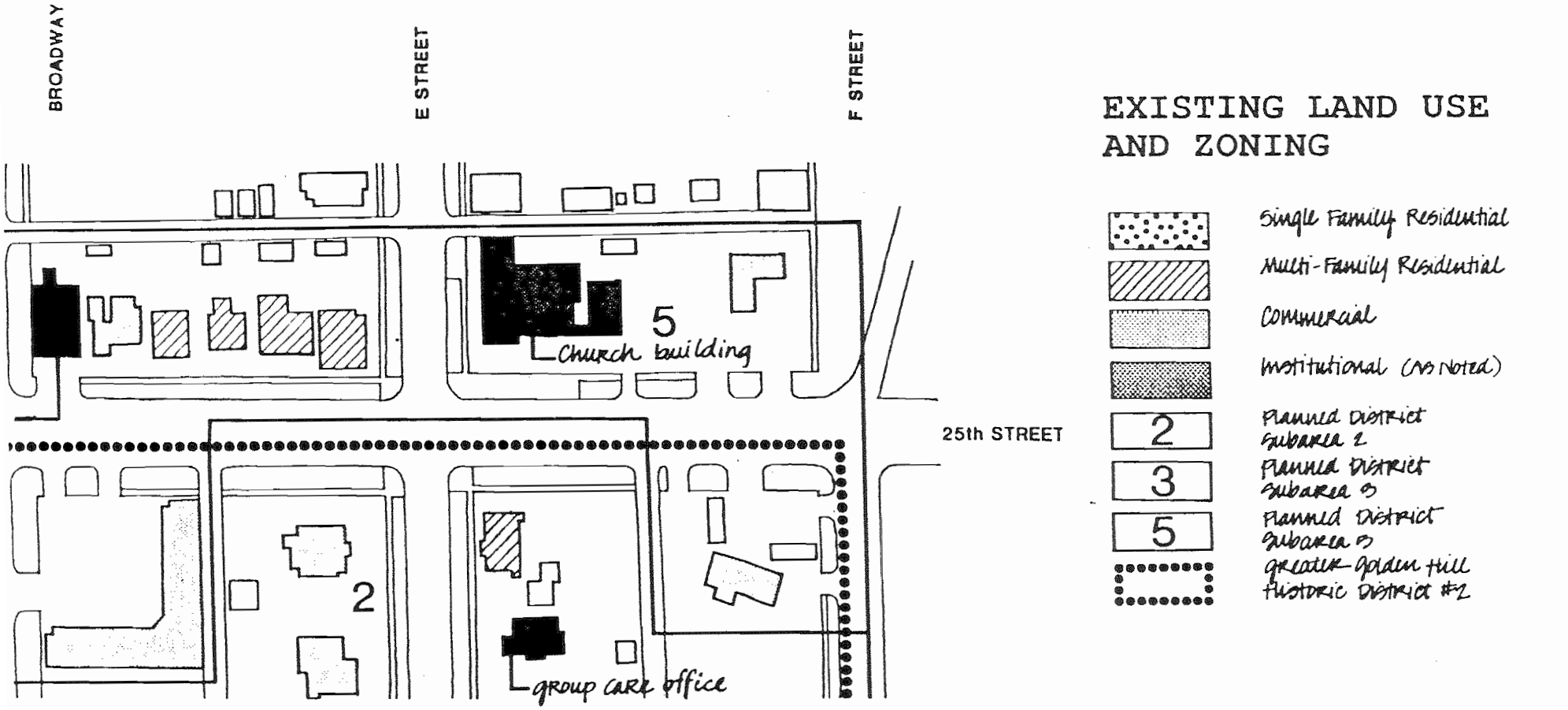


EXISTING LAND USE AND ZONING

As shown on this figure, the project area consists of a mix of single and multi-family residences with a large commercial element. Other uses include institutional activities as noted, and the recreational/open space use of Balboa Park to the north.

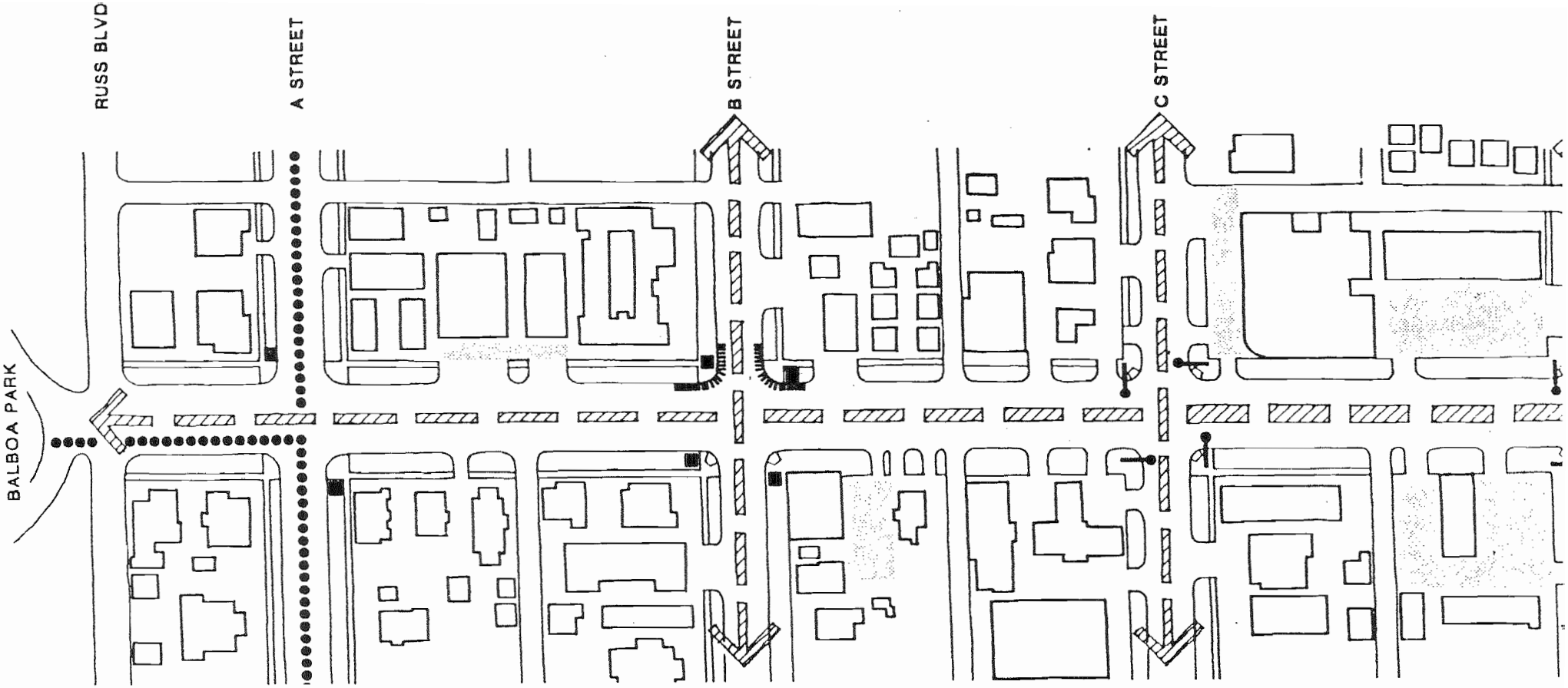
The 25th Street corridor is included within the jurisdiction of the Golden Hill Planned District. This ordinance, adopted in 1981 "is intended to preserve and enhance the cultural, aesthetic and economic value of Golden Hill by preserving the historic structures scattered throughout the area and encouraging the development and retention of low and moderate income housing." The ordinance attempts to deal with the problem of deterioration, and guide the character of development in the area in accordance with the Planned District regulations and design guidelines.

The majority of the project is included in the Planned District Subarea 5, and corresponds to the highest incidence of commercial land uses. Allowable base density is 43 dwelling units per acre. Bonus densities of up to 72 dwelling units per acre are allowed based on the applicant's ability to accrue a minimum number of points by providing environmental, housing, de-



sign and energy elements in accordance with the ordinance.

Other Planned District designations include residential Subarea 3, with the same density allowances as the commercial area, and residential-historic Subarea 2. The Subarea 2 designation corresponds to the Golden Hill Historic District #2 which was adopted in 1978 in recognition of the large number of historic structures between 24th and 25th Streets along the entire project length. Allowable density is 29 dwelling units per acre. No density bonuses are allowed.



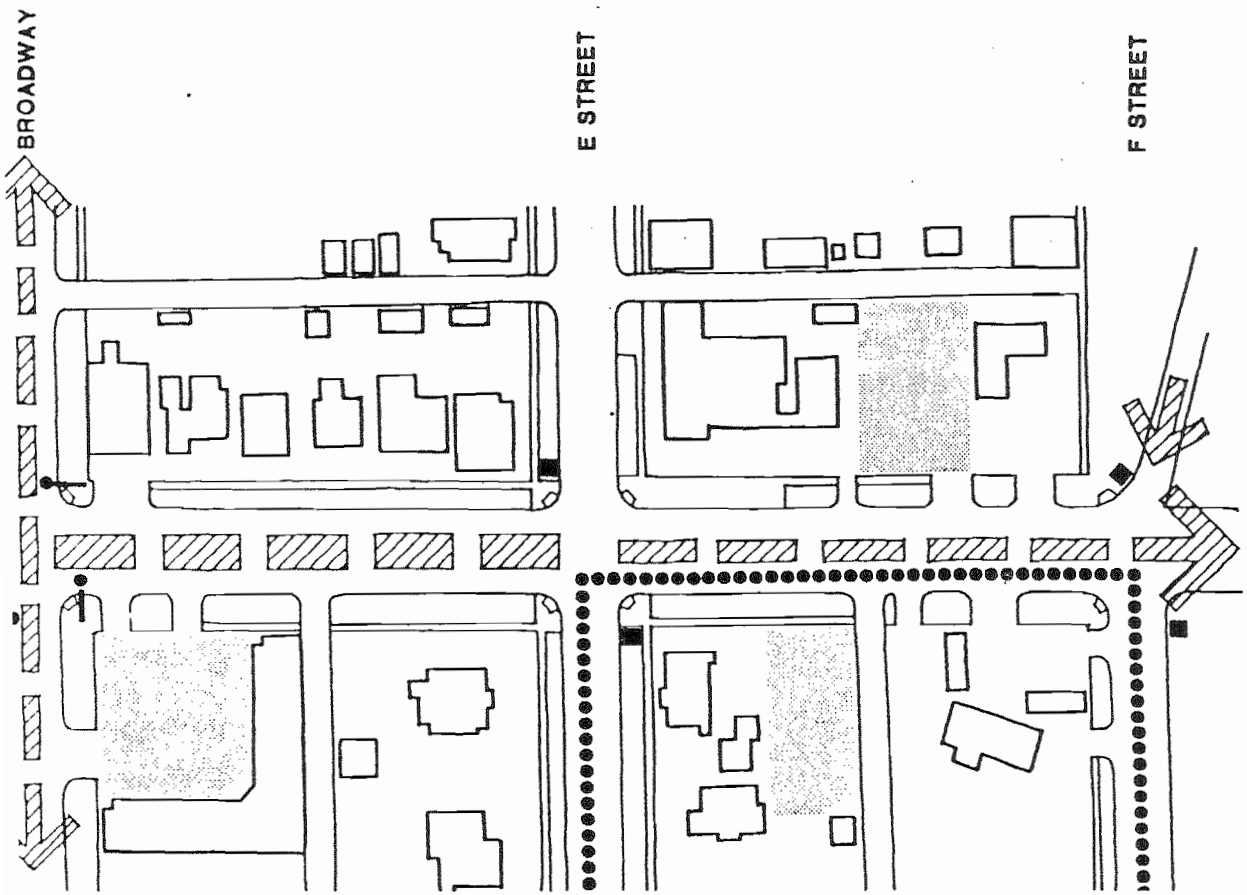
EXISTING CIRCULATION AND PARKING

25th Street is a two-way, two-lane collector street from Balboa Park on the north to 'B' Street, and a two-way, four-lane major commercial corridor from 'B' Street to State Route 94 on the south. Based on the most recent traffic counts, the 'B' Street to 'C' Street section carries 7,400 vehicles per day (1985), 'C' Street to Broadway carries 8,400 vehicles per day (1981), and Broadway to 'E' Street carries 11,600 vehicles per day (1985). The City allows on-street parallel parking on both sides of the street for the entire length of the project.

Major cross traffic is generated on 'B' Street, 'C' Street and Broadway, the major linkages to downtown San Diego. 'C' Street and Broadway are signalized; 'B' Street is a four-way stop intersection. Other cross streets stop for 25th Street traffic.

The 1978 Greater Golden Hill Precise Plan identifies the sections of 25th Street from Russ Boulevard to 'A' Street, and from 'E' Street to 'F' Street as designated bike paths. According to the plan, 24th Street is the approved route to carry bicycle traffic between these areas.

Most, though not all, commercial intersections offer pedestrian ramps for the handicapped.



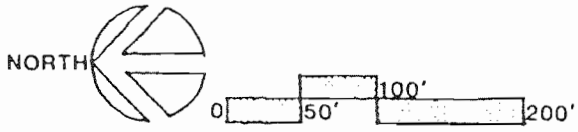
EXISTING CIRCULATION AND PARKING

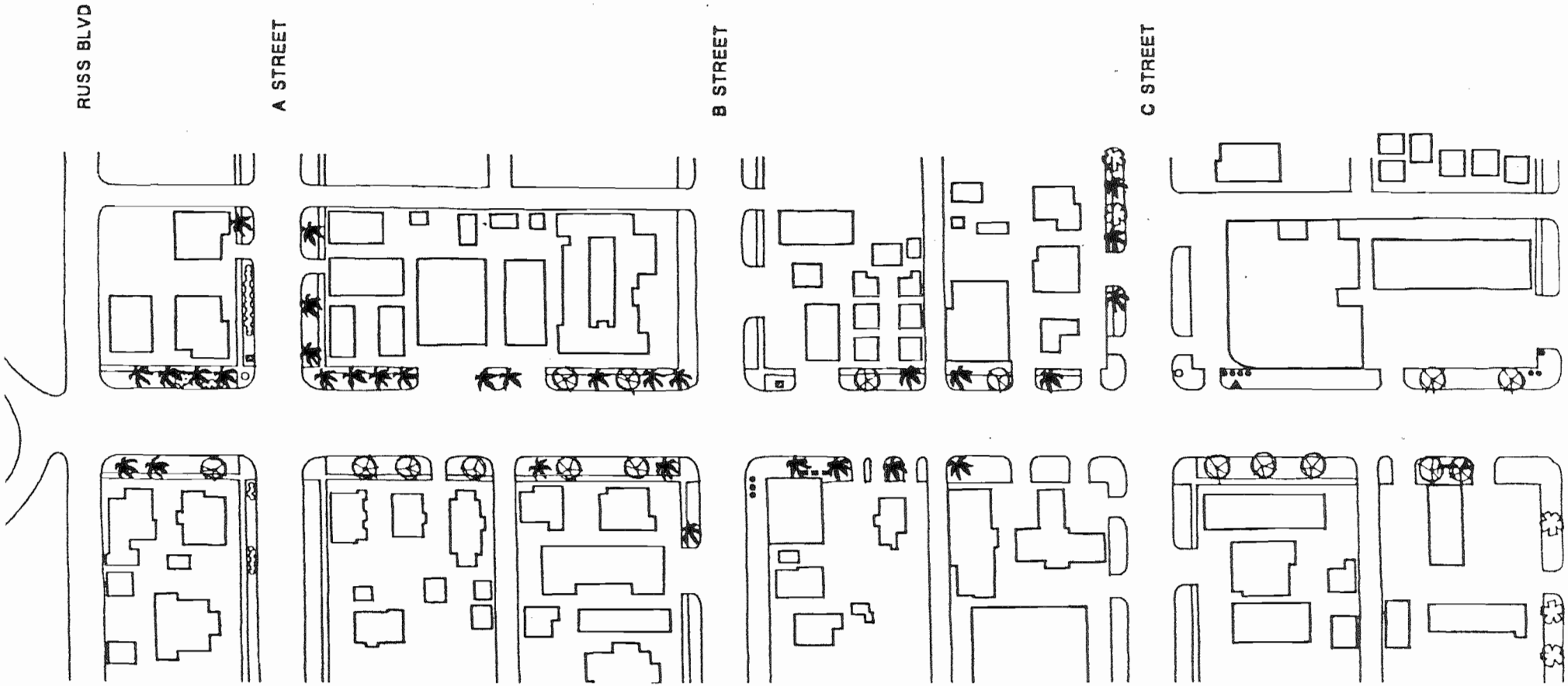
- Less Than 6,000 Vehicles/Day
- 6,000-7,000 Vehicles/Day
- 8,000-9,000 Vehicles/Day
- 11,000-12,000 Vehicles/Day
- Designated Bike Lane
- Stop Sign
- Traffic Signal
- Handicapped Ramp
- Major Parking Lots
- Roadway Elevation Above Top of Curve

The roadway itself is in basically adequate condition, although a multitude of asphalt slurry coats have been applied over the years, creating several problem areas at the curbs and gutters. The 'B' Street intersection on the east side of the street is especially bad, where the roadway surface is actually higher than the sidewalk elevation.

Off-street parking lots are scattered throughout the project area, as illustrated. These lots are generally in poor condition and provide no visual screening of automobiles.

Broken sidewalks in several locations create visual eyesores as well as public safety hazards. The problem areas are shown on "VISUAL ANALYSIS," p. 11.





EXISTING LANDSCAPING AND STREET FURNITURE

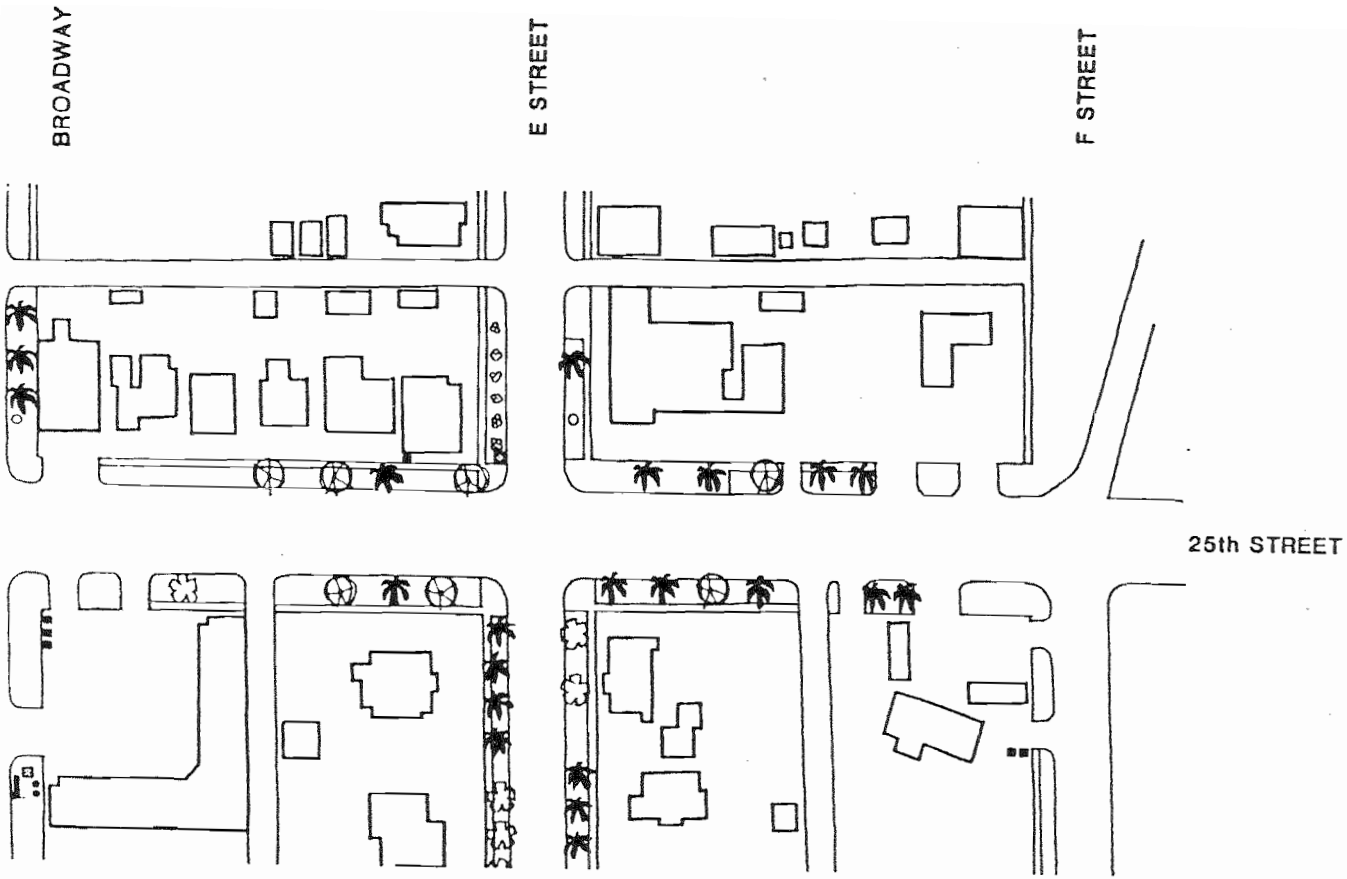
Existing landscaping in the project area generally consists of a mixture of Jacaranda trees and various palms. Although there appears to be no deliberate organization, some areas begin to alternate these trees, creating a "double-tiered" landscape effect. The Jacarandas create a pedestrian-scaled canopy over the sidewalk, while the palms create landscape punctuation high above.

The purple flowers of the Jacaranda trees create a unique visual quality in the Spring. Over the years, they have become a symbol of the neighborhood.

Street furnishings are sparse; poorly maintained, and inconsistent in design from each other and from other elements in the streetscape.

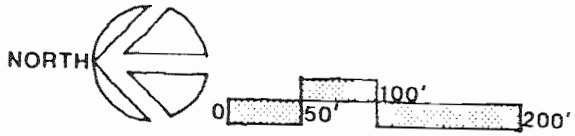
An overall shortage of trash receptacles aggravates the problem of litter along the sidewalks and in the alleys.

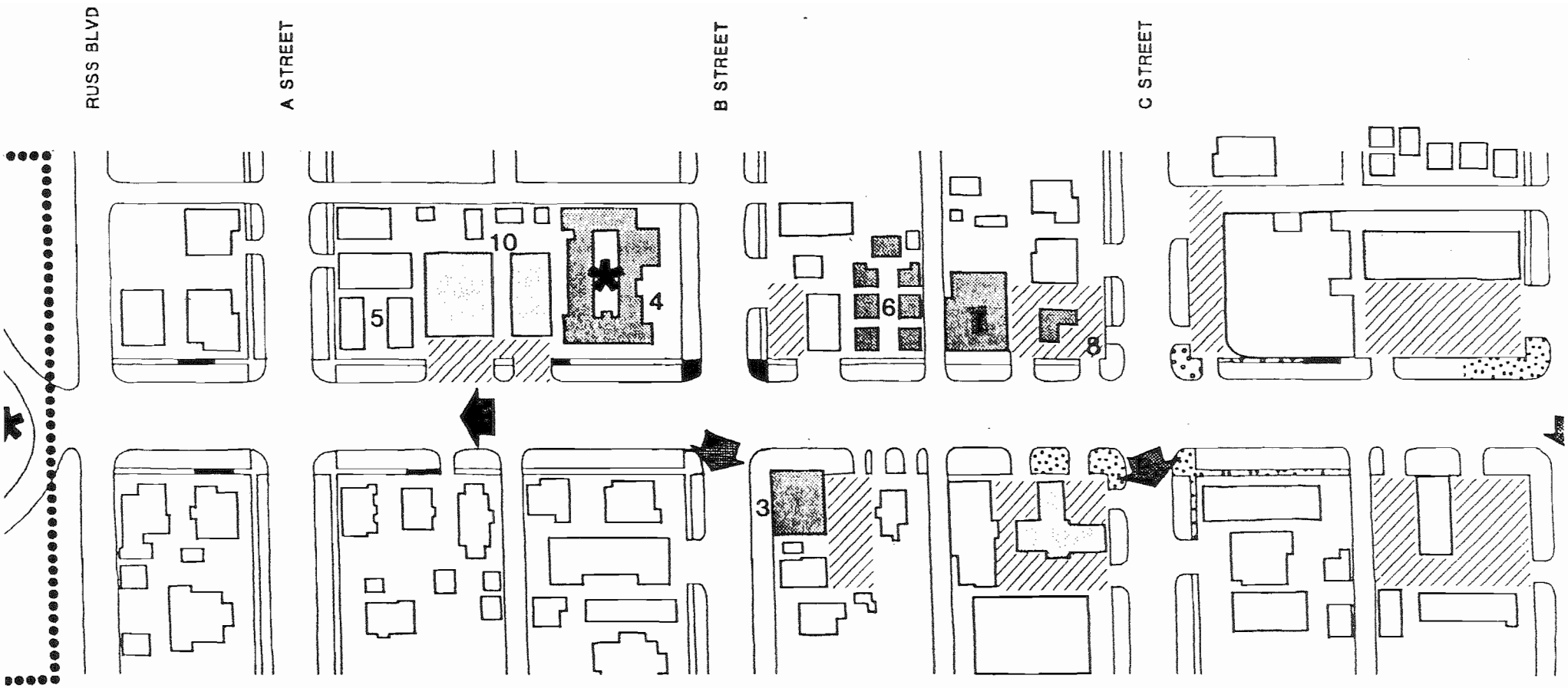
Broken sidewalks in several locations create visual eyesores as well as public safety hazards. The problem areas are shown on the following "VISUAL ANALYSIS".



EXISTING LANDSCAPING AND STREET FURNITURE

- Palm Tree
- Jacaranda Tree
- Other Street Trees
- Shrubs
- Newspaper Vending Machine
- Telephone Booth
- Mail Box
- Fire Hydrant
- Trash
- Bench





VISUAL ANALYSIS

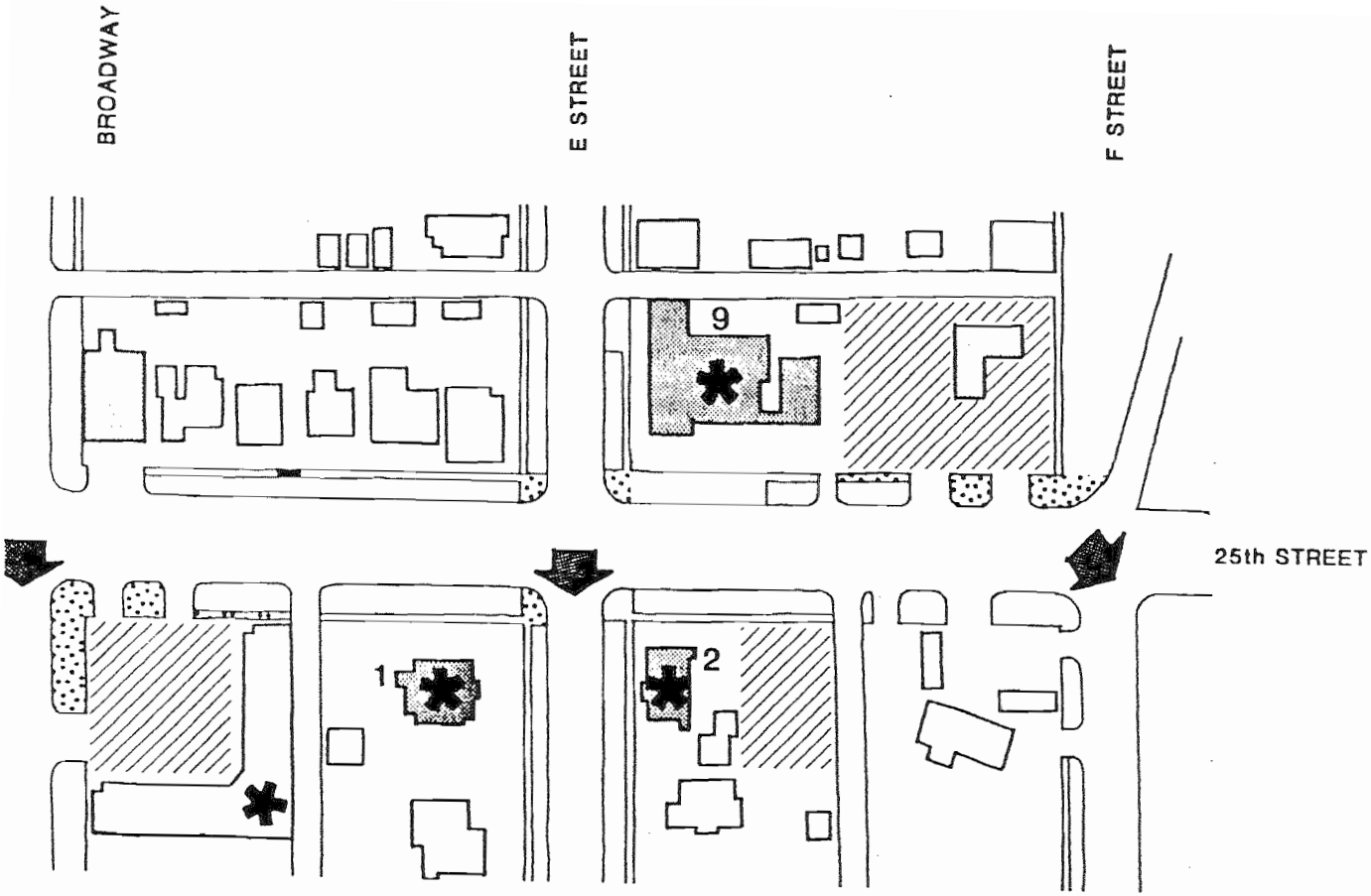
This map summarizes the special visual assets and liabilities of the streetscape. A complete desciption and analysis of these features will be found on pages 12 and 13 under "ASSETS AND LIABILITIES". The numbering system keys that discussion the to various asset and problem areas shown on this map

Buildings of special architectural interest are identified, as are other buildings which, for various reasons to be discussed, create visual eyesores. Especially dominant features are identified as landmarks due to their scale and prominance. These include various towers, and the overwhelming presense of Balboa Park at the visual terminus of the street.

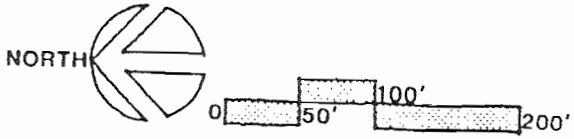
Special viewpoints are identified, most of these capitalizing on the fine views westward to downtown San Diego and the bay.

Liabilities include unscreened parking lots, often with broken and incompatible paving materials, and sidewalks which are cracked, warped and scored in an inconsistent variety of patterns.

VISUAL ANALYSIS



- Landmark Features
- Major View Points
- Architectural Liabilities
- Architectural Assets
- Open Space
- Unscreened Parking
- Incompatible Sidewalk Patterns
- Broken Sidewalks
- 3 — See 'Assets and Liabilities' - following page



ASSETS AND LIABILITIES

Assets

Among the various assets of the project area are the many view corridors to downtown and San Diego Bay. 'B' Street, Broadway and 'F' Street are perhaps the best examples. These views should be preserved and enhanced by all new development, and new projects should be designed to take maximum advantage of views.

The wide diversity of building types exaggerates the sense of mixed use of the street. This diversity should be maintained, but coordinated to avoid a feeling of chaos and design inconsistency. New projects should attempt to be "friendly" neighbors in some deliberate fashion. This can be accomplished in many different ways without literally copying the historical styles. Appropriate scale, massing, color, materials and landscaping can all help to create a sense of design compatibility.

Balboa Park provides an excellant opportunity for recreational and open-space uses. The park provides a wonderful "backdrop" to activity along the street. Because of its massive scale and prominence, it creates the impression that the street landscape is "spilling out" from the park.

The existing landscape should also be considered a major asset. The pedestrian canopy established by the Jacarandas could easily be improved and enhanced. The intermittent palm trees begin to create an interest and rhythm to the street which could also be improved. Existing landscape is generally mature, which adds a strong sense of history and permanence.

Certain buildings are especially noteworthy. The historical district on the west side of the street offers a fine example of the Classical Revival style (see #1 on Visual Analysis) and a Victorian residence (see #2). These homes flank 'E' Street and create a sense of entry into the district. The masonry retaining walls along these properties are especially nice features.

Jarocos Market at 'B' Street (see #3) is a fine example of the Spanish Revival Style prominent in Southern California.

The Loma de Oro apartment building (see #4) is another excellent example of Spanish Revival, with a fine tower and courtyard reminiscent of a cloistered monastery.

Another interesting housing type, the bungalow courtyard, is represented at two properties along

the street (see #5 and #6). These small cottages, arranged around narrow courtyards, are another building type frequently encountered in the region.

Two interesting commercial buildings near 'C' Street also deserve careful preservation: a small four-square, two-story building distinguished by four pinnacles (see #7); and a moderne, streamlined gas station strongly rooted in 1930's design (see #8).

Finally, the church building at 25th and 'E' Streets (see #9), now used for residential care, offers an impressive square tower and symbolic presence to the street which adds to the diversity and richness of the overall neighborhood.

Liabilities

Redevelopment of the area for multi-family residences has resulted in several examples of inappropriate infill projects. Building scale and "style" often has little relationship to adjacent buildings (see #10 on Visual Analysis). In addition, front yard parking is not landscaped, intrudes into the pedestrian path, and is generally insensitive to the character of the neighborhood.

Parking lots encroach into the pedestrian right-of-way in several other locations in the commercial district, upsetting the flow of pedestrians, staining the sidewalks and presenting a generally unsightly appearance.

In many areas, sidewalks are poorly patched with incompatible materials, often asphalt. This practice creates a visually disorganized surface which is generally unpleasant to walk on. Scoring patterns in new concrete sections often bear no resemblance to existing, adjacent patterns.

The project area demonstrates a general lack of visual order. Existing signage is poorly regulated and creates visual clutter. Often there are far too many sign types at a given establishment. The wide variety of sign types, sizes and styles results in a confusing and chaotic environment.

Poorly coordinated street furnishings add to the general sense of clutter. Newspaper stands, trash enclosures, telephones, traffic signs and lighting standards lack any sense of design continuity and seem to be located in random fashion.

Finally, many of the properties exhibit a generally run-down character. Many buildings require paint and general maintenance, litter is poorly controlled, and the street shows little sense of community pride.

From far left: view to downtown; Balboa Park terminus; entry to historical district; Loma de Oro; bungalow courtyard

COMMUNITY INPUT

On January 15, 1985, the Golden Hill community newspaper, The Paper, carried a questionnaire designed to identify problems and issues to be addressed in this project. The questionnaire was supplemented by a more thorough interview process conducted by volunteers from the Greater Golden Hill Community Planning Group.

Over 50 people were interviewed, including all available residents and business operators along 25th Street. The following issues were identified as the most critical, listed in order of importance:

1. Litter control
2. Sidewalks, curbs and gutters
3. Landscaping
4. Street lighting
5. Storefronts and signage
6. Parking
7. Street furnishings

When asked what kinds of businesses or services they would like to see added on 25th Street, the most common responses were: supermarket; drug store; bank kiosk; and hardware store.

When asked how more shoppers could be attracted to the area, the most frequent answers were: clean up storefronts; provide more variety in shops; and improve the advertising image of the area.

The most frequently mentioned special concerns were nighttime safety and parking.

When asked if they (or the owner) would paint their buildings from specified color choices, approximately 75% said yes.

COMMUNITY WORKSHOP

Interview responses became the basis for a community workshop held on February 6, 1985. Approximately 30 people participated in the forum, which was designed to identify and prioritize specific problem areas, and to suggest possible solutions to the problems.

Three discussion groups brainstormed and then prioritized the lists of problems shown on the following page:

PROBLEM IDENTIFICATION

GROUP 1:

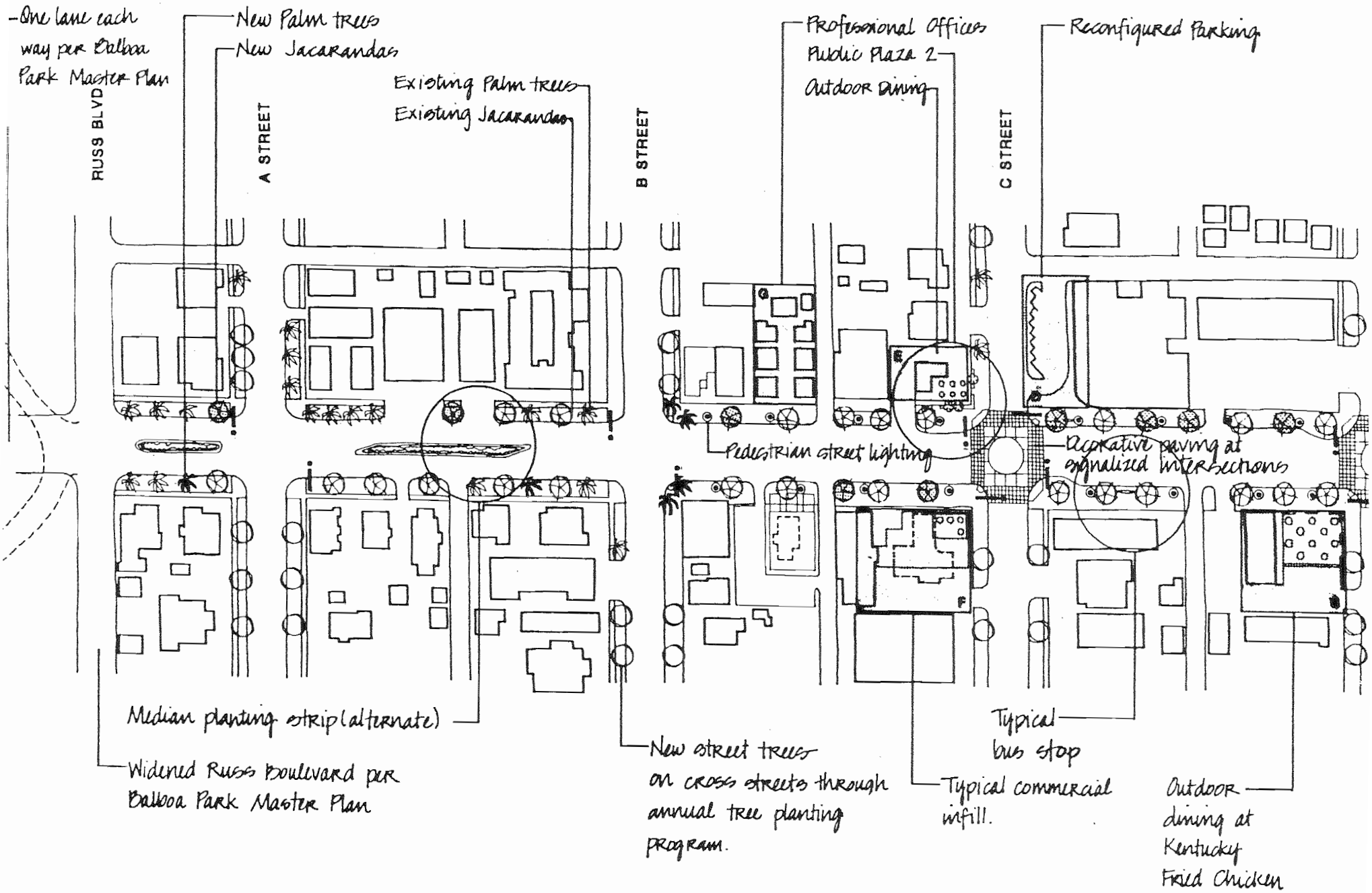
1. Safety
2. Transients
3. Lack of community identification
4. Residential care/ non-community activities
5. Link with Balboa Park
6. Lack of banks

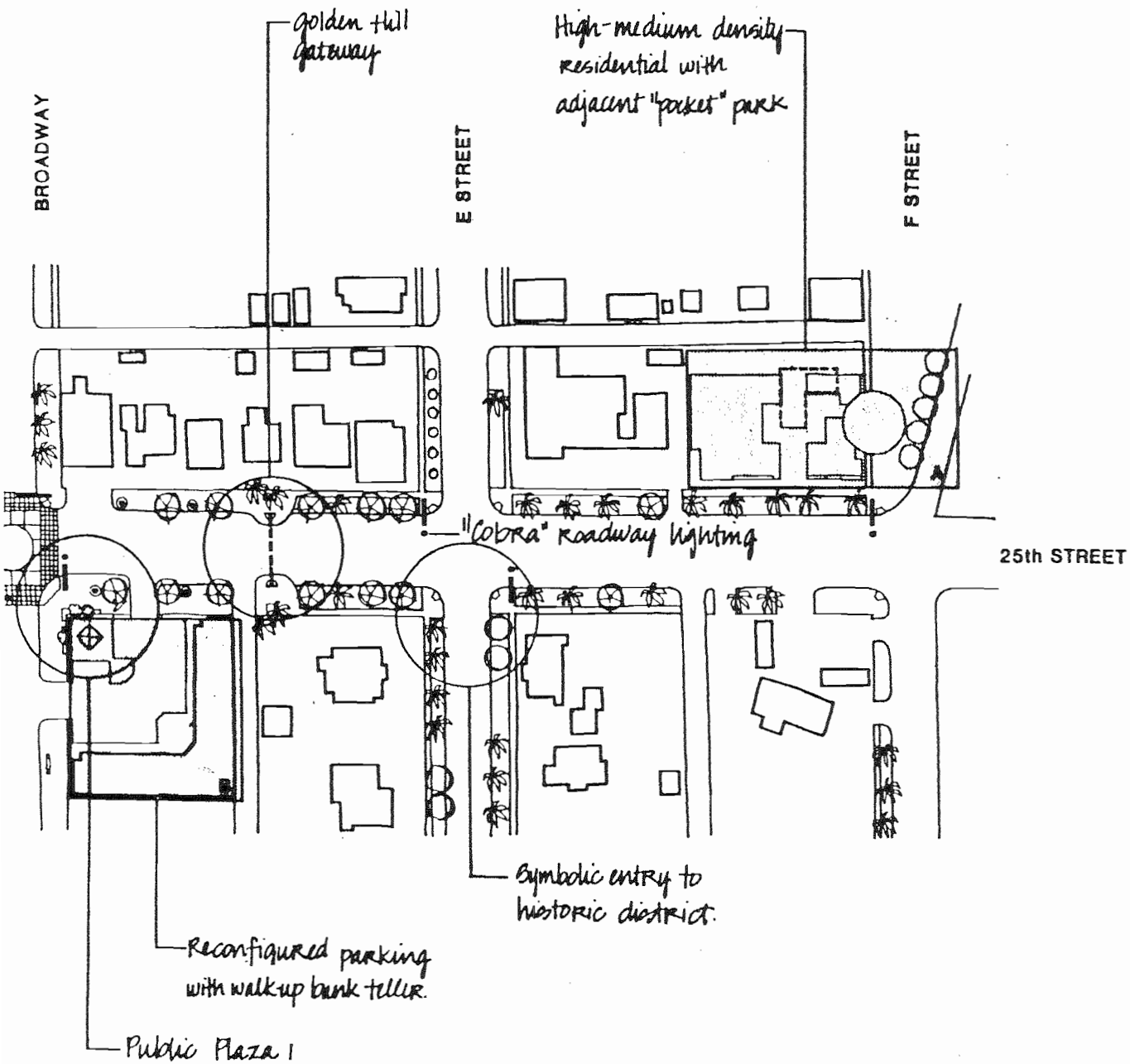
GROUP 2:

1. "Only a place to go through, not a place to spend time" (including need for restaurants)
2. Lack of pride of ownership
3. Too much loitering
4. Lack of unity in signage
5. Unsightly utility lines
6. Poorly regulated traffic flow

GROUP 3:

1. Drugs and drinking
2. Overflowing trash
3. Inappropriate businesses
4. "Terrible" storefronts
5. Transients
6. "Cars cruising and people with loud radios"


-One lane each way per Balboa Park Master Plan
New Palm trees
New Jacarandas
Existing Palm trees
Existing Jacarandas
Professional Offices
Public Plaza 2
Outdoor Dining
Reconfigured Parking
RUSS BLVD
A STREET
B STREET
C STREET
Pedestrian street lighting
Decorative paving at signalized intersections
Median planting strip (alternate)
Widened Russ Boulevard per Balboa Park Master Plan
New street trees on cross streets through annual tree planting program.
Typical bus stop
Typical commercial infill.
Outdoor dining at Kentucky Fried Chicken

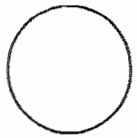


REVITALIZATION PLAN

This map and the following sketches represent the final recommendations for physical design improvements in the public right-of-way. The physical design reflects a synthesis of issues and problems identified in the community workshops.

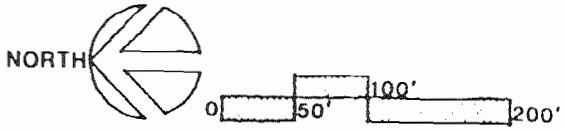
Alternative planning concepts were investigated and evaluated by City and community representatives. The planning process is discussed in detail in Appendix B at the end of this document.

The recommendations can be illustrated through a sequence of "target areas" as well as through specific guidelines for landscape, street-lighting, pavement treatments and colors which apply throughout the project area.



PUBLIC IMPROVEMENTS

DESIGN GUIDELINES FOR PRIVATE IMPROVEMENTS SEE APPENDIX A

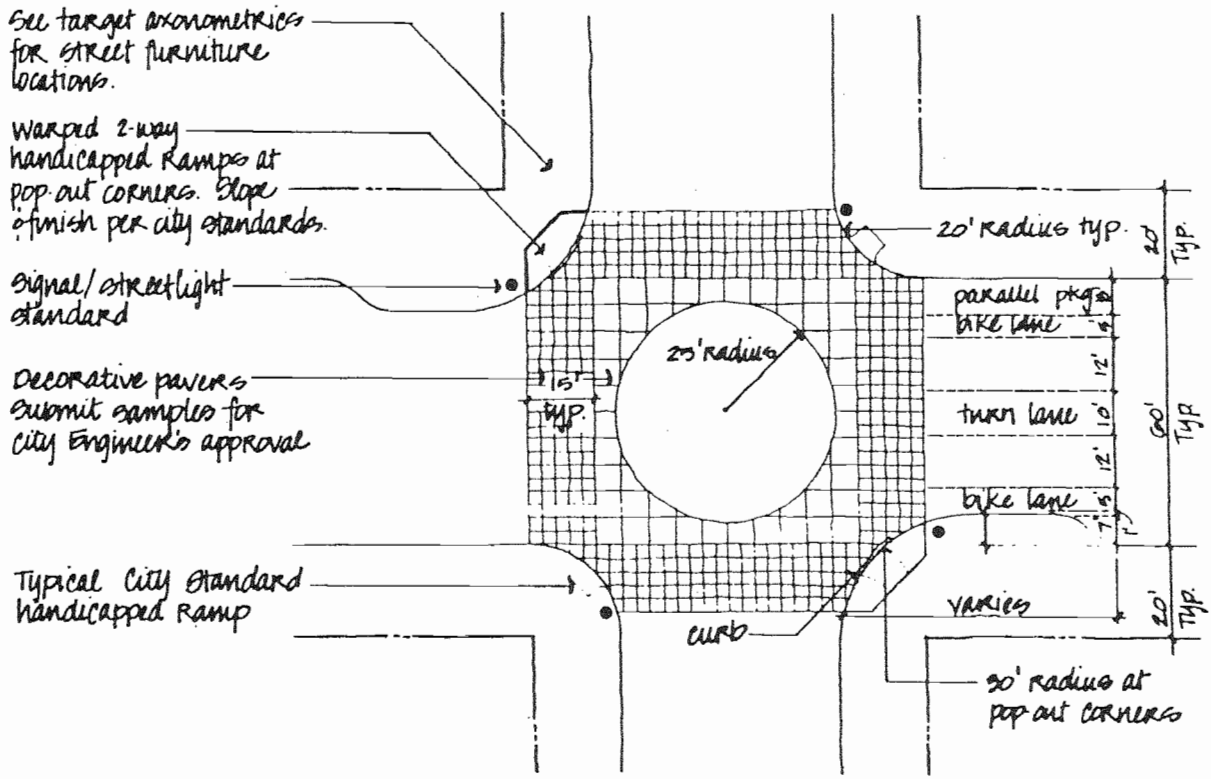


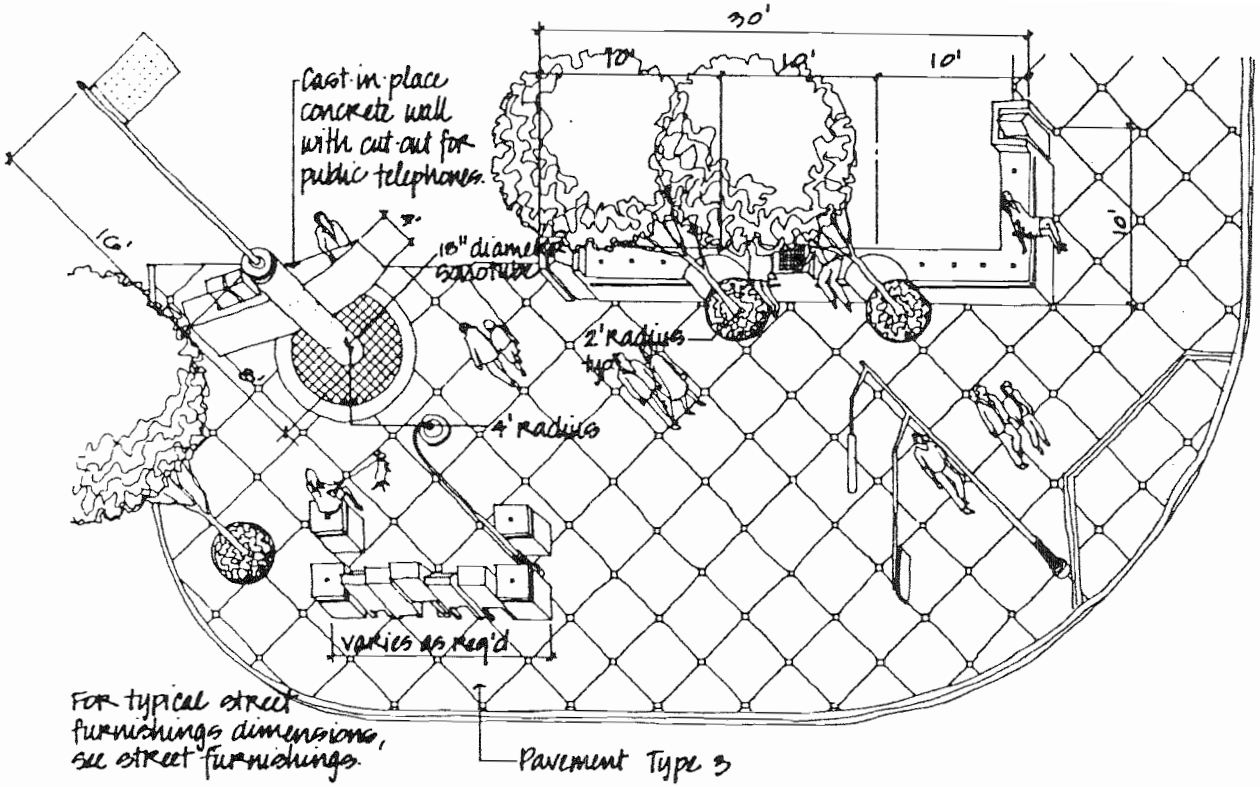
TYPICAL MAJOR INTERSECTION

At the Broadway and 'C' Street intersections, special pavement treatment is recommended to create a hierarchal order to the street. The curbs are extended seven feet into the roadway at diagonal corners to create pedestrian-oriented plazas as shown on the following sketches. Intersection pavements are programmed for construction in Phase 3 of this plan.

The traffic lanes are reconfigured to provide one standard 12 foot wide lane of travel in each direction with a standard ten foot turn lane down the center. Bicycle lanes are provided on each side of the street. Lane restriping should occur concurrently with Phase 1 improvements.

Pedestrian ramps at the "pop-out" corner plazas are extra wide to accommodate travel in both directions without channeling pedestrians too close to the vehicular traffic. Plaza 1 is constructed in Phase 1; Plaza 2 is constructed in Phase 2.



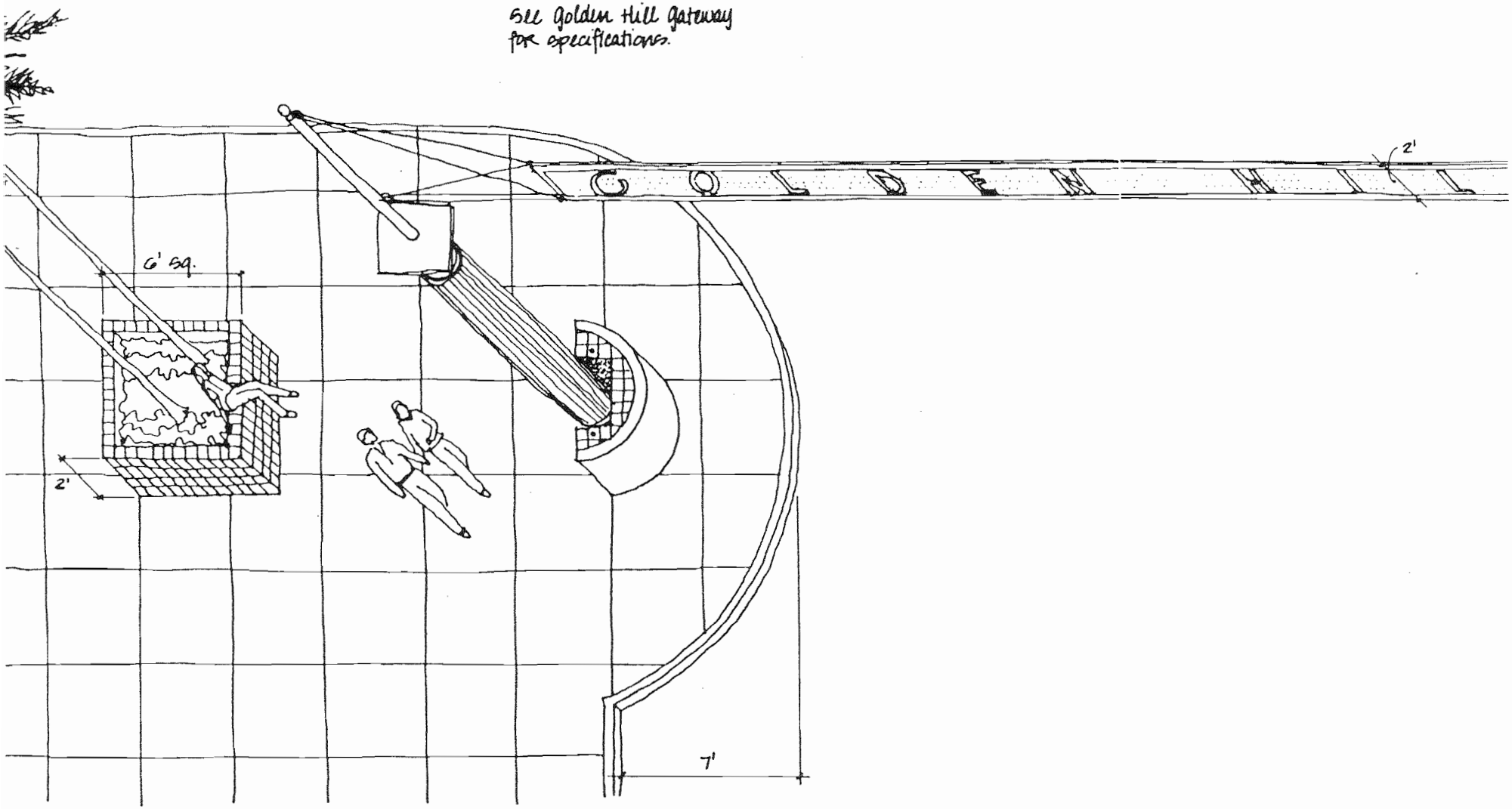


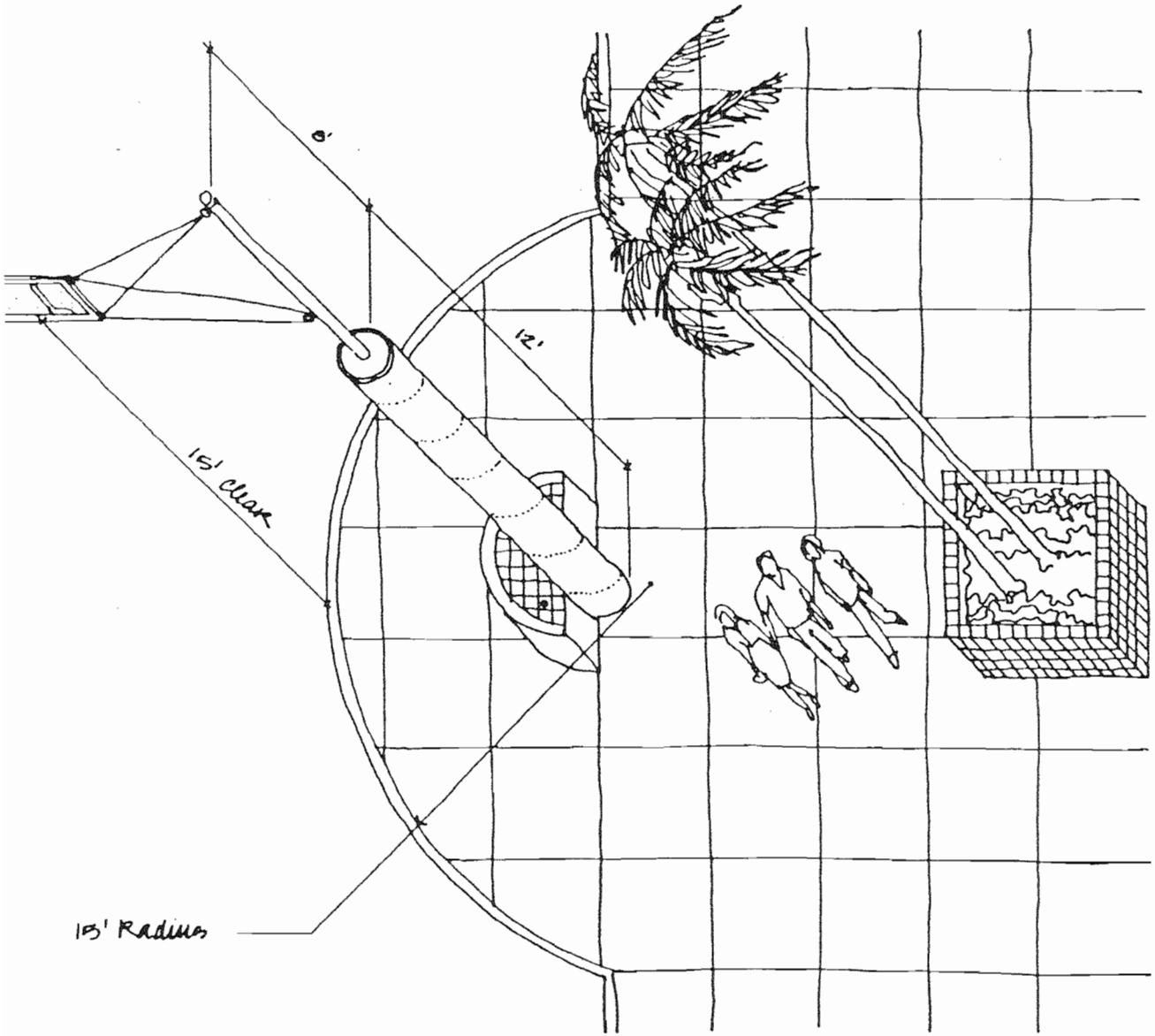
PLAZA 1

At the first of the two public plazas, this one constructed in Phase 1 at the Broadway intersection, the various elements of the streetscape design are combined to create a pedestrian-oriented environment. Monolithic concrete seating elements are used individually to allow for privacy. When combinded, these same seating modules allow for small groups to enjoy lunch or a game of Checkers.

Newspaper vending machines and trash receptacles are provided as illustrated, organized by the seating modules.

The information center utilizes a concrete flagpole "kiosk" which allows for posting of community notices and bulletins. Tall flags made of painted metal identify the street from a distance. A low, cast-in-place concrete wall organizes public telephones. Street trees soften the lines of the man-made street elements and provide color.


See Golden Hill Gateway
for specifications.
6' sq.
2'
2'
7'



GOLDEN HILL GATEWAY

In the tradition of other historical San Diego neighborhoods, a gateway sign spanning 25th Street is recommended to create a unique sense of community. The Gateway Sign is programmed for Phase 3.

One side of the sign is supported by a classical column in reference to the history of the neighborhood. The opposite column is simple cast concrete, a cleaner, more contemporary image.

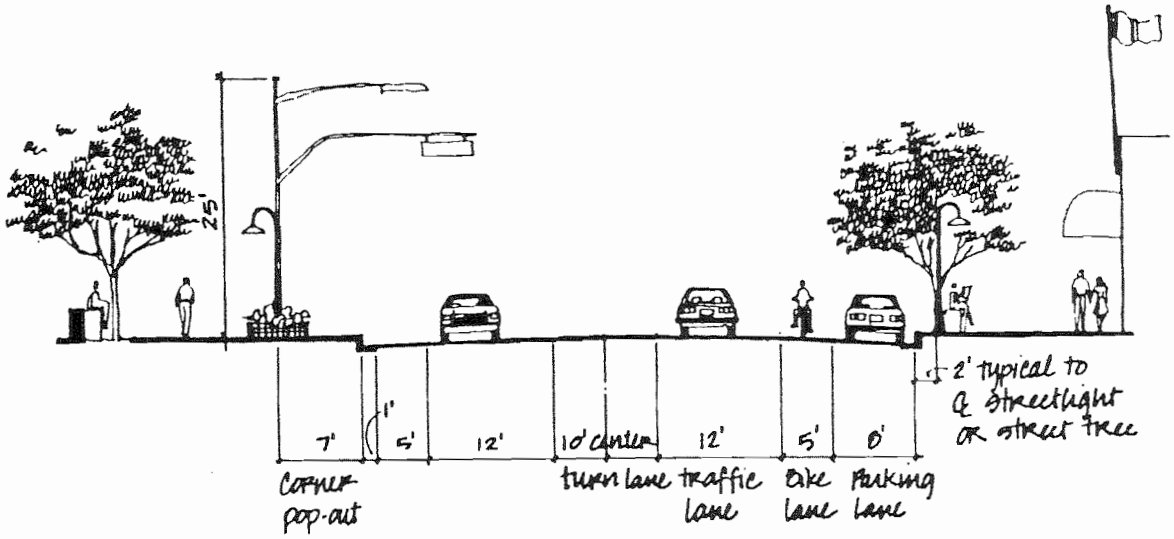
The sign is constructed of painted, perforated metal with raised aluminum letters. Lighting is provided by recessed fixtures in the base of the columns.

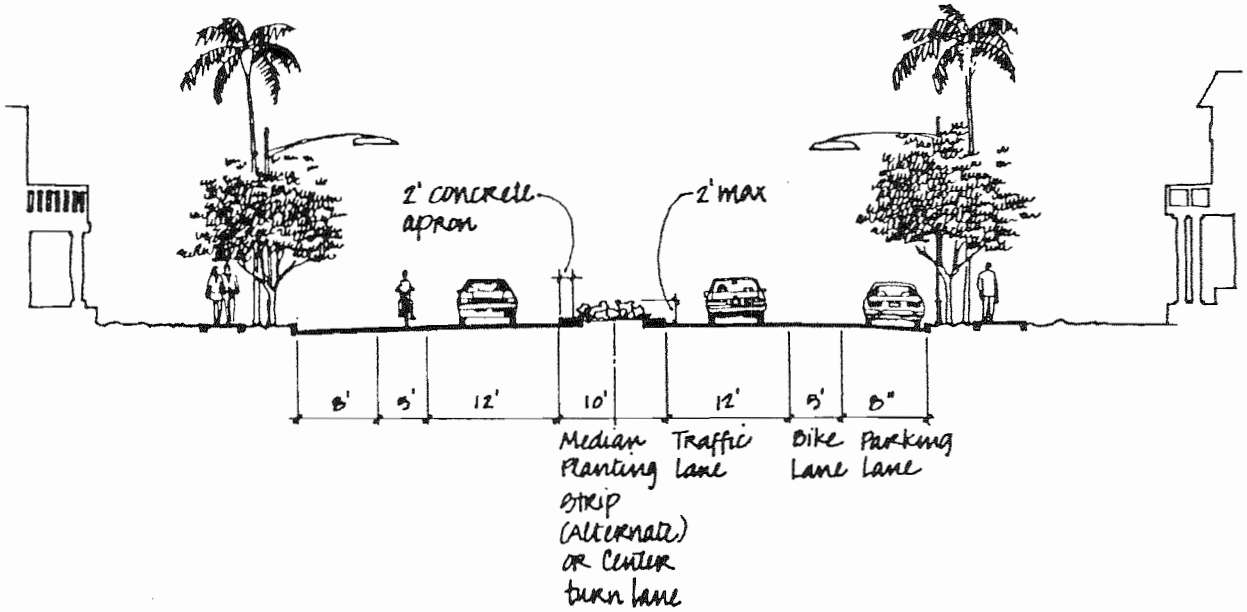
At the pedestrian level, flanking low planters provide a sense of entry along the sidewalks.

TYPICAL COMMERCIAL CROSS-SECTION

The commercial district emphasizes "hardscape" surfaces from the storefronts to the street. Street trees are planted in four foot diameter cutouts in the sidewalk pavements. Jacaranda trees are used exclusively to identify the district visually and to create a lush landscape pedestrian canopy.

Pedestrian-oriented streetlighting is recommended for the commercial district. These lights focus on the sidewalk surface, the entire length of the block, supplementing the typical roadway lighting which illuminates the intersection pavements.





TYPICAL RESIDENTIAL CROSS-SECTION

In the residential areas, continuous planting strips separate the sidewalk from the roadway. In these planting strips, the existing mix of palm trees and Jacarandas is supplemented to complete the double-tiered effect of the existing landscape.

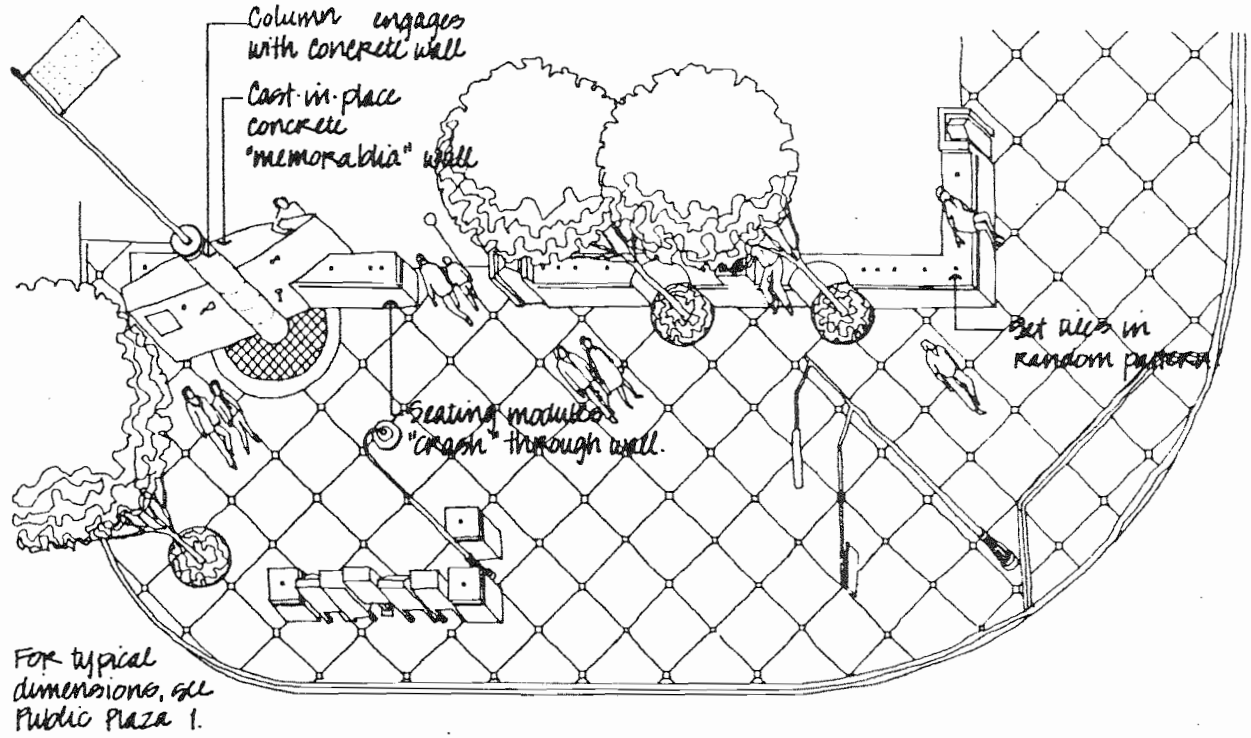
Streetlighting is limited to roadway lights at the intersections, which match the streetlights in the commercial district and create a sense of continuity along the entire street.

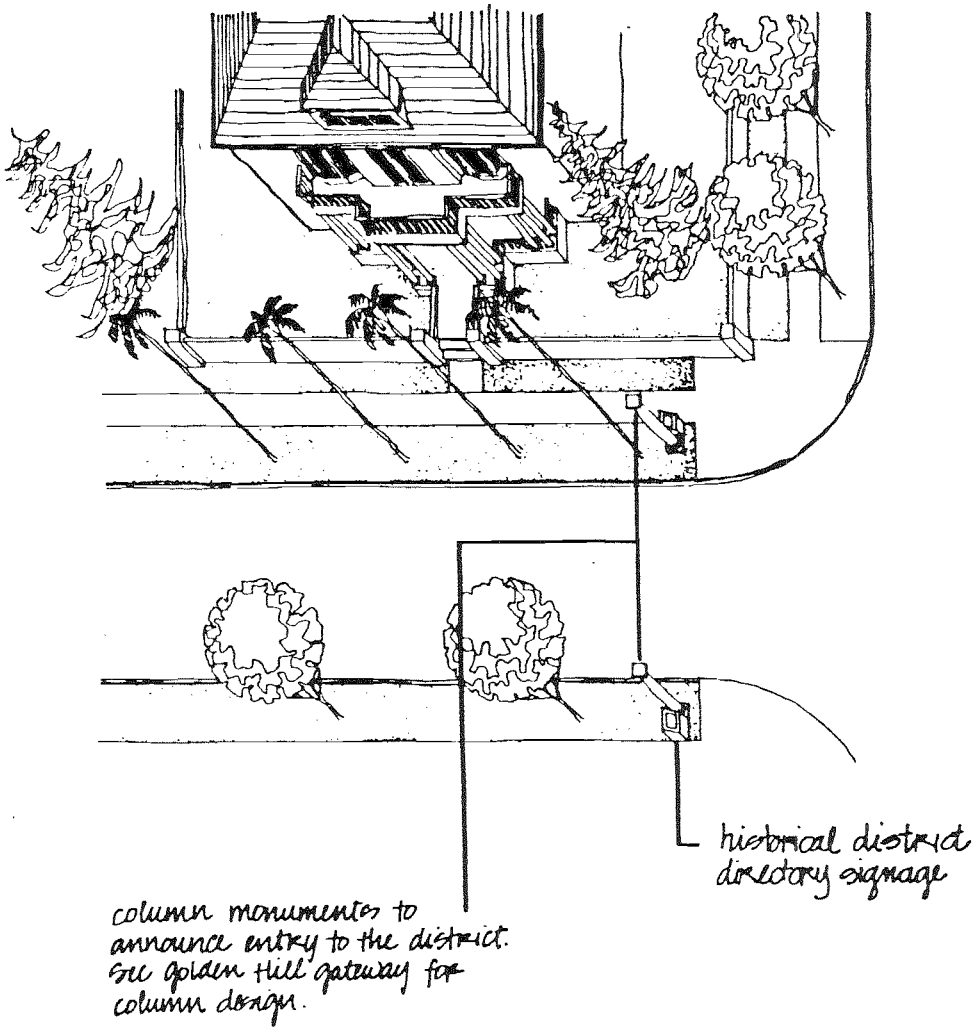
As an alternative, a median planting strip is suggested at the north end of the street in place of the center turning lane. This treatment would provide an effective transition to Balboa Park and create an image of the park "spilling out" into the street. Turn pockets would be required at the intersections, and the design concept requires further coordination with the City Traffic Engineering Department.

PLAZA 2

The second public plaza, constructed in Phase 2, occurs at the 'C' Street intersection. The street furniture elements are basically the same, but combined in subtly different ways as suggested in the DESIGN CONCEPT, APPENDIX B. The wall at the information kiosk is cast with memorabilia items representing the history of Golden Hill.

It is suggested that the casting of this wall become a public "event". Neighborhood residents should be allowed to contribute appropriate items for permanent display on the wall.





GATEWAY TO HISTORICAL DISTRICT

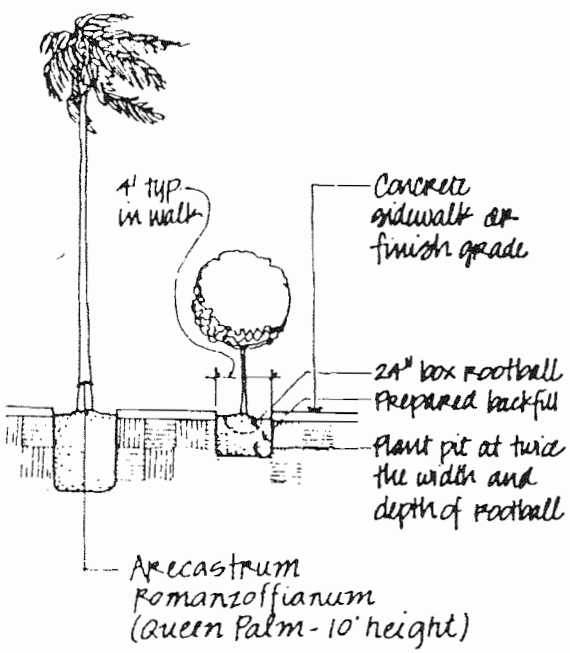
This element, constructed in Phase 2, provides a symbolic, as well as practical, entrance to the Golden Hill Historic District #2 on the west side of 25th Street at 'E' Street.

Classical columns flank the street, with attached directory signage pointing out the various features of the historical district. Column design should reflect the Golden Hill Gateway signage.

SPECIFICATIONS

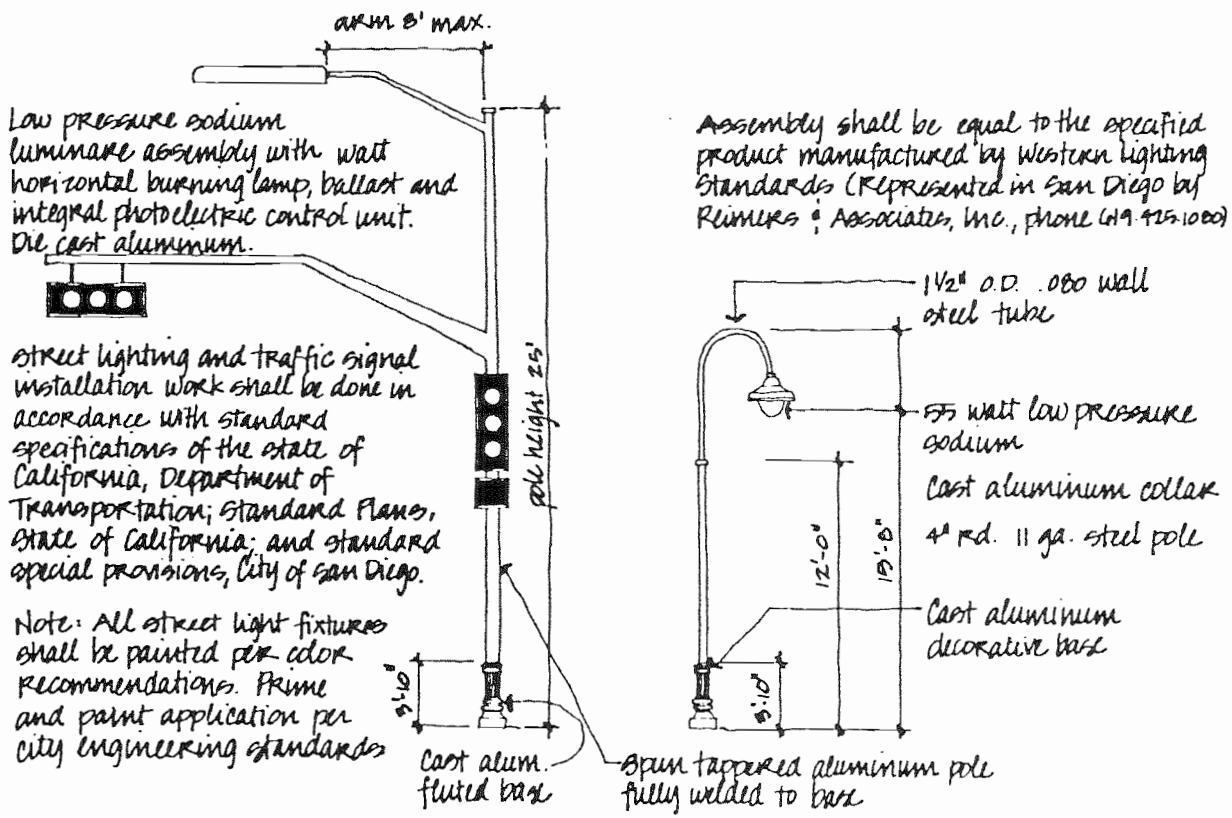
STREET TREES

The existing "double-tiered" street tree arrangement of Jacarandas and palms should be maintained and enhanced in the residential areas on each end of the project area. In the commercial center, Jacaranda trees should be used exclusively to express the uniqueness of the district. As shown on the phasing drawings to follow, 22 Jacarandas and 10 palms are required to complete the street tree landscape.



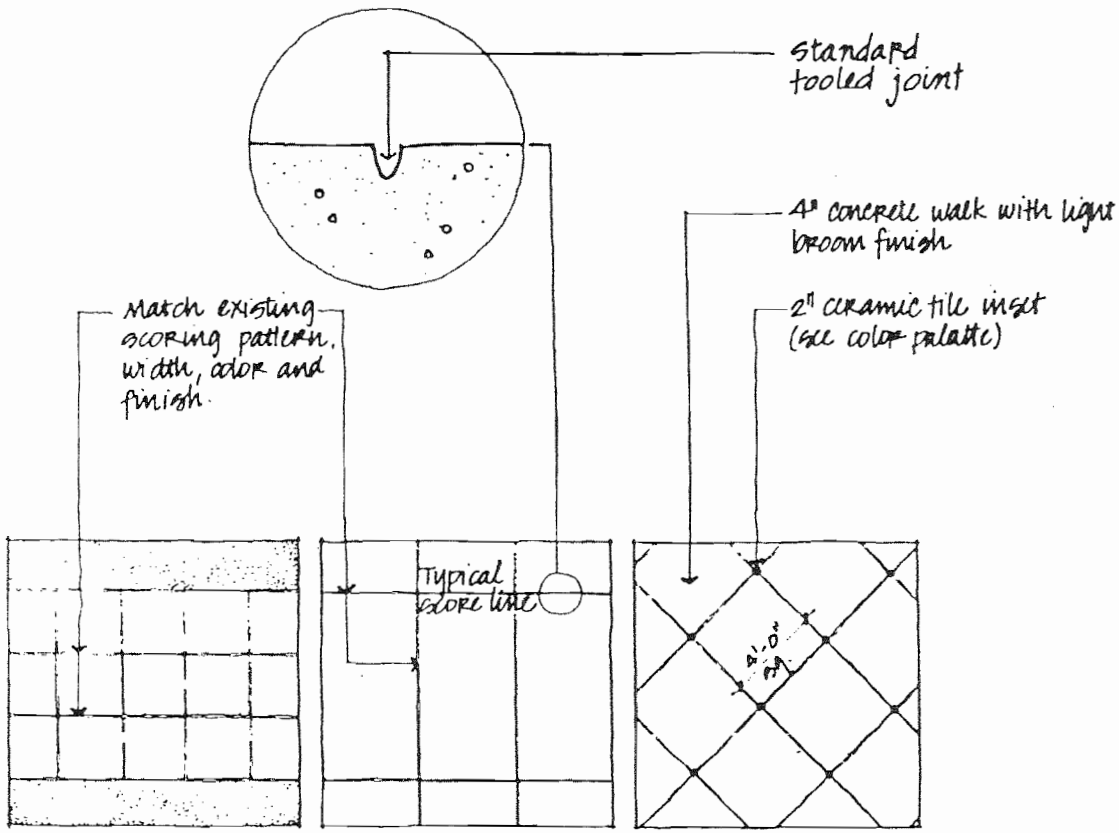
STREET LIGHTS

Three types of light standards are recommended, as located on the phasing drawings to follow. Twenty pedestrian standards illuminate the sidewalk in the commercial center. Eight "cobra" standards, two each at diagonal corners of 'A', 'B', 'E' and 'F' Streets, provide the minimum required illumination of the intersections. Similar cobra standards accommodate lights, traffic and pedestrian signals at all four corners of the 'C' Street and Broadway intersections. All light standards should be painted per the Color Recommendations, p. 48.



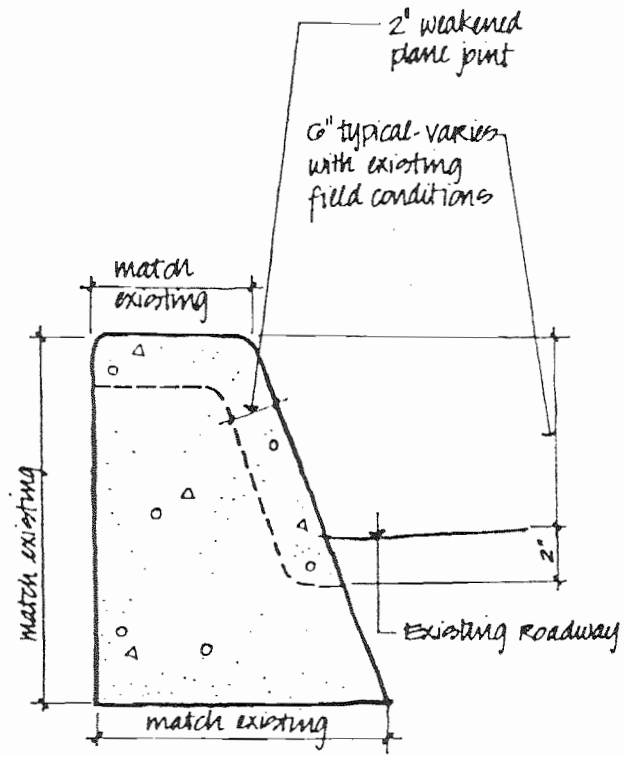
SIDEWALKS

Sidewalk improvements are also keyed to the phasing drawings. Three scoring types are recommended, to correspond to the predominant scoring pattern of adjacent walks.



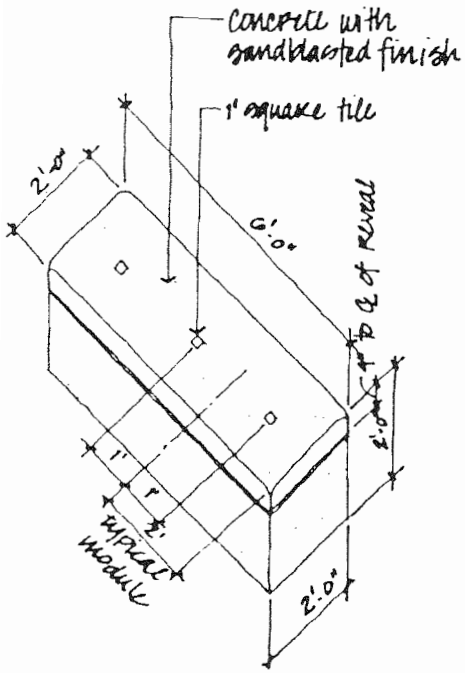
CURBS AND GUTTERS

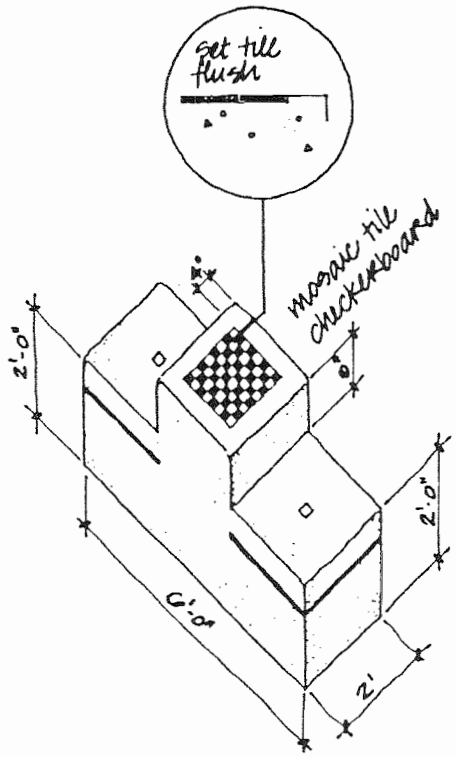
Where keyed on the phasing drawings, new curbs and gutters should be constructed in accordance with City Engineering standards.

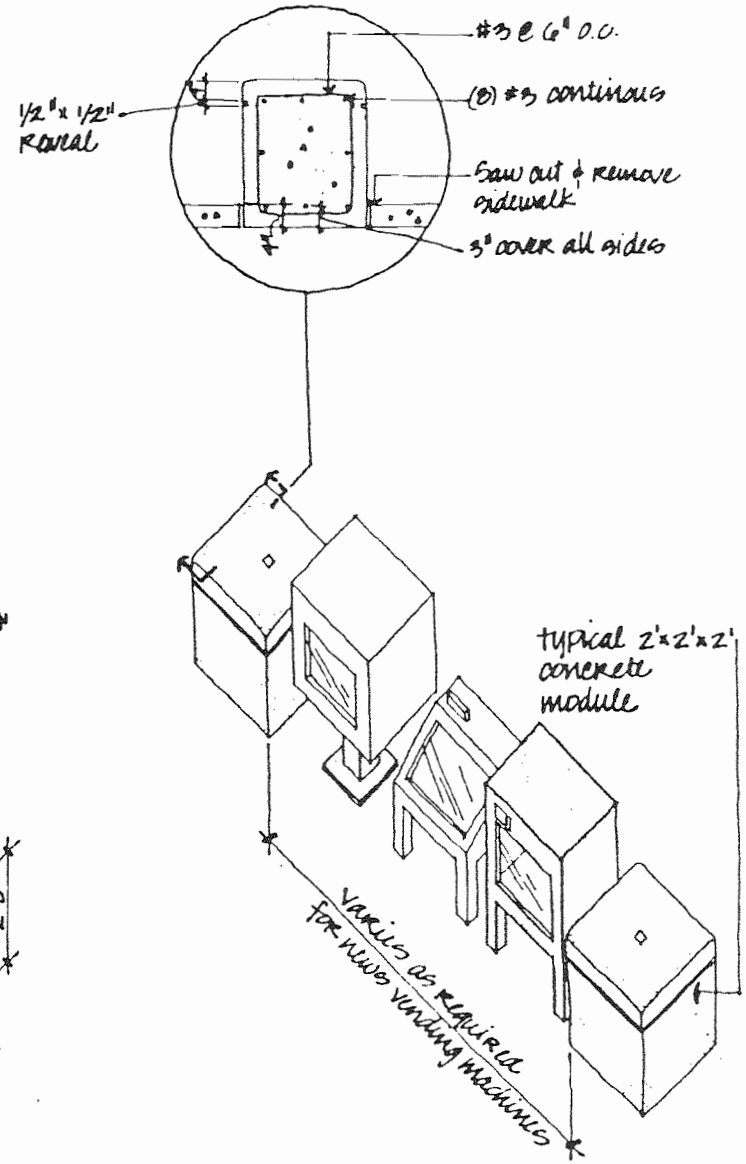


STREET FURNITURE

A unified system of cast-in-place concrete modules is recommended. The surface is lightly sandblasted to provide a finished appearance. Ceramic tile inlays provide colorful accents. Furniture locations are illustrated on the following targeted improvement area sketches. See Color Recommendations, p. 48, for color palette.

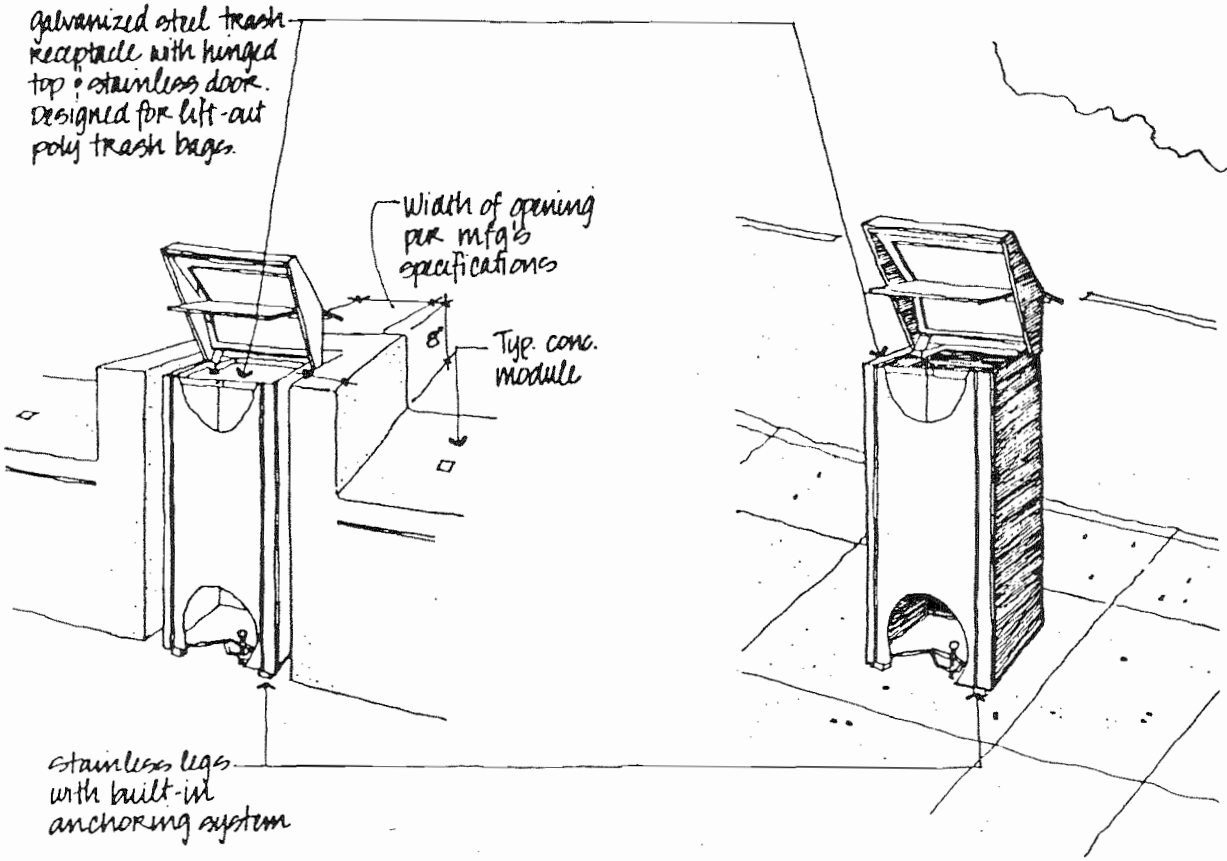




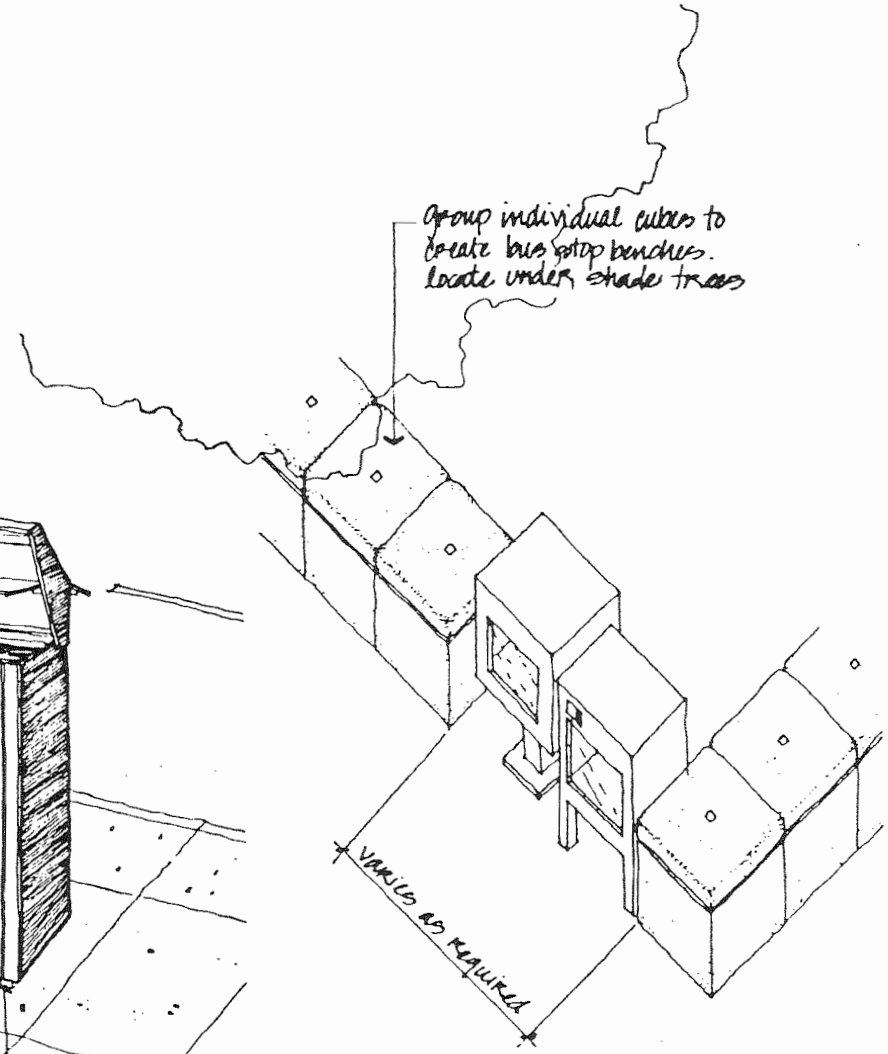


TRASH RECEPTACLES

Metal trash receptacles, painted per the Color Recommendations, p. 48, are built-in with the concrete street furnishings in the Plazas, and freestanding at other locations as shown on the phasing drawings.

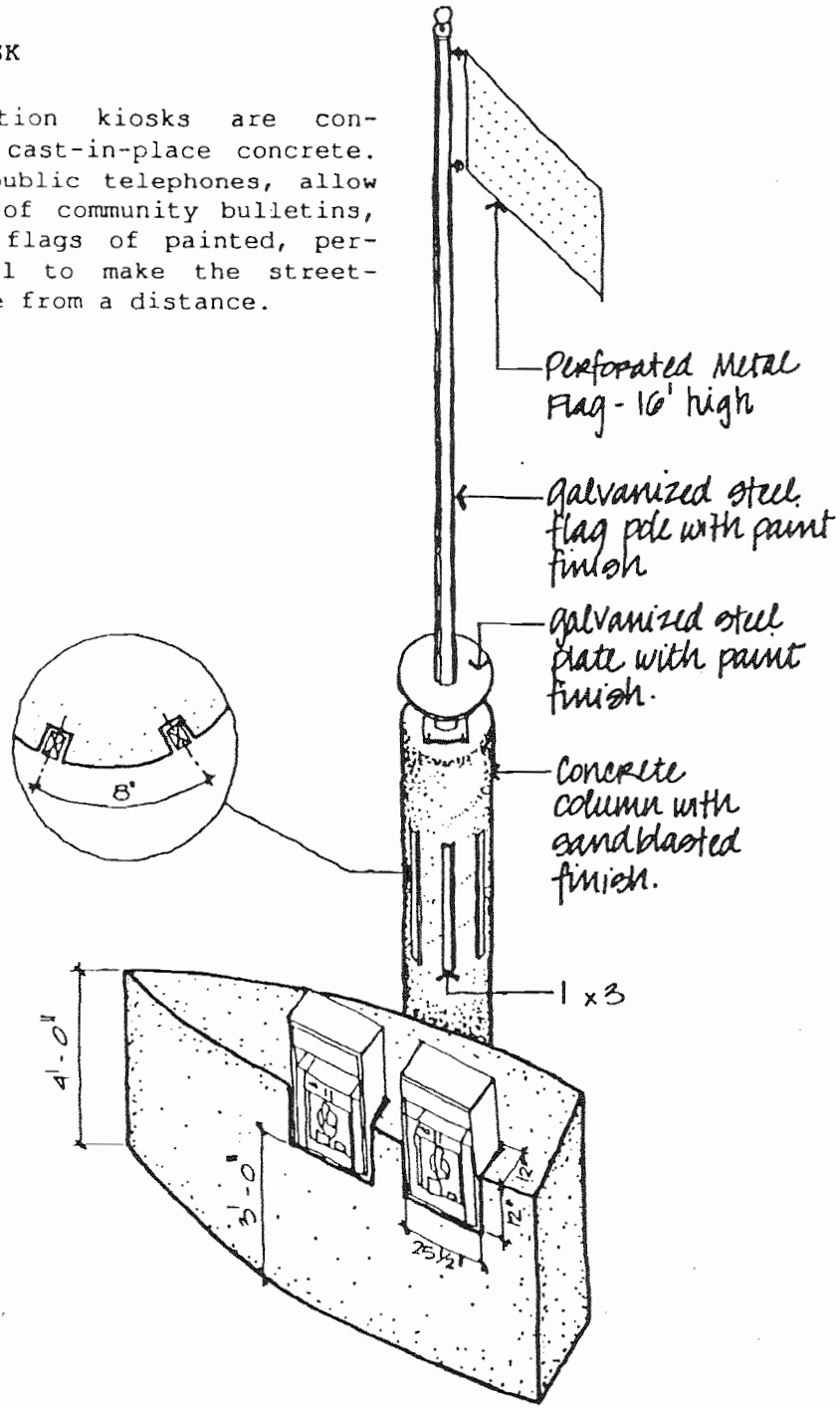


BUS STOPS



FLAGPOLE/KIOSK

The information kiosks are constructed of cast-in-place concrete. They offer public telephones, allow for posting of community bulletins, and provide flags of painted, perforated metal to make the streetscape visible from a distance.



PLANT MATERIALS

The following plant materials are recommended:

SHRUBS

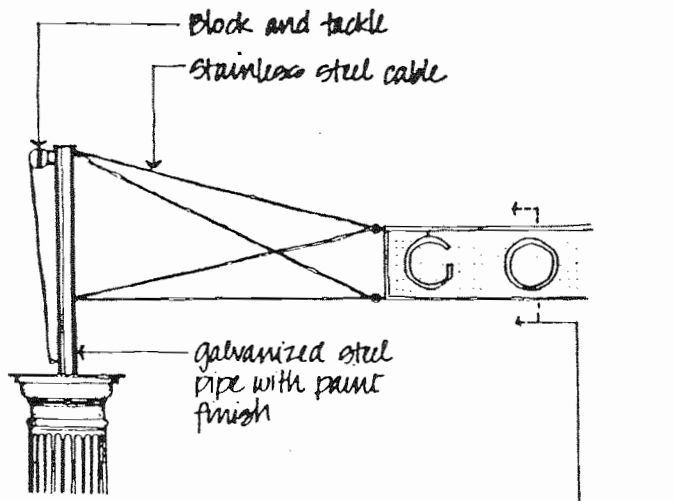
Abelia Grandiflora/"Prostrata"
Carissa Grandiflora/Tuttlei
Eucnymus Fortunei/Silver Queen
Coprosma Repens/Mirror Plant
Lantana Montevidensis/"Confetti"
Nerium Oleander/Dwarf "Petite Pink", "Petite Salmon"
Nandina Domestica/"Harbor Dwarf"/ "Nana"
Pittosporum Tobira/Wheelers Dwarf

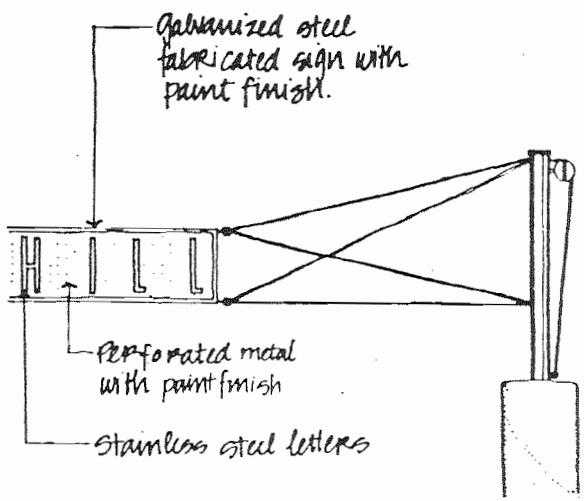
GROUND COVER

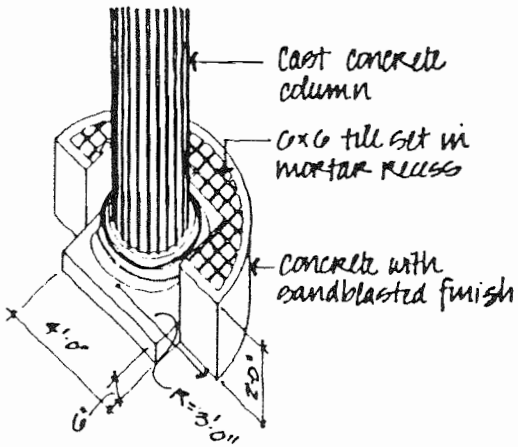
Asparagus Sprengeri/ "Sprenger-Asparagus
Baccharis Pillilaris/Dwarf Coyote Bush
Gazania Leucolaena/Mitsuii Yellow with green leaf
Hedera Helix/"Hahn's Ivy"
Juniperus Conferta/Shore Juniper
Ophiopogon Japonicus/Mondo Grass
Trachelospermum Jasminoides/ Star Jasmine

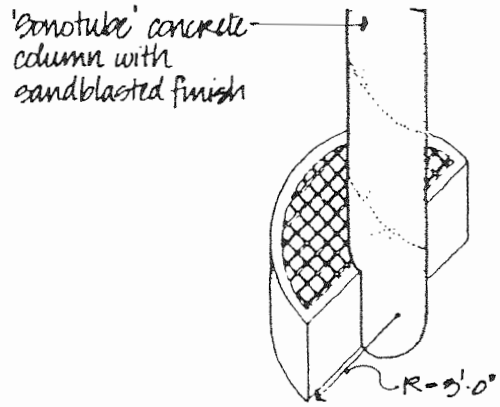
VINES

Bougainvillea/San Diego Red
Ficus Pumila/Creeping Fig
Gelsemium Sempervirens/Carolina Jasmine
Macfadyena Unguis-cati/Cat's Claw

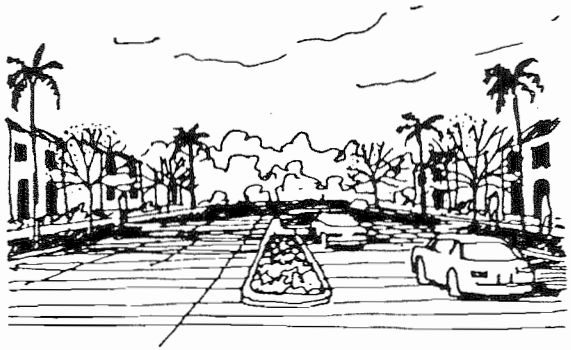

Block and tackle
Stainless steel cable
GO
Galvanized steel pipe with paint finish

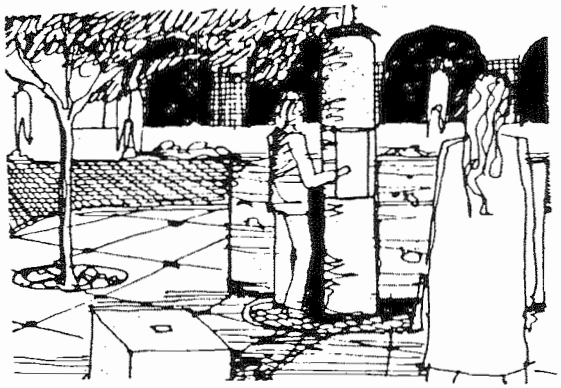

Galvanized steel fabricated sign with paint finish.
HILL
Perforated metal with paint finish
Stainless steel letters

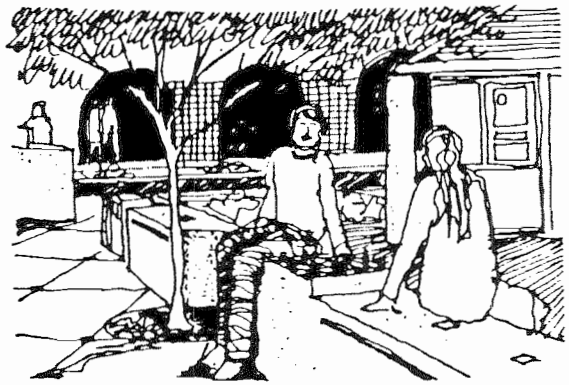

Cast concrete column
6x6 tile set in mortar recess
Concrete with sandblasted finish
4'-0"
6"
R=3'-0"
2'-0"


'Sonotube' concrete column with sandblasted finish
R-3'-0"

IMAGES







Clockwise from upper left: Balboa Park terminus; pedestrian crosswalk at Plaza 2; sidewalk and parking improvements at 'C' Street; Plaza 1; Plaza 1 bench detail; information kiosk

IMPLEMENTATION STRATEGIES

The realization of any plan depends upon a realistic implementation strategy. In the case of the Golden Hill 25th Street Revitalization Plan, funding sources will be considered in the following sequence:

1) The program has an initial allocation of $278,240 in Community Development Block Grant (CDBG) funds available at this time (City Fund #18519(5713)(1310) in the amount of $206,000, and Fund #18520(5813)(1315) in the amount of $72,240).

The City has spent $14,500 for this design study, and it is recommended that approximately $40,000 should be reserved for engineering services for construction documentation. Approximately $223,750 will be left remaining for construction of Phase 1 improvements outlined in the following pages.

The initial construction should start in conjunction with the undergrounding of overhead utility lines in 1987.

Subsequent application for additional CDBG funds will be required to realize the improvements detailed in Phases 2 and 3, and to complete the total build-out of all the public improvements outlined in this plan.

2) Regular area maintenance and improvement programs should be funded under the City's Capital Improvements Program (CIP), and should not draw from the CBDG funds.

3) The community has expressed a strong desire to utilize community resources for ongoing maintenance, such as the "Trash Tigers", a volunteer organization providing litter control.

However, in the event that maintenance of the improvements included in the 25th Street Revitalization Plan require additional funding, alternative funding sources will have to be considered. For example:

4) In the event that some of the adjacent property owners do not adequately maintain the landscaping or other improvements through their own efforts or through other community resources, assessment proposals could be considered which assess only those owners who are not providing adequate maintenance.

5) Another alternative, in the event that community resources are inadequate in maintaining the improvements, is the creation of assessment districts for:

A. Lighting costs exceeding City standards

B. Landscape maintenance in excess of normal City maintenance to be established for the area

C. Street sweeping or other cleaning programs requiring more than the regular City maintenance schedule to be established for the area

6) Encroachment permit agreements which would impose maintenance costs if the upkeep was determined to be insufficient

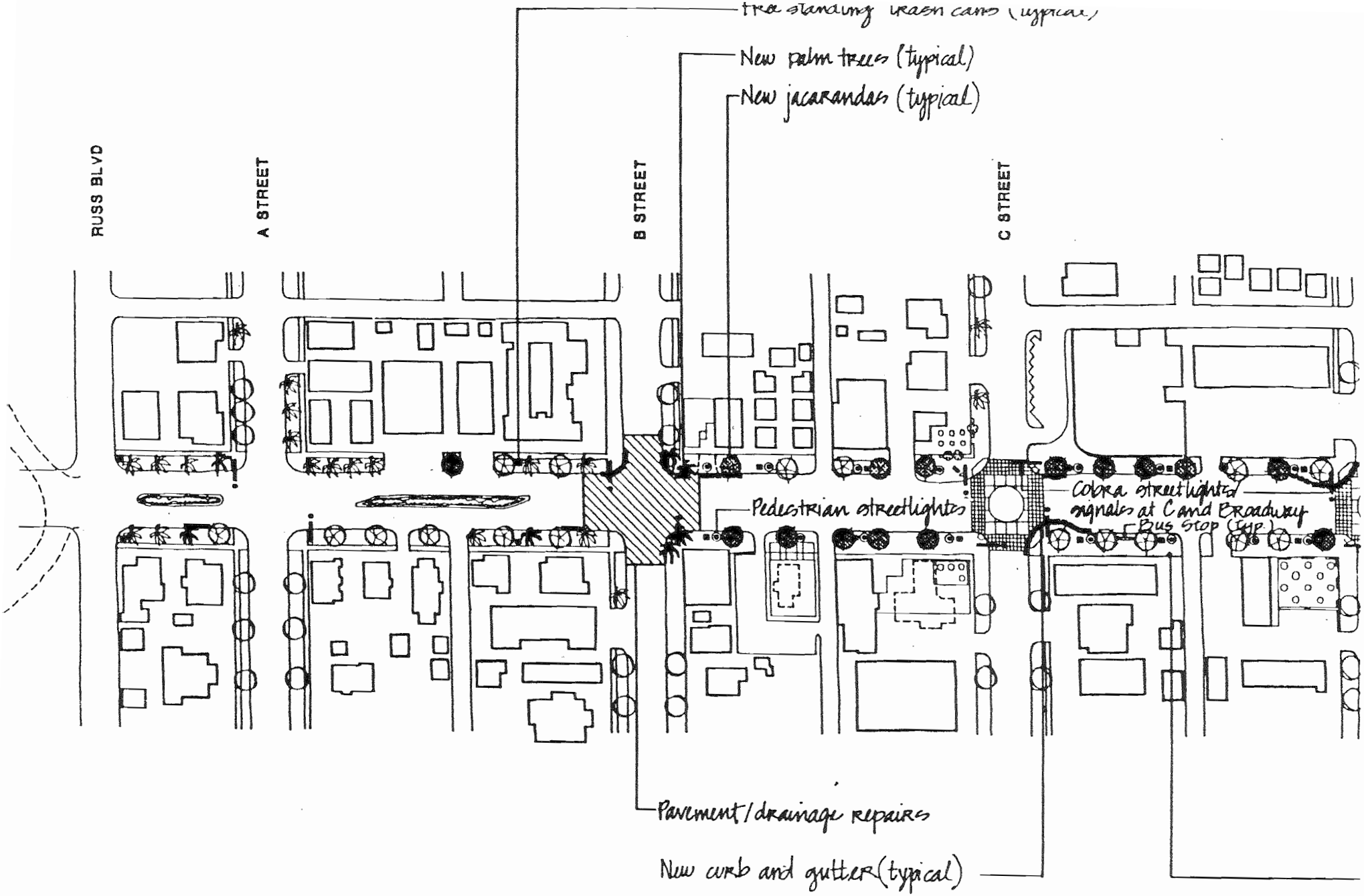
Additional programs to consider in maintaining the proposed improvements include the following actions:

1) Establish a Business Improvement District (BID).

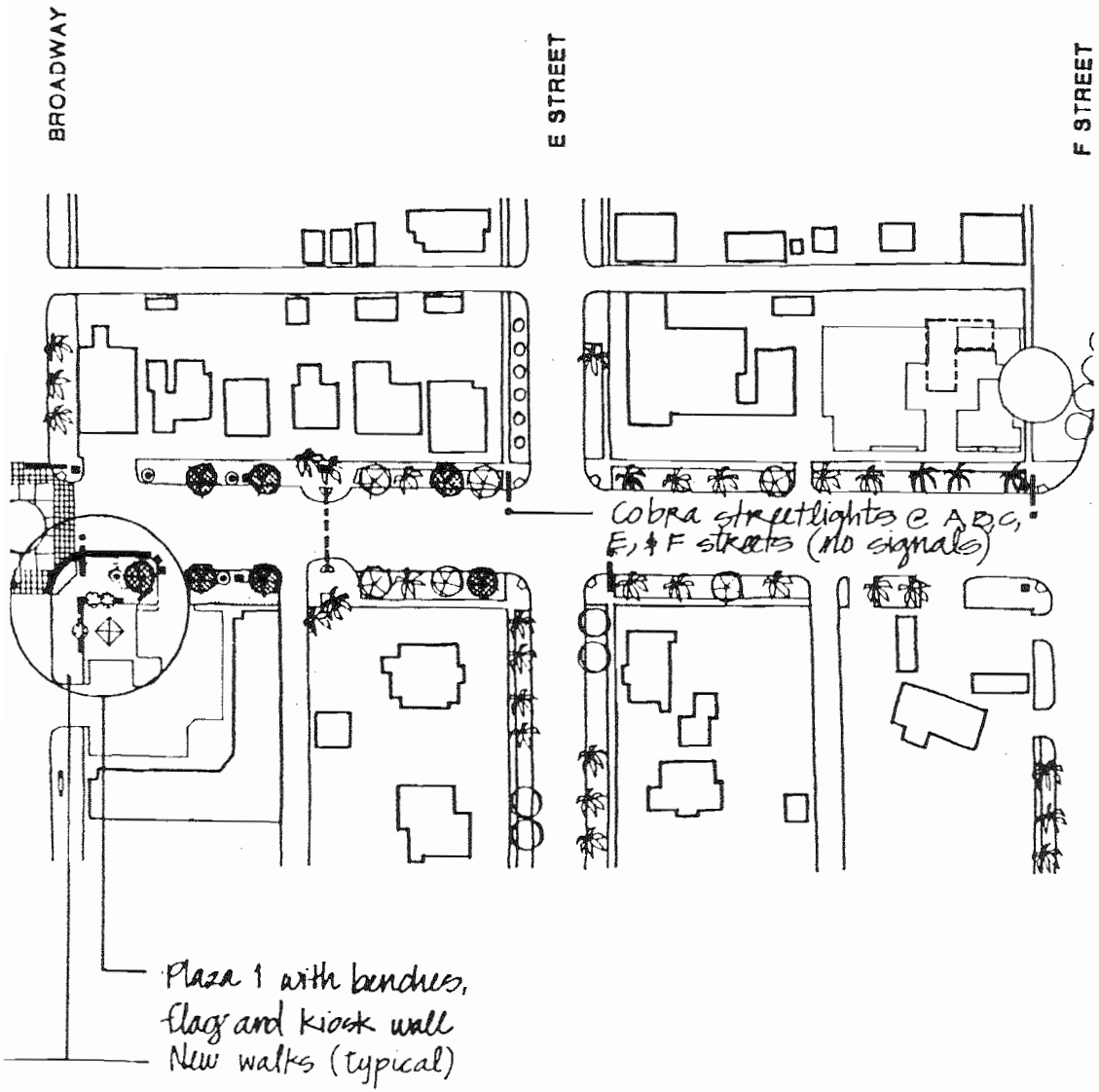
2) Hire a Community Coordinator for this and other local area enhancement programs

3) Mobilize the resources of other associations such as churches or service organizations

Finally, successful implementation of the Golden Hill 25th Street Revitalization Plan will require strong community support, both at the outset in constructing the program, and over the long term for ongoing maintenance. A revitalization program involves more than simple design improvements. Success depends upon an attitude, and the determination to make things happen.



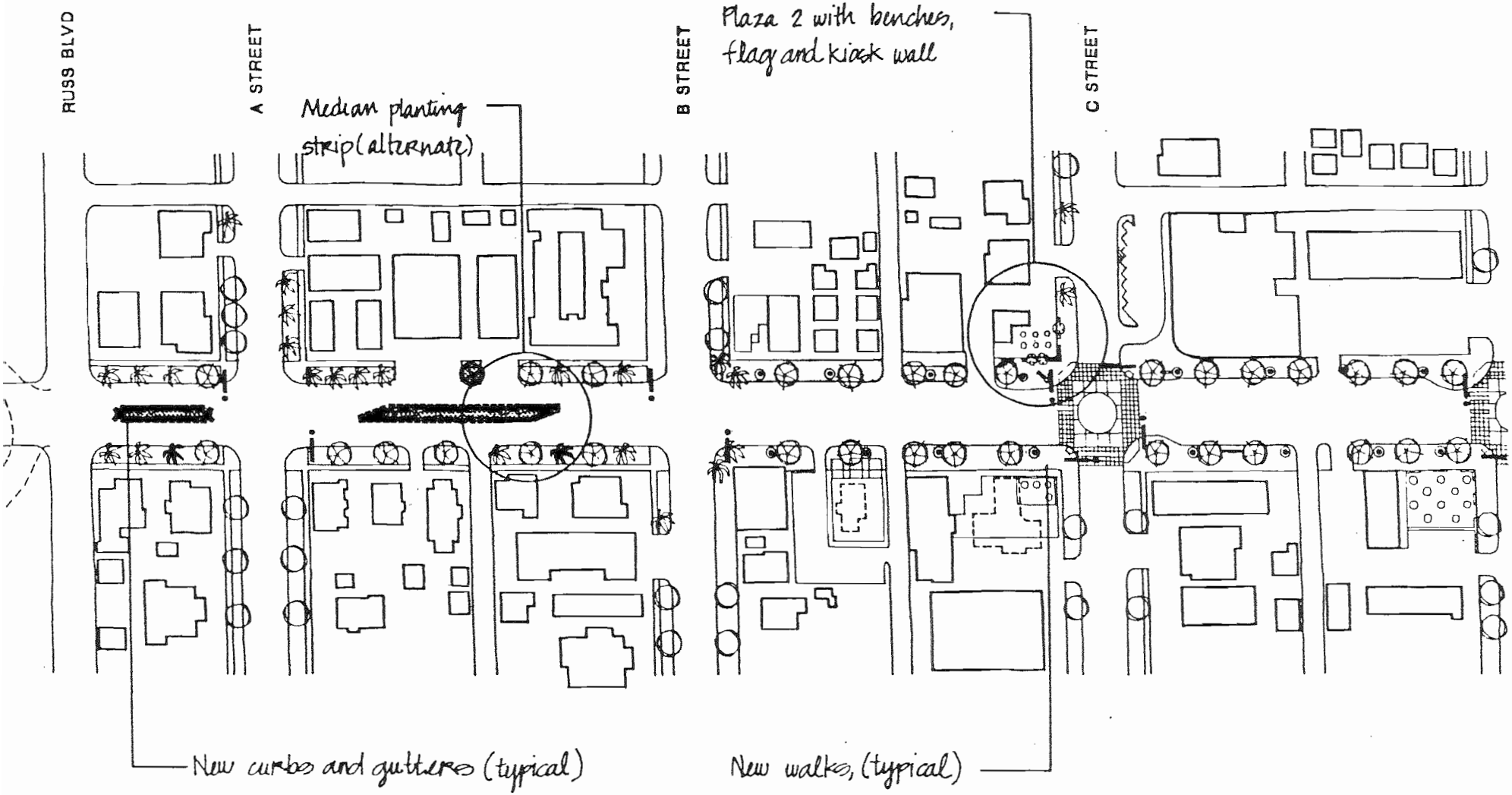
PLACE CONDUIT FOR FUTURE IRRIGATION
IN NEW PAVEMENT

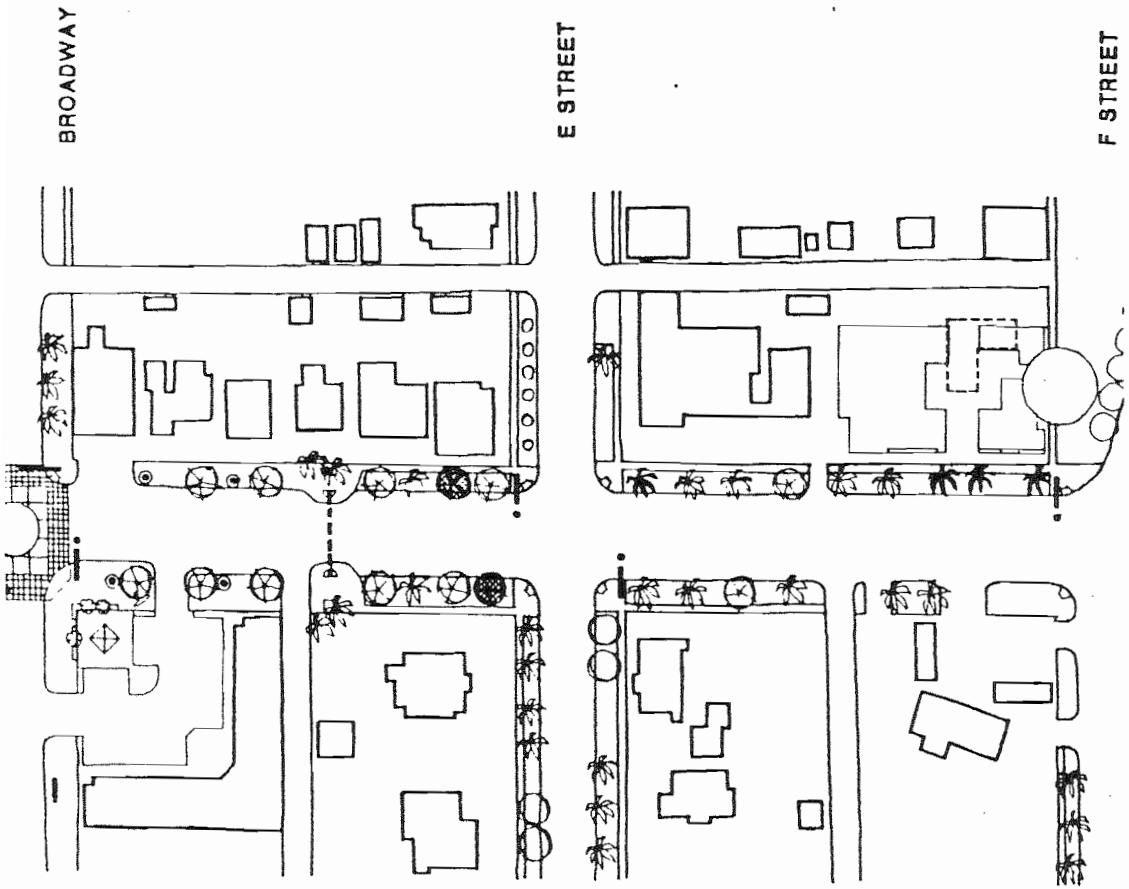


COST ESTIMATES

Phase 1:

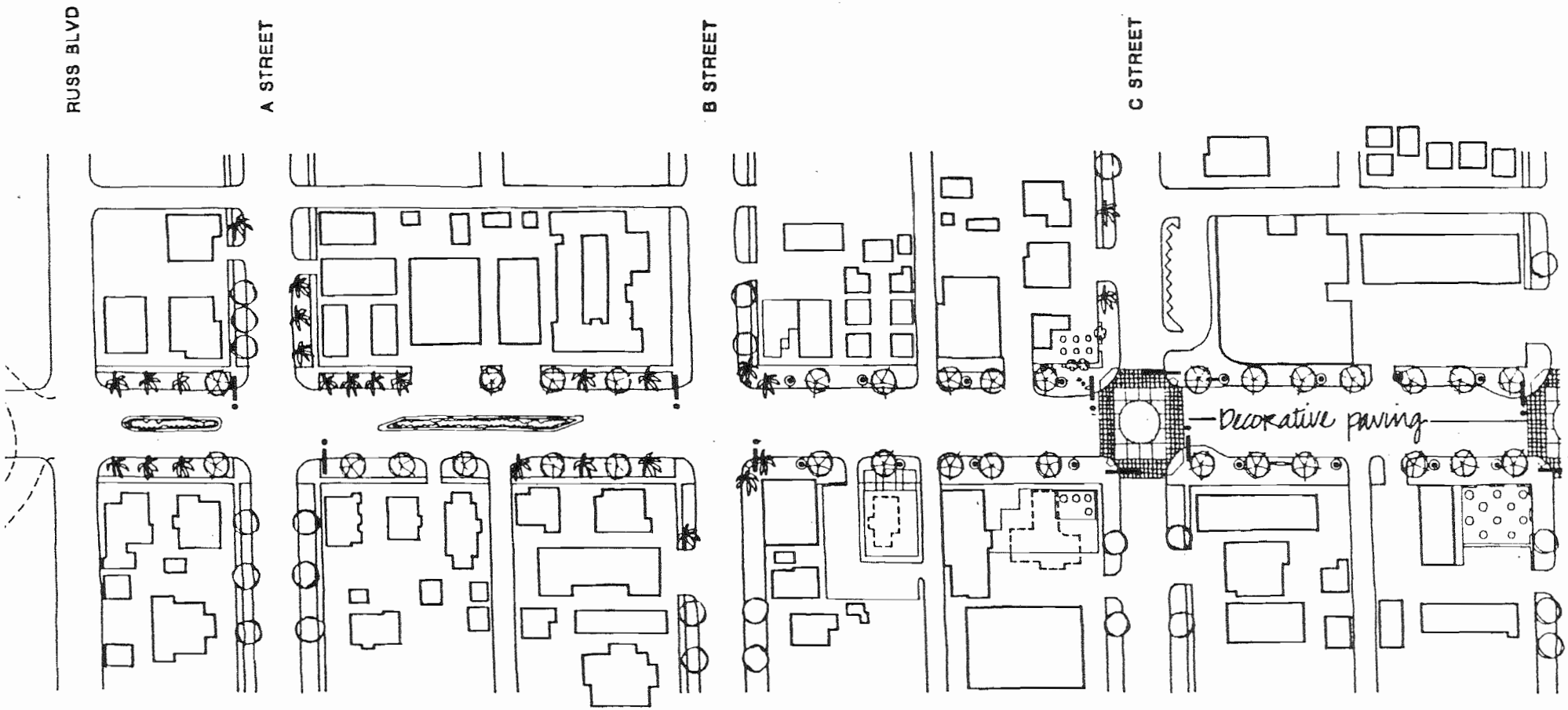
ITEM	QUANTITY (LOCATION)	COST	TOTAL COST
Street trees:	22 Jacarandas	$280	6,160
	10 Palms (all street trees)	$375	3,750
Walks:	15,000 SF (removal as shown)	$0.95	14,250
	12,000 SF (new walks- includes repair of safety hazards & blighted areas)	$2.25	27,000
	3,000 SF (decorative paving at Plaza 1)	$3	9,000
Curbs/ Gutters:	550 LF (includes all repairs & pop-out at Plaza 1)	$15	8,250
Plaza 1:	Lump Sum (benches, kiosk, flagpole)	LS	25,000
Bus stops:	2 each at $2,000	LS	4,000
Street-lights:	8 Cobras, no signals	$2,500	20,000
	8 Cobras, signal arms	$3,000	24,000
	20 pedestrian	$1,875	37,500
	SDG&E: 8 connections (all streetlights)	$1,200	9,600
Trashcans:	20 each (mid-block locations. Excludes trashcans in Plazas)	$250	5,000
Road Pavement Repair:	8100 SF (at 25th & 'B' Street--repair for drainage	$3.50	28,350
	TOTAL		$221,860

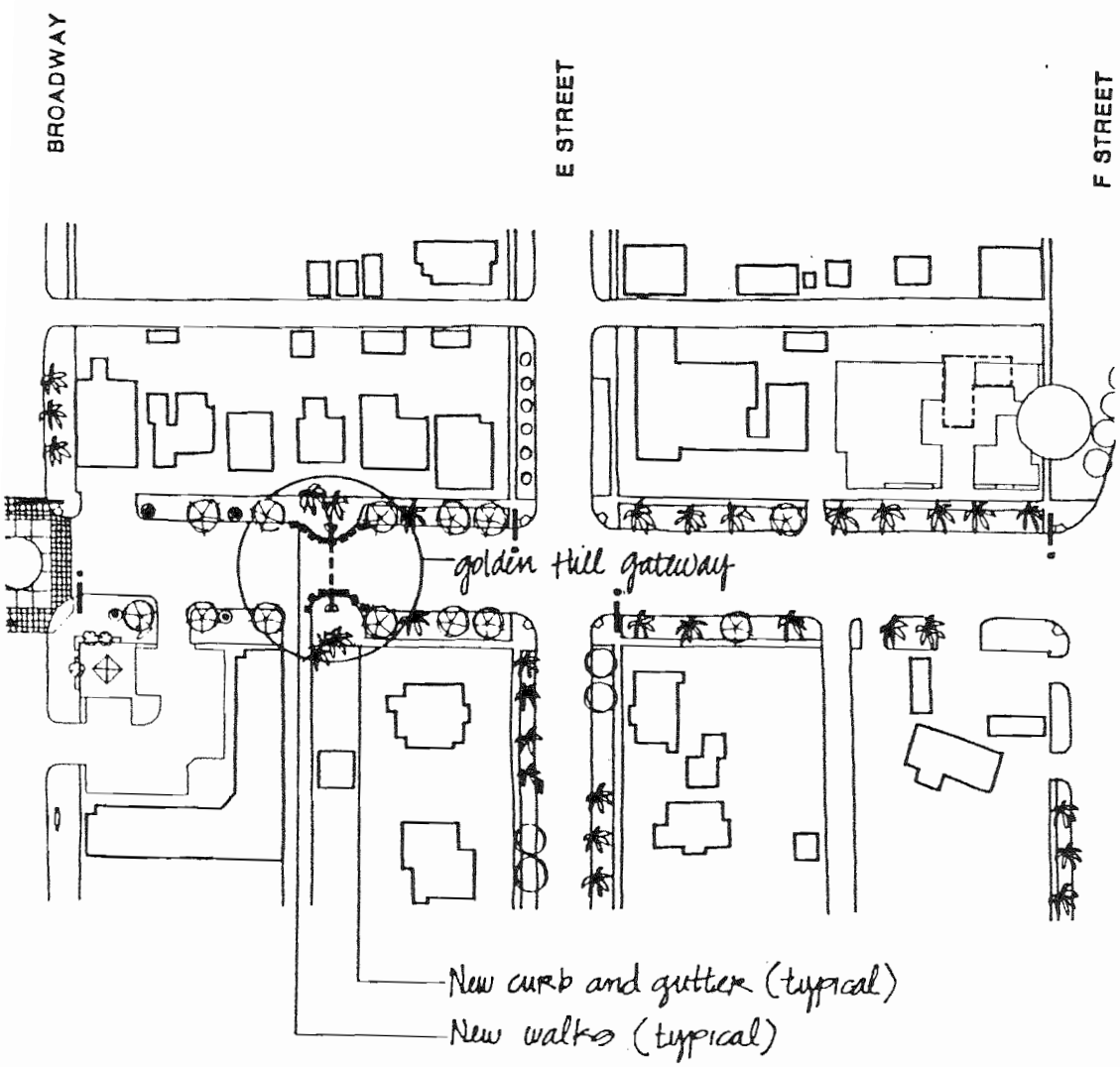

RUSS BLVD
A STREET
B STREET
C STREET
Median planting strip (alternate)
Plaza 2 with benches, flag and kiosk wall
New curbs and gutters (typical)
New walks, (typical)



Phase 2:

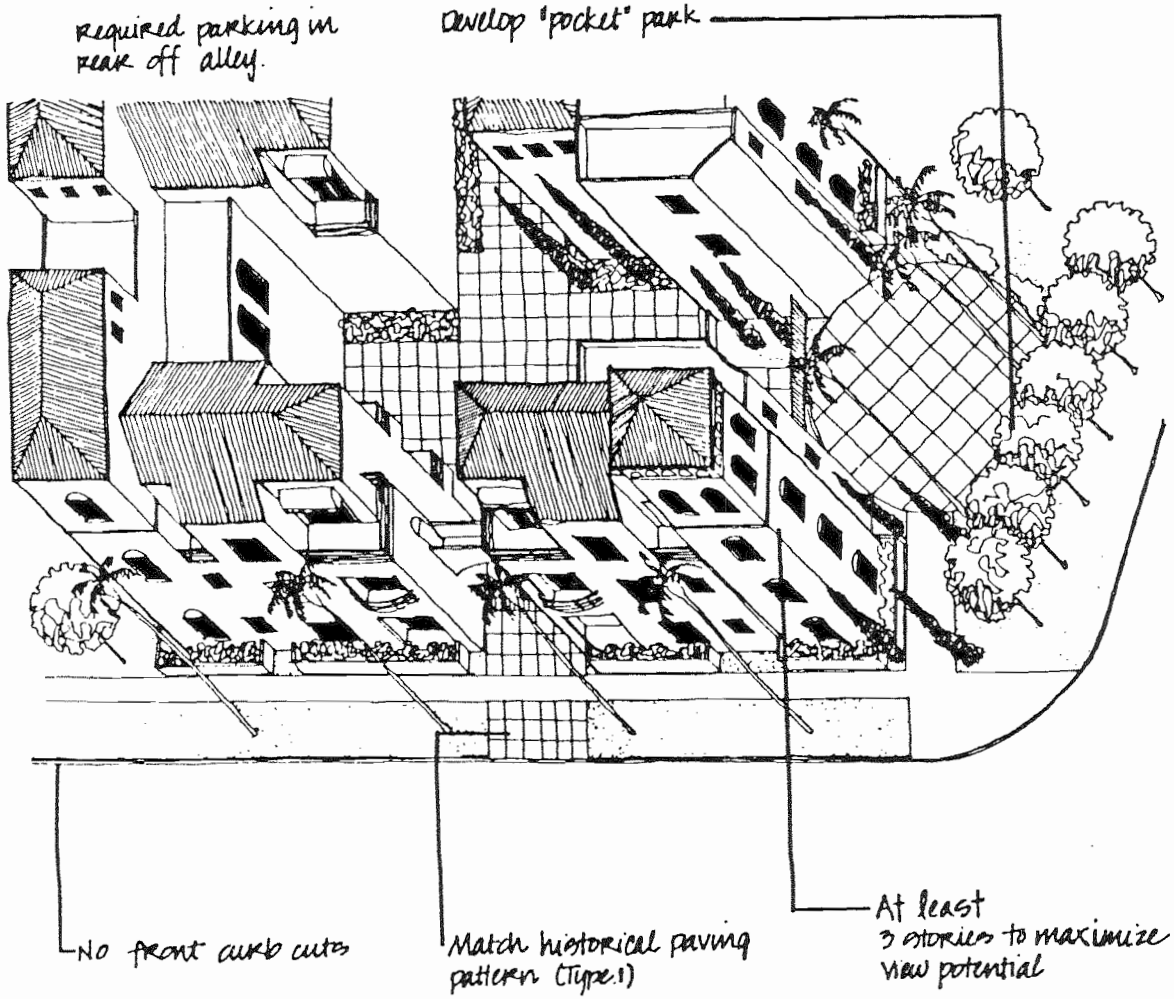
ITEM	QUANTITY (LOCATION)	COST	TOTAL COST
Landscape:	Median Strip plantings)	LS	$2,000
	Irrigation system	LS	7,000
Walks:	18,000 SF (remove existing as shown)	$0.95	17,100
	15,000 (lower priority replacements)	$2.25	33,750
	3,000 SF (decorative pavement at Plaza 2)	$3	9,000
Curbs/ Gutters:	800 LF (at median planting strip)	$15	12,000
	150 LF (at Plaza 2)	$15	2,250
Plaza 2:	(benches, kiosk, flagpole)	LS	25,000
Historical District Gateway Signage:	2 each @ $3,000	LS	6,000
	TOTAL		$114,100


RUSS BLVD
A STREET
B STREET
C STREET
Decorative paving



Phase 3:

ITEM	QUANTITY (LOCATION)	COST	TOTAL COST
Pavement:	12,800 SF (decorative pavement at C Street & Broadway intersections)	$5	64,000
Walks:	4,200 SF (removal as shown)	$0.95	3,990
	4,200 SF (Golden Hill Gateway)	$3	12,600
Curbs/ Gutters:	100 LF (at Gateway area)	$15	1,500
Gateway Sign:	as shown	LS	60,000
	TOTAL		$142,090

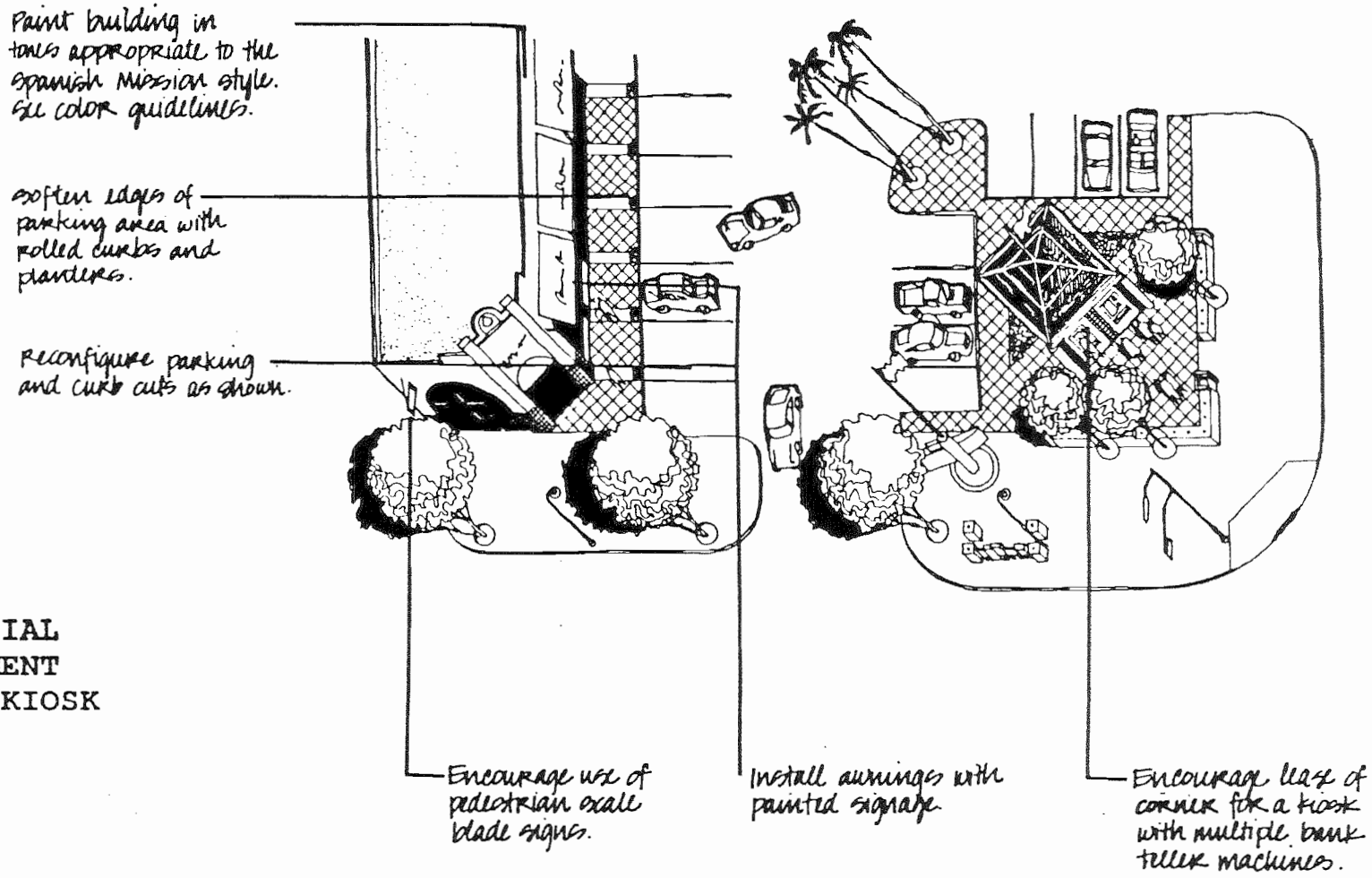


APPENDIX A: DESIGN GUIDELINES FOR PRIVATE IMPROVEMENTS

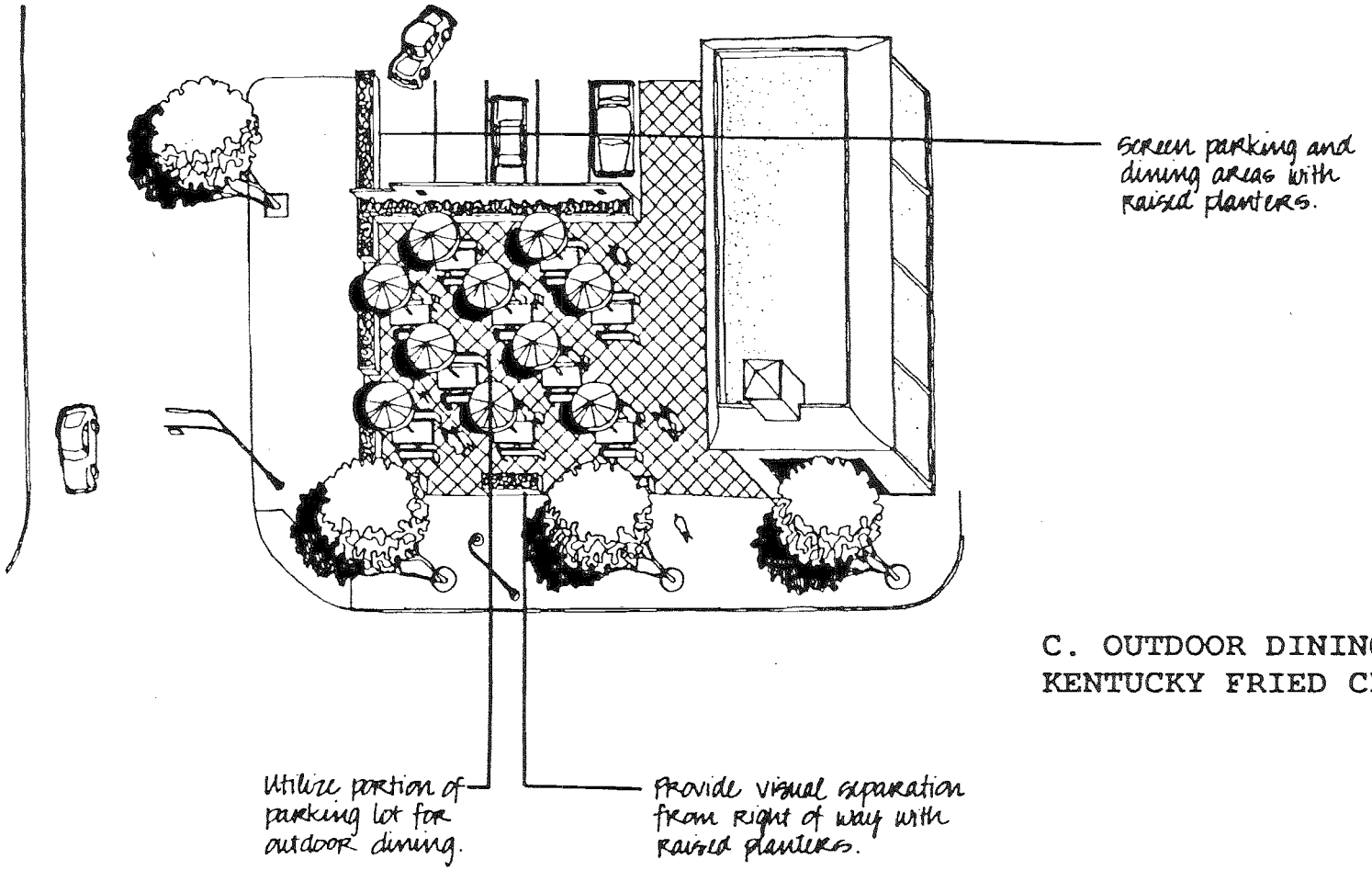
The following pages illustrate design possibilities for renovation of targeted private properties, and design guidelines for signage and color selections. For locations of targeted properties, see the REVITALIZATION PLAN, p. 17.

Although the suggestions are targeted to specific properties, many are generic in nature and can be applied where applicable.

A. HIGH-MEDIUM DENSITY RESIDENTIAL INFILL

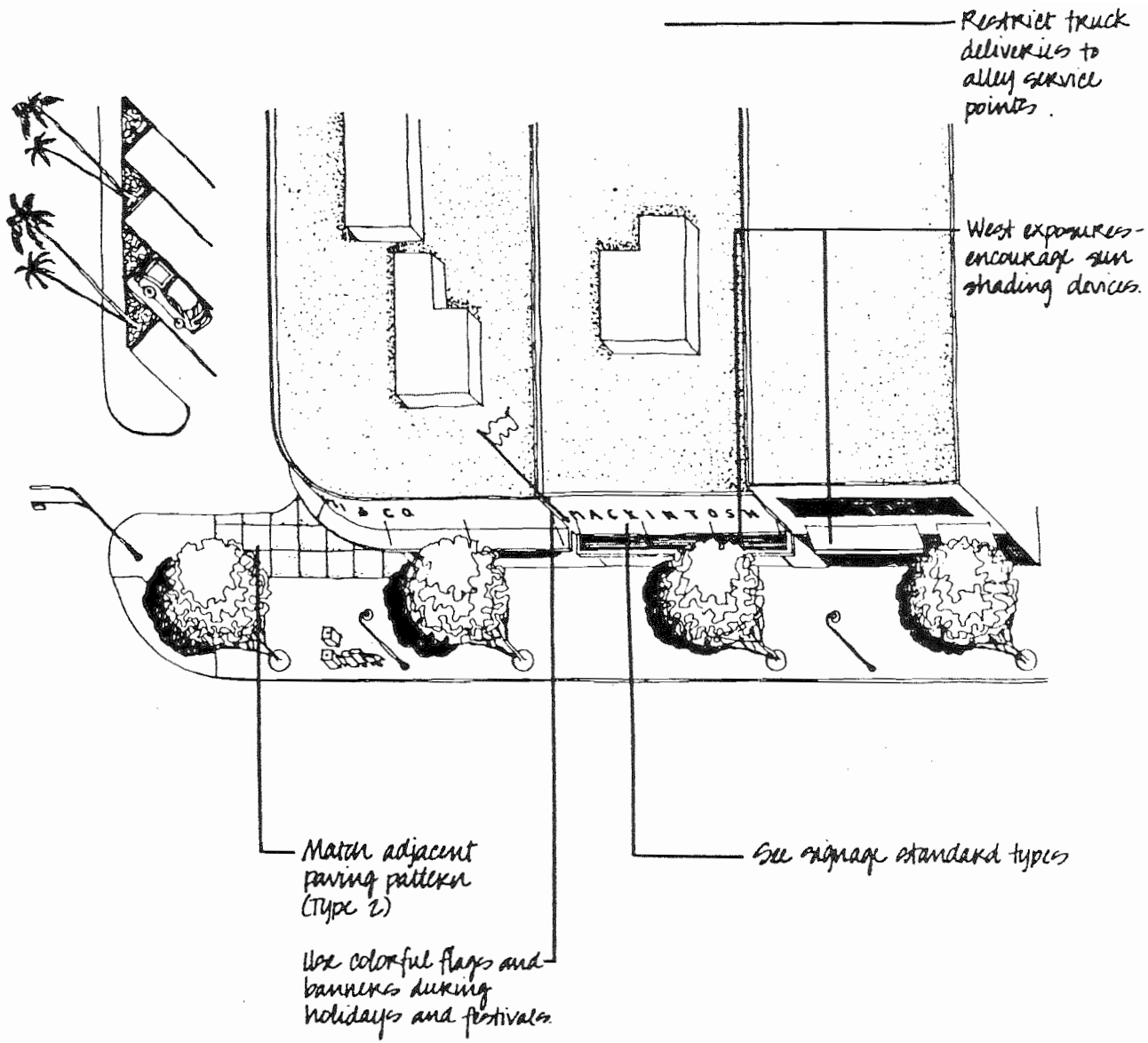


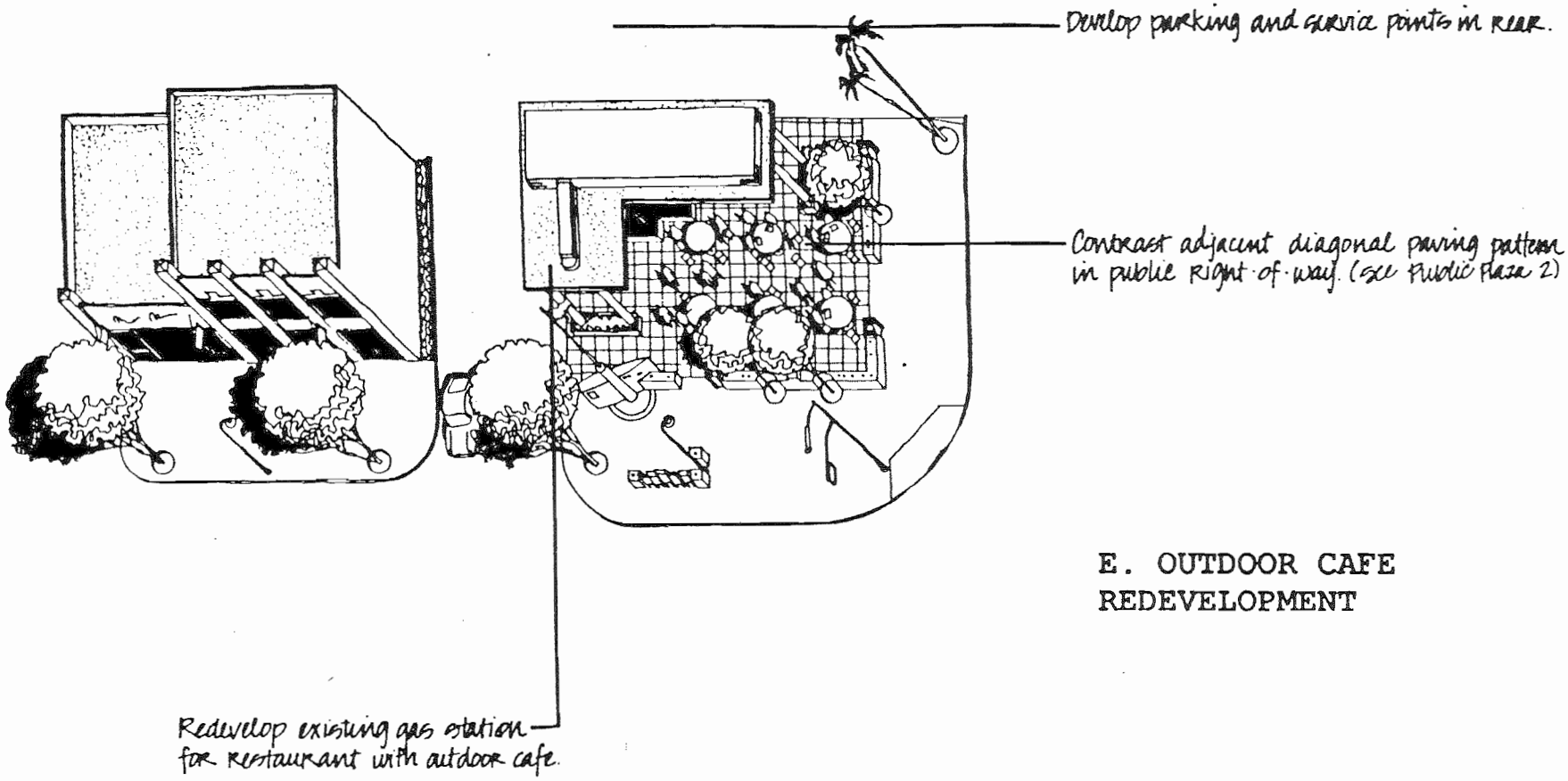
B. COMMERCIAL REDEVELOPMENT WITH BANK KIOSK



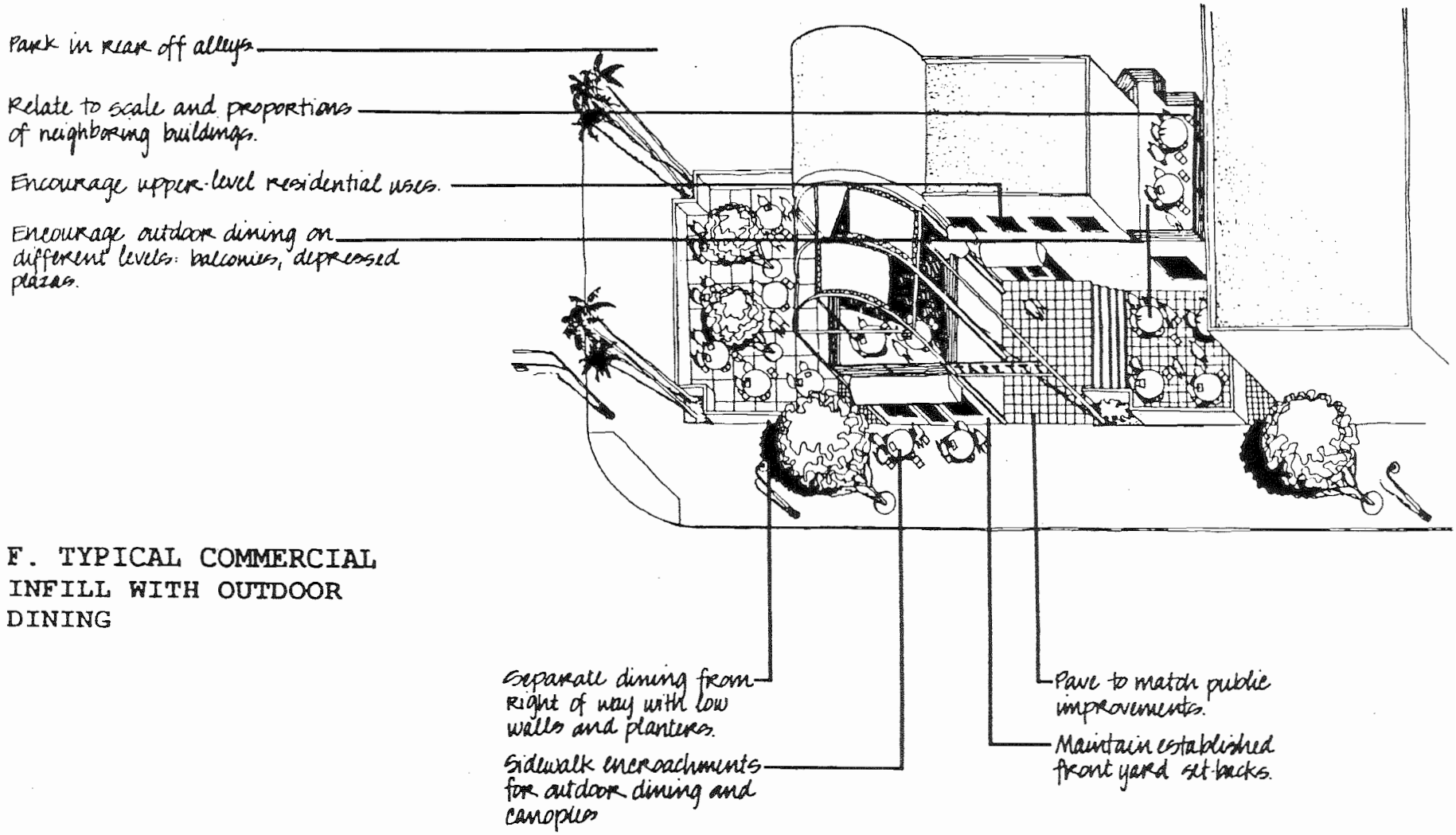
C. OUTDOOR DINING AT KENTUCKY FRIED CHICKEN

D. COMMERCIAL REDEVELOPMENT

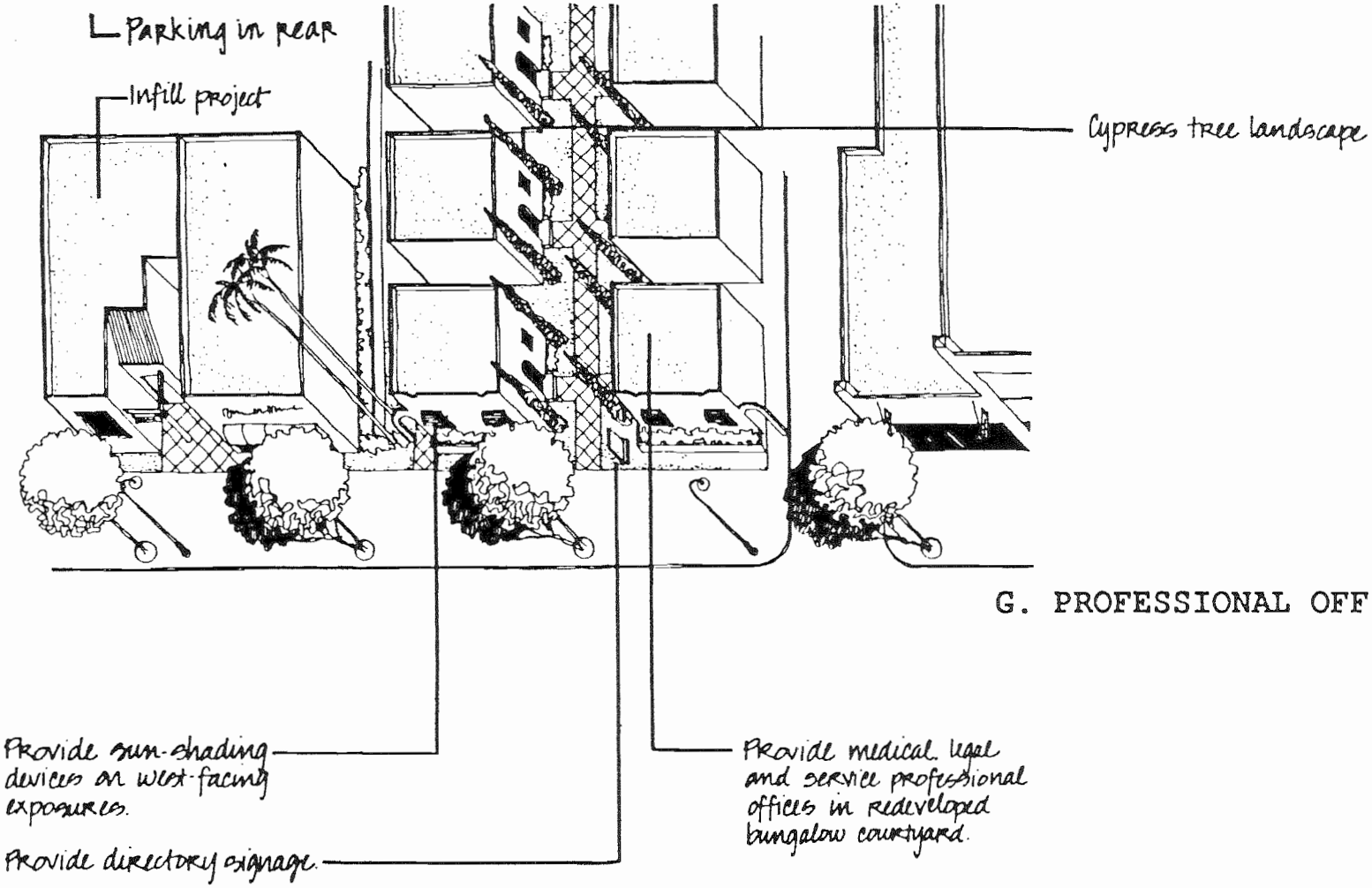




E. OUTDOOR CAFE REDEVELOPMENT



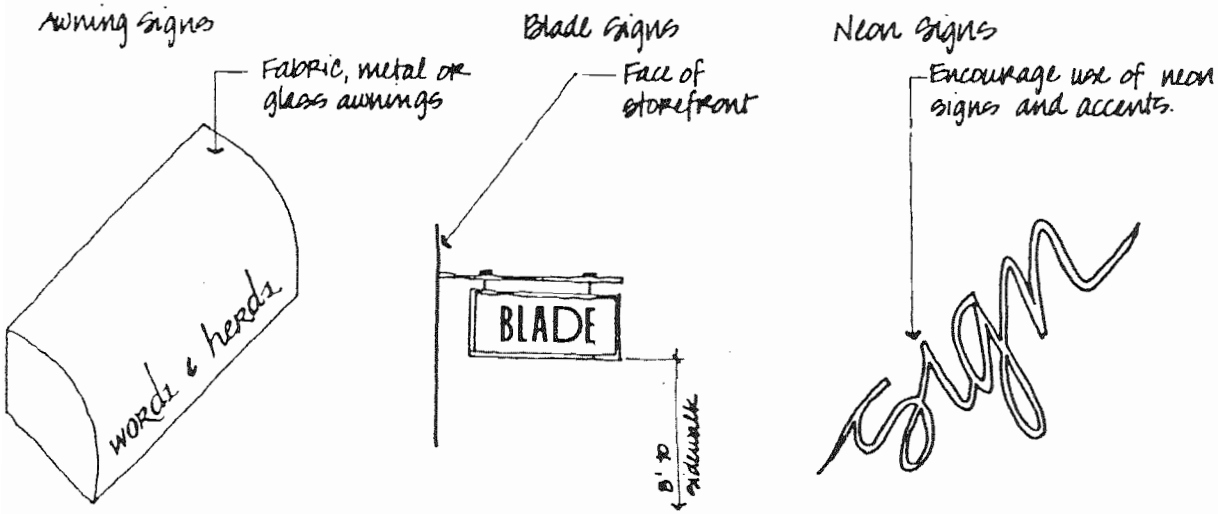
F. TYPICAL COMMERCIAL INFILL WITH OUTDOOR DINING



G. PROFESSIONAL OFFICES

SIGNAGE

Uniform signage design standards can eliminate much of the existing visual clutter along 25th Street. The following three basic sign types are especially encouraged.



COLORS

The diversity of building types, styles and sizes along 25th Street contributes to its chaotic, haphazard appearance. The selection of harmonious colors for building facades, signage and street furnishings will contribute a sense of order to the street scene.

The following chart is composed of a broad palette of color choices available in these brands: Dunn Edwards, Standard Brands, Kelly-Moore and Vista. The paints that correspond to the numbers on the chart are available.

A system for combining these colors into a wide variety of compatible schemes is described on the following page. It accommodates individual expression by providing guidance based on the image the owner wishes to project. It also promotes suitability by including consideration of the building style.

TYPE I: HIGH CONTRAST

Image: Dynamic, businesslike, confident.

Building style: Not recommended for Mediterranean or Art Deco.

Definition: Any scheme which combines colors from rows A & C only.

Guidelines: Use A colors on body, C on trim. For added impact a second C color can be used for a special effect, i.e., the roof and door (to express welcome, shelter), or a pair of columns (stability).

Examples: 1-A and 3-C (adding 2-C optional); 4-A and 5-C (adding 6-C optional).

TYPE II: MONOCHROMATIC

Image: Calm, steadfast, elegant.

Building Style: Especially suitable for Mediterranean.

Definition: Any scheme which combines adjacent colors from a single column only.

Guidelines: Use A or B color on body, B or C color(s) on trim with one trim used in smaller amounts as an accent. Mediterranean--use A on body; limit columns to 1,2,5,6; 1-B/C, 5-B/C may be used with colors from other other columns on exposed wood structure.

Examples: 6-A and 6-B (adding 6-C optional), or 3-B and 3-C (3-A optional).

TYPE III: COLORFUL

Image: Lively, friendly, entertaining.

Building Style: Especially suitable for Victorian and Art Deco.

Definition: Any scheme which uses a B color from 2 columns and an A or C color from a third column.

Guidelines: Use a B color on body, use remaining B or C color on trim, use remaining color(s) in smaller amounts on trim as accents. Victorian--use a B color on body, C color or remaining B color on major trim, remaining color(s) on minor trim and accents. On elaborately trimmed Victorians, additional colors may be selected from a column already used, i.e., Example 1: add 4-A and/or 3-C (if 3-A is used). For Art Deco, select two B colors and one color from A or C and if desired, additional colors from columns already used, i.e., Example 2: add 3-A (if 3-C is used) and/or 7-A.

Examples: 4-B and 6-B with 7-C and/or 3-A; 2-B and 7-B with 3-C and/or 5-A.

NOTE: DUNN EDWARDS PAINT NUMBERS ARE SPECIFIED FOR PURPOSES OF THIS CHART. HOWEVER, THESE COLORS CAN ALSO BE MATCHED BY STANDARD BRANDS, KELLY-MOORE, VISTA, OR OTHERS.

Streetlights
Flag poles
Painted metal accents

Q12-15D

Q12-10D

Q11-29T

"Golden Hill" yellow
tile accents

Q5-24T

	1	2	3	4	5	6	7
A	Q5-16P	Q2-46P	Q10-51P	Q14-6P	Q1-56P	Q1-41P	Q15-1P
B	Q5-19D	Q2-54T	Q10-54D	Q14-9D	Q1-58T	Q1-43T	Q15-3T
C	Q6-71X	Q2-55D	Q10-73U	Q14-68X	Q2-83U	Q1-66X	Q15-15D

APPENDIX B: DESIGN PROCESS

CONCEPT CHARETTE

Armed with problems identified in the citizen input phase, members of the design team and the City Planning Department held a design charette to brainstorm broad planning concepts.

The process involved simulating the street through use of a physical model. Buildings were represented by colored wooden blocks which indicated the existing building use, massing and setbacks. Other elements were developed to simulate landscape and street furnishings.

This charette, which continued over two days, led to a listing of six possible planning structures. These six structures were then reorganized into three alternative concepts, as described on the following pages.

1. ZONING: This concept empasizes the difference between the commercial district in the center and the residential districts on either end. Most amenities are concentrated in the commercial district.

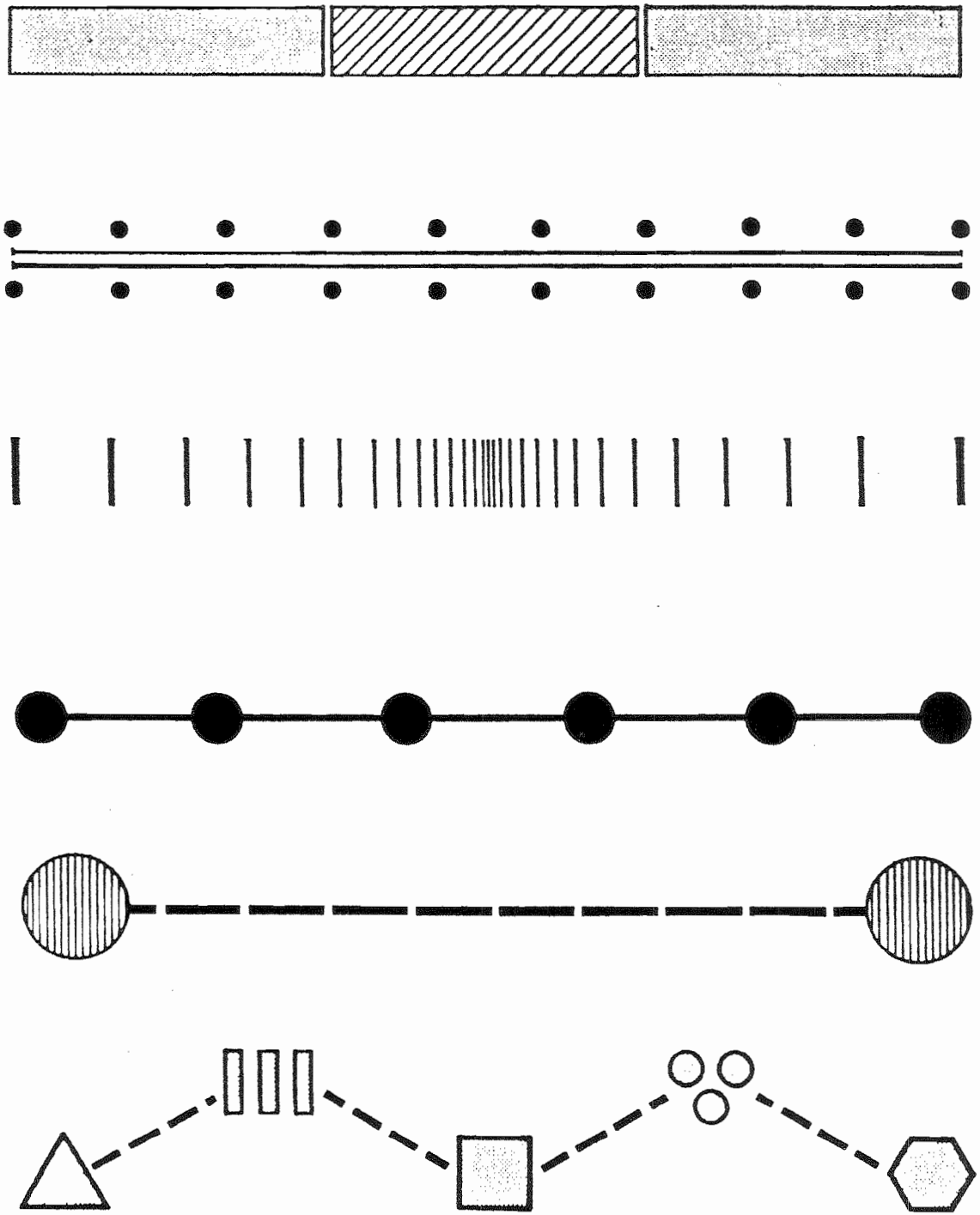
2. CONTINUITY: This concept was described as "democratic" because of its emphasis on equal treatment of all properties. Amenities are spaced equally along the entire project length.

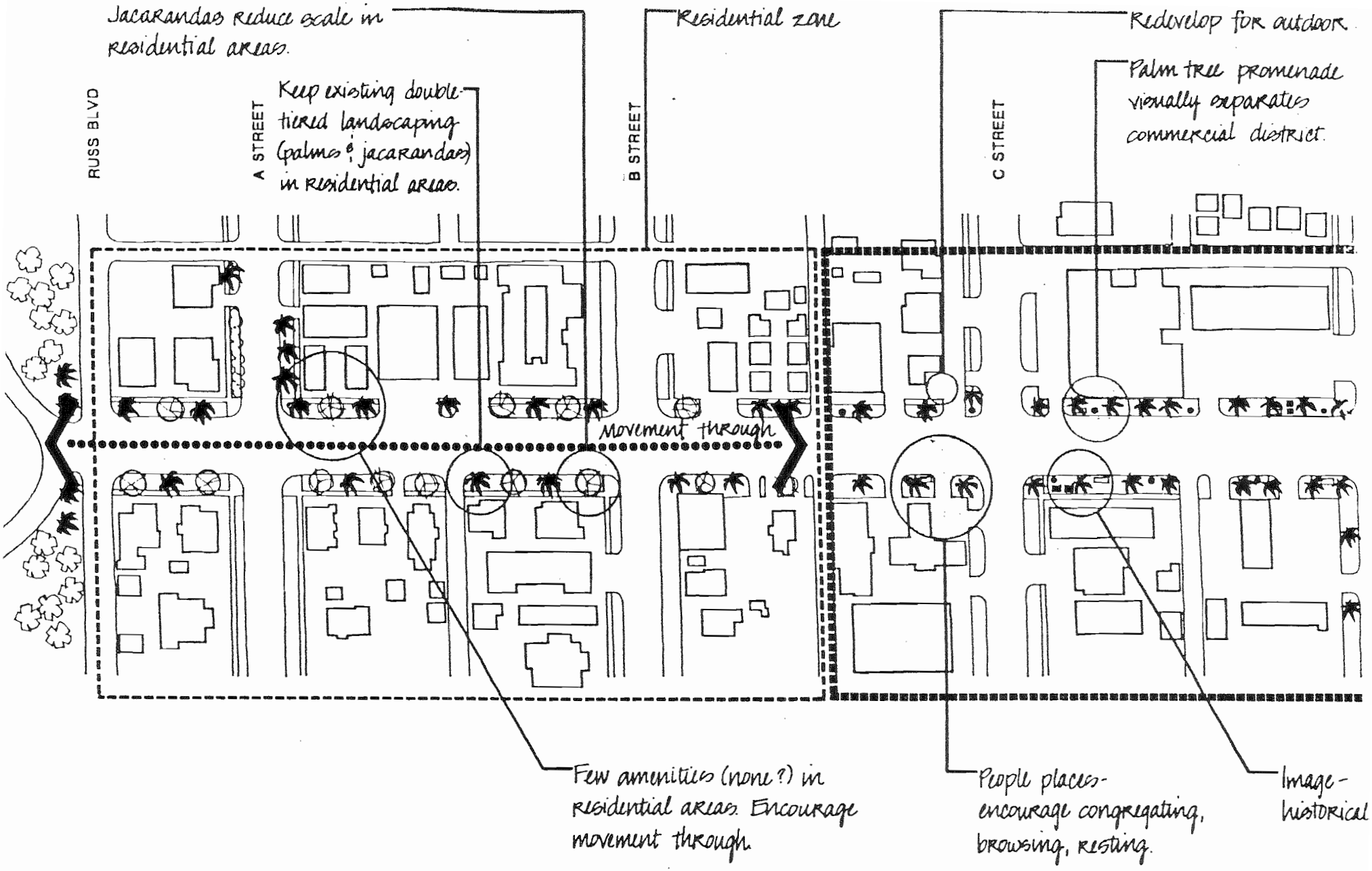
3. INTENSITY: In this planning concept, a central point is developed to the highest intensity to create a "sense of place". Intensity then decreases to a minimum at either end of the project strip.

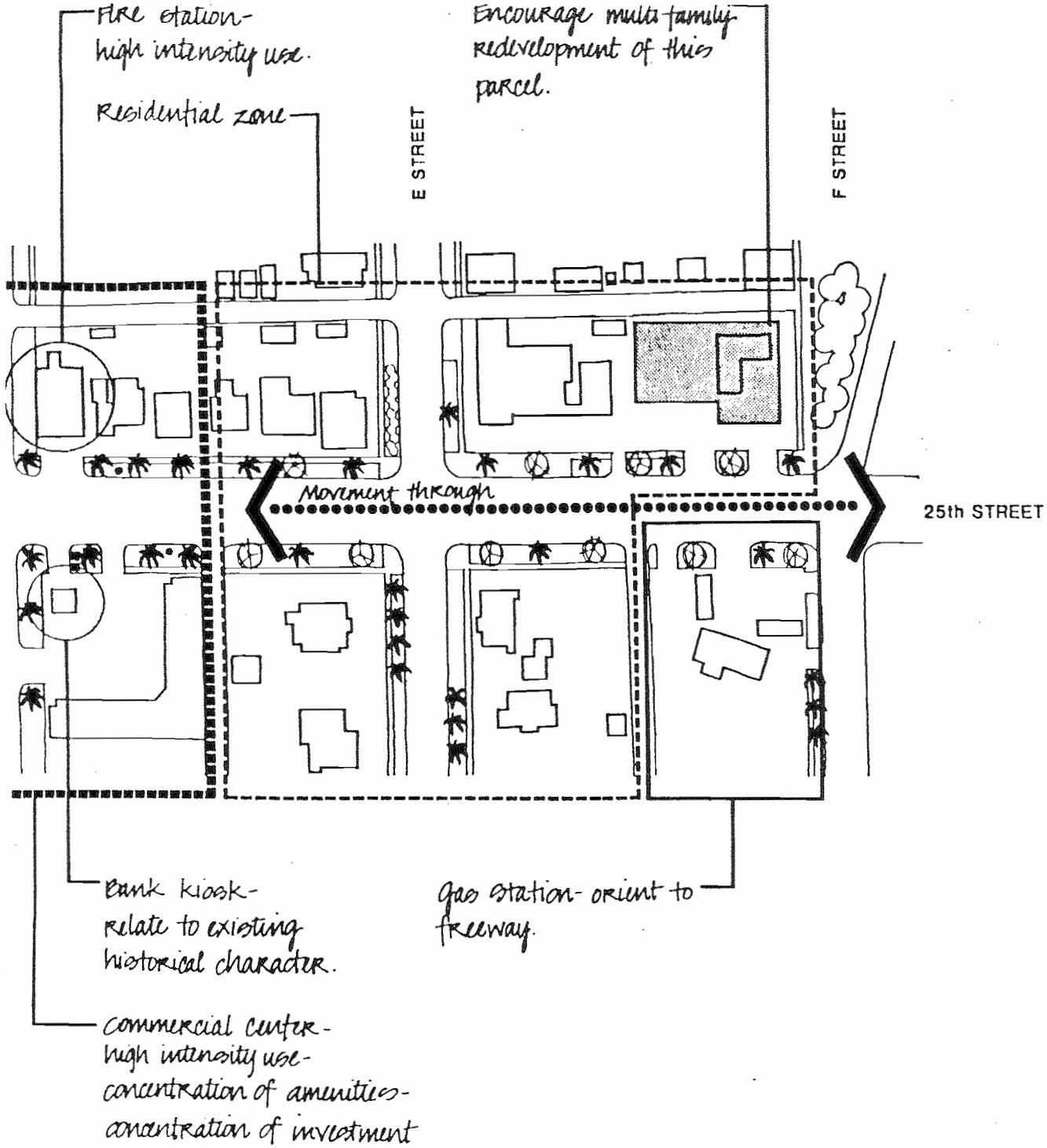
4. RHYTHM: This concept proposed a standardized treatment of amenities and landscape at each of the project's intersections. This corner treatment then becomes a symbol for Golden Hill.

5. ANCHORS: The emphasis of this concept is attention to the endpoints of the street: Balboa Park to the north; "Golden Hill" signage gateway at the south.

6. EVENTS: This concept emphasizes the diversity of the street, and focuses on a perception of the street as a sequence of interesting events.


ZONING
CONTINUITY
INTENSITY
RHYTHM
ANCHORS
EVENTS


Jacarandas reduce scale in residential areas.
Residential zone
Redevelop for outdoor
Palm tree promenade visually separates commercial district.
RUSS BLVD
A STREET
Keep existing double-tiered landscaping (palms & jacarandas) in residential areas.
B STREET
C STREET
Movement through
Few amenities (none?) in residential areas. Encourage movement through.
People places- encourage congregating, browsing, resting.
Image- historical



CONCEPT A: ZONING/INTENSTY

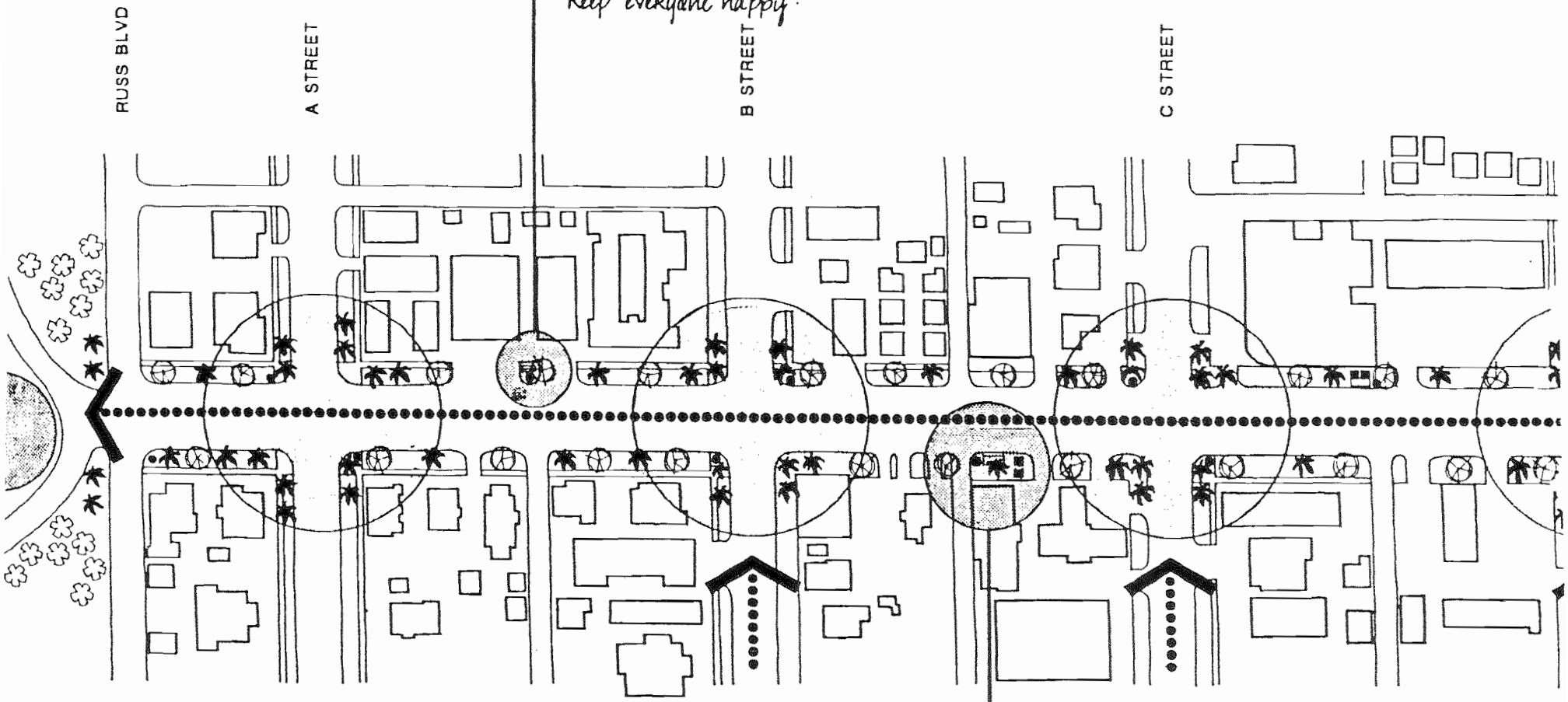
This concept alternative focuses on the unique characteristics of the central commercial zone. The intersections at 'C' Street and Broadway become the major commercial destination points, and serve the commercial district bounded by the alley between 'B' and 'C' Streets on the north, and the alley between Broadway and 'E' Street on the south.

The streetscape in this commercial zone is characterized by a change in landscape treatment, perhaps palm trees only, and a "hardscape" treatment from the buildings to the curbs. Streetscape amenities such as trash receptacles and newspaper vending machines are concentrated in this district.

On either end, a residential design quality would prevail, with in-grade planting strips for street trees. The existing Jacaranda and palm tree mix would be retained and supplemented. These areas would be treated as "linkages", encouraging movement through to the ultimate destination of the central commercial district.

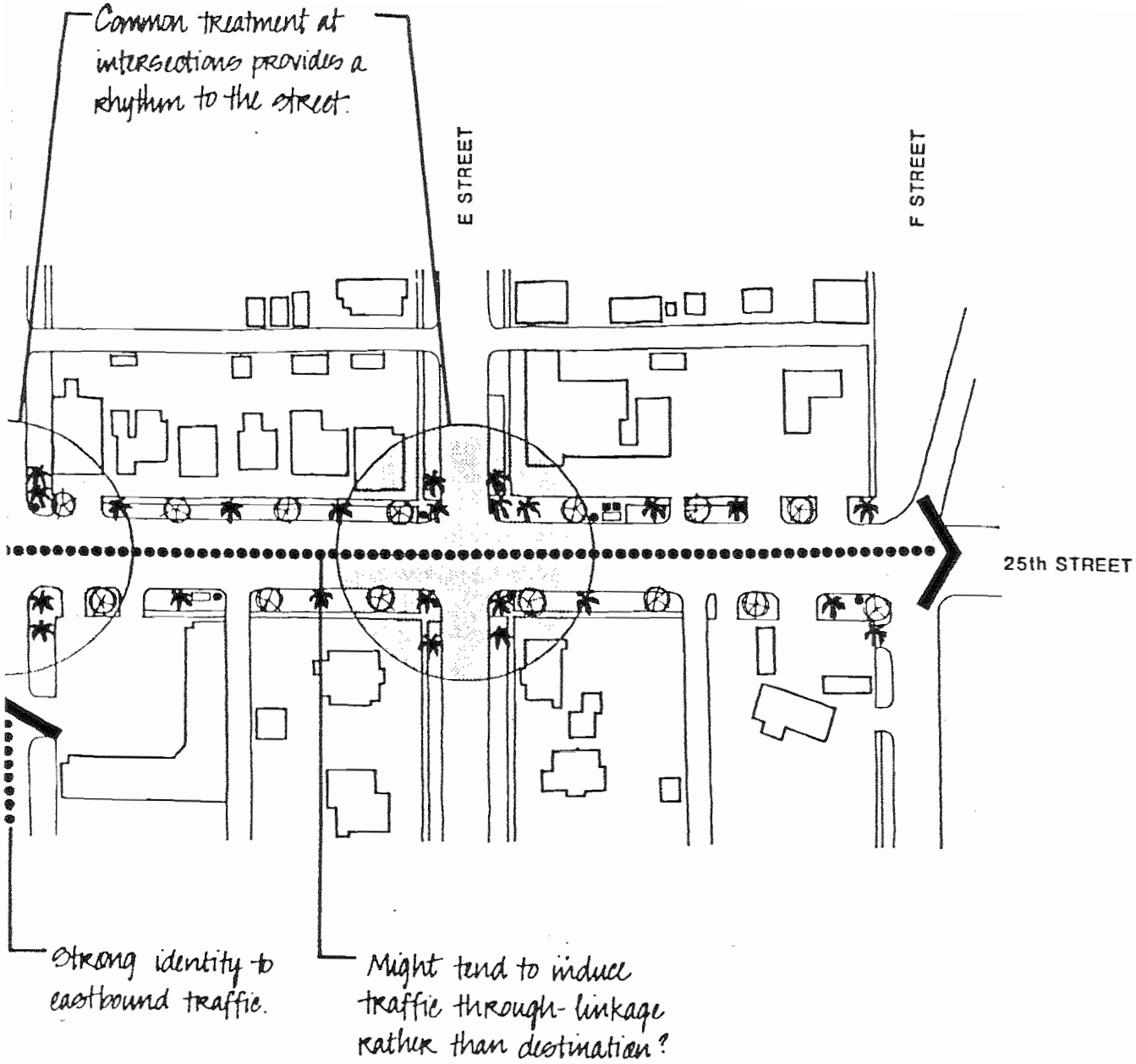
—Strong orientation to the park. Visual terminus must be effective.

"Democratic" placement of amenities, regardless of land use. Would this keep everyone happy?



Concept emphasizes unity of the total strip- softening of the existing diversity (color, mass, style)- should this be our goal?

Double-tiered landscape effect throughout (palms vs. jacarandas). Unifies diverse land uses, architectural styles.



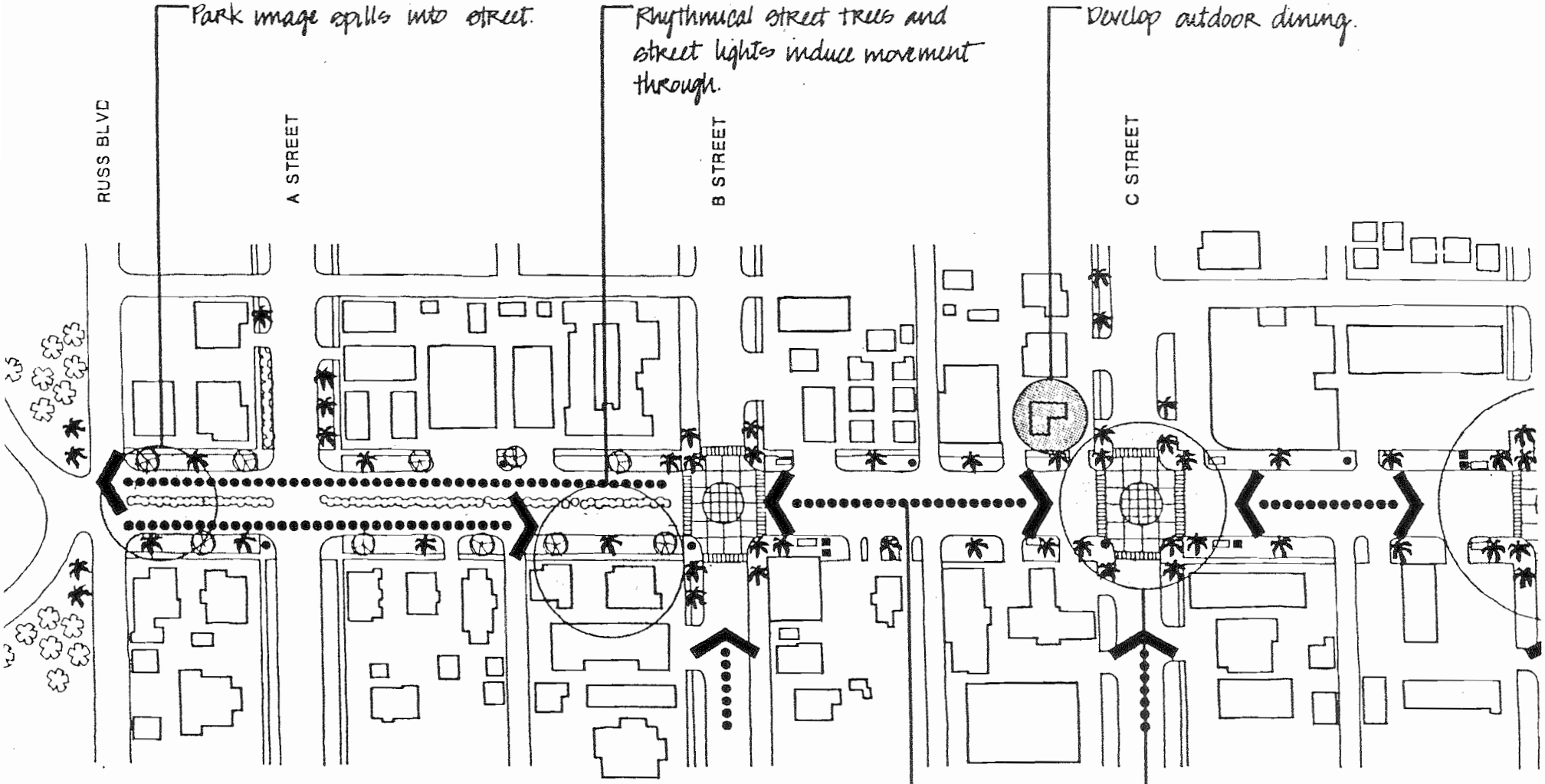
CONCEPT B: CONTINUITY/RHYTHM

This concept attempts to provide essentially equal treatment to the entire project length. The Golden Hill "sense of place" would be provided through standardized intersection treatments which would become symbolic of the neighborhood.

The existing Jacaranda and palm tree mixture would be supplemented and enhanced along the entire street. Amenities would be distributed equally throughout.

This concept would emphasize the 'B' Street, 'C' Street and Broadway linkages to downdown through special "gateway" images at these intersections.

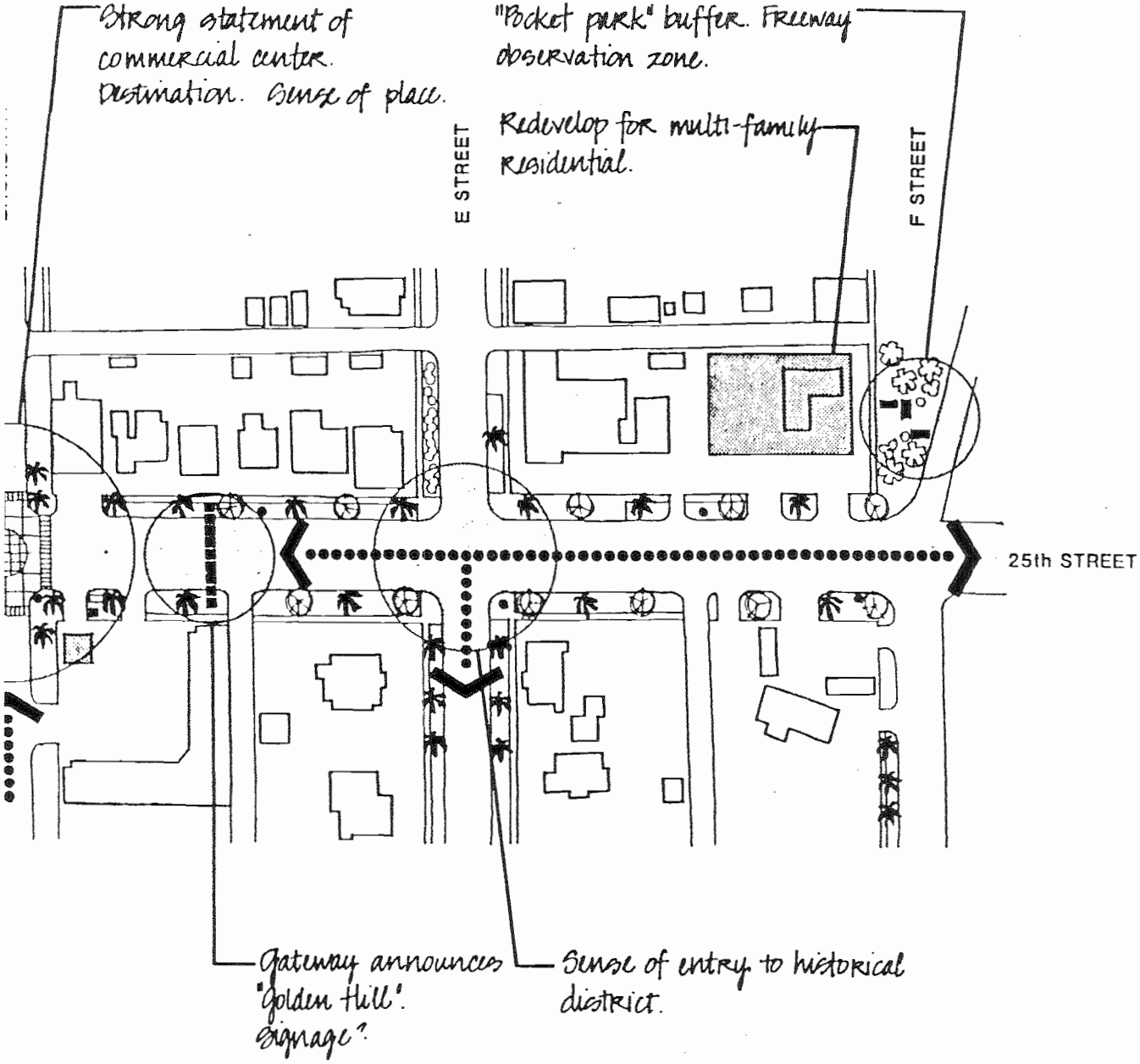
The intention of this concept is to unify the entire area through a softening of the existing diversity.



Concept emphasizes continuity at a minimal level - emphasizes opportunities for unique treatments of valuable assets. Recognizes the diversity of the neighborhood.

Secondary commercial node. Destination

Linkages. Encourage movement through these spaces.



CONCEPT C: ANCHORS/EVENTS (PREFERRED)

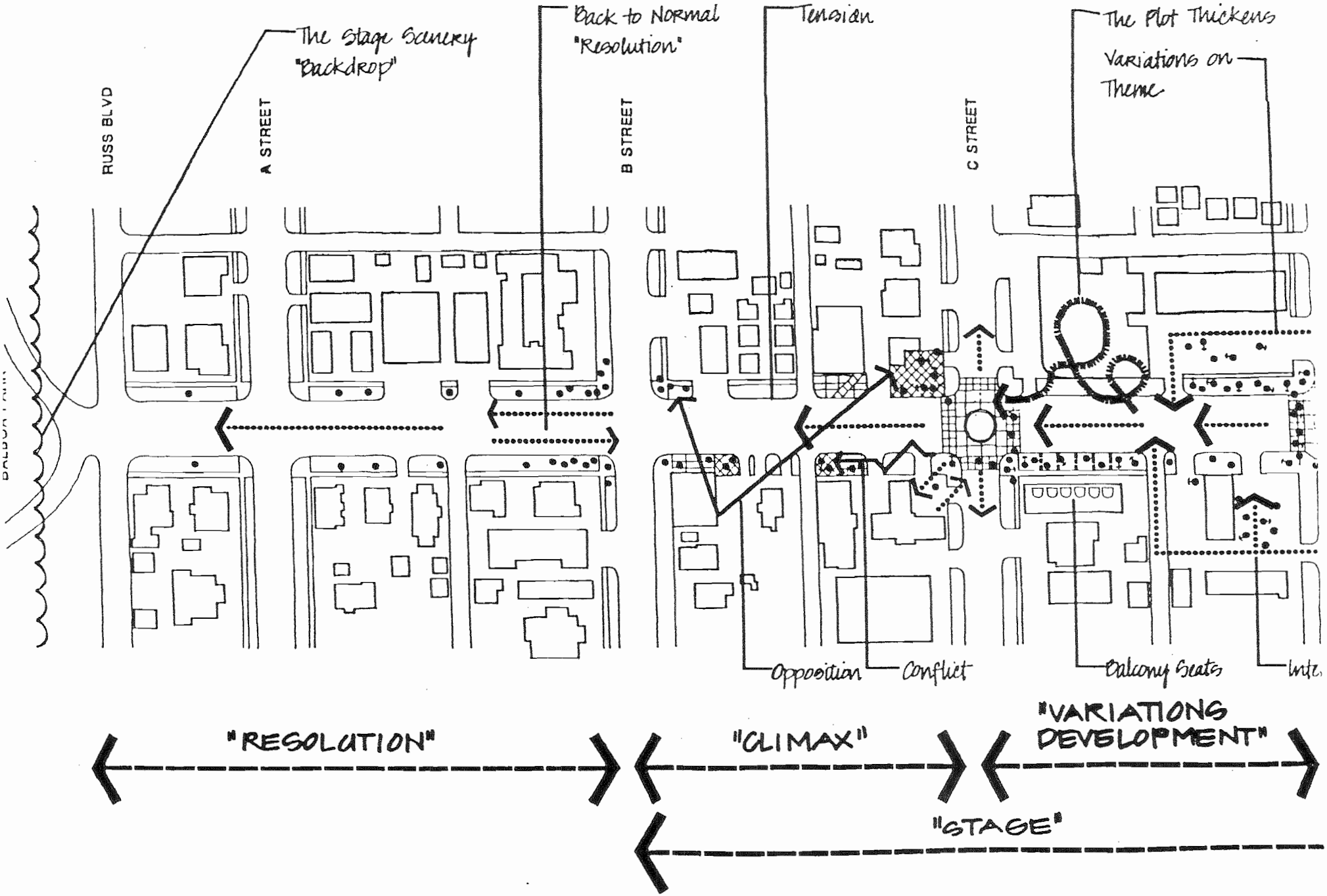
This concept, which became the basis of plan recommendations, emphasizes the existing diversity of the community by highlighting events along the street. At 'F' Street on the southern end of the project, a new multi-family residential development would anchor the street.

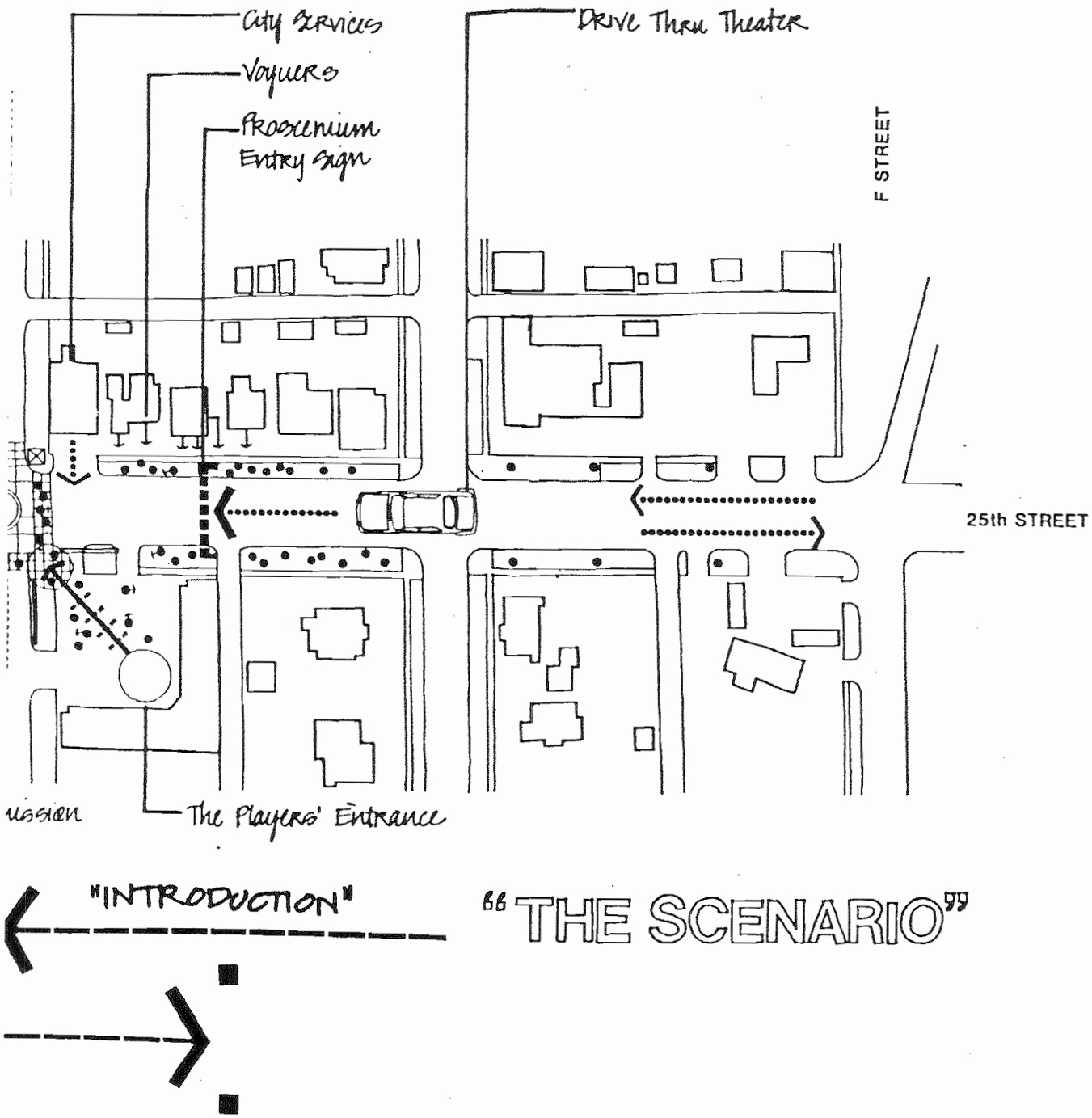
Travelling north along the street, the next major event would be a treatment emphasizing an entry to the historical district at 'E' Street.

A gateway sign announcing "Golden Hill" would span the street near the alley between 'E' Street and Broadway. This signage would proliferate the tradition of other San Diego neighborhoods which provide similar signs.

Major commercial nodes would be developed at Broadway and 'C' Street, with concentrations of benches, trash receptacles, newspaper vending machines, and other amenities to encourage shoppers to utilize the commercial area.

Continuity is provided by similar landscape and lighting treatments along the entire length of the street.


The Stage Scenery "Backdrop"
Back to Normal "Resolution"
Tension
The Plot Thickens
Variations on Theme
RUSS BLVD
A STREET
B STREET
C STREET
Opposition
Conflict
Balcony Seats
Intr.
"RESOLUTION"
"CLIMAX"
"VARIATIONS DEVELOPMENT"
"STAGE"



DESIGN CONCEPT

With a broad planning framework determined, a compatible design concept was required to guide further design efforts.

The "street as theatre" concept presented on this page recognizes the diversity and color of the 25th Street environment. The street design is conceived as a play in three acts, with vehicles and pedestrians taking both active and spectator roles.

The Golden Hill gateway signage symbolizes the proscenium arch of the stage and the beginning of the play. In the first act, the various characters are individually introduced, and the stage is set for the drama to begin.

In the second act, the characters begin to intermingle and interact. Relationships develop and sub-themes are introduced.

The final act of the play is characterized by tension and conflict, leading to an ultimate resolution against the scenic green backdrop of Balboa Park.