

PLAN ELEMENTS

The Old Town San Diego Community Plan is divided into the following elements:

1. Historic Conservation
2. Socio-Economic Considerations
3. Land Use (Residential, Commercial, Services)
4. Open Space and Recreation
5. Circulation (Auto, Services, Transit, Bikeways, Pedestrian)
6. Public Facilities (Local, State, Federal), Agencies (Sewer, Water, Electric), and Services
7. Urban Design (Environmental, Urban, Energy Conservation)
8. Implementation (Major Mechanisms, Phasing, Schedule)

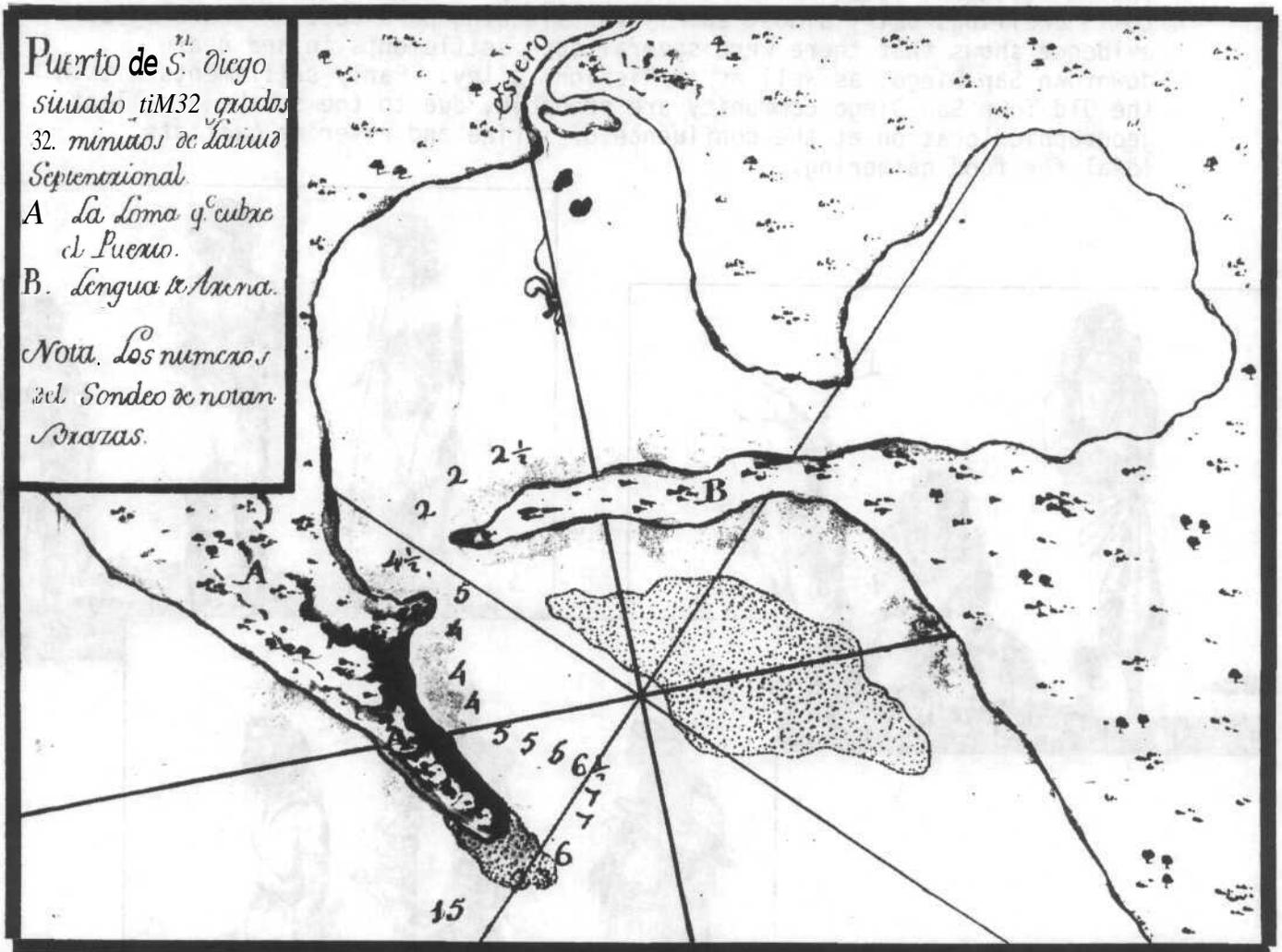
All elements include a background section, and a recommendation section setting forth the plans, policies, guidelines, and proposals which are key to the plan's formulation.

HISTORIC CONSERVATION

BACKGROUND

The rich historical past of Old Town San Diego makes this area especially significant and distinct from other parts of the City. Without this heritage, a tremendous visitor potential would, of course, not exist. It is important, therefore, to understand this background in order to prepare a comprehensive plan for the future. While there are many detailed historical accounts covering the California and San Diego areas, the principal concern here is in recognizing those aspects of early history which can be emphasized in future developments within the area. .

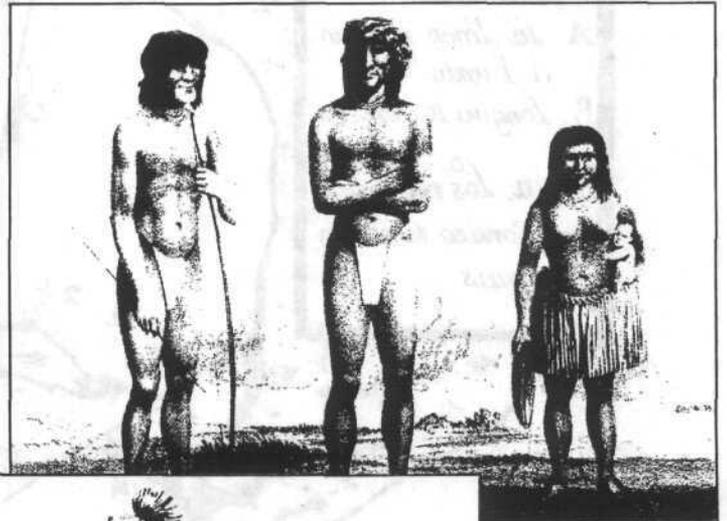
The following is a summary description of Old Town San Diego's historical setting divided into four most commonly recognized periods.



AMERICAN-INDIAN PERIOD - 5,000 B.C. TO 1542

The San Diego region was described by the early European explorers as a Mediterranean arid area, with lush sites along river valleys and marine environments. The region sustained a good supply of food which in turn sustained large populations of indians. Local indigenous tribes belonged to the Hokan-Siouian family; the earliest known culture is known as the San Dieguito which was later supplanted by the Diegueno culture. A new migration in 1,000 B.C. of Yuman-speaking indian tribes took place. These were the early settlers which the Spaniards found in the region on their arrival on these lands.

Indian settlements were of a semi-permanent nature, and were scattered about the region, primarily near food resources along the coastline and river valleys. Building materials consisted of pole frames covered with bark, brush, cattails, or other woven grasses in the shape of a dome. Indian villages, later called "rancherias" by the Spanish, consisted of 40 to 75 dwellings built almost solely for sleeping purposes. Archaeological evidence shows that there were several such settlements in and near downtown San Diego, as well as in Mission Valley. Early settlements within the Old Town San Diego community are probable, due to the site's excellent geographic location at the confluence of marine and riverine habitats, ideal for food gathering.

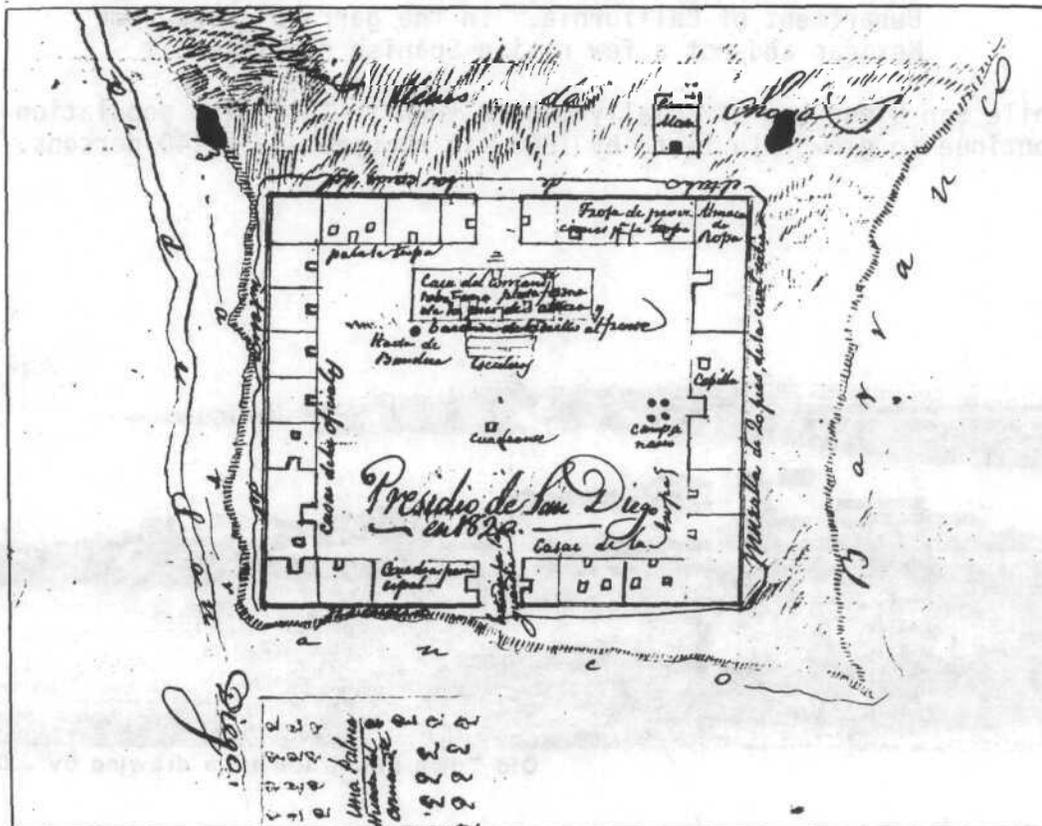


SPANISH PERIOD - 1542 TO 1821

Prior to the coming of the European, the inhabitants of the area we know as San Diego were Indians living in the village of Cosoy. The first European to appear on the scene was the explorer Juan Rodrigues Cabrillo. He discovered this land in 1542 and claimed it for Spain. At the time he named the bay San Miguel. The area was not visited again by Europeans for sixty years until Don Sebastian Vizcaino, who was in charge of a major scientific exploratory expedition, entered the harbor in 1602 and renamed it San Diego Harbor.

The Spanish did little to settle or develop the area until 1769 when further colonization took place. By that time, the Russians had been hunting and trading along the coastline of California. This discovery, coupled with the steady advance westward of people from the Anglo-American colonies, caused Spain great concern. The Spanish authorities in Mexico increased colonization efforts in the San Diego area.

A land party of soldiers commanded by Don Gaspar Portola together with missionaries and Indians led by Father Junipero Serra arrived in San Diego in July, 1769, settling in the Old Town San Diego area. Shortly thereafter, a chapel was constructed and the Presidio built around it. Father Serra, in consecrating the chapel, established the first of many missions to be built along the California north coast. Major activities included Christianization of the indians, farming, and trading.

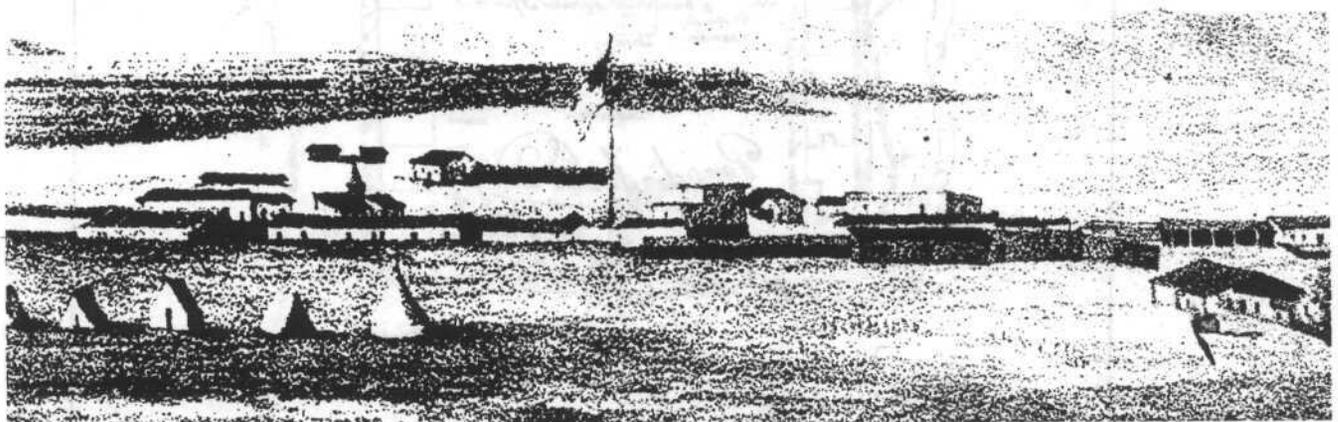


MEXICAN PERIOD - 1821 TO 1846

Following the independence of Mexico from Spain in 1821, development of buildings proceeded within the "pueblo" area approximating the Old Town San Diego of today. Activities of the 1820's involved continuing efforts to Christianize local Indians with the economic activity based on collecting and shipping beef hides and tallow to Mexico, as well as whaling and seafaring activities on nearby port areas. Old Town San Diego was visited by the famous pathfinder and fur trader, Jedediah Smith and his party in 1827. A year later they were again visited by a similar group known as the "Pattie Party" who created considerable ill-will toward Americans primarily because of their lawless behavior. A diary of William Heath Davis has survived which gives an account of Old Town San Diego indicative of the activities that took place in the 1830's. Davis first visited the area in 1831 and describes it as follows:

"It was quite a lively town. At our house, which was a building of six or eight rooms, we entertained many beautiful Spanish women at dinners and also at dancing parties. The Local Presidio was chosen from a military point of view to protect the citizens of this miniature city from the ferocious and savage Indians of those days. In the town, the inhabitants, soldiers, and citizens numbered between 400 and 500. Quite a large place. There was a great deal of gaiety and refinement here. The people were the elite of this portion of the Department of California. In the garrison were some Mexican and not a few native Spanish soldiers."

While San Diego was officially made a town in 1834, its population did not continue to grow. In fact, by 1840, it numbered only 140 persons.

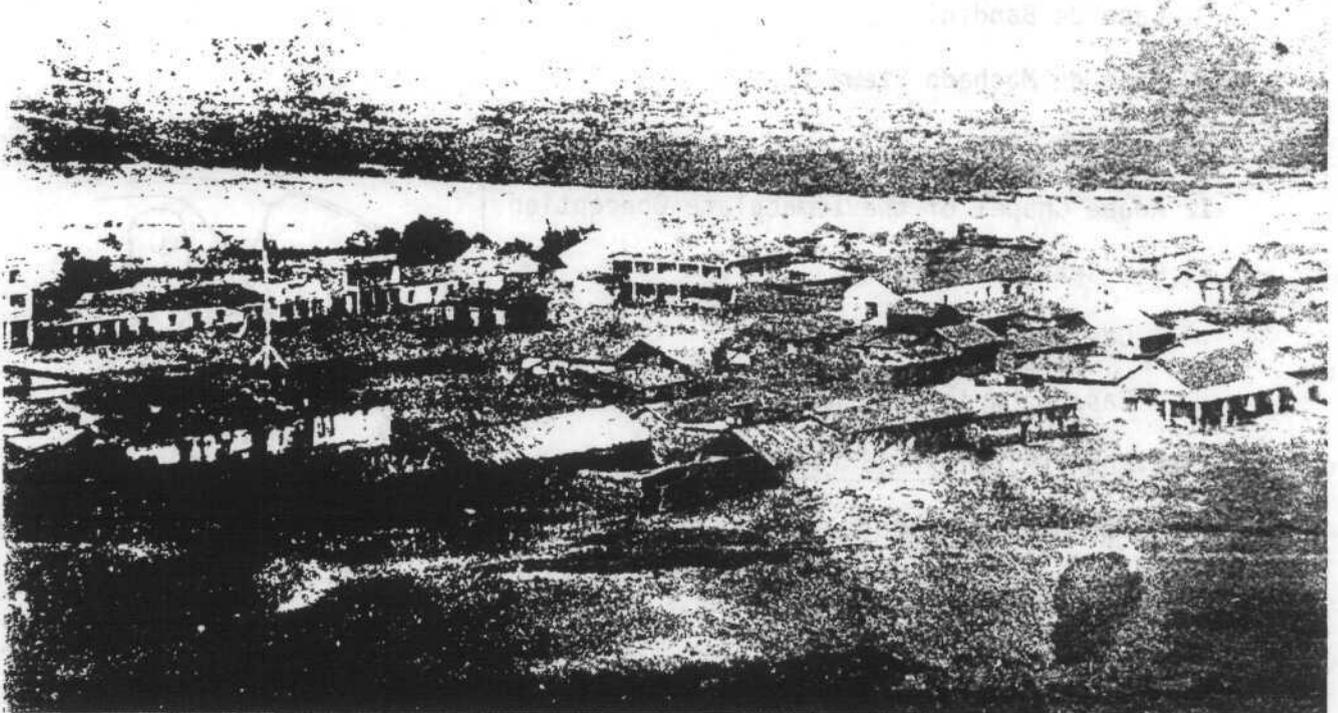


Old Town lithograph from drawing by J.D. Powell c.1848

AMERICAN PERIOD - 1846 TO 1871

The War of 1846 resulted in the acquisition of California by the United States. This acquisition helped fulfill the demands of the doctrine of "Manifest Destiny". Shortly following the war, gold was discovered in the north, bringing hordes of people to California and attracting the attention of the Nation.

The development of "new town", as it was called, on the site of present downtown San Diego began in 1850 when California became a State. The arrival of Alonzo Horton in 1867 and his subsequent investments induced a real estate boom and substantial development of downtown San Diego. City records were moved, with considerable objection, from the Whaley House in Old Town San Diego to the downtown area in 1871. This marked a shift of activity away from Old Town San Diego and was perhaps the major single event that today makes the consideration of development of the State Historic Park possible. If Old Town San Diego had continued to function as the administrative and economic center of the city, very little, if any, physical evidence would remain of Mexican and early American development.



Old Town c.1867 (J. Henfield)

Examples of the historic past of Old Town San Diego can be found today in the historic buildings and sites that do exist. Many of these structures are presently restored or in the process of restoration. It is unfortunate and perhaps tragic, that priceless historic buildings have been lost forever to newer developments. The following is a partial list of historical sites according to the historic period to which they belong, many of these sites have been reconstructed, and are being preserved as part of the Historical Presidio Park and the State Historic Park.

SPANISH PERIOD - 1542 TO 1821

- 1 San Diego Presidio Site
- 2 Casa de Carrillo

MEXICAN PERIOD - 1821 TO 1846

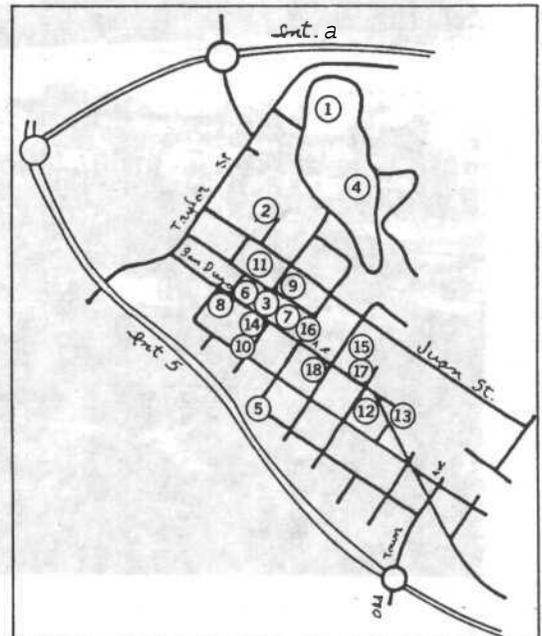
- 3 Casa de Estudillo
- 4 Fort Stockton Site
- 5 Casa de Lopez
- 6 Plaza (Washington Square)
- 7 Casa de Pedrorena
- 8 Casa de Machado de Silvas
- 9 Casa de Bandini
- 10 Casa de Machado Stewart



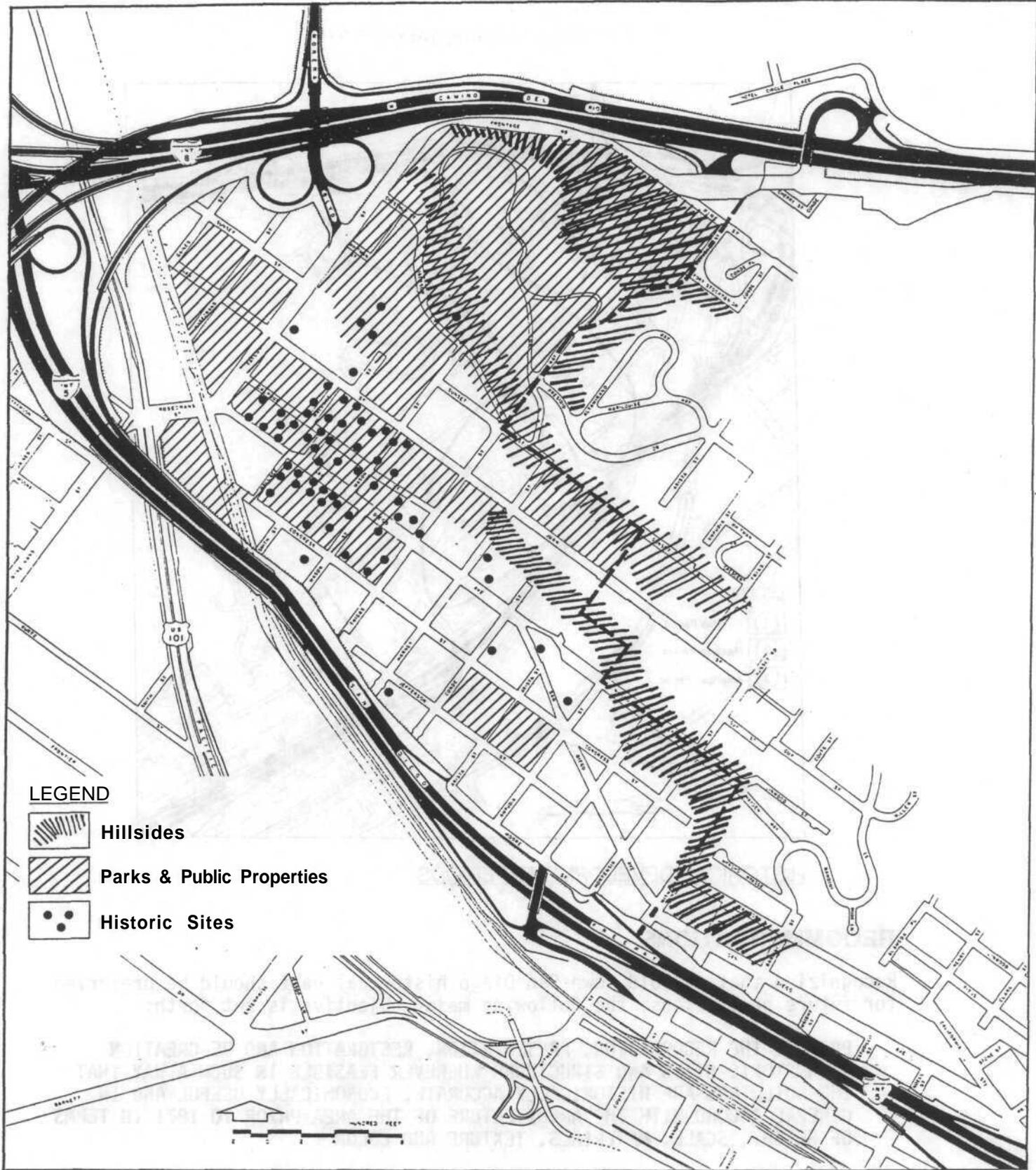
- 11 Casa de Pico
- 12 Adobe Chapel of the Immaculate Conception
- 13 Old Spanish Cemetery
 - Casa de Light and Freeman
 - Casa de Wrightington

AMERICAN PERIOD - 1846 TO 1871

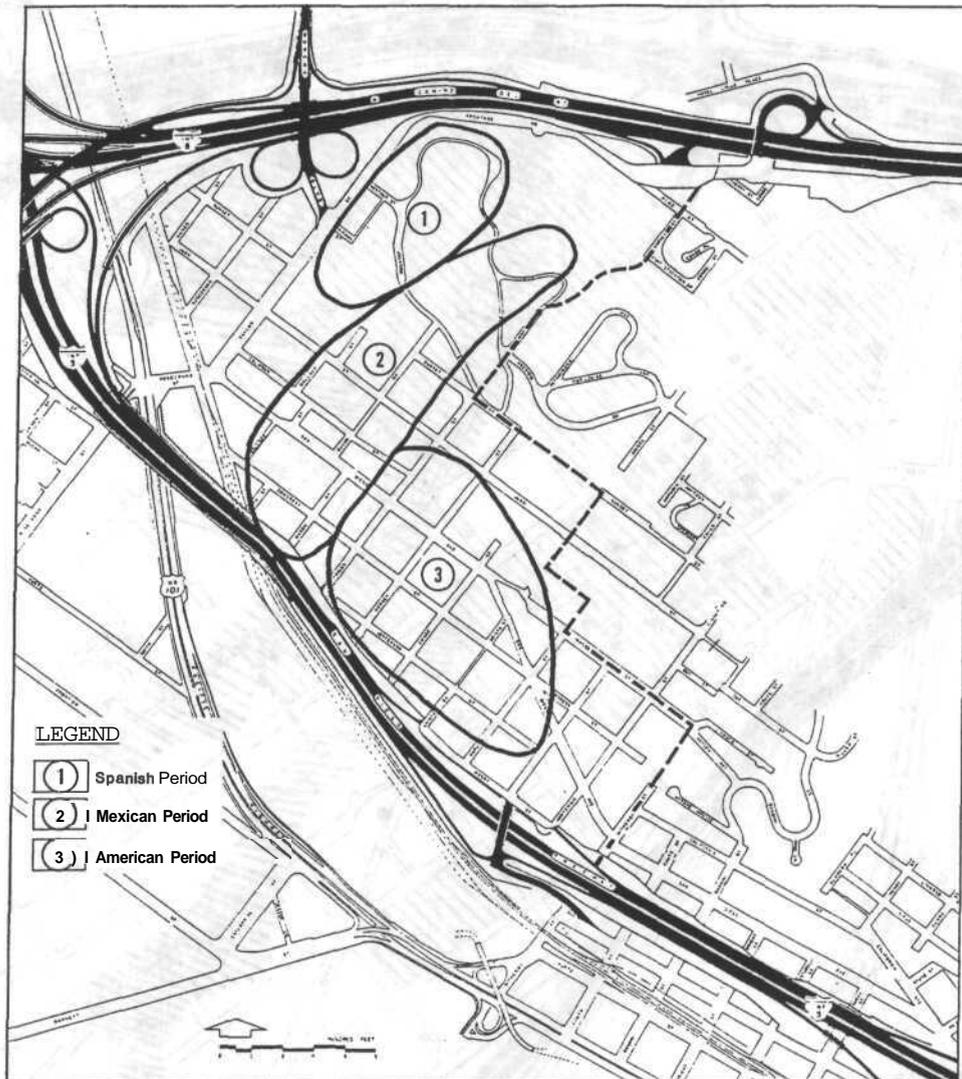
- 14 Mason Street School
- 15 Derby Pendleton House
- 16 Casa de Altamirano
- 17 Whaley House
- 18 Gatewood House
 - Casa de Rodriguez



With this background the following Community Plan provides overall guidance for the future of Old Town San Diego in a manner that integrates the physical development elements of land use, **circulation** and public **facilities** with a community **environment** which strives to **capitalize** on the economic and **cultural** value of this historic center of California.



INVENTORY OF HISTORICAL DEVELOPMENT



HISTORICAL DEVELOPMENT PERIODS

RECOMMENDATIONS

Recognizing that the Old Town San Diego historical past should be preserved for future generations, the following major objective is set forth:

PROMOTE THE RECOGNITION, PRESERVATION, RESTORATION AND RE-CREATION OF HISTORIC SITES AND STRUCTURES WHEREVER FEASIBLE IN SUCH A WAY THAT THE BUILDINGS ARE HISTORICALLY ACCURATE, ECONOMICALLY USEFUL AND IN GENERAL ACCORD WITH THE ARCHITECTURE OF THE AREA PRIOR TO 1871 IN TERMS OF HEIGHT, SCALE, MATERIALS, TEXTURE AND COLOR.

ENCOURAGE THE DEVELOPMENT OF AN HISTORIC CORE IN THE IMMEDIATE VICINITY OF THE OLD TOWN SAN DIEGO PLAZA THAT STRONGLY REFLECTS THE CHARACTER OF THE TOWN FROM ITS FOUNDING TO 1871.

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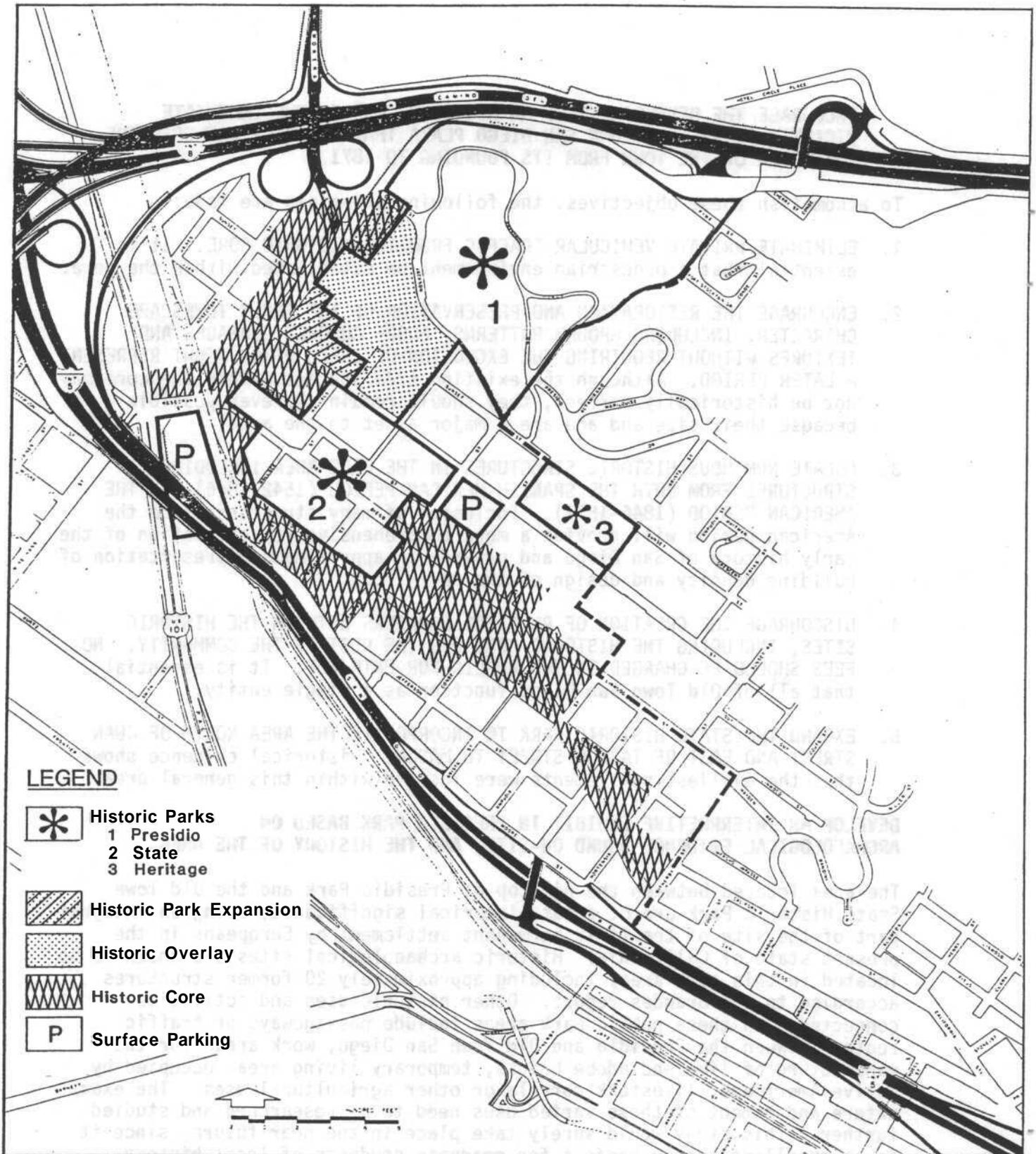
To accomplish these objectives, the following proposals are made:

1. ELIMINATE PRIVATE VEHICULAR TRAFFIC FROM THE HISTORIC CORE. It is essential that a pedestrian environment be established within the core.
2. ENCOURAGE THE RESTORATION AND PRESERVATION OF THE EARLY TOWNSCAPE CHARACTER, INCLUDING GROUND PATTERNS, ADOBE COLORED SURFACES AND TEXTURES WITHOUT REQUIRING THE EXCLUSION OF TREES WHICH MIGHT REPRESENT A LATER PERIOD. Although the existing tree species within the core may not be historically correct, they should remain wherever possible because their size and age are a major asset to the area.
3. LOCATE NUMEROUS HISTORIC STRUCTURES IN THE CORE AREA INCLUDING STRUCTURES FROM BOTH THE SPANISH-MEXICAN PERIOD (1542-1846) AND THE AMERICAN PERIOD (1846-1871). Inclusion of many structures from the American period will provide a more comprehensive representation of the early history of San Diego and provide an approximate representation of building density and design of the early town.
4. DISCOURAGE THE CREATION OF PHYSICAL BARRIERS BETWEEN THE HISTORIC SITES, INCLUDING THE HISTORIC CORE AND THE REST OF THE COMMUNITY. NO FEES SHOULD BE CHARGED TO THE PUBLIC FOR ENTRANCE. It is essential that all of Old Town San Diego function as a single entity.
5. EXPAND THE STATE HISTORIC PARK TO INCORPORATE THE AREA NORTH OF JUAN STREET AND EAST OF TAYLOR STREET TO MASON. Historical evidence shows that the earliest settlements were located within this general area.

DEVELOP AN INTERPRETIVE EXHIBIT IN PRESIDIO PARK BASED ON ARCHAEOLOGICAL EVIDENCE FOUND ON-SITE, AND THE HISTORY OF THE AREA.

The area located between the hilltop at Presidio Park and the Old Town State Historic Park are of great historical significance, being an integral part of the site of the first permanent settlement by Europeans in the present state of California. Historic archaeological sites are known to be located in this park area, including approximately 20 former structures according to the Brandes report. Other historic uses and activities connected with these public park areas include passageways or traffic routes between the Presidio and Old Town San Diego, work areas for the manufacture of lime and adobe bricks, temporary living areas occupied by Native Americans, livestock corrals or other agricultural uses. The exact nature and extent of these varied uses need to be researched and studied further. This study would surely take place in the near future, since it is an excellent thesis project for graduate students of local history.

Clearly, the retention of these open space park lands by the City of San Diego is highly desirable. The most appropriate use for these park lands is as a historic park providing appropriate historic interpretive exhibits.



HISTORICAL ELEMENT-RECOMMENDATIONS

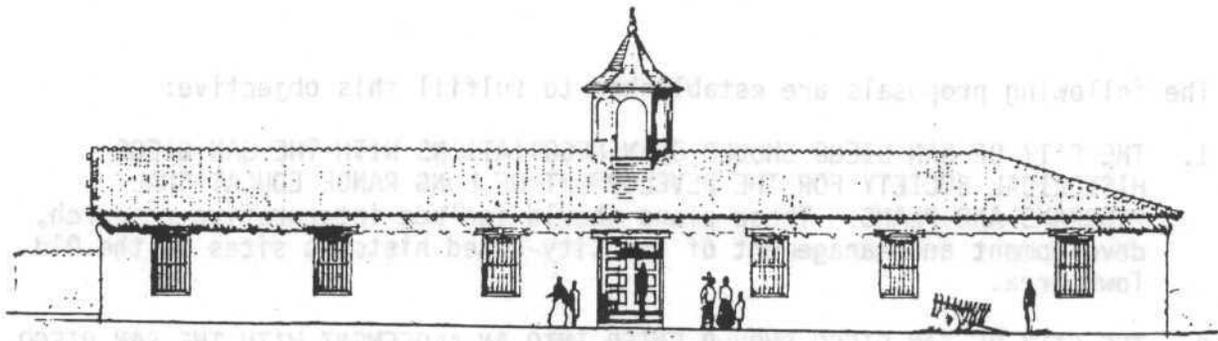
The following proposals are established to fulfill this objective:

1. THE CITY OF SAN DIEGO SHOULD OPEN NEGOTIATIONS WITH THE SAN DIEGO HISTORICAL SOCIETY FOR THE DEVELOPMENT OF LONG RANGE EDUCATIONAL PROGRAMS AND PLANS. These plans should **include** interpretive research, development and management of the City-owned historic sites in the Old Town area.
2. THE CITY OF SAN DIEGO SHOULD ENTER INTO AN AGREEMENT WITH THE SAN DIEGO HISTORICAL SOCIETY TO CONDUCT INTERPRETIVE PROGRAMS for school classes and the public at large on historic sites in the Presidio area and the Serra museum.
3. THE TALL SHRUBS AND HEAVY SCREEN PLANTING WHICH ARE LOCATED ON THE SLOPE ABOVE THE GOLF COURSE SHOULD BE THINNED to **reestablish** a clear **visual link** between Old Town San Diego and the Presidio in conjunction with the Park and Recreation Master **Plan** described in #2 and #3.

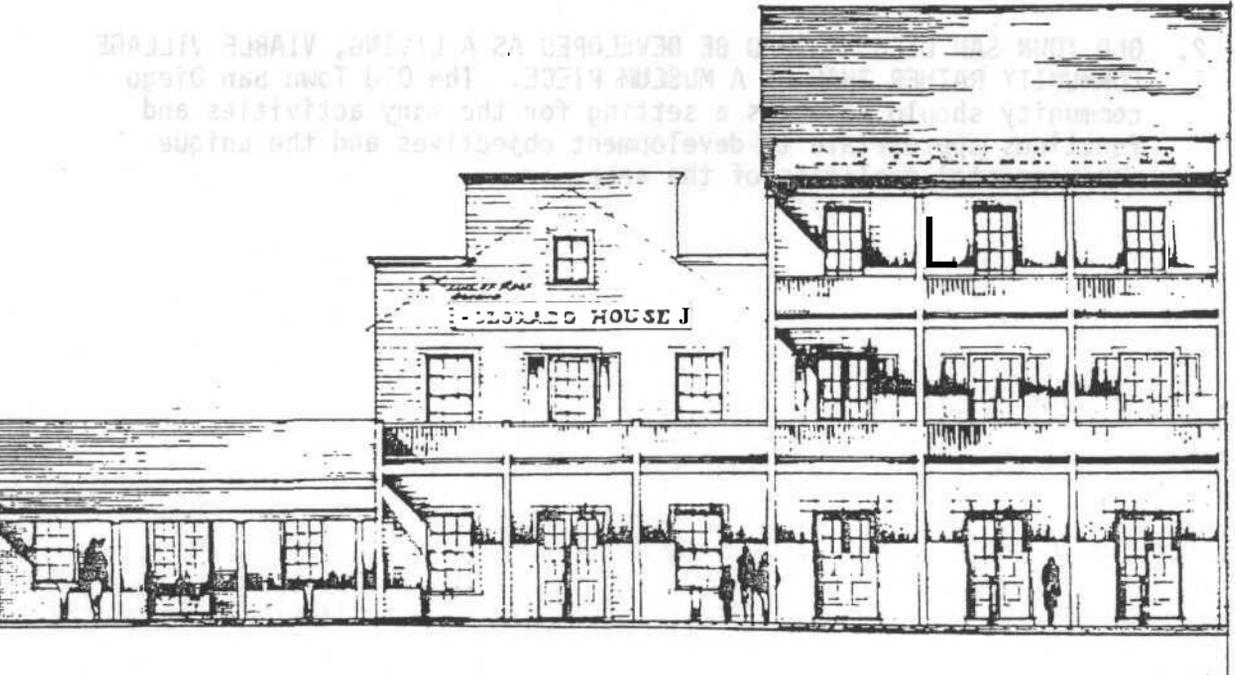
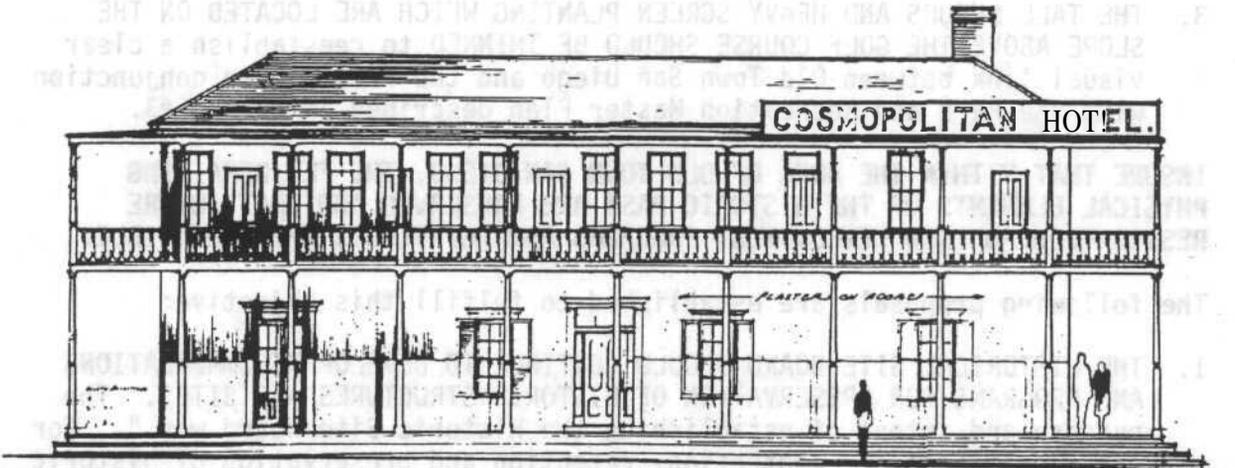
INSURE THAT WITHIN THE AREA OF OLD TOWN SAN DIEGO, THE FEW REMAINING PHYSICAL ELEMENTS OF THE HISTORIC PAST ARE PRESERVED AND THAT FUTURE RESTORATION AND NEW DEVELOPMENT PROGRAMS AND ACTIVITIES ARE COMPATIBLE.

The following proposals are established to fulfill this objective:

1. THE HISTORICAL SITE BOARD SHOULD CONTINUE TO DEVELOP RECOMMENDATIONS AND PROGRAMS FOR PRESERVATION OF HISTORIC STRUCTURES AND SITES. The purpose and intent of establishing the Historic Site Board was "...for the identification, protection, retention and preservation of historic sites in The City of San Diego." It, therefore, appears appropriate that the Board continue to pursue its current efforts to insure the identification of **historical** sites.
2. OLD TOWN SAN DIEGO SHOULD BE DEVELOPED AS A LIVING, VIABLE VILLAGE COMMUNITY RATHER THAN AS A MUSEUM PIECE. The **Old Town San Diego** community should serve as a setting for the many activities and functions appropriate to **development** objectives and the unique **environmental** qualities of the area.



CASA DE ESTUDILLO



ARCHITECTURAL CONTROL SHOULD BE PROVIDED TO INSURE THAT ALL DEVELOPMENT IS COMPATIBLE WITH OBJECTIVES TO RECREATE THE HISTORICAL ATMOSPHERE OF THE AREA.

The **Old Town San Diego Planned District** includes an area where several fine architectural examples of the pre-1871 San Diego exist. These sites must be preserved and new development must preserve the scale and **quality** of this historic settlement. The architectural character of the Old Town San Diego Planned District has departed from this original intent. The most obvious **failure** to maintain the historic **architectural** character has been in the design, height, and **bulk** of new structures. **Clear** and definite limits to height, size and bulk and architectural "period" design of new structures must be **established**. This plan **also** recommends that development intensity levels range from 0.6 to 1.0 FAR in order to maintain historical consistency.

1. AN ARCHAEOLOGICAL STUDY REQUIREMENT SHOULD BE APPLIED TO ALL DEVELOPMENT PROJECTS IN OLD TOWN WHICH DISTURB THE GROUND.
2. LIMITS TO HEIGHT, SIZE, AND BULK OF NEW STRUCTURES SHOULD BE NO GREATER THAN THE HISTORIC PRECEDENT OF BUILDINGS WITHIN THE DISTRICT.
3. THE MAXIMUM ENCLOSED SPACE FOR ONE-STORY BUILDINGS SHOULD BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, THE ESTUDILLO HOUSE, WHICH WAS APPROXIMATELY 5,700 SQUARE FEET.
4. THE MAXIMUM ENCLOSED SPACE OF TWO-STORY BUILDINGS BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, THE COSMOPOLITAN HOTEL, CASA DE BANDINI, WHICH WAS APPROXIMATELY 6,500 SQUARE FEET.
5. THE MAXIMUM ENCLOSED SPACE OF THREE-STORY BUILDINGS SHOULD BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, WHICH WAS THE FRANKLIN HOUSE, OF APPROXIMATELY 9,000 SQUARE FEET.
6. AN HISTORIC OVERLAY ZONE SHOULD BE ADOPTED WHICH REQUIRES, ON KNOWN HISTORIC BUILDING SITES, PARTIAL OR COMPLETE **RECONSTRUCTION**. Including the requirement that preservation of archaeological sites shall be viewed by the public, and preserved as part of the project.
7. ALL BUILDING CONTROLS SHOULD BE STRICTLY ENFORCED EXCEPT WHERE THEIR APPLICATION IS IN CONFLICT WITH RESTORING OR RECREATING HISTORIC STRUCTURES. Recognizing that different construction techniques were utilized prior to 1871, modifications in the application of **building regulations** should be considered in the authentic restoration of **recognized historical** structures so long as no **health** or safety problem results..
8. CLEARLY DEFINED HISTORICAL-ARCHITECTURAL GUIDELINES SHOULD BE ESTABLISHED. More specific and detailed architectural guidelines **should** be established. A Consultant contract should be awarded to

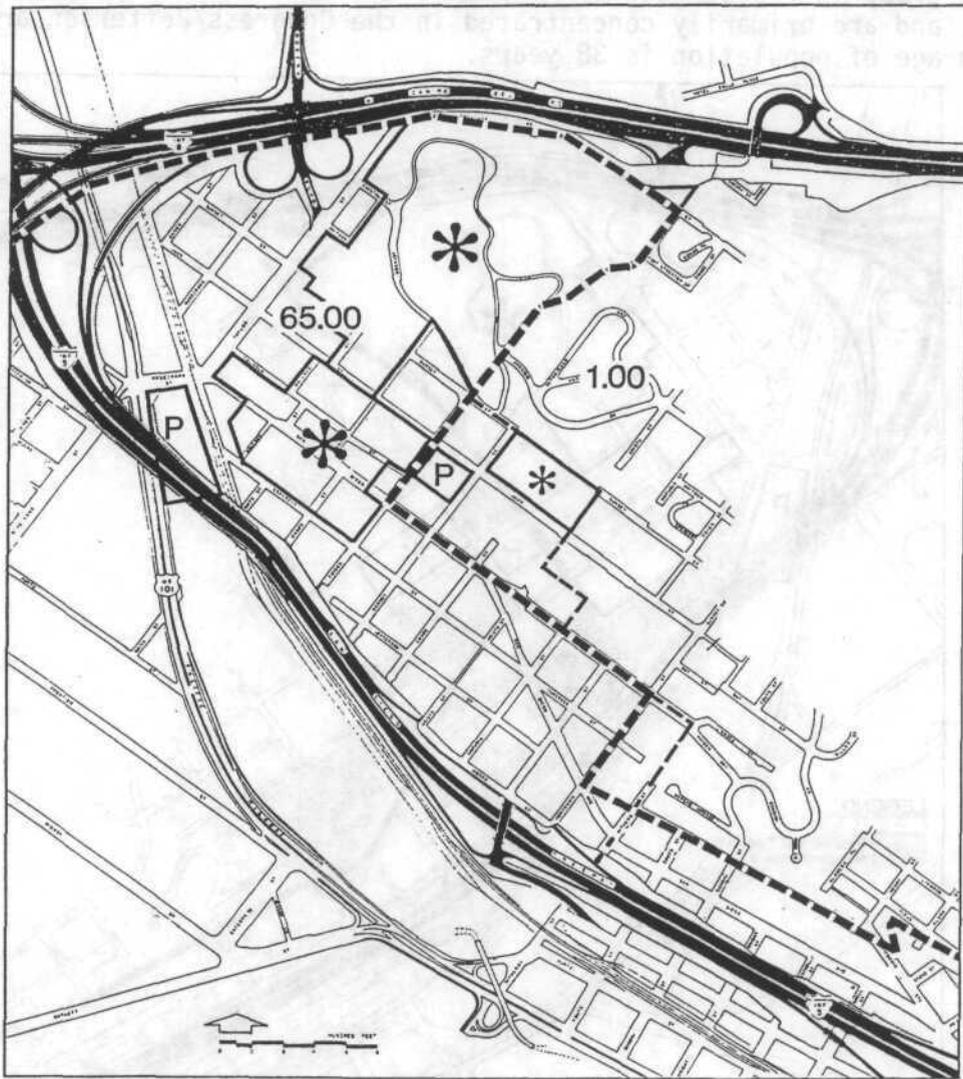
prepare permanent guidelines that provide a **clear** definition of the three basic architectural styles (Spanish, Mexican, American) and avoid hybrid unrealistic **interpretations**. These guidelines **will** be incorporated into the Old Town San Diego "Standards and Criteria" document, upon approval by the City **Planning** Commission and City **Council**.



SOCIO-ECONOMIC ELEMENT

BACKGROUND

A general assessment and overview was prepared on the community's socio-economic environment. Based on 1980 and 1984 updated census information, two census tracts **overlay** the community. Census tract 1.0 (Juan Street) covers the area **generally** along Juan Street and the adjacent to the Mission Hills area. Census tract 65.0 (Congress/Jefferson) covers the remainder of the Old Town San Diego community **planning** area, and extends to Midway and south along Pacific Highway to Washington Street. The socio-economic trends were assessed by extrapolating the total figures as these **apply** to the community.

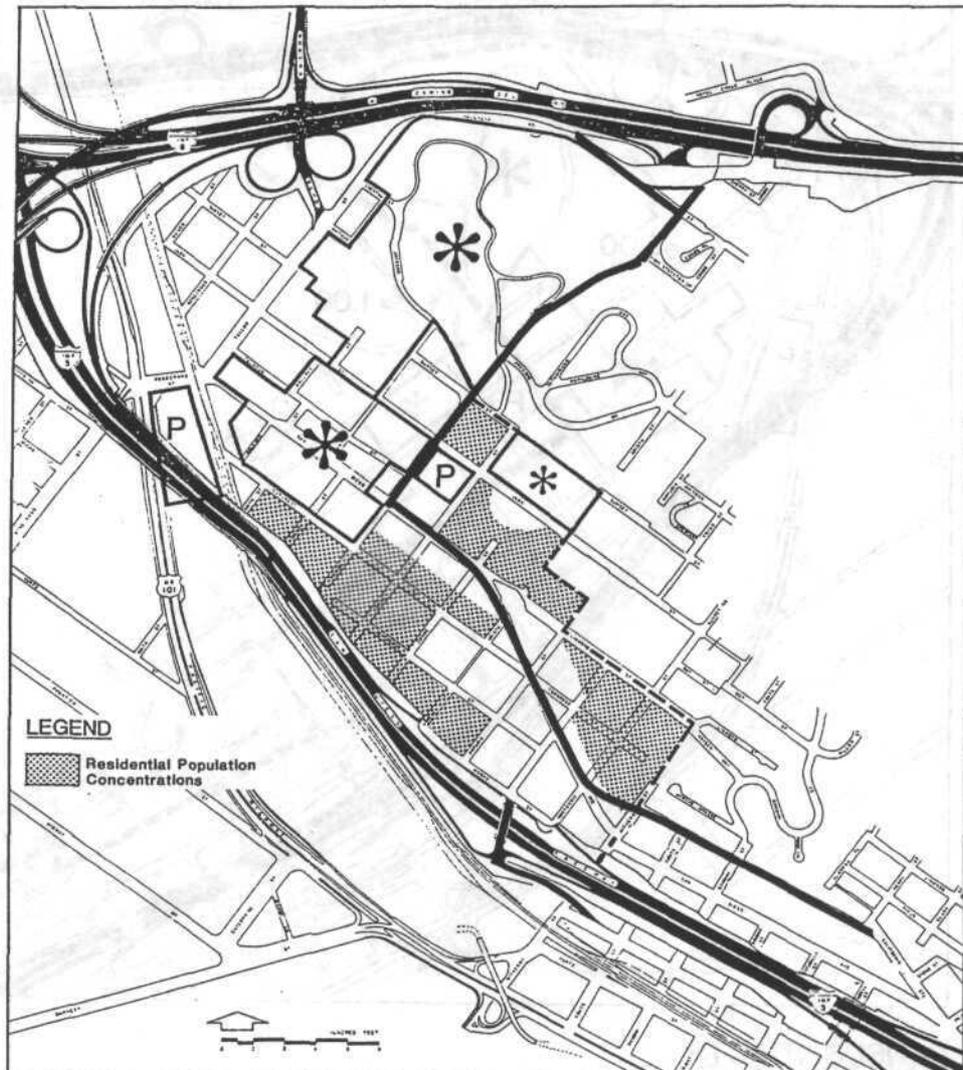


CENSUS TRACTS

POPULATION

As of 1984, the **residential** population of Old Town San Diego was 1,461 people. The highest number (1,242 people) or 85 percent of the **total**, reside in Census Tract 65.0 primarily along Congress and Jefferson Streets. An additional 788 people, or 15 percent of the **total**, reside **along** the Juan Street Corridor. Family sizes vary between 2.65 people per unit in Tract 1.0 (Juan Street Corridor) to 1.75 people per unit in the Congress/Jefferson area (Tract 65.0). These figures **reflect** the family ambiance along Juan Street, as contrasted with the single **individual** settlements along Congress and Juan Streets.

The population is evenly distributed between males and females, with the majority of the population being white, the highest and **only** minority ethnic group is represented by Hispanics which make up 25 percent of the **total**, and are primarily concentrated in the Congress/Jefferson area. Median age of population is 38 years.



RESIDENTIAL POPULATION

EDUCATION

Educational levels are generally high throughout the community. The highest population percentages are in the kindergarten/elementary school levels, with college age enrollment being a close second, and high school educational levels a third.

Interestingly the very young/children population is highest in the Congress/Jefferson street areas. This is primarily due to the larger total population residing in this area.

LABOR FORCE

Out of the total working age population, unemployment is a very low, four percent. The type of industry most represented is the retail industry, followed by business and manufacturing, financing and insurance, health services, and professional services. Occupations most represented are service types, followed by administrative support, professional specialty, executives, and retirees.

The predominant place of work is the central city area, followed by the general community area. This is also reflected by the predominant travel time to work which is 10 to 20 minutes, and the fact that a relatively high number of people walk to work (ten percent) or work at home (six percent).

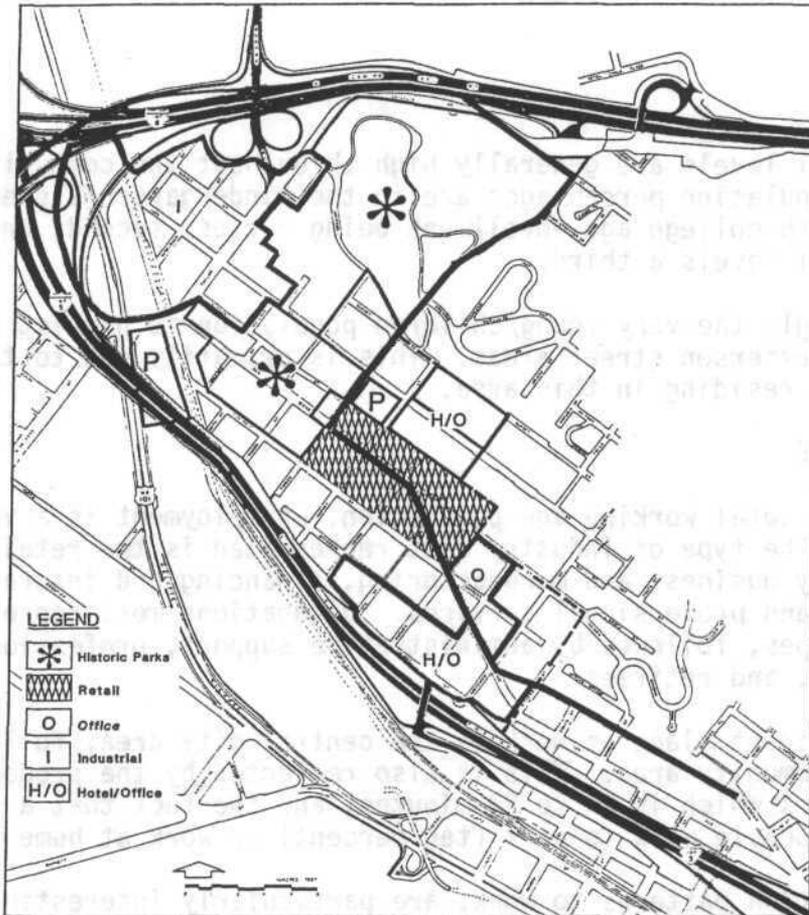
Transportation patterns to work, are particularly interesting. Fifty-nine percent of the work force drives to work with 15 percent carpooling, ten percent using public transportation, ten percent walking, and six percent working at home. These pattern reflect an unusually high model split for residents in the community.

Of the people that work but do not live in the community, the highest percentage is represented by Caltrans employees who drive to work, and the service retail industry employees probably using public transit, at a higher percentage than is the norm.

Tract 65.0 has primarily one car ownership for each residential unit, and a substantial number of no car ownership.

INCOME

Median income, based on the 1980 census in Tract 1.0 (Juan Street), is relatively high at \$30,000 per year, while the income in Tract 65.0 (Congress/Jefferson) is \$9,700 per year. Tract 65.0 also has the higher levels of public assistance (five percent), and social security (ten percent) income. Twelve percent of the total labor force earns at below the poverty level and is a young population of less than 55 years of age.



LABOR FORCE/EMPLOYMENT AREA

BUSINESS DEVELOPMENT

A market study was prepared by Zephyr Associates; the findings of that study set the stage for the community's business development climate.

Office employment within a five-minute drive of Old Town San Diego has approximately 14,500 people. Perspective patrons who penetrate the Old Town San Diego area total 6.48 million people per year.

Visitor statistics show a total attendance of 4,400,000 people, of which 125,000 people paid fees to enter different exhibits within the State Park.

The existing office market includes 158 office type businesses with a total of 484,000 square feet. Leases range from \$0.75 to \$1.65 per square foot per month plus utilities. For new projects, the rental range is \$1.35 to \$1.65 per square foot per month. The past four years have seen an upsurge of office development in Old Town San Diego with 289,000 square feet developed. The overall present vacancy rate is 17 to 19 percent, which is somewhat less than the downtown vacancy rate of 22 percent.

Old Town San Diego has been gaining a reputation as a more exclusive business environment. The proximity to other commercial activities including the State Park, historical areas, and restaurants is considered important by image conscious office tenants.

An existing **potential** of economic growth exists for the **development** and operation of **hotel establishments** in the Old Town San Diego area. Several major **hotels** of 100+ rooms have been built and more are in the building permit stages at this time. The Old Town San Diego market area presently reflects a market segmentation as follows: commercial travelers, 53 percent; group meetings, six percent; tourists and others, 41 percent. A **total** projected market demand of 716 rooms is **generally** being reached by the development of the hotel projects on line.

Various Old Town San Diego **elements** play an important role in supporting retail **facilities**. The office employment provides upwards of \$6.7 **million** of discretionary income. **Old Town San Diego** could capture between \$2 to \$3 **million** of that income. Residential communities within and around Old Town dispose of \$31.7 million in total discretionary income. Of that, \$12.68 million could be spent in Old Town San Diego. Finally, the visitor provides a \$32 million expenditure potential. The total opportunity retail demand based on office, residential, and visitor population that could be captured by **Old Town**, adds up to \$46.68 **million**. The types of retailing demand **include** goods and services and eating/drinking.

The conclusion of the business/market study is that the unique setting of Old Town San Diego with a quality and diversified continuation of uses and with a strong and intensified management plan can compete effectively in the San Diego **specialty** market.

HOUSING

Most residents are **newly** arrived since 1975, and the condition of structures are rated as good throughout.

Age of the residential units is also different in Tracts 1.0 and 65.0. Tract 1.0 has most of its residential units built prior to 1939, **while** Tract 65.0 has most of its residential units built in 1975 (20 percent), 1939 (19 **percent**), 1950 (19 **percent**), 1940 (13 **percent**), and 1960 (13 **percent**). This reflects a greater **redevelopment** and **development** activity occurring in Tract 65.0.

The housing values from the 1980 census information are also markedly different between census tracts. Tract 1.0 has a median housing value of \$167,600, while Tract 65.0 has a median **value** of \$88,800. Owner occupancy is also markedly different in Tract 1.0 (86 percent) to Tract 65.0 (23 **percent**). The median rent in Tract 1.0 is \$364 per month, while in Tract 65.0 it is \$192 per month. These figures **should** be considered for their relative **value** since the actual values are now more than double the 1980 data.

The character of the housing units also varies from census tracts. Tract 1.0 has 90.4 percent of its housing stock in single-family units, while Tract 65.0 has five or more units in 45 percent of its stock. The automobile ownership is also **strikingly** different, with Tract 1.0 having most units with two and three car ownership.

RECOMMENDATIONS

POPULATION

PROVIDE SERVICES AND SUPPORT FACILITIES TO SATISFY THE NEEDS OF A GROWING RESIDENTIAL AND BUSINESS POPULATION. Assure that all projected improvements are in place and synchronized with the projected population demands. A 90 percent increase in population is projected with the development of 800 additional units and 1,350 people, expanding the present **population** from 1,400 to 2,800 people. This growth will place greater demands on schools, and community services.

PROVIDE DEVELOPMENT OPPORTUNITIES TO ASSURE THE DEVELOPMENT OF A BALANCED COMMUNITY. Development should accommodate a variety of housing types and sizes, from **single-family** to **multi-family development**. Development bonuses should be provided for the development of low and moderate income housing. A 25 percent density bonus, beyond the maximum density **allowed**, and within the height and bulk restrictions of the Planned District Ordinance **should** be encouraged.

EDUCATION

EDUCATIONAL OPPORTUNITIES SHOULD BE MAINTAINED AND ENHANCED WITHIN THE COMMUNITY. Existing government-owned properties dedicated to educational activities **should** be maintained and expanded. Multiple purpose and **multiple** level educational facilities should be **developed** and encouraged. The **opportunities** for providing kindergarten through higher education opportunities within a single site, such as the elementary school site, should not be overlooked as a potential way of making more efficient use of this site.

EDUCATIONAL OPPORTUNITIES FURTHERING THE HISTORICAL SIGNIFICANCE OF OLD TOWN SAN DIEGO SHOULD BE PURSUED. The special educational program presently ongoing at the Fremont Elementary School should be maintained and expanded. Programs sponsored by the Unified School District or any other **educational** or cultural agency, and coordinated with **local** universities or and **cultural/historical** associations should be pursued. An expanded educational **cultural** program should be **established** at the existing school site.

AN EDUCATIONAL/CULTURAL PROGRAM SHOULD BE ESTABLISHED IN OLD TOWN SAN DIEGO IN CONJUNCTION WITH THE HISTORICAL **SOCIETY'S** SERRA MUSEUM. A program that concentrates its scope on local history both pre- and post-Hispanic should be instituted and based in Old Town San Diego "where California began."

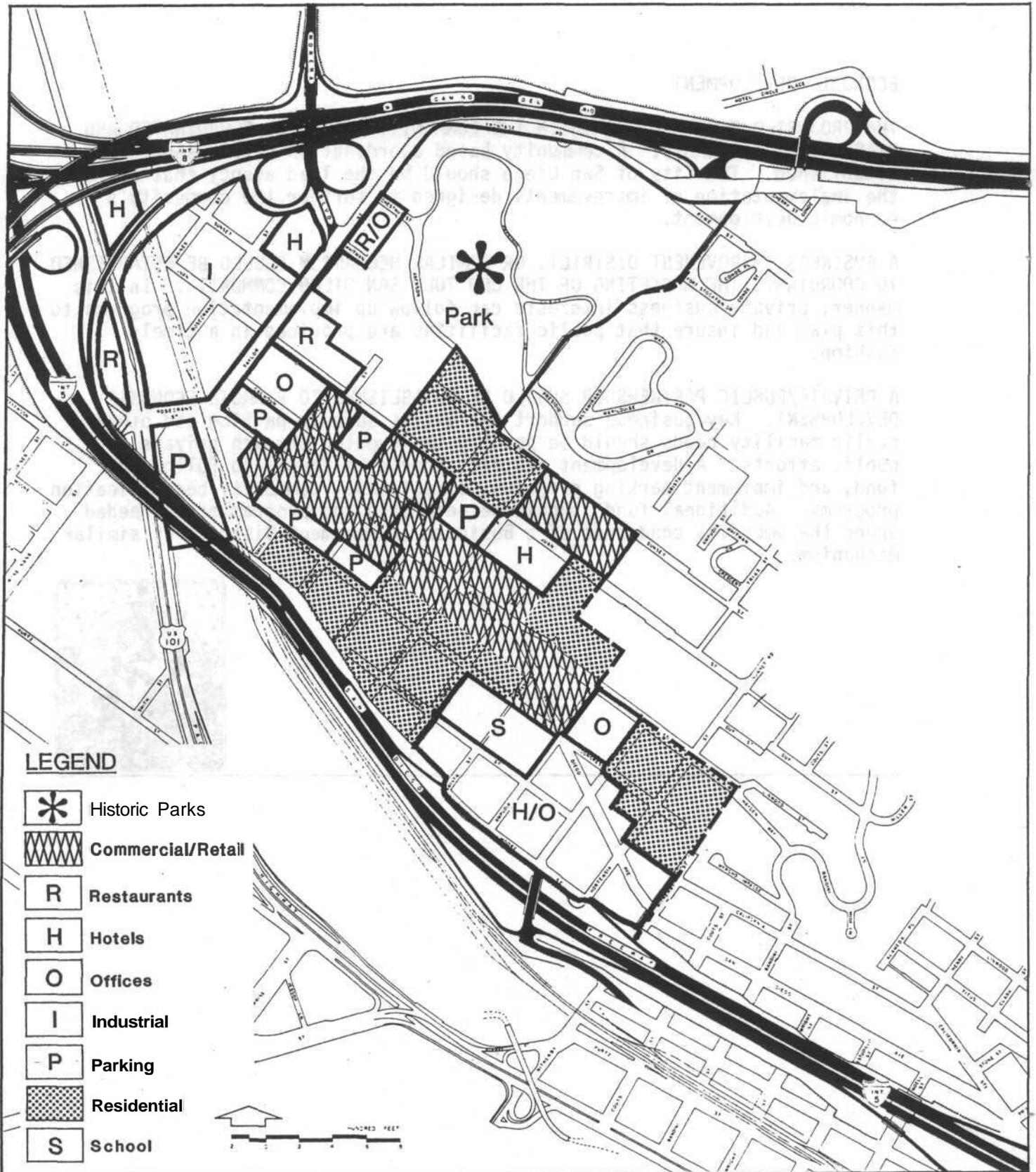
ECONOMIC DEVELOPMENT

THE PROJECTED ECONOMIC GROWTH IN THE COMMUNITY SHOULD BE COORDINATED AND PHASED TO AVOID WASTE. A community based coordination effort **should** be established. The City of San Diego **should** be the lead agency that spurs the **implementation** of improvements designed to further the **community's** economic development.

A BUSINESS IMPROVEMENT DISTRICT, OR SIMILAR MECHANISM SHOULD BE ESTABLISHED TO COORDINATE THE MARKETING OF THE OLD TOWN SAN DIEGO COMMUNITY. In this manner, private business interests can **follow** up implementation programs to this plan and insure that public facilities are provided in a timely fashion.

A PRIVATE/PUBLIC PARTNERSHIP SHOULD BE ESTABLISHED TO PROMOTE ECONOMIC DEVELOPMENT. Key business support **facilities** such as parking and other public facility needs should be **jointly implemented** through private and public efforts. A development district should be formed to **follow** up, fund, and implement parking **programs**, streetscape, community **beautification** programs. Additional funds should be generated and programmed as needed under the umbrella condition of a Business Improvement District or **similar** mechanism.





EXISTING LAND USE

LAND USE ELEMENT

BACKGROUND

Existing land use in Old Town San Diego is characterized by a mixture of **single-family** homes, duplexes, apartment and retail, office, **hotel**, and restaurant commercial activities. Commercial uses, for the most part, are oriented to serve either the visitor, the Old Town San Diego resident or the **traveler/commuter** along Taylor Street. Since the adoption of the 1968 Community Plan, San Diego Avenue has been closed at the State Park, and uses **along** the avenue which used to cater to **thru-traffic** are now catering to the visitor instead. The remaining vacant land is primarily **located** on the steep hillsides at the easterly edge of the planning area and in the western area in the form of parking lots and yard maintenance areas. It is important to note that more than one-half of the 230 acres within the planning area is developed with public and **semipublic** uses, including Presidio Park, the State Division of Highways District Office and Maintenance Yard, the State Historic Park, County Heritage Park, Fremont Elementary **School** and numerous city streets. As a **result** of the **area's** historical significance and visitor-oriented activities, the necessity for updating the 1968 long-range land use proposals for the **approximately** 100 acres in private ownership and **similar** acreage in public ownership is **vital**.

On the uplands to the east, steep topography physically separates the Mission Hills residential area from Old Town San Diego. The **hillsides** within the Old Town San Diego Planning Area are being developed **residentially** and with a major **hotel**. Interstate 5 and 8 freeways also separate the community from mixed commercial and industrial **development** to the west and Mission Bay, the San Diego River floodplain, and commercial recreation areas to the north. The southerly portion of the community merges with residential and **commercial** areas extending along San Diego Avenue to the south. **Commercial development** is **primarily** of a **retail-visitor** serving nature along the San Diego Avenue corridor, including **several** various-sized restaurants. Other commercial **development** along the Old San Diego Avenue corridor (Congress, Jefferson) has been **primarily** office. Recent development trends in this area show a strong market for hotel development. Housing **still** remains along the Jefferson/Congress Street corridor. These are primarily older **single-family** bungalow type of units. Newer residential **development** is characterized by apartments and condominiums in the area east of San Diego Avenue.

The residential **population** of Old Town San Diego has steadily **declined** since 1950. This decline can be attributed to several factors. Among these has been a decrease in family size fairly **typical** of city-wide trends, the removal of many war housing structures in the mid '50's and a **general** trend in conversion of **bungalow** structures or vacant land from **residential** and trailer parks to **nonresidential** uses. This last factor is

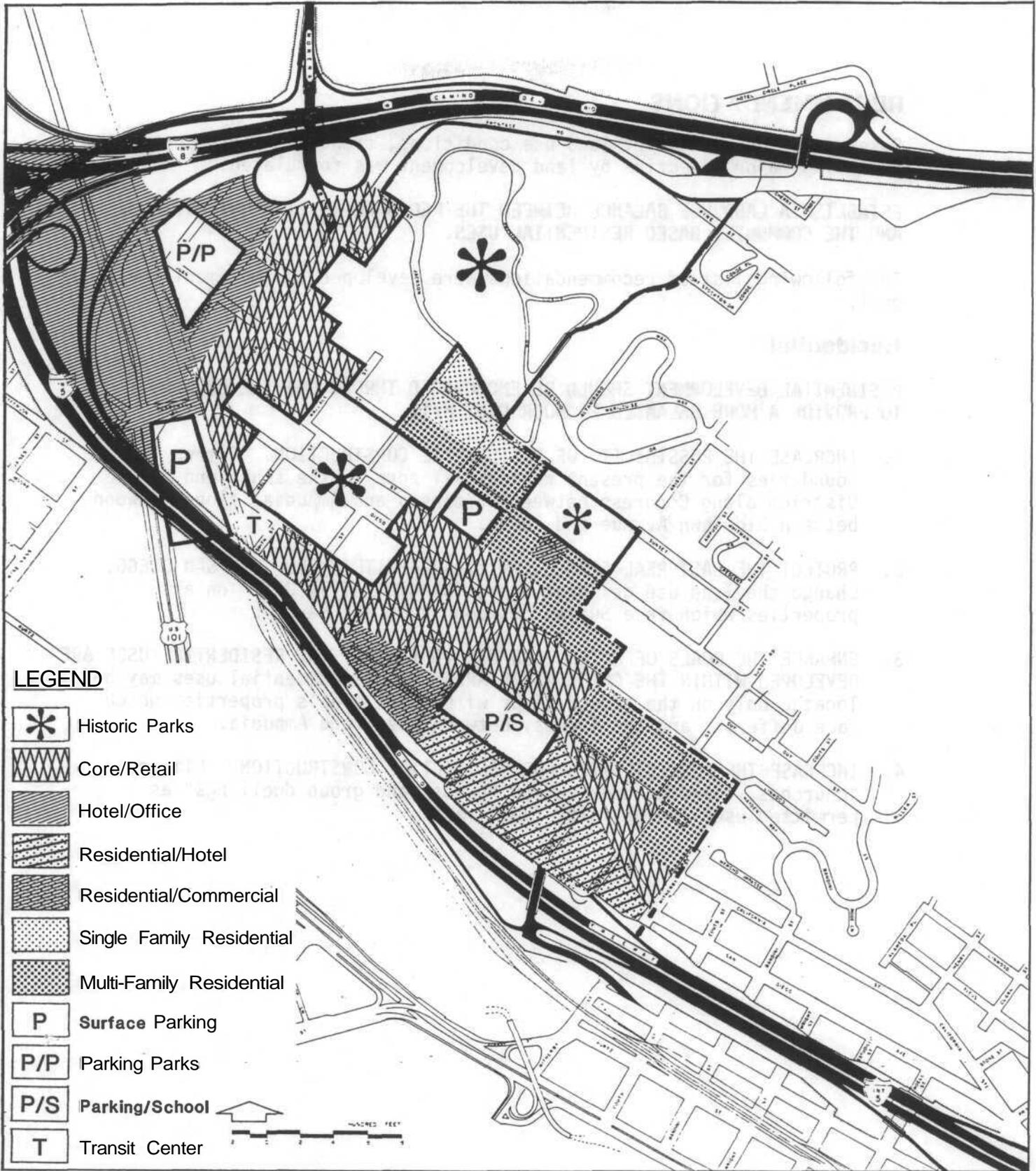
readily reflected in **construction** and demolition records which indicate that building activity has been more than two to one in favor of **nonresidential** building within the last few years. The zoning pattern for the community is primarily commercial with small multi-family residential districts.

The current condition of existing structures based on a **visual** inspection indicates **generally** that both **residential** and nonresidential buildings are sound.

Development opportunities for land use in Old Town San Diego are based on the **development** of an appropriate environment **complimentary** of historic buildings, sites and features. Such **development** is the key generator for economic and land use activities throughout the community. Without question, such **activities** are heavily represented by the sales, service and housing requirements of the visitor industry. The **ultimate** success in capitalizing on the **community's** visitor and **resident** activities depends upon several factors. These include: (1) the Presidio Park historical development and the State Park **quality** of **exhibits**, number and character of buildings, **landscaping**, etc.; (2) the imaginativeness, historical consistency, **quality**, and technique with which private enterprise **develops** areas in the **immediate** vicinity of the State Park and throughout Old Town San Diego; (3) adequacy of access into and out of the area, parking space availability within the area, streetscape ambiance, and directional signs; (4) the time table for the **development** of the Park and neighboring commercial areas; (5) the presence or absence of night activities and entertainment in the area; (6) the extent to which the Old Town San Diego area is promoted by means of **advertising** the publicity, in and **outside** of the county and visitor trends in the country as a whole; and (7) the amount of community-serving commercial uses to provide for the residential needs in the area.

It **should** be recognized that **full development** of historic and visitor-oriented activities will also create a strong demand for other types of development which is **regional** in orientation. The environment created has already exerted a strong pull with regard to professional offices, shops, **institutional** facilities, crafts, and the like. Many of these uses are drawn to the area **primarily** by the **historical** ambiance and stimulating environment and would in some cases not **necessarily** depend on visitor industry activities.

An important need still **unfulfilled** is the **development** of an increased demand for residential **accommodations** within the area. On the basis of experience in other **cities** where **historic elements** are appropriately combined with **tourist-oriented facilities**, it is estimated that a sizable number of persons would wish to **live** in Old Town San Diego. This demand, reflected by **multi-family** housing development at moderate densities in keeping with the overall character of the **community**, would be based on the **uniqueness**, **historical** interest and variety of **activities** which could **develop** and which are **fascinating** to many urban **dwellers** who choose historical areas for their residences. MAP



PLAN LAND USE CONCEPT

RECOMMENDATIONS

Based on an evaluation of land use conditions, trends, and prospects, the following major objective by land development was formulated.

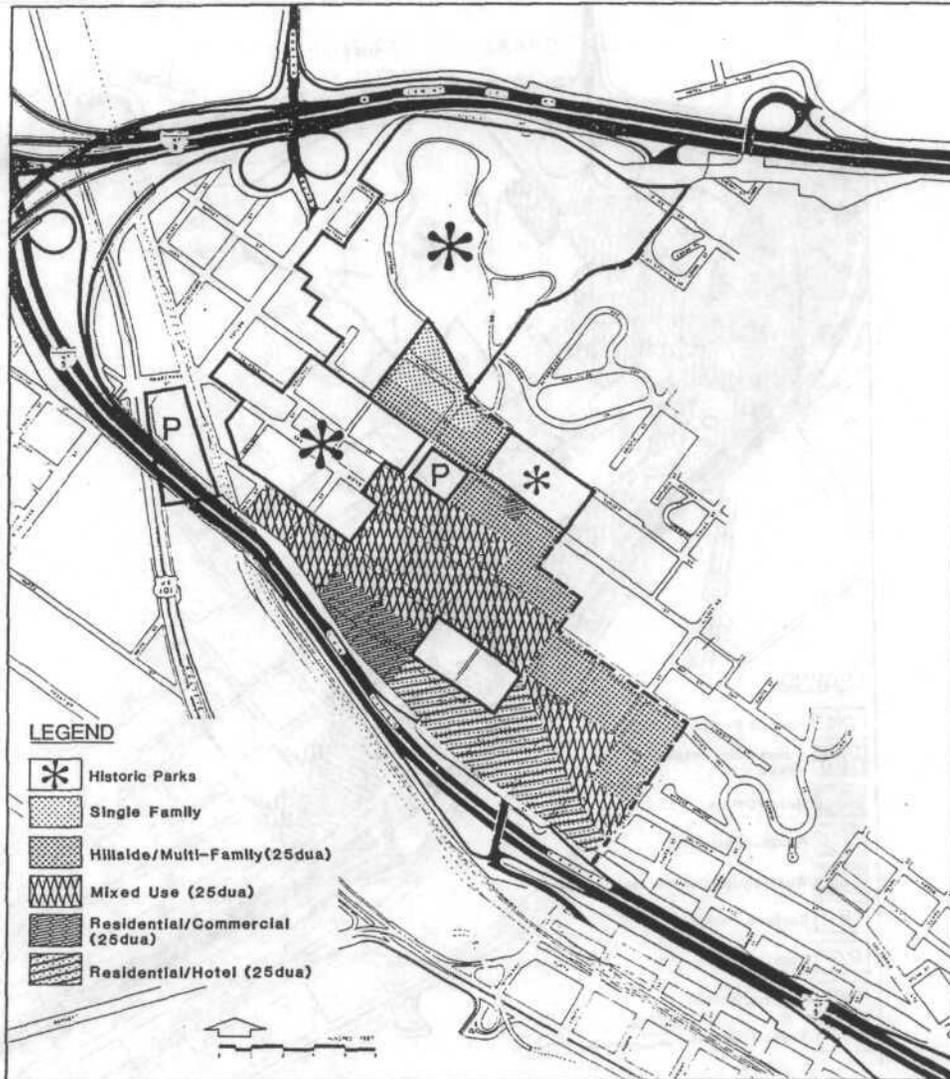
ESTABLISH A LAND USE BALANCE BETWEEN THE REGIONAL-VISITOR ORIENTED USES AND THE COMMUNITY BASED RESIDENTIAL USES.

The following list of recommendations were developed to implement the above goal.

Residential

RESIDENTIAL DEVELOPMENT SHOULD BE ENCOURAGED THROUGHOUT THE COMMUNITY TO PROVIDE A MORE BALANCED 24 HOUR COMMUNITY.

1. INCREASE THE POSSIBILITY OF RESIDENTIAL CONSTRUCTION. Extend the boundaries for the present residential zone in the south end of the District along Congress between Hortensia and Ampudia, along Linwood between Old Town Avenue and Conde.
2. PROTECT THE LAST REAL SINGLE-FAMILY AREA WITHIN OLD TOWN SAN DIEGO. Change the land use designation to "Single Family Only" on all properties which face Sunset between Mason and Harney.
3. ENHANCE THE GOALS OF MIXED LAND USE TO INSURE THAT RESIDENTIAL USES ARE DEVELOPED WITHIN THE CORE FRINGE AREAS. Non-residential uses may be located only on the ground floor within the area's properties which face Jefferson and the freeway between Mason and Ampudia.
4. INCREASE THE POSSIBILITIES FOR RESIDENTIAL CONSTRUCTION. Eliminate "churches, boarding and lodging houses, and group dwellings" as permitted uses in the multi-family area.

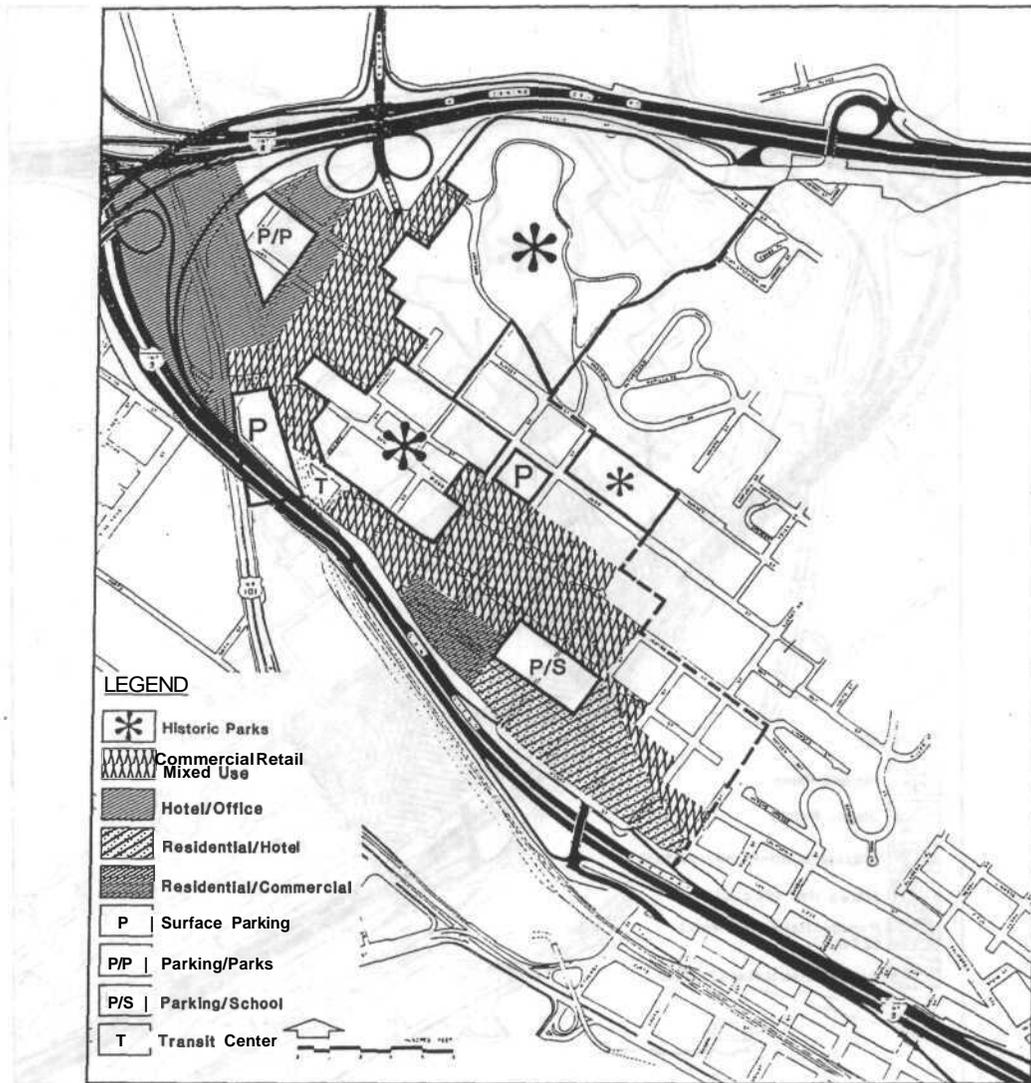


RESIDENTIAL LAND USE CONCEPT

Commercial

THE AREA IDENTIFIED AS THE "CORE" AROUND THE STATE HISTORIC PARK SHOULD BECOME THE CENTRAL COMMERCIAL/RETAIL AREA OF THE OLD TOWN SAN DIEGO COMMUNITY.

1. INCREASE THE SIZE OF THE HISTORICAL CORE AREA AND PROVIDE A LOGICAL TRANSITION INTO THE "CORE AREA." Change the boundaries of the "core" area to include the area along San Diego Avenue to Ampudia; and the area between Juan, the railroad, the State Park and the Taylor street facing lots.
2. INCREASE THE POSSIBILITY OF MORE RETAIL IN THE "CORE" AND DEVELOP A COMPREHENSIVE PARKING SOLUTION FOR VISITOR PARKING IN THE COMMUNITY. Modify planned district regulations within the "core," thereby prohibiting or reducing any parking requirements within this area. All parking required by new development must be satisfied by payment of a one-time fee per parking space to be applied toward a Parking District or other similar mechanism.



COMMERCIAL LAND USE CONCEPT

3. INCREASE THE POSSIBILITY OF MORE RETAIL IN THE "CORE." Eliminate **Hotels, Motels, and schools** as permitted uses within the core.
4. ENCOURAGE THE DEVELOPMENT OF RESIDENTIAL UNITS IN THE "CORE." THESE SHOULD BE ATTRACTIVELY INTEGRATED THROUGH SENSITIVE DESIGN WITH COMMERCIAL USES.
5. ENCOURAGE THE DEVELOPMENT OF INDIVIDUAL OFFICES OR STUDIOS FOR **ARTISTS, ARCHITECTS, LANDSCAPE ARCHITECTS, INTERIOR DESIGNERS** AND OTHER DESIGN-ORIENTED PROFESSIONALS IN THE CORE FRINGE AREAS.
6. PROMOTE AN ATMOSPHERE THAT WOULD ATTRACT CRAFTSMEN AND ARTISANS WHO COULD LIVE, WORK, AND MARKET THEIR PRODUCTS IN OLD TOWN SAN DIEGO.
7. ENCOURAGE THE DEVELOPMENT OF RESTAURANTS, NIGHT **CLUBS**, AND HOTEL ROOM ACCOMMODATIONS AS COMPREHENSIVE INN FACILITIES IN THE FRINGE AREA TO THE COMMERCIAL CORE.

8. ENCOURAGE THE LOCATION IN OLD TOWN SAN DIEGO OF INDOOR-OUTDOOR EATING ESTABLISHMENTS, BAZAARS AND SIMILAR PRIMARILY VISITOR-ORIENTED ACTIVITIES.
9. ENCOURAGE THE DEVELOPMENT OF COMPATIBLE COMMERCIAL AND RESIDENTIAL USES SUCH AS: ANTIQUE SHOPS, ART GALLERIES, ART SHOPS, BAKERY SHOPS, BARBER SHOPS, BARS, BEAUTY SHOPS, BICYCLE SHOPS, BOOK STORES, BRANCH BANK OFFICES, CANDY STORES, CHURCHES, COFFEE HOUSES, CULTURAL CENTER, DRESS SHOPS, DRUG STORES, FLOWER SHOPS, GIFT SHOPS, HABERDASHERIES, HANDICRAFT SHOPS, ICE CREAM SHOPS, INNS, JEWELRY STORES, LIQUOR STORES, MEETING HALLS, MUSEUMS, MUSIC STORES, NIGHT CLUBS, OUTDOOR FOOD MARKETS, PET SHOPS, PHOTOGRAPHY SHOPS, PHOTOGRAPHY STUDIOS, PICKUP AND DELIVERY CLEANING SHOPS, RESTAURANTS, SCHOOLS, SHOE REPAIR SHOPS, SIDEWALK CAFES, SMALL GROCERY STORES, SMALL HOME FURNISHINGS STORES, SMALL LETTER SHOPS, SMALL OFFICES, SMALL PROFESSIONAL OFFICES, SMALL SELF-SERVICE LAUNDRIES, SNACK SHOPS, SPORT GOODS SHOPS, STATIONERY STORES, TELEGRAPH OFFICES, THEATERS, TRAVEL AGENCY OFFICES, VARIETY STORES.
10. DISCOURAGE THE FOLLOWING TYPES OF LAND USE: AUTO PARTS STORES, AUTO REPAIR GARAGES, AUTO SALES OFFICES, AUTO TRAILER PARKS, BOAT SALES OFFICES, CONTRACTOR'S YARDS, HOSPITALS, LARGE APARTMENTS AND HOTELS, LARGE FACTORIES, LARGE OFFICE BUILDINGS, LARGE PRINTING PLANTS, LUMBER YARDS, MACHINE SHOPS, MORTUARIES, STORAGE WAREHOUSES, UNENCLOSED AUTOMOBILE SERVICE STATIONS, UNENCLOSED DRIVE-IN ESTABLISHMENTS, USED CAR LOTS, WHOLESALE DISTRIBUTORS' STORES.

The land use locational proposals of the Plan are designed to provide a physical development framework to guide future growth in Old Town San Diego towards realization of stated objectives.

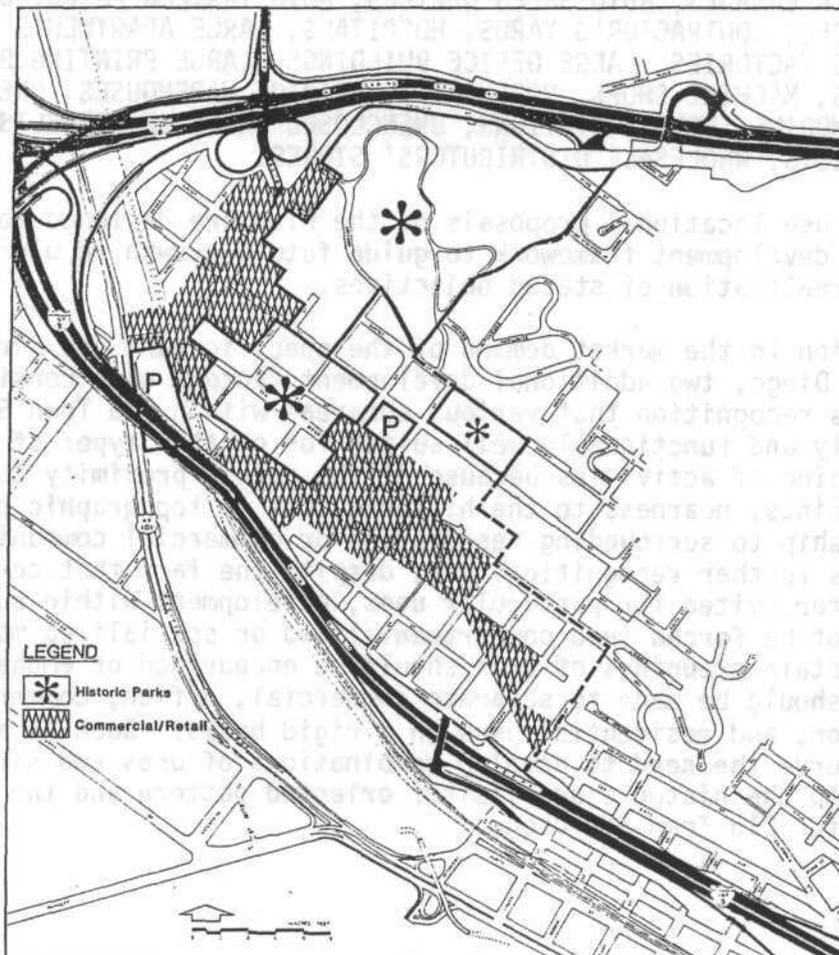
In addition to the market demand of the specific land use markets in Old Town San Diego, two additional development factors were considered. First, there was recognition that various subareas within Old Town San Diego are physically and functionally well suited for certain types of development and grouping of activities because of the area's proximity to freeway access points, nearness to the historic core or topographic conditions and relationship to surrounding residential or commercial communities. Second, there was further recognition that, despite the fact that certain areas were better suited for particular uses, development within such areas should not be forced into compartmentalized or specialized molds. That is, while certain groupings of uses should be encouraged or emphasized no attempt should be made to separate commercial, office, commercial recreation, and residential uses on a rigid basis. Such an approach will better serve the need to develop combinations of uses and structures related to the historic and visitor oriented pattern and the environment desired for Old Town San Diego.

Development Subareas

THE FOLLOWING DEVELOPMENT SUBAREAS ARE PROPOSED IN ORDER TO MEET OVER ALL LAND USE OBJECTIVES AND TO CAPITALIZE ON THE LOCATION ADVANTAGES OF EACH SUBAREA IN THE LONG-RANGE DEVELOPMENT OF OLD TOWN SAN DIEGO.

THE CORE:

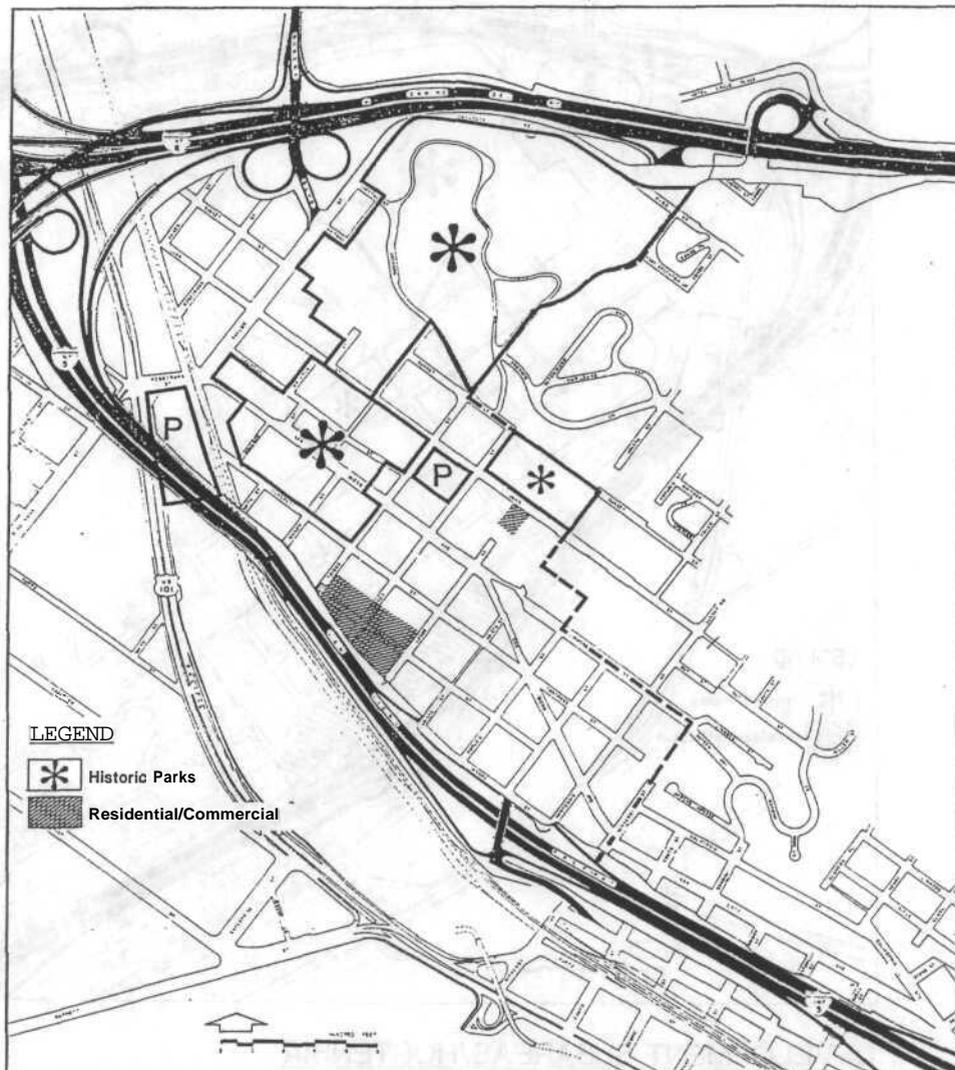
A **pedestrian-oriented** shopping area located in the heart of the Old Town San Diego area immediately adjacent to the historic core. This area is **conveniently accessible** to the State Historic Park and is relatively free from through vehicular traffic. Uses such as art galleries, variety stores, gift shops, and sidewalk cafes are encouraged to occupy the ground floor frontage within the shopping area. Uses such as living units or offices should also be permitted, but should be located above or behind the shopper and visitor-oriented uses. In this way, inactive spaces **could** be avoided and a **pleasurable** street level pedestrian shopping area **compatible** with the historical environment would be created without sacrificing any complementary uses and activities. Other uses not inconsistent with development objectives could also be accommodated in this area. Development intensity shall not exceed 0.6 FAR.



DEVELOPMENT SUBAREAS/CORE

JEFFERSON AREA:

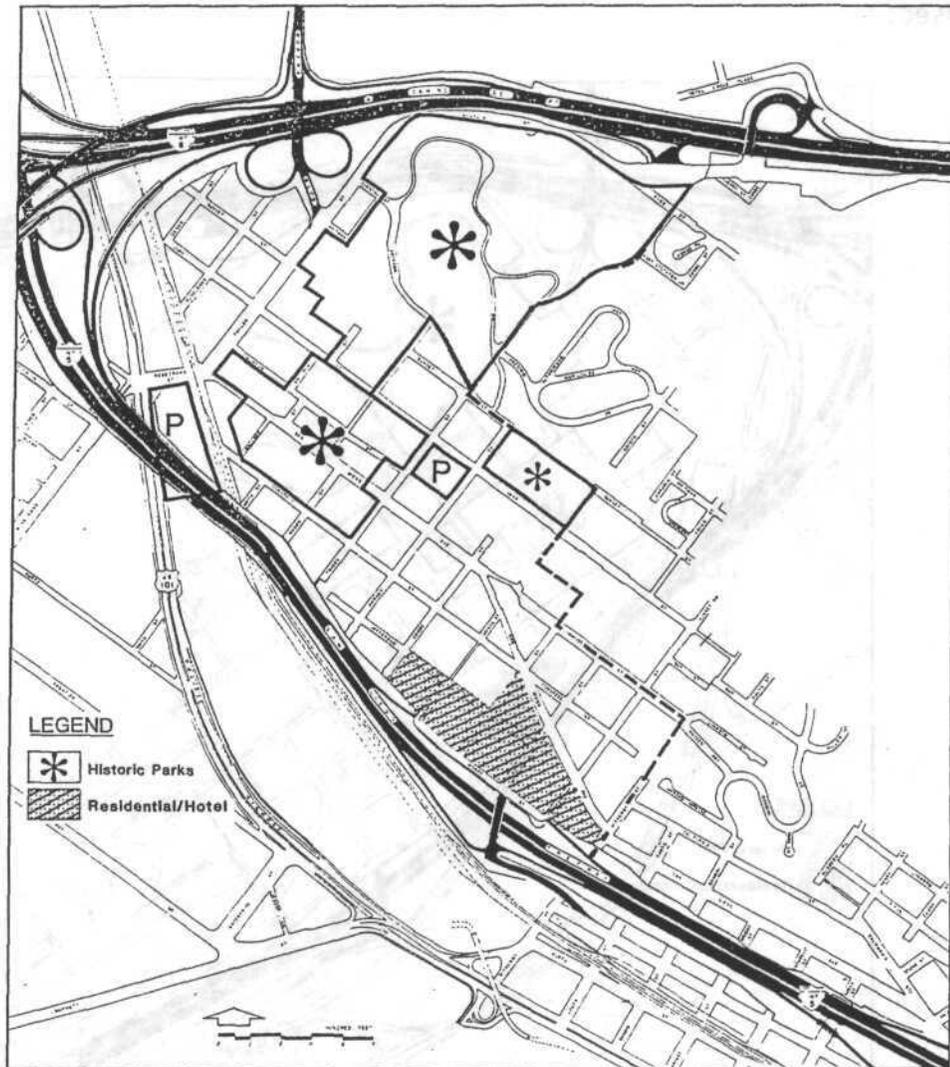
A **residentially-oriented** area with **community-serving commercial** on the ground floor only. Uses such as **professional** offices, financial institutions, cultural facilities and residential living units **should** be encouraged to **locate** in the areas adjacent to Congress Street in the vicinity north of Fremont School. This location in the Jefferson zone would support visitor- and **community-oriented retail commercial**. Office uses which do not require immediate freeway access should be located here, and should the area provide major development opportunities for **residential multi-family** units as part of a density bonus program. Development intensity **should** not exceed 0.6 FAR, except **residential** development is proposed.



DEVELOPMENT SUBAREAS/JEFFERSON

HORTENSIA:

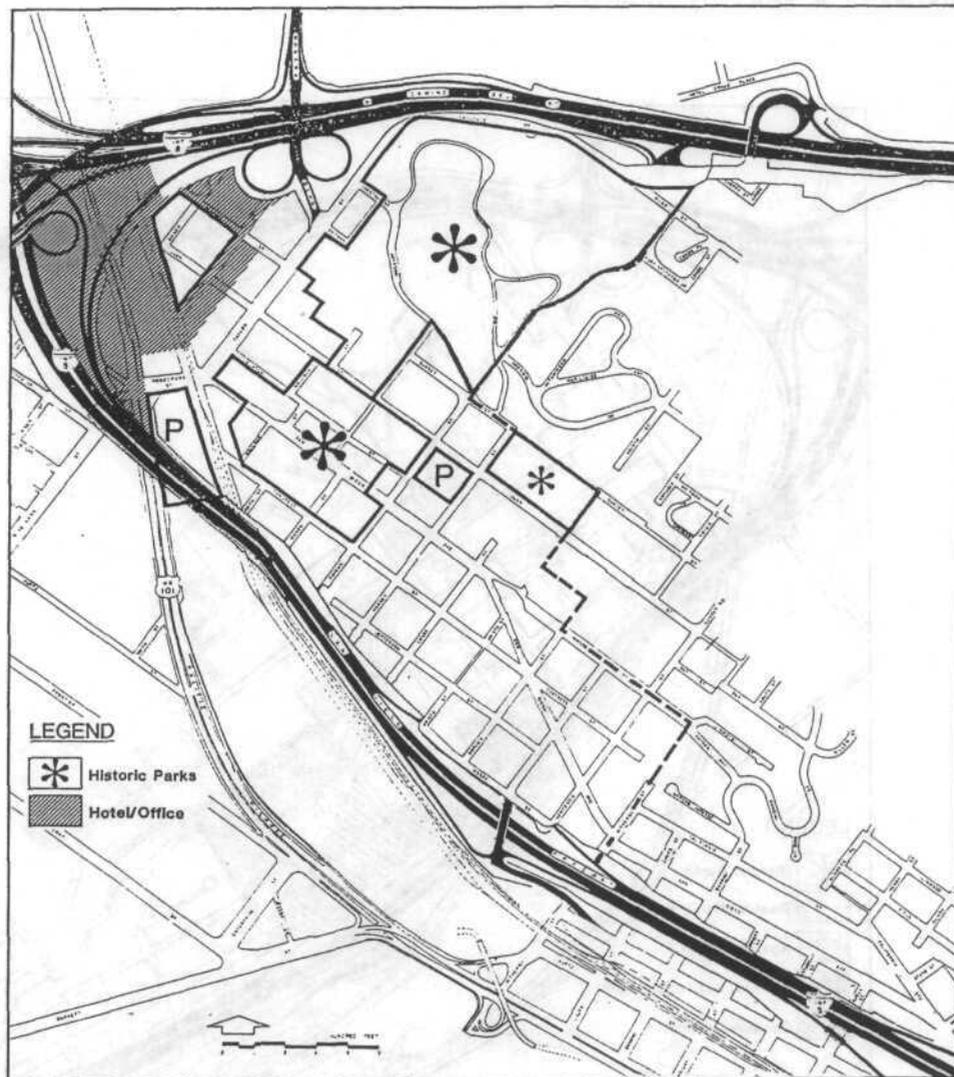
Activities such as inns, hotels, motels, and limited accessory uses such as restaurants, shops and services as well as residential would be encouraged to locate in the vicinity of the Old Town Avenue off-ramp from Interstate 5 Freeway. This area at the periphery of Old Town San Diego and at a major ingress and egress point to the community has obvious locational advantages for accommodating supportive uses to the visitor and residential areas. Development intensity shall not exceed 0.6 FAR.



DEVELOPMENT SUBAREAS/HQRTENSIA

ROSECRANS:

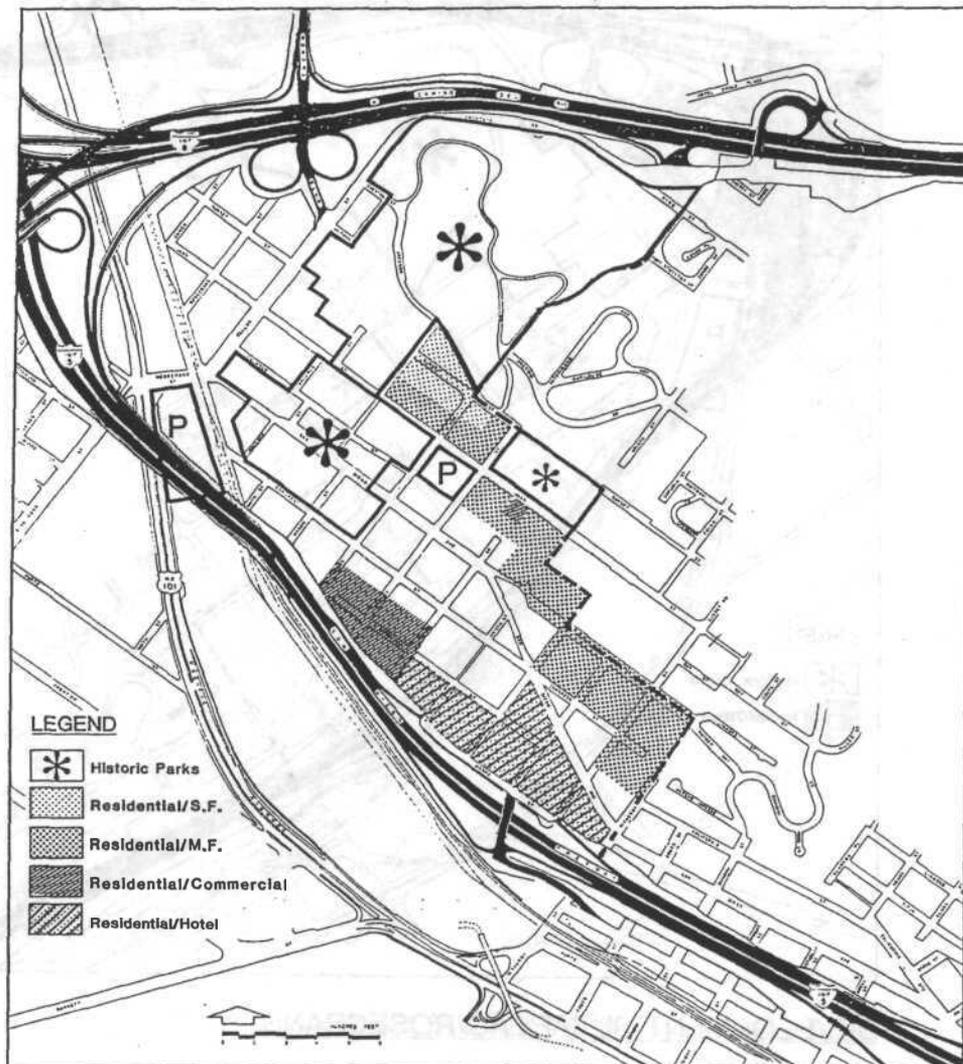
Uses such as **professional** offices, hotels, cultural facilities, and retail activities supportive of the **historical** core **should** be located in the area **westerly** of Taylor Street with access from Interstate 8 Freeway, Morena Boulevard and Rosecrans Street. The area's vicinity to Mission Valley, the Morena, and Midway area at the periphery of **Old Town San Diego** makes it an **excellent** site for supportive visitor uses to the historical core of the community. Development intensity shall not exceed 1.0 FAR.



DEVELOPMENT SUBAREAS/ROSECRANS

RESIDENTIAL:

(Single-Family and Multi-Family): Residential uses should be encouraged the eastern area, which for the most part consists of steep hillsides adjoining an established residential development in Mission Hills and a cluster of homes adjacent to Mason and Juan Streets. The area contains a variety of housing types. Maximum densities should not exceed one unit per 1,750 square feet for multi-family, and one unit per 5,000 square feet of lot of single-family. Density allocations for very steep hillsides of 25 percent slope or greater should not exceed one unit per 20,000 square feet. No developments should be allowed to encroach on steep bluffs (30 percent slope and higher).



DEVELOPMENT SUBAREAS/RESIDENTIAL

EXISTING ZONING LEGISLATION SHOULD BE UPDATED TO IMPLEMENT THOSE PROPOSALS FOR DESIGNATION OF PREDOMINANT USE AREAS WITHIN OLD TOWN SAN DIEGO.

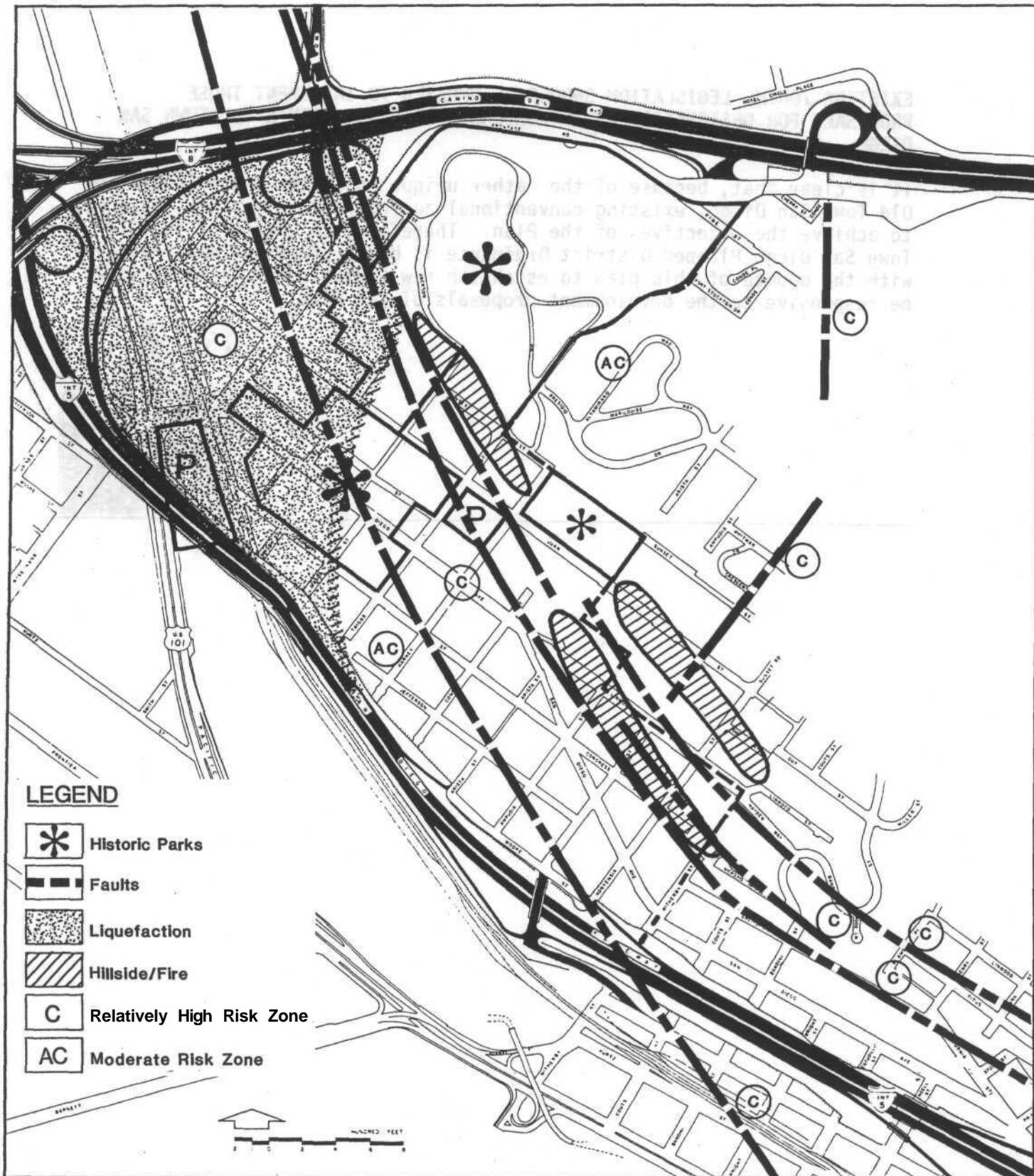
It is **clear** that, because of the rather unique character and potential of Old Town San Diego, existing conventional zoning regulations are inadequate to achieve the objectives of the Plan. Therefore, an update of the Old Town San Diego Planned District Ordinance is **being** prepared concurrently with the update of this **plan** to establish new zoning controls which would be responsive to the **development** proposals of the **Plan**.



LEGEND

-  Historic Parks
-  Historic Districts
-  Historic Resources
-  Refurbish High Risk Zone
-  Moderate Risk Zone

SEISMIC RISK SAFETY EXISTING CONDITIONS



SEISMIC/FIRE SAFETY EXISTING CONDITIONS