

PLAN SUMMARY

The following information provides a summary statement designed to describe the key features of this plan. This section provides a statement of current development issues, development alternatives reviewed, and a short description of the proposed development concept and its major goals and objectives.

DEVELOPMENT ISSUES:

Historical Context:

Development in the community lacks the appropriate historical appearance and development context.

Presidio Park's historical importance has not been given the proper role within the community.

There are still many remaining uses that are incompatible with the historical and commercial/residential character of the community.

Land Use:

Regional and community-based land use needs have to be addressed and carefully balanced.

Business activities need to be coordinated and upgraded by promoting an upscale image, to provide better services to the visitor as well as the residential community.

Recent development activity has resulted in too dense and out of scale development inconsistent with the community's historical development.

The Planned District Ordinance has not been implemented consistently and its development guidelines are too flexible and subject to varied interpretations. As a result, the ordinance has not had the unifying effect that was originally intended.

Circulation:

The community is subject to traffic congestion and inadequate parking facilities.

There is an opportunity to plan new development to take advantage of proposed transit lines. San Diego Trolley extensions are proposed from downtown San Diego to the North City and East County areas. Both lines are planned to come through the western boundary of the Old Town San Diego plan area. Station locations and related land use and circulation patterns for supportive activities have to be analyzed and planned in order to take full advantage of the transit improvement.

The **existing** street and town development pattern and the **community's** historic townscape are being threatened by street vacations, **closures** and parcel **consolidation**.

Government Agencies and Public **Improvements**:

Several different government agencies have land and businesses in the Old Town San Diego **community**. Their **activities**, however, have been uncoordinated.

Opportunities exist for the reuse of government-owned **lands** in these areas where present uses are inconsistent with the **community's** development. The present outdoor storage and other related uses on these sites **will undoubtedly** be moved to other more appropriate and **functional** locations at a later date.

Public improvements, particularly streets, need enhancement in order to provide a better pedestrian scale and environment. Entrances into the community **also** need to be **designed** and enhanced.

PLAN ALTERNATIVES

Four plan alternatives were **identified** and considered, as follows:

ALTERNATIVE 1: **Tourist-oriented buildout**

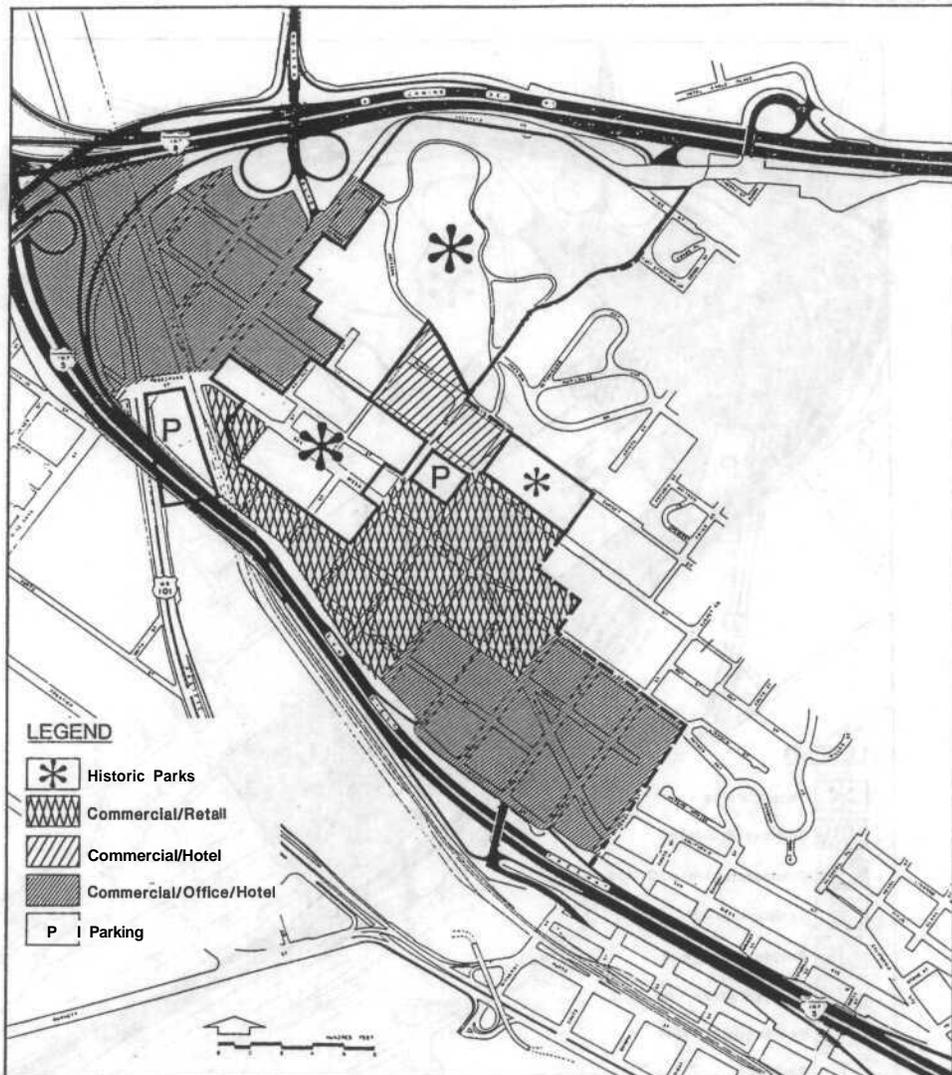
ALTERNATIVE 2: Residential-oriented buildout

ALTERNATIVE 3: No change

ALTERNATIVE 4: Combination tourist and residential development

ALTERNATIVE 1 - Tourist-oriented buildout.

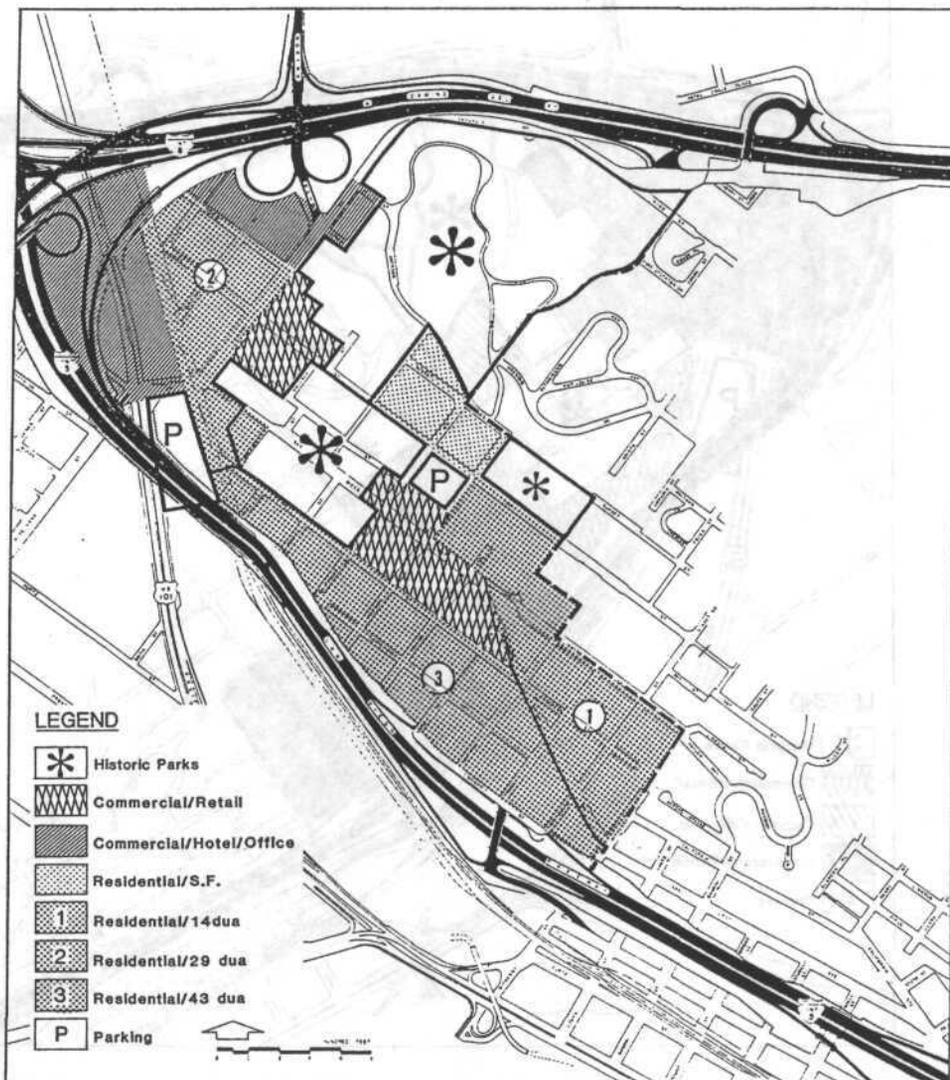
This alternative would orient the community's future development as a commercial, tourist-oriented facility, with full buildout at a floor area ratio (FAR) of 2.0. This option would result in large three- and four-story buildings, accommodating primarily hotel development, retail, and office development. The significant positive impact of this alternative is the perceived economic benefit to private property owners that have not redeveloped their properties. The significant negative impacts include scale conflicts of new vs. historical development; traffic impacts; and loss of the community's residential character which presently gives this community a "real" as contrasted to a "created" ambiance.



ALTERNATIVE 1-TOURIST ORIENTED BUILDOUT

ALTERNATIVE 2 - Residential-oriented buildout.

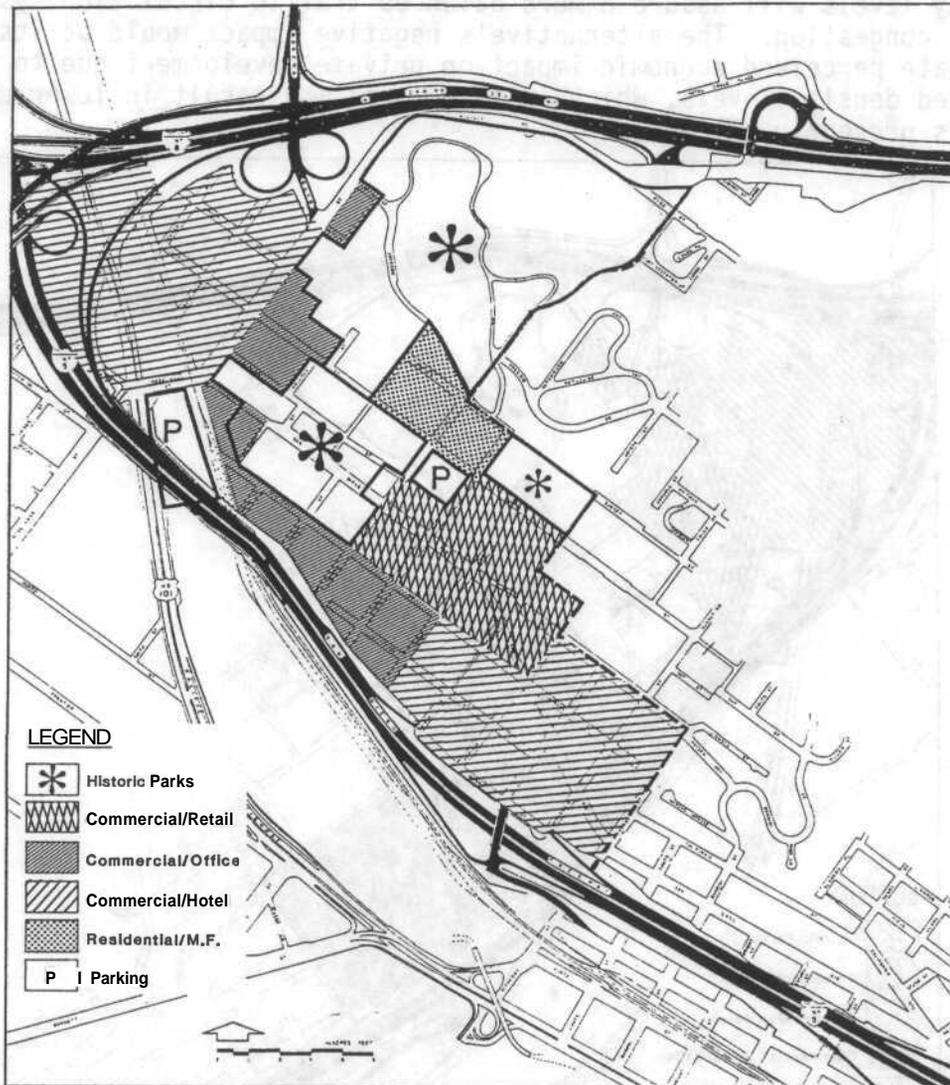
This alternative would orient the community's future development as a residential community. Densities in dwelling units per acre (du/ac) would range between single-family (9.0 du/ac) on the hillsides, to medium, and medium high density (29 to 43 du/ac) in the periphery to the historic core. Floor area ratios (FAR) would range between 0.6 and 1.8 FAR. This option would accommodate a large range of residential densities. The significant positive impacts of this option is that of making Old Town San Diego a real residential community at the crossroads of major regional access (I-5; I-8), and integrating it more closely with adjacent residential areas in Mission Hills and Uptown. The significant negative impacts are its dramatic change in land use which would have immediate economic effects. The potential erosion of a major tourist-oriented facility for the region with fiscal impacts, and traffic impacts due to the single-use aspect of new development.



ALTERNATIVE 2-RESIDENTIAL

ALTERNATIVE 3 - No change.

This option would continue the mishmash of different uses, densities, and styles, and would result in a lack of physical, economic, and use. Its positive impact is that it would appear to be responsive to the economic market. Its negative impact would be that it would continue to reflect the present economic "ups and downs" of development, as experienced in recent years, which result from overbuilding certain types of buildings and activities. Other negative impacts would include traffic congestion due to the present lack of development intensity criteria.

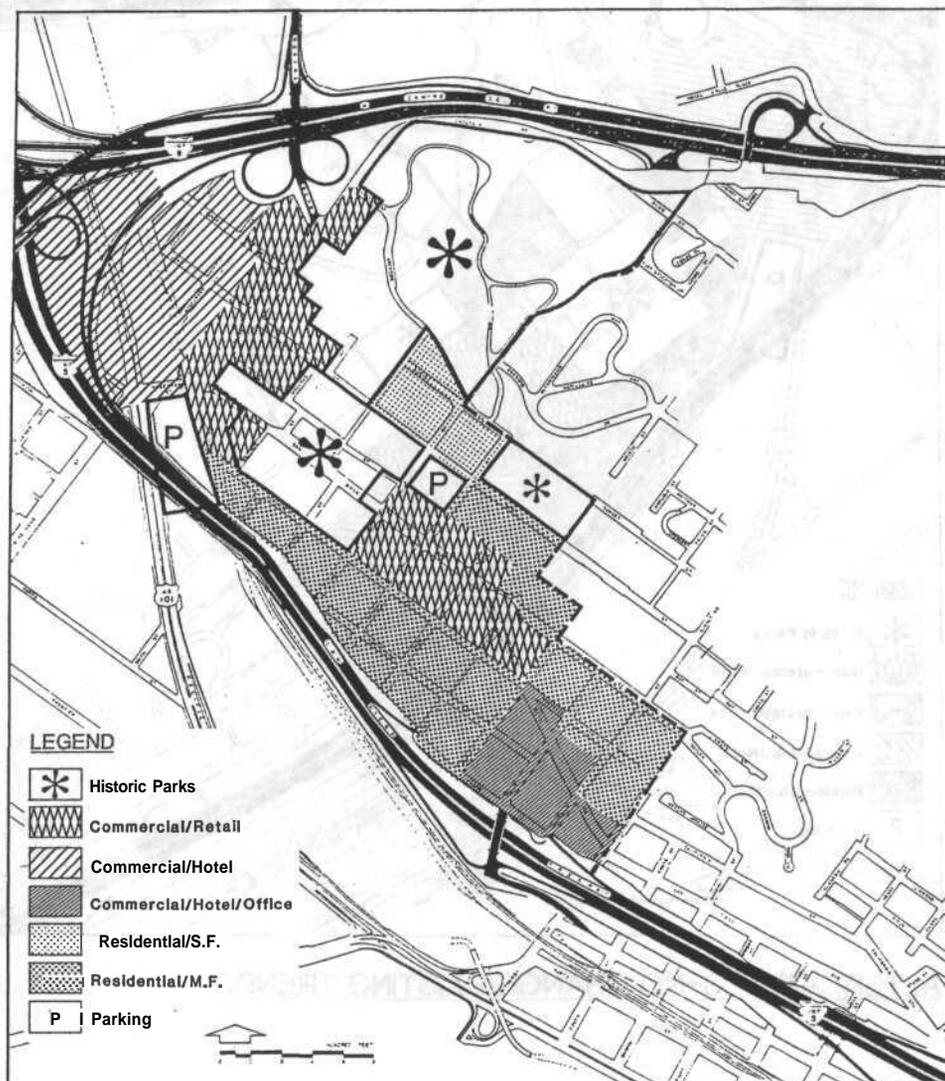


ALTERNATIVE 3-NO CHANGE/EXISTING TRENDS

ALTERNATIVE 4 - Combination of Tourist and Residential Development.

This alternative selects the best aspects of Alternatives 1 and 2, reflects the area's historical ambiance by establishing density standards that are consistent with the community's historical precedent.

The significant positive impacts of this alternative are, its attempt to balance the regional and community needs of the area, maintaining its local and regional economic balance and provision of development density limitations to a moderate density which will ensure historical compatibility of new and old development. Additionally, these land use and density levels will assure a more balanced traffic circulation system and reduce congestion. The alternative's negative impact would be its immediate perceived economic impact on private development due to the proposed density levels, which in some cases may result in lower density than is presently allowed.



ALTERNATIVE 4-COMBINATION TOURIST/RESIDENTIAL

DEVELOPMENT CONCEPT

The selected development concept for the plan is **Alternative 4**. This **Old Town San Diego** development plan updates the earlier plan adopted in 1968 by addressing **problem** areas not previously addressed or anticipated, enhancing the qualitative aspects of the earlier **plan's** implementation, and providing policies designed to address future **development** activities which **will** have a critical impact on the development character of the community.

The plan **specifically** strives to recover and further enhance the area's historical context through design **guidelines** and **public** improvements. The plan also maintains the balance between the **area's** regional-visitor-oriented facilities and the community-resident-oriented needs.

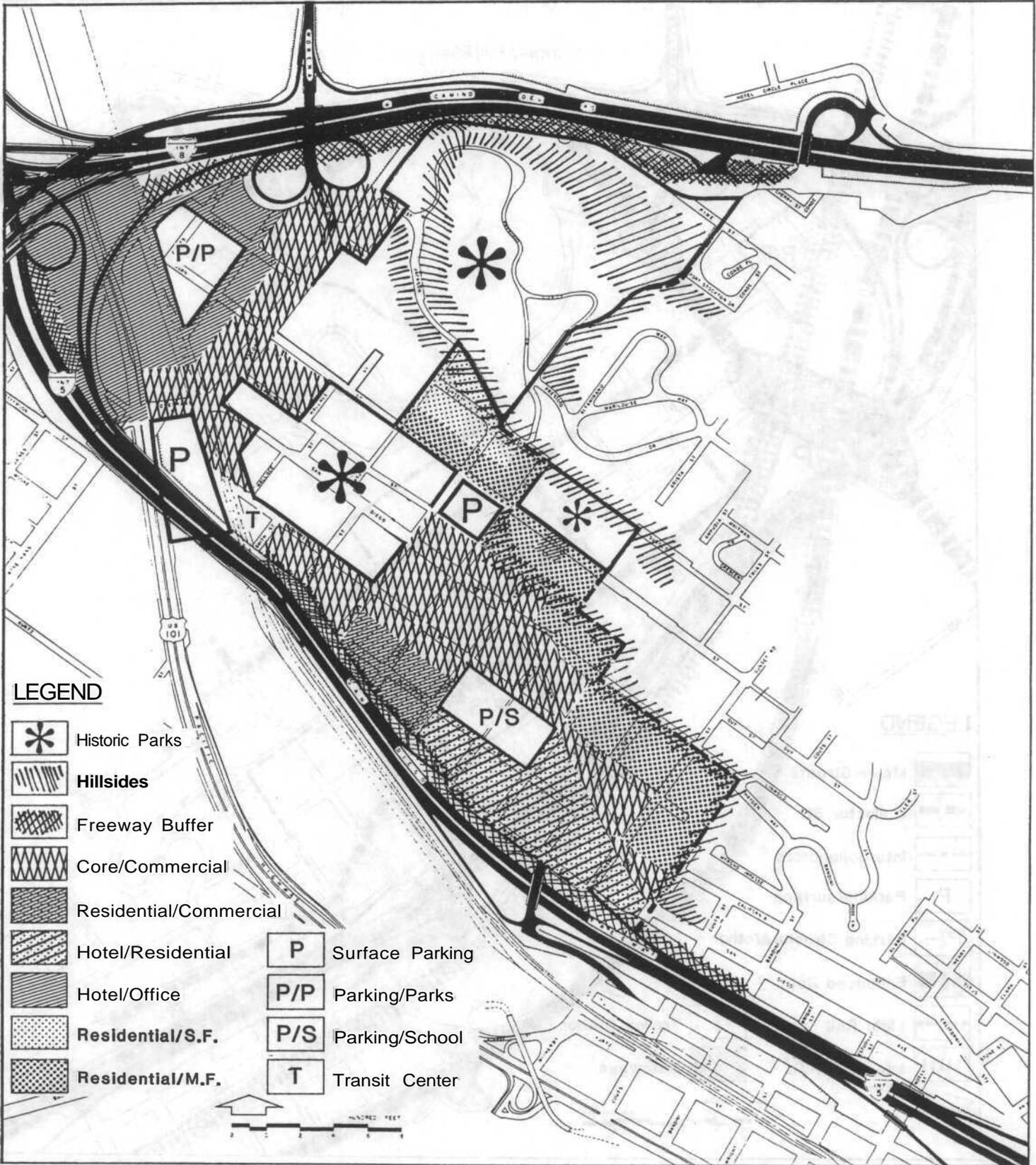
The plan also provides an implementation and phasing program designed to assure a methodical and rational **plan follow-up** and implementation over the next 20 years.

MAJOR GOALS AND OBJECTIVES

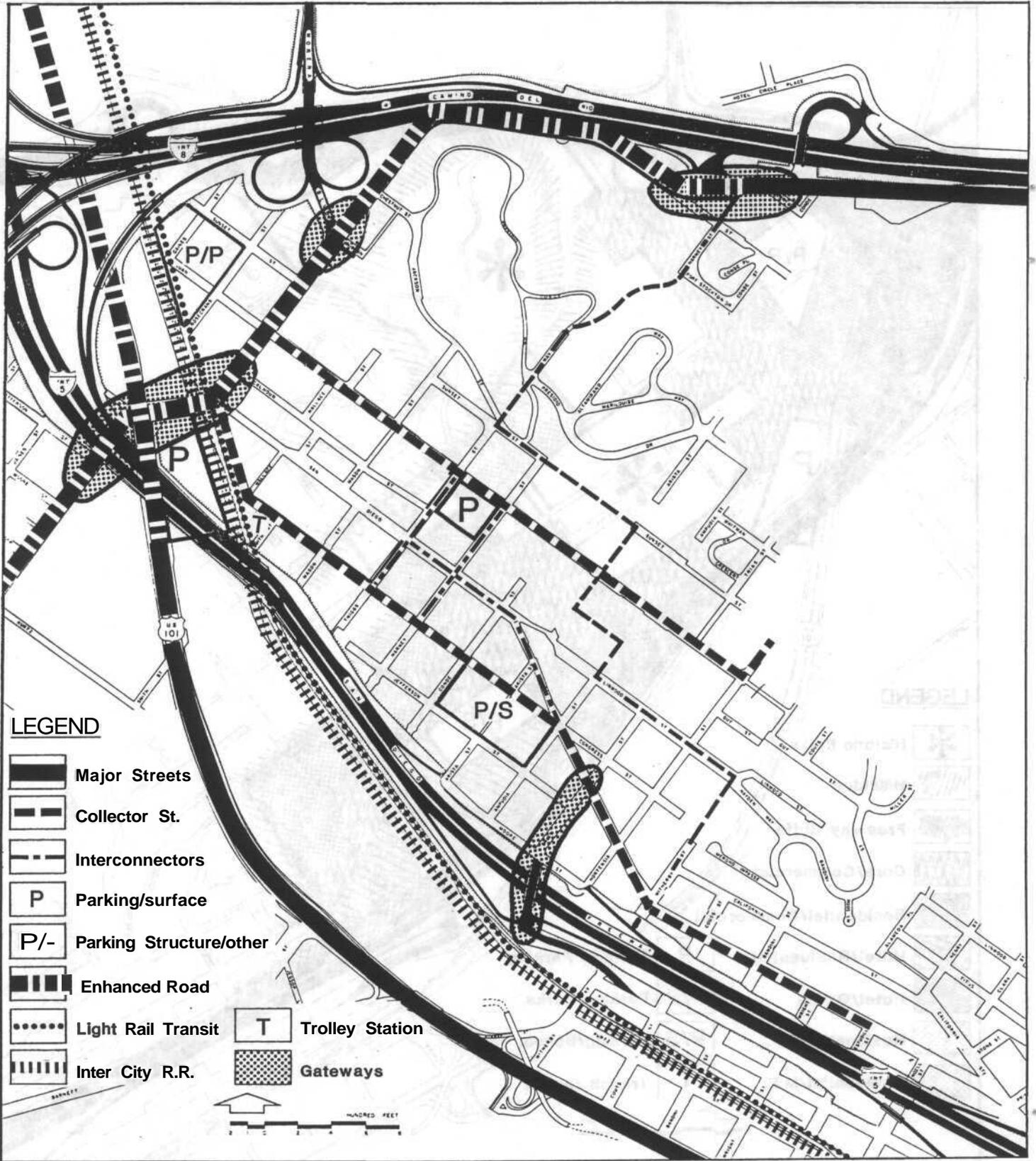
1. Maintain a **balance** between **regional-visitor-oriented** facilities catering to the community's national and international historical importance, with the **community-residential-oriented** needs of the **local** residents within the geographical area and those of areas **readily** adjacent and **accessible** to the Old Town San Diego plan area.
2. Expand the **State Park's** scale and historical context by expanding the **plan's** core area to **link** the historical center to the major gateway into the community providing a "sense of place."
3. **Develop** guidelines for new **development** to keep it within the scale and design context of the area's national and international historical importance. **Clear** and **quantifiable** guidelines for **building** design, style, size, location, and **landscaping** considerations should be **provided**.
4. Develop policies for the recovery, reconstruction, or **rehabilitation** of **historical** structures and archaeological sites.
5. Provide **development** guidelines for peripheral supportive uses to the **historical** core and residential community.
6. Provide policies and development guidelines to unify the **scale** of development **along** community streets. **Establish** a comprehensive - streetscape enhancement program that **will** maintain the historical native of the area.
7. Provide **policies** and standards for the design and **development** of major accessways and gateways into the community.

8. Reduce the need for continuing **automobile-oriented** street **widenings** by developing a **circulation** network which is destination-oriented to Old Town San Diego, rather than through-traffic-oriented.
9. Street **closings** to automobile traffic **should** not be approved, except to provide **better** alternate automobile access, and better pedestrian accessways and provided said **closings** do not change the historical and traditional **development** patterns in the community.
10. Provide policies and alternatives for a comprehensive access network, **including** the location of transit stations and supportive uses. Such policies should be designed to enhance regional accessibility to the **historical** visitor center.
11. Provide standards for the development of public support facilities at the gateways, the historic center, and the periphery of the core.
12. Provide policies and design **guidelines** for the **redevelopment** of **publicly-owned** lands, over which the citizens of San Diego **should** exercise greater **control**.
13. Provide an implementation and phasing plan for **all** the recommendations of this plan.





LONG RANGE PLAN-LAND USE CONCEPT



LONG RANGE PLAN—CIRCULATION CONCEPT