



**Historical Context,
Adaptive Reuse, &
Partial Redevelopment**
CPG Subcommittee Meeting
September 9, 2016

- **3:00 – 3:15**

Presentation: Historic Context

- **3:15 – 3:40**

Presentation: Adaptive Reuse (Sustainability)

- **3:40 – 4:30**

Discussion and Tabletop Activity

The purpose of the historic context statement is to provide a description of the broad patterns of Mission Valley's development and to link those patterns to the built environment.





View looking west at Mission Valley, ca. 1900

Source: *San Diego Then and Now*



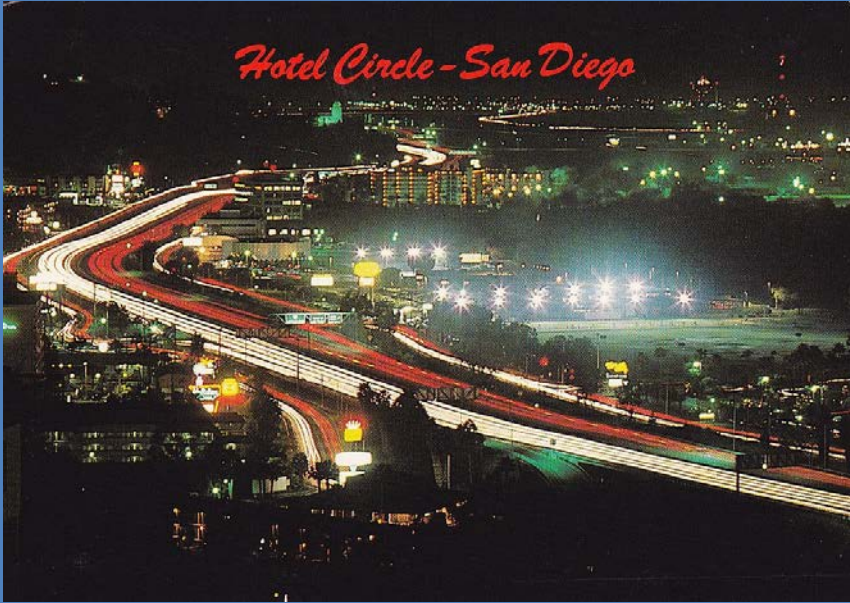
View looking west at Mission Valley, ca. 2000

Source: *San Diego Then and Now*

- Historic contexts and surveys are critical tools for understanding, identifying, evaluating, and protecting those resources which give each community its individual character and sense of place.
- Historic context provides the foundation for preservation planning.



Historic Context



- Basis for informed decision making.
- Helps better understand community assets.
- Creates a record of the community.
- Provides public awareness of the community's history and existing conditions.
- Provides information in order to facilitate environmental reviews.

How is it used?

- Zoning and Planning
- Community Development
- Heritage Tourism Initiatives
- Environmental Review
- Transportation Planning
- Affordable Housing
- Adaptive Reuse
- Historic Preservation



HISTORIC CONTEXT

HISTORY OF MISSION VALLEY



Every great city is defined by its great rivers.



San Diego River 1847.

Source: San Diego History Center.

Birthplace of California

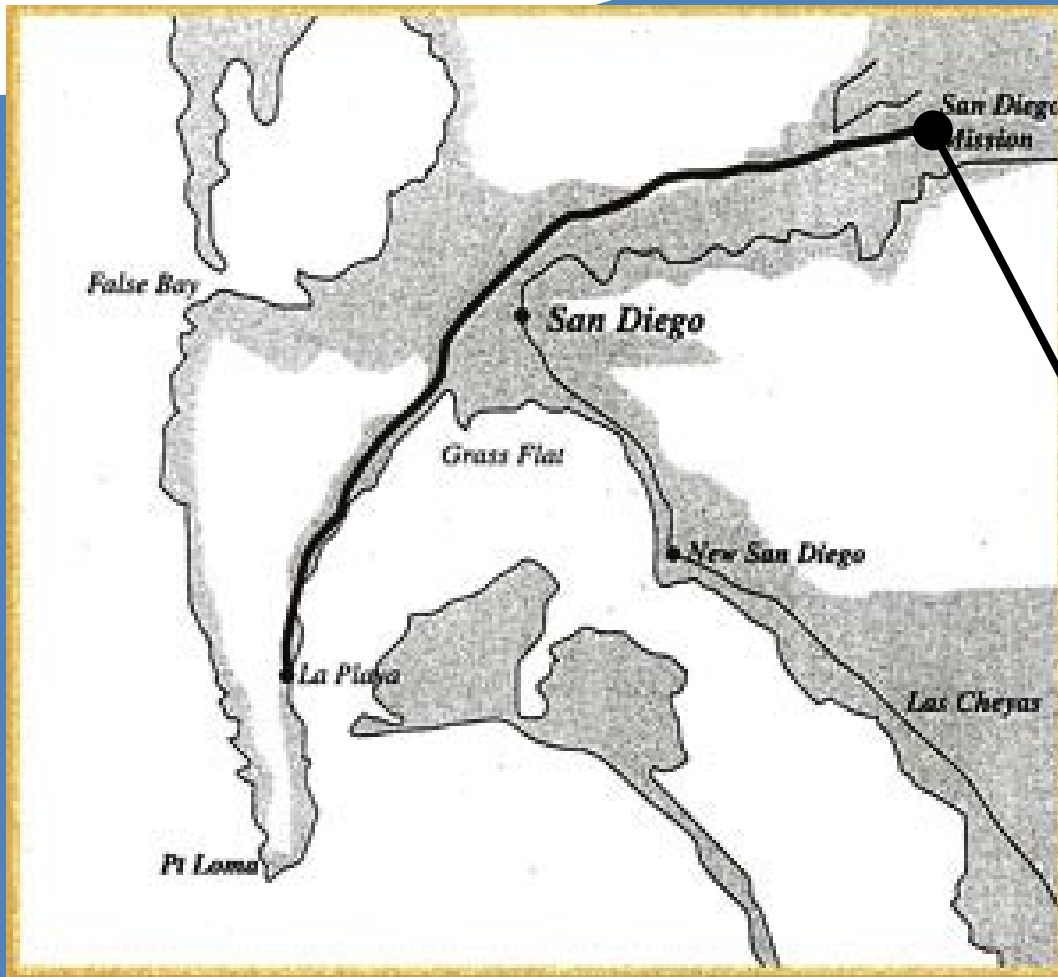
“This valley is situated three miles from the business center of San Diego....It is traversed by the San Diego river, and it may be reached either by way of Old Town, which lies at the mouth of the valley, or by the road up to the mesa and new grade, which enters some two miles farther up.”

-- *An Illustrated History of San Diego* (published 1890)



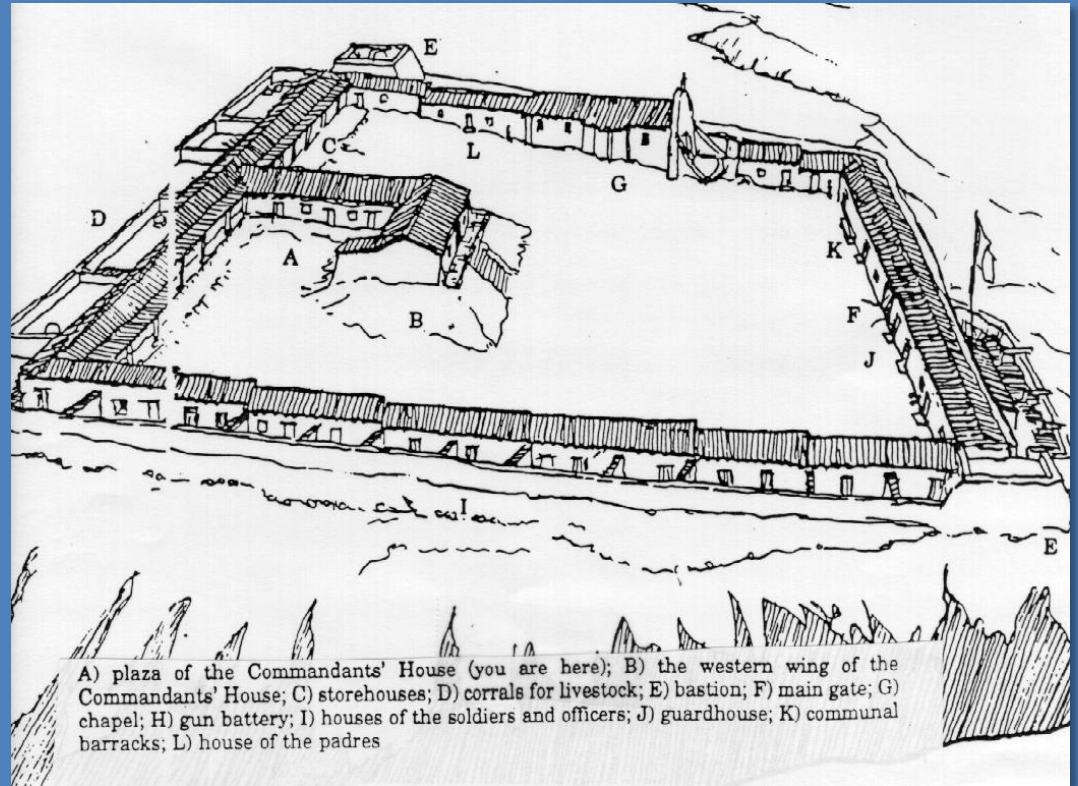
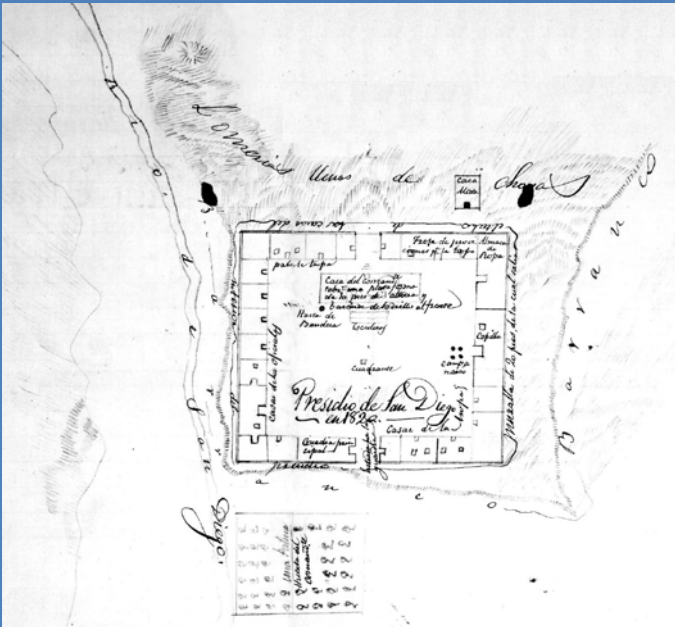
Mission Valley looking east, ca. 1915.

Source: San Diego History Center.



Trail marker at Mission San Diego.

Spanish Period (1769-1821)





Retrato del Rev. Padre Fray Junipero Serra, Apóstol de la Alta California, tomado del original que se conserva en su Convento de la Santa Cruz de Querétaro.



Mexican Period (1822-1846)



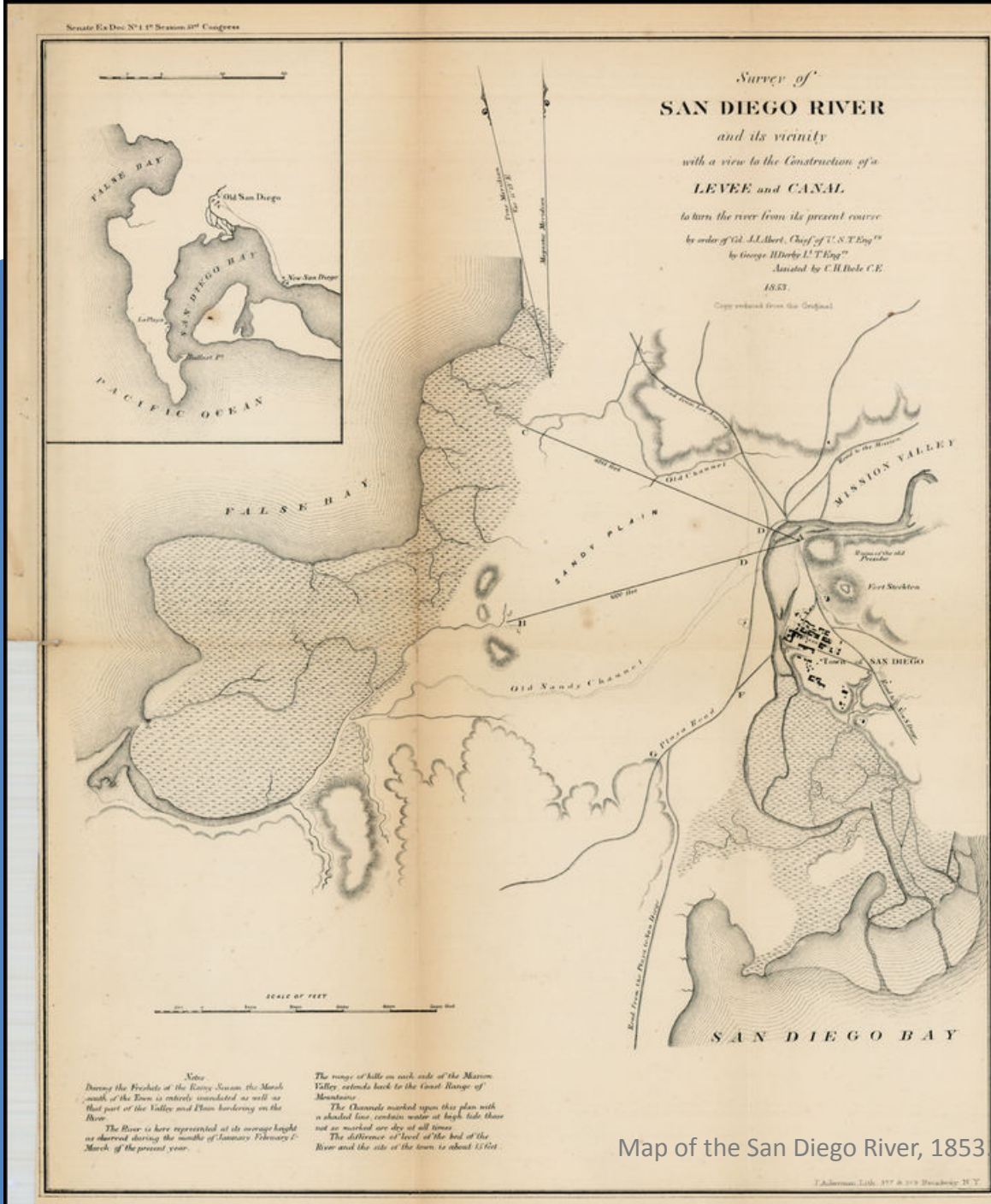
Mission San Diego, ca. 1920s.

Source: Heritage Architecture & Planning.

American Period (1822-1970)



Lt. George Derby



Map of the San Diego River, 1853

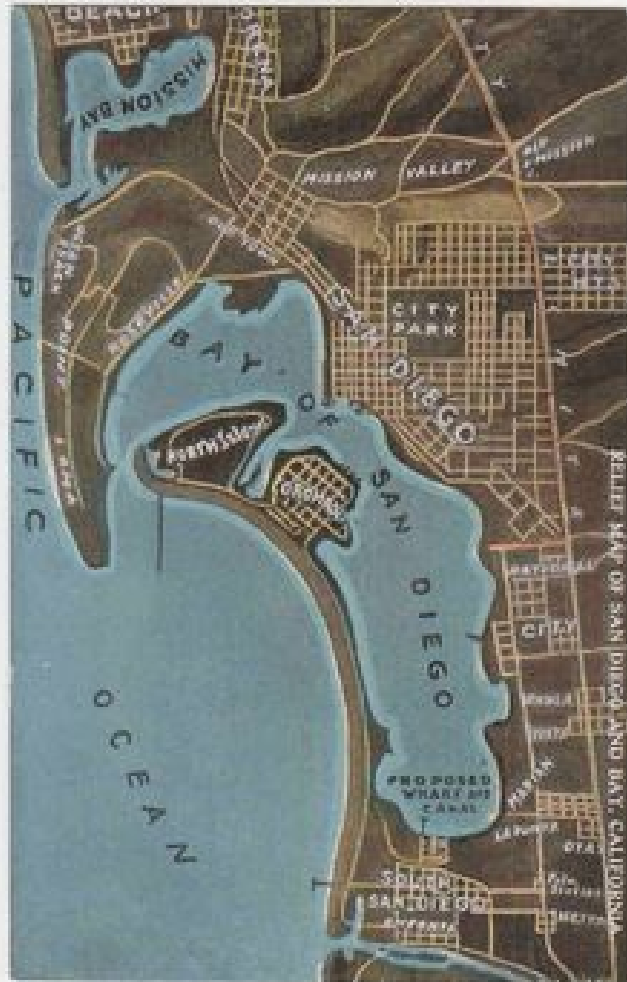
Development was limited in the valley due road access and periodic flooding.



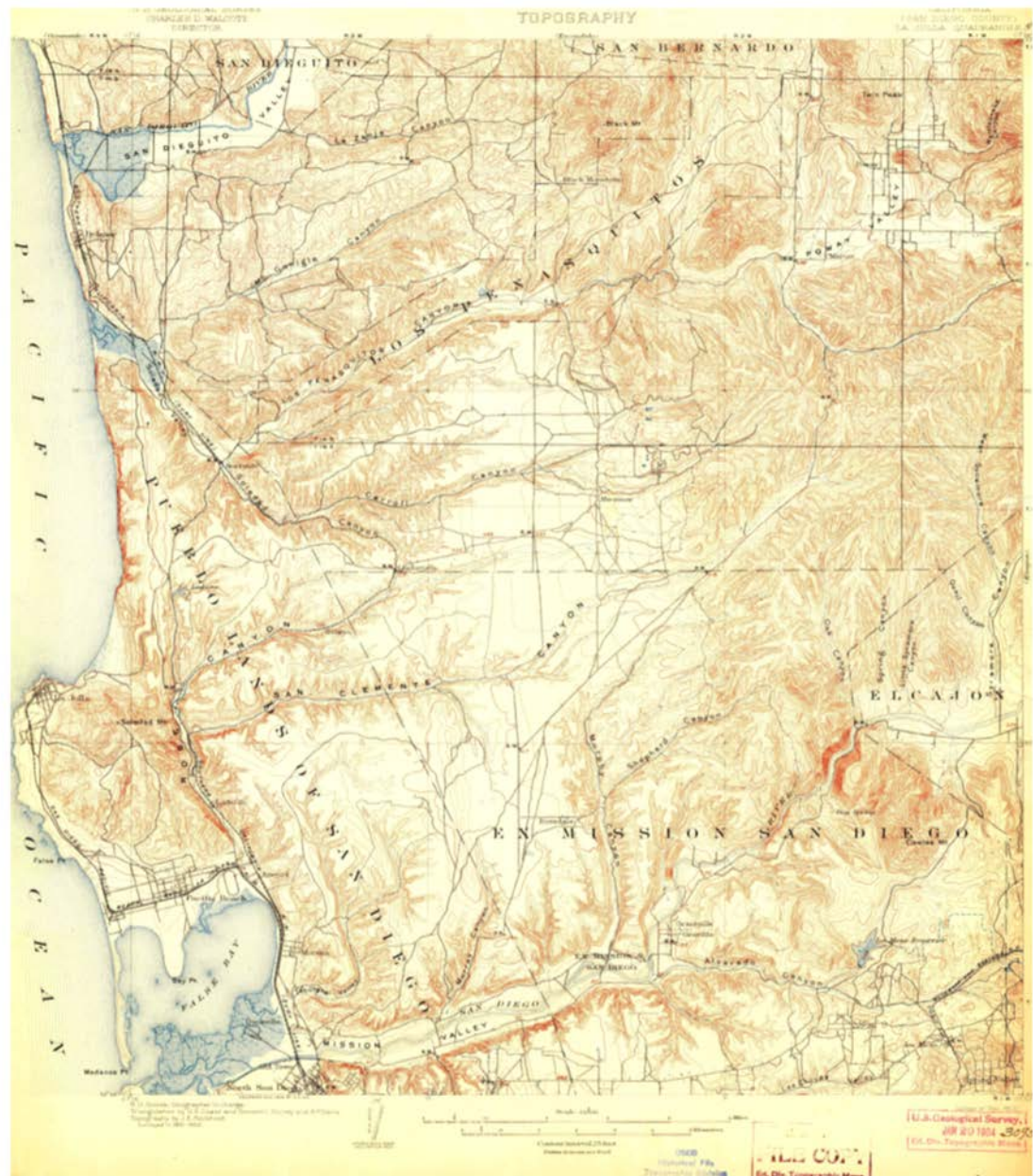
Access to Mission Valley was limited, 1890. Source: San Diego History Center.



Mission Valley during the floods of 1916 (above) and 1927 (below). Source: San Diego History Center.



1910 Postcard of San Diego



1903 USGS Map showing division of the Pueblo lands and the Ex Mission lands.

Agricultural (1846-1950)



Mission Valley, 1910. Source: San Diego History Center.



Dairy in Mission Valley
Best Milk
and Cream

**ALLEN'S
DAIRY**

R. F. D. No. 2
PHONES
Home 261
Mission Valley
Main 2831



Allen's Dairy, ca. 1920s Source: San Diego History Center.

Barley Field, ca. 1930s Source: San Diego History Center.



Fryer Ranch at Texas Street and Mission Valley Road, ca. 1950s
Source: Heritage Architecture & Planning.



Mission Valley, ca. 1960s Source: San Diego Union



Mission Valley, ca. 1970s



Ferrari's Dairy, Mission Valley, ca. 1920s

Source: San Diego History Center



Ferrari's Dairy, Mission Valley, ca. 1960s

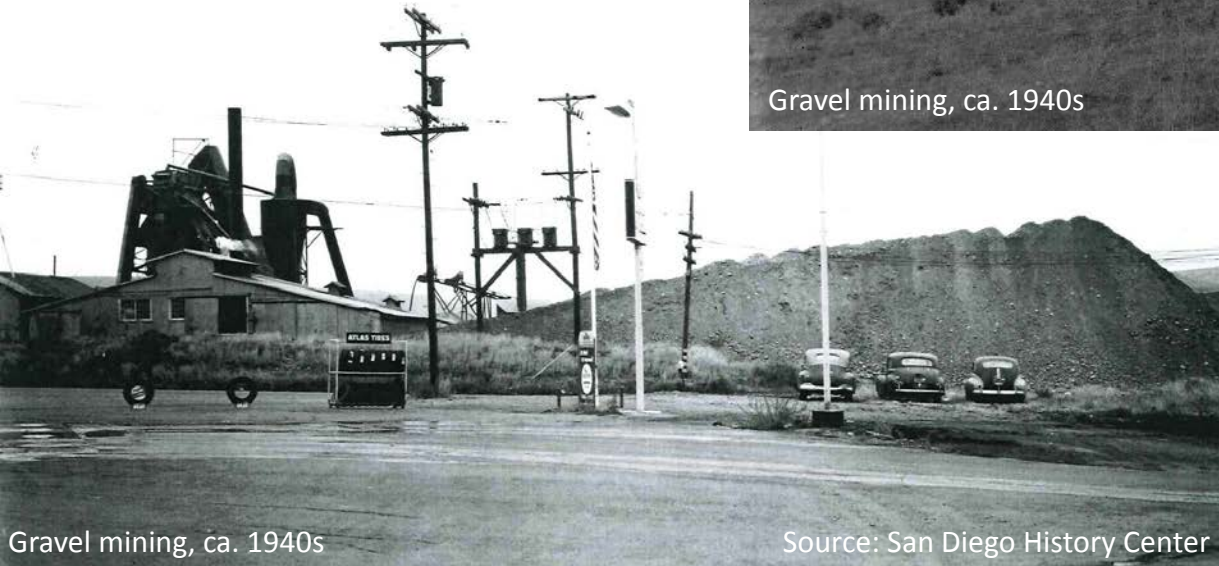
Source: San Diego Union

Early Commercial



Gravel mining, ca. 1940s

Source: San Diego History Center

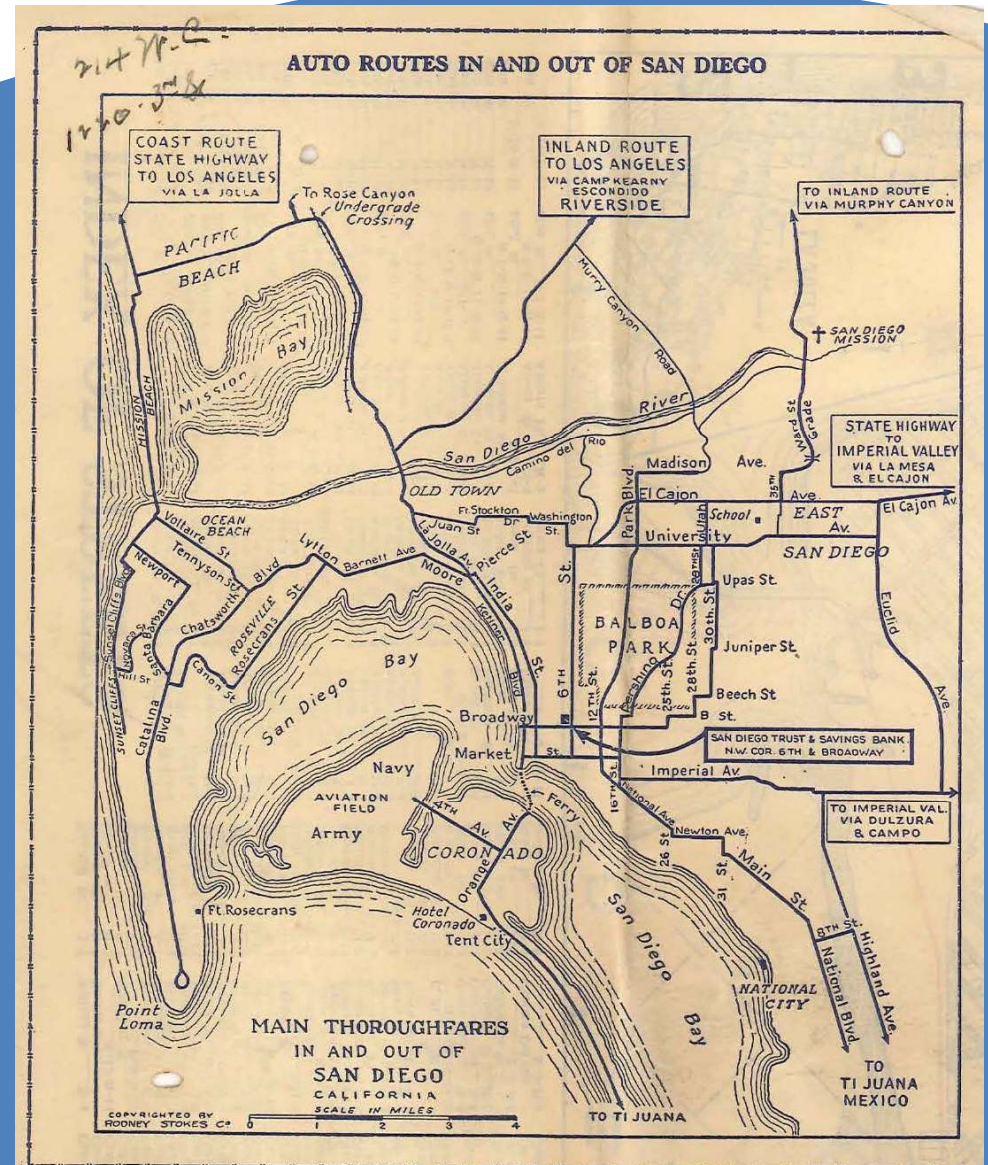


Gravel mining, ca. 1940s

Source: San Diego History Center

Transportation, Roadways

- 1930s Works Projects Administration – roads realigned and paved (Camino del Rio and Friars Road)
- South access via Fairmount Ave, Ward Road, Texas Street (Sandrock Grade), 6th Street Extension (Cabrillo Freeway), and Allen Grade (unpaved private road)



San Diego map, 1920.

Source: Heritage Architecture & Planning

Transportation, Roadways



Looking west on Camino del Rio South, ca. 1940.

Transportation, Roadways



Mission Valley, 1948 at I-8 and Hwy 163.

Transportation, Roadways



Mission Valley, 1951.

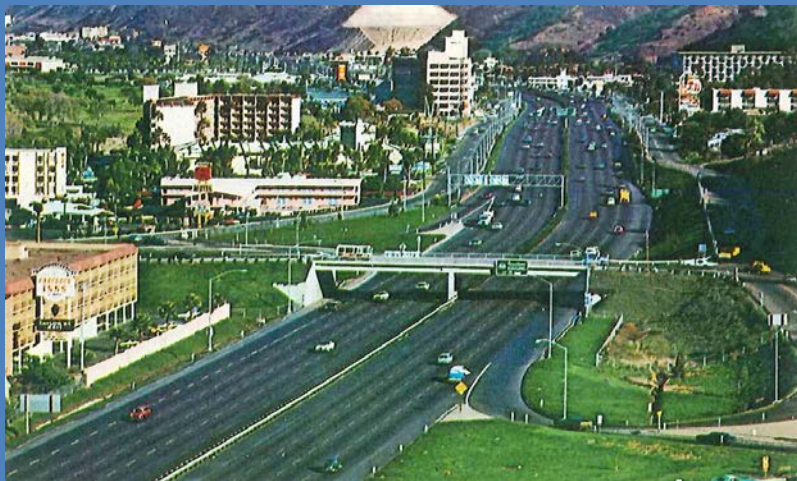
Source: San Diego History Center

Transportation, Roadways

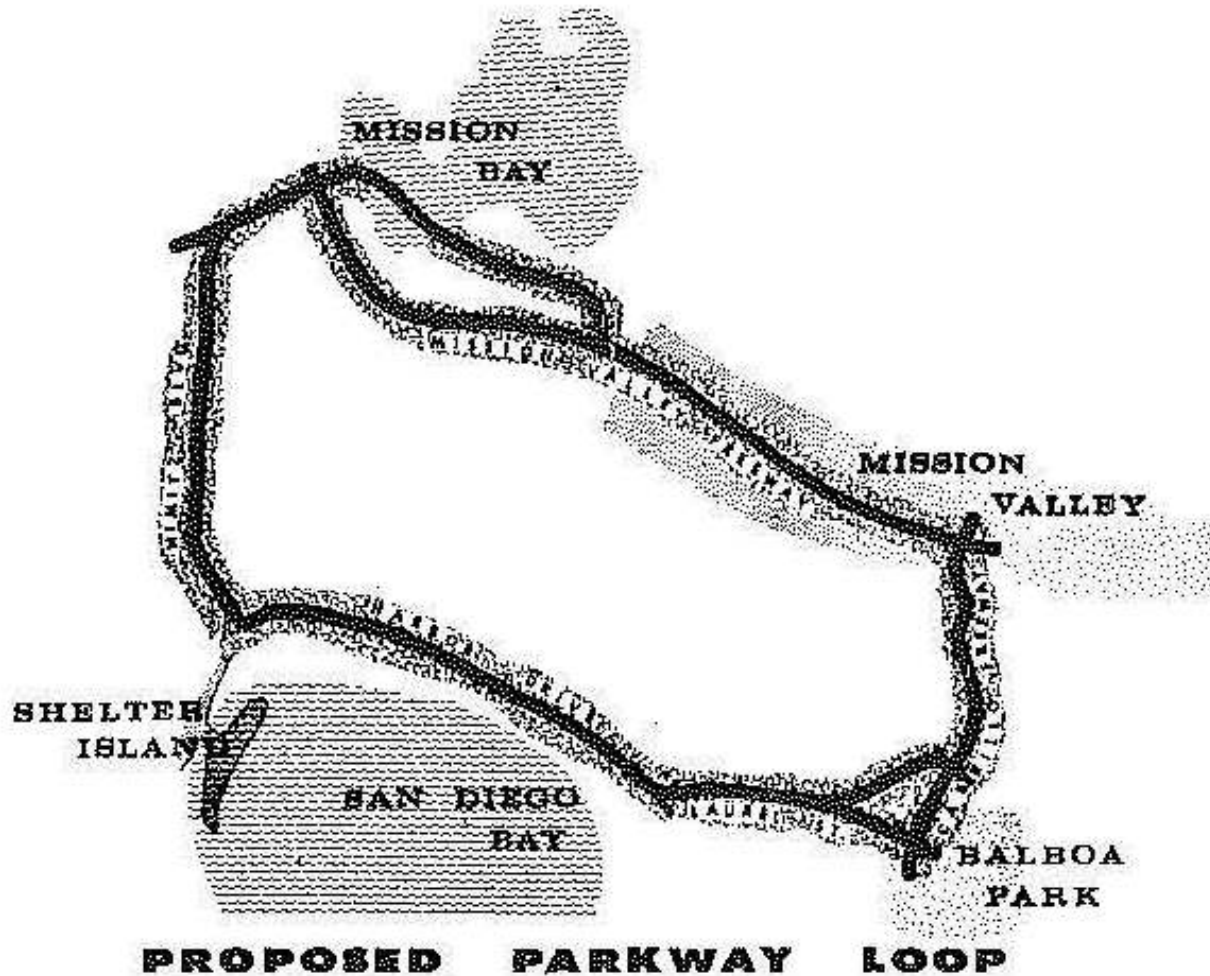


Mission Valley, 1954.

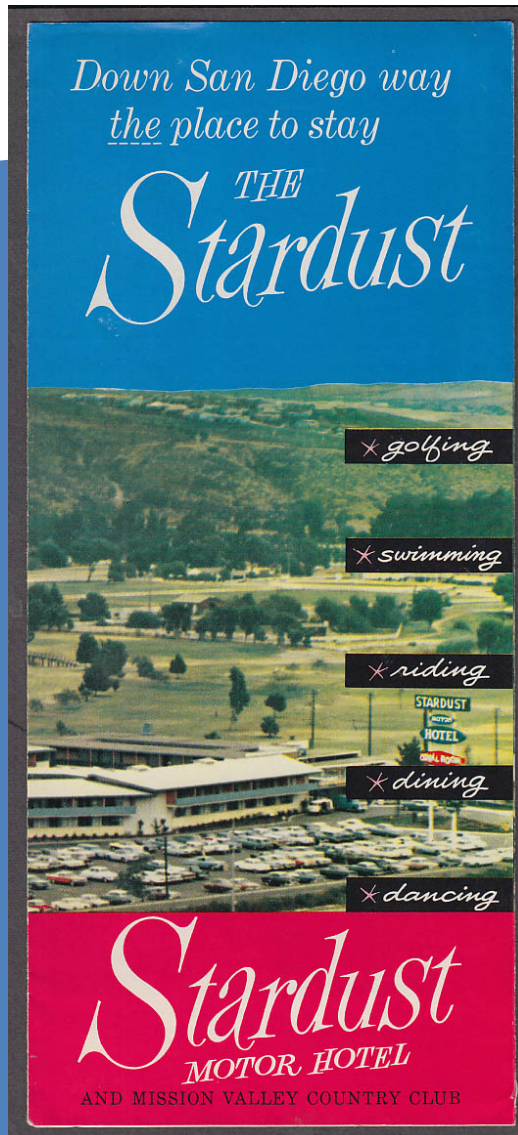
Source: San Diego History Center



Tourism & Modern Commercial



Tourism & Modern Commercial



Tourism & Modern Commercial



Hotel Circle, Mission Valley, 1961.

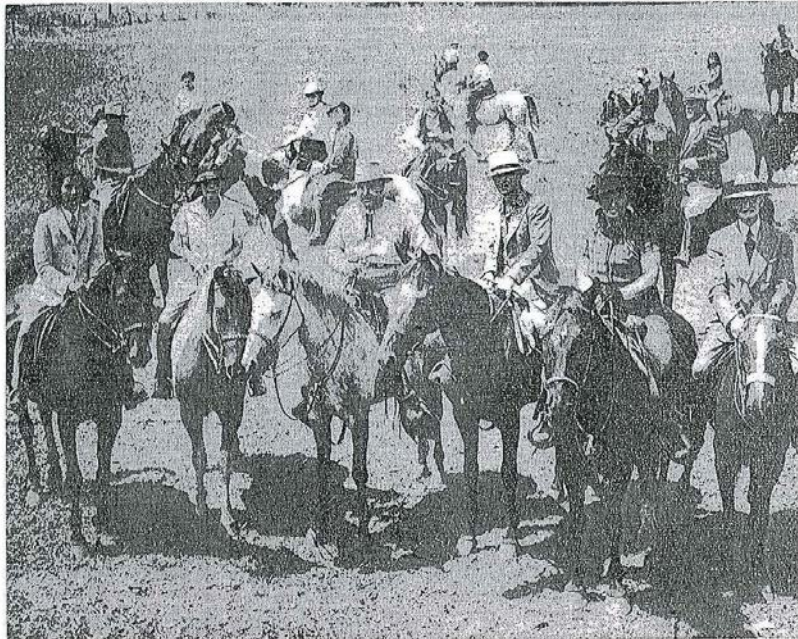
Source: San Diego History Center

Tourism & Modern Commercial

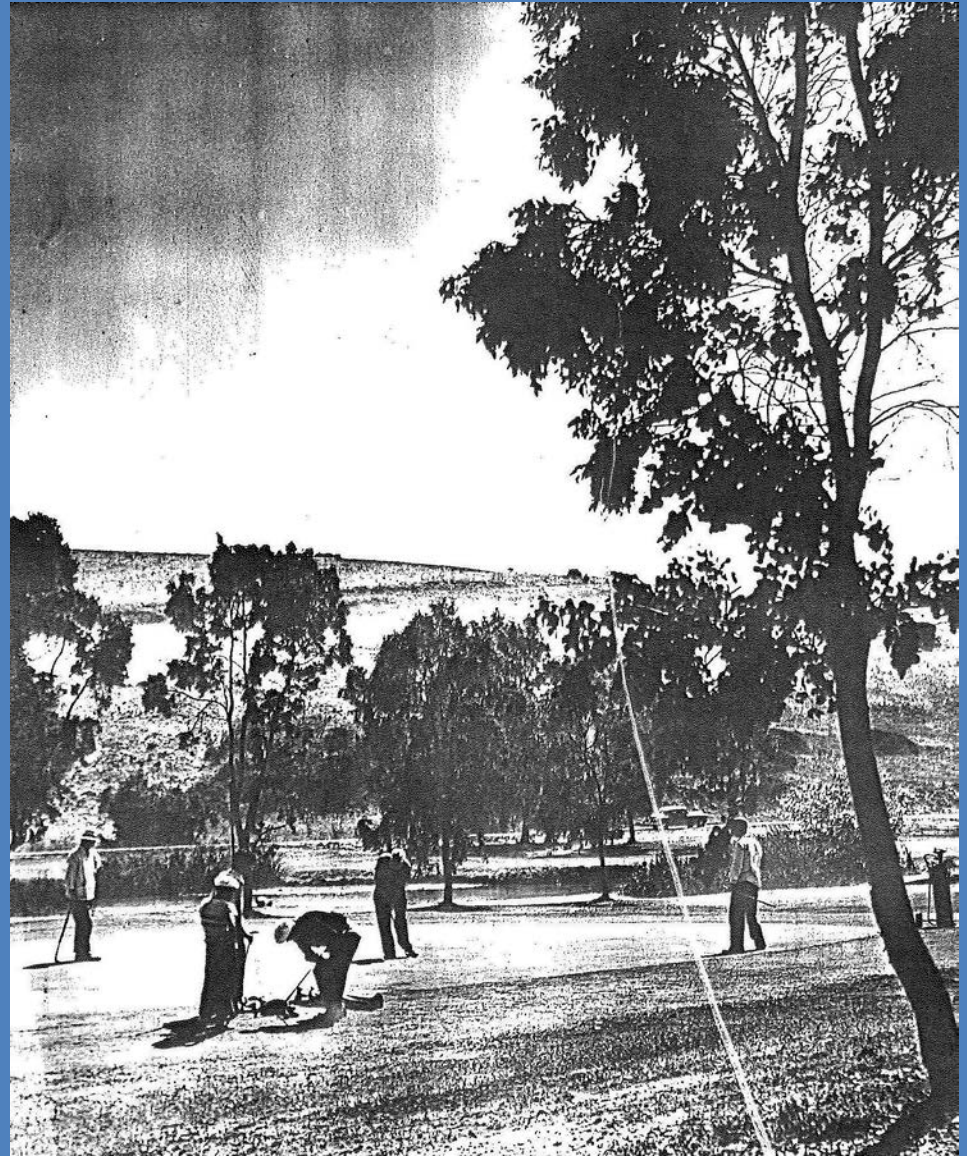


Recreation & Tourism

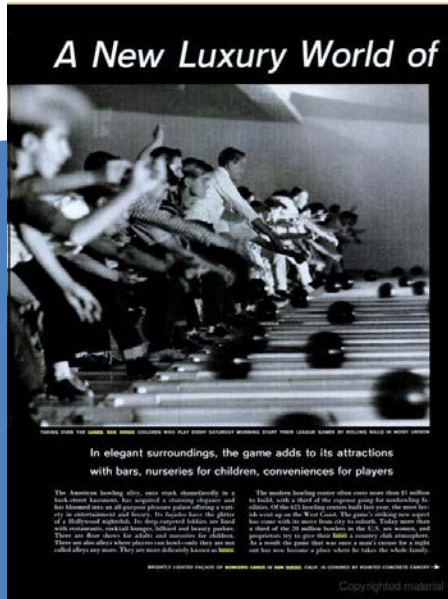
San Diego Riders Dedicate New Bridle Path as Part of Mission Valley Trail Network



Riders who assisted recently in dedicating a bridle path in Mission valley are shown above.



Recreation & Tourism



Modern Commercial



Modern Commercial





Mission Square Office Building, 1961. Designed by Leonard Veitzer
Source: www.modernsandiego.com



Union-Tribune & Fashion Valley Mall, 1998. Source: San Diego History Center



Mission Valley, 1998.

Source: San Diego History Center



HISTORIC CONTEXT

WHAT IS A HISTORIC RESOURCE?

The significance of a historic property or resource can be judged and explained only when it is evaluated within its historic context.

A historic resource is defined as:

- Building
- Site
- Structure
- Object
- Landscape
- District

- National Historic Landmarks
- National Register of Historic Places
- California Historic Landmarks
- California Register of Historical Resources
- San Diego Register of Historical Resources



- Meet One or More of the City's Designation Criteria
 - A. Special Element of Development*
 - B. Significant Person or Event*
 - C. Architecture*
 - D. Work of a Master*
 - E. Eligible for or Listed in the State or National Register*
- Must Retain Integrity.
 - Not significantly altered.*

Listed Historic Resources



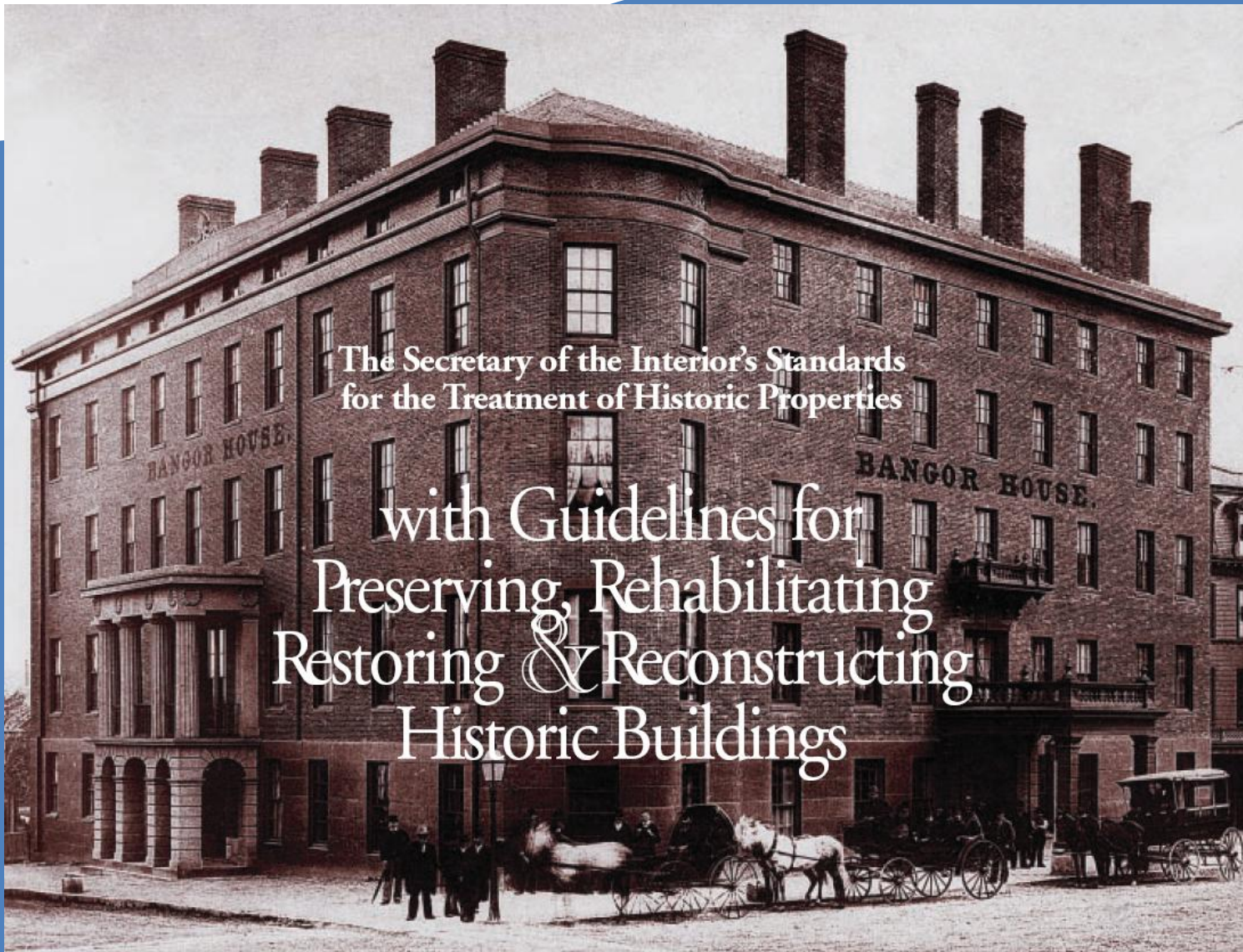
PRESERVATION PLANNING

- Identify historic resources
- Evaluate historic resources
- Record historic resources
- Treat historic resources

ADAPTIVE REUSE

ADAPTIVE REUSE & HISTORIC BUILDINGS

Standards: est. 1978 Guidelines: est. 1979



<http://www.nps.gov/tps/standards.htm>

Incentives & Benefits for Preserving Historic Buildings

- Financial Incentives
 - *Mills Act Property Tax Reduction*
 - *Federal Rehabilitation Tax Credits*
- Design Incentives
 - *California Historical Building Code*
 - *Zoning Variances / Exceptions*
(Setbacks, land use, building height, parking, and air rights)

Incentives & Benefits for Preserving Historic Buildings

Tax Benefits

- Mills Act Property Tax Reduction
- 20% Federal Rehabilitation Tax Credit
 - *For buildings on the National Register*
- 10% Federal Rehabilitation Tax Credit
 - *For non-historic buildings constructed prior to 1936*

What Triggers Historical Review?

- Construction permit for any parcel that contains a structure 45 years or older.
 - *Renovation*
 - *Relocation*
 - *Demolition*

Misconceptions Associated with Historic Designation

- Tours? No public access requirement.
- Plaques? Owner's option.
- Must restore the property? Not required.
- Personal info? Not distributed or published.
- Alterations and additions? Permitted with review.
- Interior alterations? Not subject to review.
- Landscape alterations? Not subject to review.

Responsibilities Associated with Historical Designation

- Retain and maintain the resource per *The Secretary of the Interior's Standards (The Standards)*.
- Relocation, substantial alteration, and demolition are discouraged.
- Alterations and additions are reviewed for consistency with *The Standards*.

Rehabilitation

“The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.”

Standard 9

New work shall be differentiated from the old and compatible with the historic materials, features, scale, proportion, and massing.

ADAPTIVE REUSE

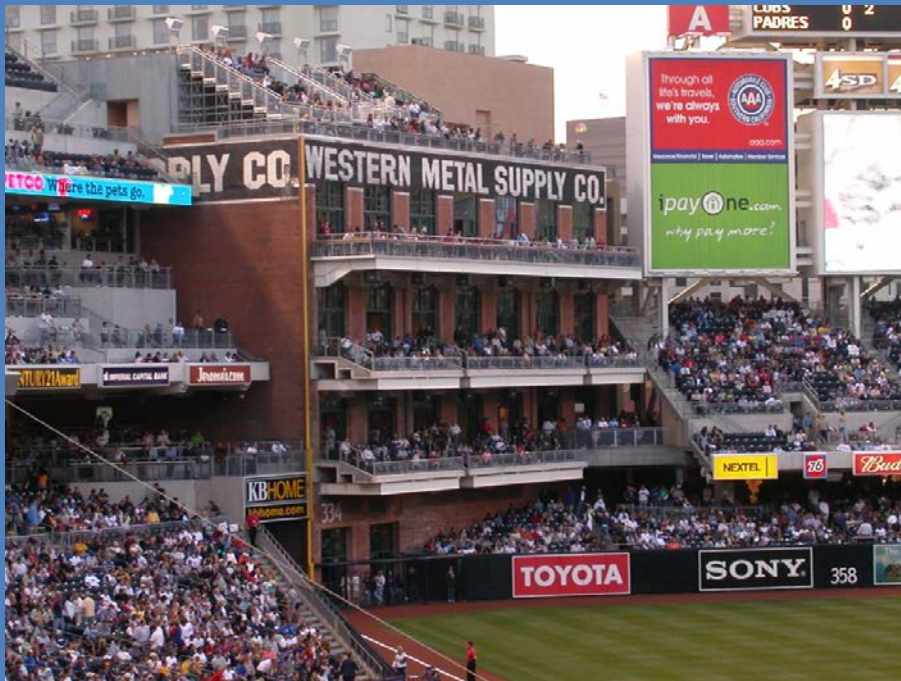
EXAMPLES

Western Metal Supply Co. @ Petco Park



Before

Western Metal Supply Co. @ Petco Park

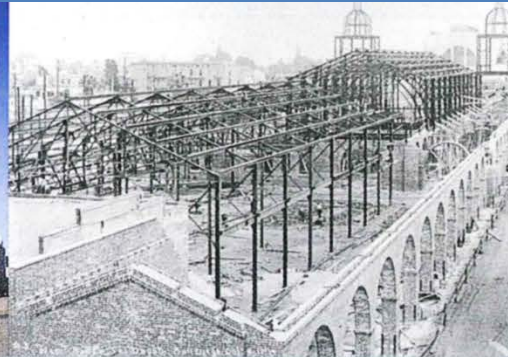


Museum of Contemporary Art, San Diego



1915 Santa Fe Depot

Museum of Contemporary Art, San Diego



The Amtrak station, in the Santa Fe Depot; the Jacobs Building, a converted baggage building; and the Copley addition, viewed from the south (far left). A construction photo shows the depot's steel frame going up atop the arched concourse (near left).



0 40 FT.
12 M.

Museum of Contemporary Art, San Diego



Museum of Contemporary Art, San Diego

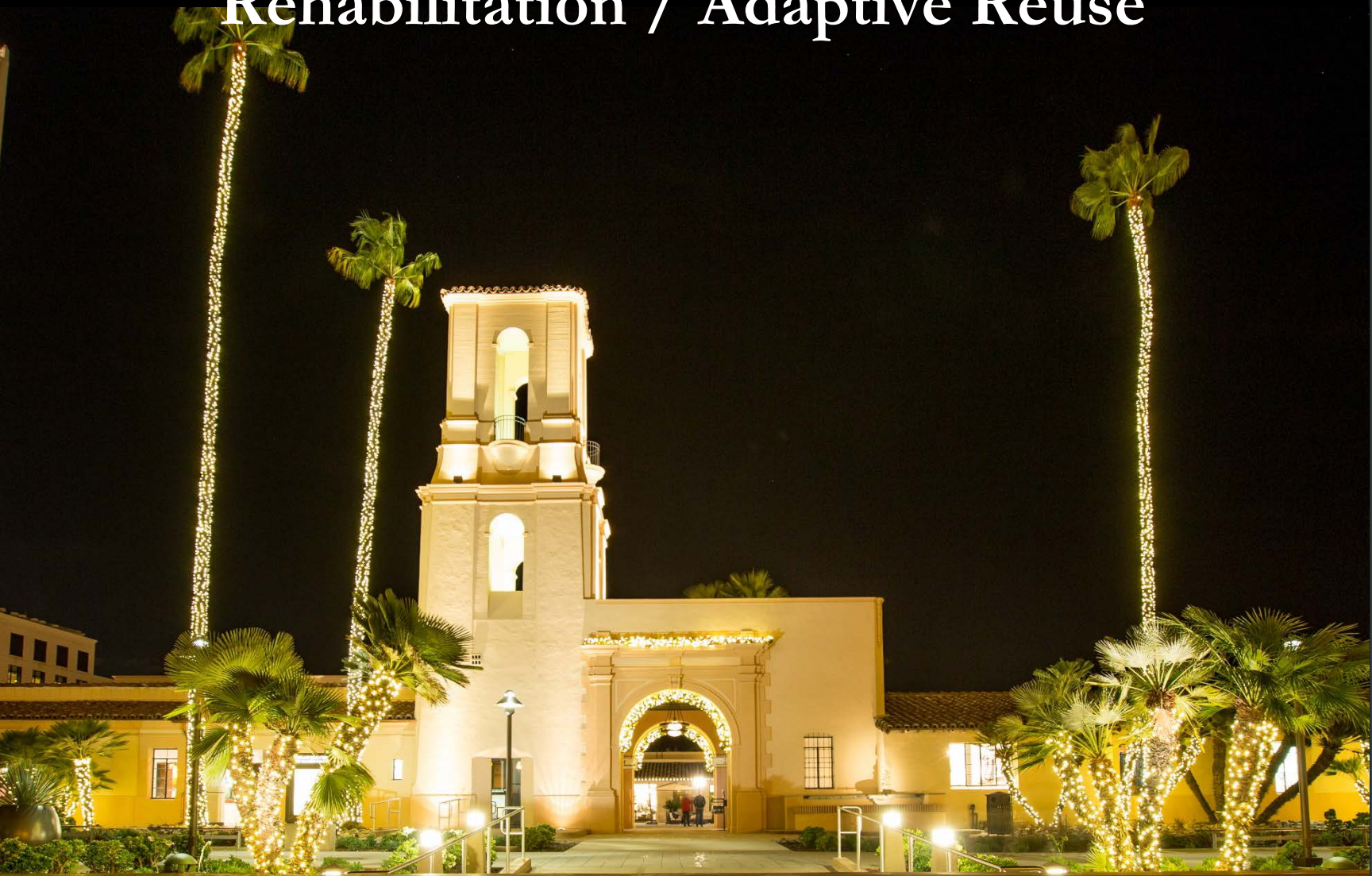


2007

Museum of Contemporary Art, San Diego



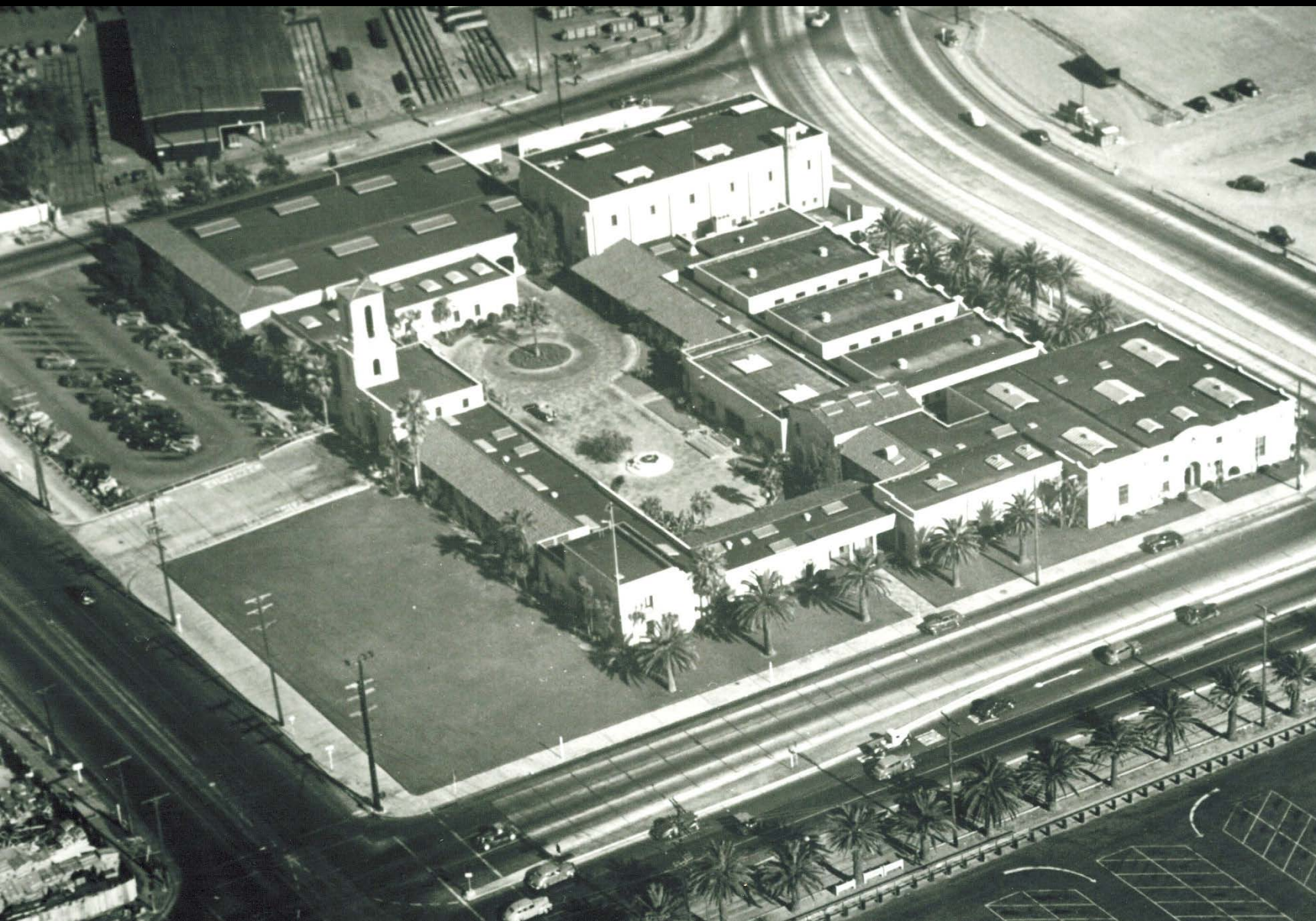
Rehabilitation / Adaptive Reuse



THE HEADQUARTERS
AT SEAPORT DISTRICT

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THE HEADQUARTERS

Historic aerial view, looking southeast, ca.1939



Before

The courtyard looking west in 2009, during construction.



After
The historic pavers were restored and re-mortared.

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NONHISTORIC REUSE

PROPERTY REINVESTMENT AND RE-USE

Hotel Re-envisioned



Hotels to Assisted Living



- With similar facility needs, older hotels are being converted to assisted living centers



- 1955 Superior Oil Company Building in LA
- Renovated into the Standard hotel in 2003

Office to Residential



- Former San Diego Blood Bank in Hillcrest now lofts

Classic Office in Mission Valley



- Some buildings in Mission Valley could see new life with a new use depending on economics

Creative Office and Live/Work



- Older office could be reconstructed for home occupations



- 1920's church in Saint Louis now a creative office

Church to Office



- Mission Valley United Methodist

SITE PLANNING AND REUSE

PARTIAL REDEVELOPMENT

Town and Country Example

Benefits

- Historic and defining use remains
- Older buildings offer more visual diversity than a total rebuild

Challenges

- Site planning constrained by existing buildings
- Difficult to achieve all community redevelopment goals

Town and Country / Union Tribune

2 LAND USE

Note Layout of proposed buildings is for illustrative purposes only. The final configuration may vary from this concept plan.

Source Burton Studio; AECOM 2015

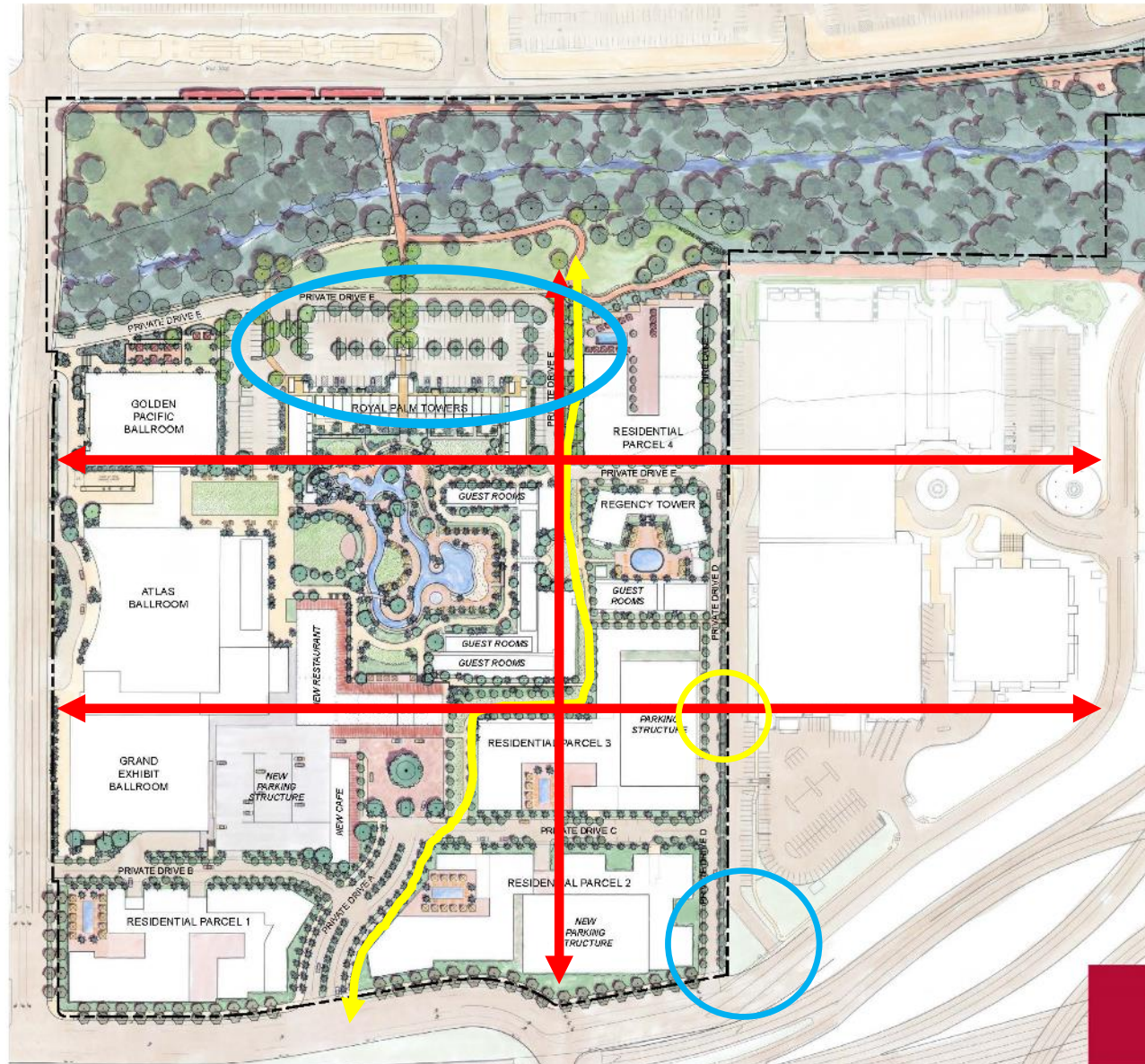


Figure 2-3

ILLUSTRATIVE MASTER PLAN

Properties in Mission Valley with Infill Development Potential



- Potential Infill Site*
- Mission Valley Community Plan Boundary
- Planned Infill Site

0 0.5 1 2 Miles

*MAY NOT BE EXCLUSIVE

- Requiring pedestrian access with Public Access Easements
 - *Between and Through*
- Diminish the remnants of flag lots
- Minimize curb cuts
- Threshold of modifications
- Areas requiring more review

- Tabletop mapping activity
- Next Meeting
 - *October: Active Transportation and Major Facilities*
 - *November: Dark due to holiday*

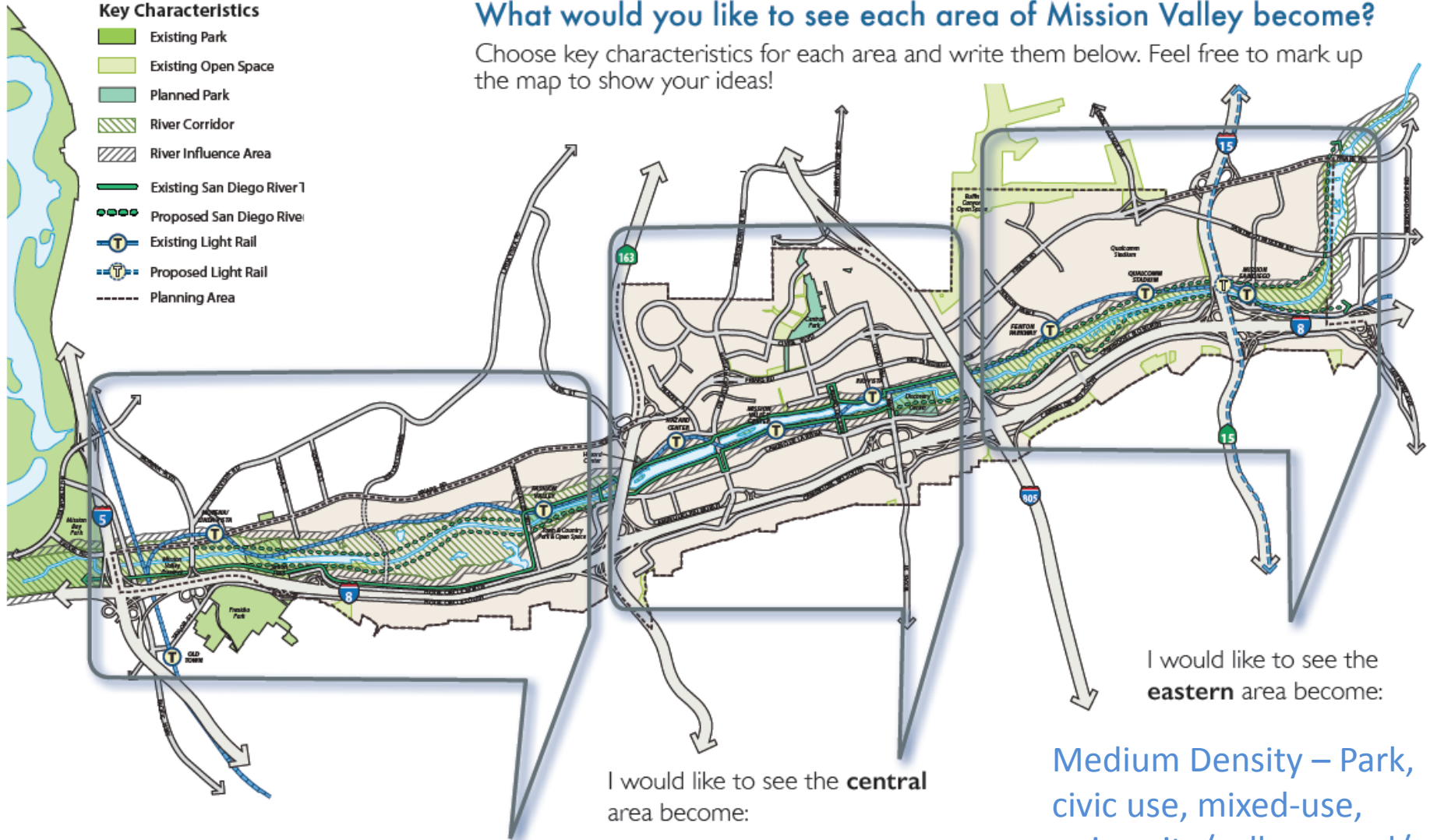
- Describe/identify elements of Mission Valley that you would miss if they were gone.
- How much should Mission Valley's history influence future land uses?
- Do you see any historic themes that should influence future design and placemaking?
- How should the plan proactively address partial redevelopment?

Key Characteristics

-  Existing Park
-  Existing Open Space
-  Planned Park
-  River Corridor
-  River Influence Area
-  Existing San Diego River
-  Proposed San Diego River
-  Existing Light Rail
-  Proposed Light Rail
-  Planning Area

What would you like to see each area of Mission Valley become?

Choose key characteristics for each area and write them below. Feel free to mark up the map to show your ideas!



I would like to see the **western** area become:

Low Density – Residential (low rise), park, and/or neighborhood retail and commercial

I would like to see the **central** area become:

High Density – Central Business District, main streets, and/or mixed-use

I would like to see the **eastern** area become:

Medium Density – Park, civic use, mixed-use, university/college, and/or entertainment

