

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

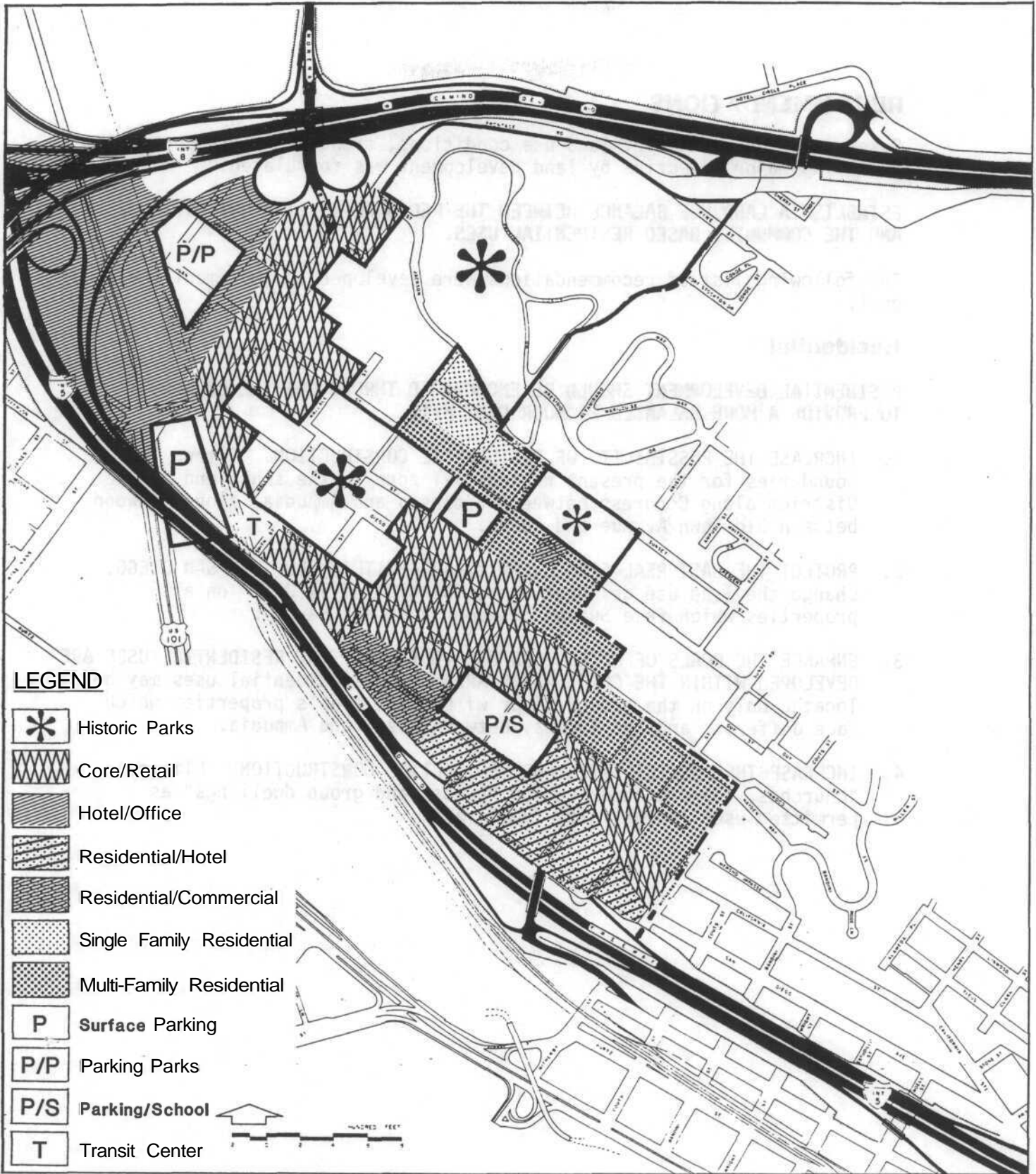
readily reflected in **construction** and demolition records which indicate that building activity has been more than two to one in favor of **nonresidential** building within the last few years. The zoning pattern for the community is primarily commercial with small multi-family residential districts.

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.

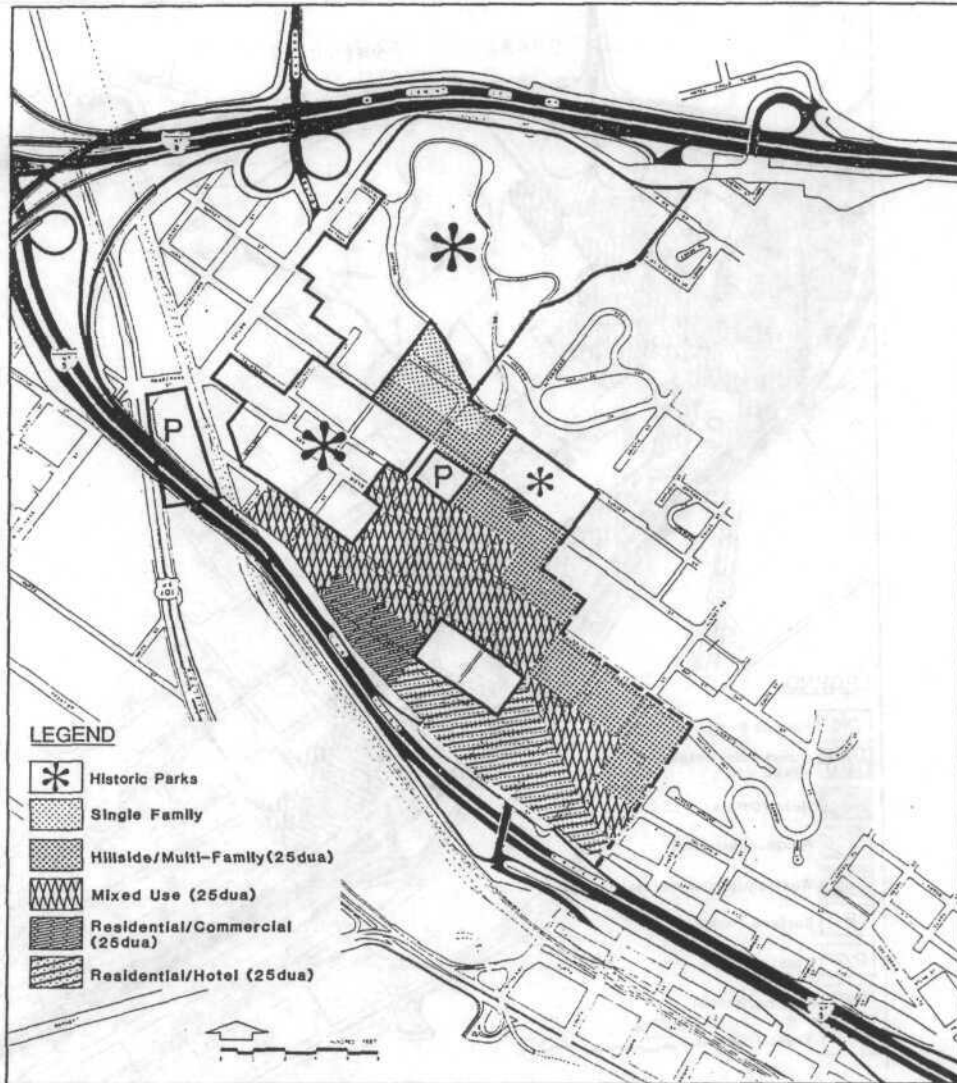
ESTABLISH A LAND USE BALANCE BETWEEN THE REGIONAL-VISITOR ORIENTED USES AND THE COMMUNITY BASED RESIDENTIAL USES.

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.

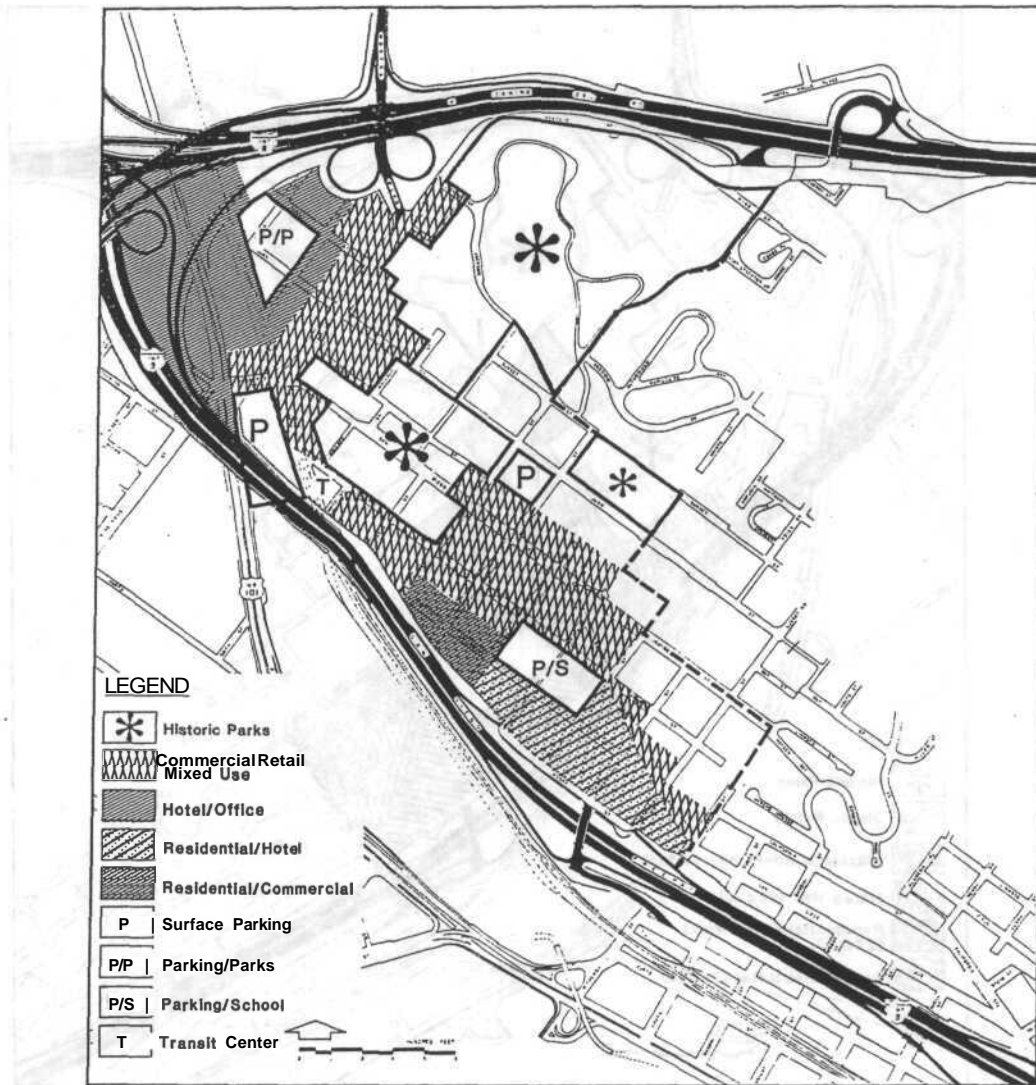


RESIDENTIAL LAND USE CONCEPT

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.

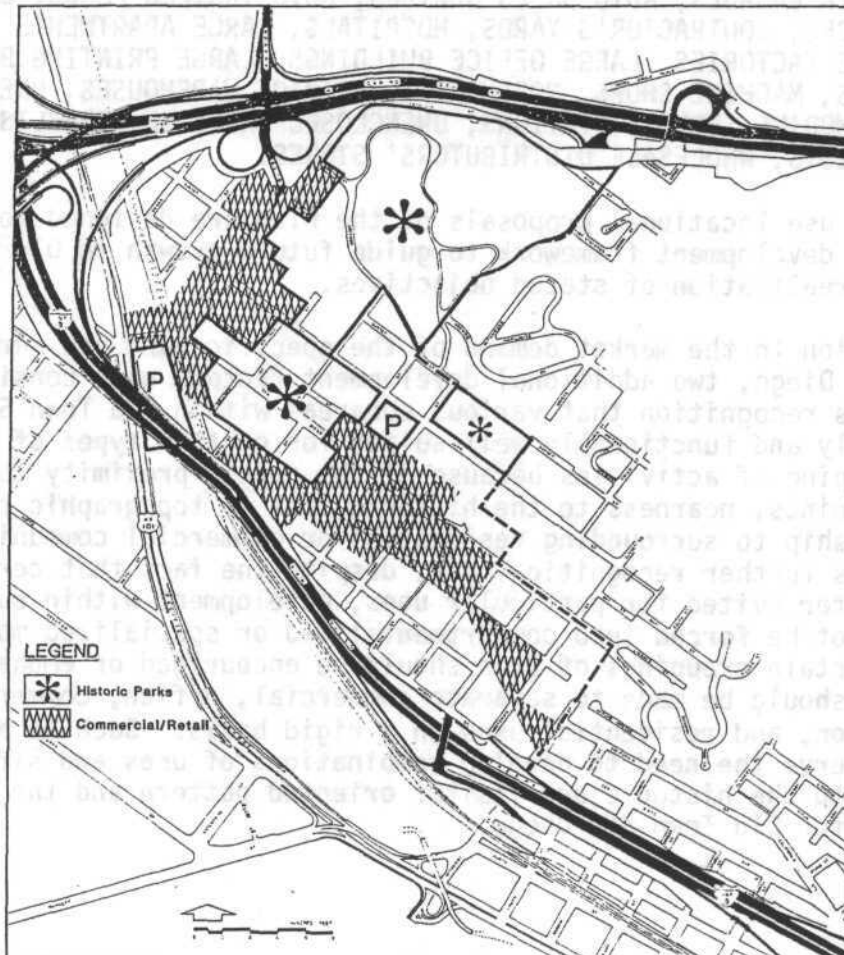
In addition to the market demand of the specific land use markets in Old Town San Diego, two additional development factors were considered. First, there was recognition that various subareas within Old Town San Diego are physically and functionally well suited for certain types of development and grouping 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:

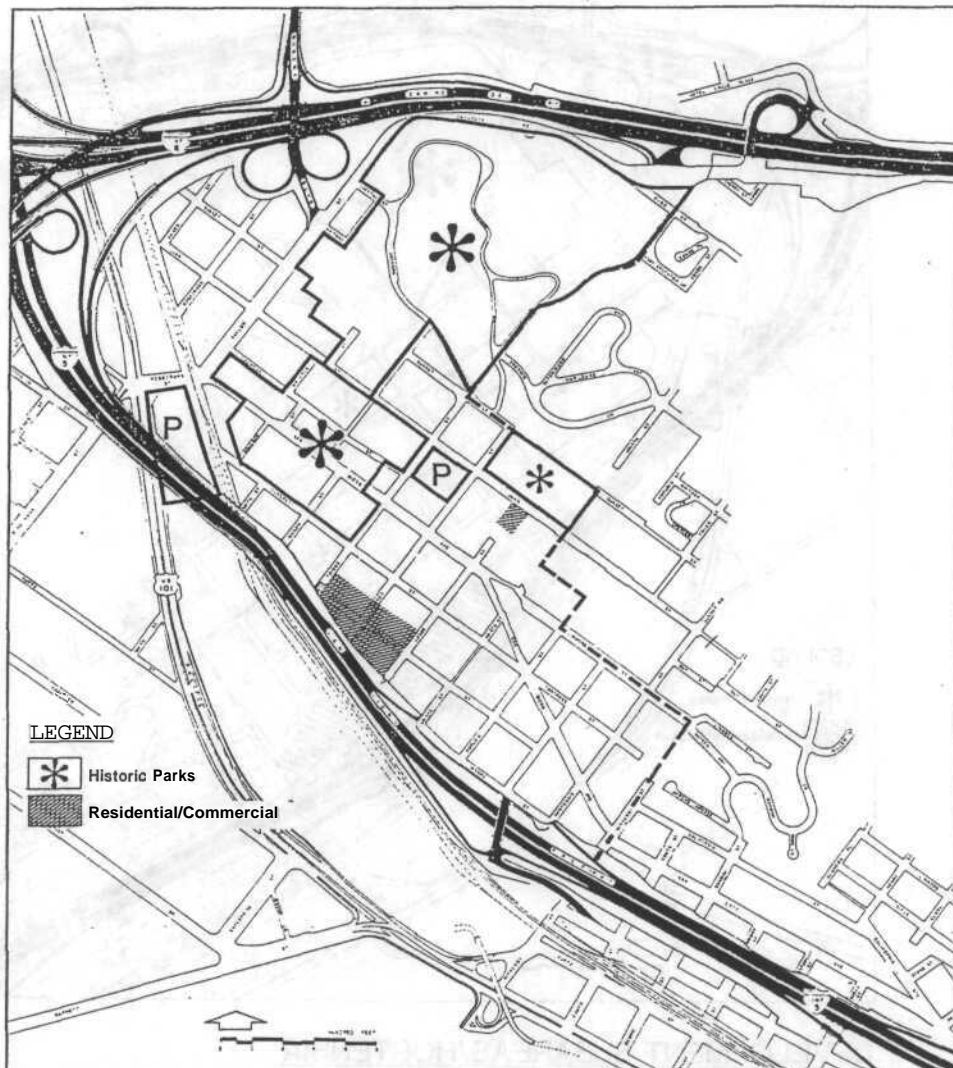
A pedestrian-oriented shopping area located in the heart of the Old Town San Diego area immediately adjacent to the historic core. This area is conveniently accessible to the State Historic Park and is relatively free from through vehicular traffic. Uses such as art galleries, variety stores, gift shops, 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:

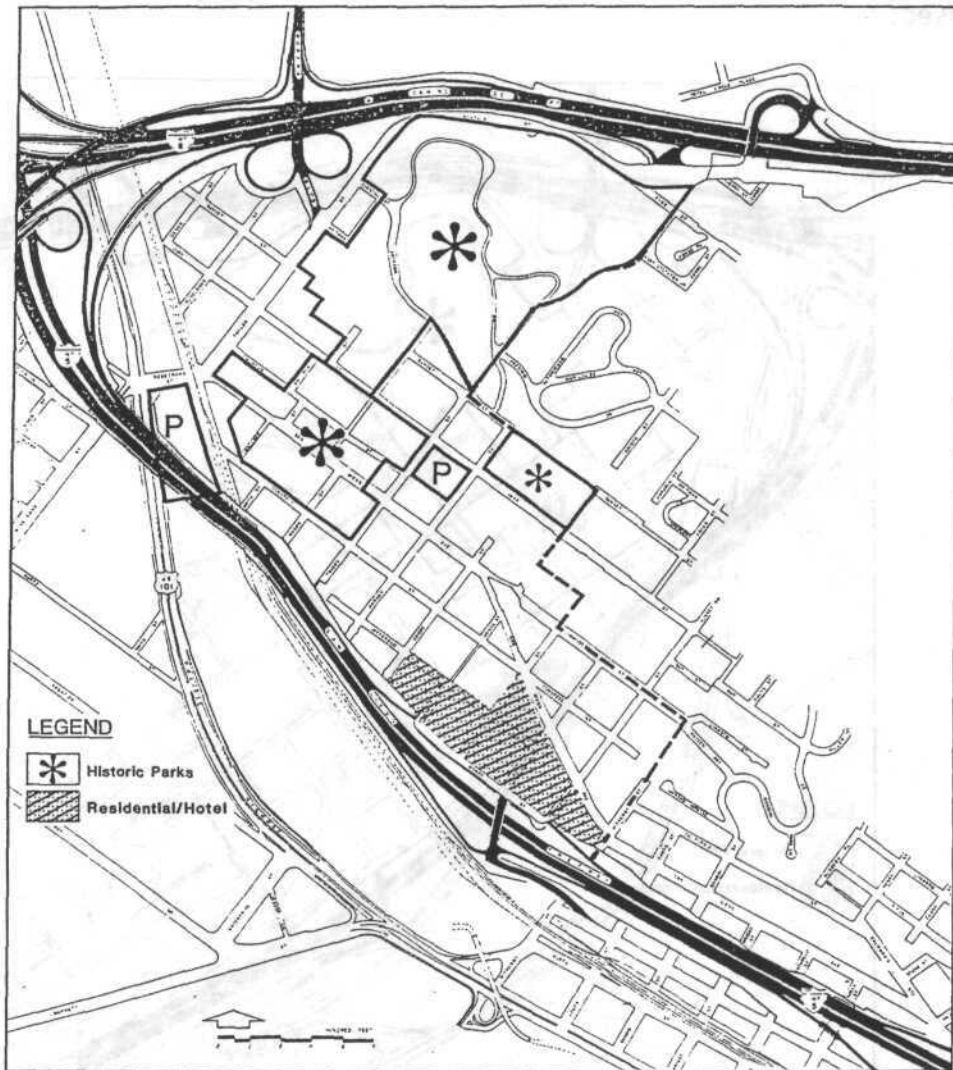
A **residentially-oriented** area with **community-serving commercial** on the ground floor only. Uses such as **professional** offices, financial institutions, cultural facilities and residential living units **should** be encouraged to **locate** in the areas adjacent to Congress Street in the vicinity 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:

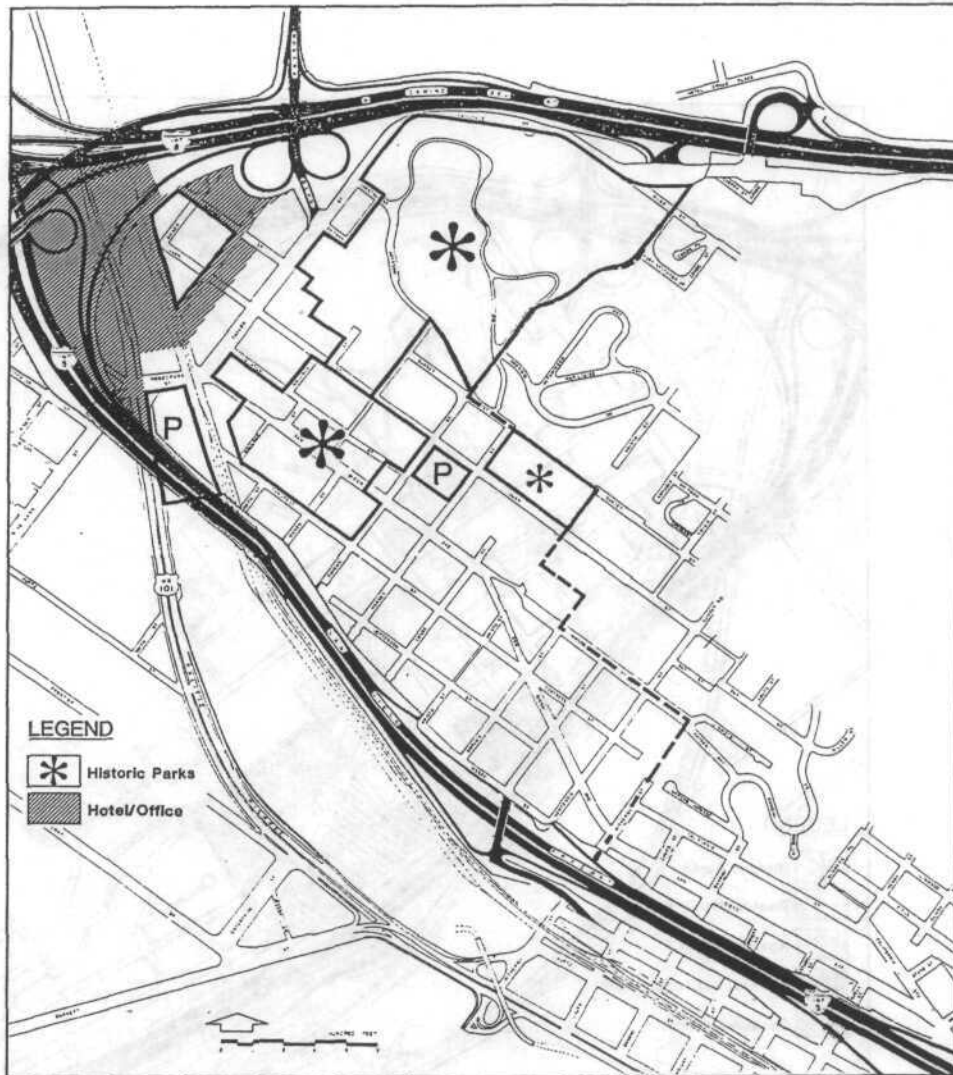
Activities such as inns, hotels, motels, and limited accessory uses such as restaurants, shops and services as well as residential would be encouraged to locate in the vicinity of the Old Town Avenue off-ramp from Interstate 5 Freeway. This area at the periphery of Old Town San Diego and at a major ingress 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:

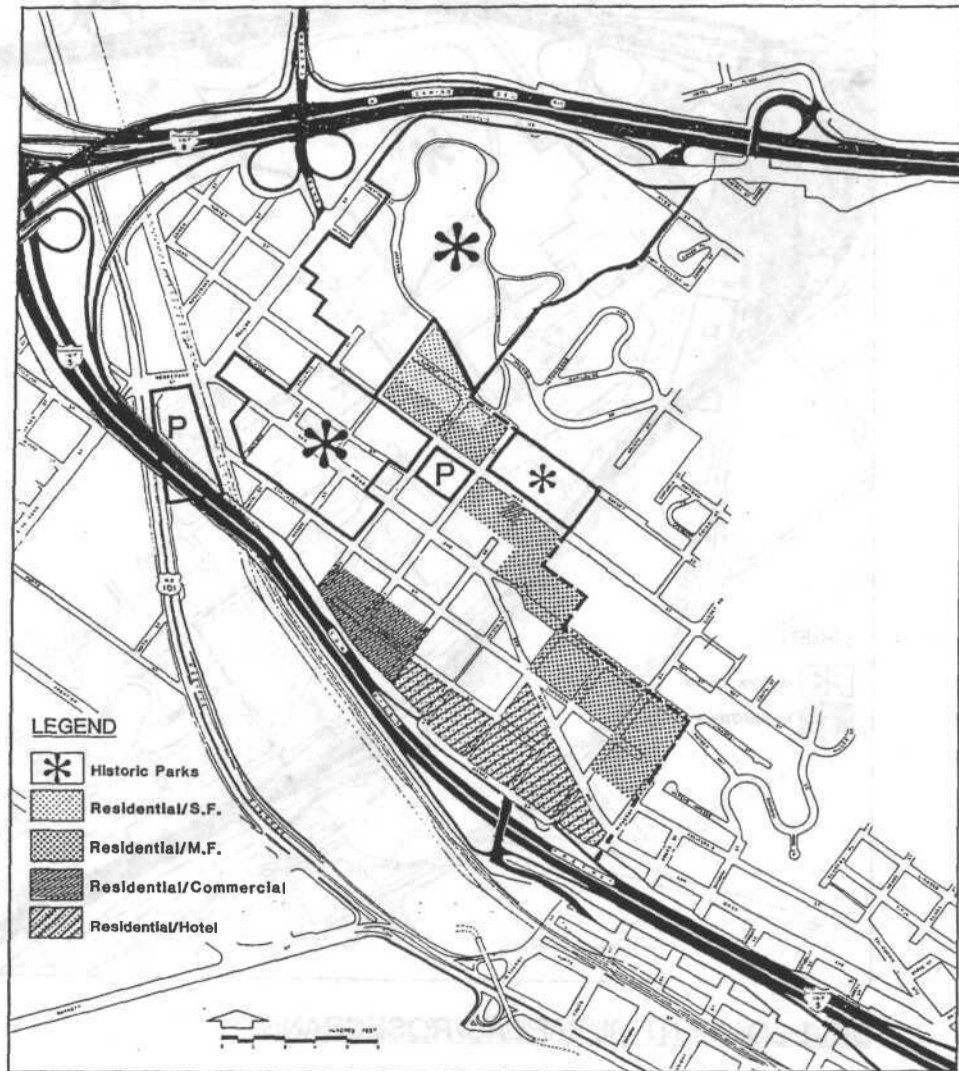
Uses such as **professional** offices, hotels, cultural facilities, and retail activities supportive of the **historical** core **should** be located in the area **westerly** of Taylor Street with access from Interstate 8 Freeway, Morena Boulevard and Rosecrans Street. The area's vicinity to Mission 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.

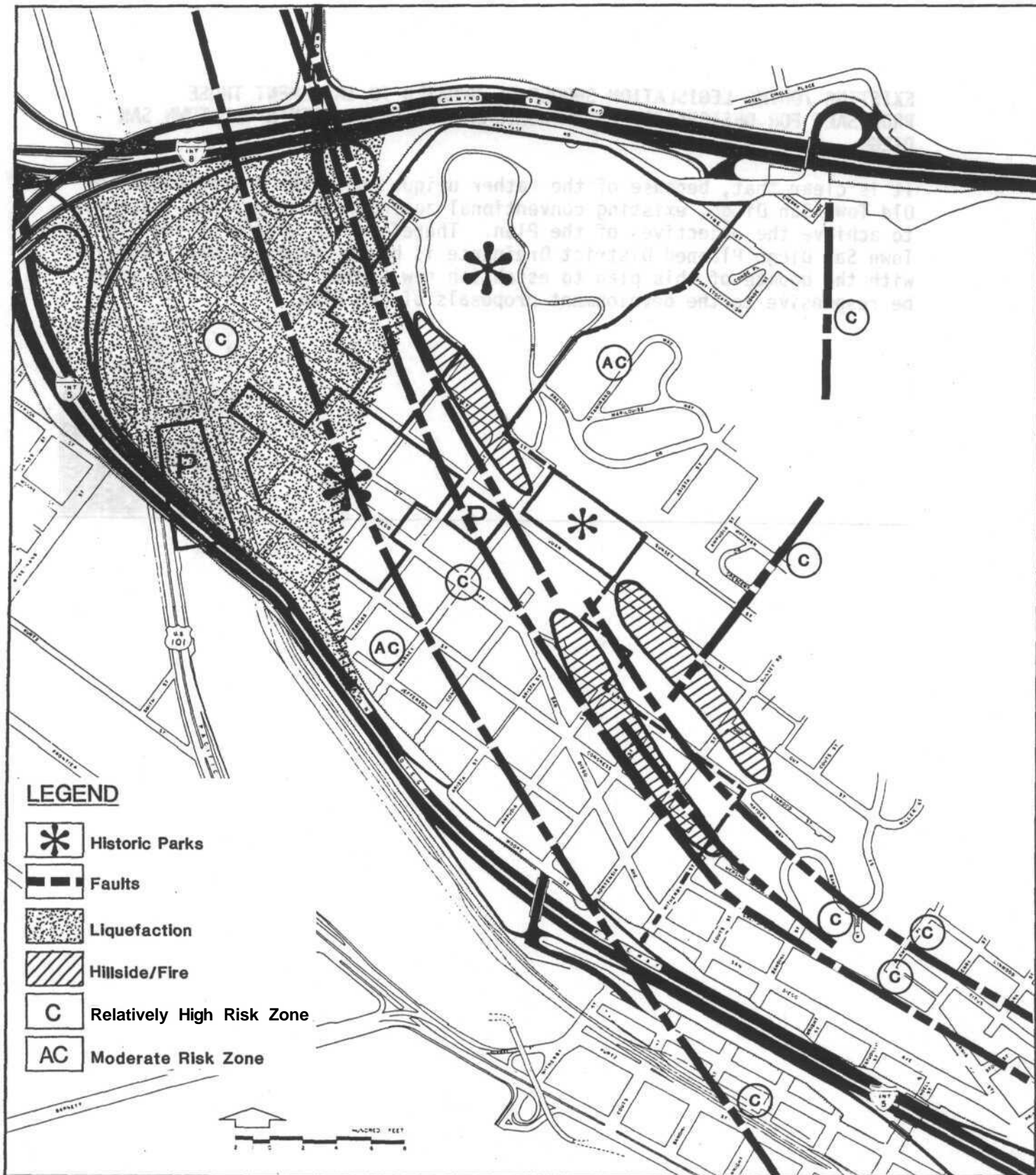
It is **clear** that, because of the rather unique character and potential of Old Town San Diego, existing conventional zoning regulations are inadequate to achieve the objectives of the Plan. Therefore, an update of the Old Town San Diego Planned District Ordinance is **being** prepared concurrently 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