

The logo for PLAN HILLCREST features the word "PLAN" in a light grey, sans-serif font above the word "HILLCREST" in a bold, dark grey, sans-serif font. To the left of the text is a vertical bar composed of seven thin, parallel lines in the colors of the rainbow: red, orange, yellow, green, blue, indigo, and violet.

PLAN HILLCREST

Hillcrest FPA

Land Use & Building Form

Tonight's Team



Michael Prinz
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City of San Diego
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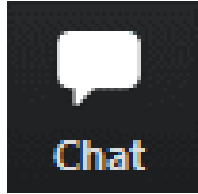


Gabriella Folino
Senior Urban Designer
Dyett and Bhatia



Diego Velasco
Principal
Citythinkers

Feedback



Share thoughts with everyone



Q&A

Presentation and Q & A will be uploaded

<https://www.planhillcrest.org/meetingsandupdates>

Recap – Plan Hillcrest Objectives

**Celebrate
the Legacy
of the
LGBTQ+
Community**

**Preserve
historical
resources
and create
inclusive
spaces**

**Create
Public
Spaces &
Parks**

**Connect
people to
businesses,
services, and
places to
recreate**

**Strengthen
Connections**

**Make it
easier to
move around
and access**

**Support
Local
Business**

**Ensure a
thriving and
sustainable
business
district**

**Address
Housing
Needs**

**Increase
housing
opportunities
near transit**

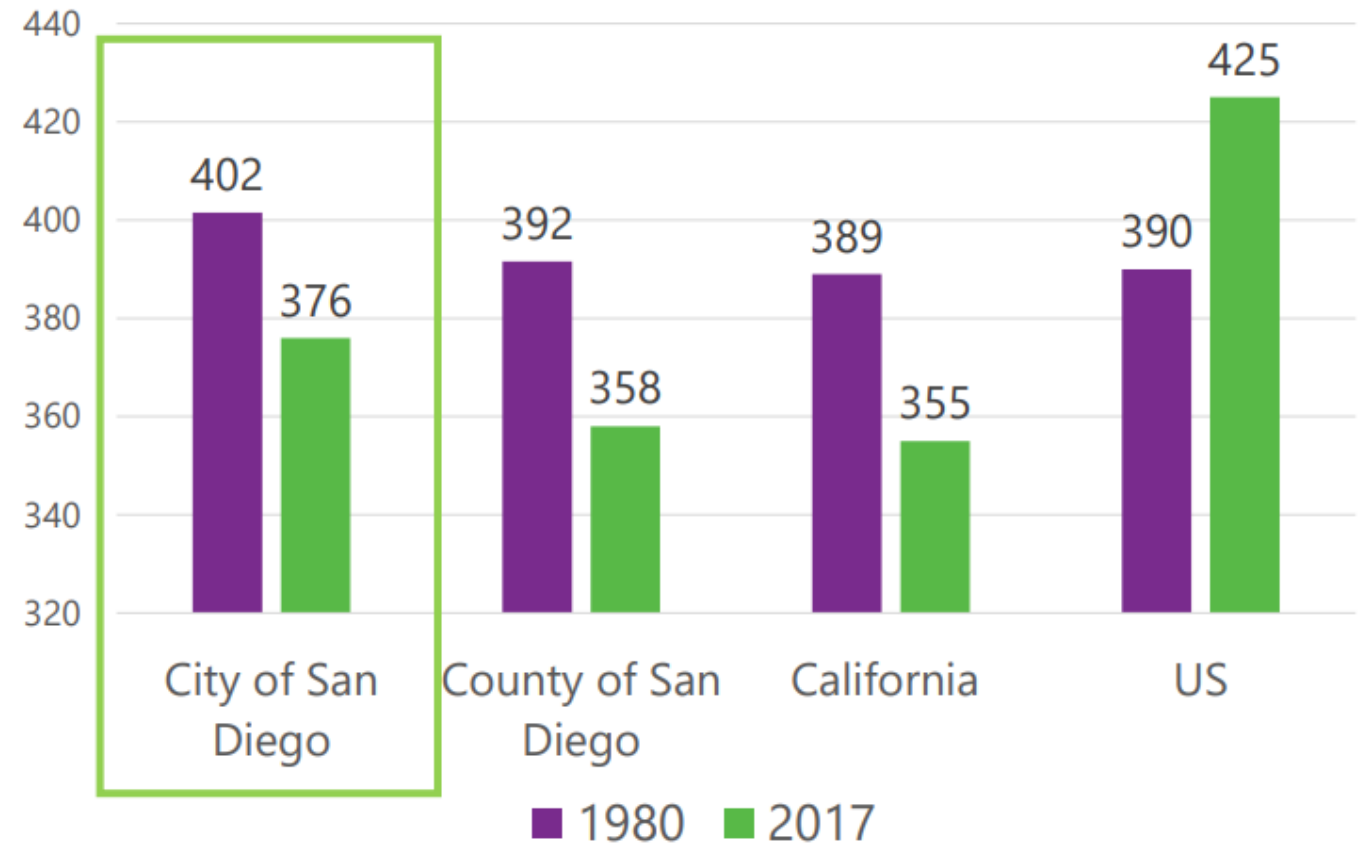
Subcommittee Agenda

1. Ground Floor Activation
2. Building Design Considerations by Corridor

Housing Availability

San Diego and California show long-term decline in housing access, while the U.S. shows an 8.2% increase.

Housing Units Per Capita 1980 vs. 2017
(Units per 1,000 People)

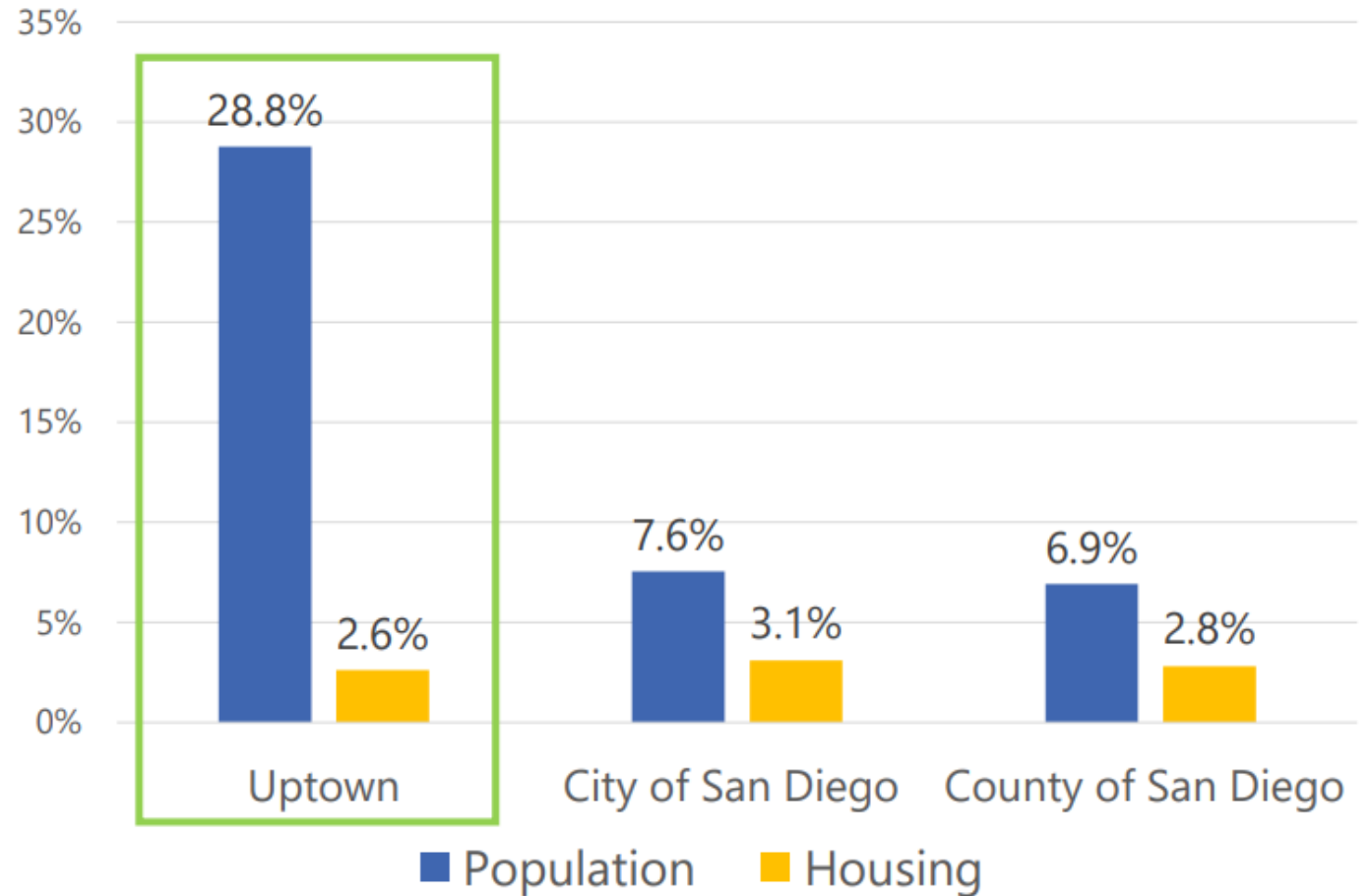


Data Source: U.S. Census and Federal Reserve Economic Data

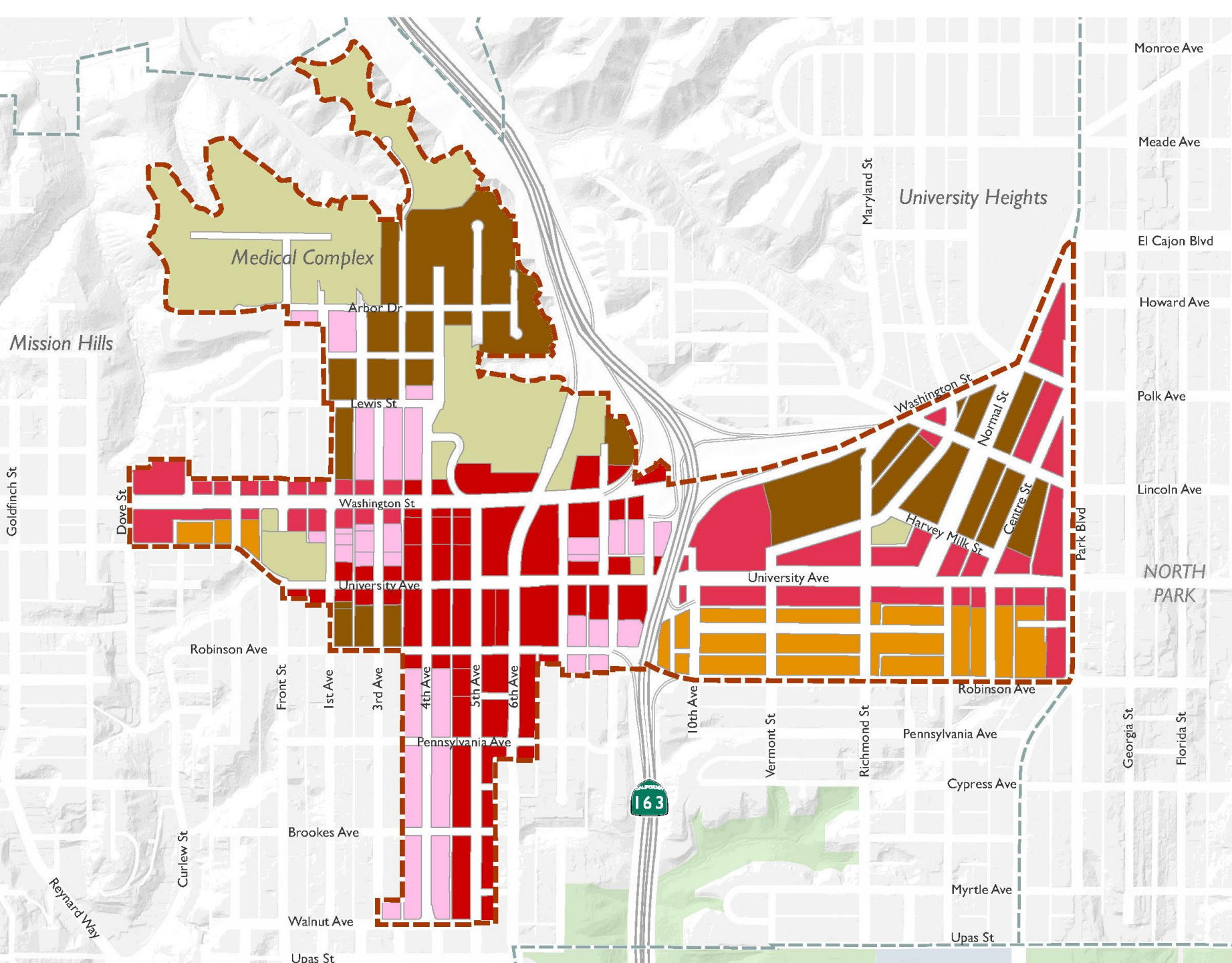
Recent Population and Housing Growth - Uptown

Between 2010 to 2017:

- Population grew 4x faster in Uptown compared with the City & County
- Housing growth not keeping pace with population growth

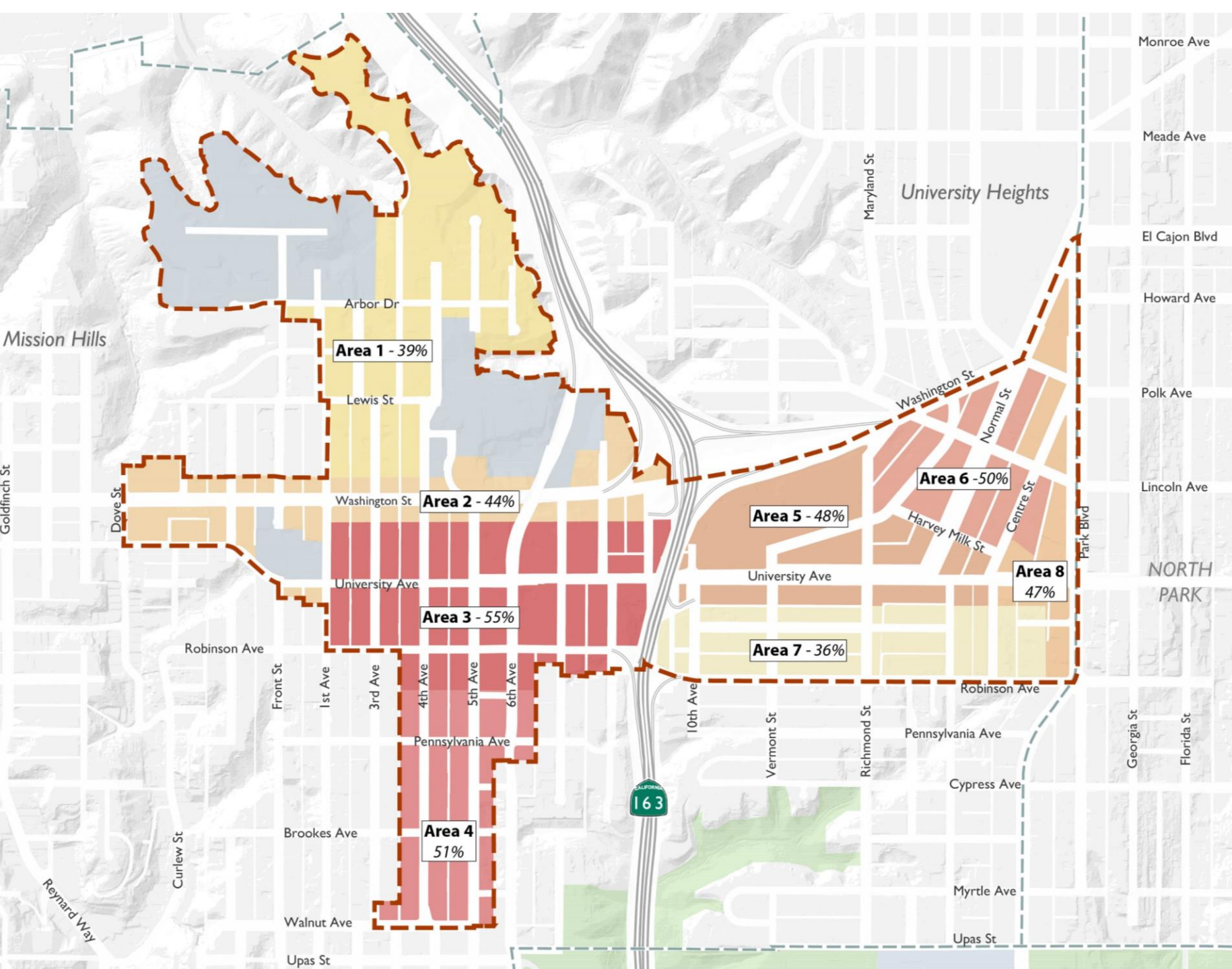


Data Source: SANDAG



- Residential - Medium High (30-44 dwelling units/acre)
- Residential - High (45-73 dwelling units/acre)
- Community Commercial (0-73 dwelling units/acre)
- Community Commercial (0-109 dwelling units/acre)
- Office Commercial (0-73 dwelling units/acre)
- Institutional
- Hillcrest Community Boundary
- Community Plan Boundaries

Uptown Community Plan Land Uses



Hillcrest Community Boundary
 Community Plan Boundaries

- The highest number of responses for increased housing were in the core of Hillcrest – Areas 3 & 4
- All areas received over 35% interest in increased housing.

Survey – Additional Housing

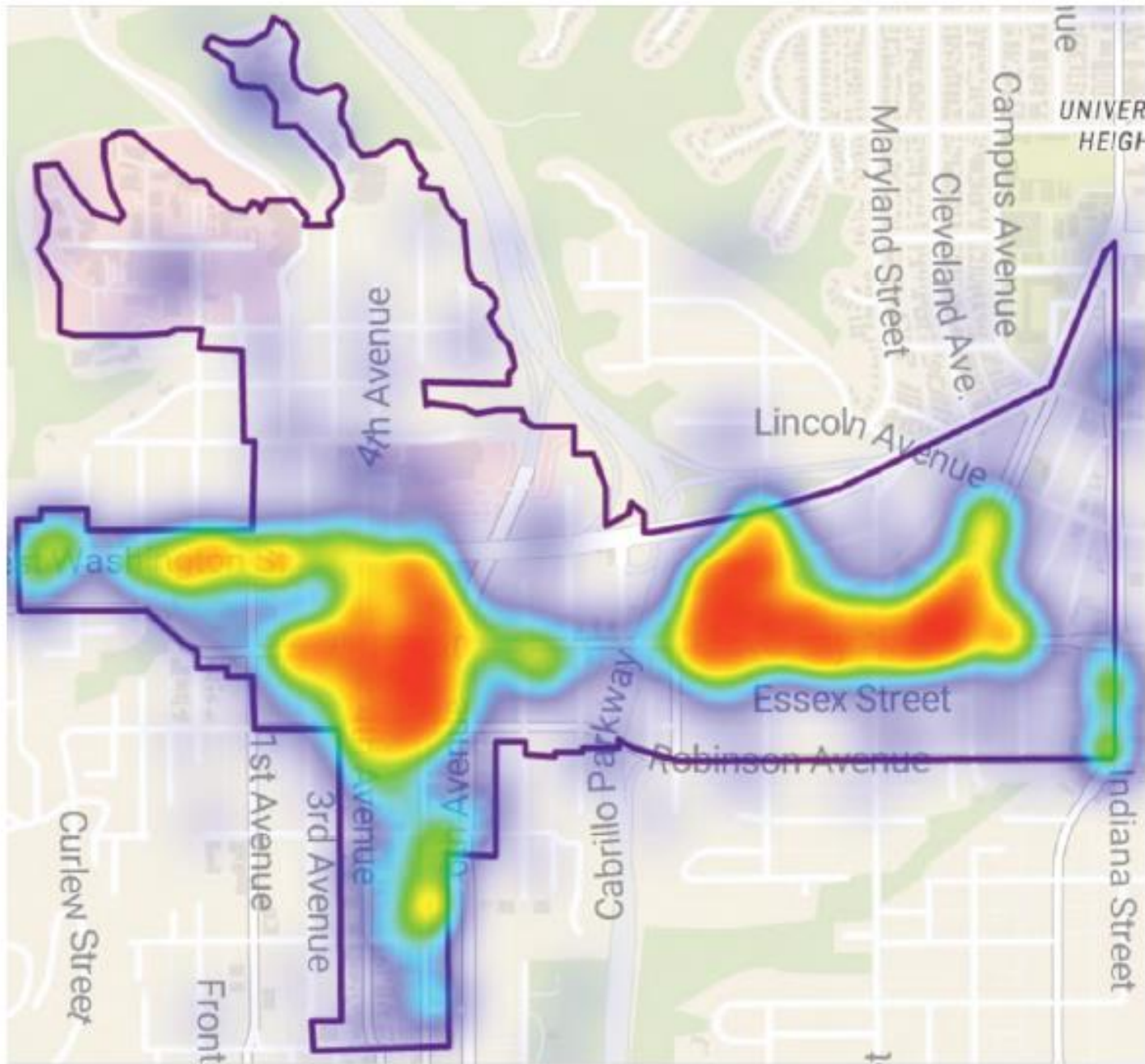
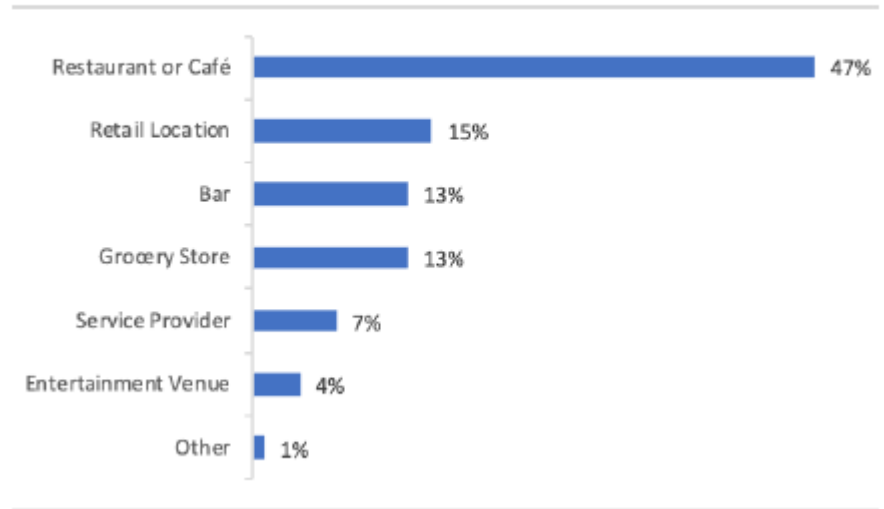
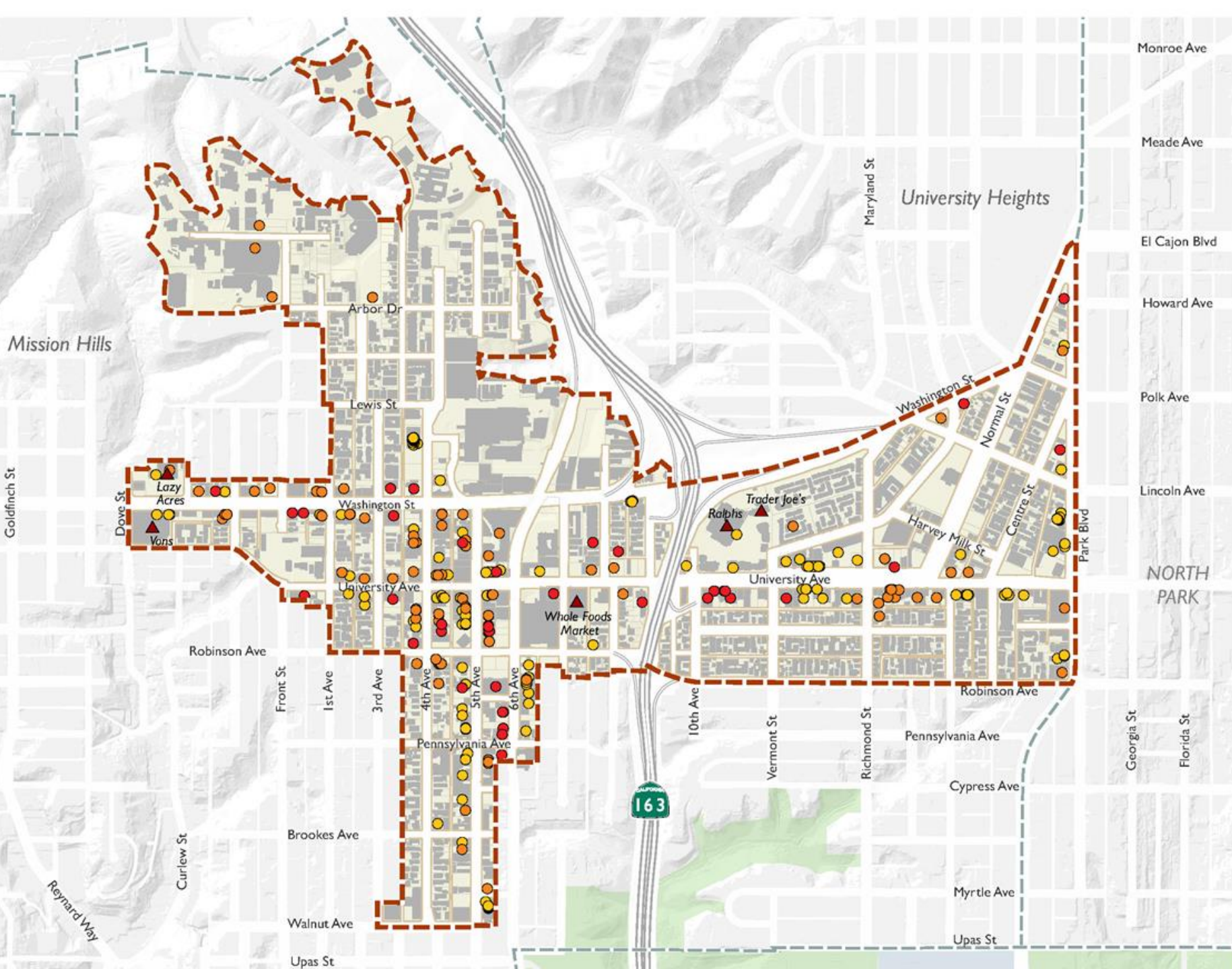


Figure 2-4: Question 2 – Types of Favorite Local Businesses



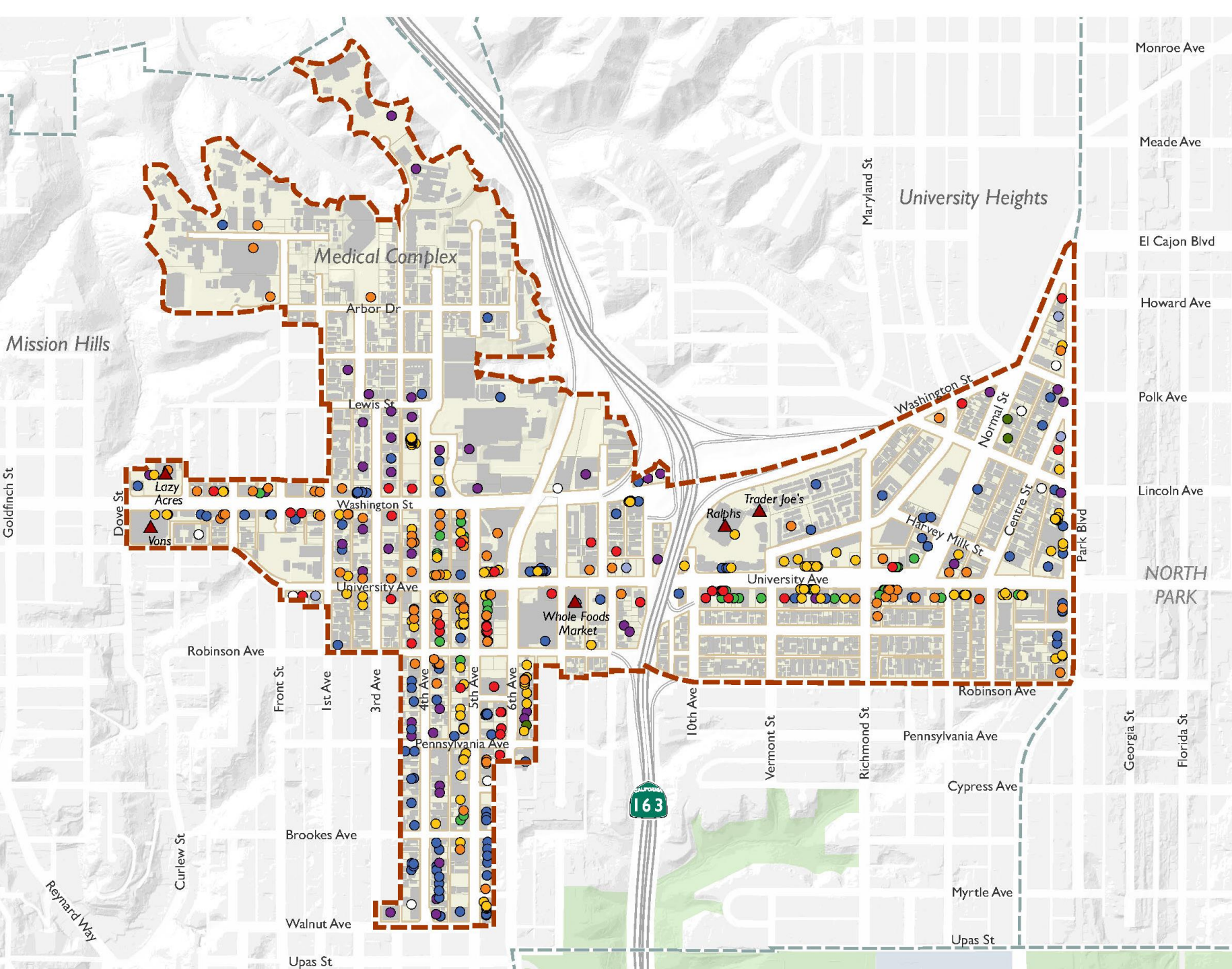
Survey - Location of Favorite Businesses



Types of Businesses

- Retail (38 Total)
 - Food Services (123 Total)
 - Personal Care Services (281 Total)
 - ▲ Grocery Stores (5 Total)
- ▭ Parcel Lines
 - ▭ Building Footprints
 - ▭ Hillcrest Community Boundary
 - ▭ Community Plan Boundaries

Existing Retail Businesses



Business Types

- ▲ Grocery Stores
- Retail
- Visitor Accommodations
- Food Services
- Personal Care Services
- Vehicle Services
- Professional Services
- Medical/Health Services
- Arts, Entertainment, Recreation
- Educational Services
- Other
- Parcel Lines
- Building Footprints
- Hillcrest Community Boundary
- Community Plan Boundaries

Existing Retail Businesses + Other Uses

Lines of sight for people inside and outside the building to see one another.

Sliding and folding doors allow activity to spill out to the sidewalk.

Storefronts should create a fine grain of variety along each street frontage, expressing the unique identity of each tenant.

Street life zones create an additional opportunity for activity to spill out of the buildings and engage the public realm.

Retail Ground Floor Design Considerations



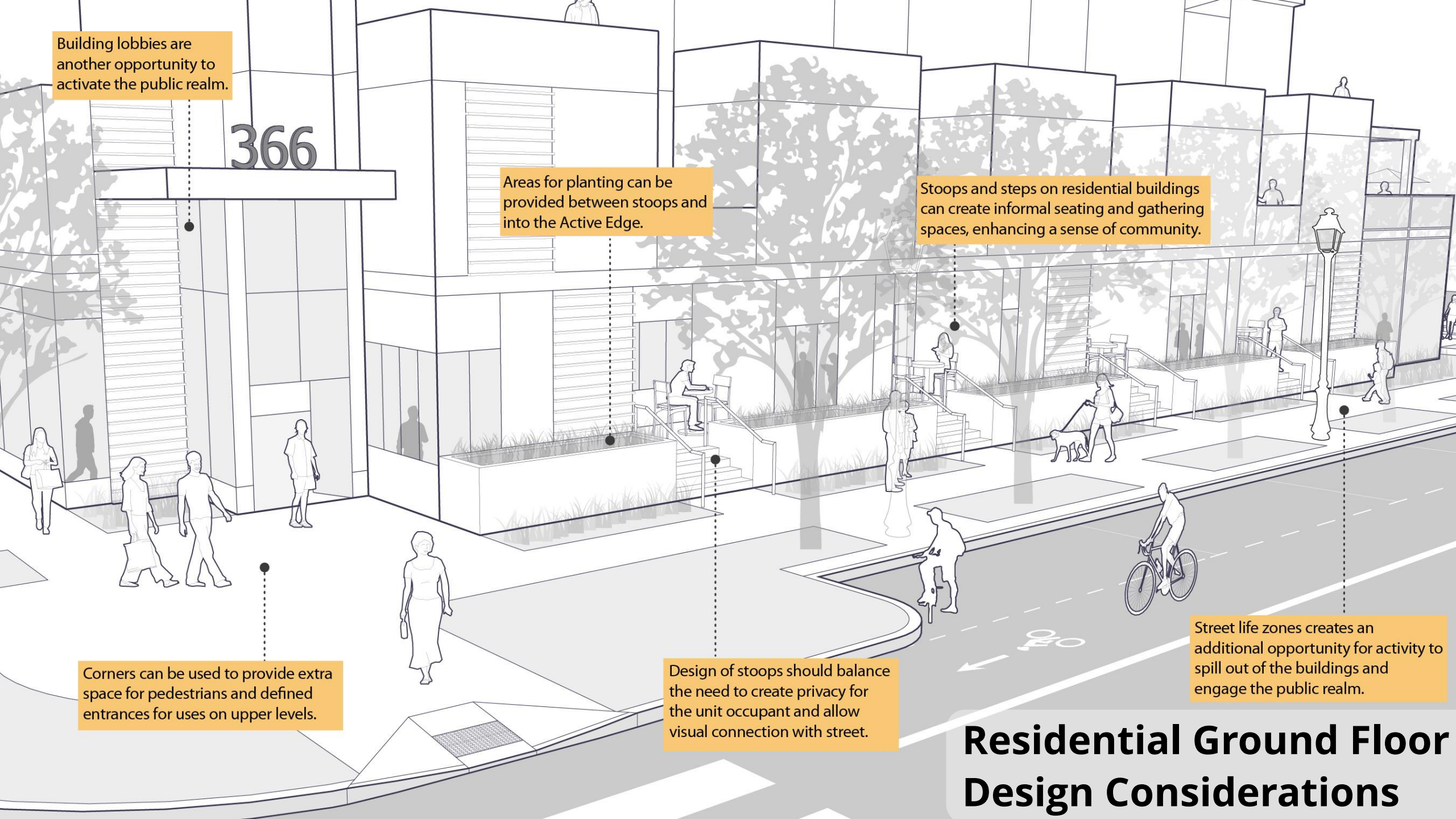




Ground Floor Activation - Fitness Club



Ground Floor Activation - Art Space



Building lobbies are another opportunity to activate the public realm.

366

Areas for planting can be provided between stoops and into the Active Edge.

Stoops and steps on residential buildings can create informal seating and gathering spaces, enhancing a sense of community.

Corners can be used to provide extra space for pedestrians and defined entrances for uses on upper levels.

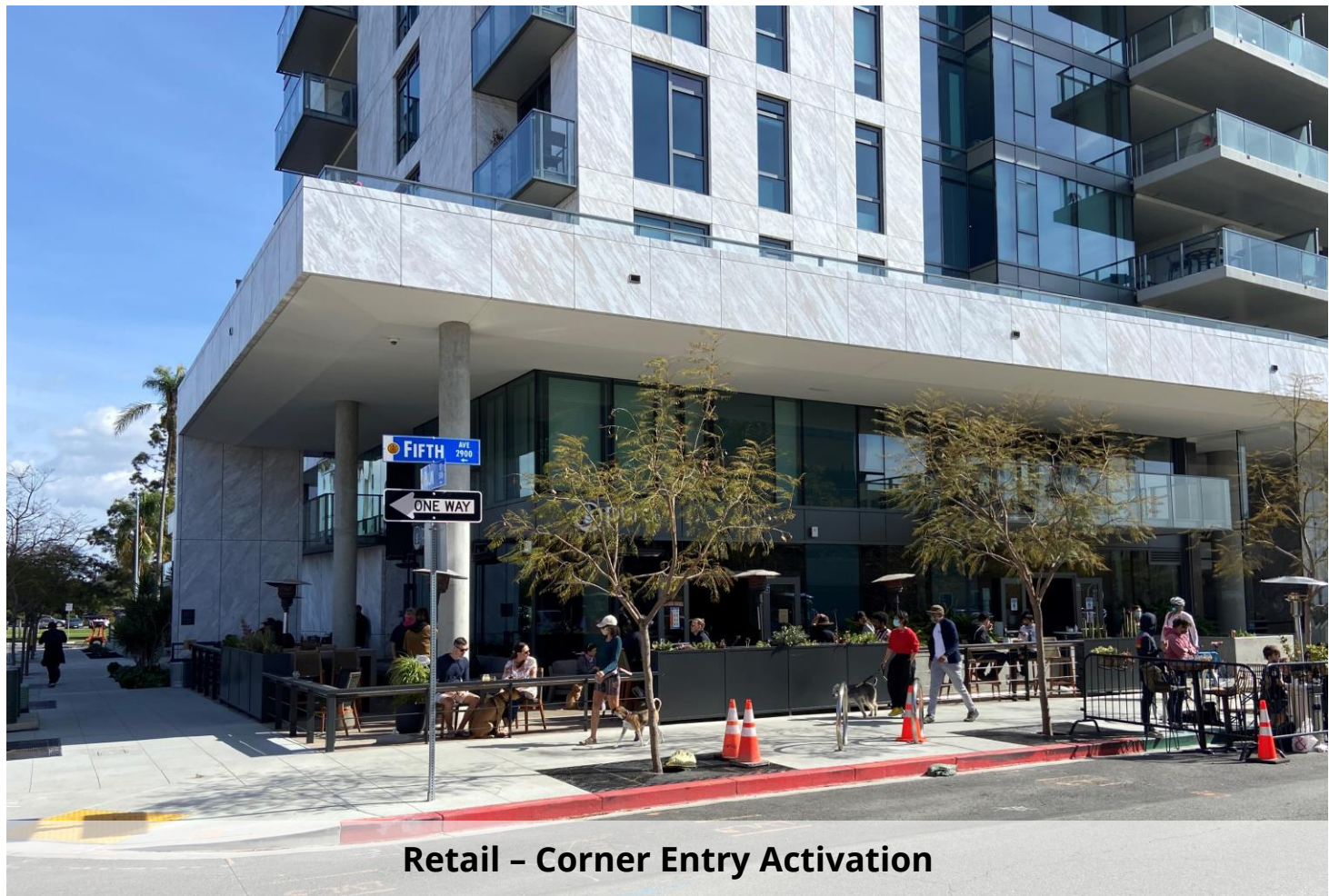
Design of stoops should balance the need to create privacy for the unit occupant and allow visual connection with street.

Street life zones creates an additional opportunity for activity to spill out of the buildings and engage the public realm.

Residential Ground Floor Design Considerations



Residential – Corner Entry Activation



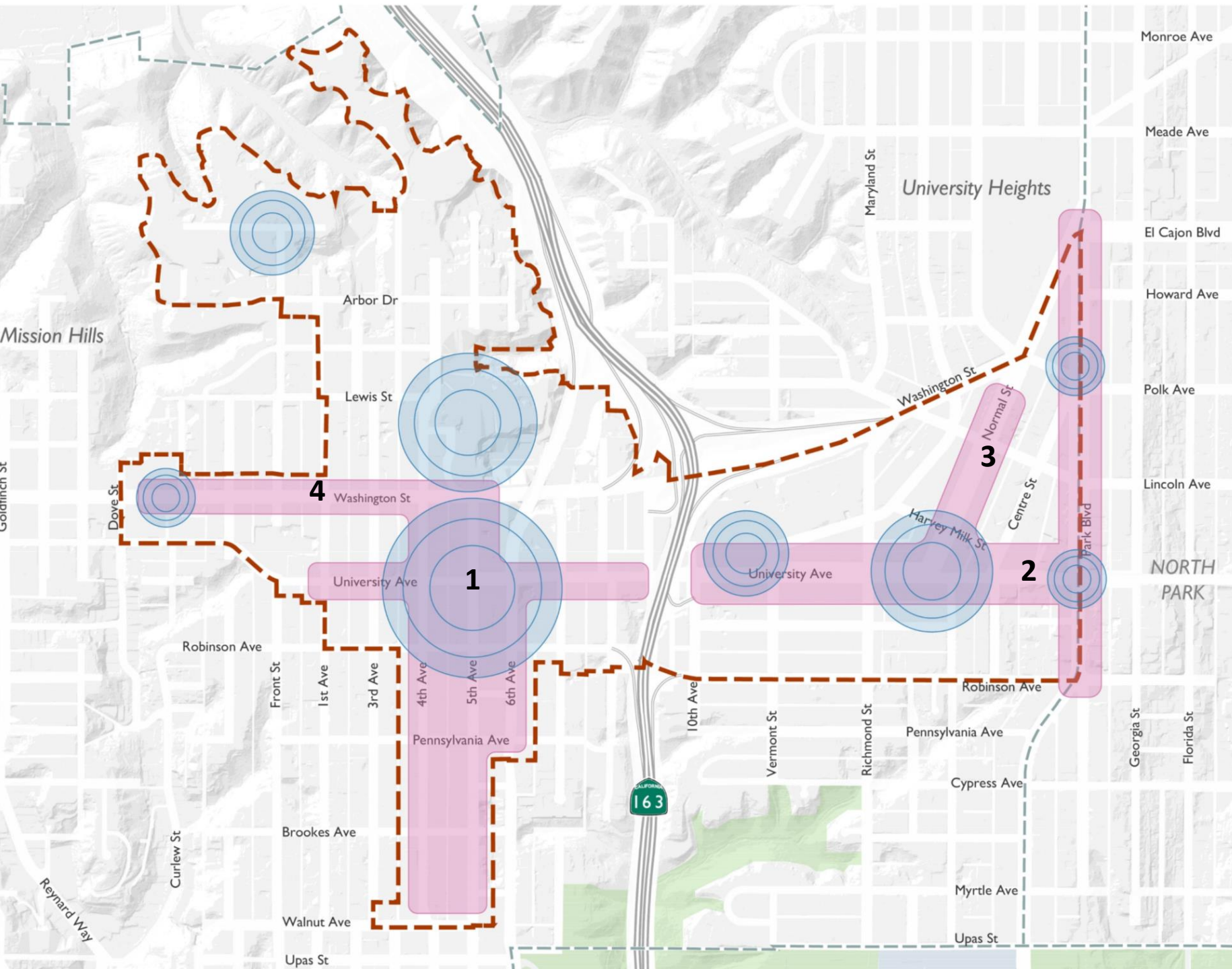
Retail – Corner Entry Activation







Residential - Stoop Activation

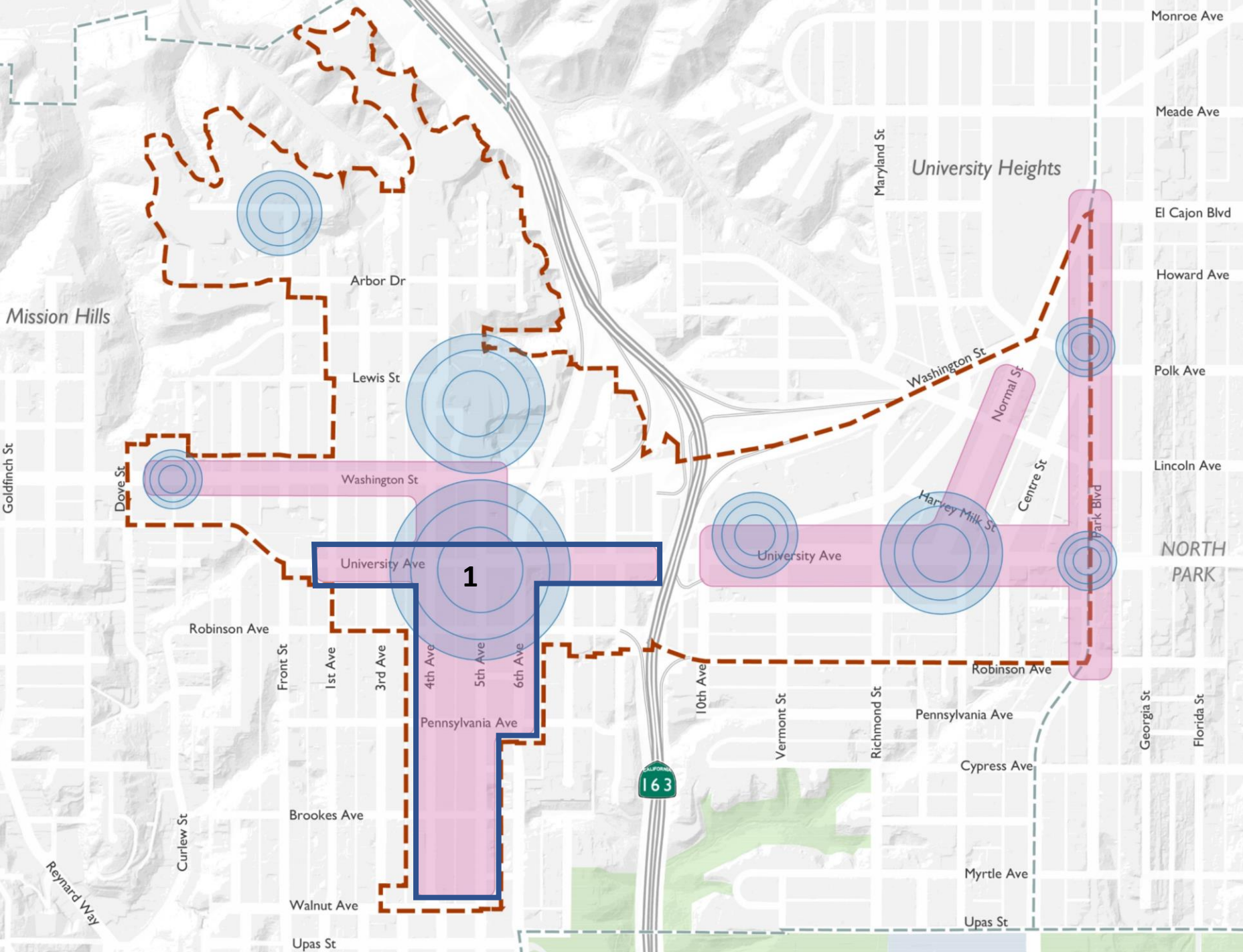






Retail - Stoop Activation



-  Nodes
-  Corridors
-  Hillcrest Community Boundary
-  Community Plan Boundaries

Key Corridors and Nodes



-  Nodes
-  Corridors
-  Hillcrest Community Boundary
-  Community Plan Boundaries

University Ave. (West), Core

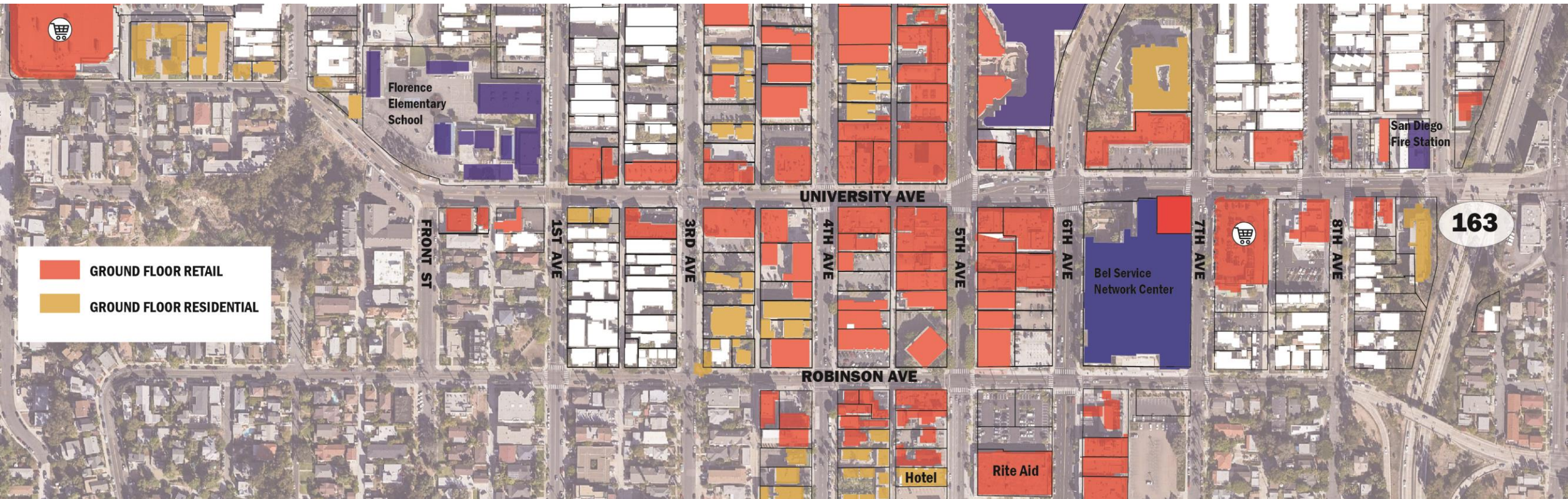
University Avenue (West) / Core – Existing Patterns

- Predominately single-story retail along University Avenue
- Fine grain retail
- Narrow sidewalks and street width
- Surface parking lots
- Limited public space areas / lack of tree canopy



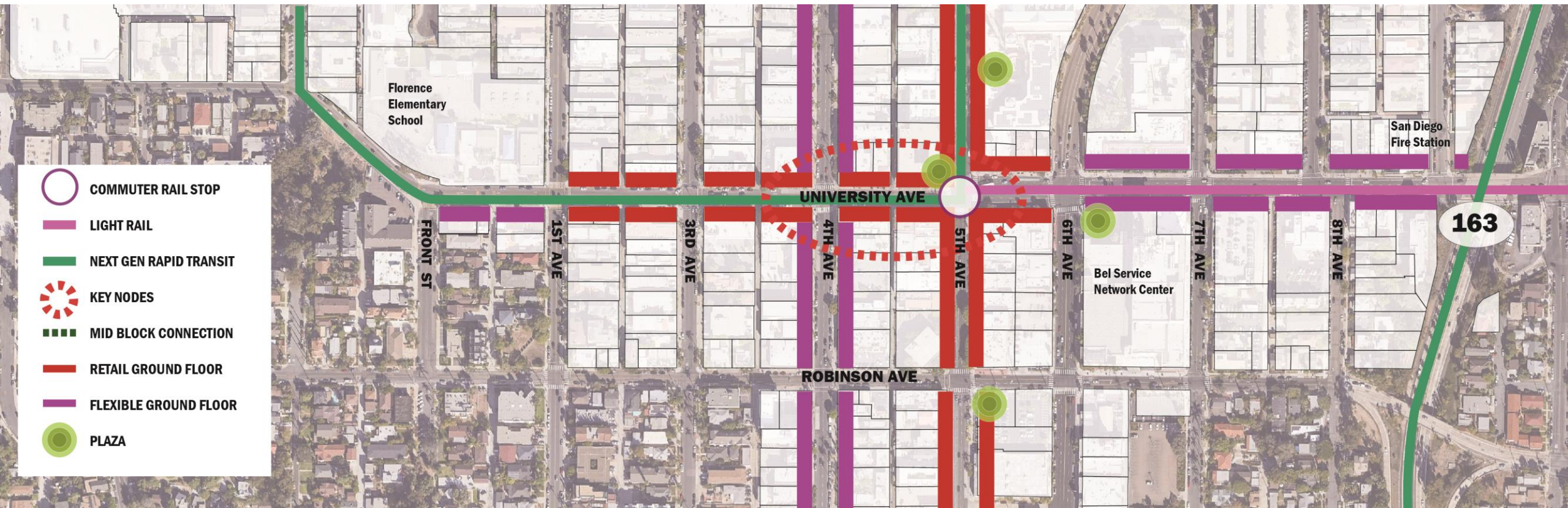
University Avenue (West) / Core - Existing Patterns

- Predominately single-story retail along University Avenue
- University Avenue - Alley access breaks up the blocks ~ 300' block length
- 4th and 5th Streets ~ 430'-600' block length

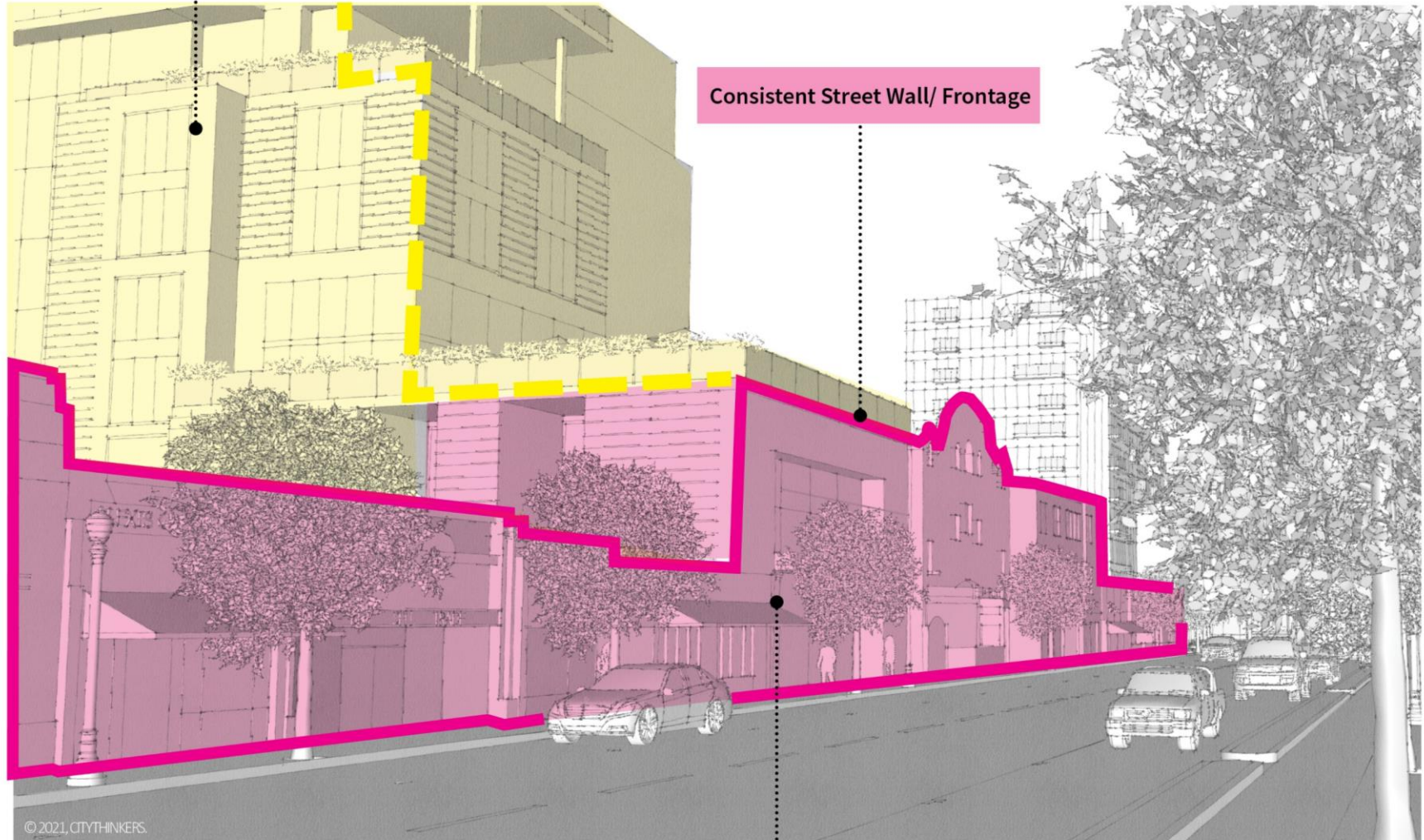


University Avenue (West) / Core - Opportunities

- Commercial along the ground floor on portions of University Ave. and 5th Ave.
- Corner plaza, corner activation potential – emphasize key nodes



Residential Stepped Back from Street



Consistent Street Wall/ Frontage

Ground Floor Commercial
Uses in First 30 Feet

View of 5th Ave. looking Southeast

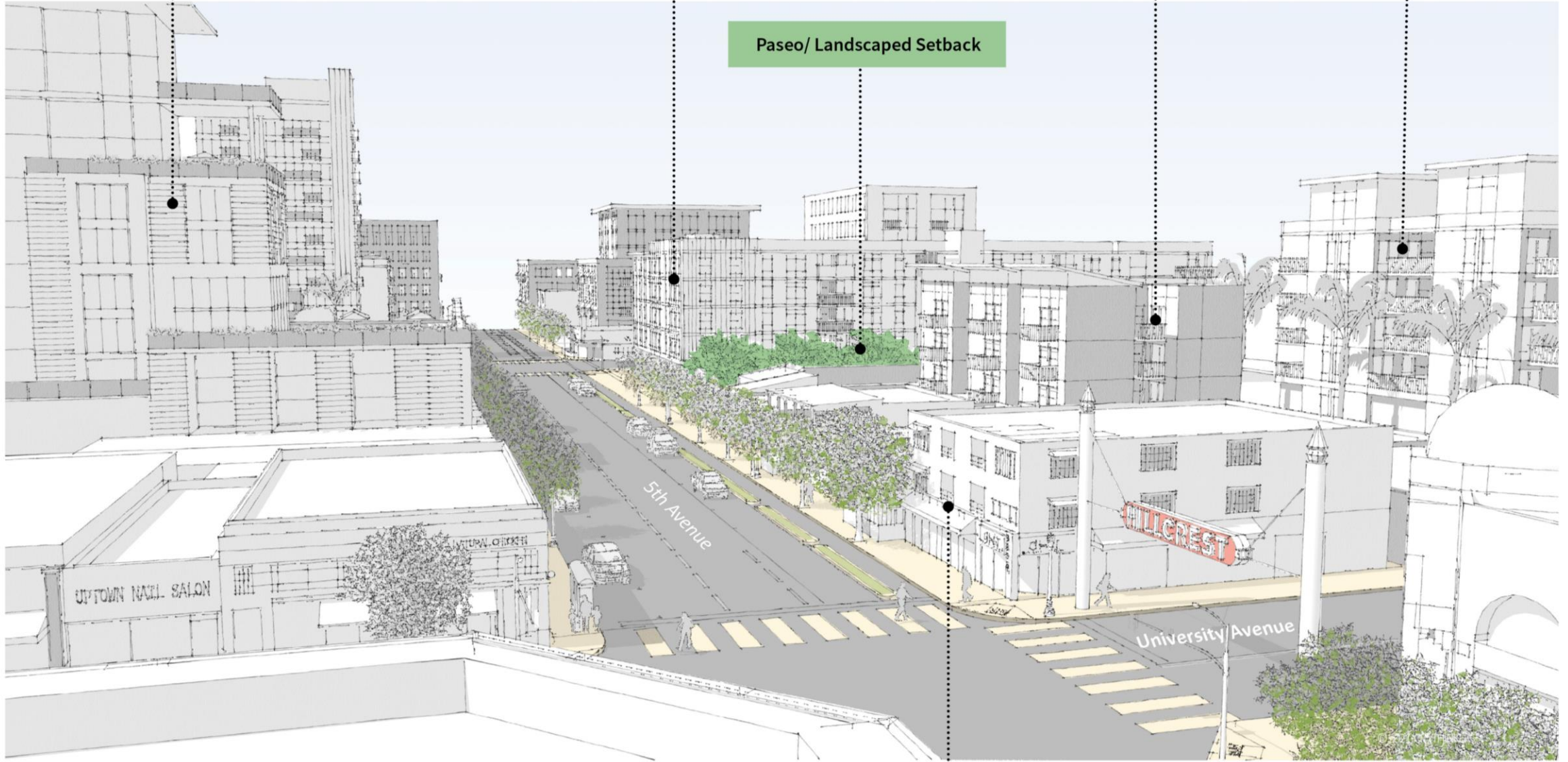
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Residential Stepped Back from Street

Mixed-Use at Key Intersections

Residential at Block Interior

Paseo/ Landscaped Setback



View at 5th Ave. and University Ave.

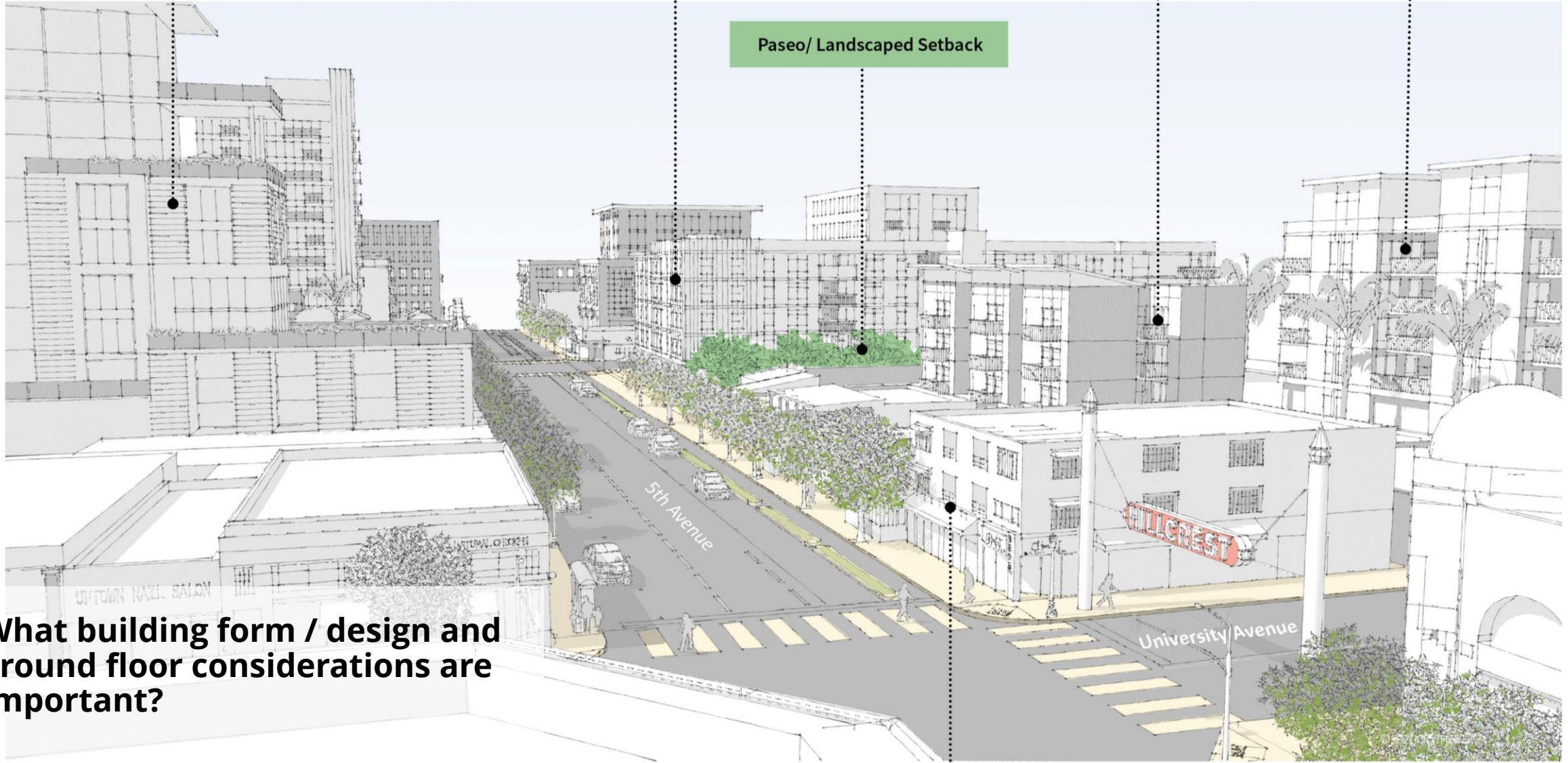
**Ground Floor Commercial
Uses Facing 5th Ave.**

Residential Stepped Back from Street

Mixed-Use at Key Intersections

Residential at Block Interior

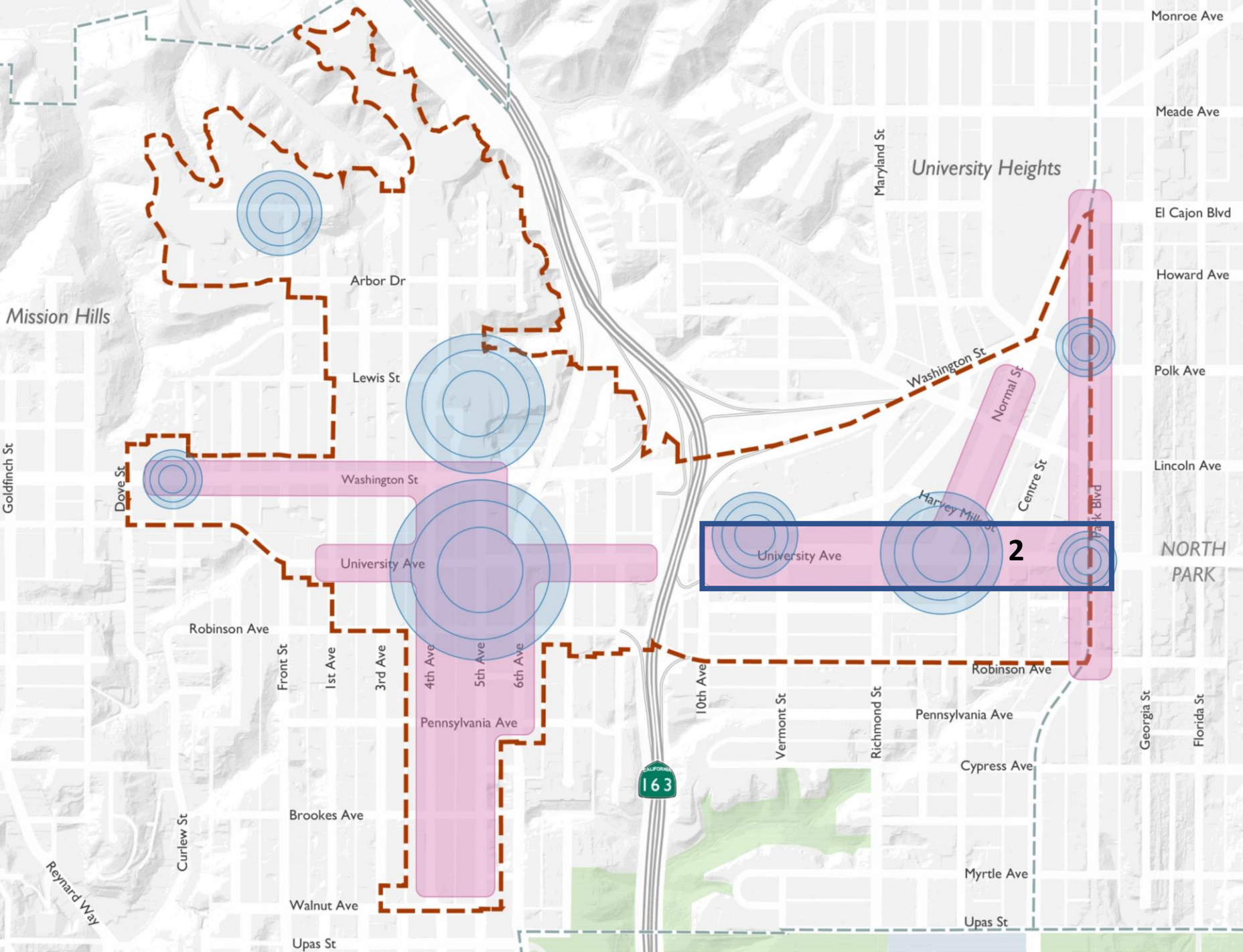
Paseo/ Landscaped Setback







What building form / design and ground floor considerations are important?

View at 5th Ave. and University Ave.

Ground Floor Commercial Uses Facing 5th Ave.



-  Nodes
-  Corridors
-  Hillcrest Community Boundary
-  Community Plan Boundaries

University Ave. (East)

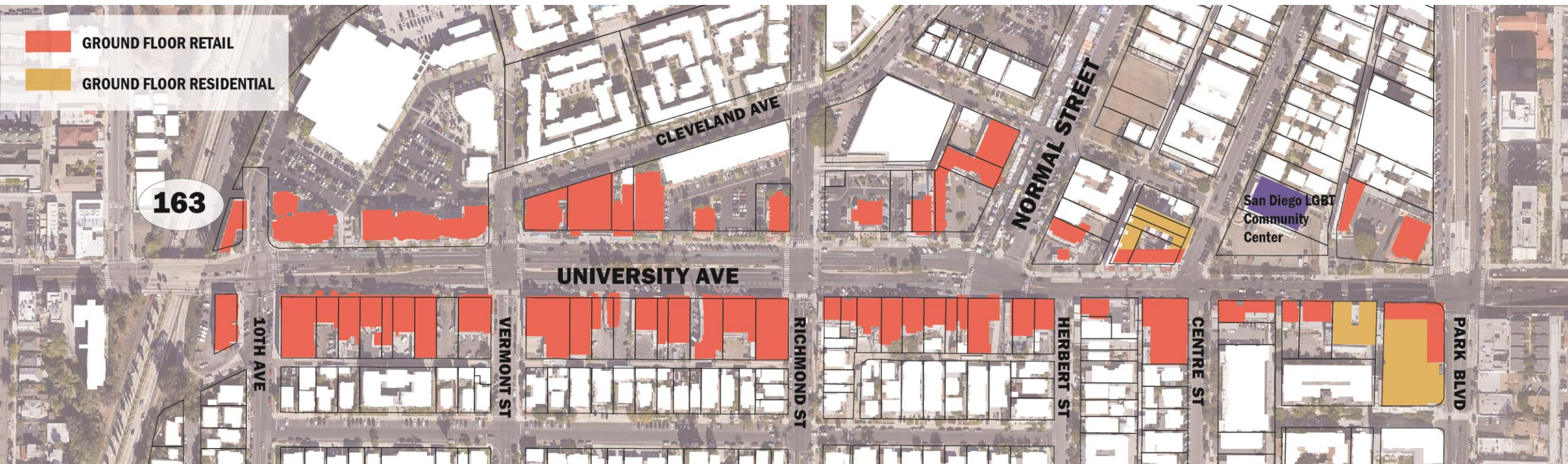
University Avenue (East) - Existing Patterns

- Predominately single-story retail along University Avenue
- Auto-oriented - Wider Street with angled parking
- Surface parking lots
- Limited Public Space areas



University Avenue (East) - Existing Patterns

- Larger lots north of University Ave. and smaller lots south of University Ave.
- Fast Food, Gas station, Shopping centers – North of University Ave.
- Predominately fine grain retail South of University Ave.



University Avenue (East) - Opportunities

- Enhance key nodes through ground floor activation and plazas/open space
- Enhance pedestrian connectivity

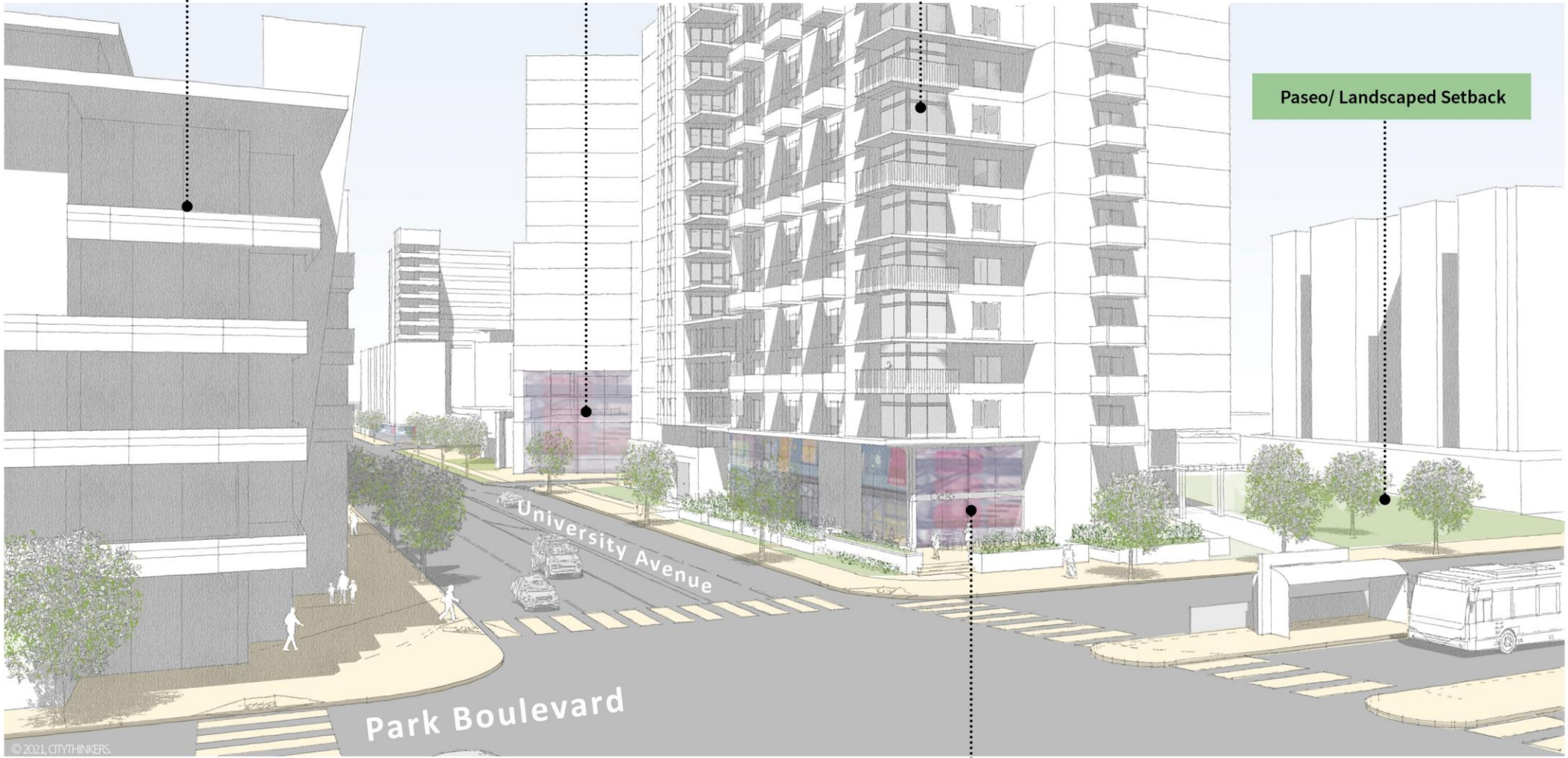


Existing Residential that Marks the Corner

Active Building Corner

Residential Tower to Mark Corner

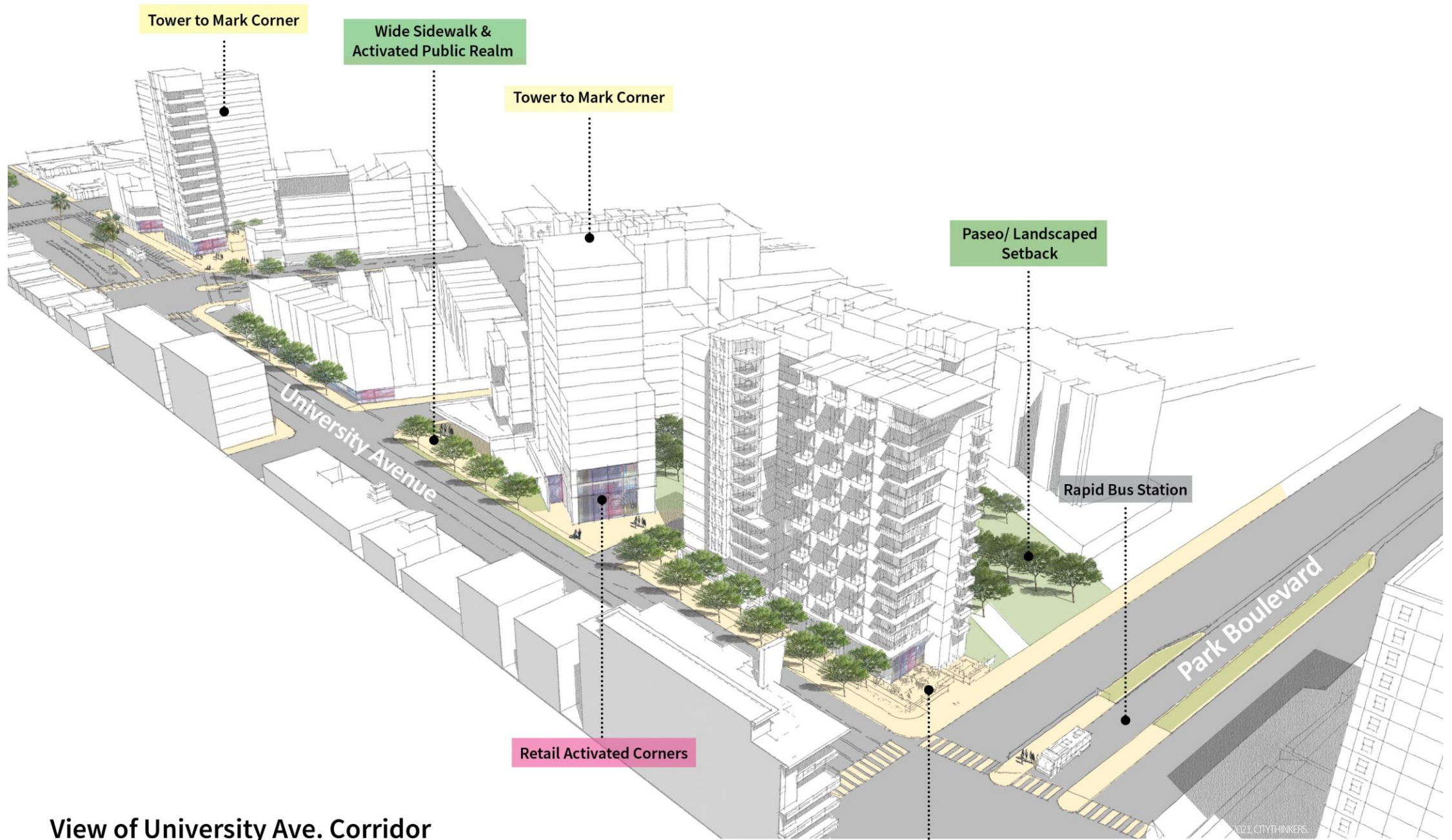
Paseo/ Landscaped Setback



View at Park Blvd. and University Ave.

Ground Floor Commercial Uses Facing Corner of Park & University

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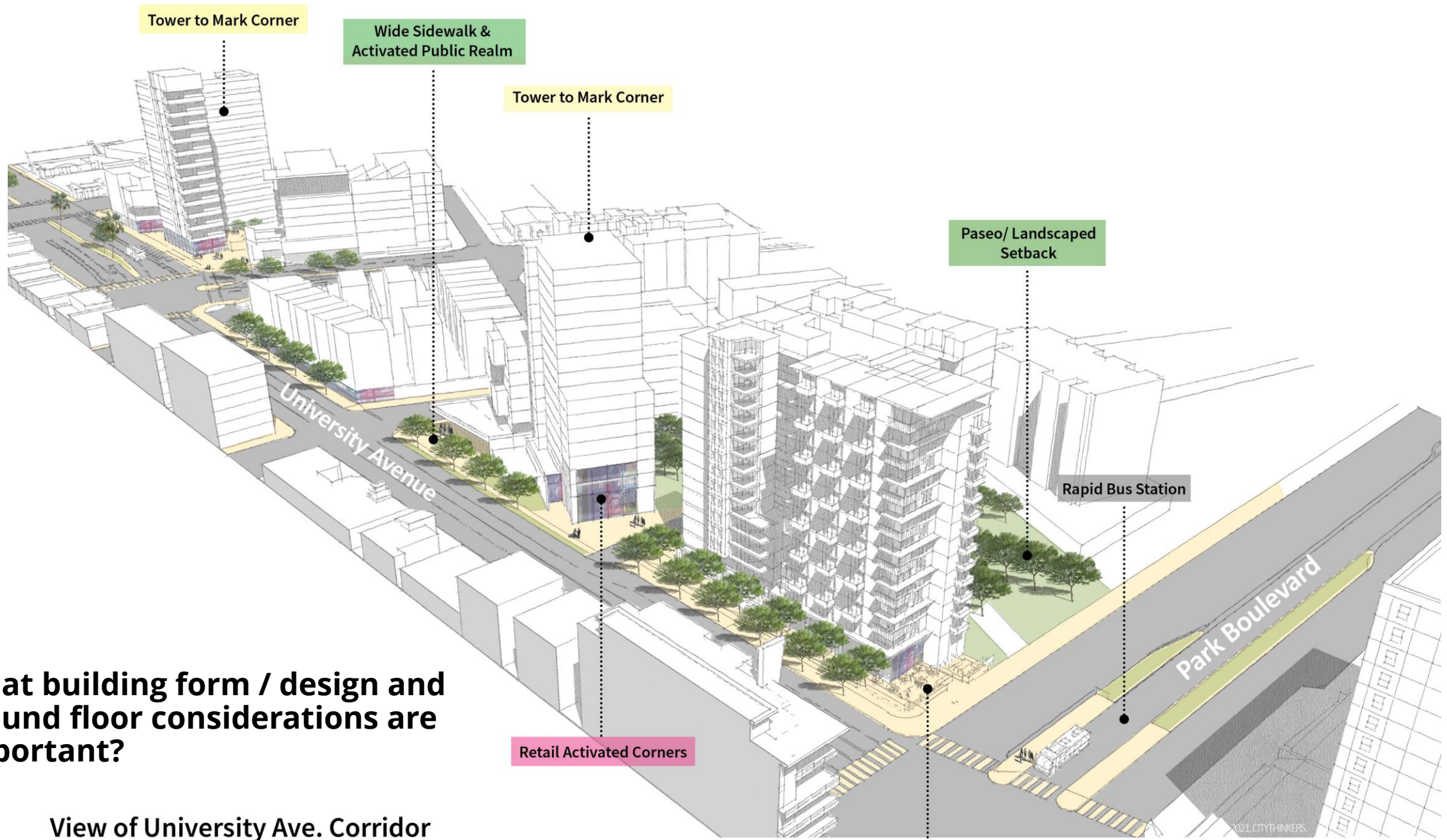


View of University Ave. Corridor

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Retail Activated Corners

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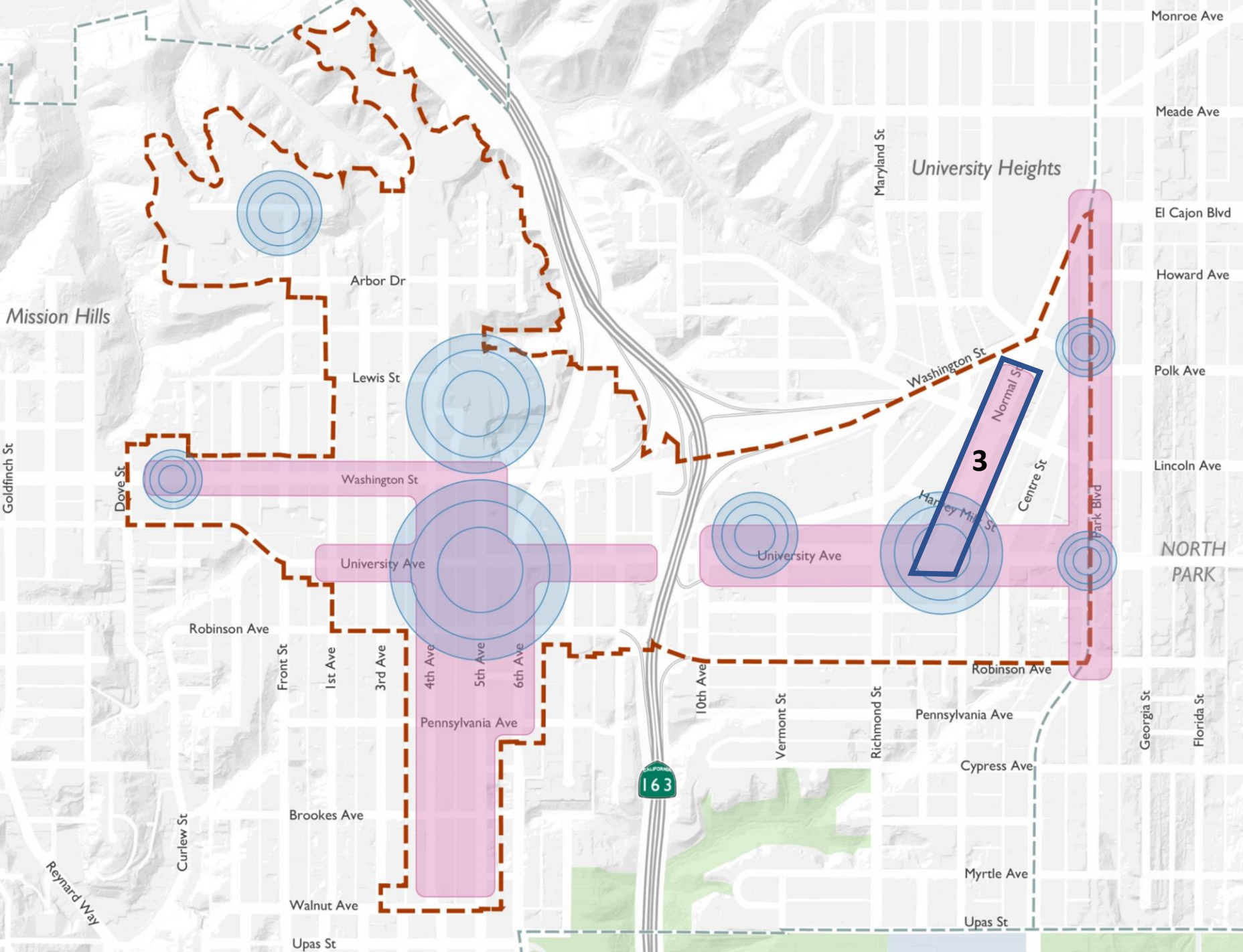
What building form / design and ground floor considerations are important?





View of University Ave. Corridor

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Retail Activated Corners

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-  Nodes
-  Corridors
-  Hillcrest Community Boundary
-  Community Plan Boundaries

Normal Street

Normal Street – Existing Pattern



- Wide Street with angled parking
- Surface parking lots



Normal Street - Existing Pattern

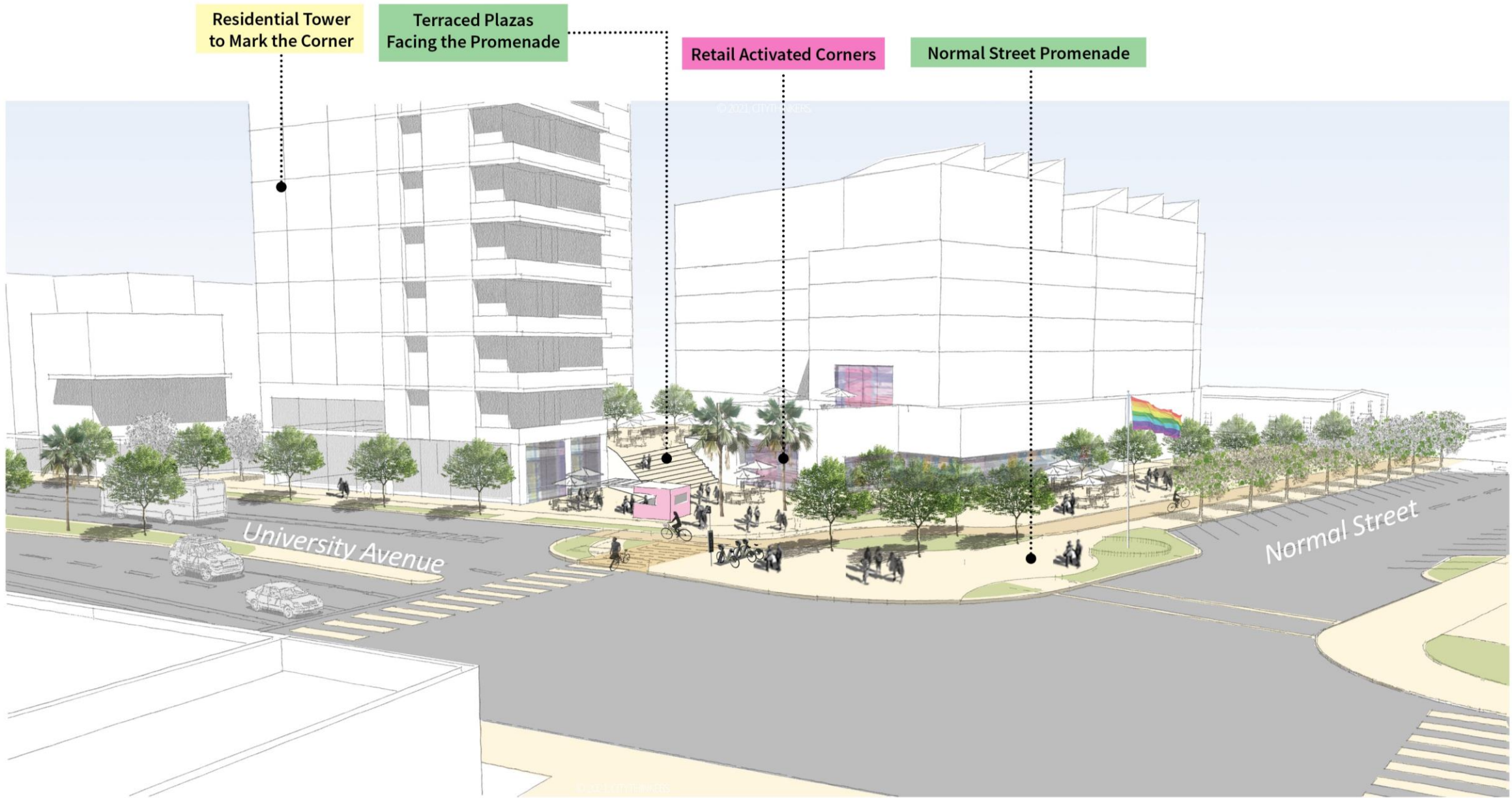
- Corner gateway – surface parking and gas station
- Residential, DMV, and retail frontage
- Surface parking
- Central long blocks ~640'



Normal Street – Opportunities

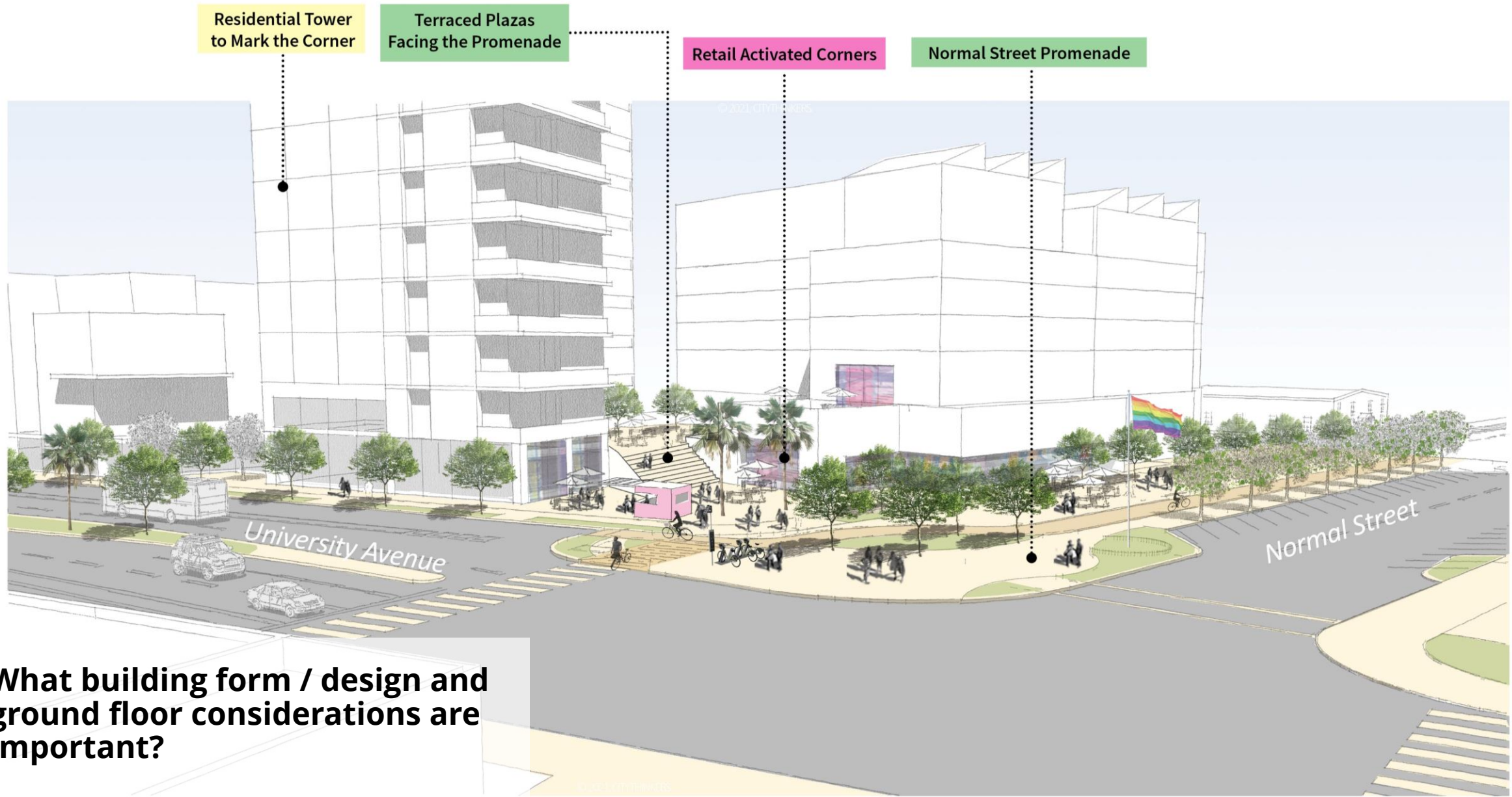
- Enhance key node through ground floor activation and plazas/open space
- Enhance pedestrian connectivity





View of Normal St.

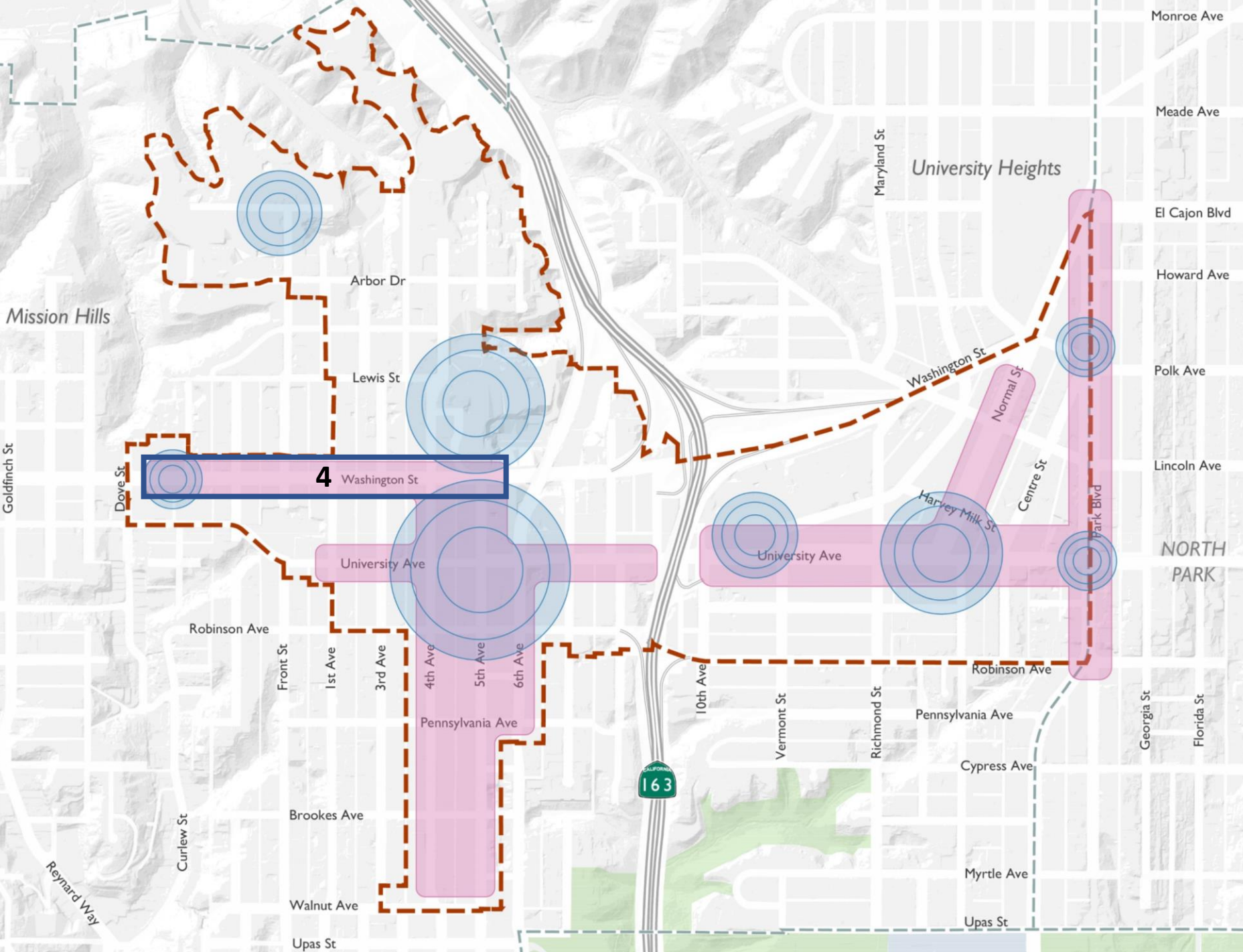
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What building form / design and ground floor considerations are important?

View of Normal St.

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-  Nodes
-  Corridors
-  Hillcrest Community Boundary
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Washington Street

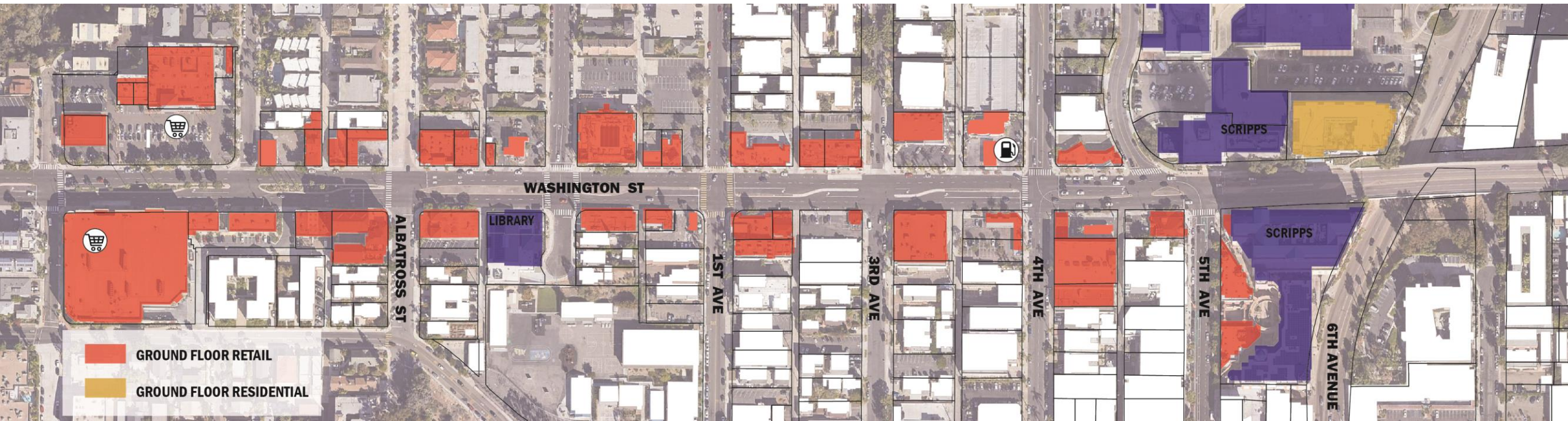
Washington Street – Existing Patterns

- Wide street / narrow sidewalks, auto-oriented
- Surface parking lots
- Single-story commercial uses
- Lack of trees/ public space



Washington Street – Existing Patterns

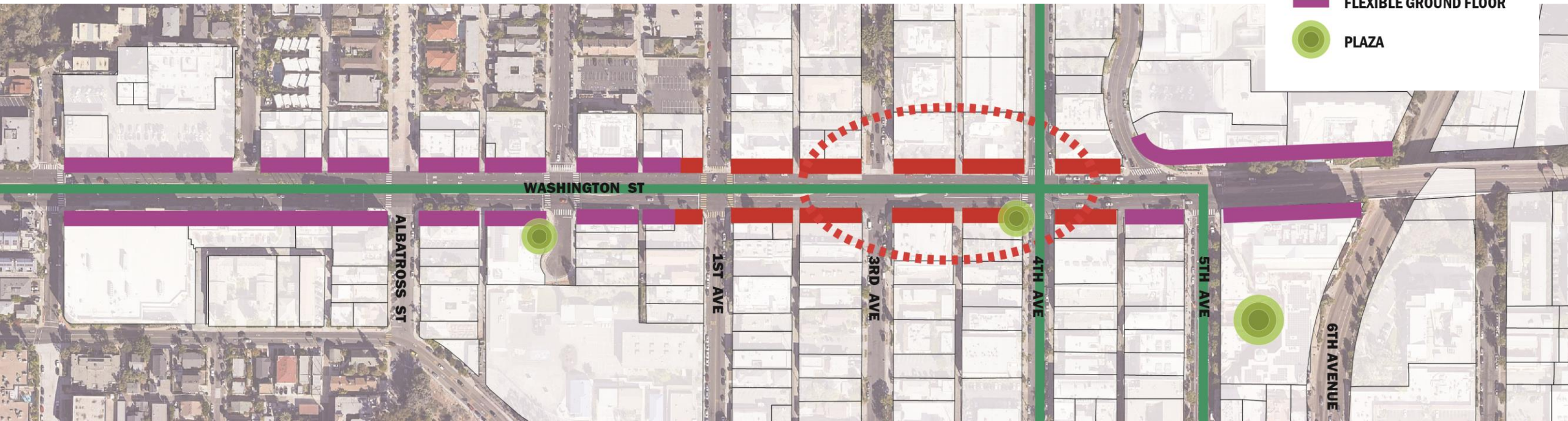
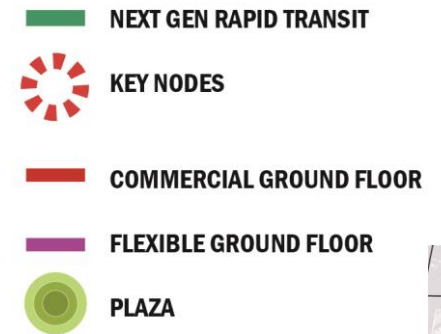
- Mix of lot sizes on both sides of the streets
- Alley access breaks up the blocks ~ 300' block length
- Surface parking
- Larger parcels on either end of Washington Street – Scripps and grocery stores

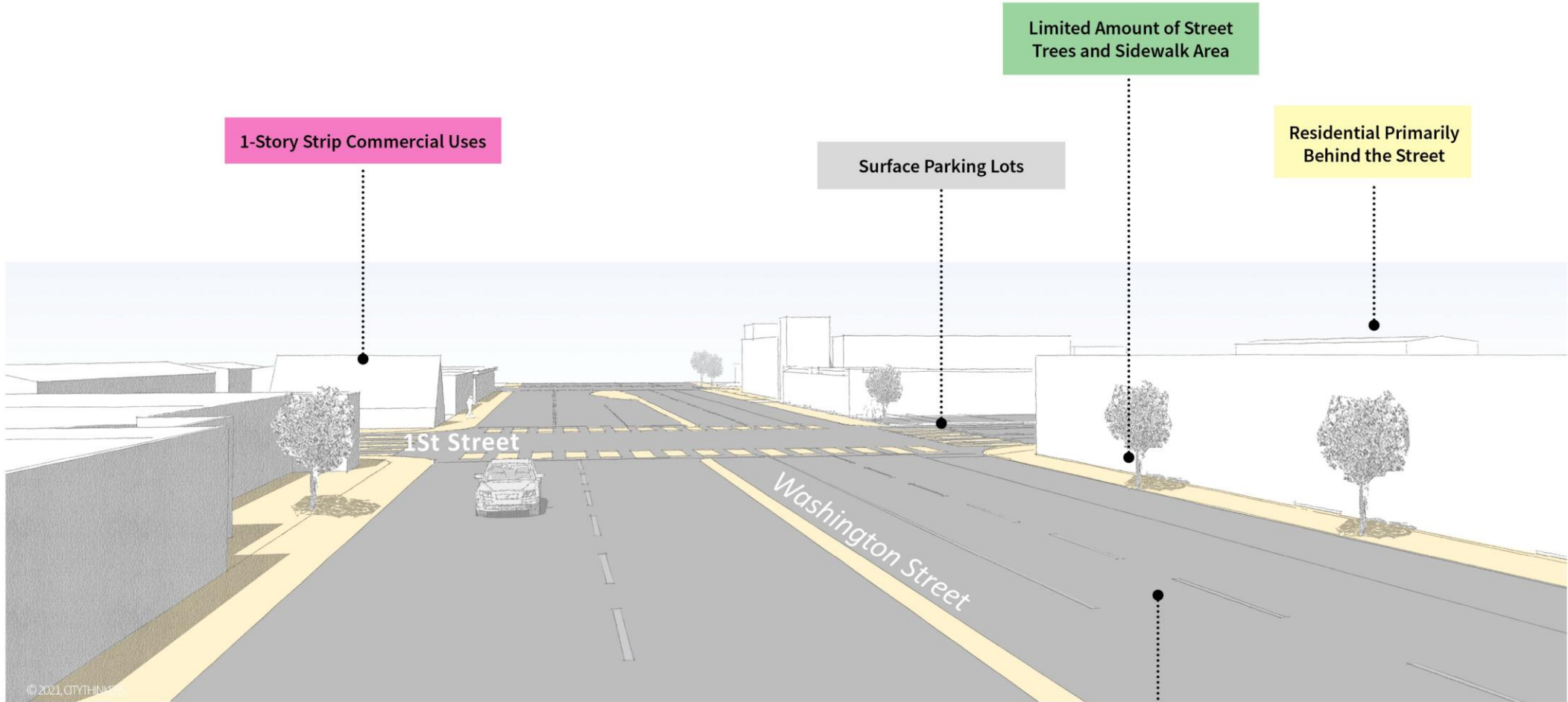


Washington Street - Opportunities



- Enhance key nodes through ground floor activation and plazas/open space
- Allow flexible uses along portions of Washington Street
- Widen sidewalk – increase public space

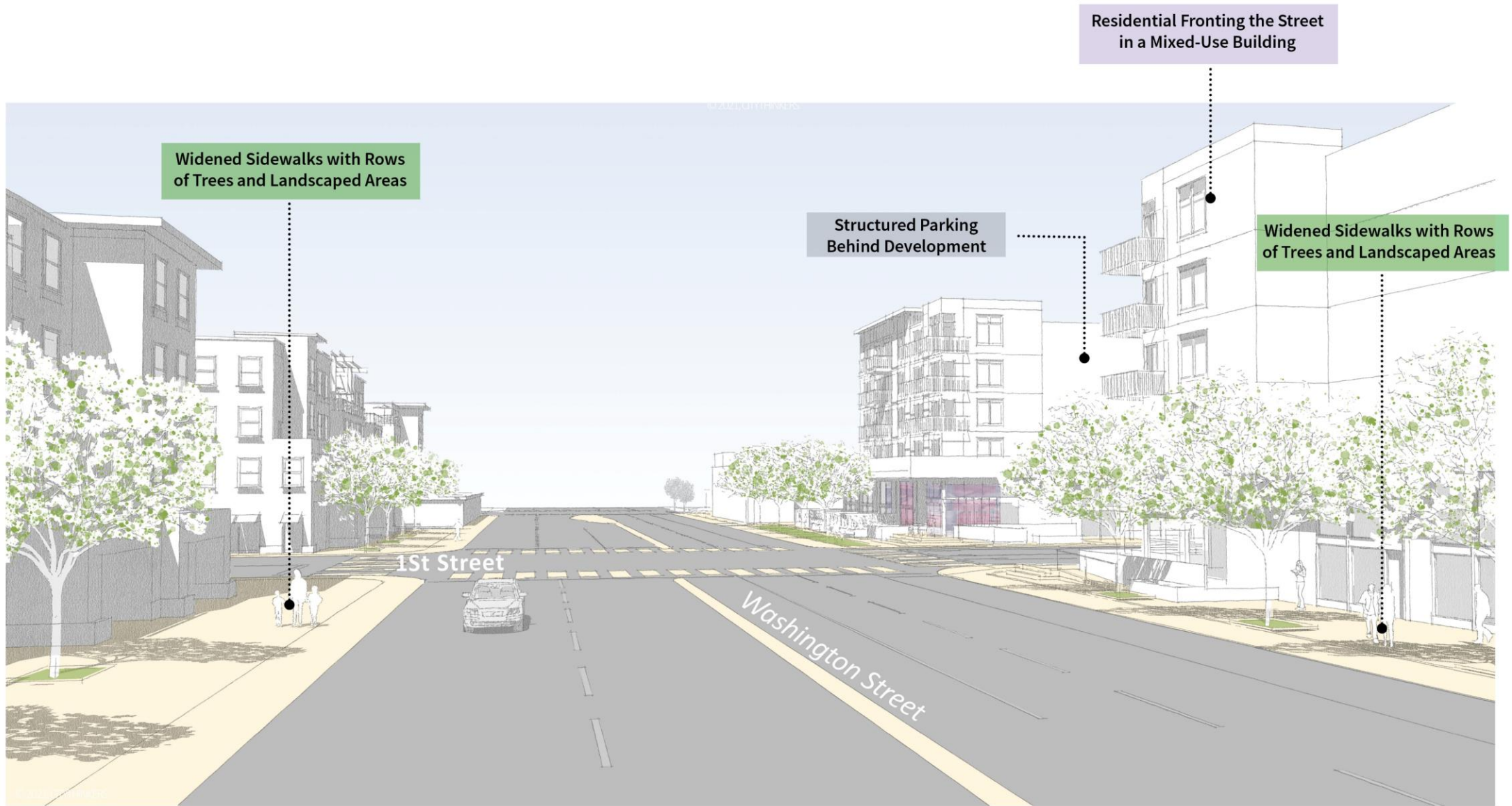




View of Washington St. looking West (Existing Conditions)

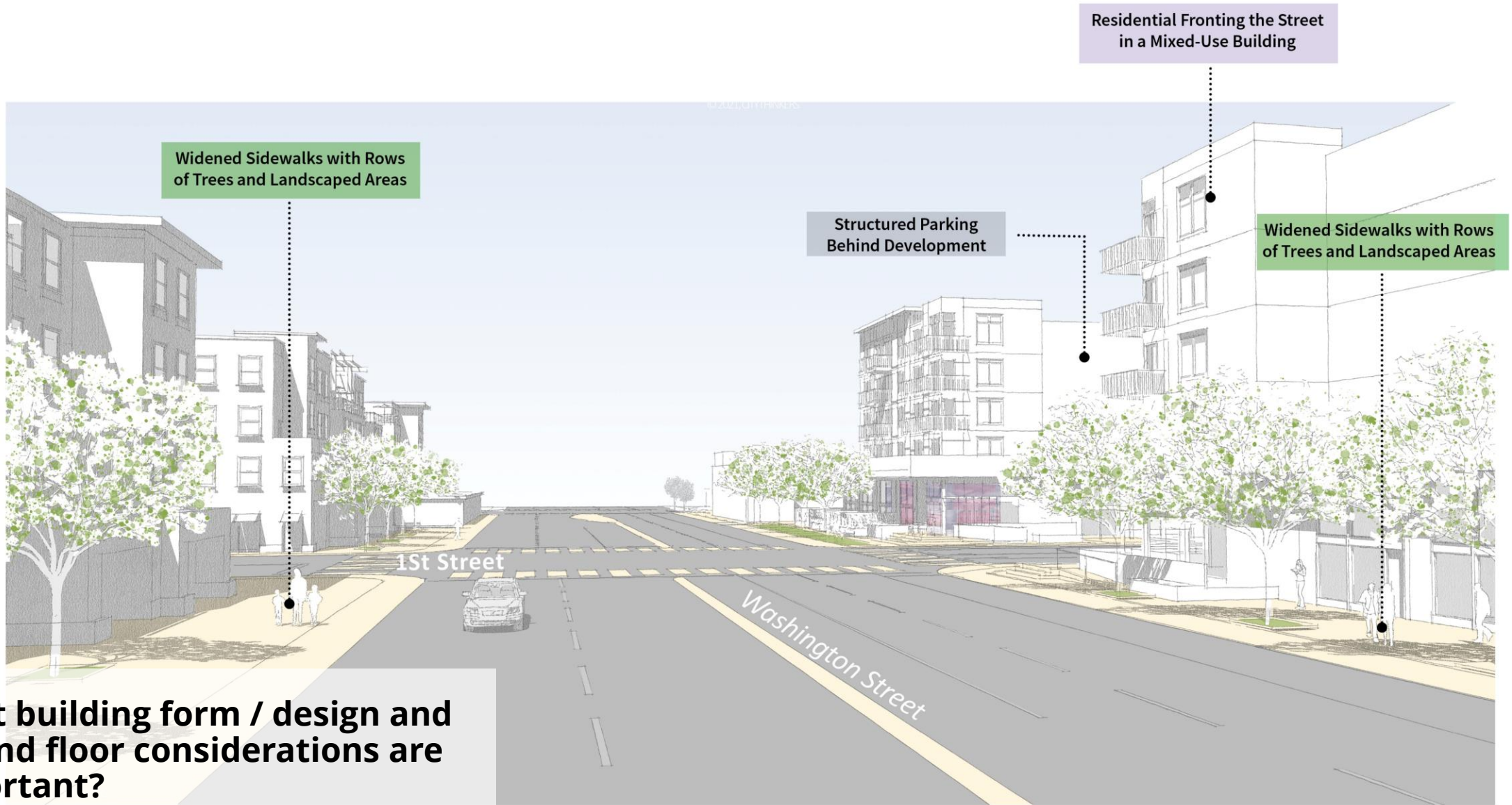
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Wide Thoroughfare with Limited Pedestrian Crossings



View of Washington St. looking West (Potential Concepts)

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What building form / design and ground floor considerations are important?

View of Washington St. looking West (Potential Concepts)

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Upcoming Meeting Topics

