

Planning Department

Hillcrest Focused Plan Amendment Workshop

Item No. 5

Planning Commission
July 16, 2020

Today's Presenters



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Workshop Overview

1 Background and Plan Objectives

2 Review of outreach efforts thus far

3 Overview of Existing Conditions

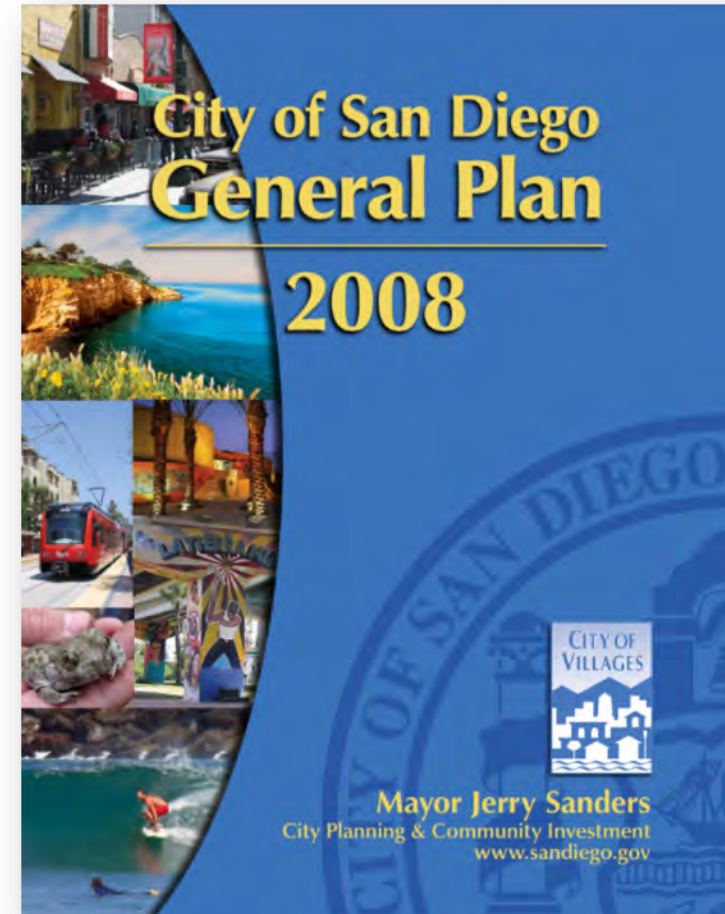
4 Potential Opportunities

5 Timeline and Next Steps



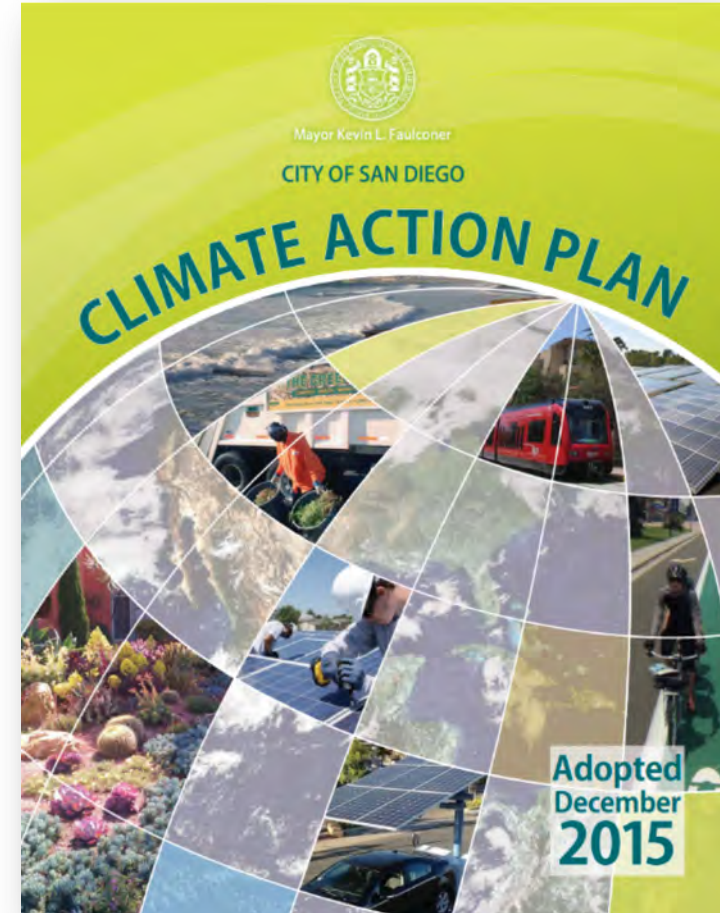
Background – Citywide General Plan

- Furthers the City of Villages Smart Growth Strategy focusing mixed-use villages connected to transit
- Promotes the integration of public space in village development
- Celebrates the City’s diversity through urban design
- Guides the preservation of historical and cultural resources



Background – Citywide Policy Framework

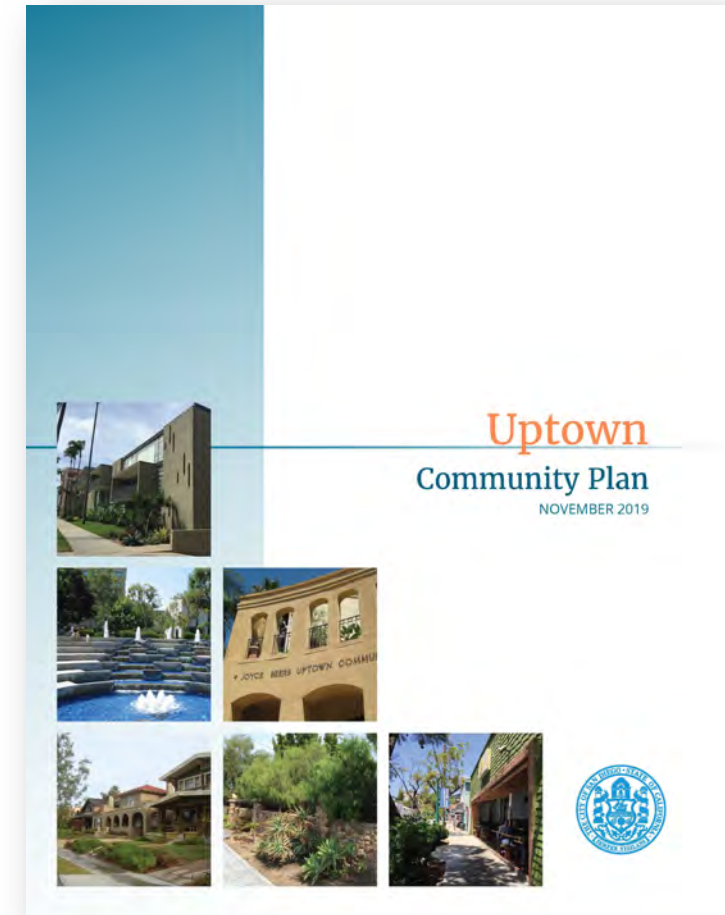
- Sets Citywide Emission Reduction Targets
- Emphasizes increased use of transit, bicycle and pedestrian commute trips to reduce vehicle miles travelled



Background – 2016 Community Plan Update

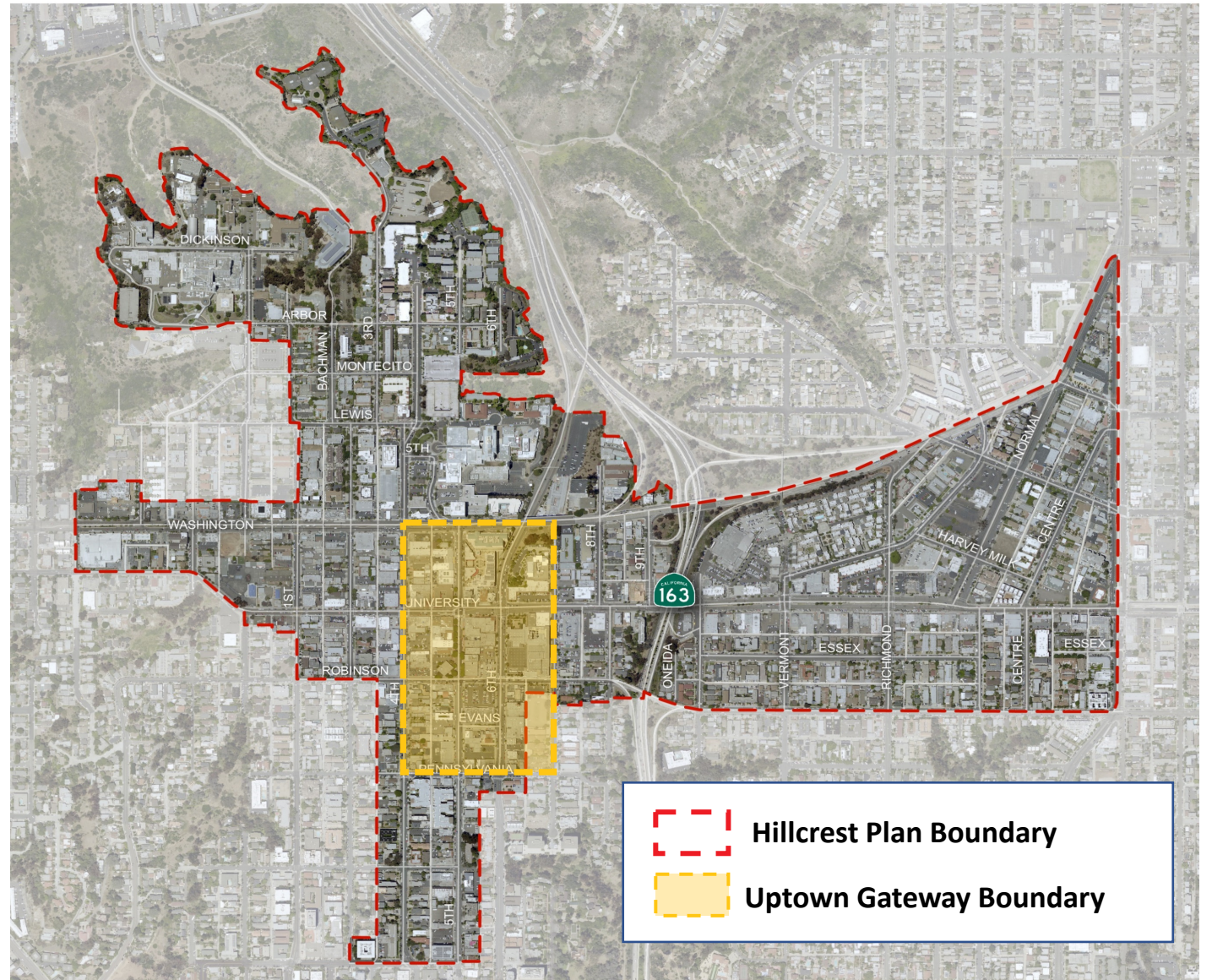
Comprehensive Update

- Addressed urban design
- Maintained higher density village areas near transit
- Identified preservation strategies for historic resources



Background – Uptown Gateway

- As part of the City Council 2016 adoption of the Uptown Community.
- City Council requested additional planning for the Uptown Gateway



Background – Previously Proposed Uptown Gateway

- Focused area between 4th, 7th, Washington and Pennsylvania Avenue
- Proposed to double the allowed residential density
- Identified mobility and public space enhancements



Rendering courtesy of Safdie Rabines Architects

Background – UCSD Hillcrest Campus LRDP

Long Range Development Plan

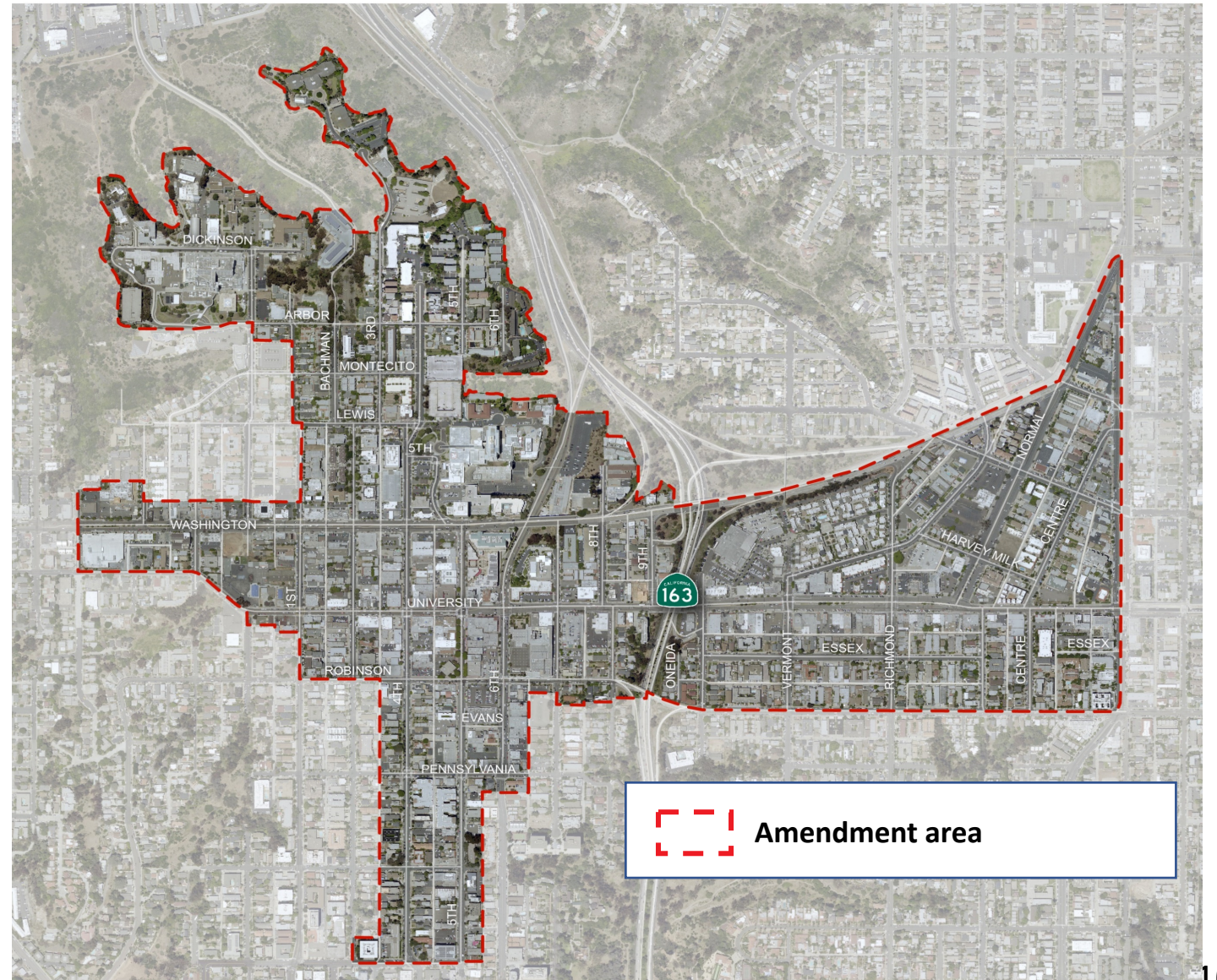
- Redevelop UCSD Hillcrest campus to create a modern, mixed-use health campus environment
- Provide multi-family housing on site
- Improve mobility access connecting to Hillcrest



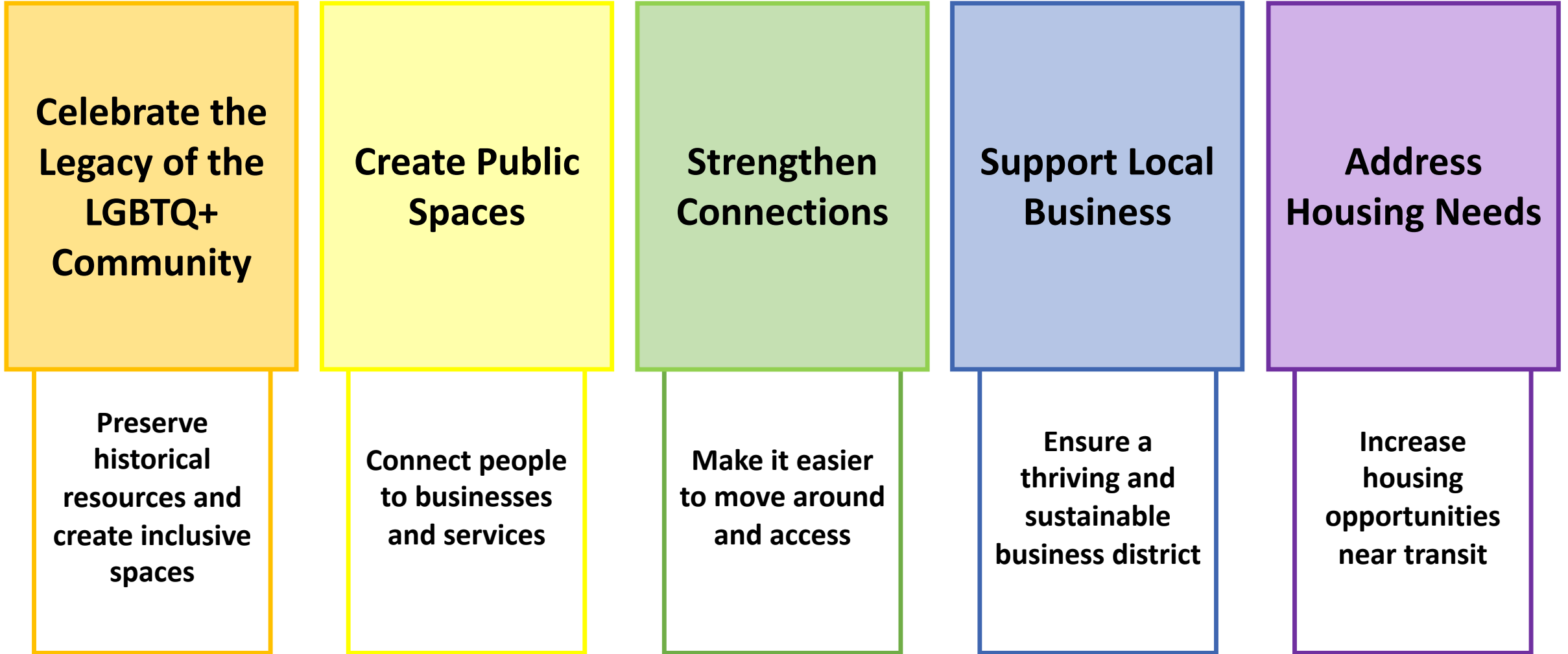
Source: UCSD 2019 Long Range Development Plan – Hillcrest Campus

Plan Hillcrest Area

- Amend the Uptown Community Plan
- Address the broader Hillcrest Neighborhood
- Identify mobility and public space enhancements that connect the community



What Does the Hillcrest Plan Seek to Achieve?



Celebrate LGBTQ+ Culture and History



Hillcrest LGBTQ+ Historic Context Statement

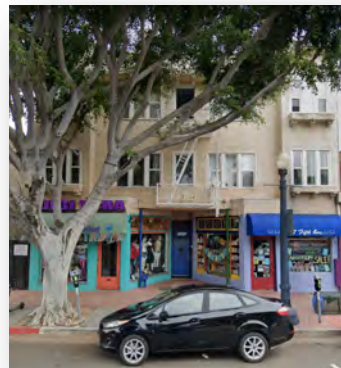
Hillcrest LGBTQ+ Multiple Property Listing (MPL)

Evaluation of Hillcrest Potential Historic District

Design Guidelines for Hillcrest Historic District*

Hillcrest LGBTQ+ Multiple Property Listing (MPL)

- Guide evaluation and designation of important LGBTQ+ buildings, structures, and sites that exist today
- Evaluate individual sites and the Hillcrest Potential Historic for LGBTQ+ significance
- Celebrate LGBTQ+ cultural heritage in Hillcrest through interpretative signage, art, banners, etc.



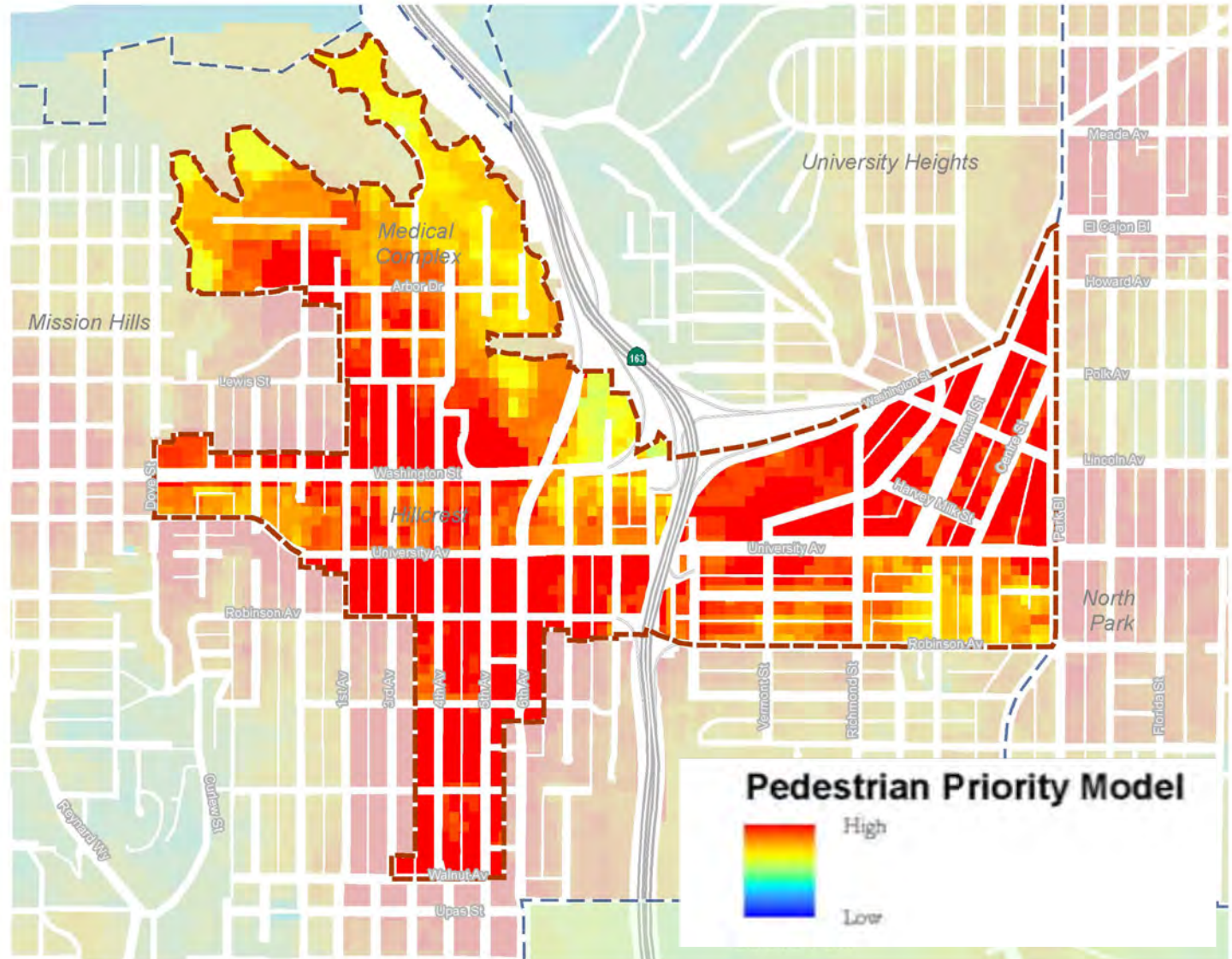
Create Public Spaces

- Build upon Community Plan Public Space and Park policies
- Identify public spaces in new development
- Plan for linear parks/gathering spots on key mobility routes



Strengthen Mobility Connections

- Shift mode share to achieve CAP goals
- Create a better walking, bicycling, and transit environment



Support Local Business

- Create a vibrant and diverse business district
- Enhance the Hillcrest core and commercial corridors

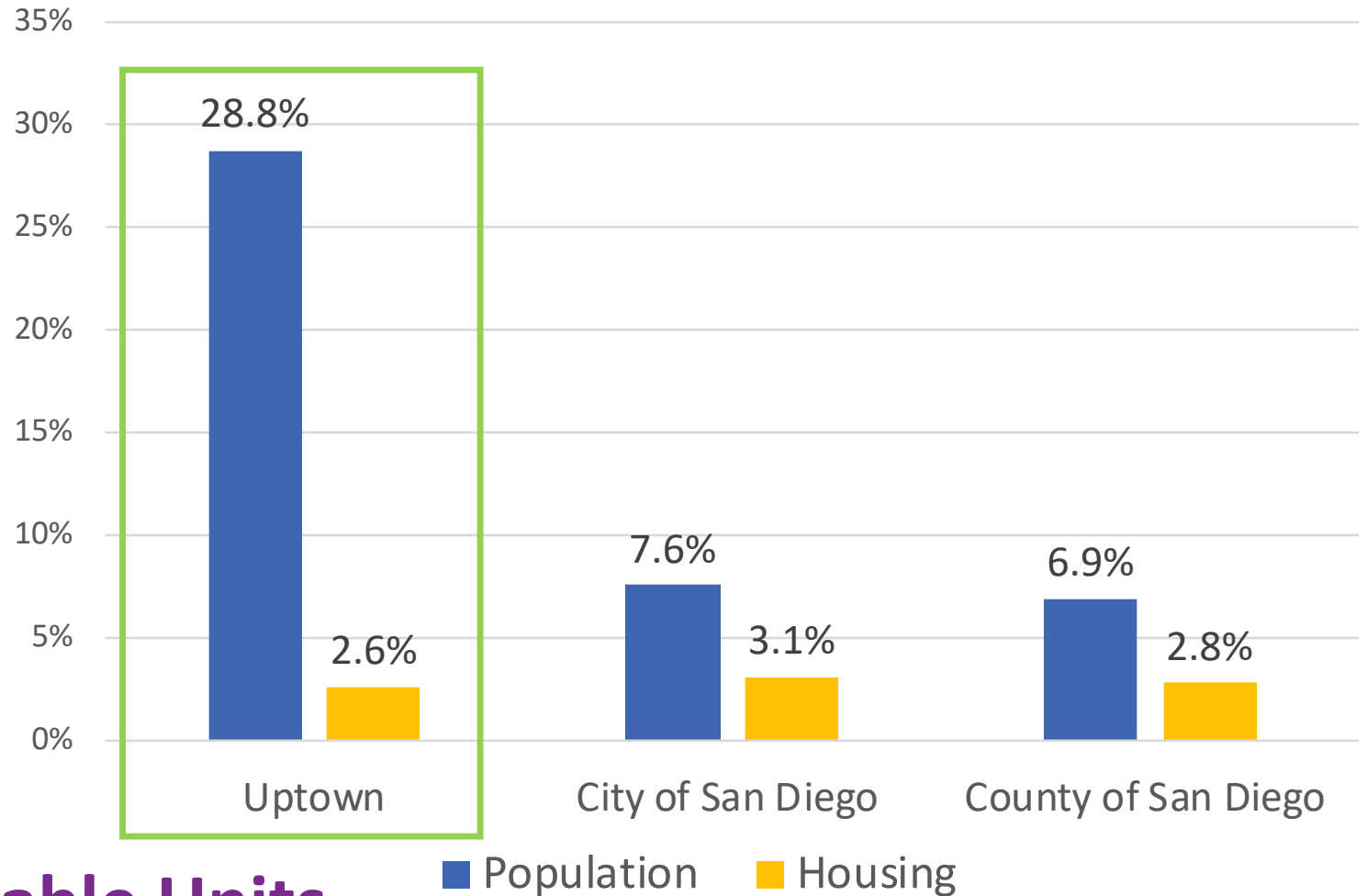


Image courtesy of Hillcrest Business Association

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



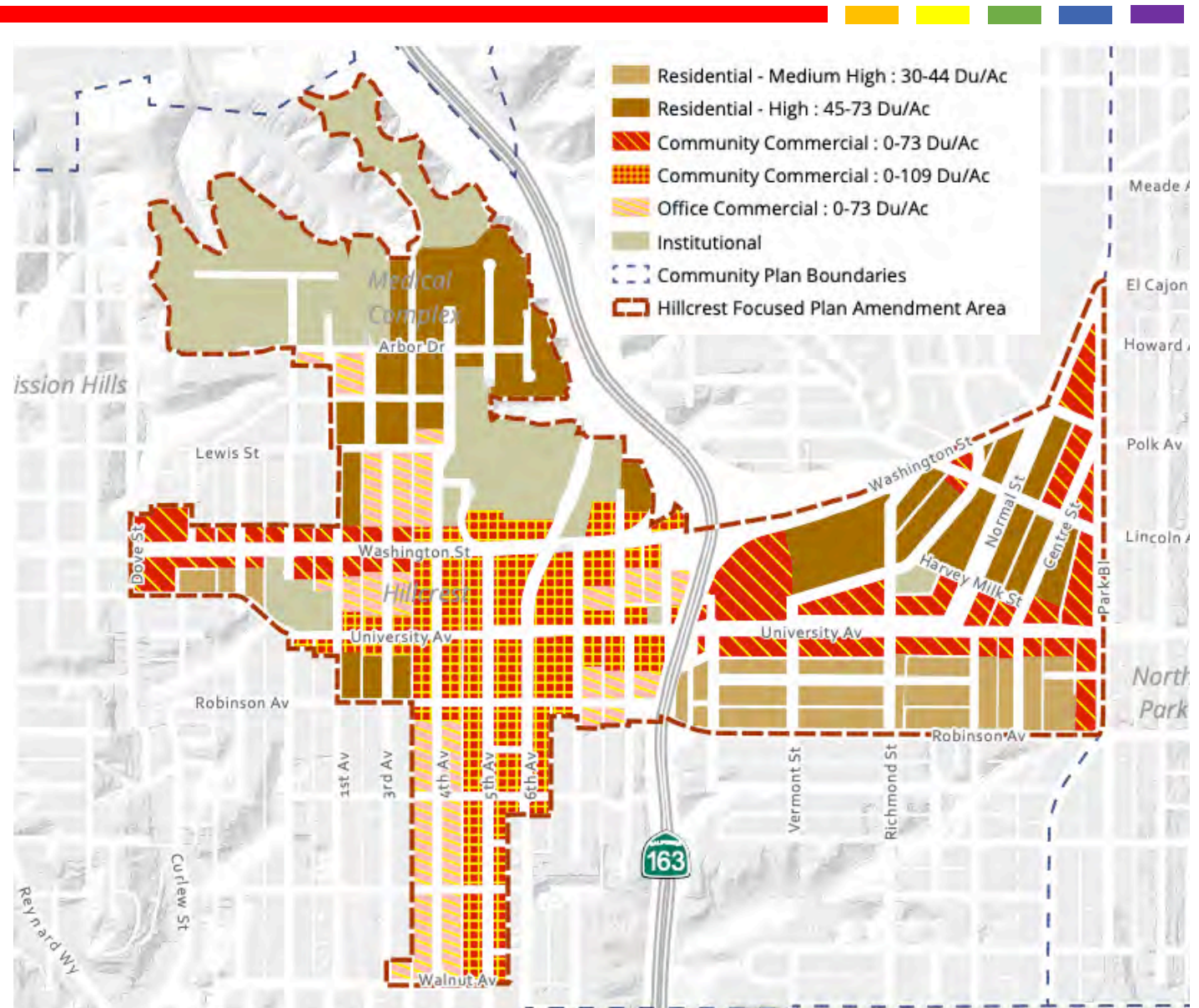
761 Deed-Restricted Affordable Units

(in 2020)

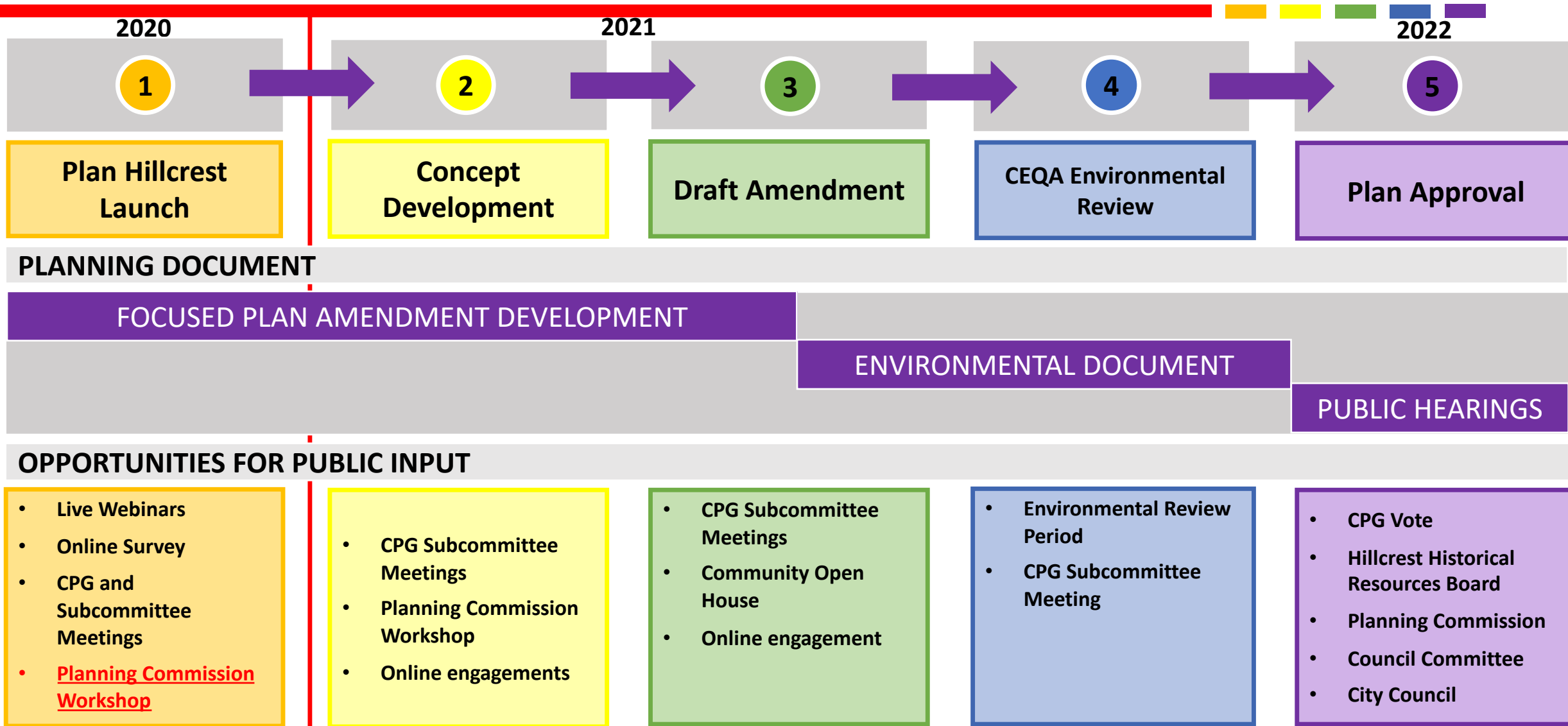
Data Source: SANDAG

Adopted Land Uses

- Community Plan Update did not increase housing capacity
- Established discretionary review for buildings above 65 feet



Plan Hillcrest Schedule



Community Engagement Thus Far

1

Plan Hillcrest
Launch

Opportunities for Public Input



Launched PlanHillcrest.org website



One Live Webinar



One Interactive Online Survey



Two Planning Group Meetings

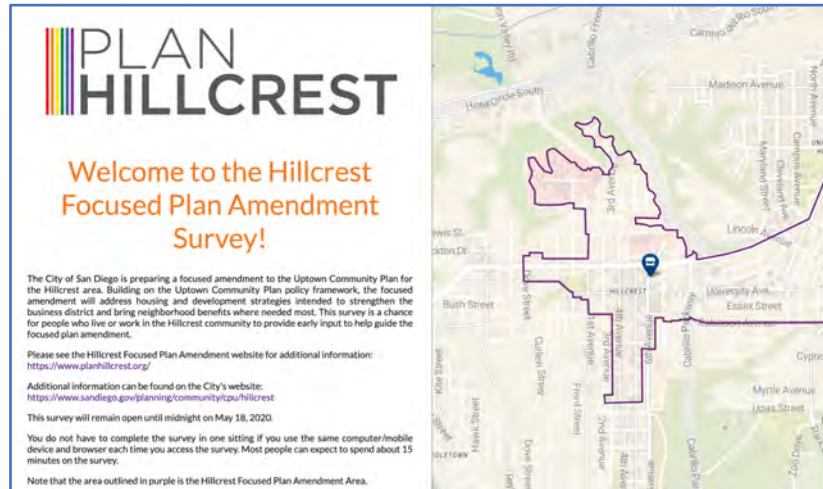
Community Engagement Summary and Takeaways

Live Webinar



160 Participants

Community Survey



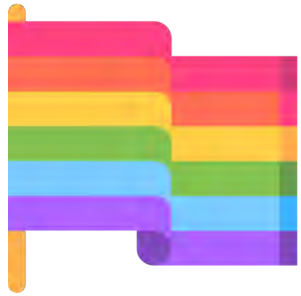
719 respondents

Uptown Planners

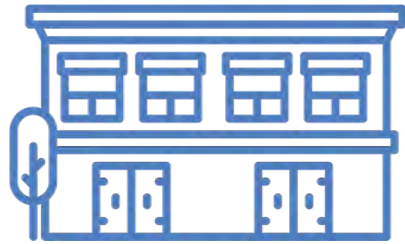


2 CPG Meetings

Celebrate the Legacy of the LGBTQ+ Community

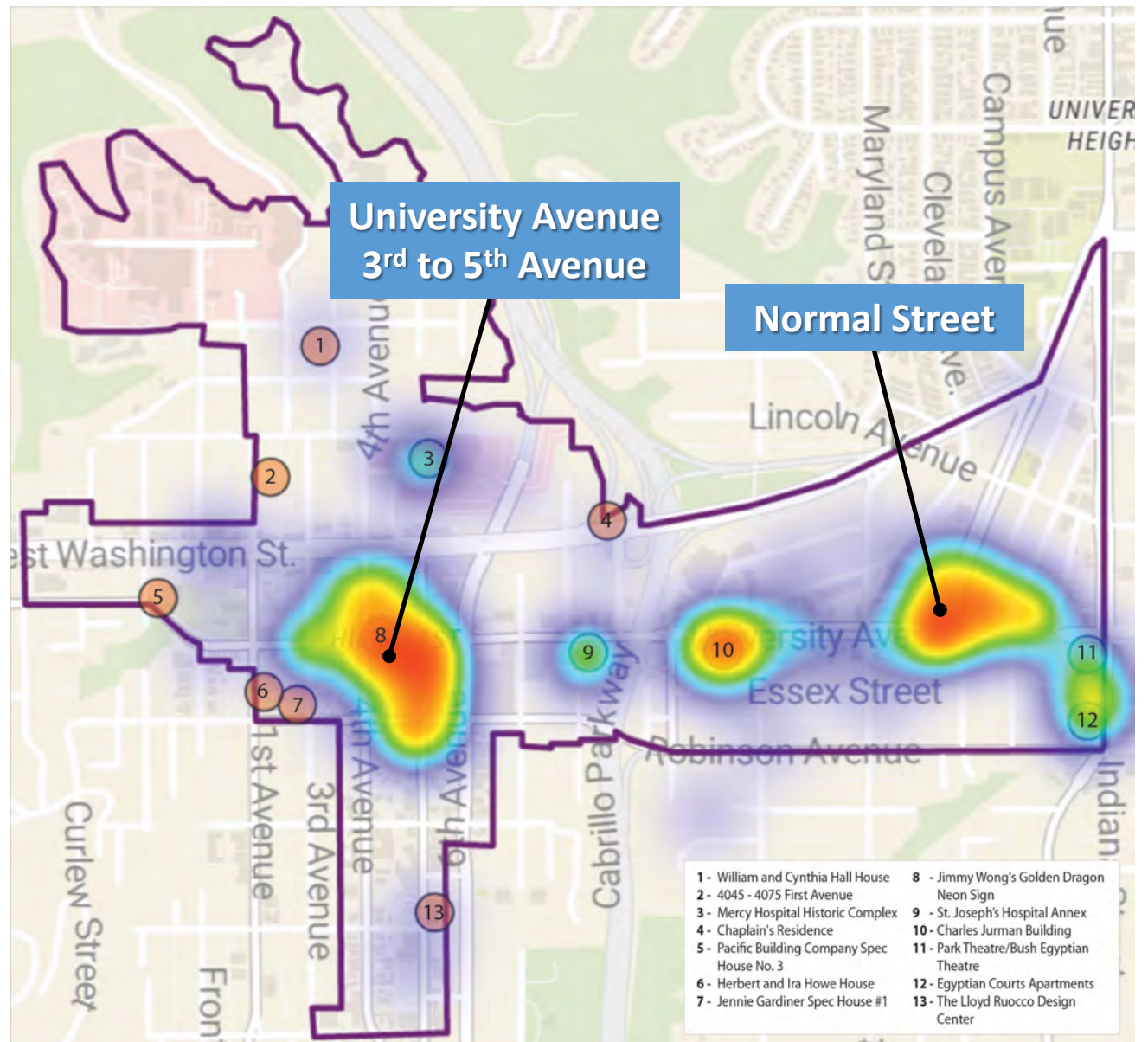


Cultural preservation

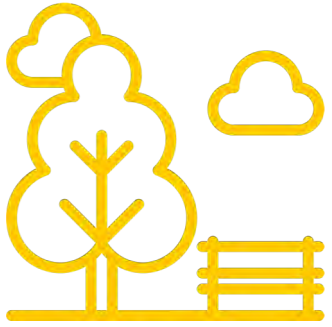


Historic recognition

- Current and past bars and clubs
- LGBT Center



Create Public Spaces



Parks & plazas



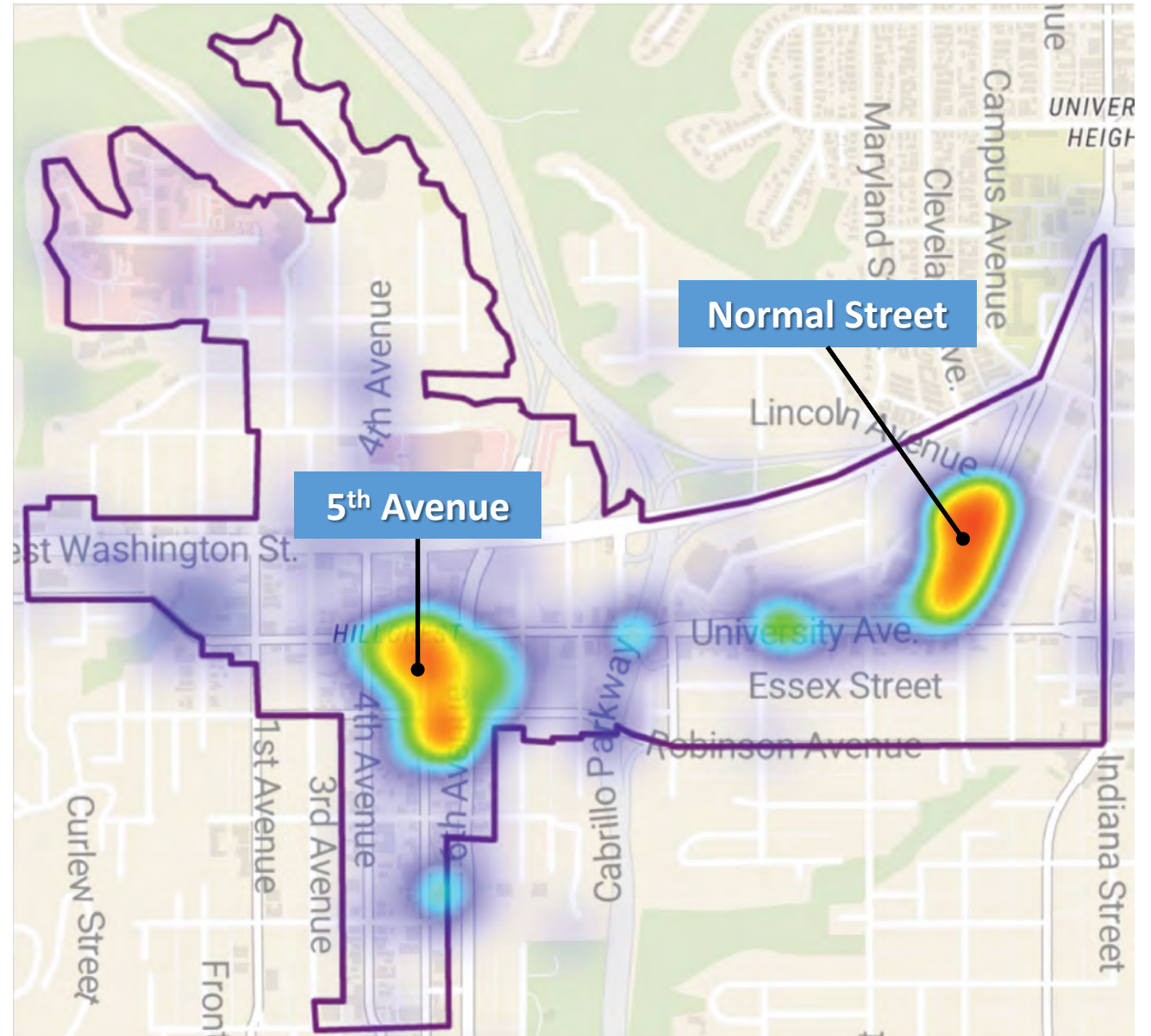
Pedestrianized spaces



Urban forestry



Under-utilized spaces



Strengthen Connections



Access to parks, canyons
and neighborhoods



Greenways

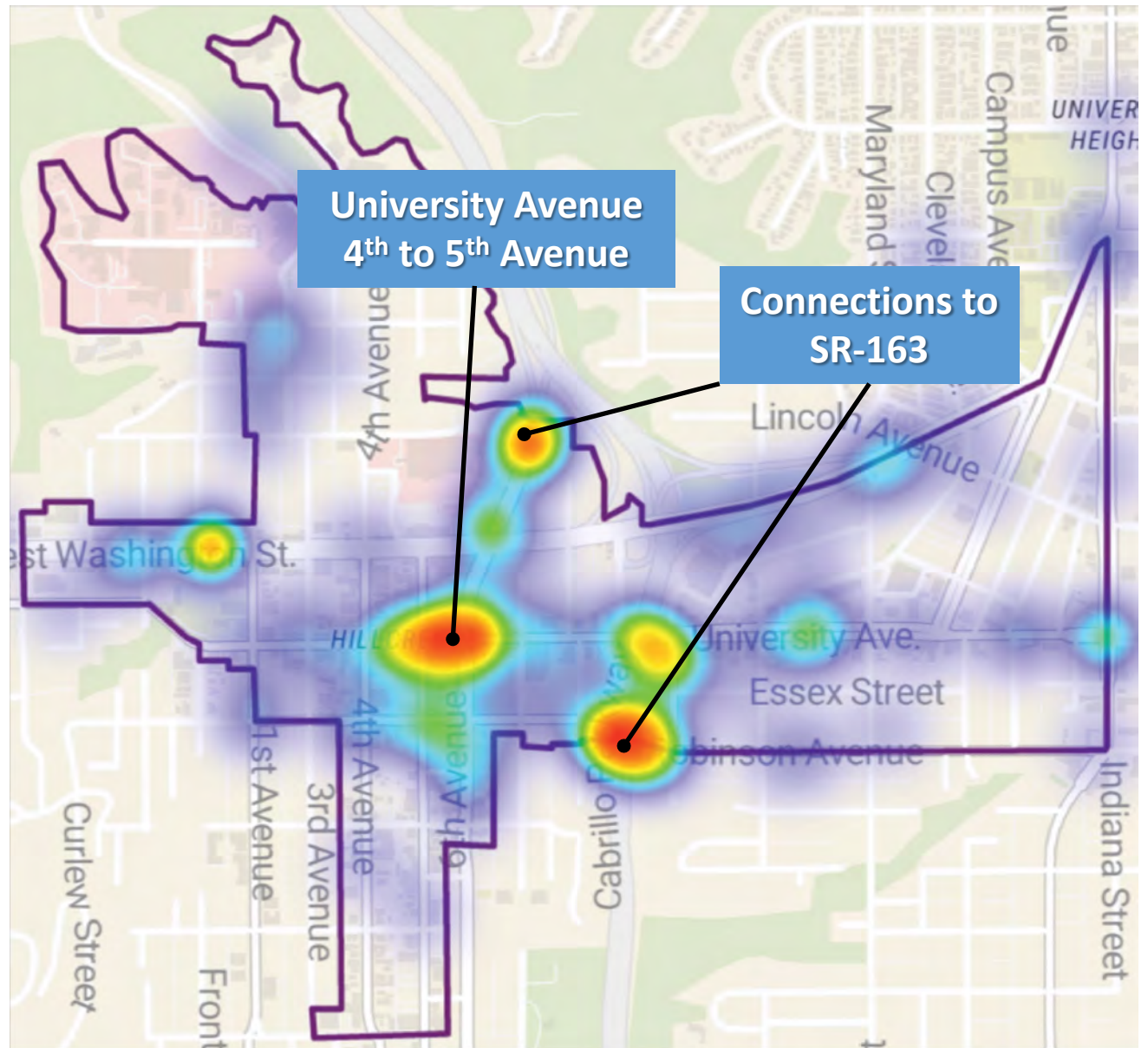


Active transportation
connections
(bike, walk, transit)

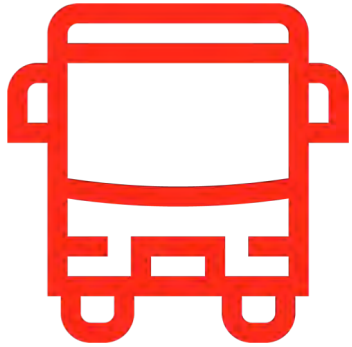
Vehicle Roadway Improvements



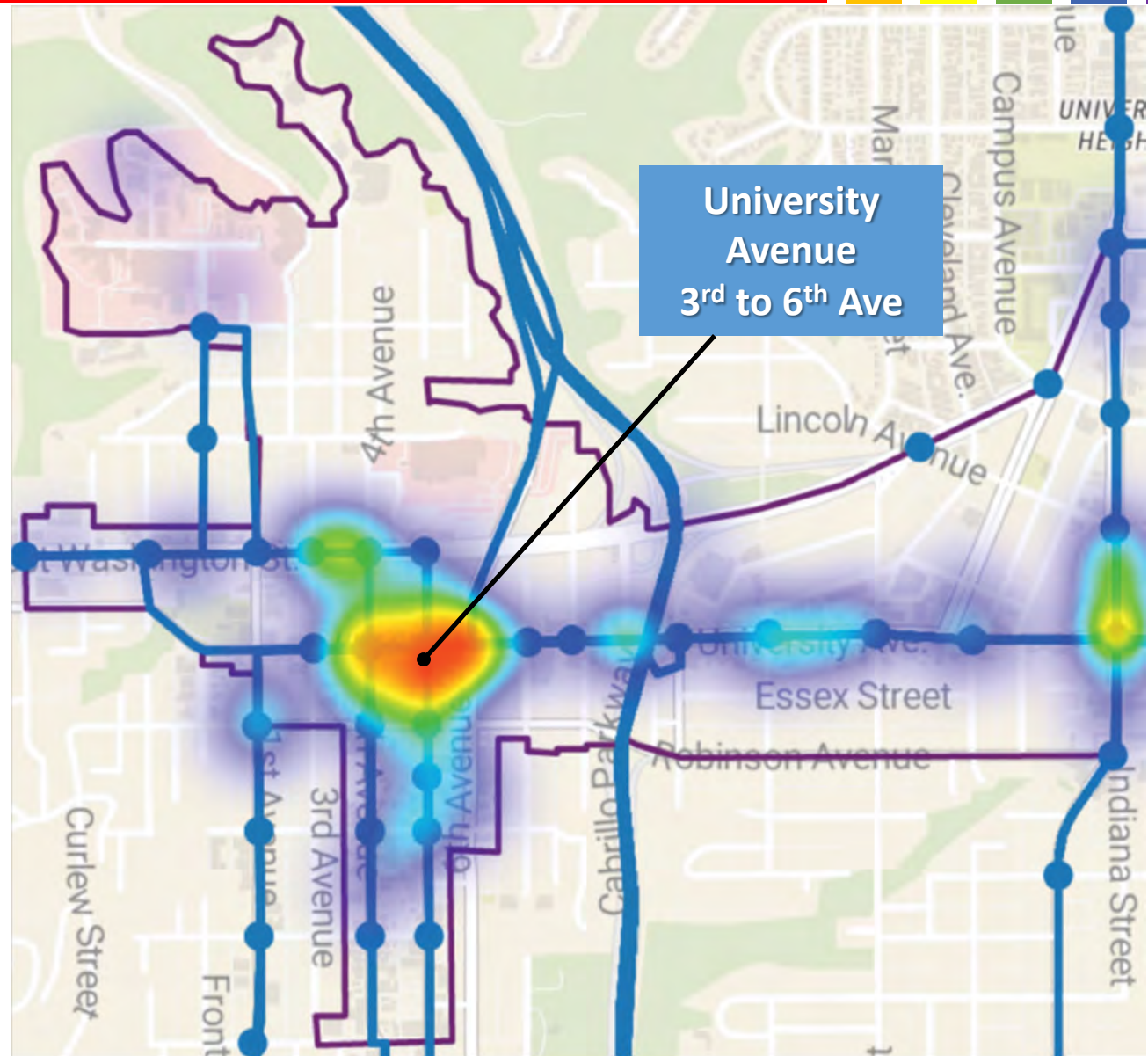
- Intersection improvements at freeway connections
- Continuous connections



Transit Network Improvements



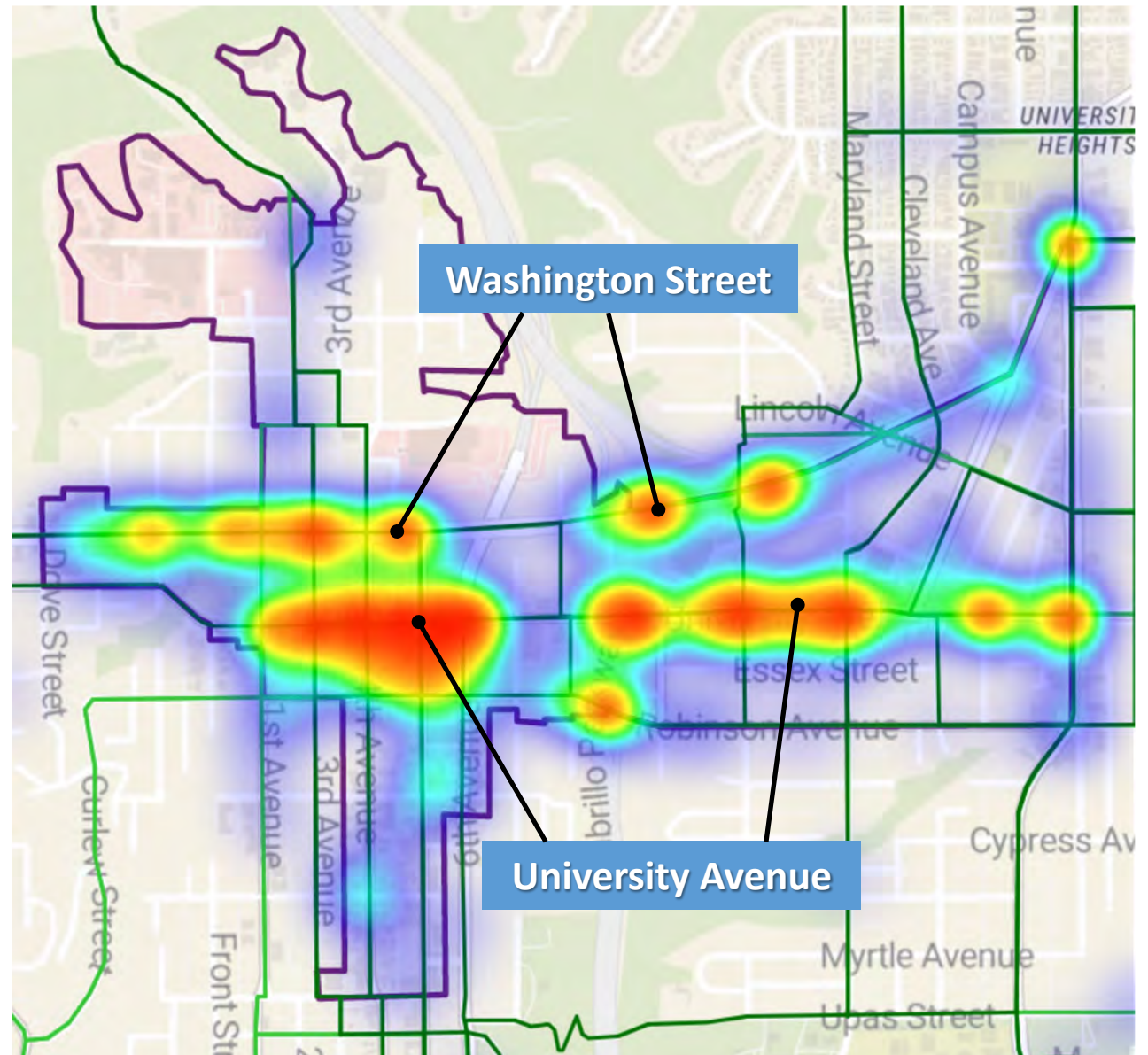
- Potential for dedicated lanes/expanded trolley service
- Improved bus stops



Pedestrian & Bicycle Network Improvements



- Improving main east-west corridors
- Reduce conflicts with SR-163 ramps



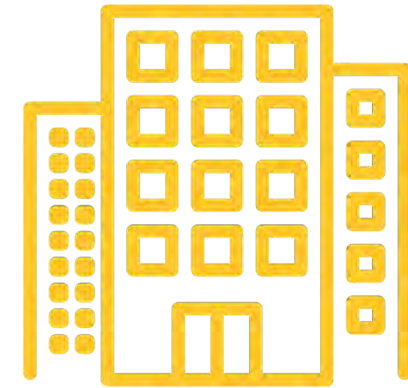
Support Local Business



Connect to Medical
Complex



Address
homelessness



Live/work/play
environment

Address Housing Needs

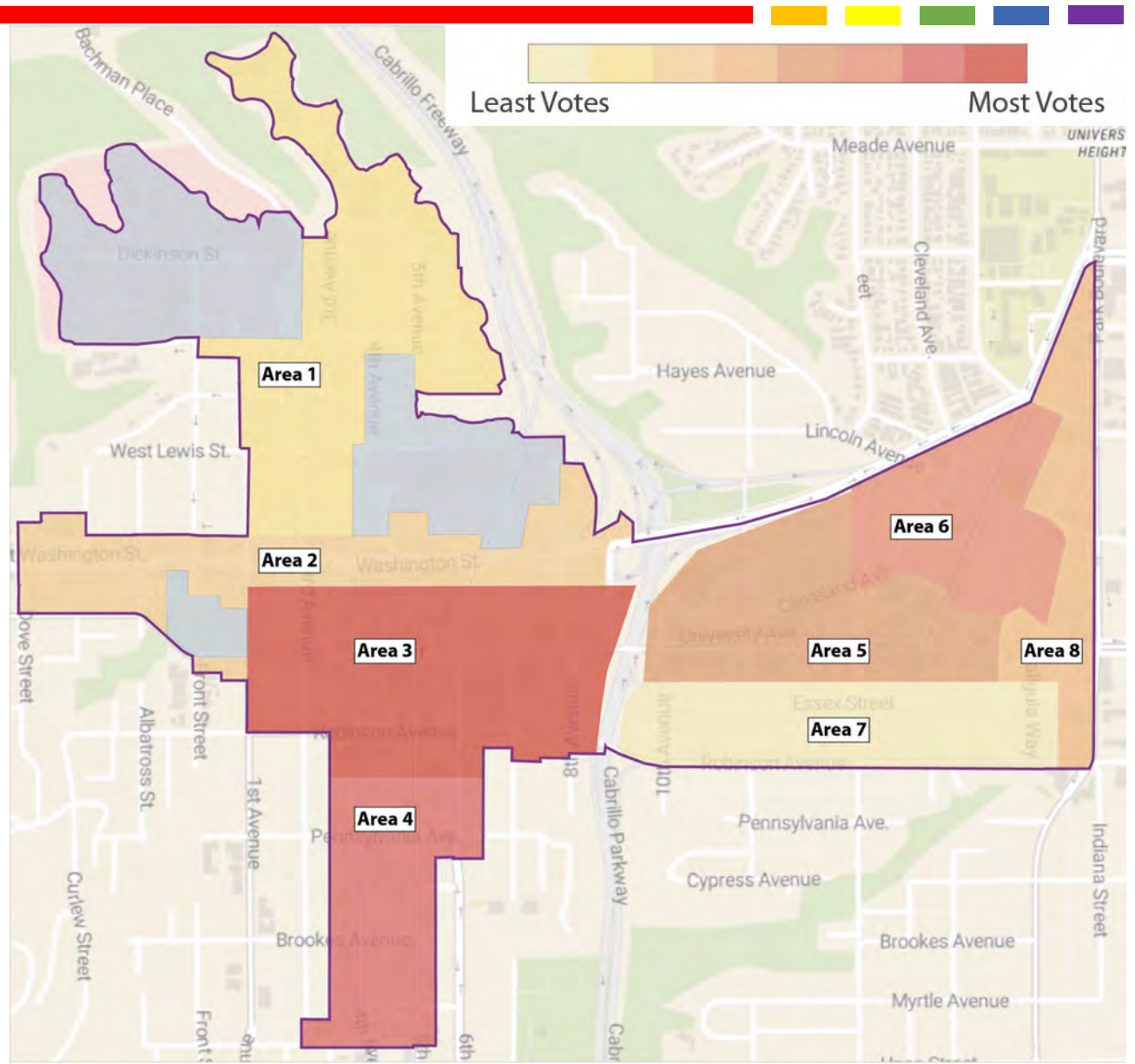


Affordable housing

- Hillcrest core
- The Avenues
- Washington and Normal



Mix use with commercial



Key Questions



Additional Housing

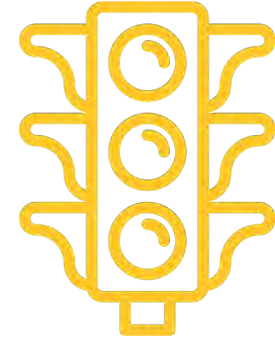


Public Spaces

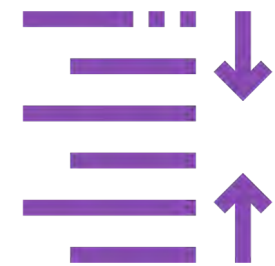
Locations for...



Mixed-use



Mobility Improvements

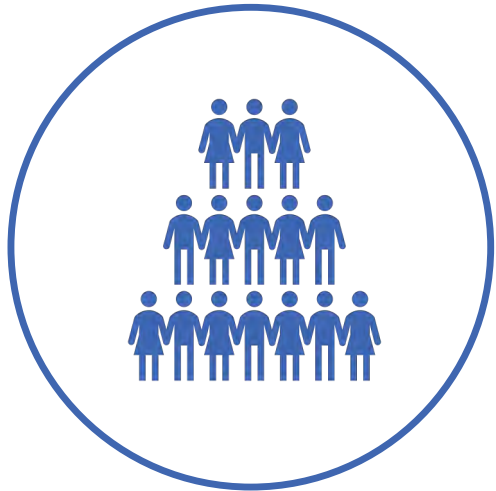


Urban Design focus



Demographic Setting

Demographics – Plan Hillcrest Area



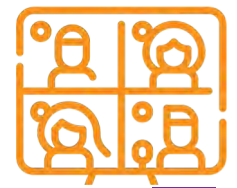
~ 6,000
Residents



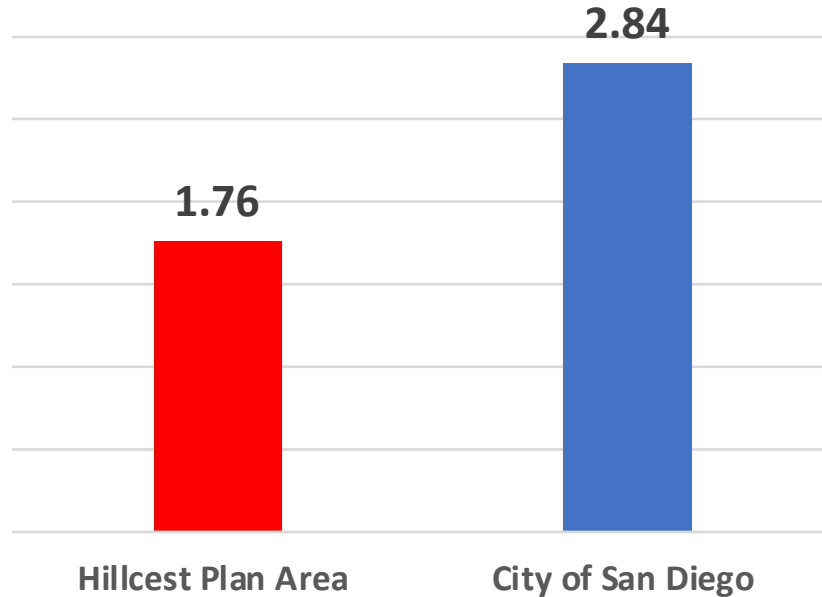
~ 4,600
Housing Units



Demographics – Plan Hillcrest Today

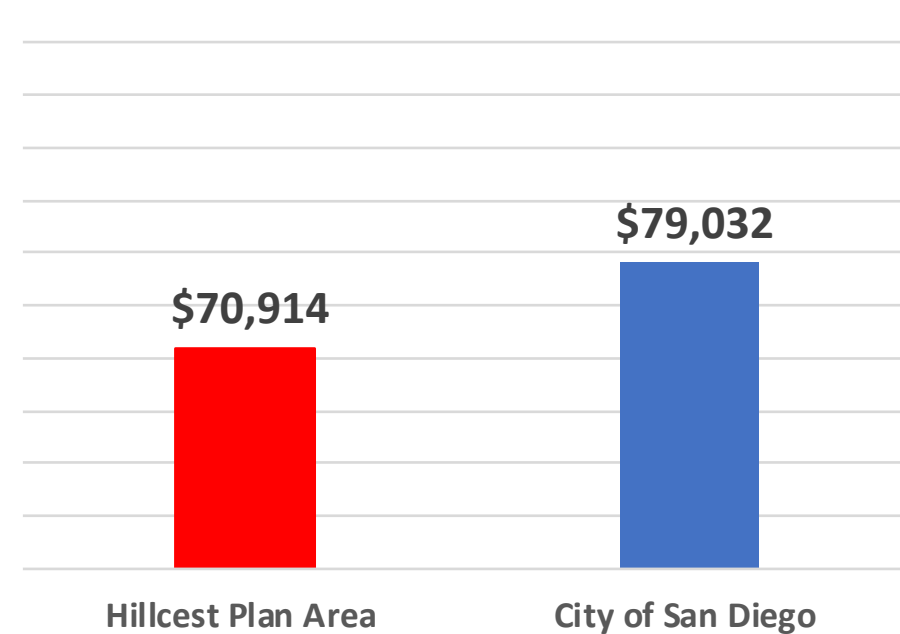


Average Household Size



Smaller Households
(2017)

Median Household Income

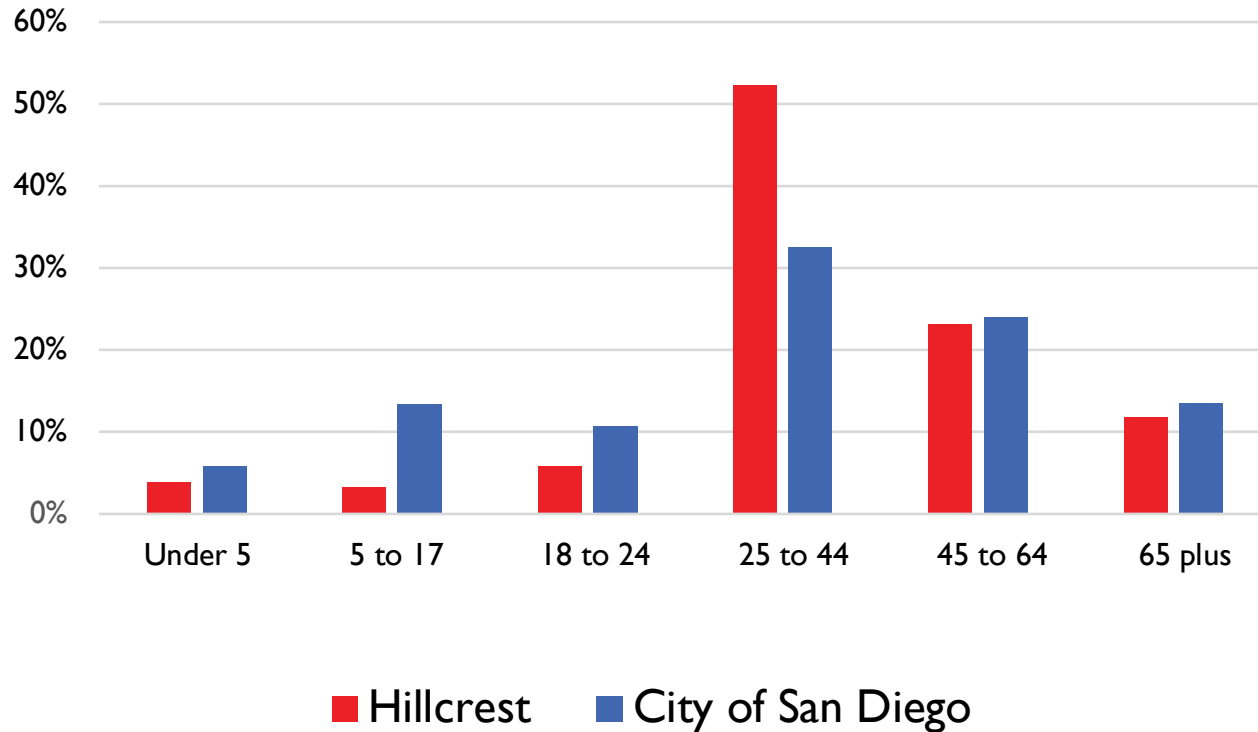


Lower Median Income
(2017)

Demographics – Plan Hillcrest Today

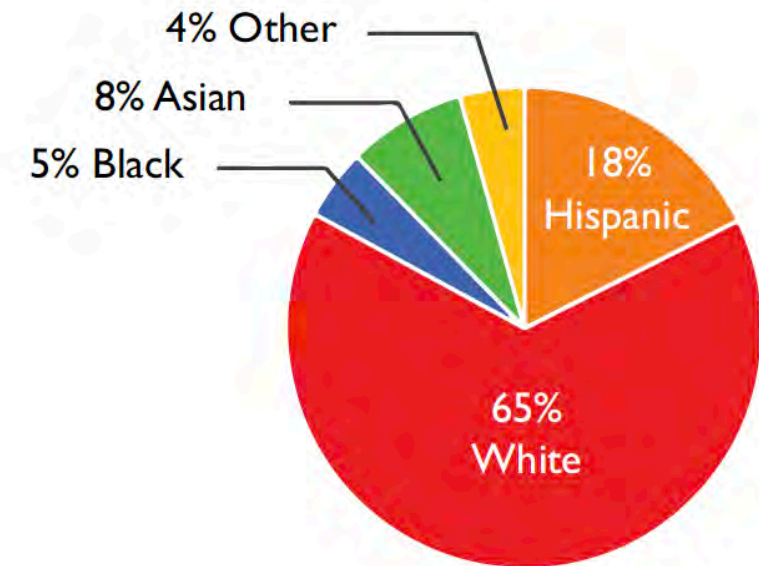


Age Group



Half of Plan Hillcrest is 25-44

Plan Hillcrest Ethnicity



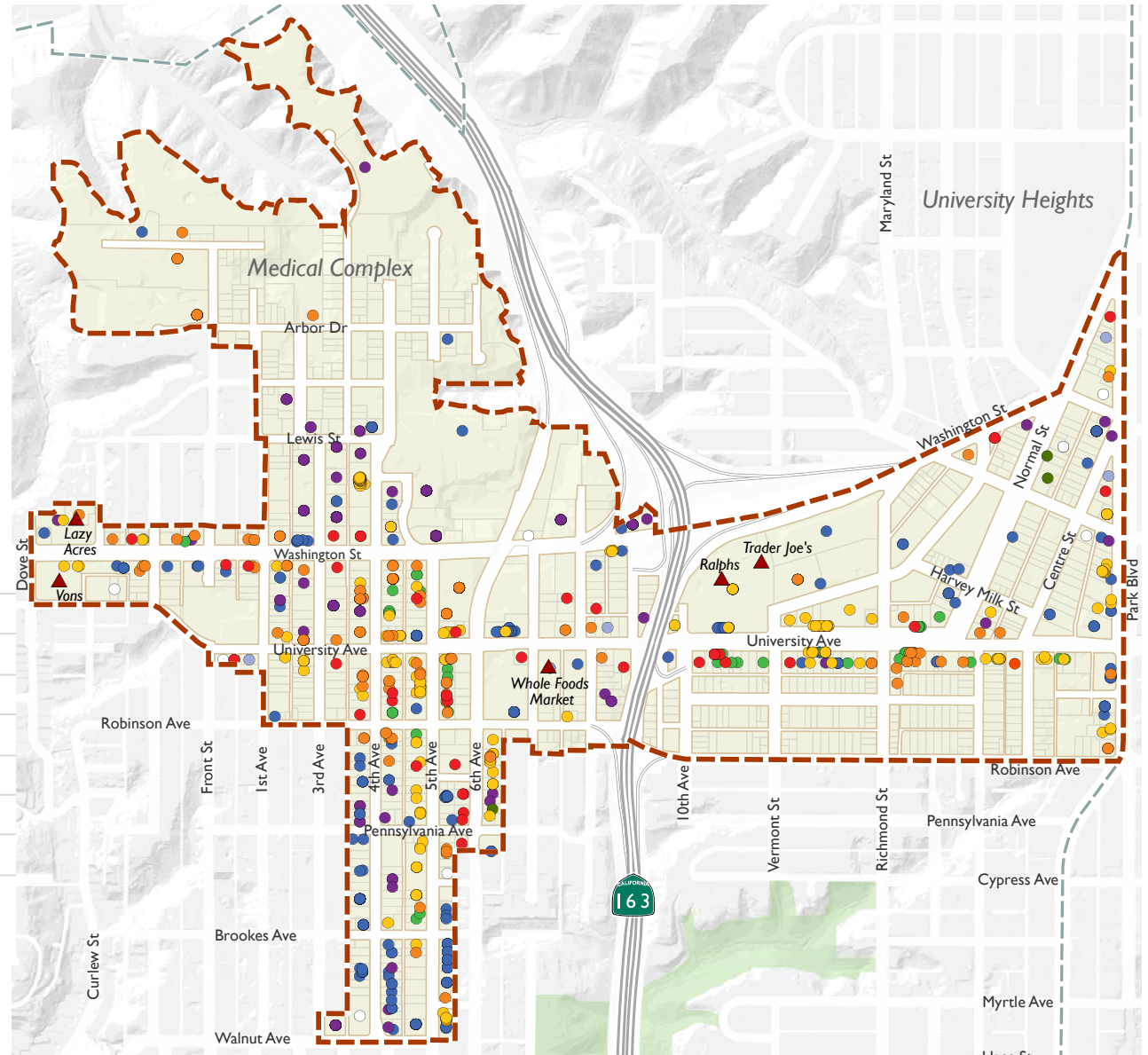
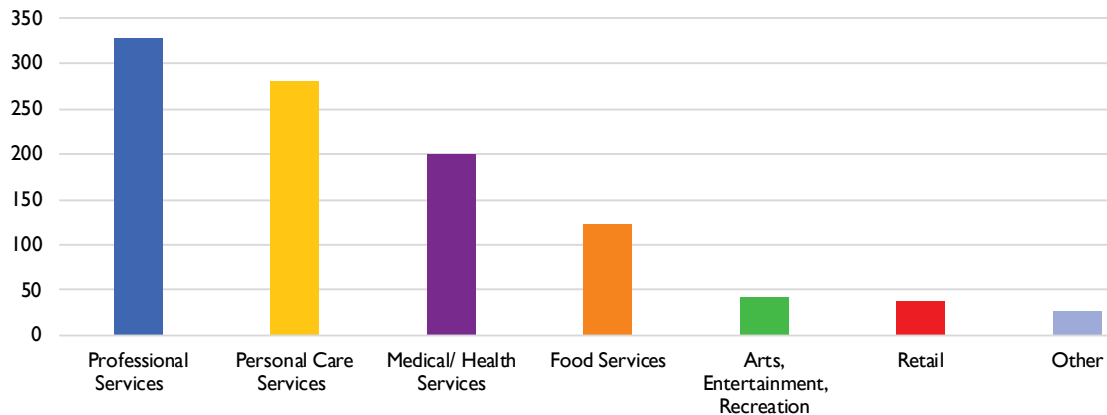
Majority White



Business Summary

- Businesses are concentrated along transit corridors
- ~55% Professional and personal care services

Number of Businesses by Sector





Employment Summary



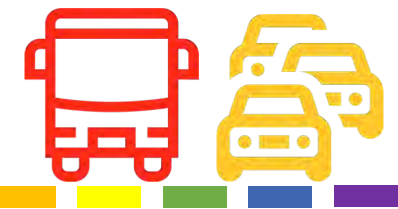
~22,150
Jobs



~16,200
Healthcare
Jobs

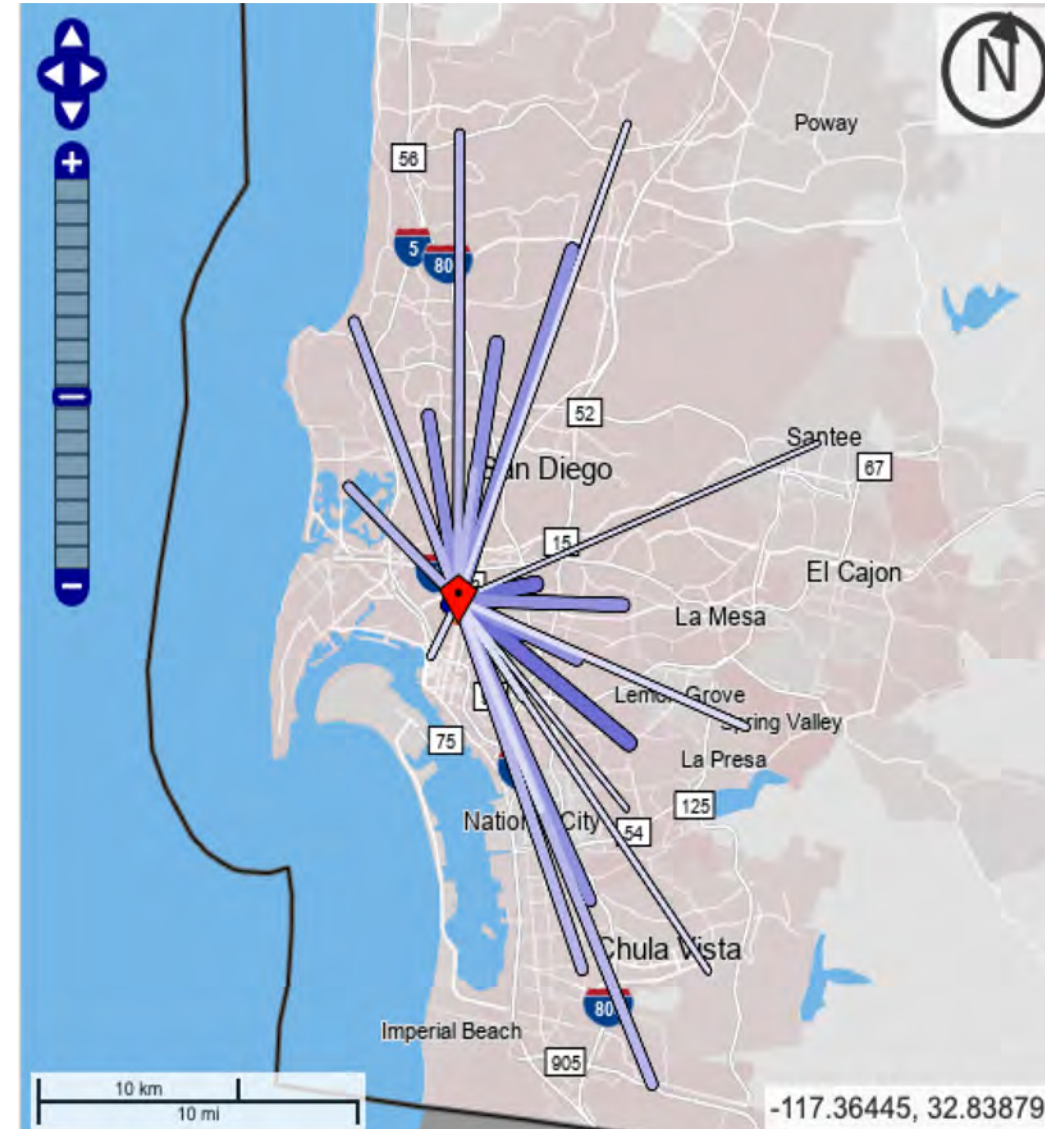


**73% of all jobs are
healthcare related**



Worker Commute

- Regional Healthcare Employment Area
- Opportunities to improve housing and transit access to reduce VMT



Data Source: US Census LEHD, 2017

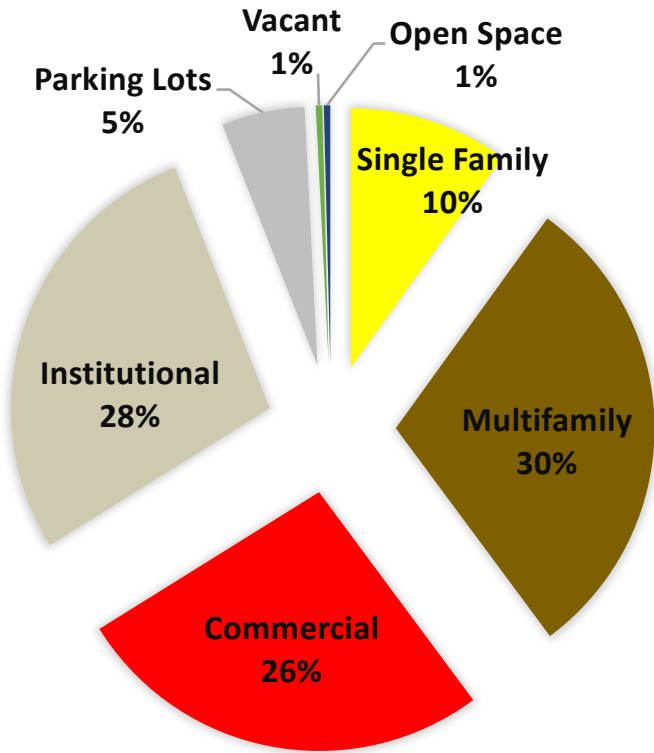


Land Use

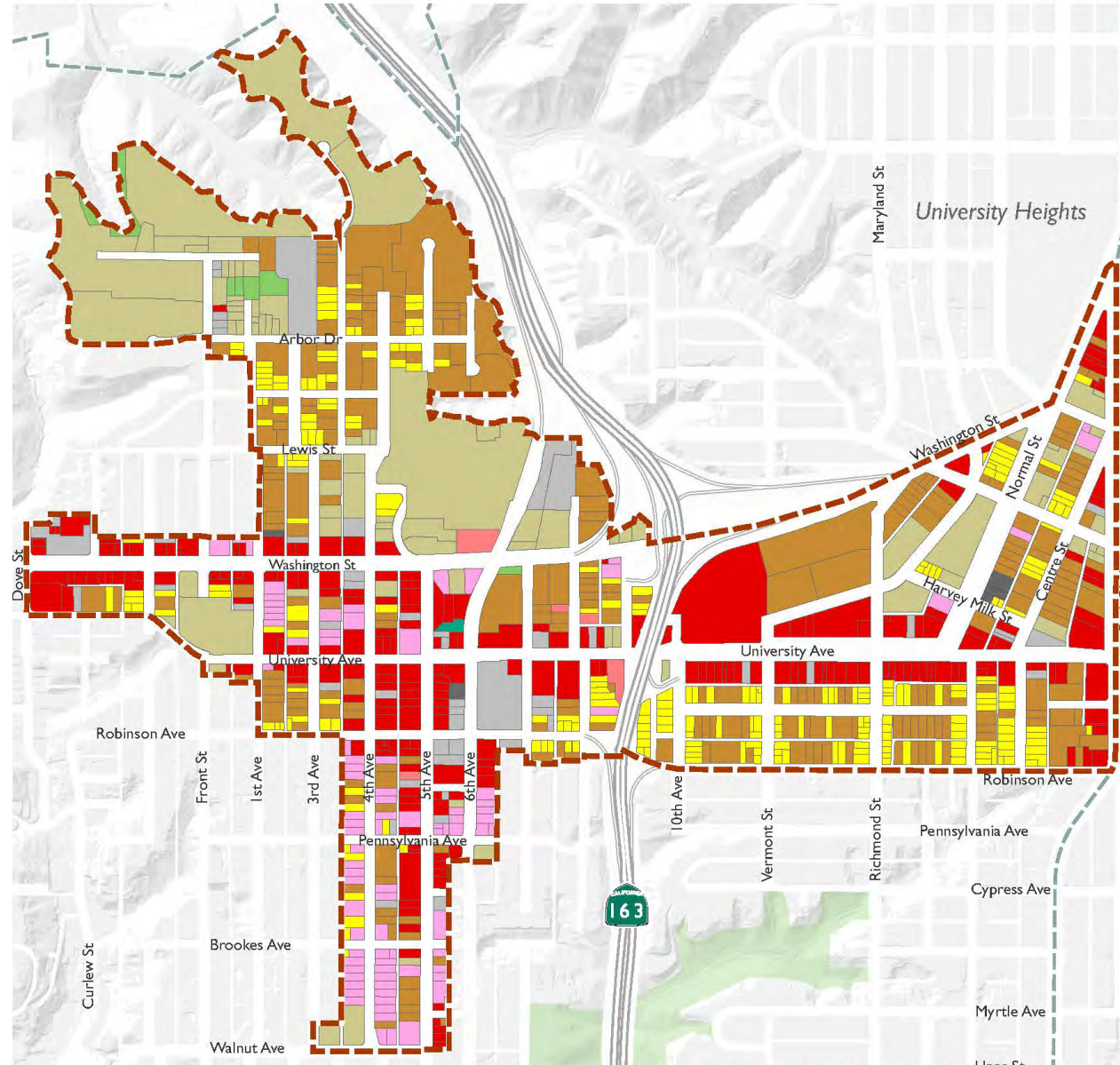
Existing Land Uses



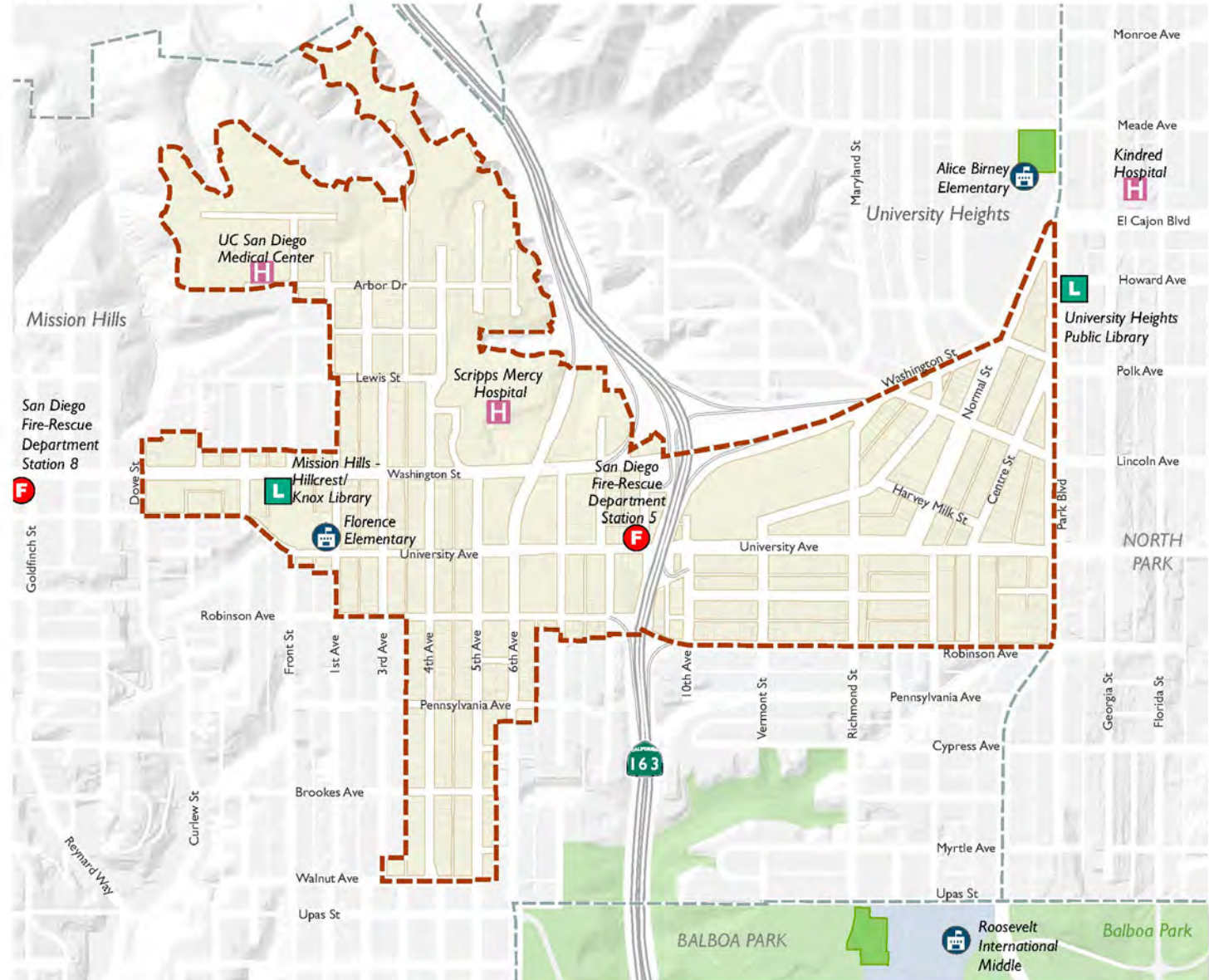
LAND USE ACRES



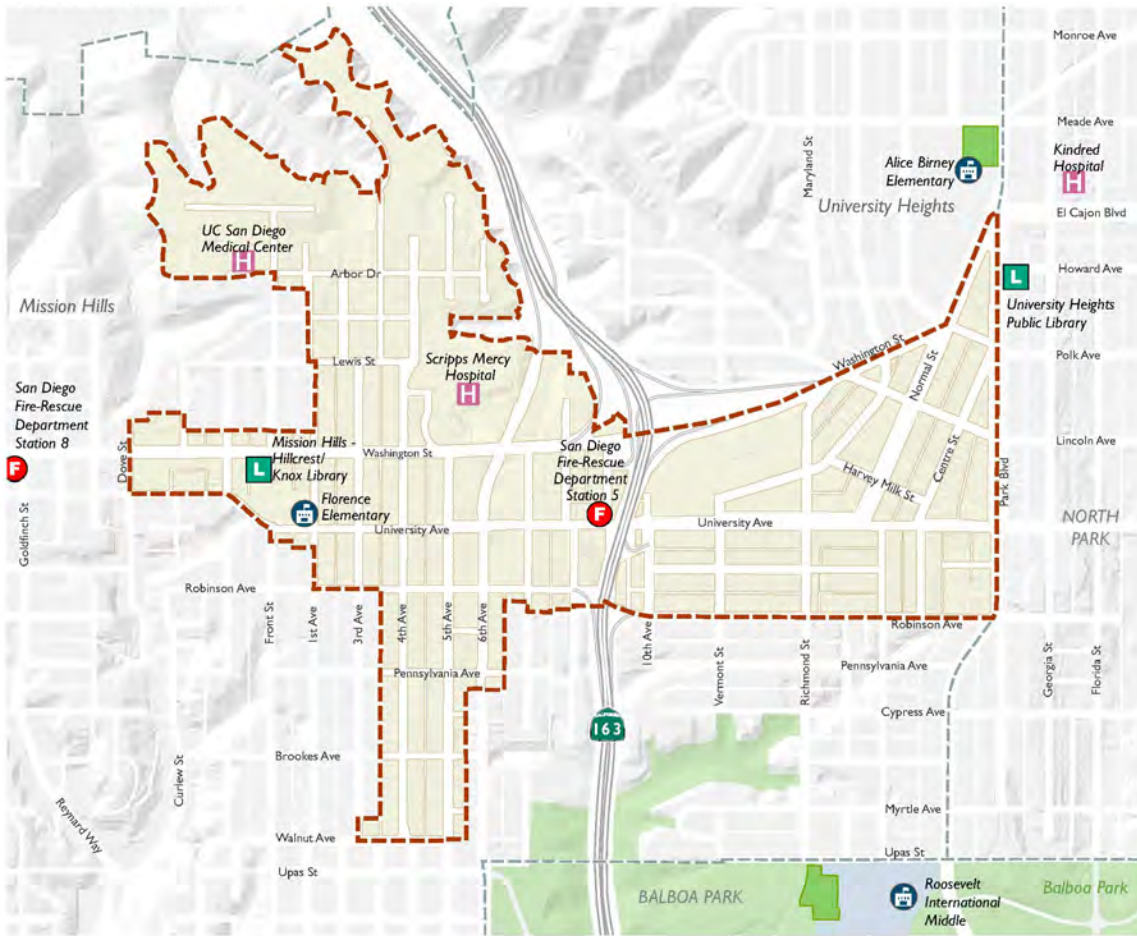
6% Vacant or Parking Lots



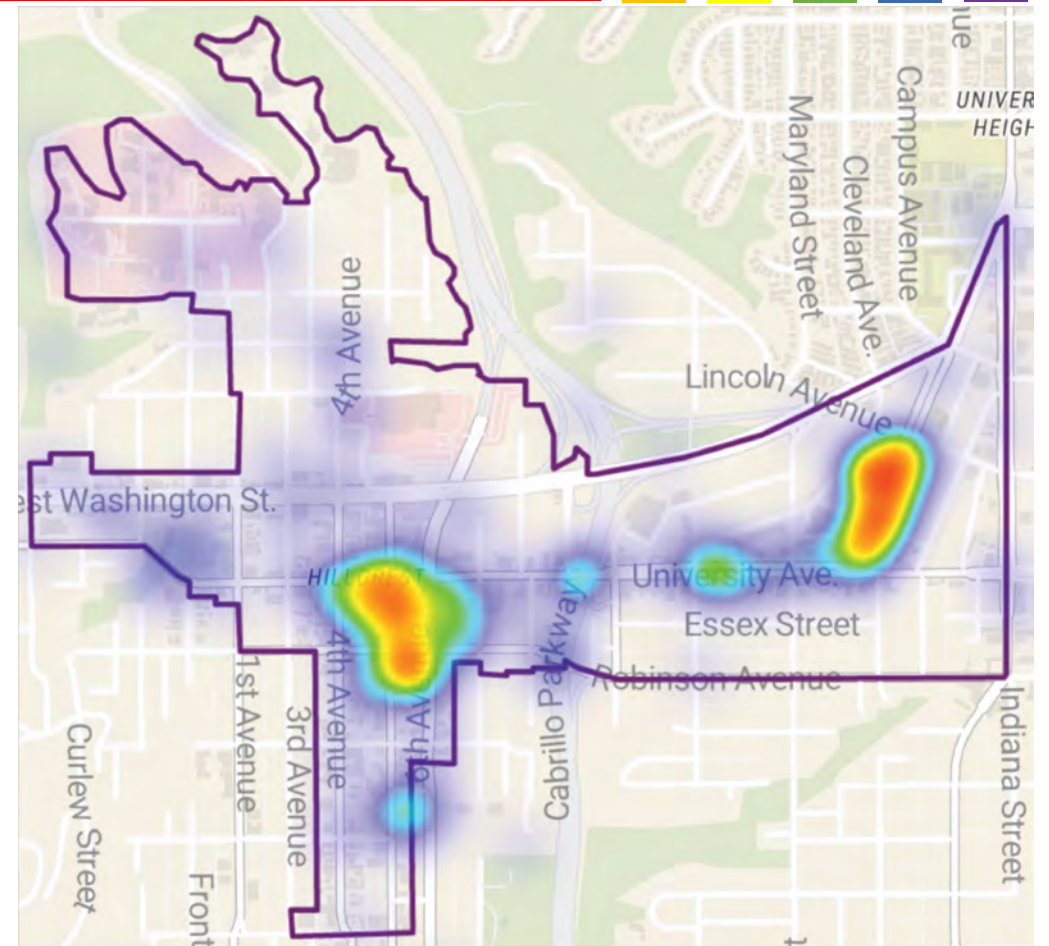
Institutional Uses – Public Facilities



Public Space



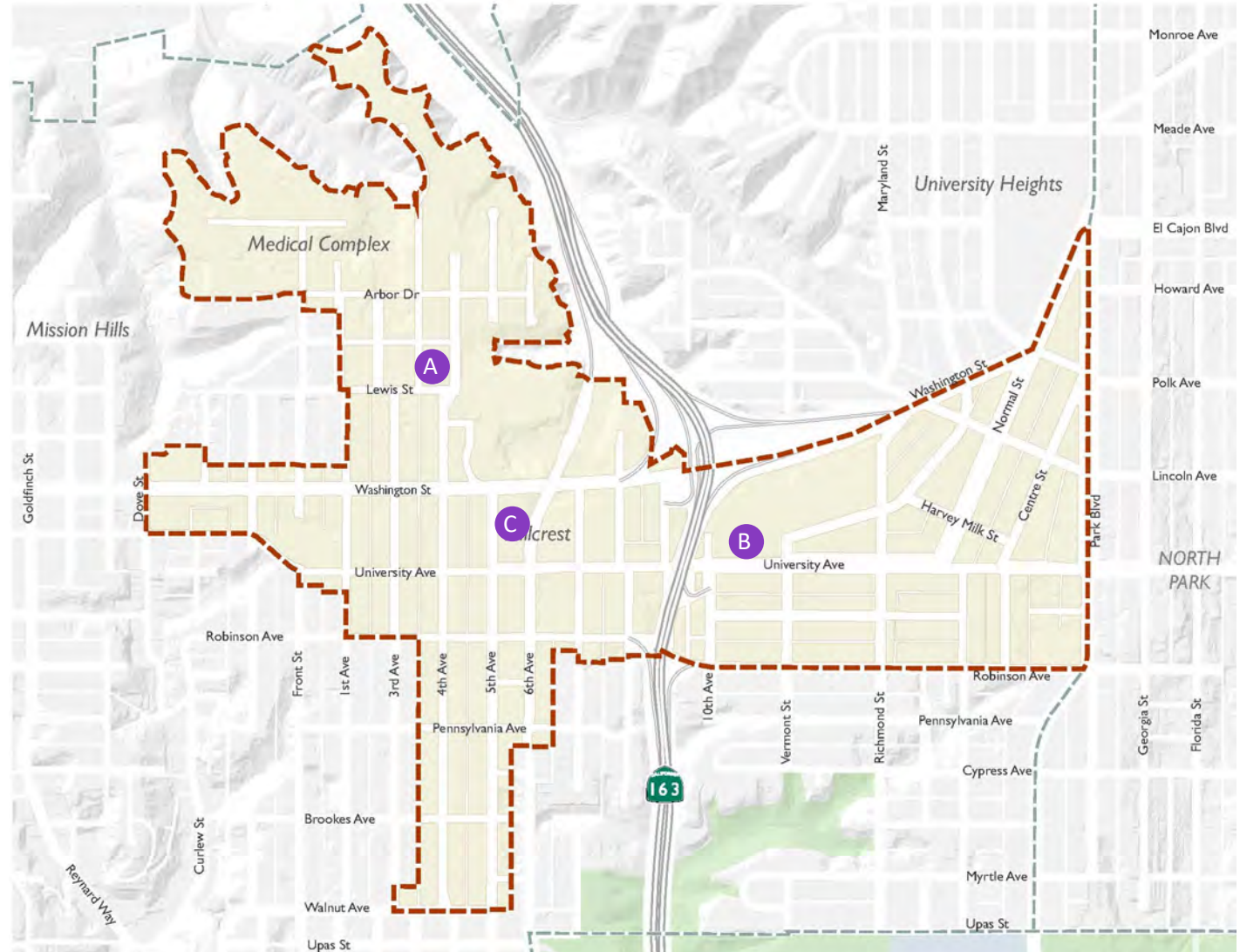
Currently no public park space in Hillcrest



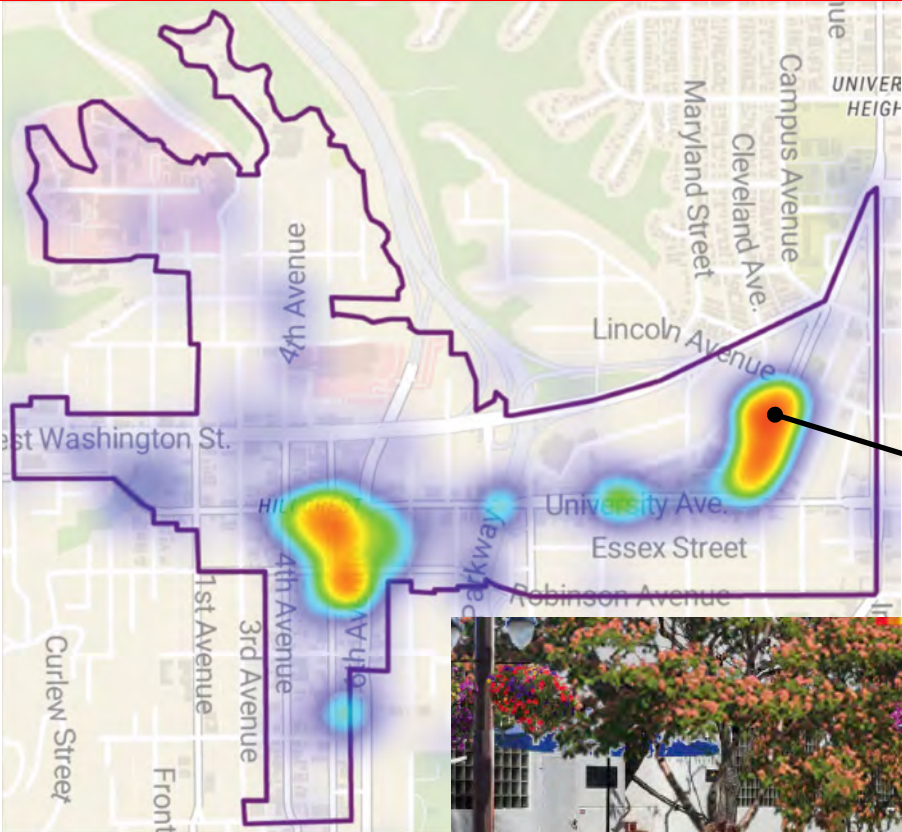
Survey Results – Priority Locations

- 5th Avenue
- Normal Street

Existing Privately-Owned Public Spaces



Public Space Potential Opportunities



Build upon the Normal Street Promenade





Hillcrest Housing Trends

Vast Majority of Hillcrest residents are renters

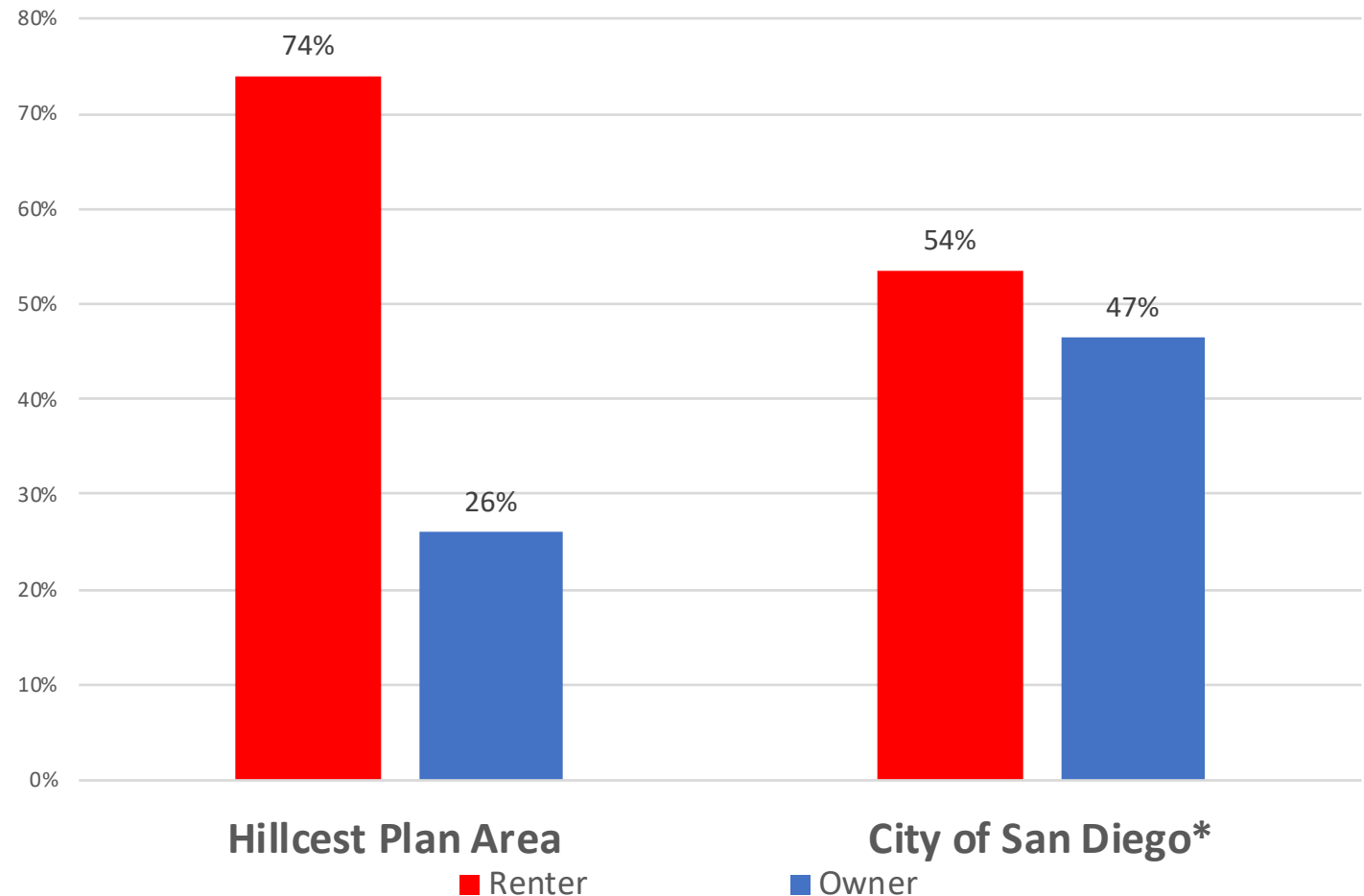
Median Asking Rent in Hillcrest[^]

- One bedroom - \$1,625
- Two bedroom - \$2,295

Median Asking Rent in San Diego^{^^}

- One bedroom - \$1,750
- Two bedroom - \$2,295

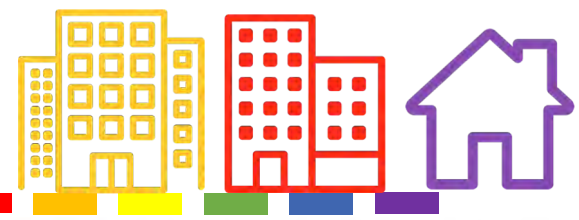
2017 Occupancy Status



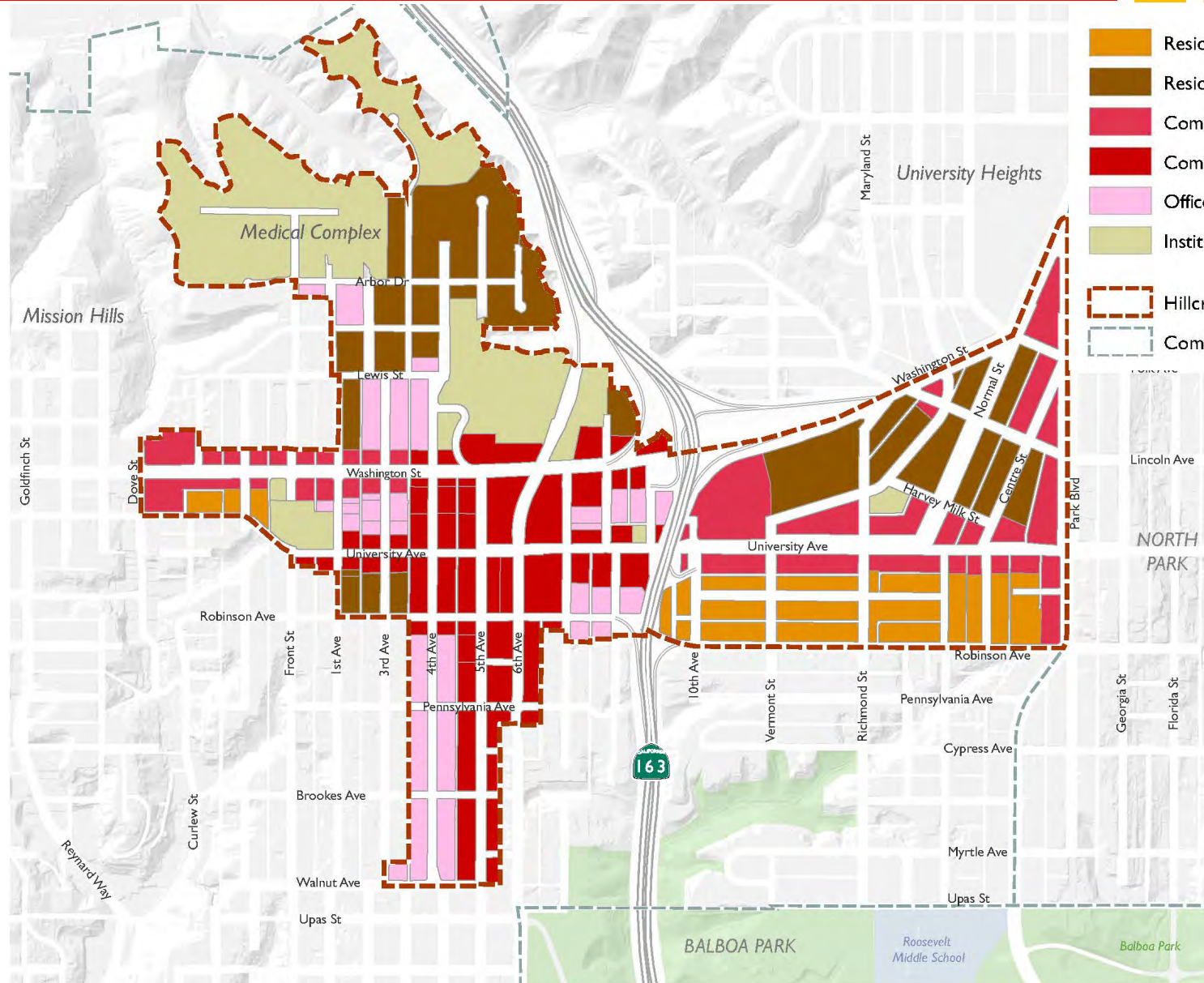
Data Source (July 2020): [^]Apartment Guide and Rent.com ; ^{^^}Zumper.com

Data Source: Occupancy Status - UF Census Block Group - ACS 2013 to 2017 & *SANDAG Estimate 2017

Adopted Land Use – Housing Capacity



Housing is identified and allowed in **72%** of the Plan area*



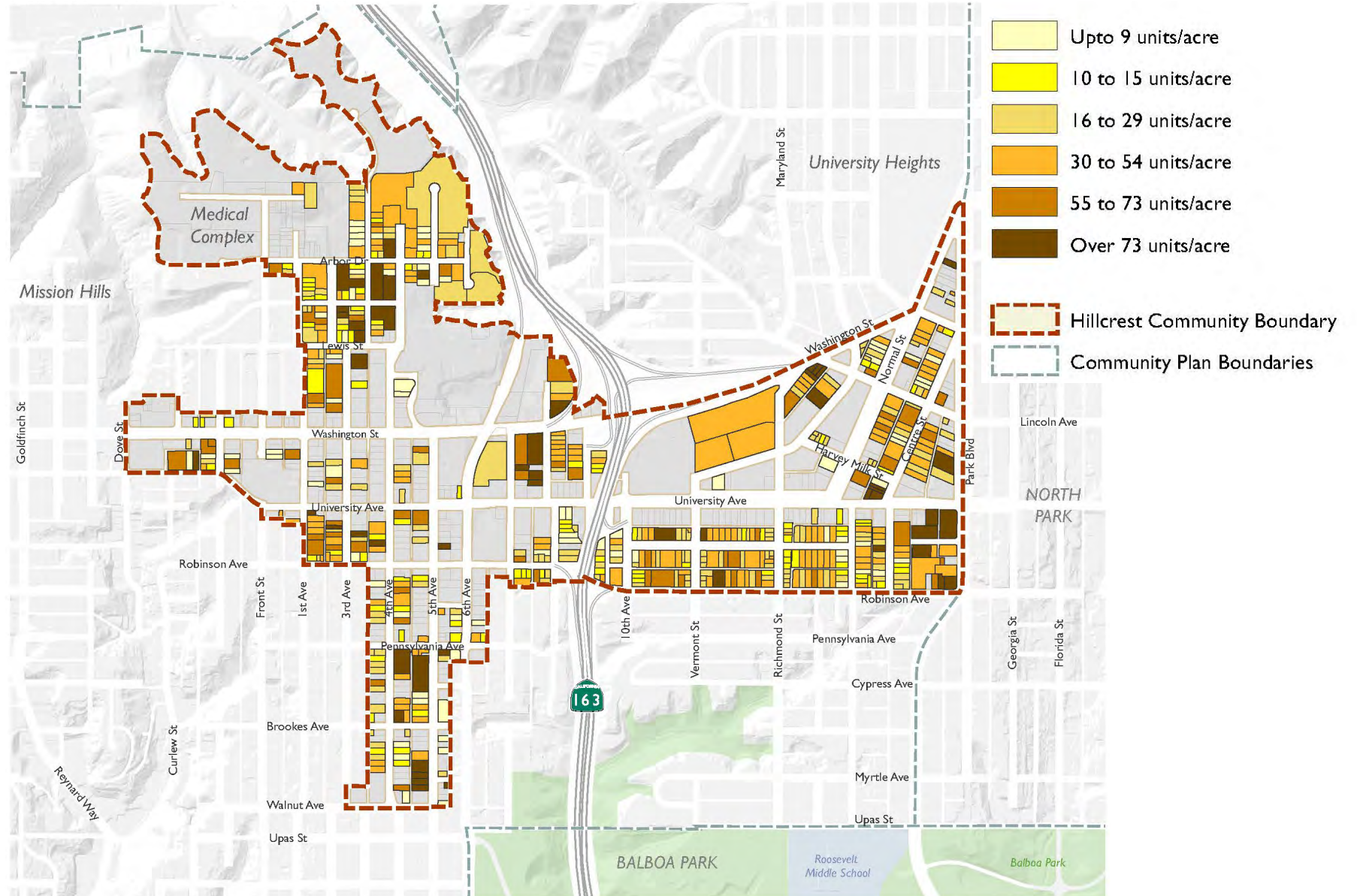
- Residential - Medium High (30-44 dwelling units/acre)
- Residential - High (45-73 dwelling units/acre)
- Community Commercial (0-73 dwelling units/acre)
- Community Commercial (0-109 dwelling units/acre)
- Office Commercial (0-73 dwelling units/acre)
- Institutional
- Hillcrest Community Boundary
-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

*Excluding Institutional Land

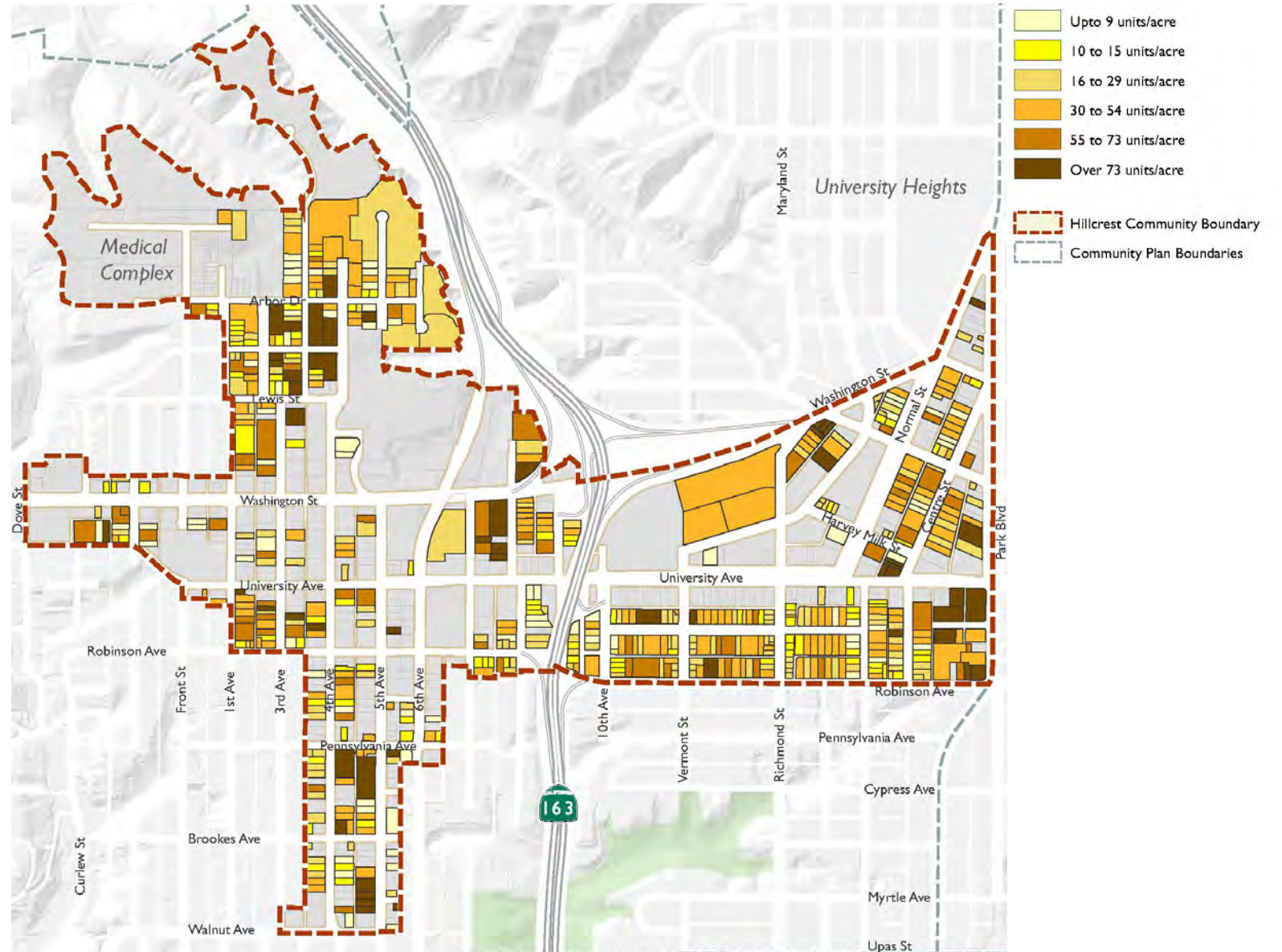
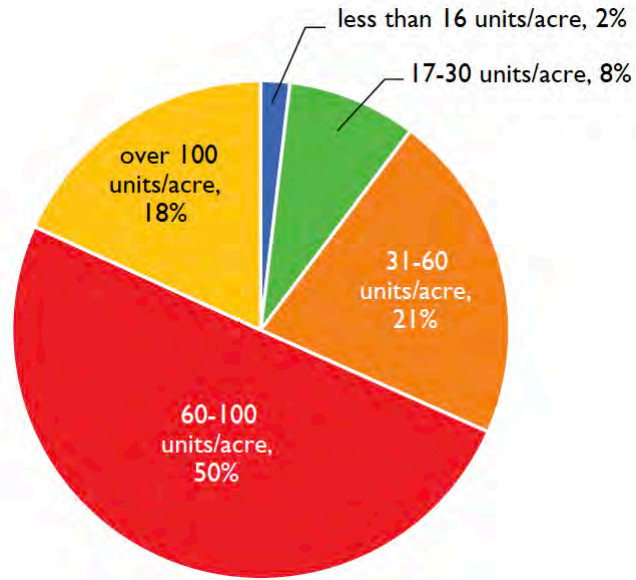
Existing Housing



Housing is currently located in **44%** of the Plan area



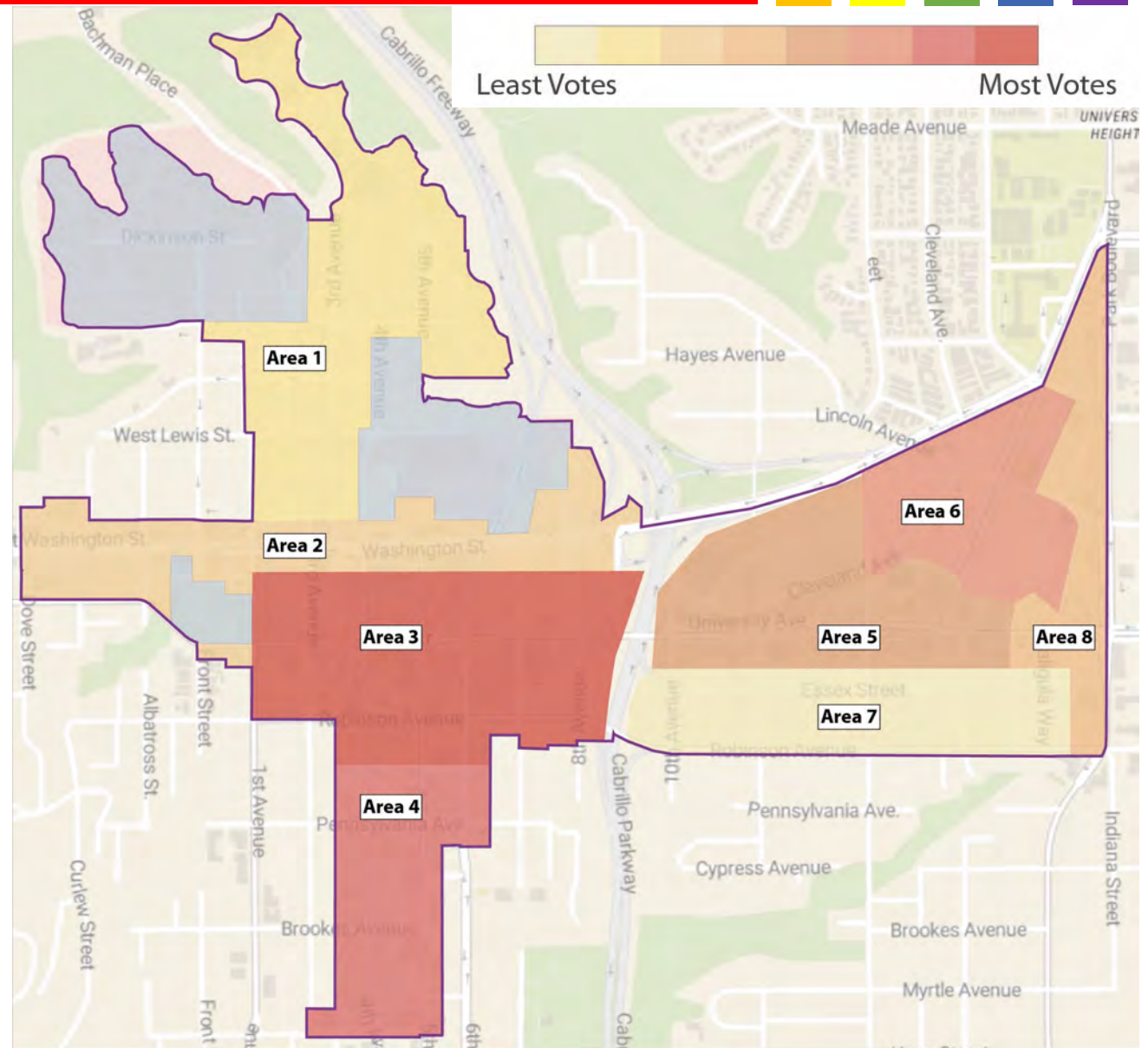
Existing Residential Density

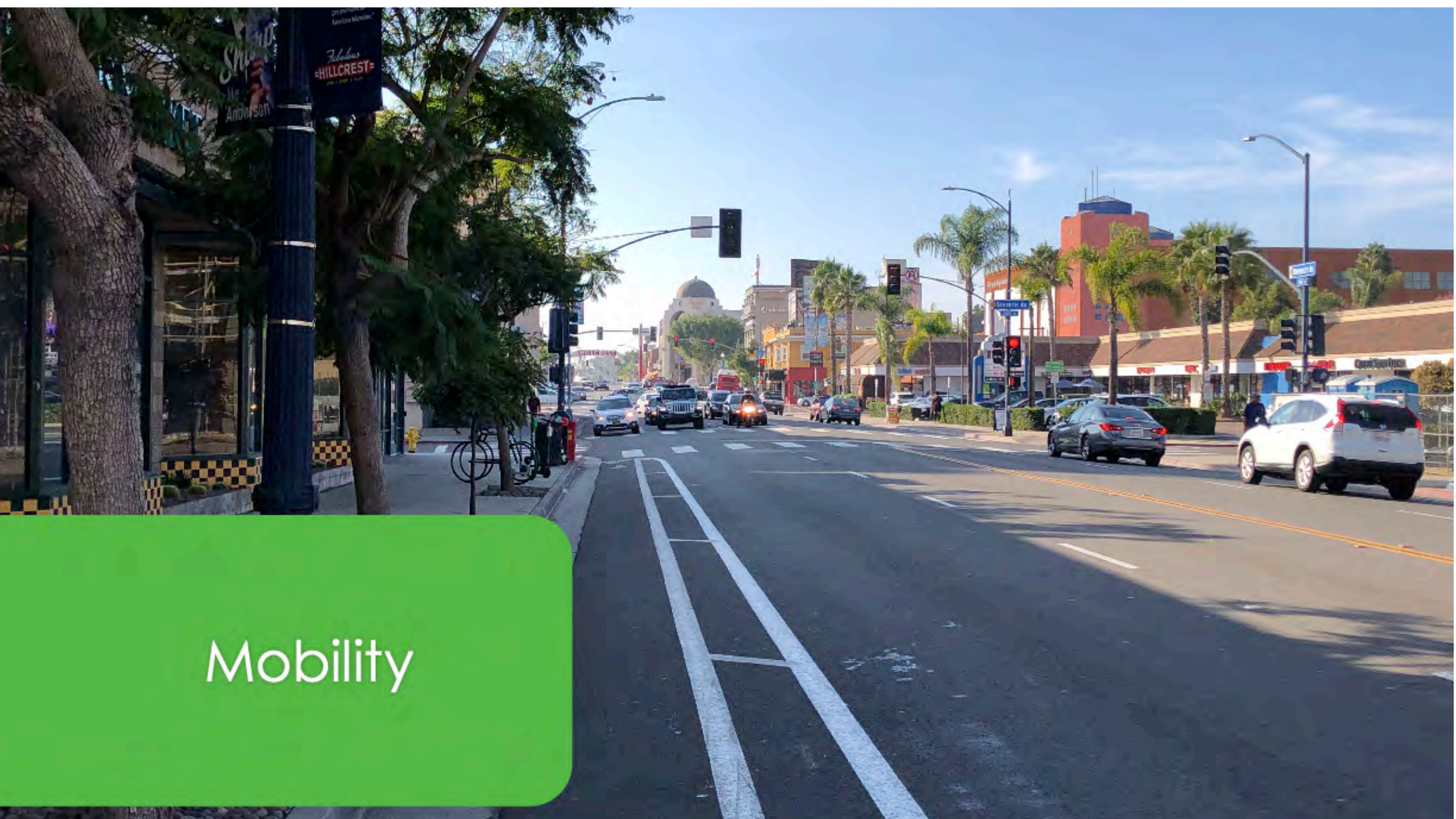


Housing Opportunities – Survey Responses



- Hillcrest core
- The Avenues
- Washington and Normal



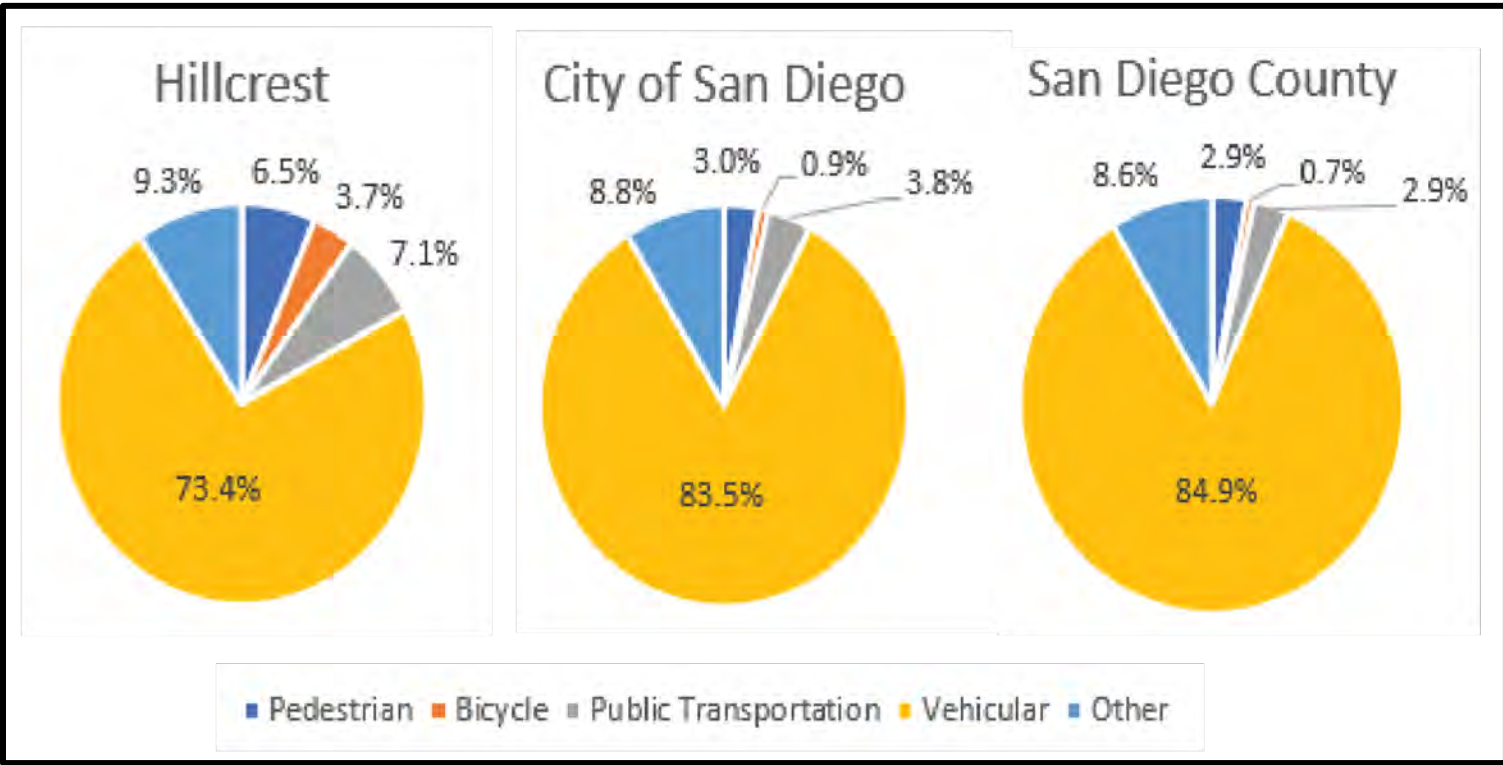


Mobility

Mobility Needs – Commute Statistics



Plan Hillcrest commute mode share for alternative modes is at least double when compared to the City or Region.



US Census, 2018 American Community Survey 5-Year Estimates

Mobility Needs – Transit



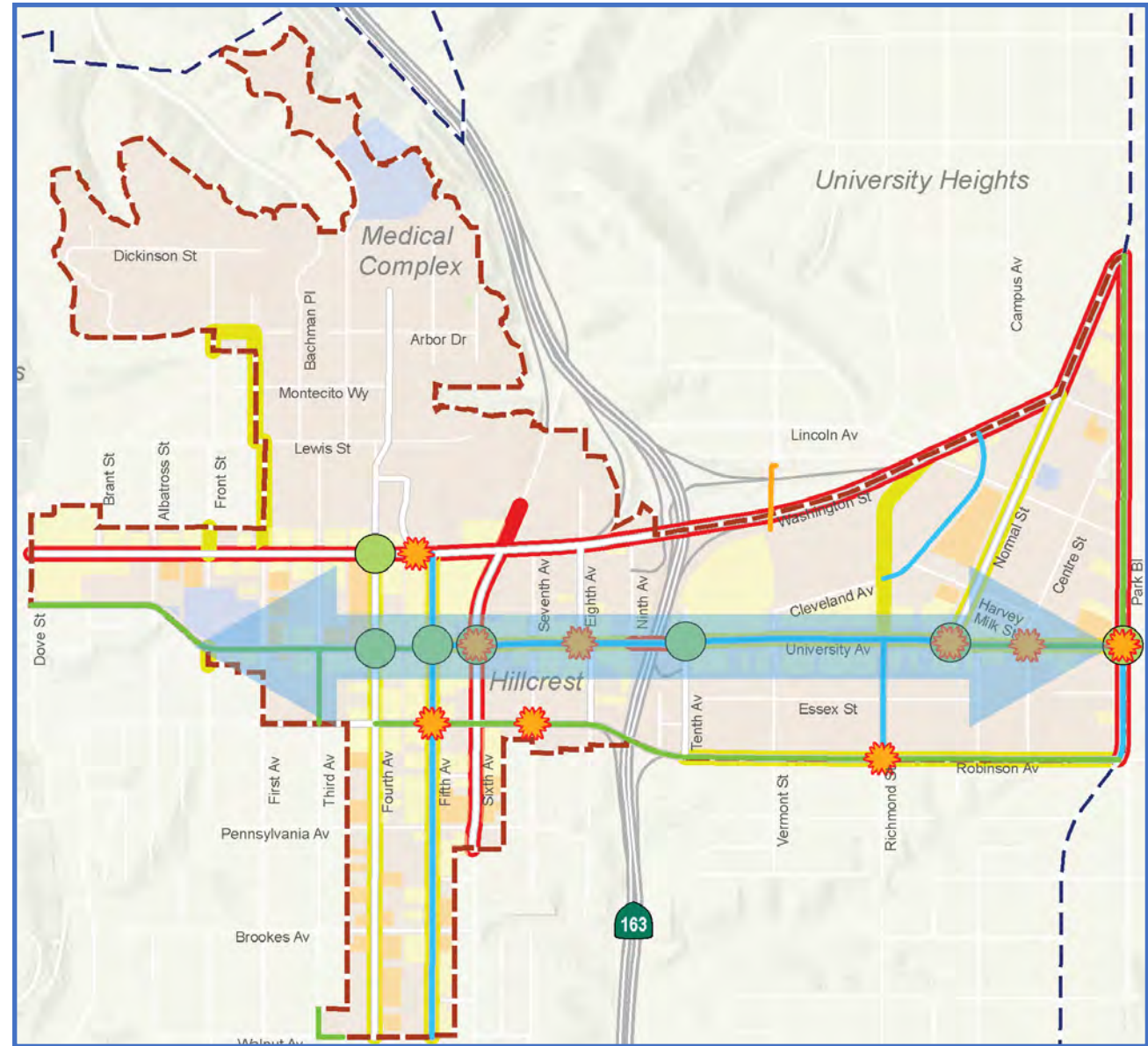
Existing Conditions: Transit Needs Map



Mobility Needs – Bicycle



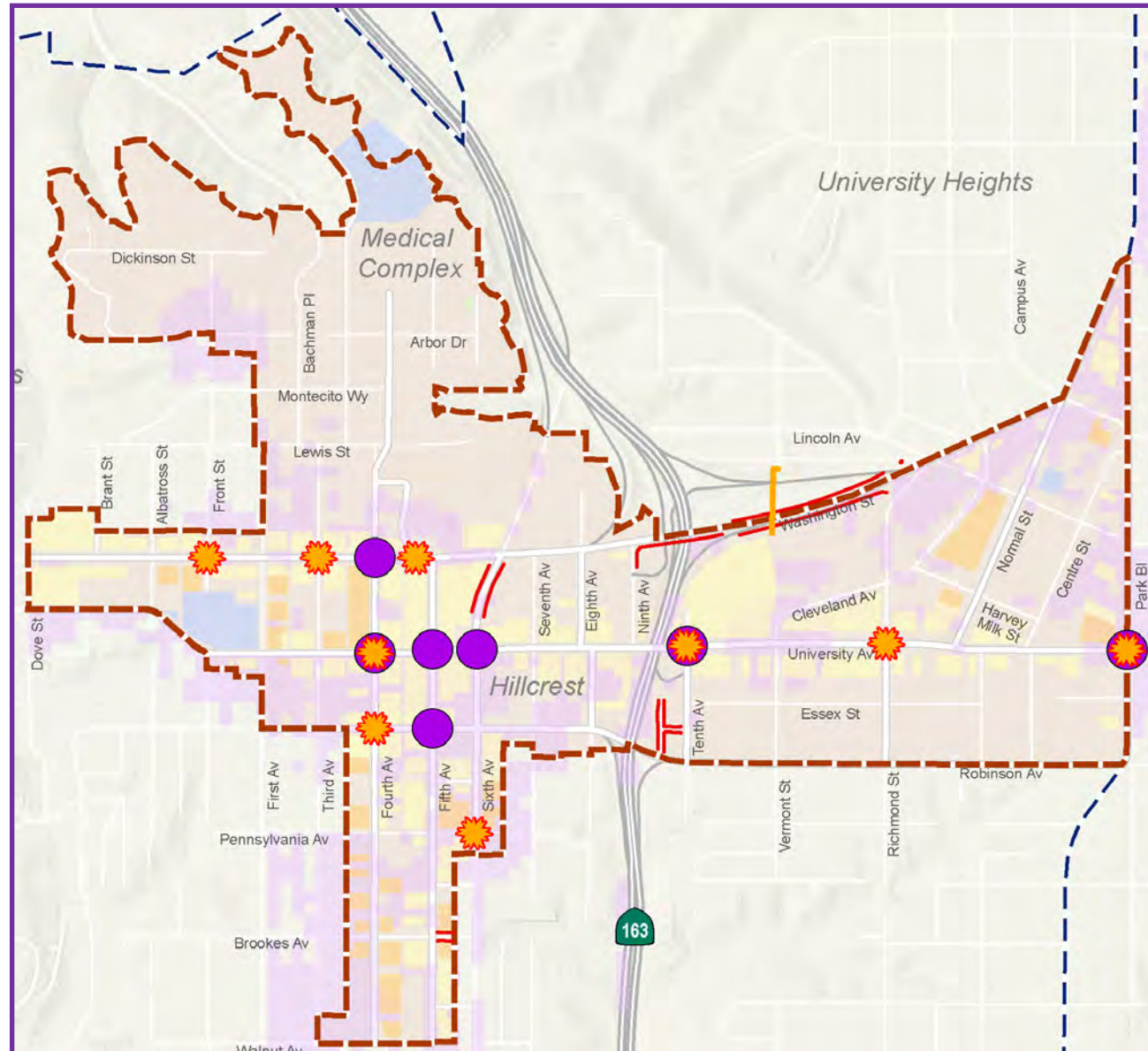
Existing Conditions:
Bicycle Needs Map



Mobility Needs – Pedestrian



Existing Conditions: Pedestrian Needs Map



Urban Design



Key Defining Patterns - Neighborhoods



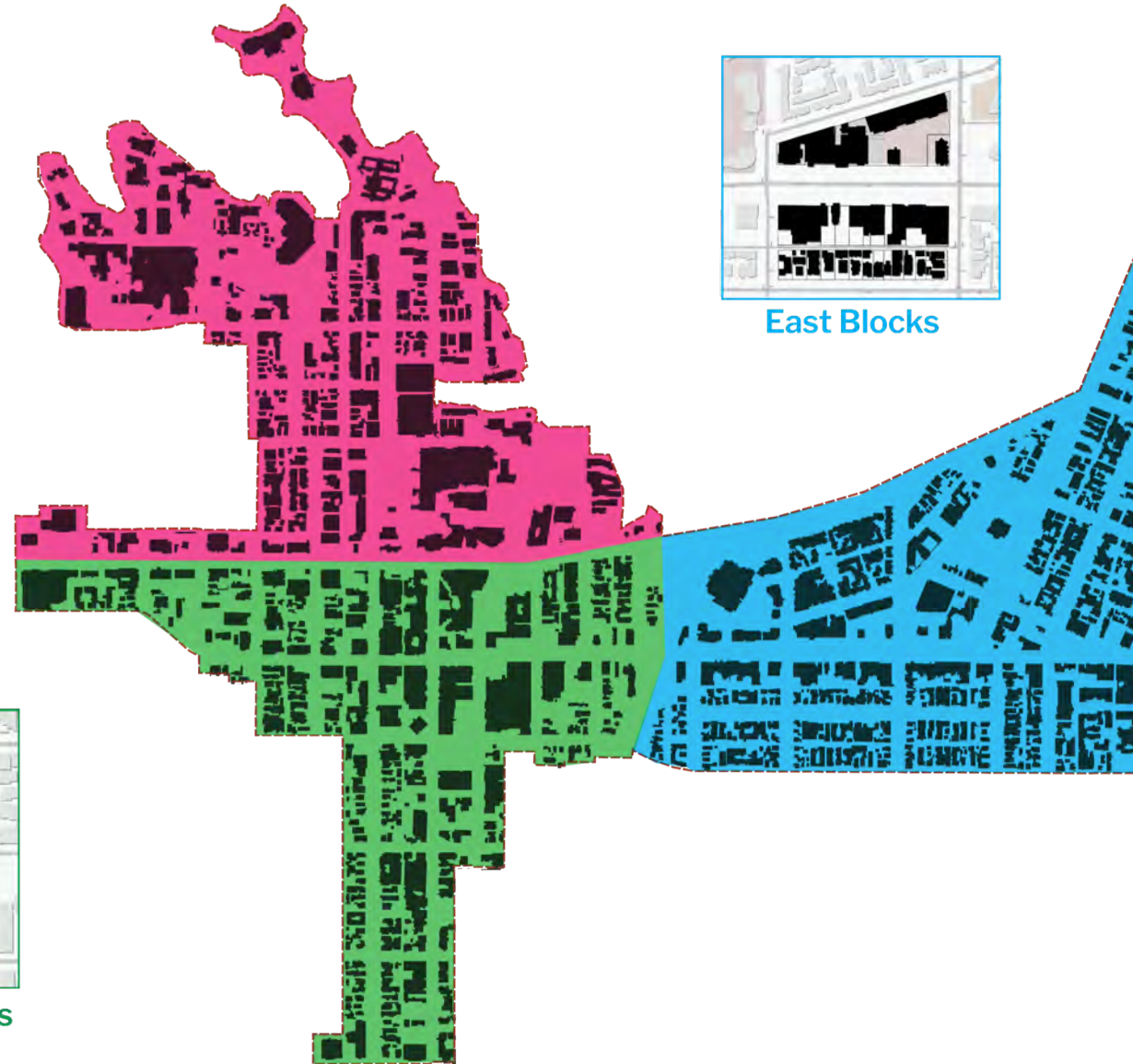
North Blocks



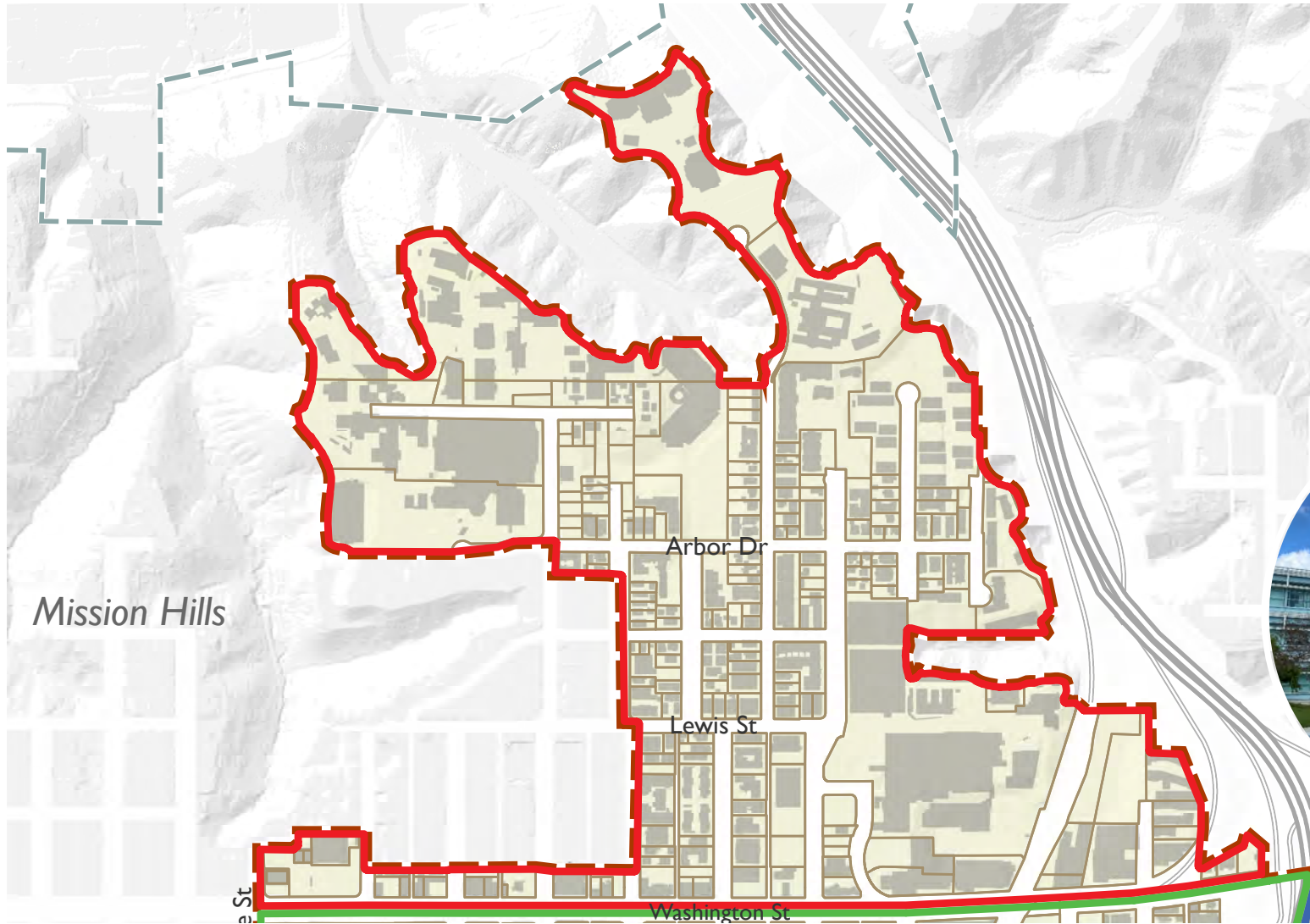
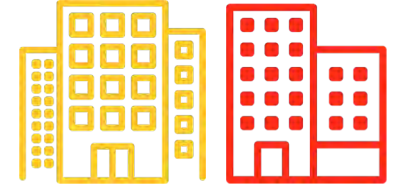
East Blocks



West Blocks

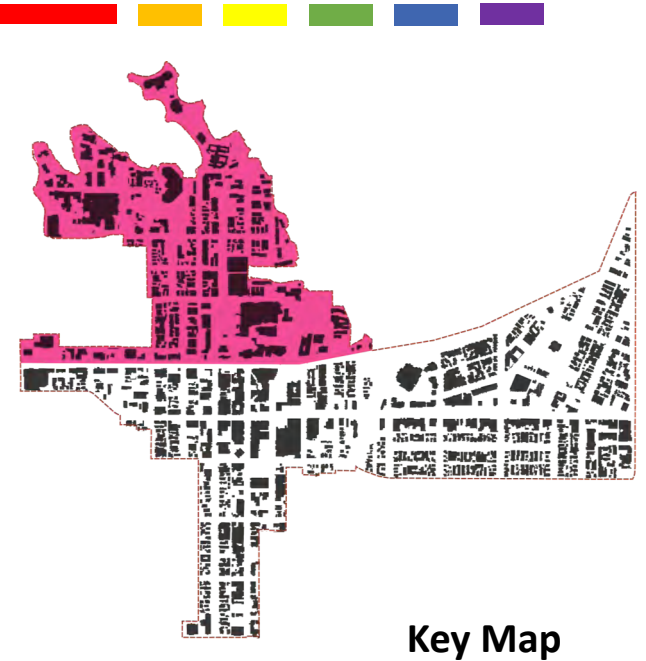


Existing Development Building Footprint



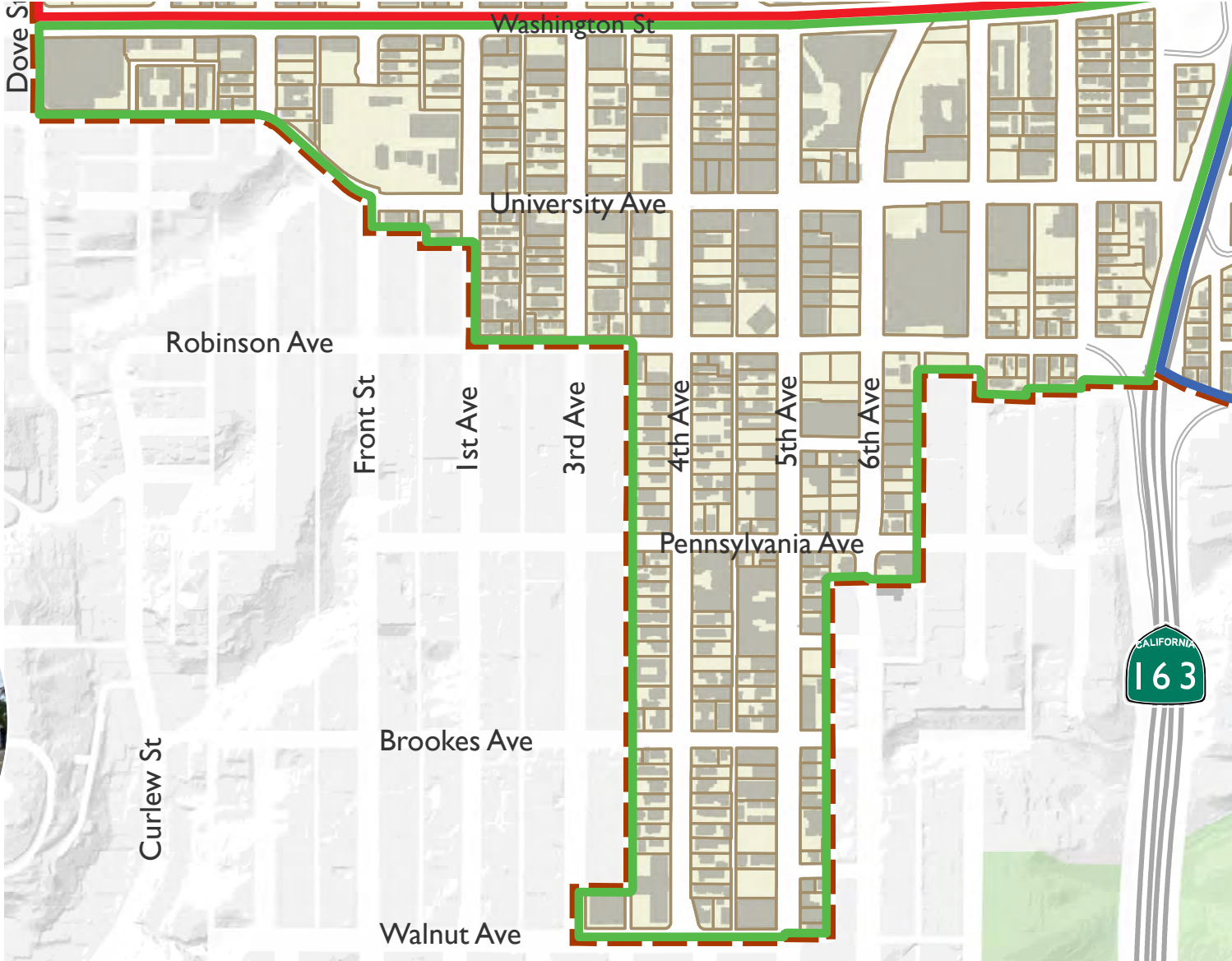
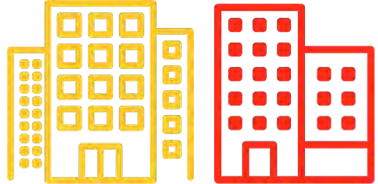
Key Defining Patterns – North Side Block Patterns

- Compact blocks
- Pedestrian oriented
- North-south orientation
- No alley access



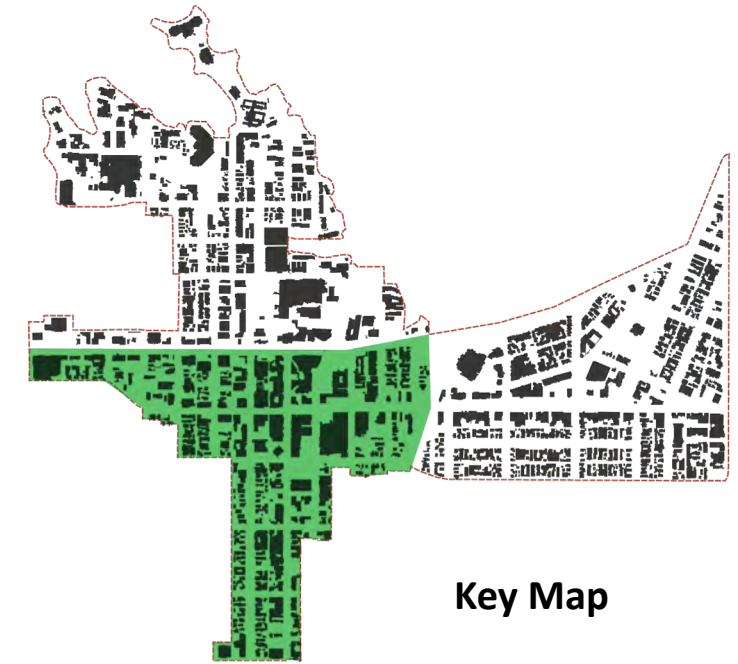
Key Map

Existing Development Building Footprint



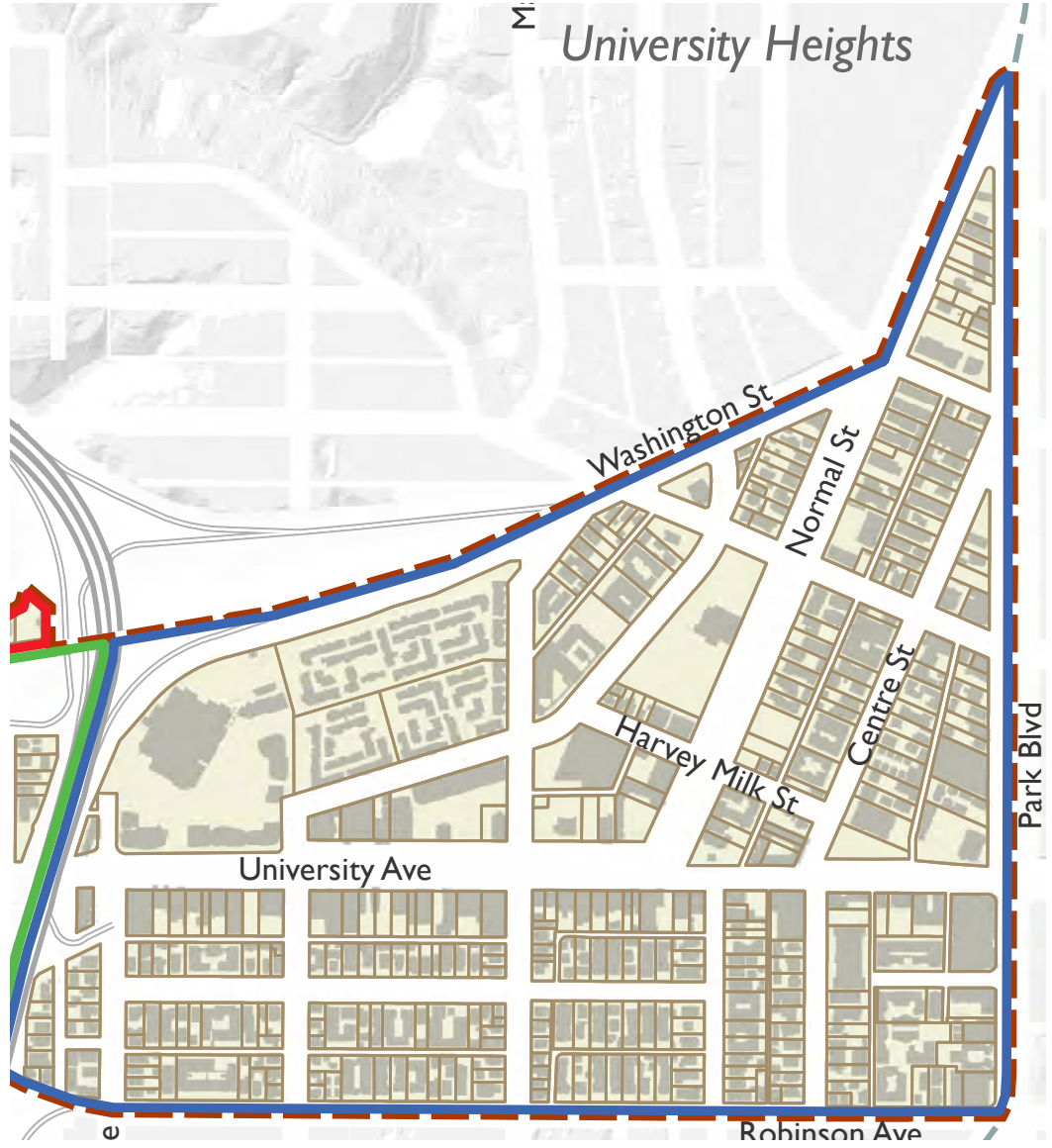
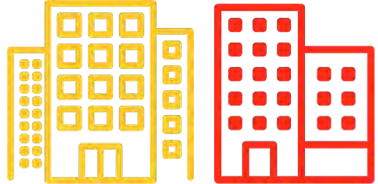
Key Defining Patterns – West Side Block Patterns

- Long blocks, north-south oriented
- Alley access
- One-way streets
- Fine-grain, small lots with variation



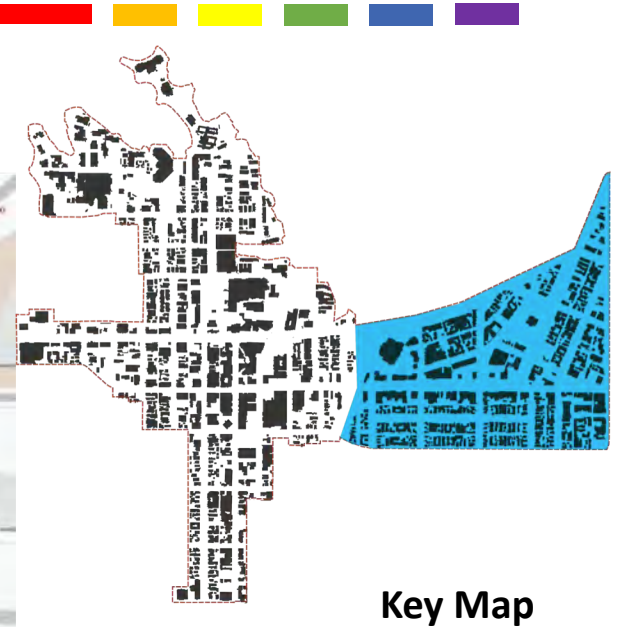
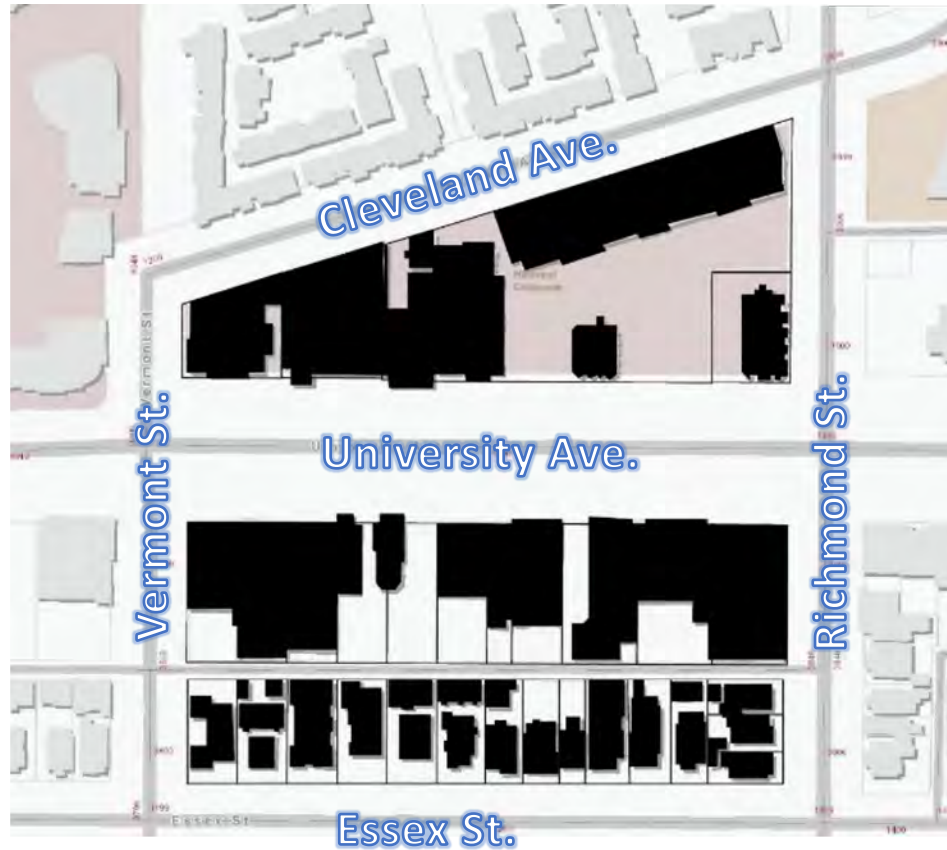
Key Map

Existing Development Building Footprint



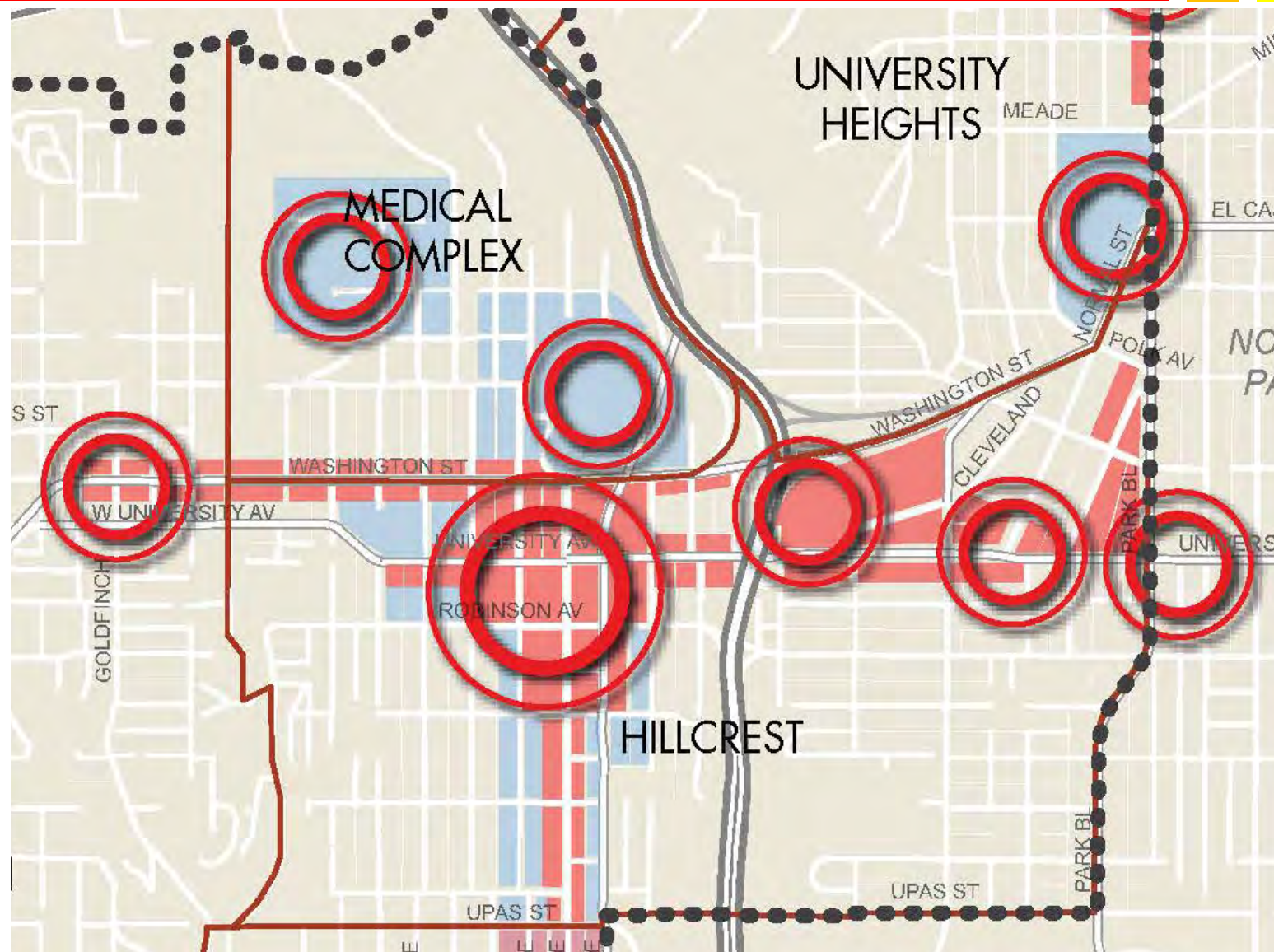
Key Defining Patterns – East Side Block Patterns

- Mix of long and irregular shaped blocks
- Auto oriented
- Alley access
- East-west orientation
- North/south 'split' along University Ave.
- Lot patterns allow a mix of building types

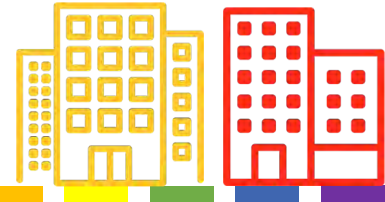


Key Map

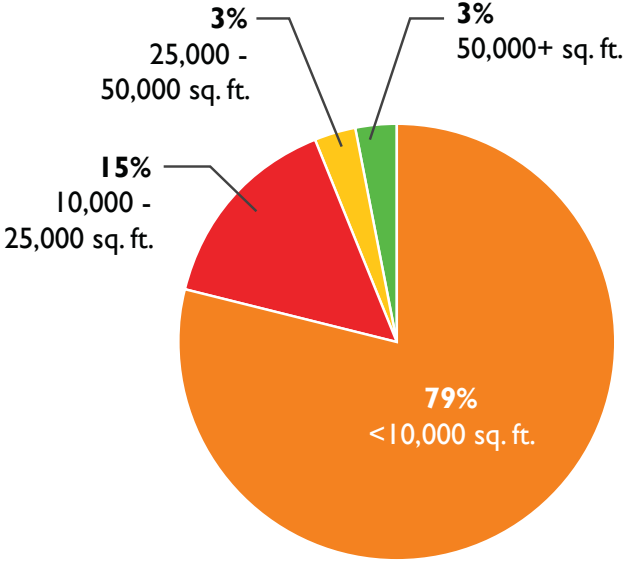
Potential Areas of Focus - Community Plan Nodes



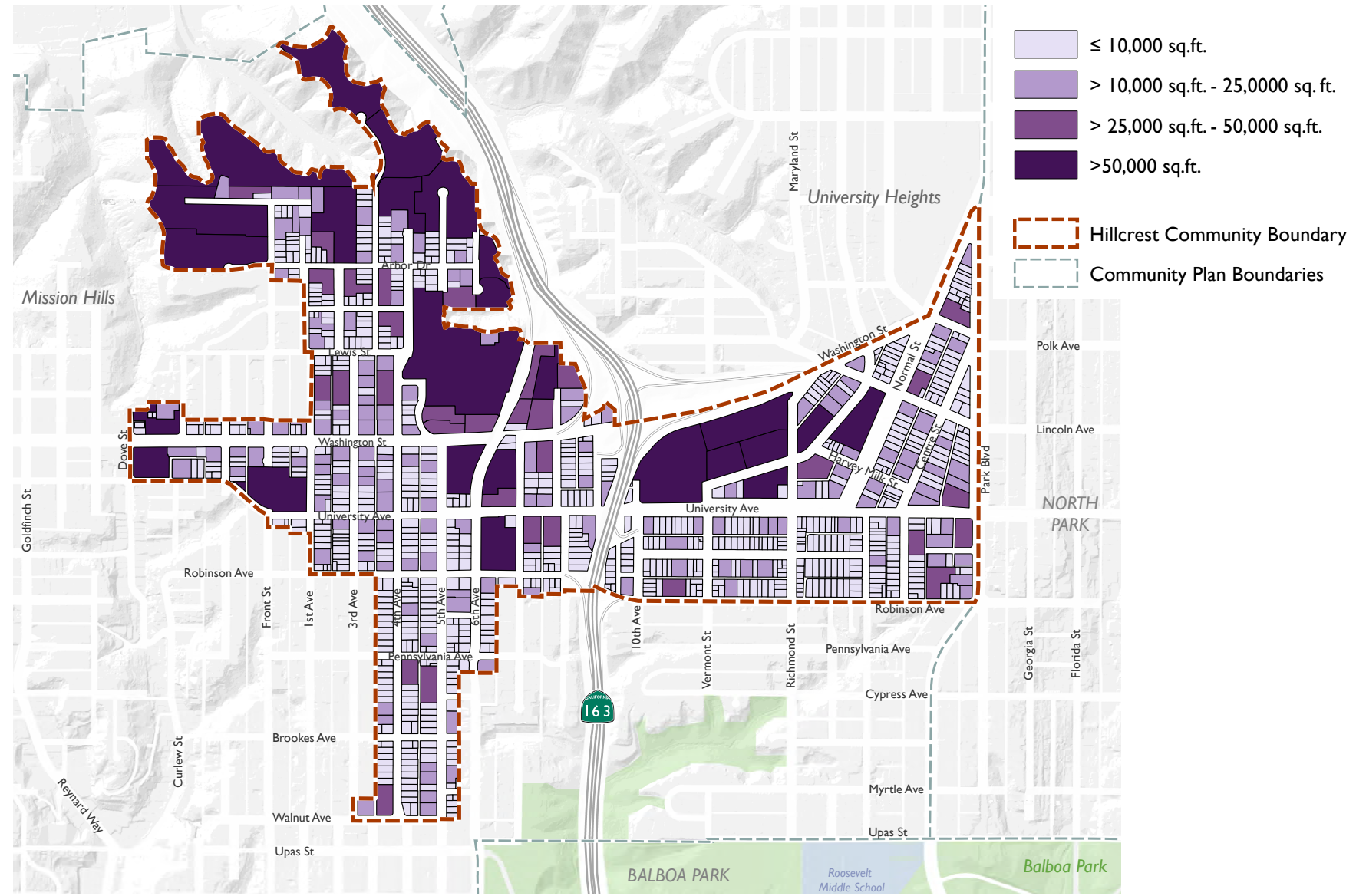
- LEGEND**
- Mixed Use
 - Mixed Use Retail Focus
 - Mixed Use Employment Focus
 - Neighborhood Centers & Nodes
 - Community Plan Boundary
 - Neighborhood Boundary
 - Trolley Route & Stops



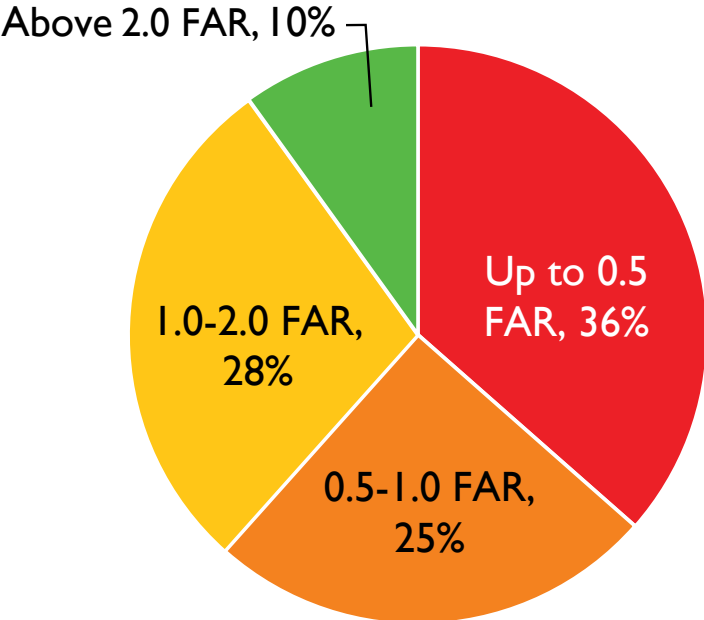
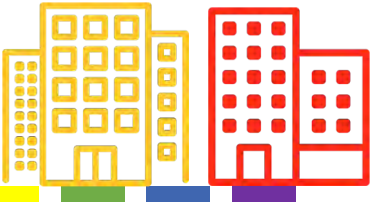
Parcel Size



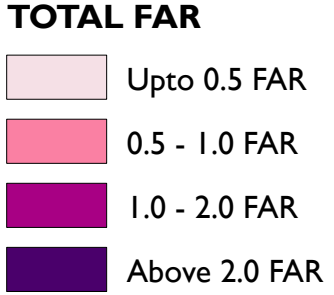
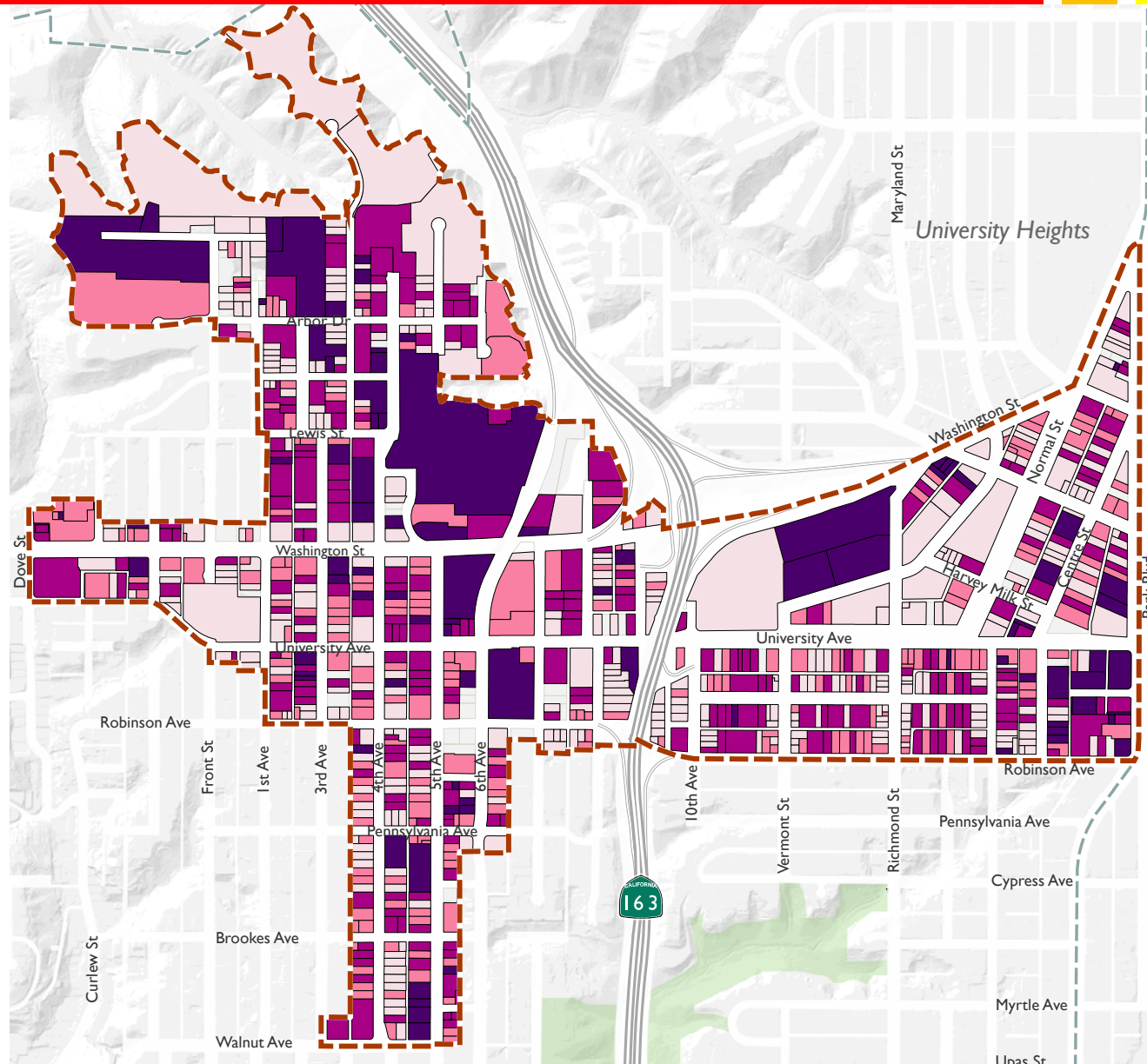
The majority of parcels are less than 10,000 sq. ft.



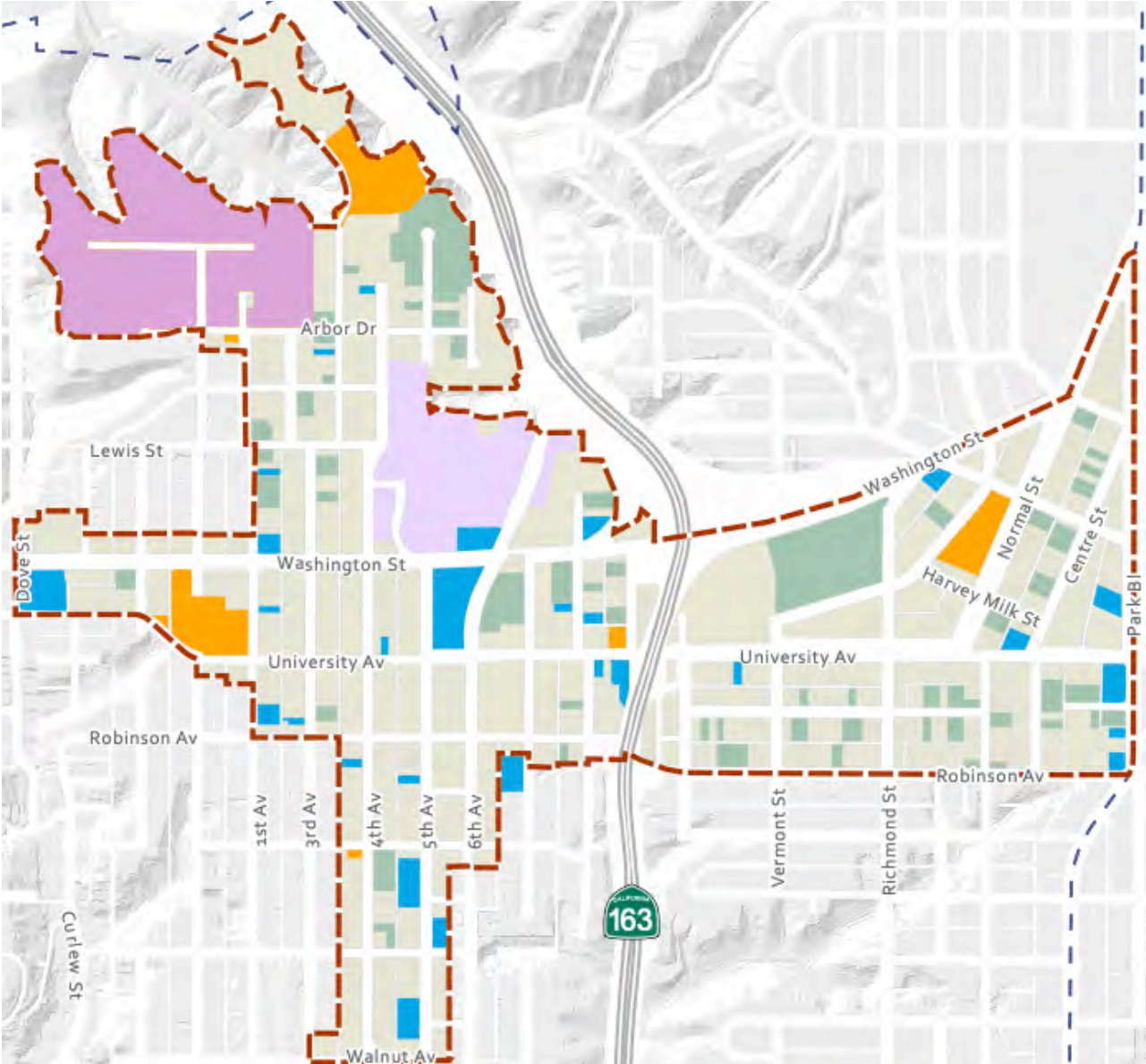
Existing Development - Floor Area Ratio



The majority of parcels have less than a 1.0 FAR.

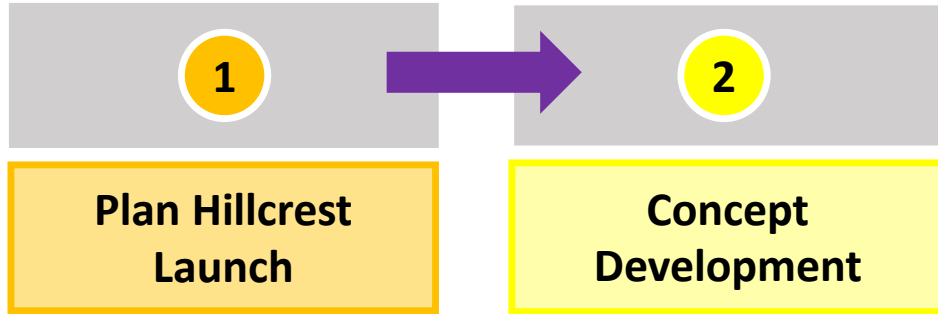


Plan Hillcrest Considerations



- Community Plan Boundaries
- Hillcrest Focused Plan Amendment Area
- Potential Areas of New Development
- Condos
- Public Ownership
- Areas Unlikely to Change
- Scripps Health
- UCSD

Next Steps – Fall 2020



OPPORTUNITIES FOR PUBLIC INPUT



- CPG Subcommittee Meetings
- Planning Commission Workshop
- Online engagements



LGBTQ+ Historic Context Statement

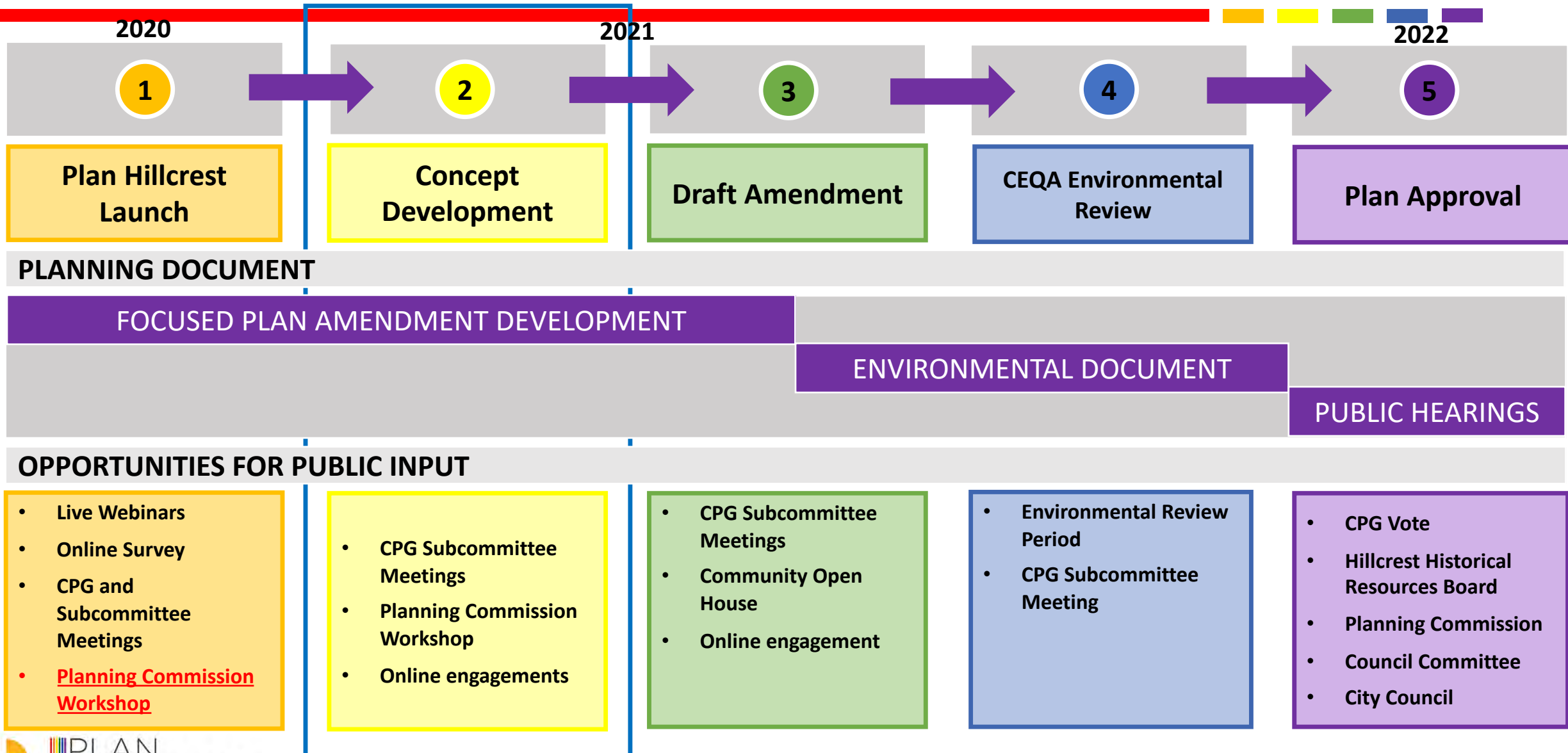
Urban Design Concepts

Mobility Concepts

Public Space Concepts

Land Use Concepts

Plan Hillcrest Schedule



Key Considerations for Discussion

Create Public Spaces

How should public spaces be incorporated?



Address Housing Needs

How should the Plan effort incorporate more housing?



Planning Department

Comments and Questions

Item No. 5

Planning Commission
July 16, 2020