

The logo for PLAN HILLCREST features the word "PLAN" in a thin, 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

Uptown Planners

July 7, 2020

Tonight's Team



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Tonight's Focus and Expected Takeaways

Purpose

To provide a summary of existing demographic, land use, and mobility conditions

Discussion

Provide feedback on key takeaways covering the existing conditions

Takeaways

Establish the Focused Plan Amendment Subcommittee

What's Next?

Outline the Schedule and Next Steps

Recap – Plan Hillcrest Objectives

Celebrate the Legacy of the LGBTQ+ Community

Preserve historical resources and create inclusive spaces

Create Public Spaces

Connect people to businesses and services

Strengthen Connections

Make it easier to move around and access

Support Local Business

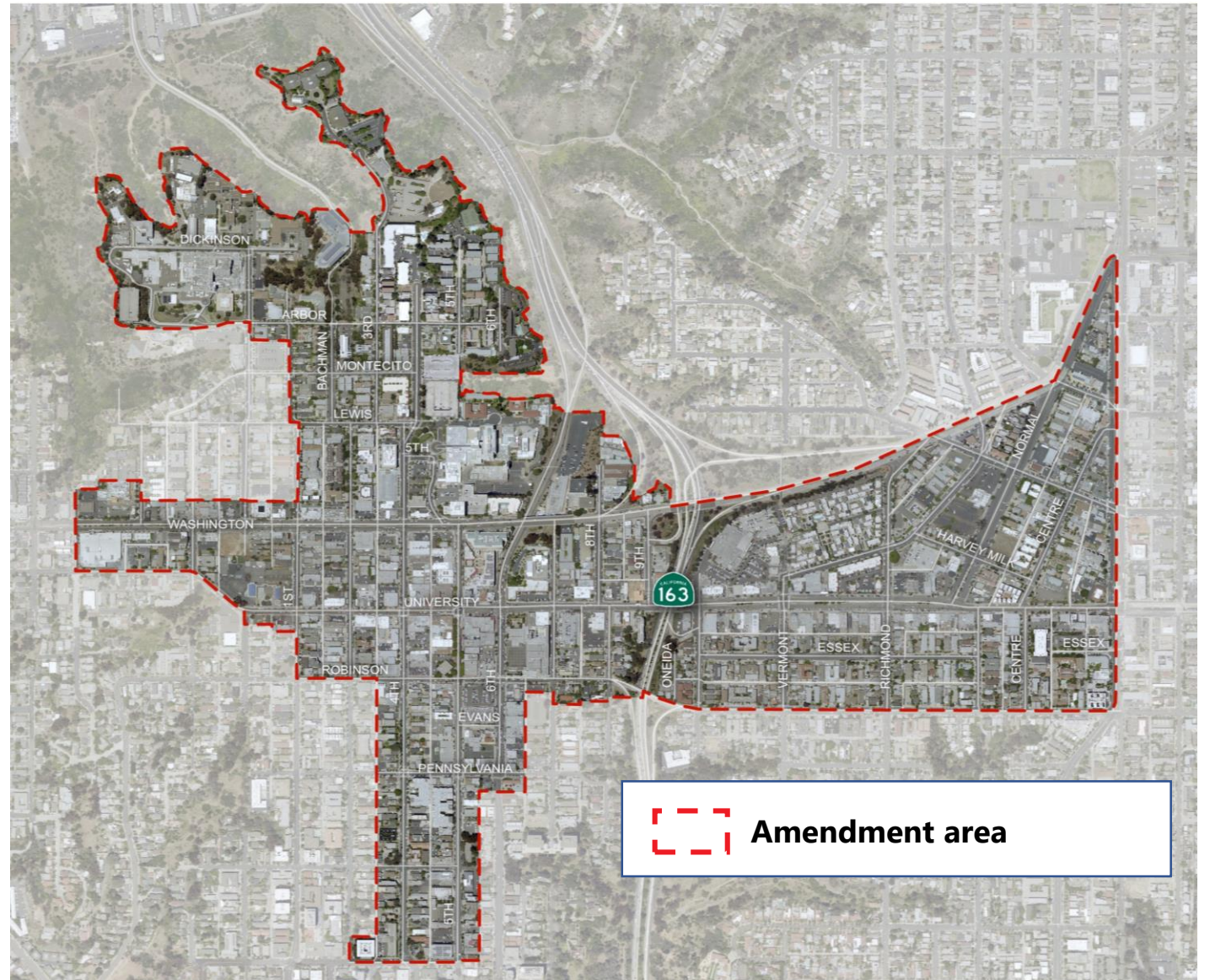
Ensure a thriving and sustainable business district

Address Housing Needs

Increase housing opportunities near transit

Recap - Plan Hillcrest Area

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





Demographic Setting

Demographics – Plan Hillcrest Area



~ 6,000
Residents



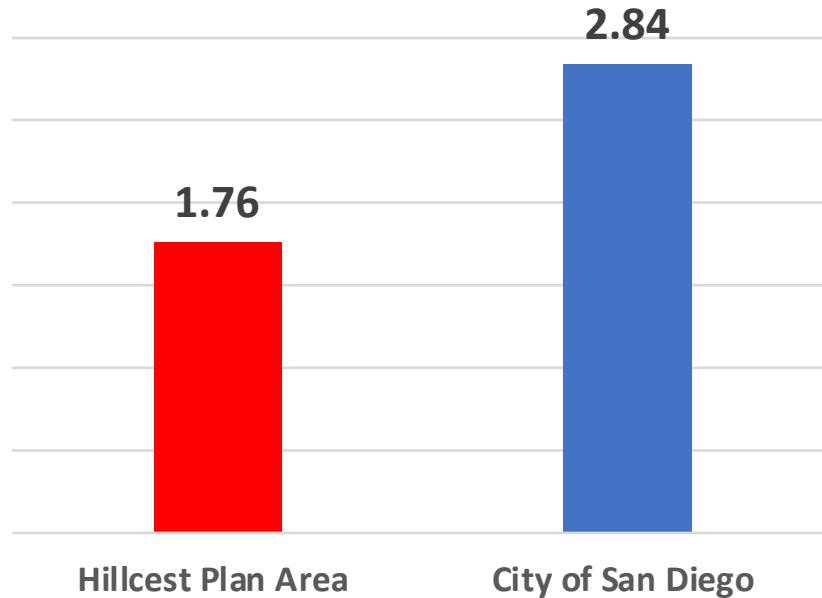
~ 4,600
Housing Units



Demographics – Plan Hillcrest Today

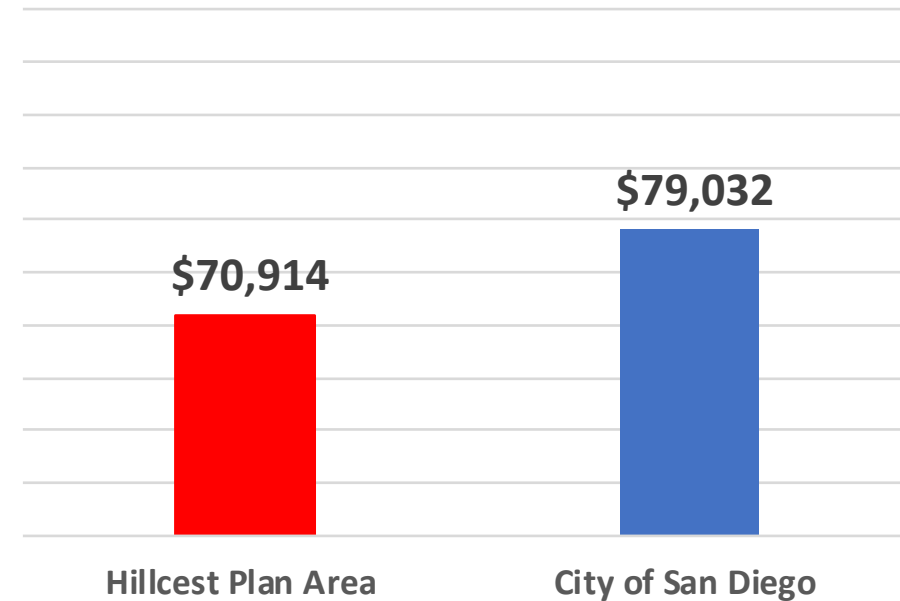


Average Household Size



Smaller Households

Median Household Income

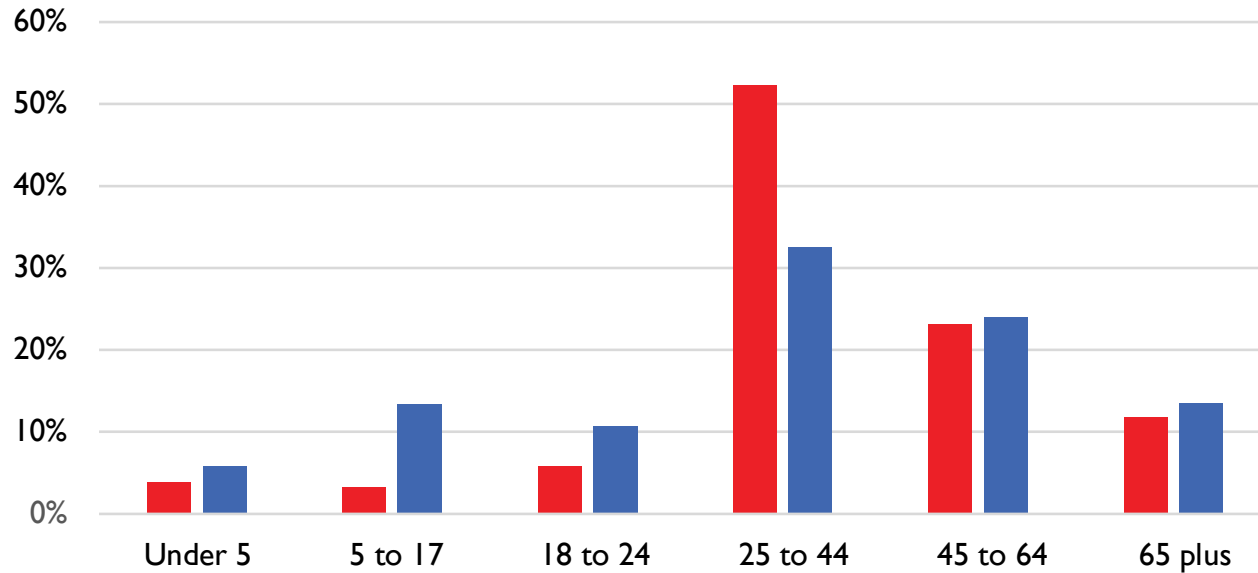


Lower Median Income

Demographics – Plan Hillcrest Today



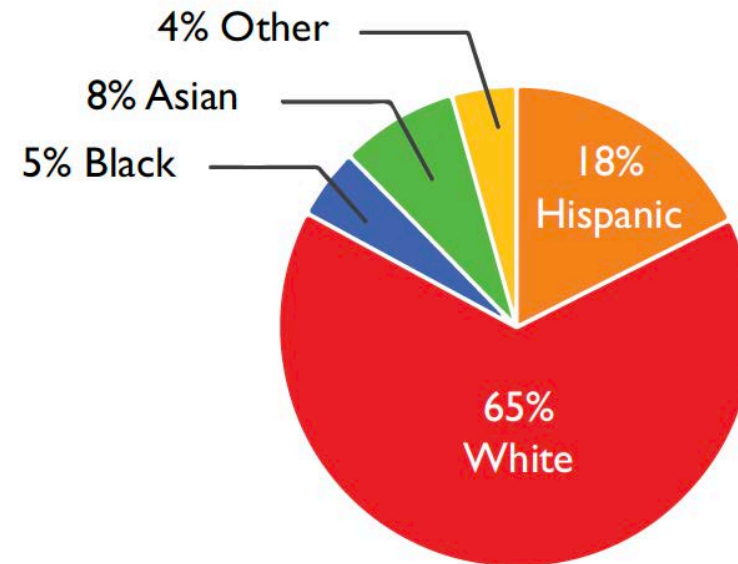
Age Group



■ Hillcrest ■ City of San Diego

Younger residents

Hillcrest Ethnicity



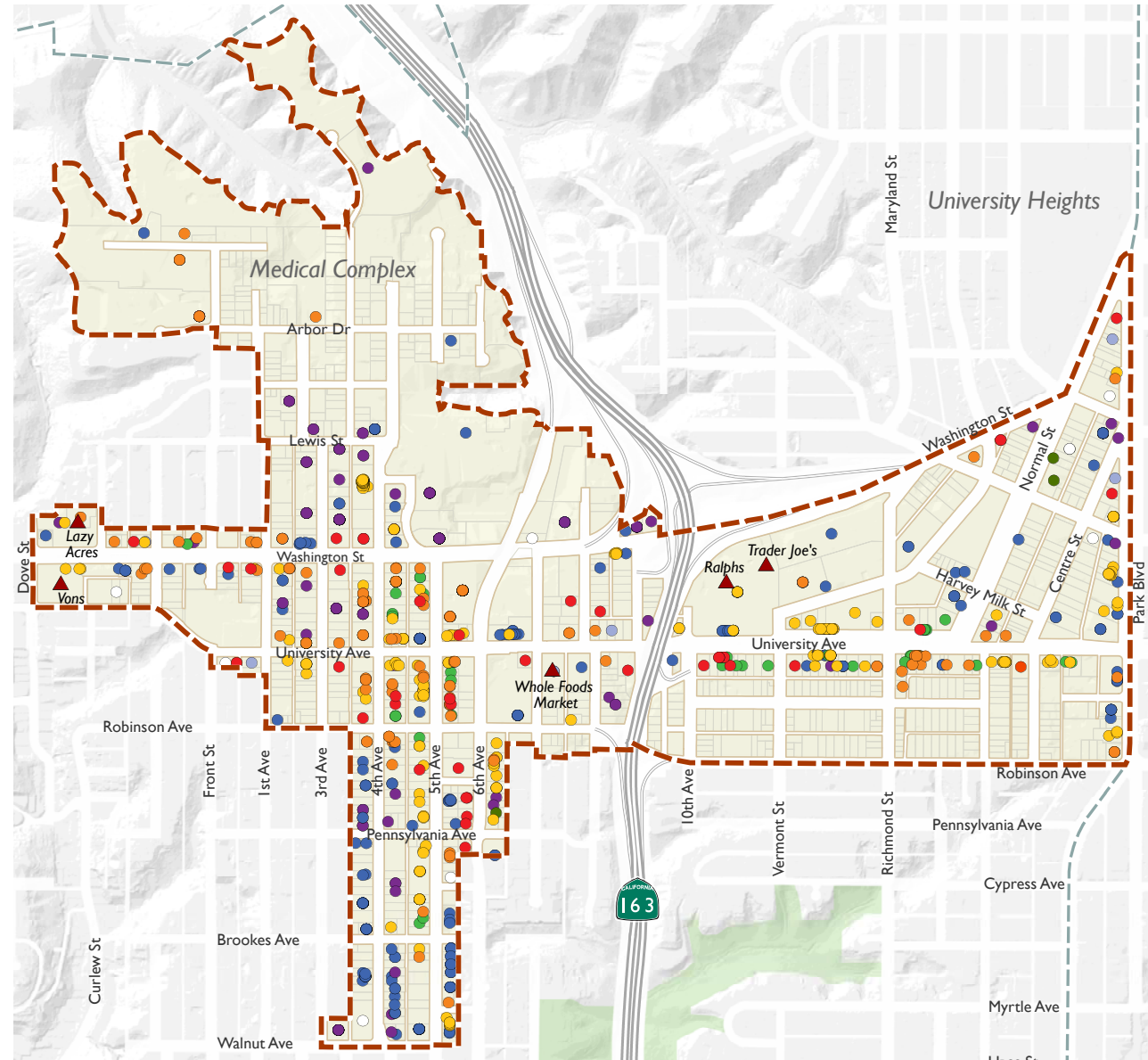
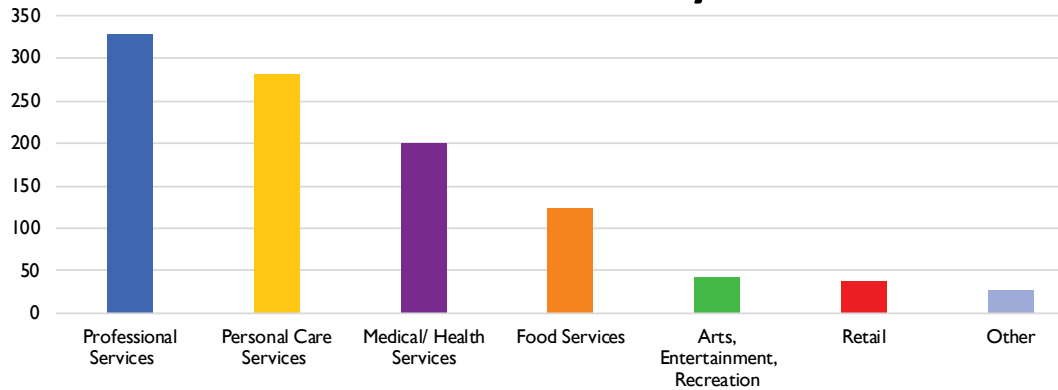
Predominantly White



Business Summary

- Businesses are concentrated along University Ave and the Avenues
- Professional and personal care services comprise a majority of businesses

Number of Businesses by Sector





Employment Summary



~22,150
Jobs



~16,200
Healthcare
Jobs

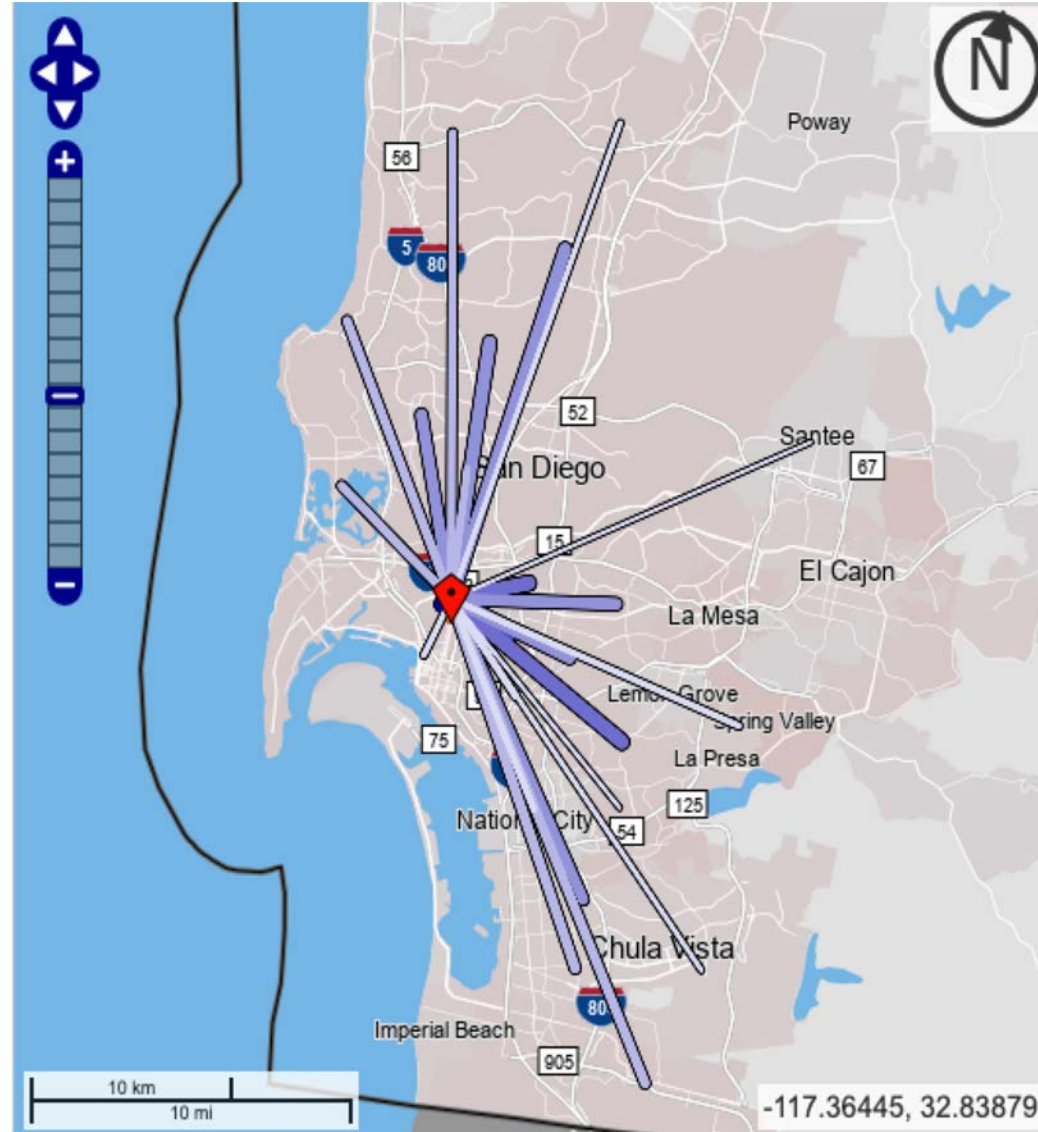
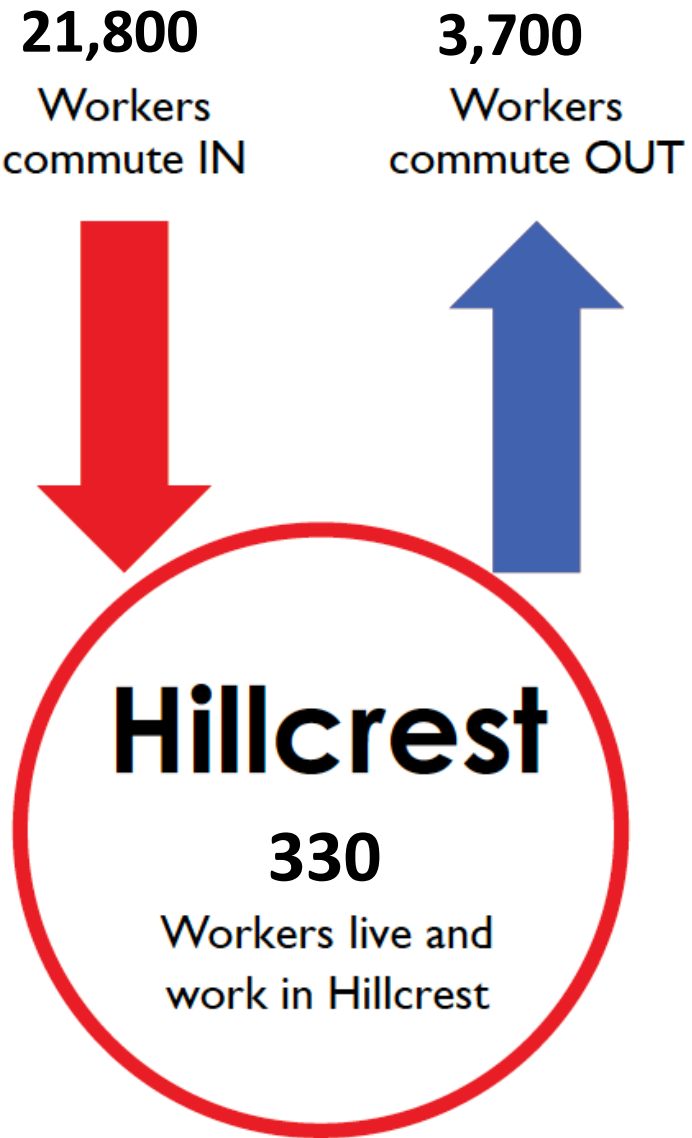


73% of all jobs are healthcare-related



Worker Commute

- Employment area is a regional draw
- There are 6x more workers commuting INTO Hillcrest than workers who commute OUT
- Very few people live AND work in Hillcrest



Data Source: US Census LEHD, 2017

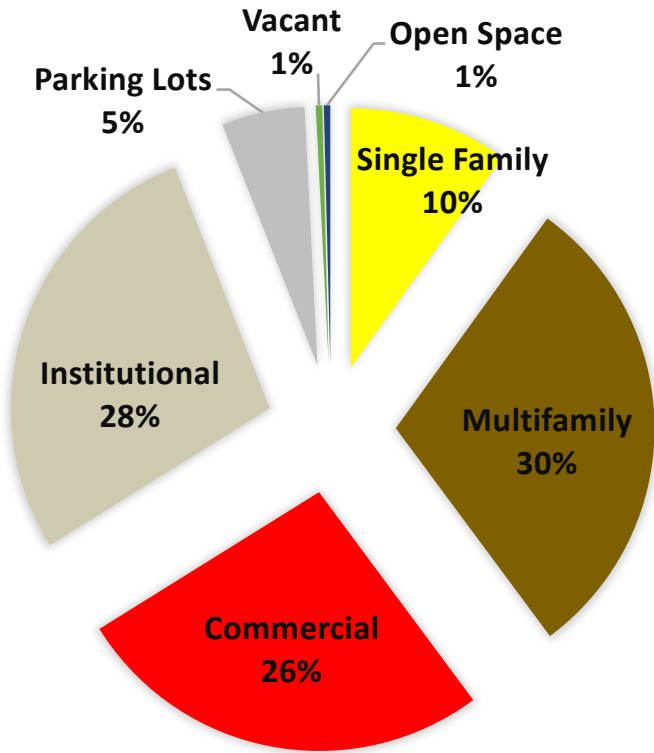


Land Use

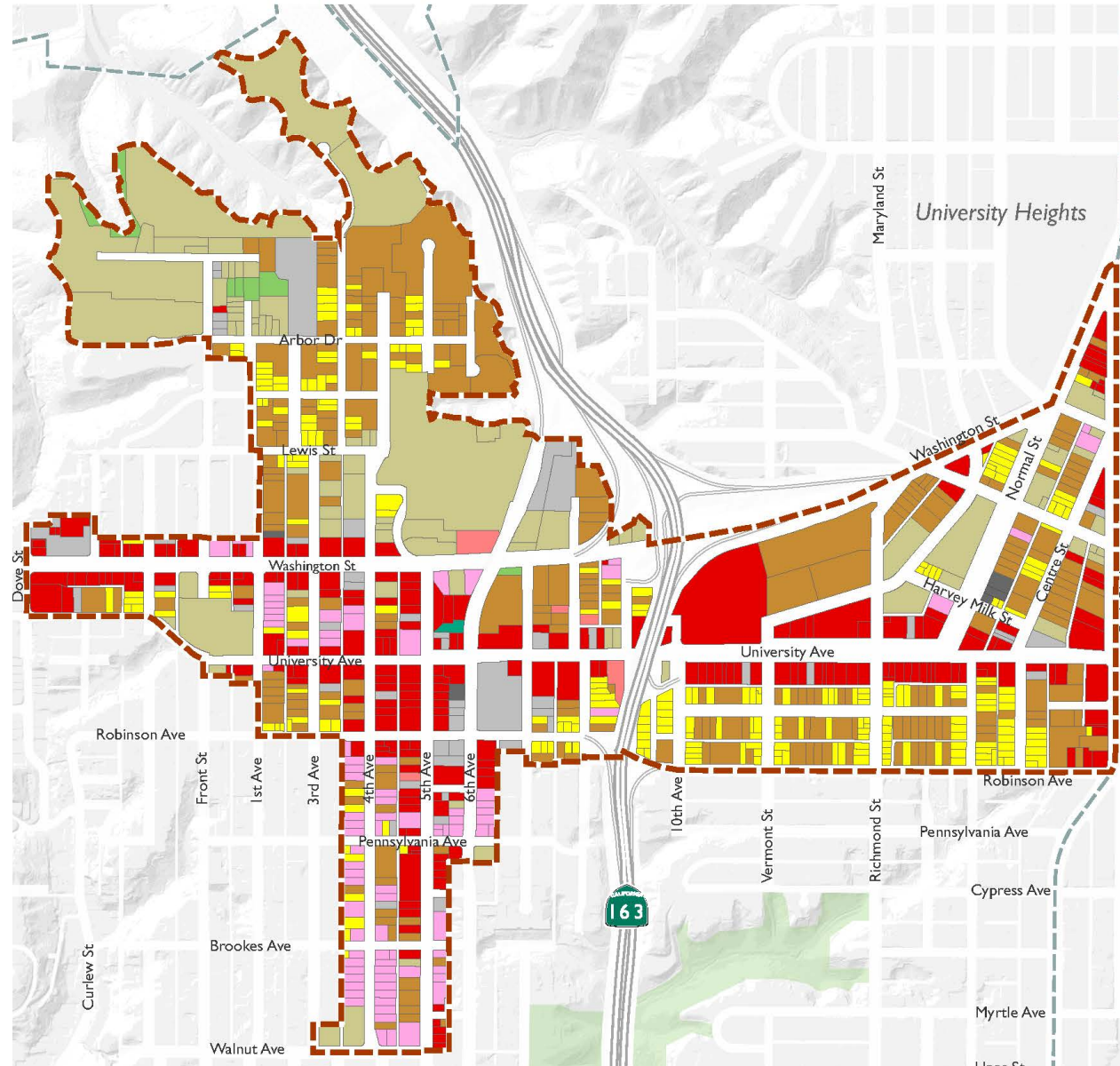
Existing Land Uses



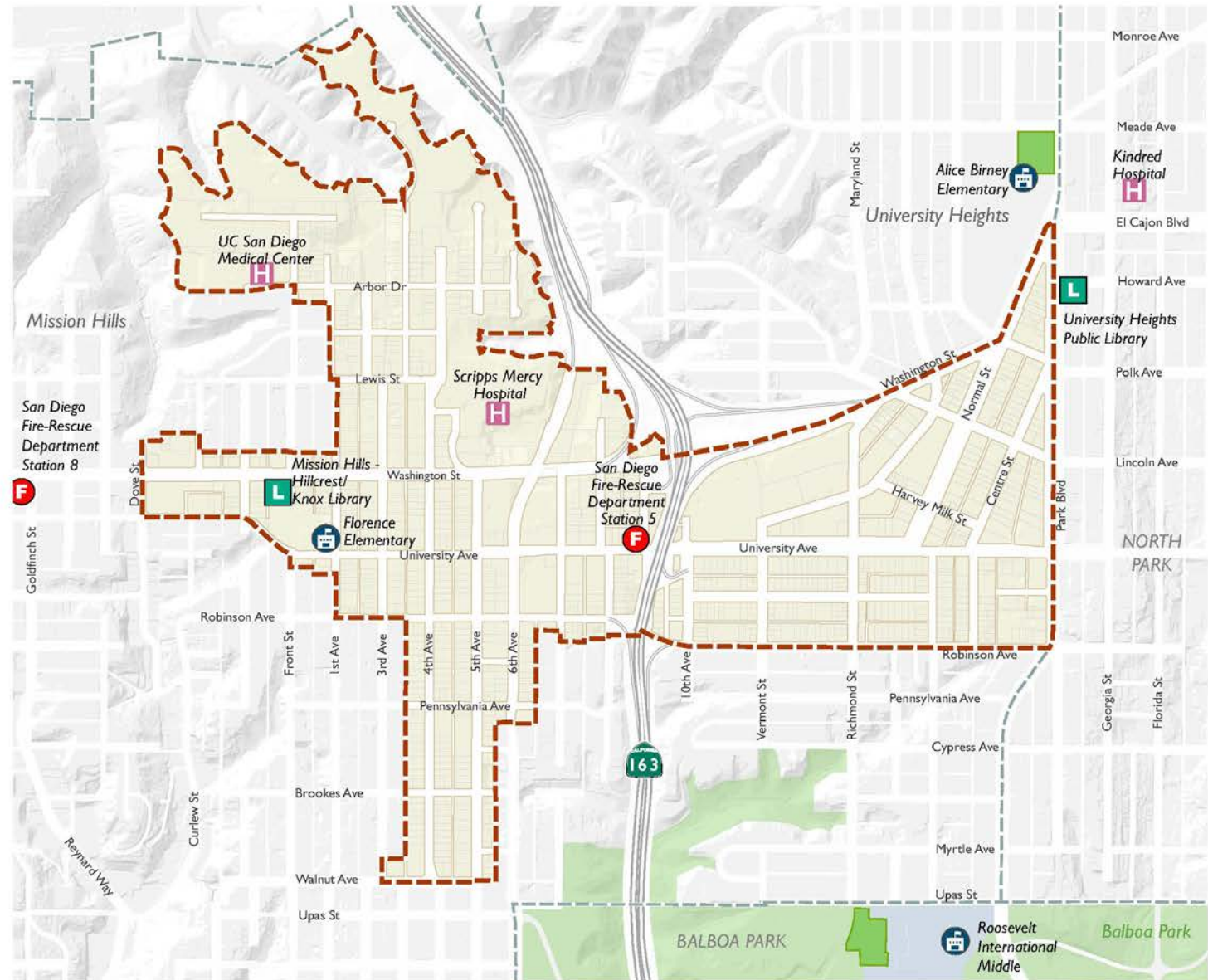
LAND USE ACRES



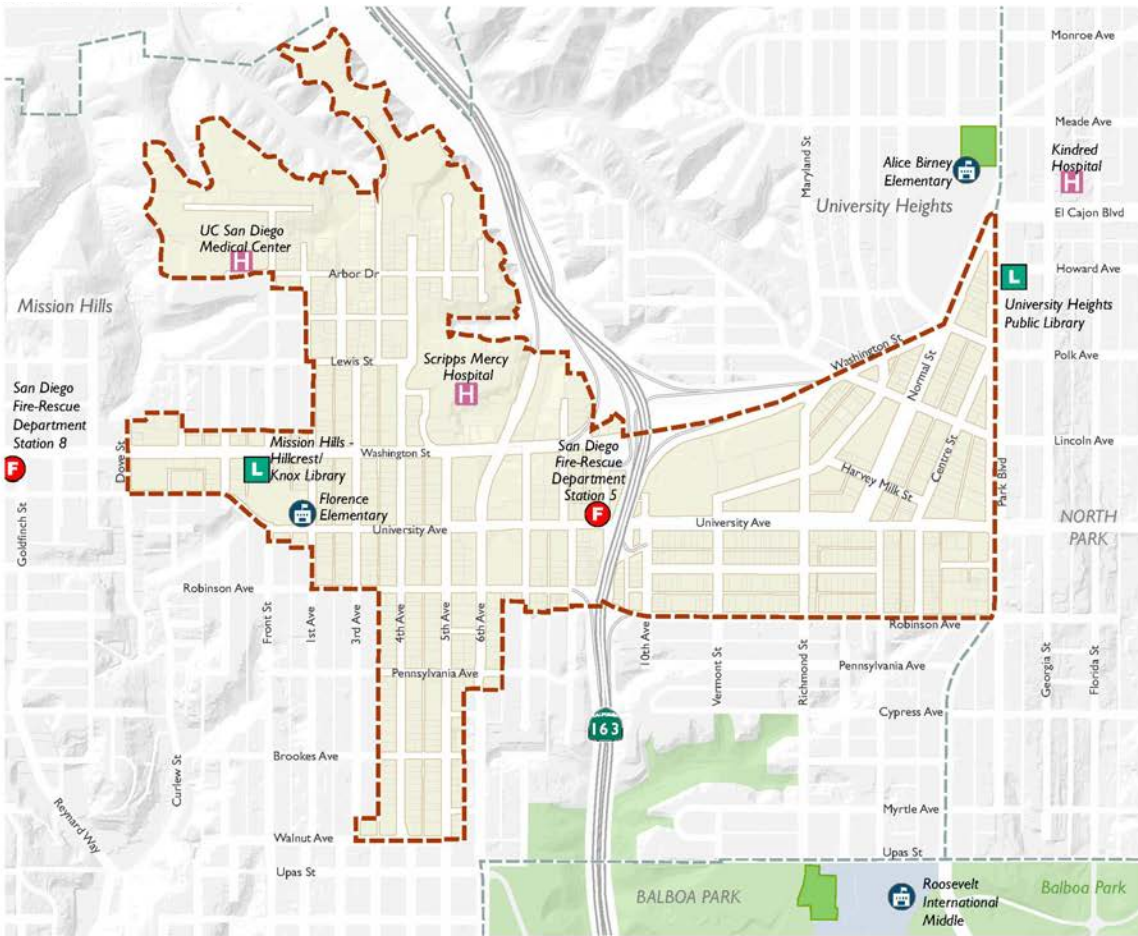
Little vacant or undeveloped land



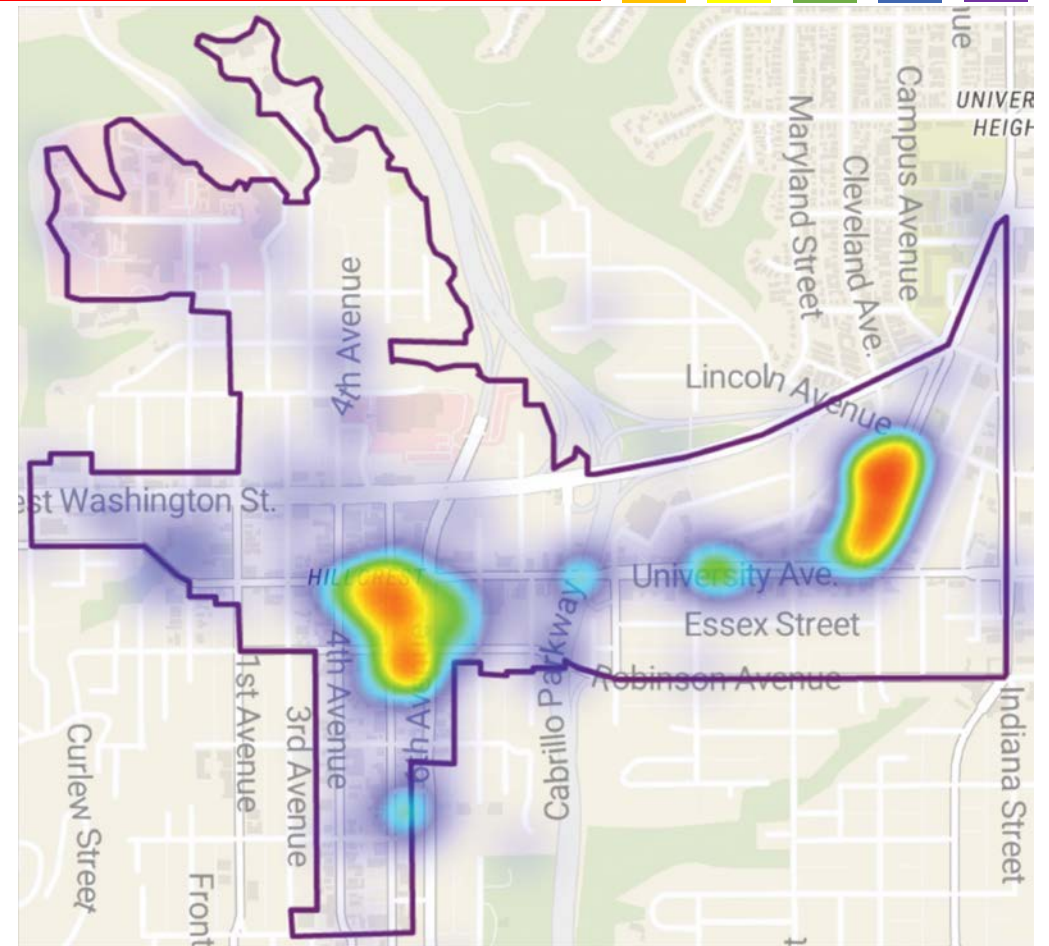
Institutional Uses – Public Facilities



Public Space



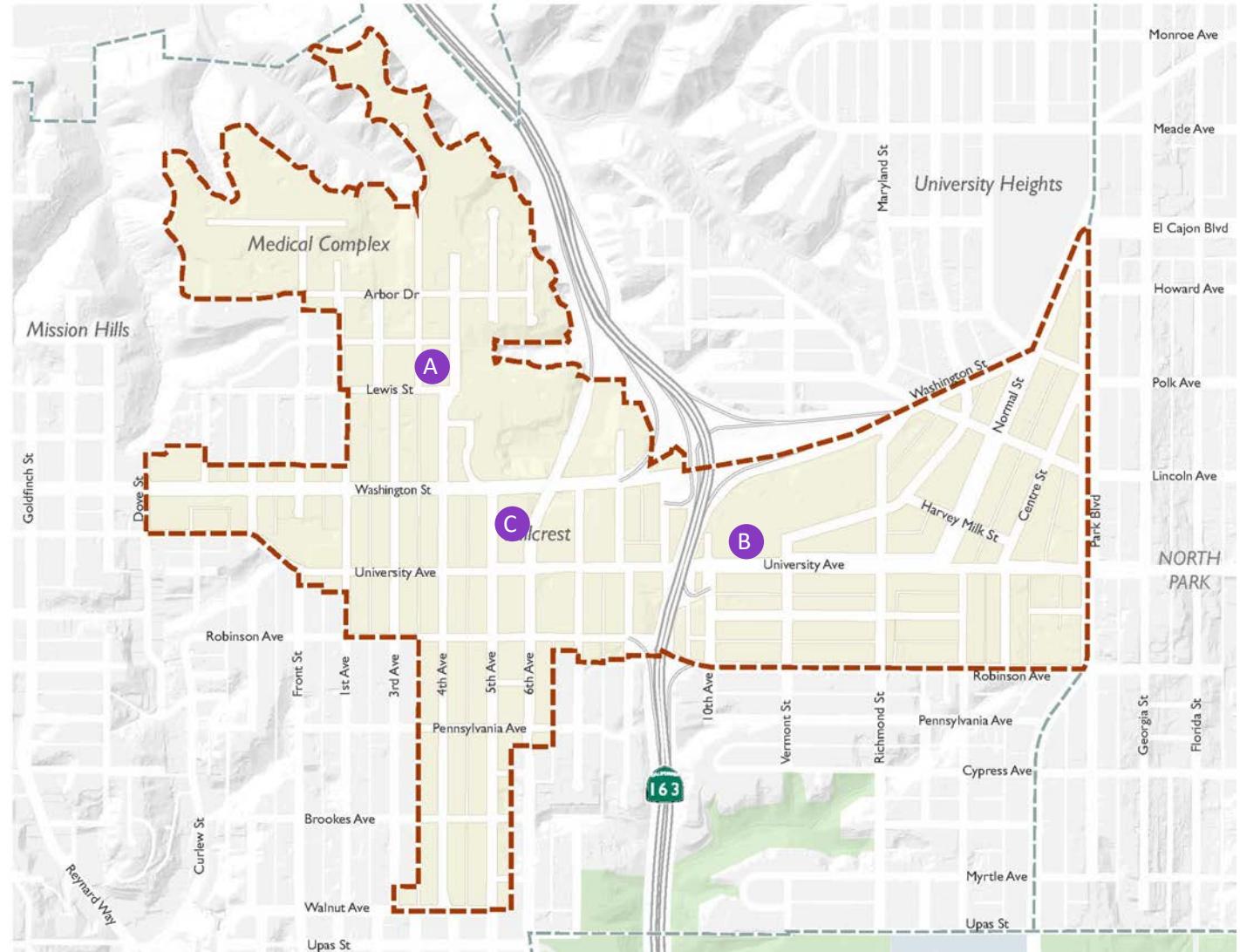
Currently no public park space in Hillcrest



Survey Results – Priority Locations

- 5th Avenue
- Normal Street

Existing Privately-Owned Public Spaces

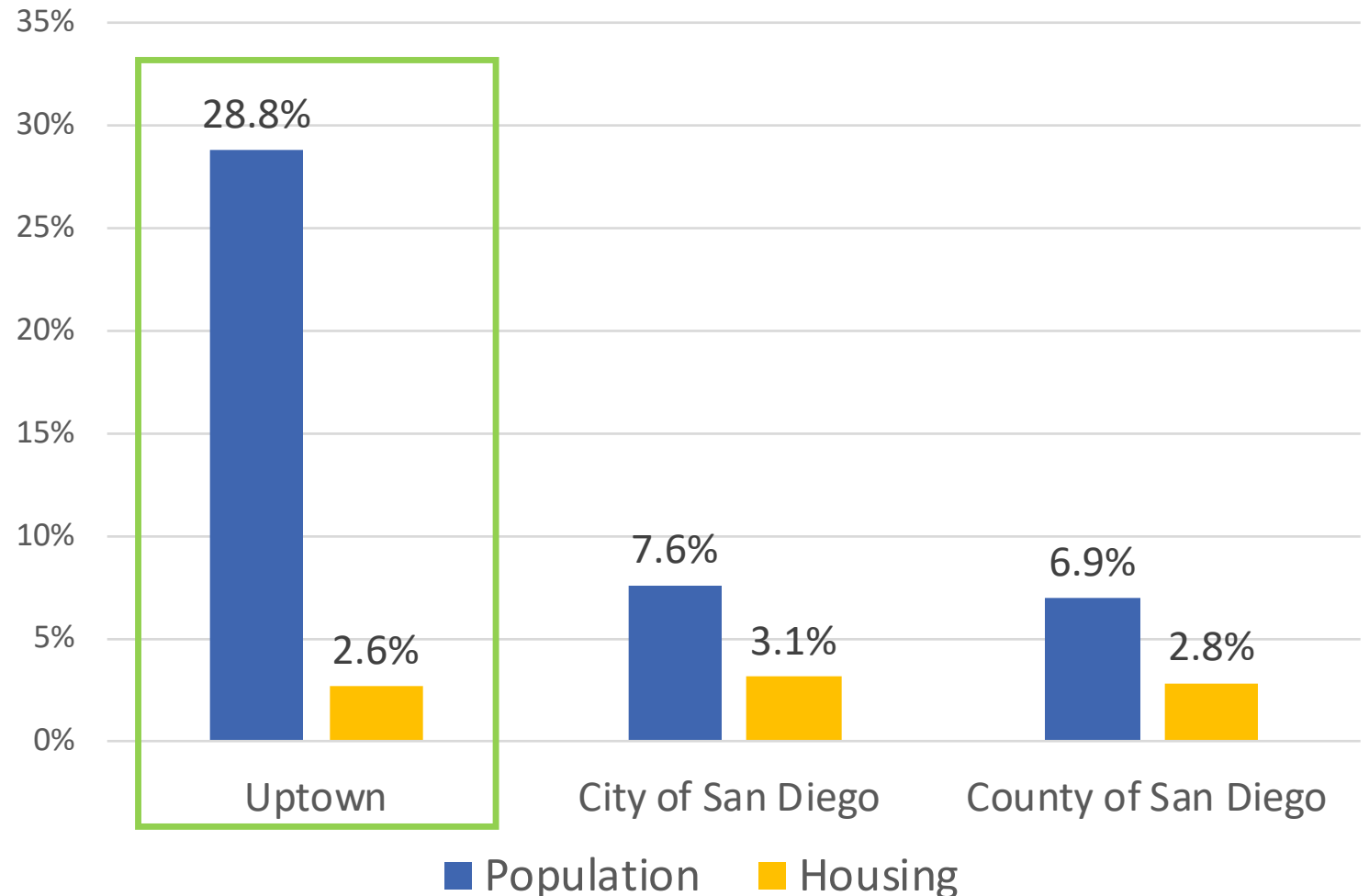


Recent Population and Housing Growth - Uptown



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

Hillcrest Housing Trends



Vast Majority of Hillcrest residents are renters

Median Asking Rent in Hillcrest[^]

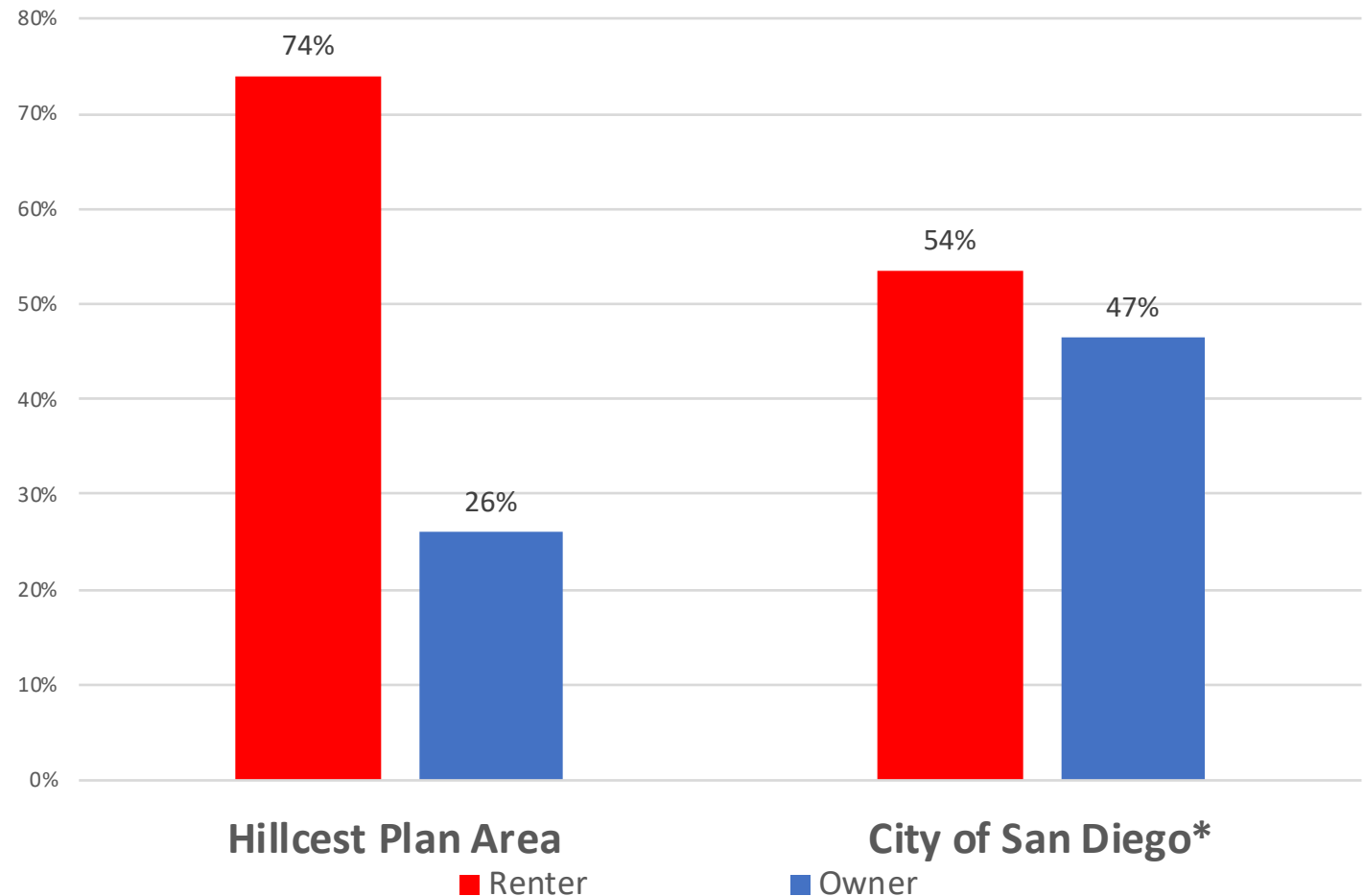
- One bedroom - \$1,625
- Two bedroom - \$2,295

Median Asking Rent in San Diego^{^^}

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

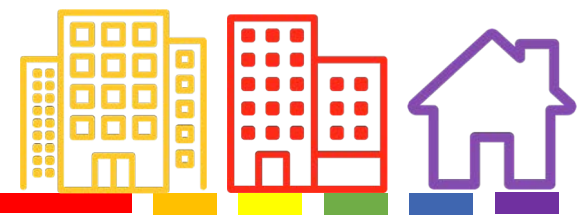
Data Source (July 2020): [^]Apartment Guide and Rent.com ; ^{^^}Zumper.com

2017 Occupancy Status



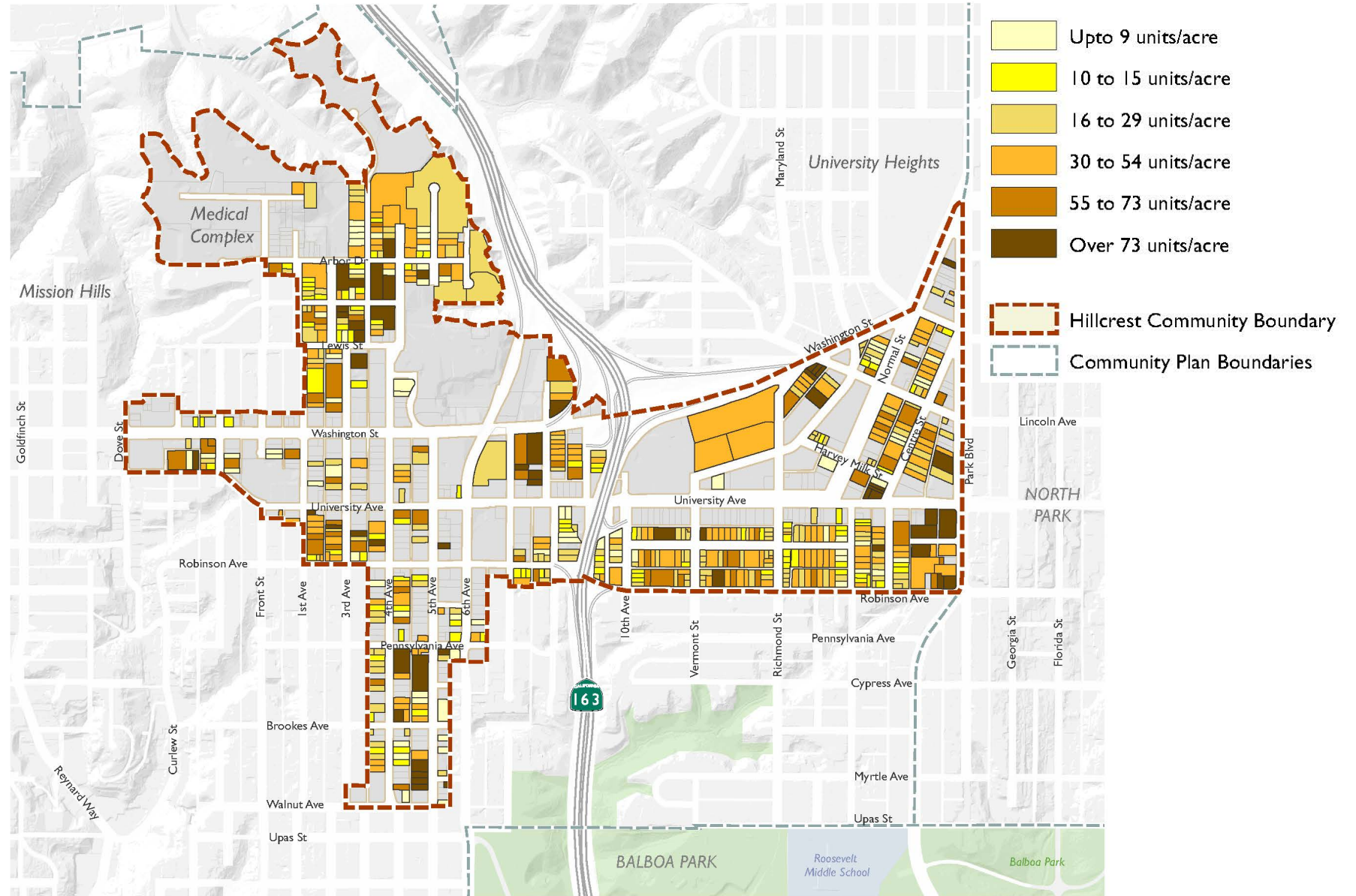
Data Source: Occupancy Status - UF Census Block Group - ACS 2013 to 2017 & *SANDAG Estimate 2017

Existing Housing

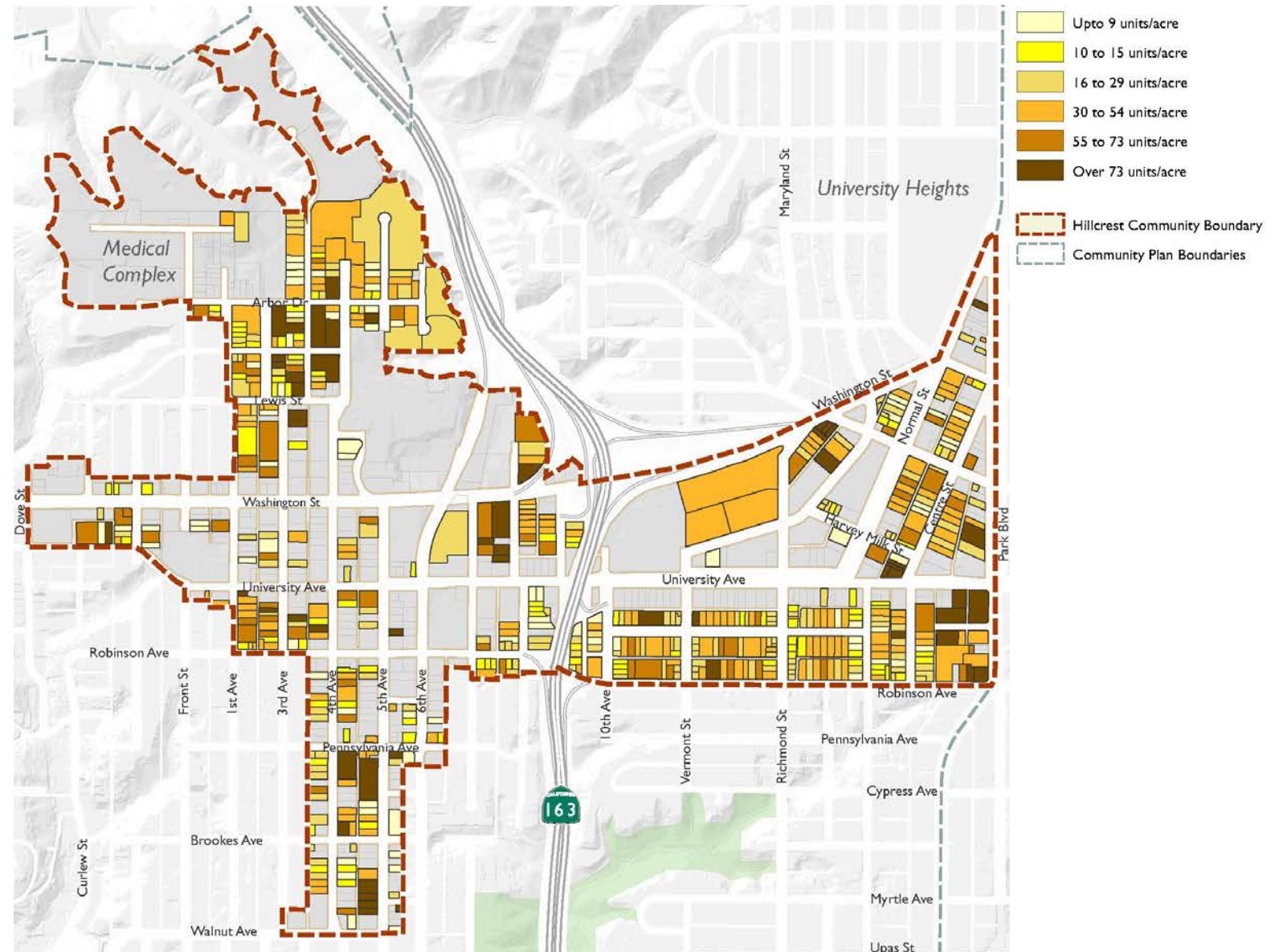
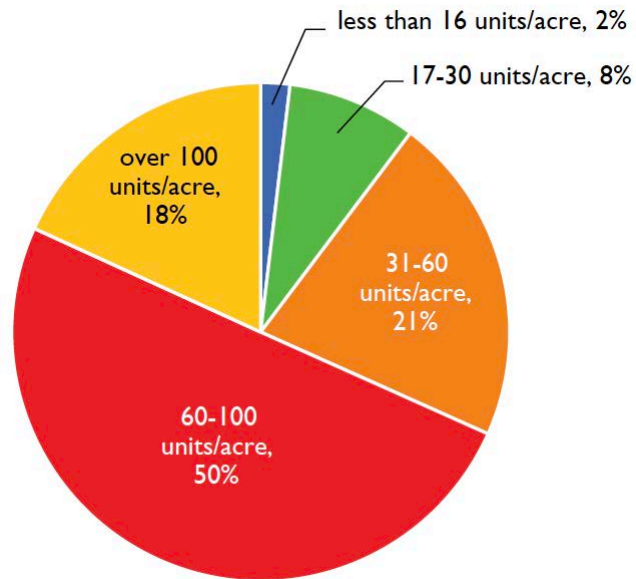


Housing is currently located in **44%** of the Plan area

There are currently 4,600 existing units

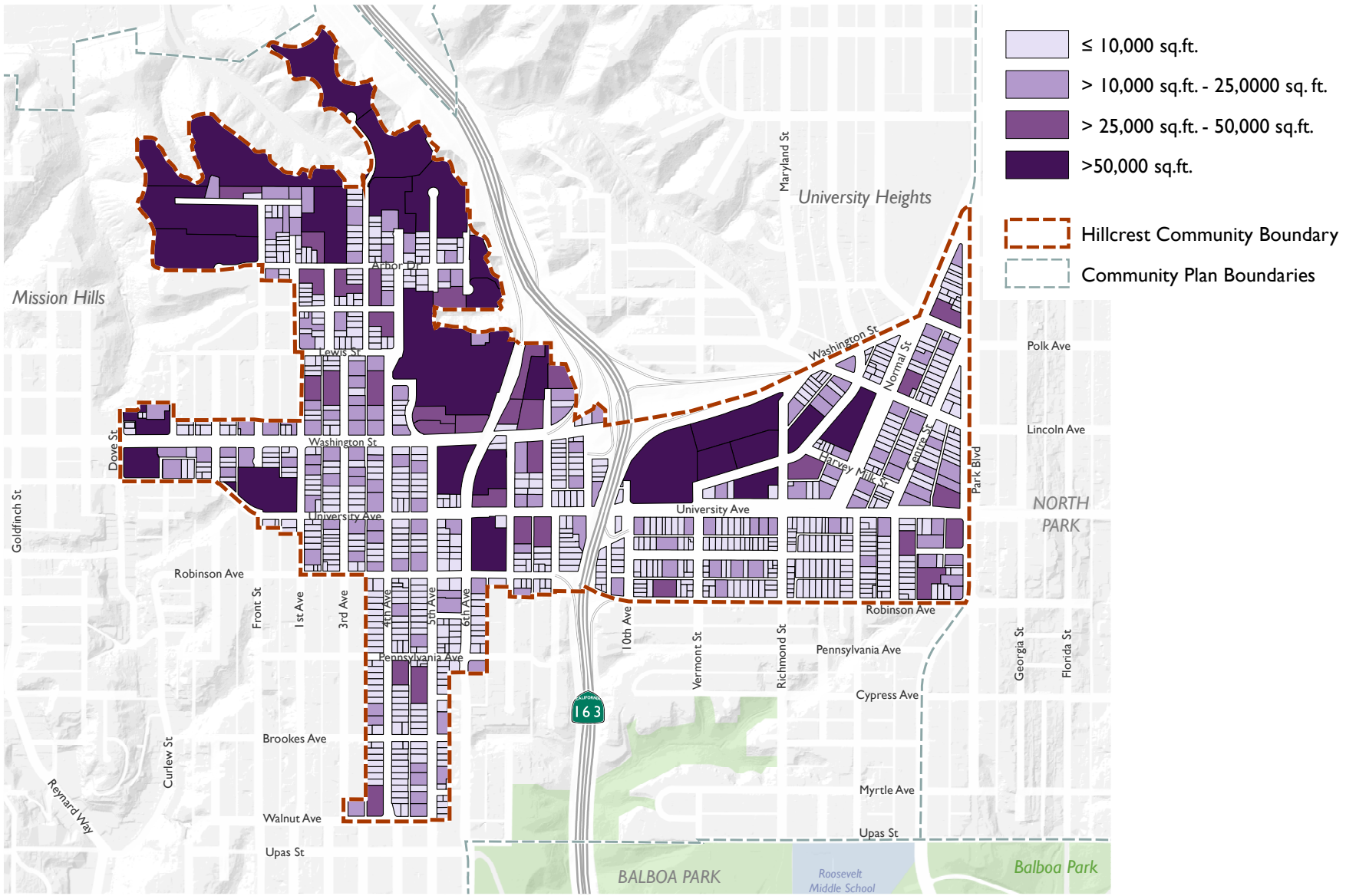
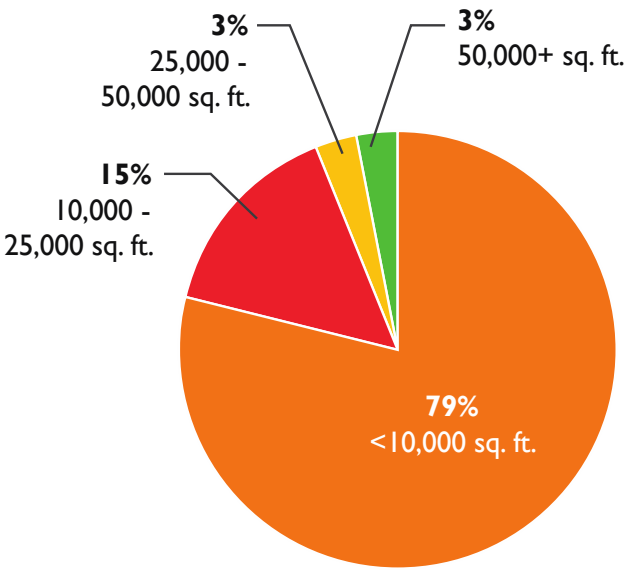


Existing Residential Density

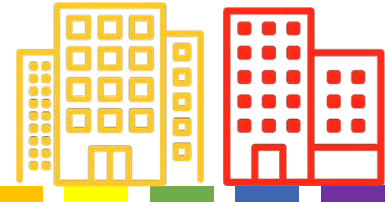




Parcel Size

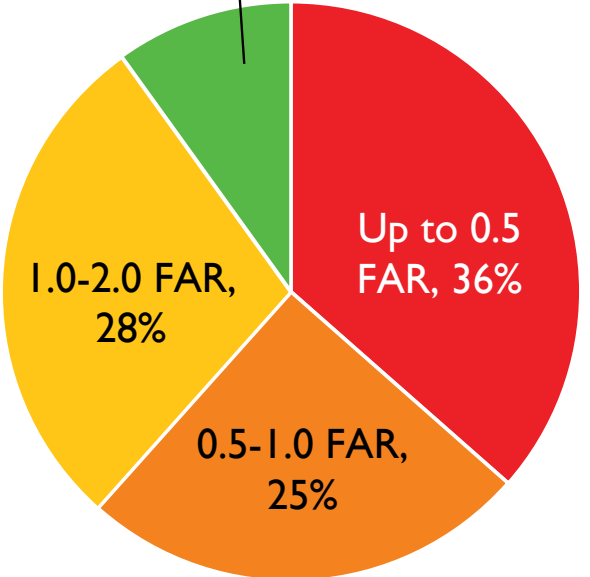


The majority of parcels are less than 10,000 sq. ft.

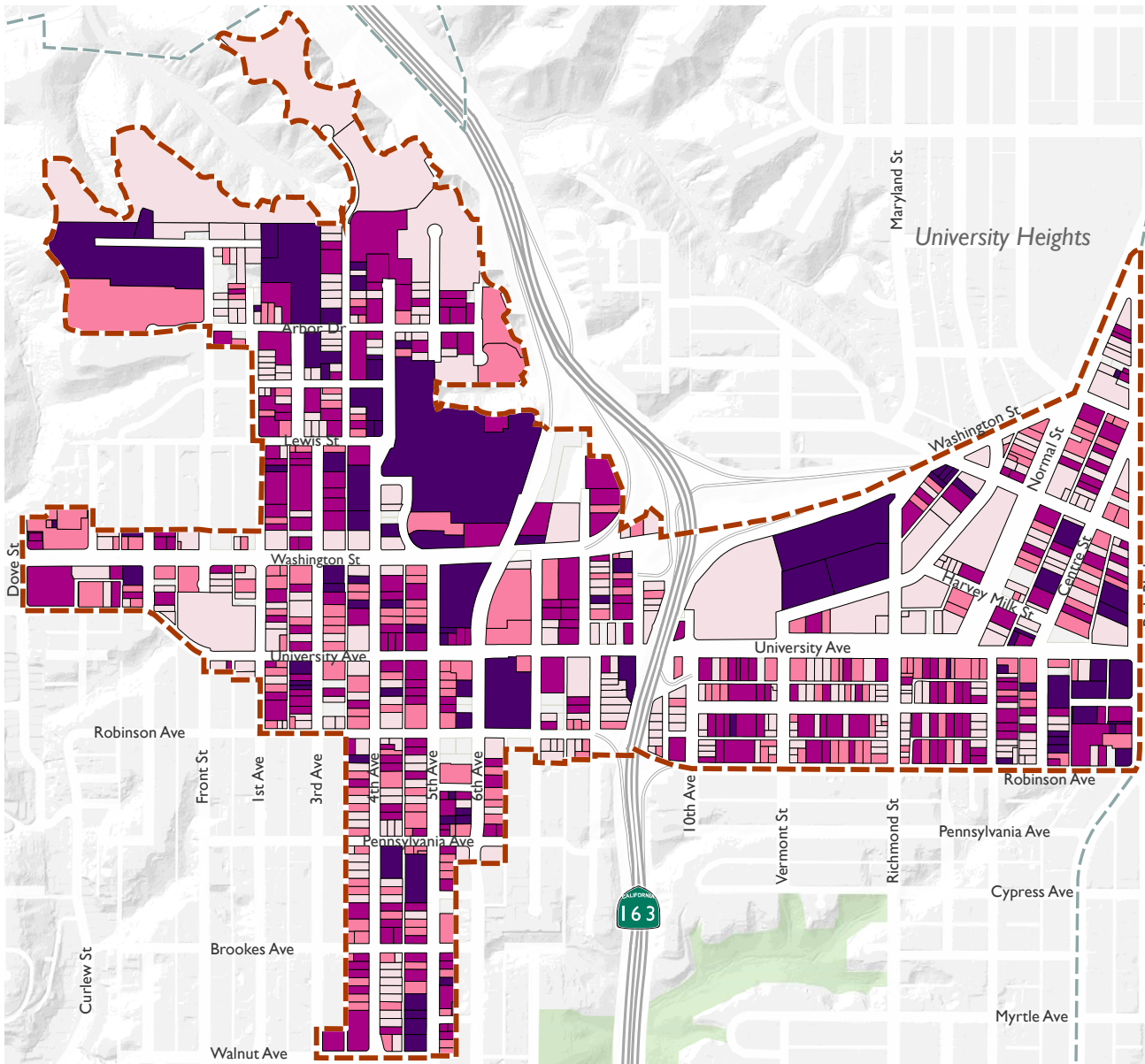


Existing Development - Floor Area Ratio

Above 2.0 FAR, 10%



The majority of parcels have less than a 1.0 FAR.



TOTAL FAR

- Up to 0.5 FAR
- 0.5 - 1.0 FAR
- 1.0 - 2.0 FAR
- Above 2.0 FAR

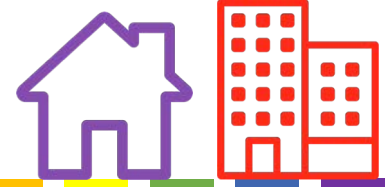


Uptown Community Plan Supporting Policies



Apartment lofts along Centre Street in Hillcrest.

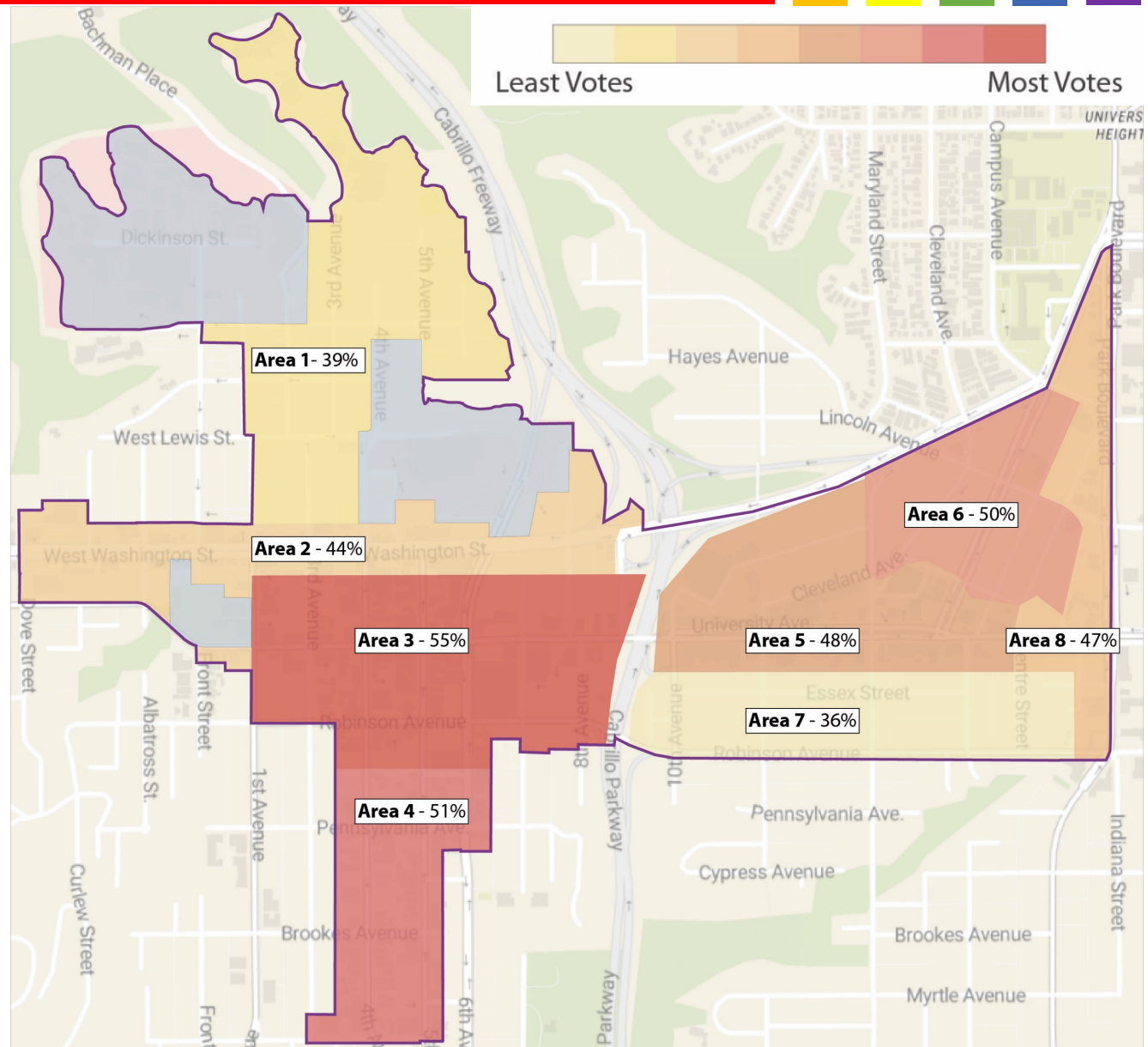
- Locate higher density residential development in appropriate areas that are situated to promote safer and livelier commercial districts (LU-2.9).
- Encourage high intensity pedestrian-oriented commercial and mixed-use development in the Community Village - Hillcrest Core West surrounding University and Fifth Avenues (LU-3.2).



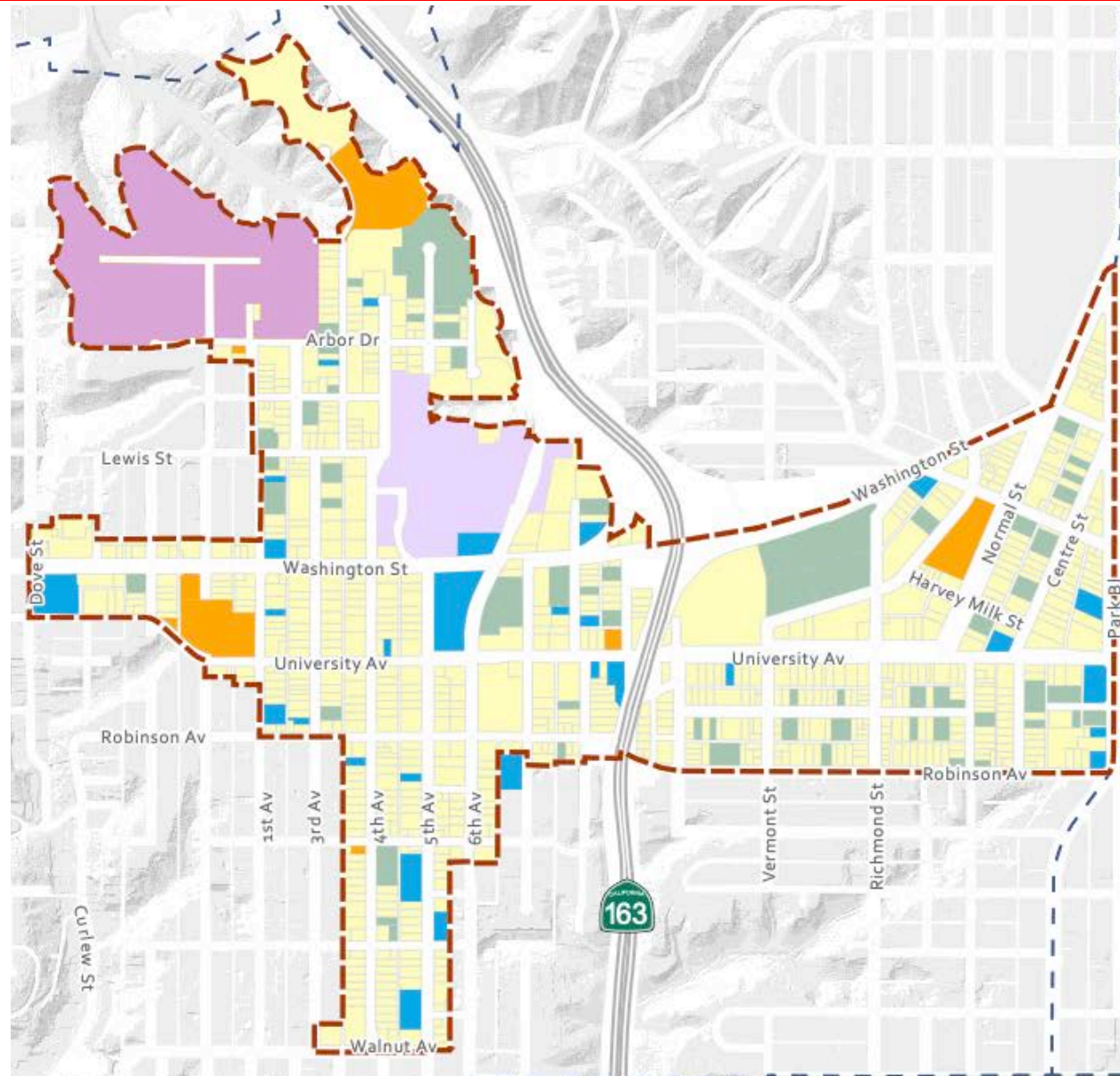
Housing – Survey Responses

Areas with most support for added housing capacity

- Hillcrest core
- The Avenues
- Washington and Normal



Opportunity Area Considerations



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



Land Use and Housing - Next Steps

Develop Housing Opportunities and Concepts



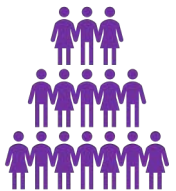
Building on General Plan, Climate Action Plan, and Community Plan policies;



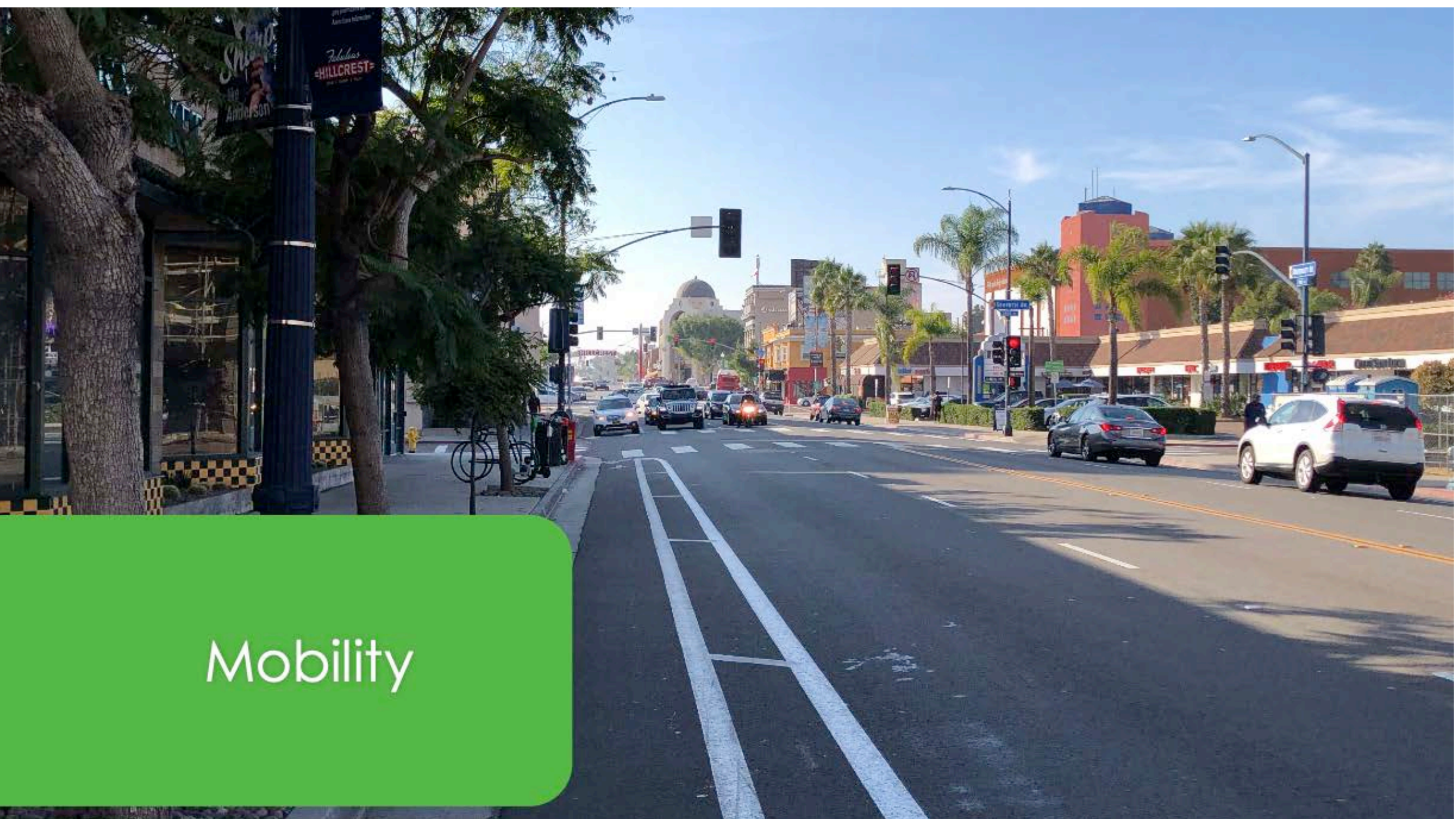
Evaluate and refine areas with the potential to change;



Evaluate potential growth of the community;

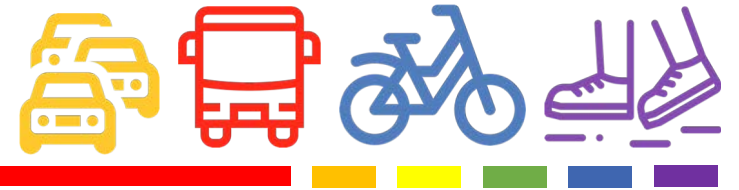


Community feedback and refinement.

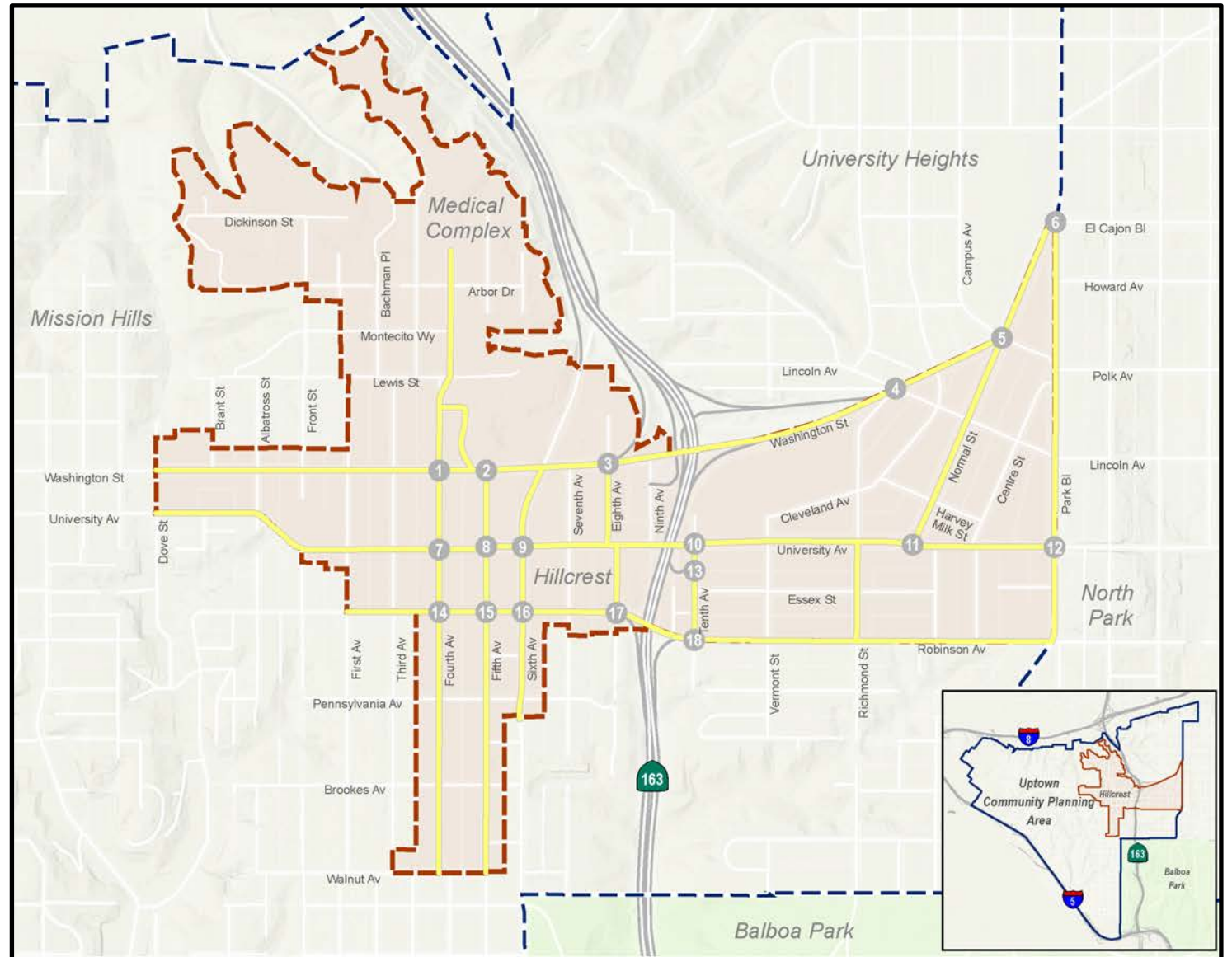
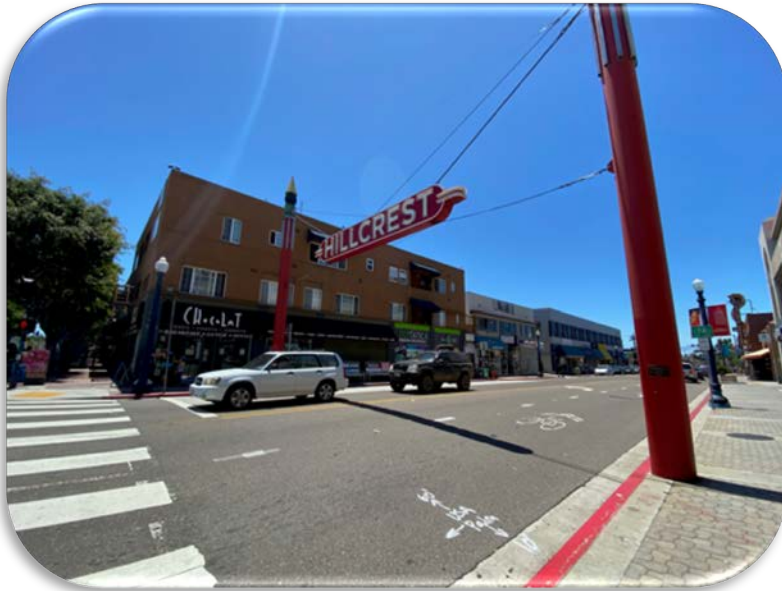


Mobility

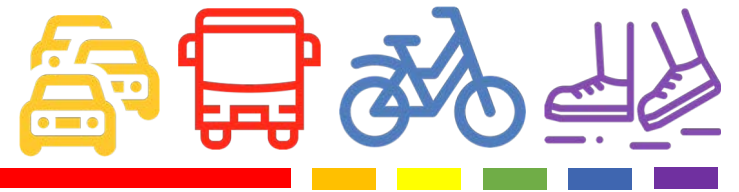
Mobility Needs



Hillcrest Focused Plan Amendment Study Area

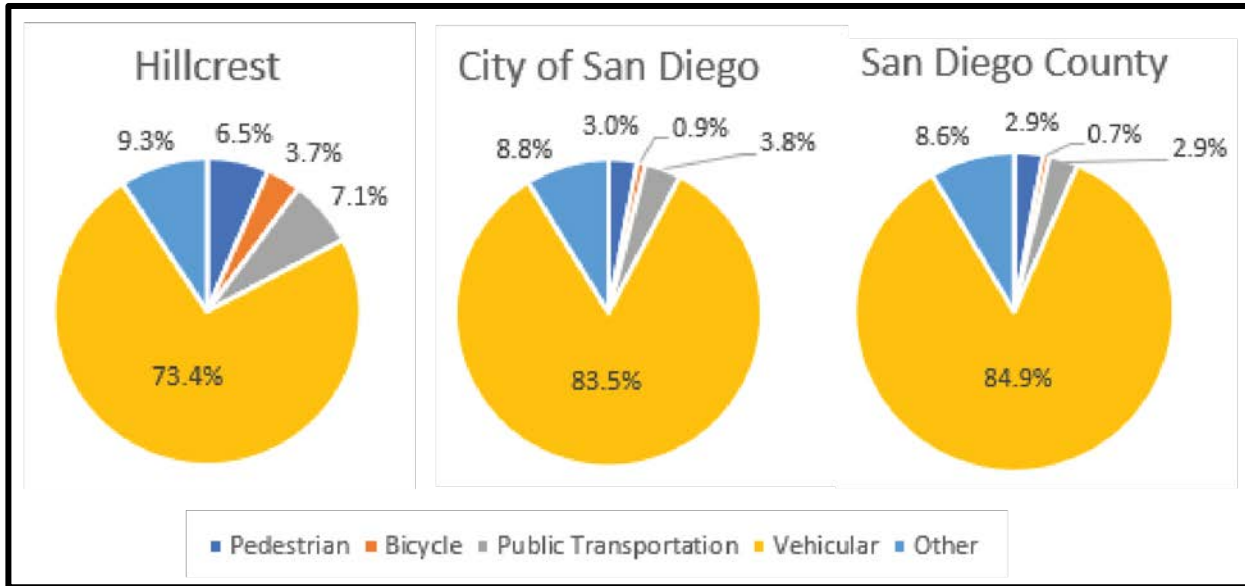


Mobility Needs



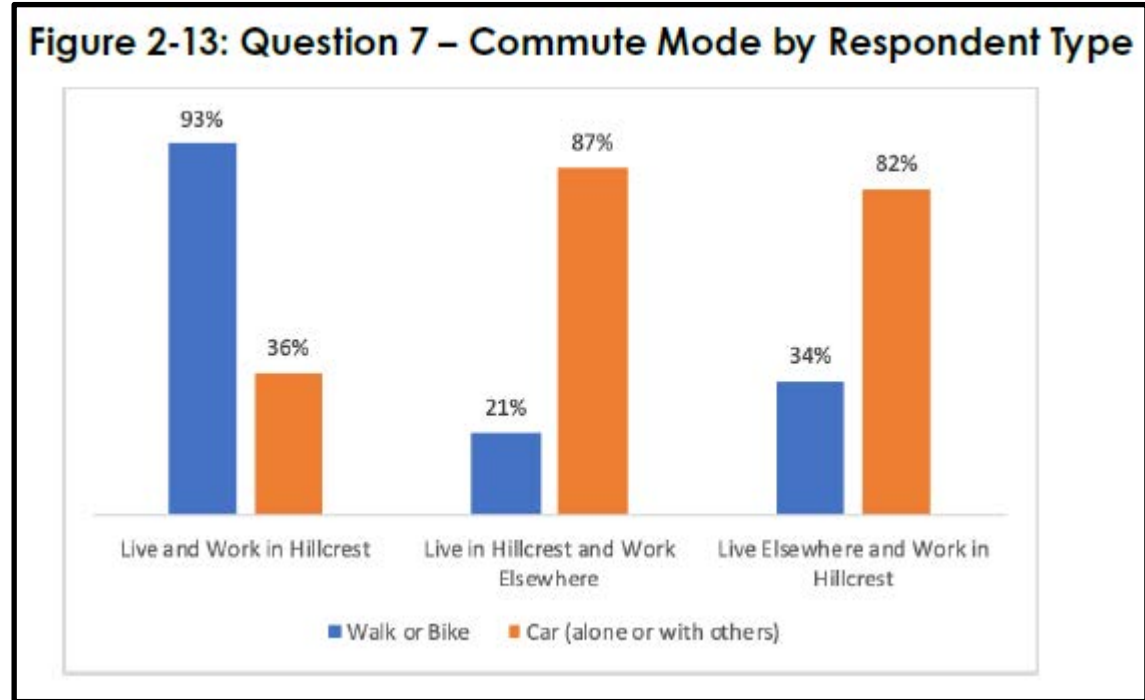
Journey to Work Statistics

US Census, 2018 American Community Survey 5-Year Estimates



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

Hillcrest Community Survey, 2020



Response to the survey shows that walking and biking is viable for some commutes, especially for those that live and work in Hillcrest.

Mobility Needs – Vehicle



Uptown Community Plan



Complete streets encourage street connectivity and aim to establish a comprehensive, integrated mobility network for all modes of travel.

Supporting Policies

- Provide a multimodal street network that accommodates all users. (MO-4.1, 4.2, 4.5, 4.9)
 - Work with Caltrans to improve interchanges with SR163 and I-5. (MO-4.7)
 - Improve emergency vehicle access at the Medical Complex. (MO-4.8)
- Focused improvements at intersections and corridors to provide safety for all modes. (MO-4.3, 4.10, 4.11)
- Improve mobility and parking efficiency through technology. (MO-5.1, 5.2, 5.3)

Mobility Needs – Vehicle



Data & Analysis

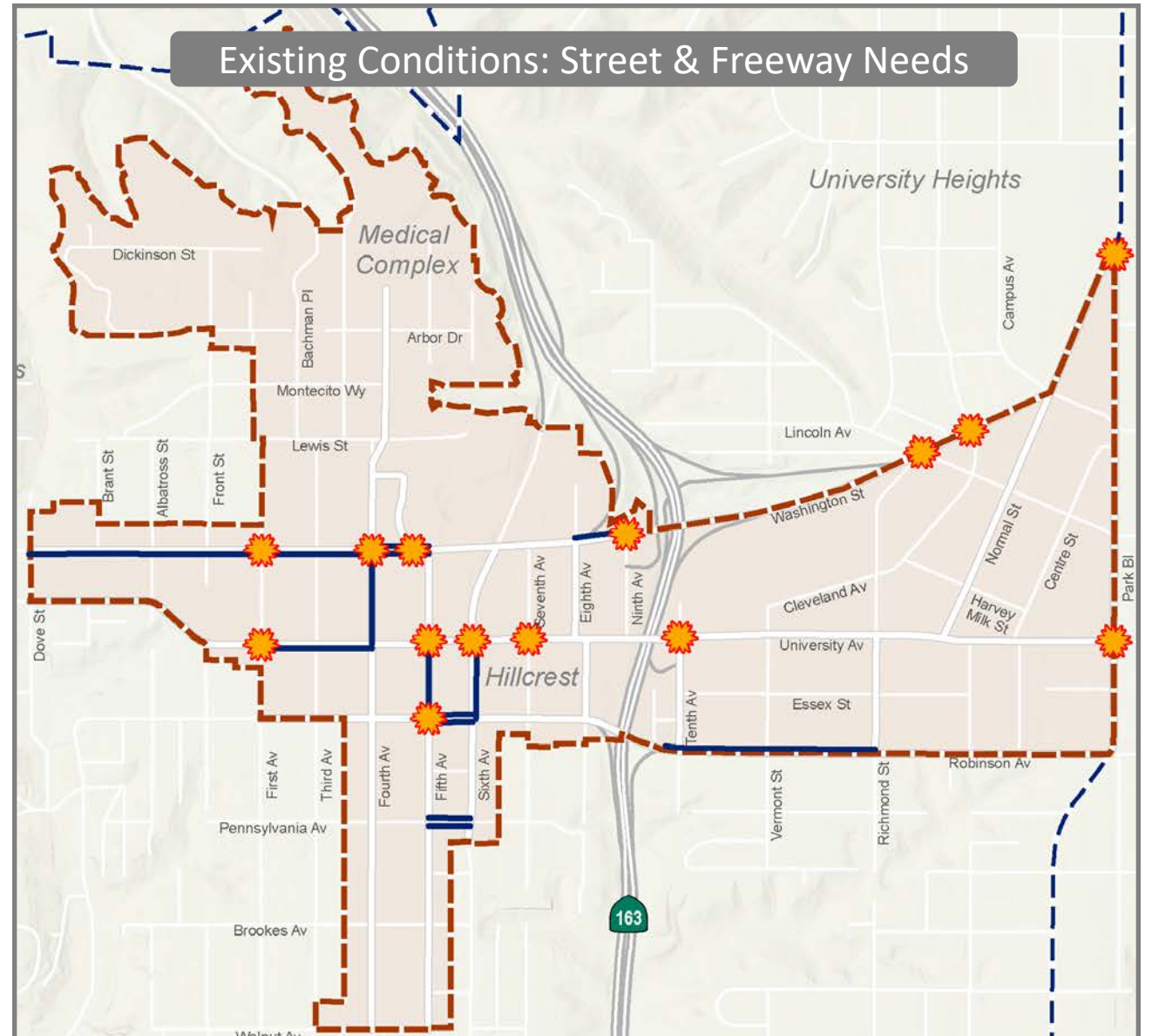
Intersection Counts

Average Daily Traffic

5 –Year Collision History

Travel Time

Travel Speed Ratio



Mobility Needs – Vehicle



Travel Speed Ratio

Ratio of Traffic Speed to Posted Speed Limit - PM Peak Period (4PM - 6PM)

Greater than 80%

70.1% - 80%

60.1% - 70%

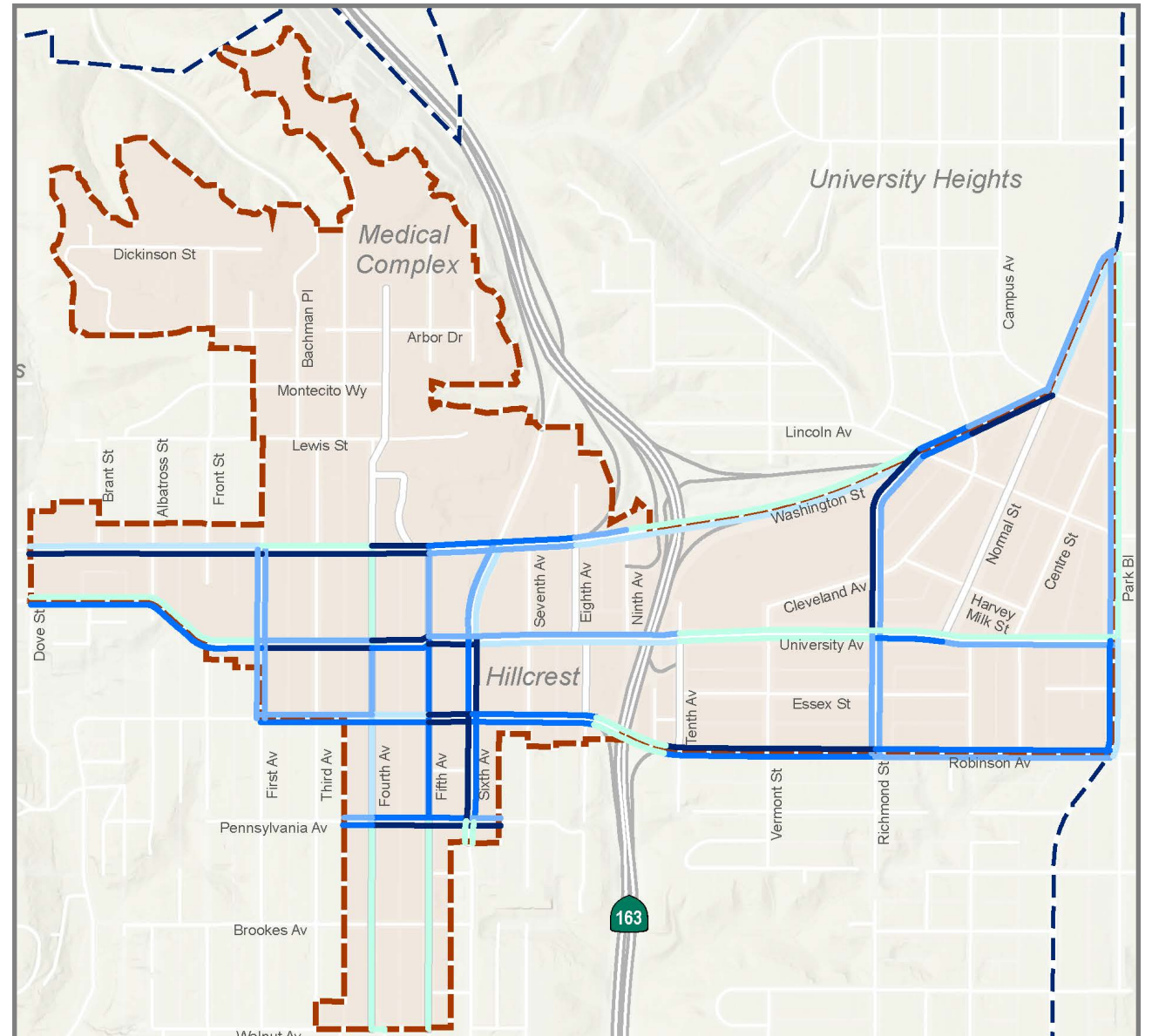
50.1% - 60%

50% and Below

Hillcrest Boundary

Community Planning Area Boundaries

$$\text{Ratio} = (\text{Travel Speed} / \text{Posted Speed}) \times 100\%$$



Mobility Needs – Vehicle

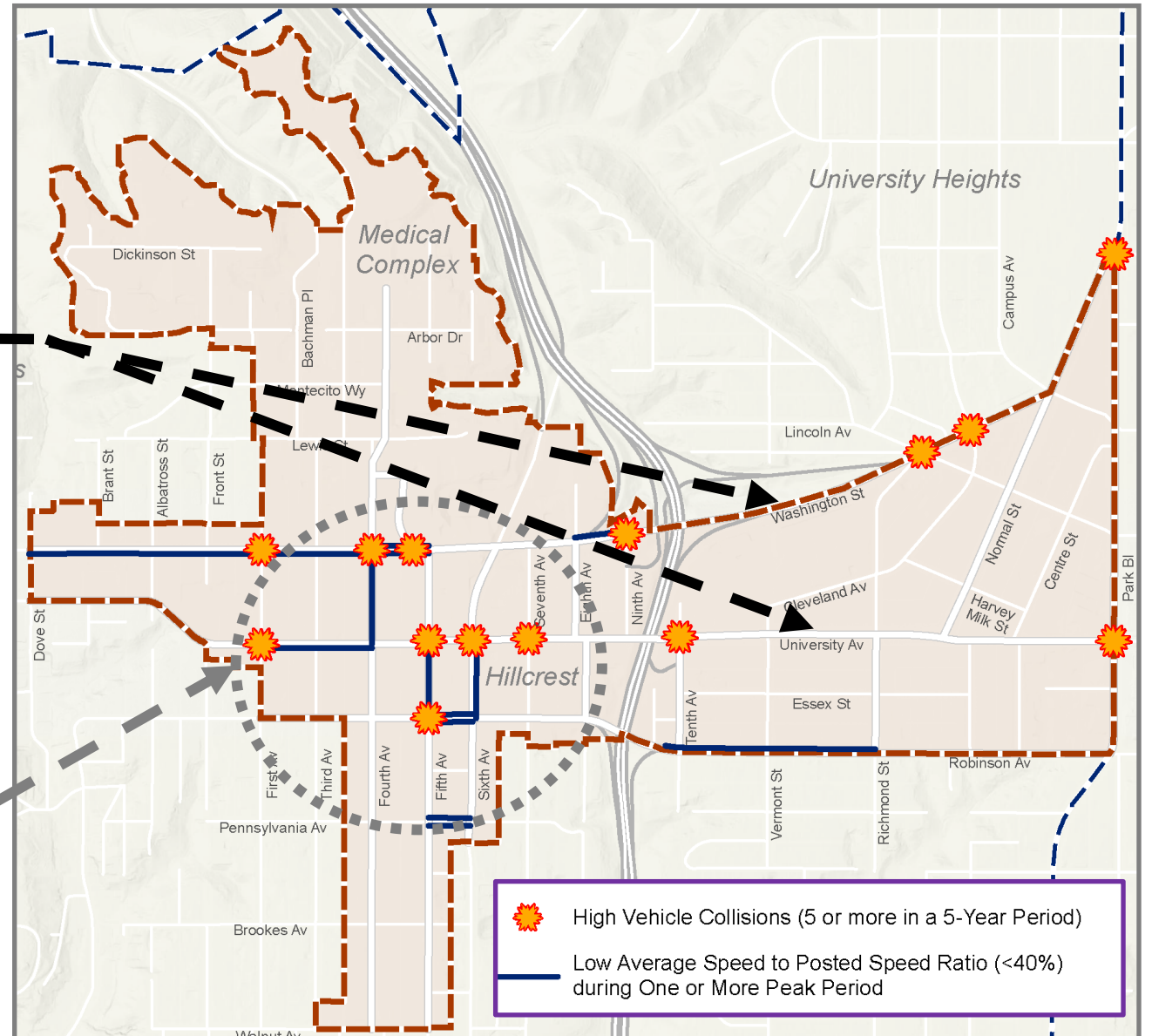


Existing Conditions: Streets & Freeway Needs Map

Corridors:

- **Washington Avenue:**
High Volume, High Speeds
- **University Avenue:**
High Volume, Low Speeds

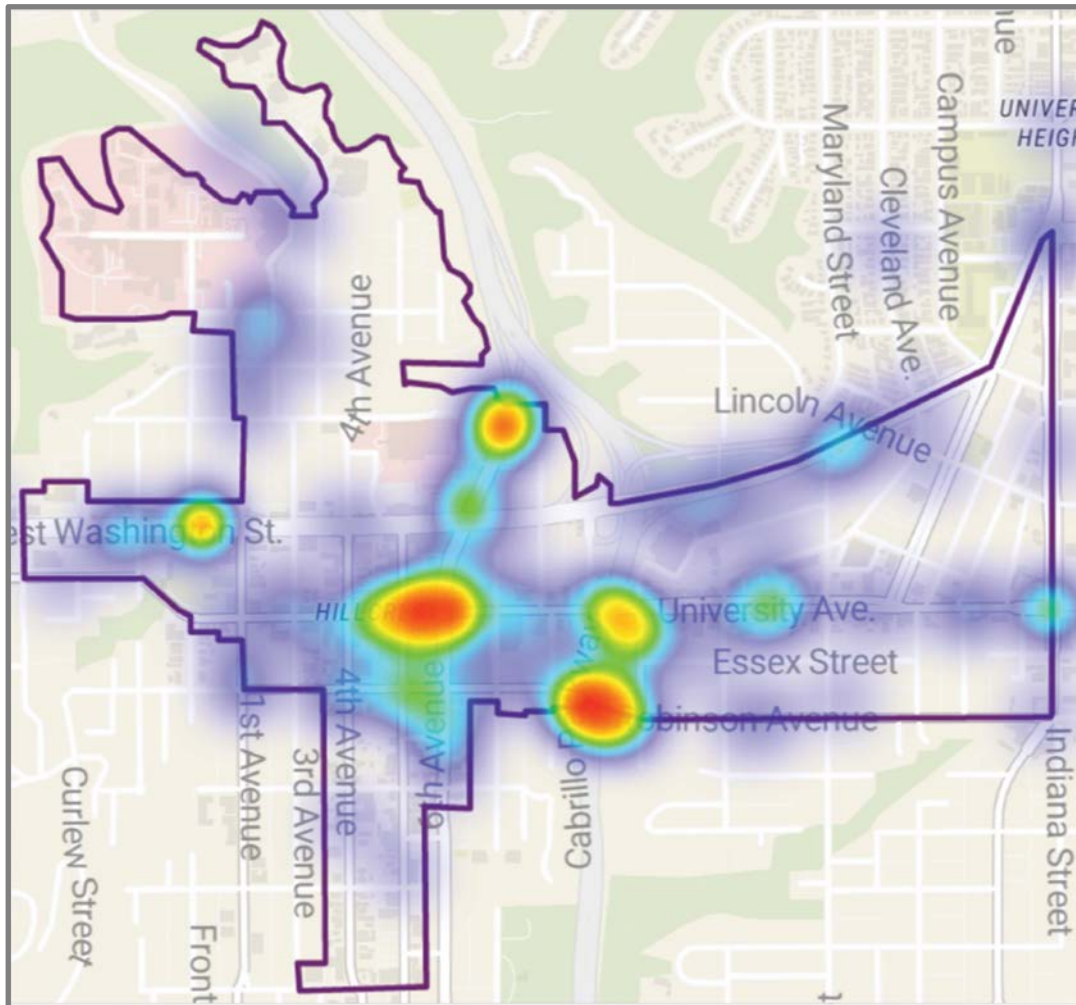
Congestion concentrated West of SR-163 during peak periods.



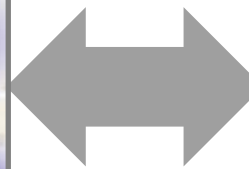
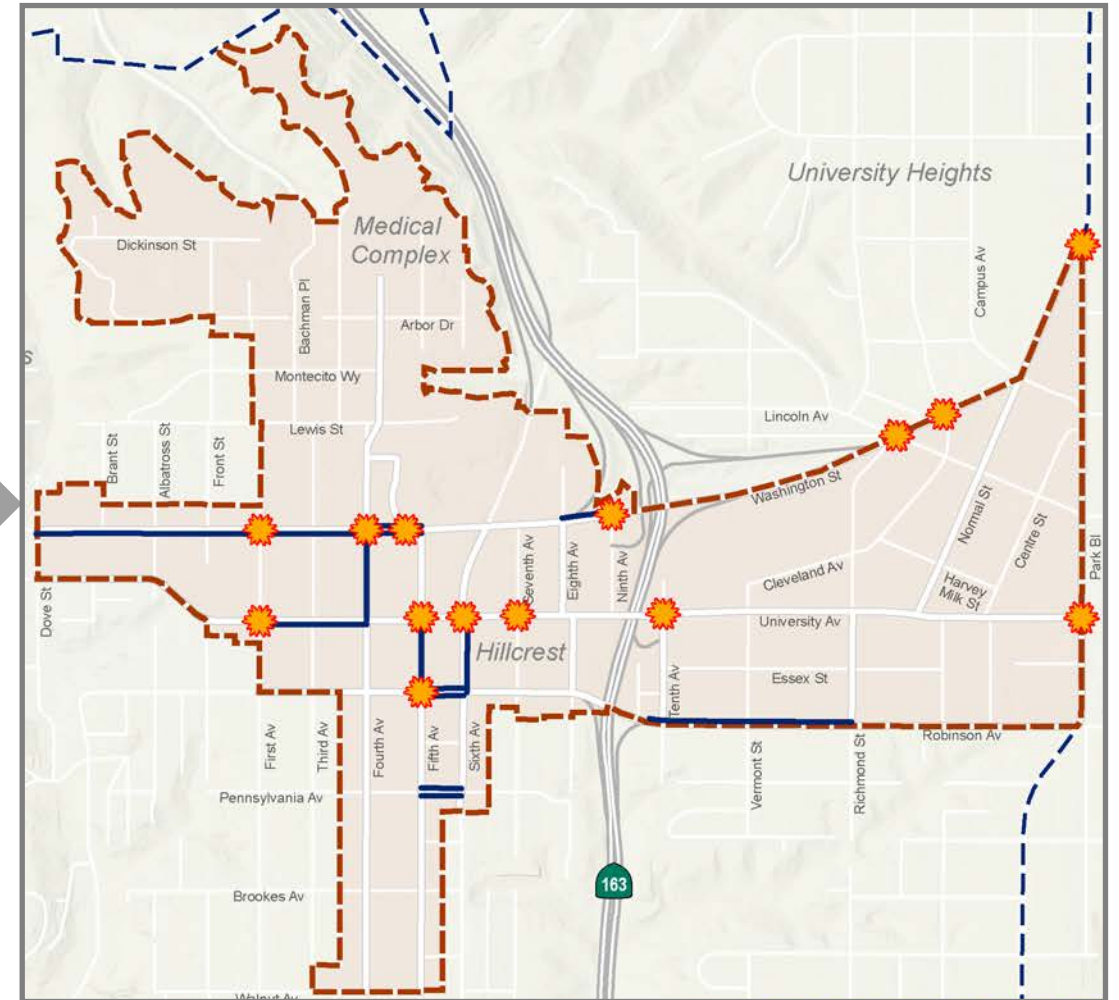
Mobility Needs – Vehicle



Community Identified Vehicle Improvement Locations



Existing Conditions: Streets & Freeway Needs Map



Mobility Needs – Transit



Uptown Community Plan



A streetcar line between Downtown and the Hillcrest business core would provide another travel option in the community and serve as a tourism booster for the community.

Supporting Policies

- Pursue additional transit options for the community including light rail, streetcars and rapid transit. (MO-3.1, 3.5, 3.6, 3.9, 3.10, 3.11)
- Improve transit performance via transit priority improvements. (MO-3.12)
- Improve transit stop amenities. (MO-3.2, 3.3, 3.4, 3.7)

Mobility Needs – Transit



Data & Analysis

Intersection Counts

Roadway Segment Counts

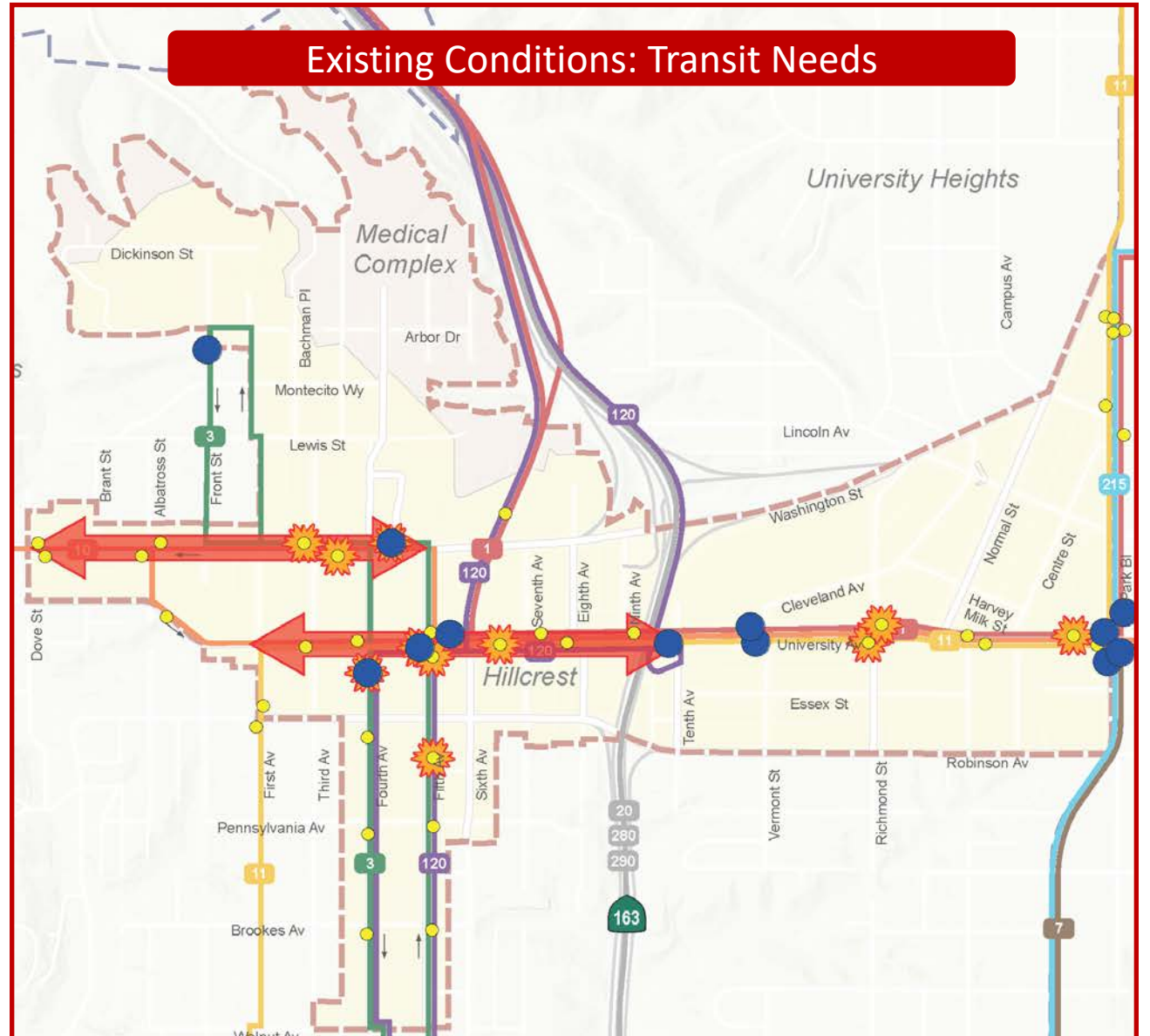
5 –Year Collision History

Travel Time

MTS Data

Travel Speed Ratio

Existing Conditions: Transit Needs



Mobility Needs – Transit



MTS Data Existing Boardings/Alightings

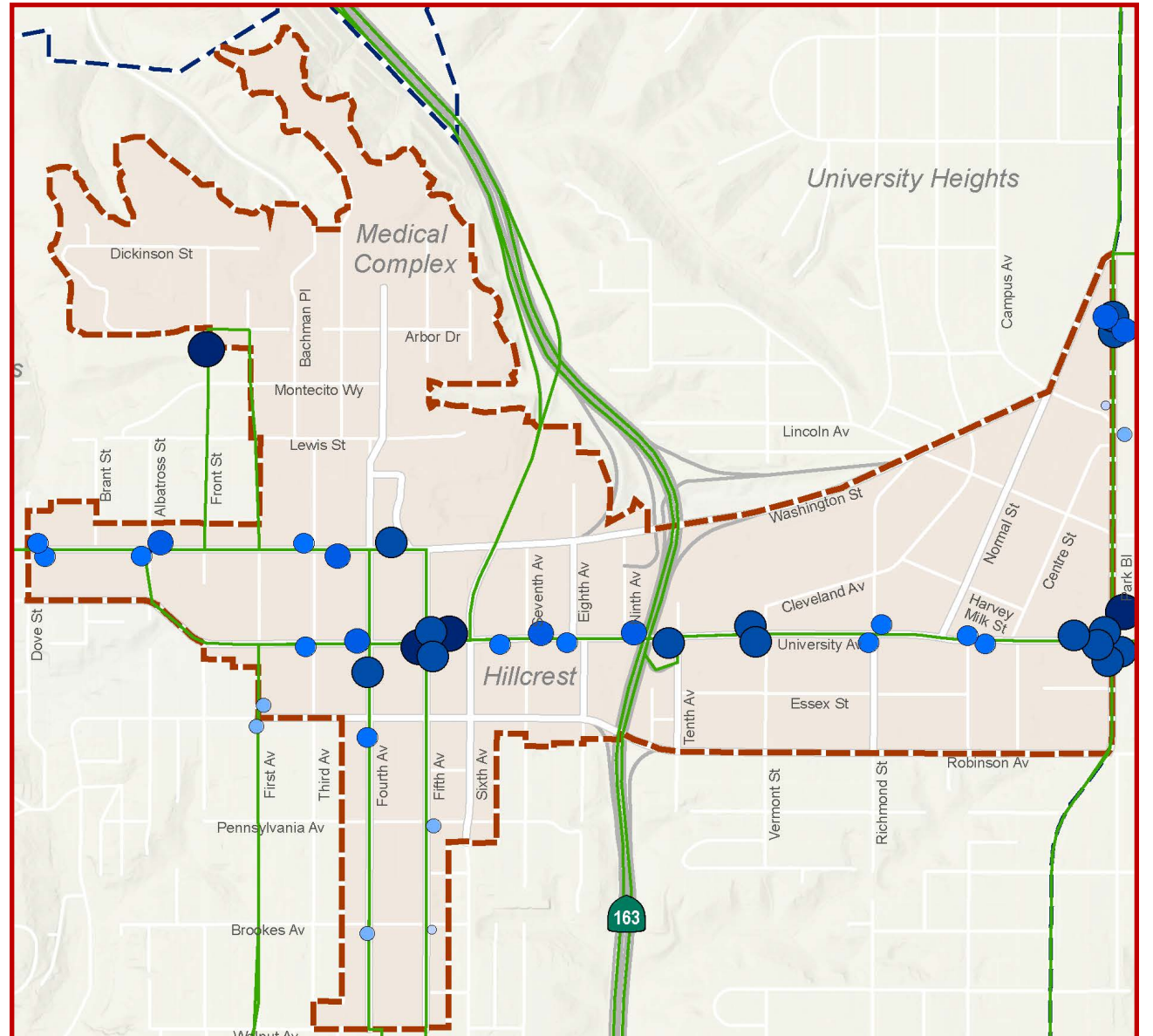
Average Daily Boardings and Alightings

- 401 - 659
- 201 - 400
- 101 - 200
- 51 - 100
- 26 - 50
- 16 - 25

— Transit Route Alignments

▭ Hillcrest Boundary

▭ Community Planning Area Boundaries



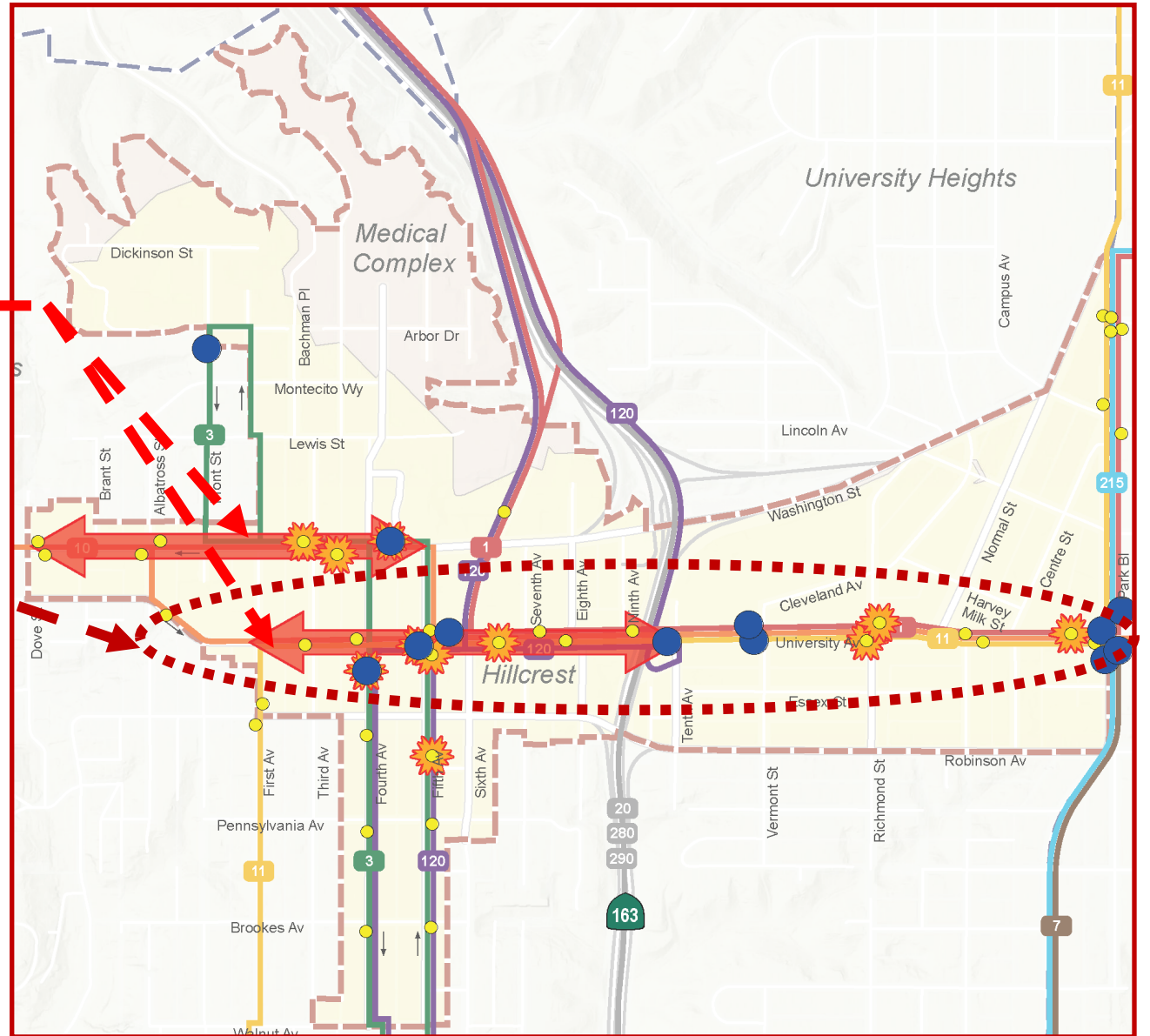
Mobility Needs – Transit



Existing Conditions: Transit Needs Map

Low travel speed ratios may be affecting transit performance.

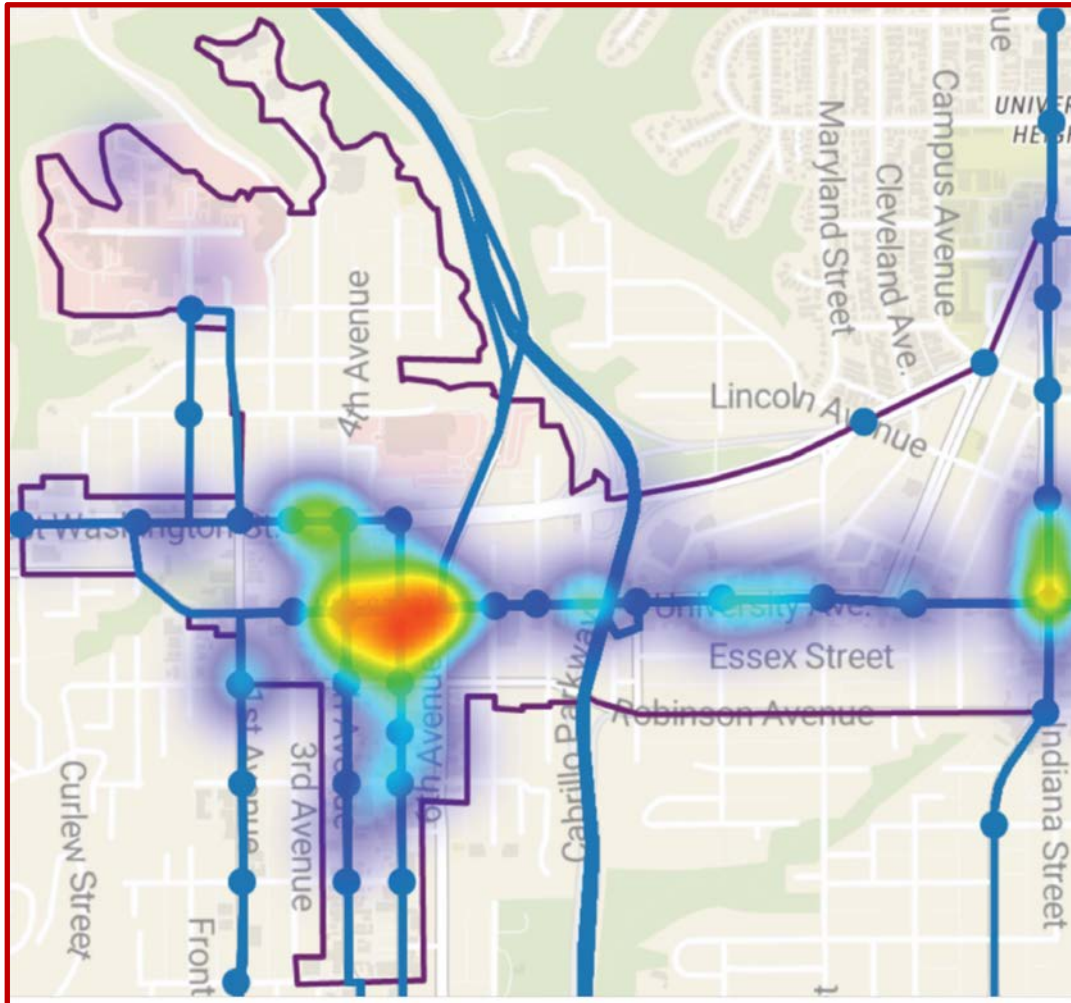
University Avenue is the main transit corridor with high demand.



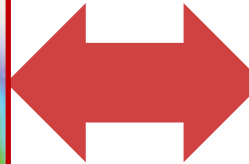
Mobility Needs – Transit



Community Identified Transit Improvement Locations



Existing Conditions Transit Needs Map



Mobility Needs – Bicycle



Uptown Community Plan



Facilities that promote biking should accommodate all cyclists regardless of skill.

Supporting Policies

- Enhance bicycle connections and access to and from the community, as well as improve connections within the community. (MO-2.2, 2.5)
 - Provide a continuous bike facility along University Avenue. (MO-2.6)
- Provide facilities that promote riding for all ages and abilities. (MO-2.3)
- Close gaps in the bicycle network. (MO-2.7)

Mobility Needs – Bicycle



Data & Analysis

Intersection Counts

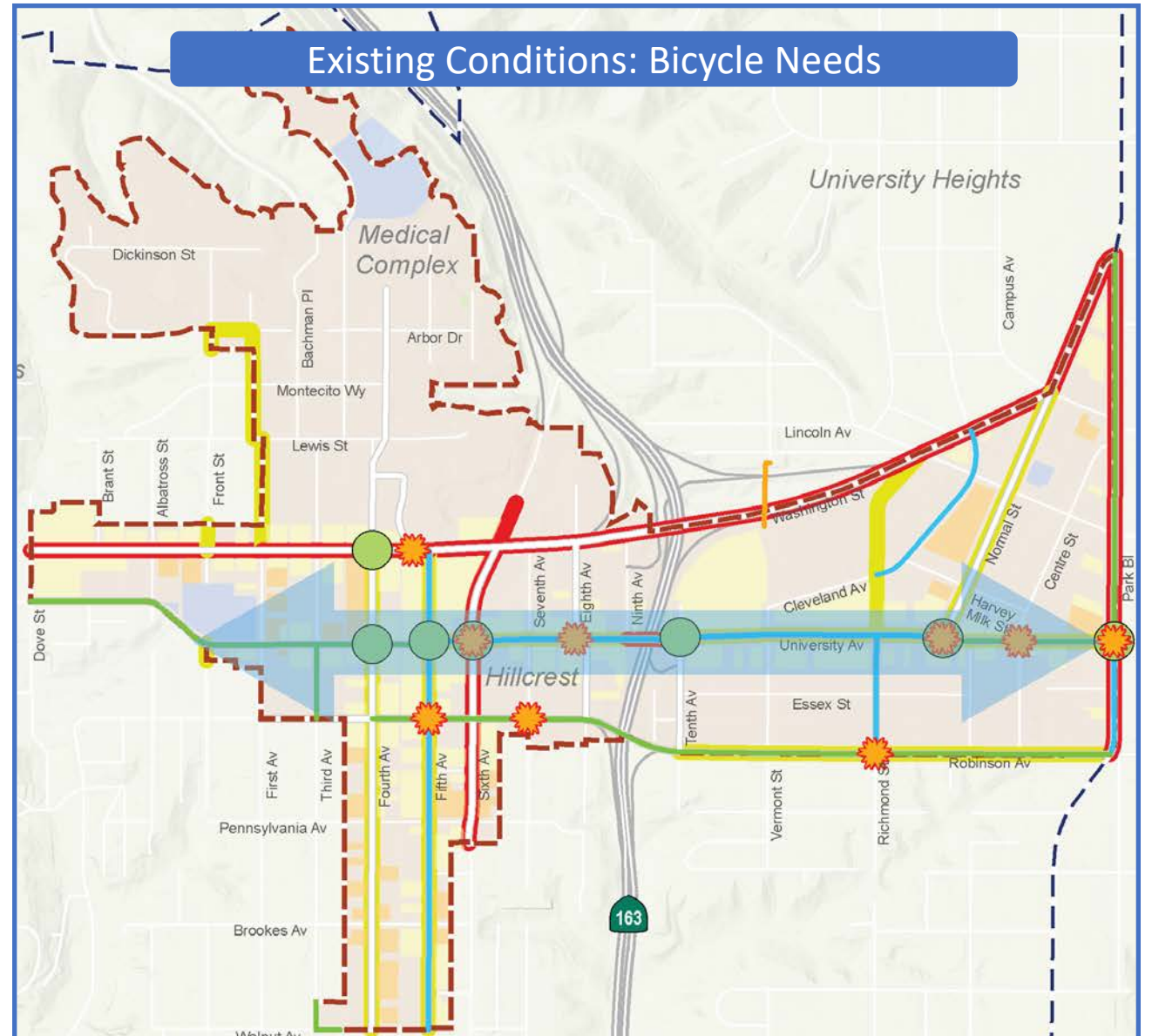
5 –Year Collision History

Existing Facilities Inventory

Bicycle Demand Model

Bicycle Connectivity

Bicycle Level of Traffic Stress



Mobility Needs – Bicycle



Bicycle Level of Traffic Stress

Bicycle Level of Traffic Stress (LTS) classifies the street network according to the estimated level of stress it causes cyclists and range from 1 (lowest stress) to 4 (highest stress).

Bicycle Level of Traffic Stress (LTS)

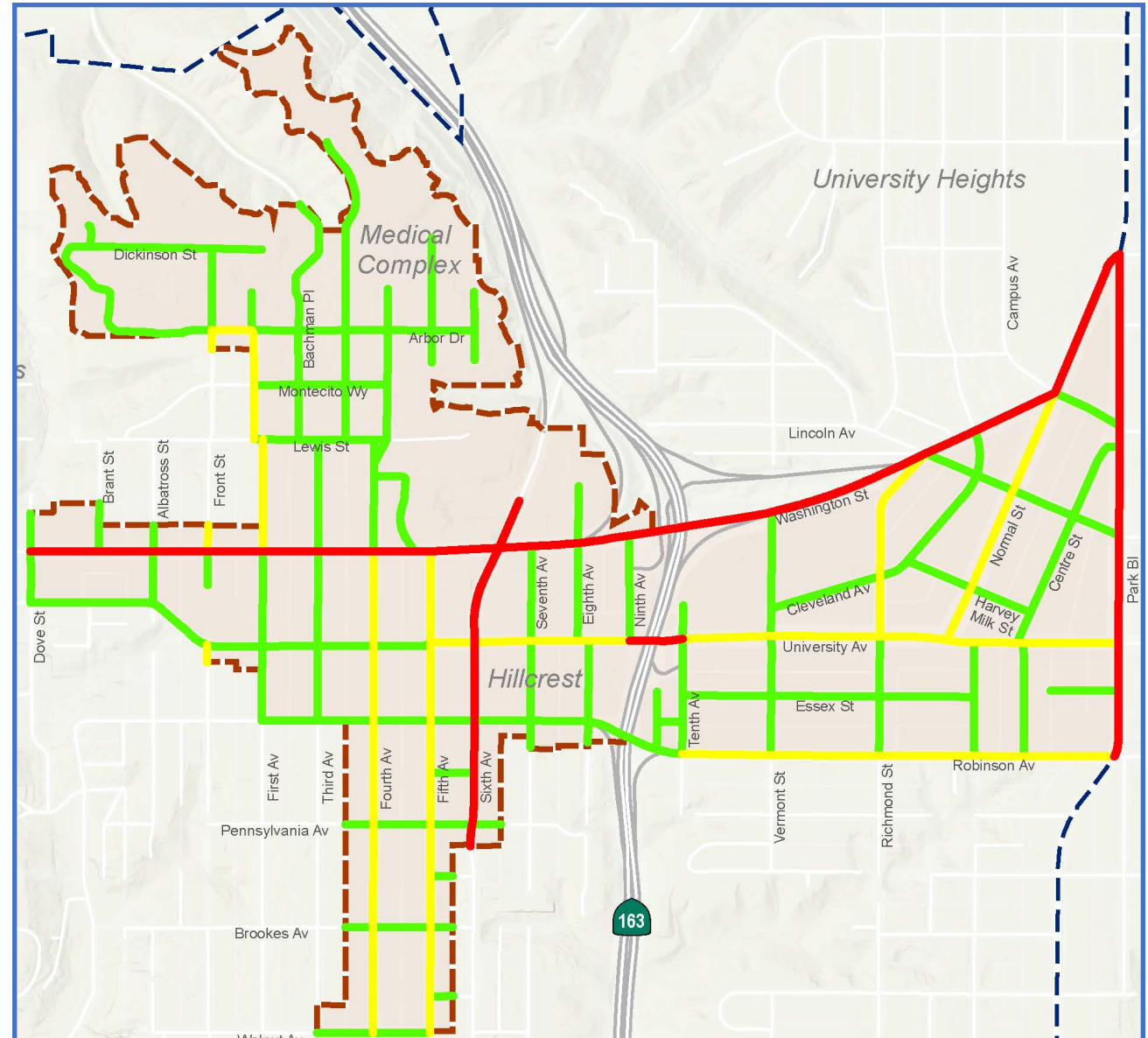
 LTS 1-2

 LTS 3

 LTS 4

 Hillcrest Boundary

 Community Planning Area Boundaries



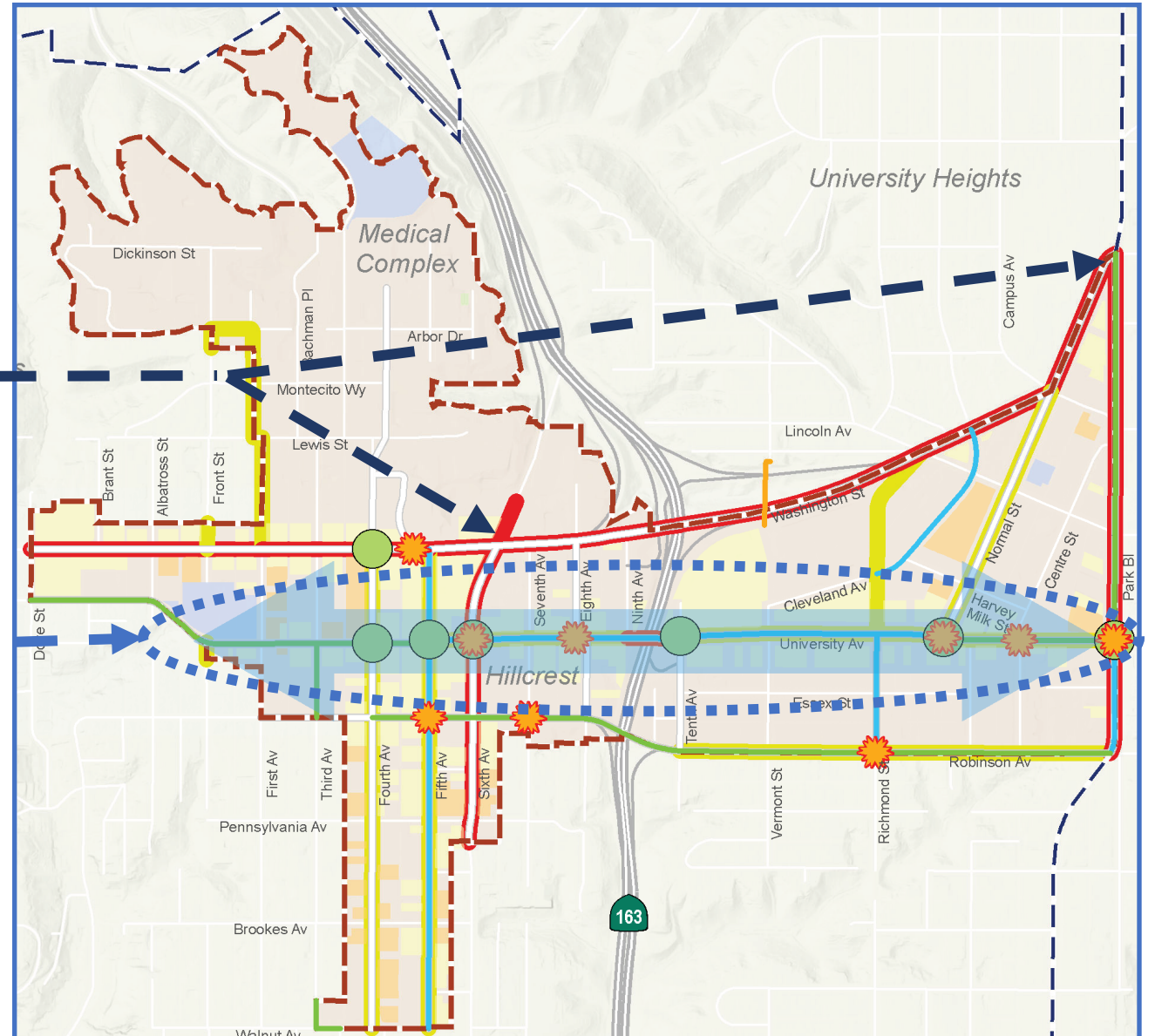
Mobility Needs – Bicycle



Existing Conditions: Bicycle Needs Map

High Stress Corridors on Washington Avenue, Sixth Avenue and Park Boulevard.

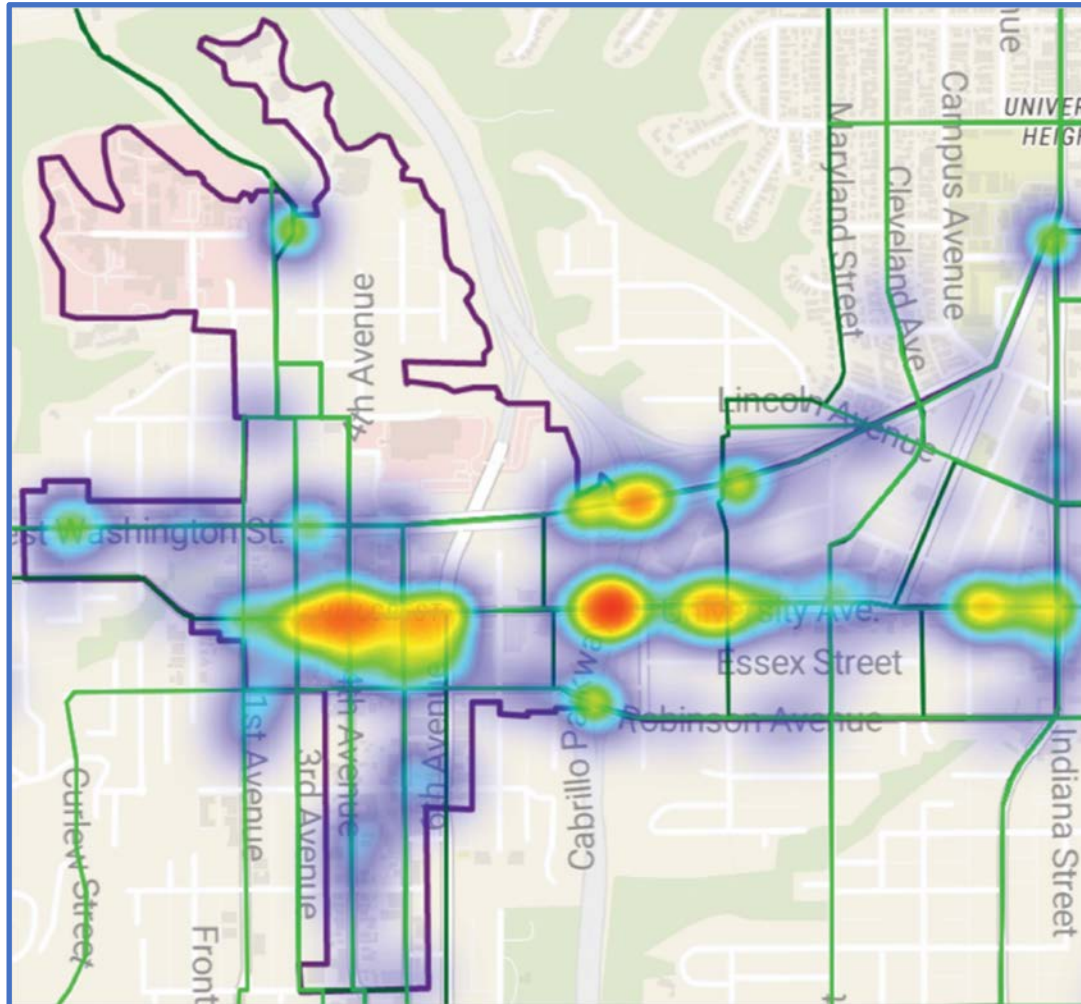
University Avenue carries high bike demand.



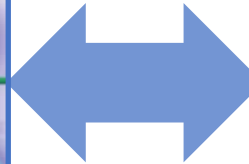
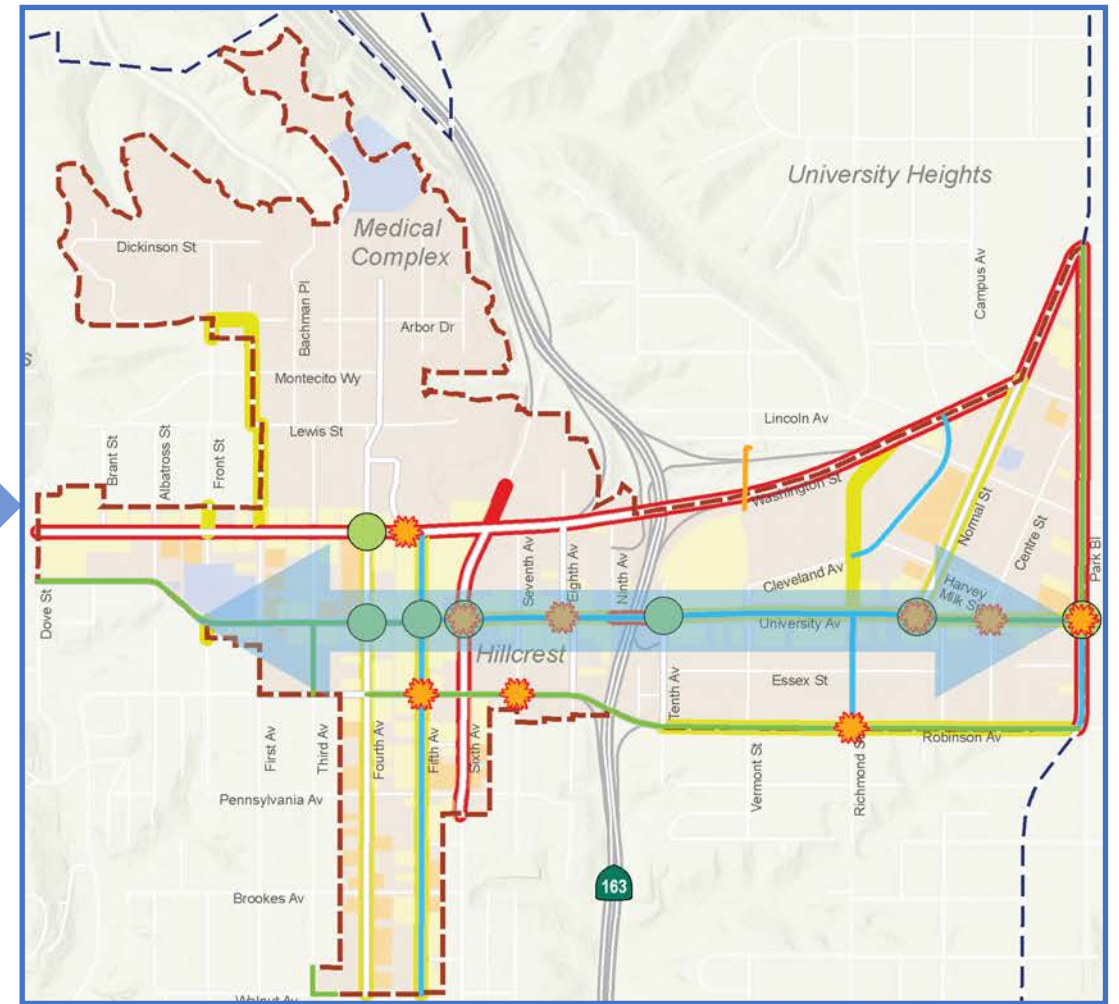
Mobility Needs – Bicycle



Community Identified Bicycle Improvement Locations



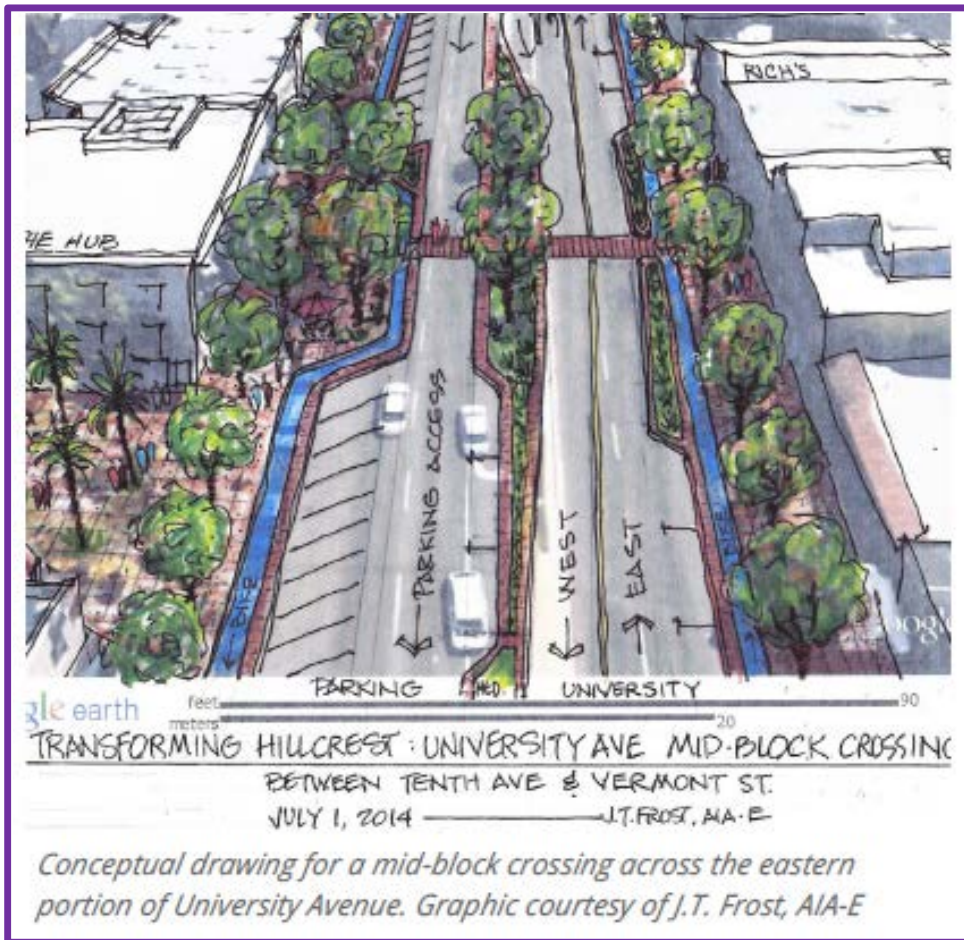
Existing Conditions: Bicycle Needs Map



Mobility Needs – Pedestrian



Uptown Community Plan



Supporting Policies

- Pedestrian crossing enhancements at intersections and midblock locations. (MO-1.2, 1.3, 1.5, 1.6)
- Improve pedestrians connections. (MO-1.9)
 - Along and across Washington Street. (MO-1.4, 1.12, 1.15)
 - Between Hillcrest and the Medical Complex. (MO-1.16)
- Close gaps, widen sidewalks and enhance the pedestrian environment. (MO-1.1, 1.8, 1.11, 1.14)

Mobility Needs – Pedestrian



Data & Analysis

Intersection Counts

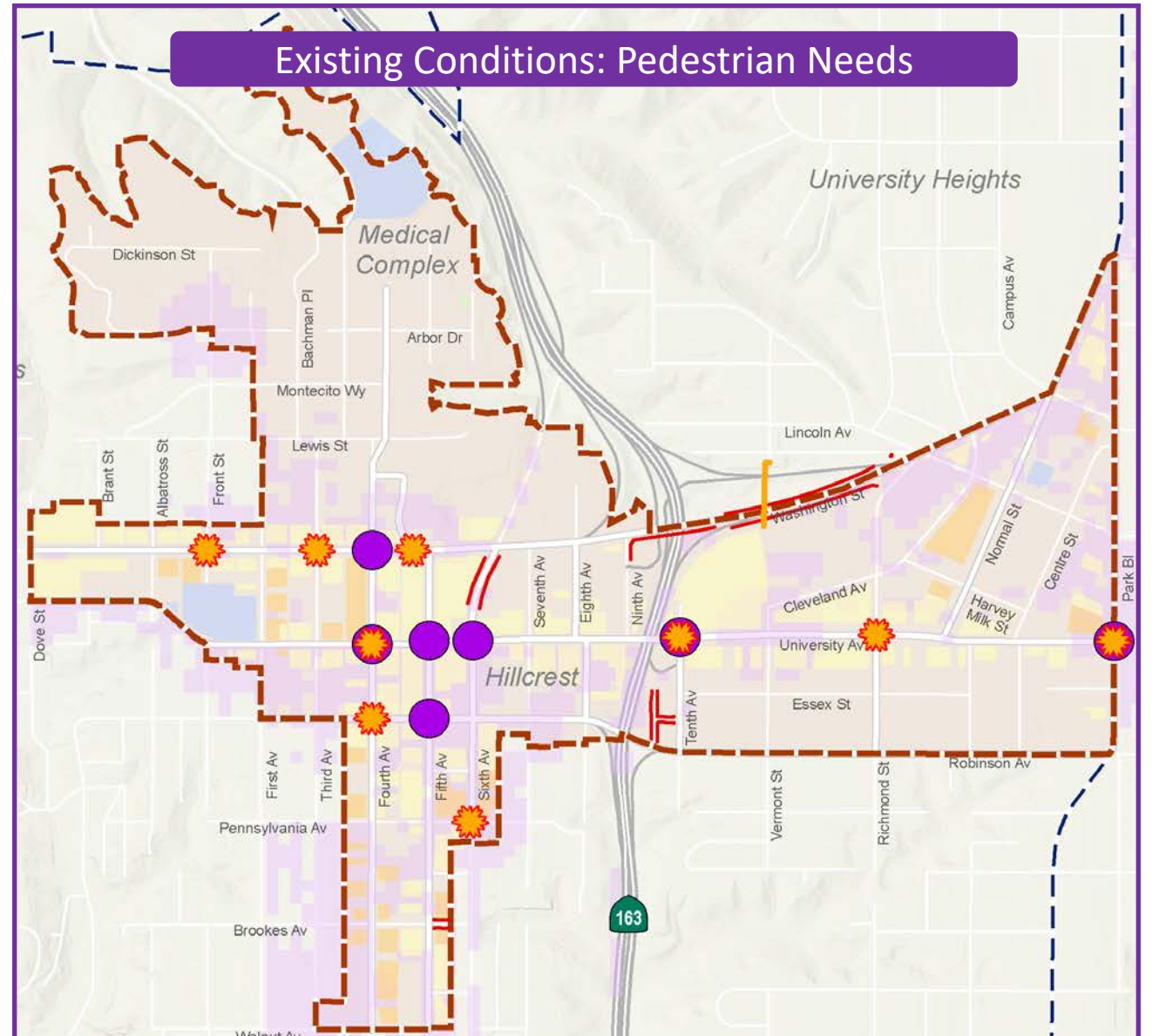
5 –Year Collision History

Missing Sidewalks

Pedestrian Priority Model

Pedestrian Connectivity

Pedestrian Environment Quality Evaluation (PEQE)



Mobility Needs – Pedestrian



Intersection Counts

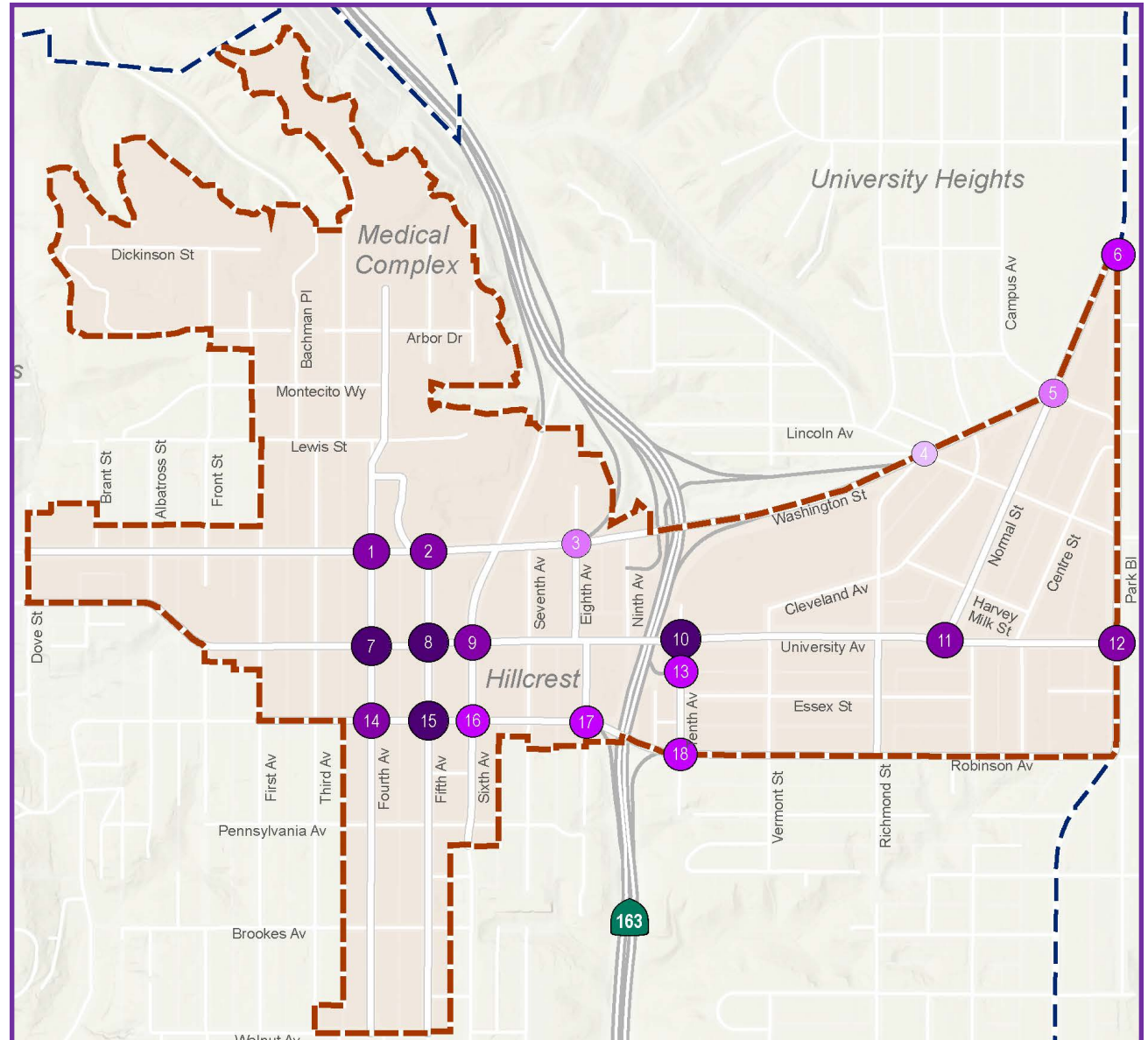
PM Peak Period Pedestrian Counts (4PM - 6PM)

- 501 - 834
- 251 - 500
- 101 - 250
- 51 - 100
- 1 - 50

Study Intersection ID

Hillcrest Boundary

Community Planning Area



Mobility Needs – Pedestrian

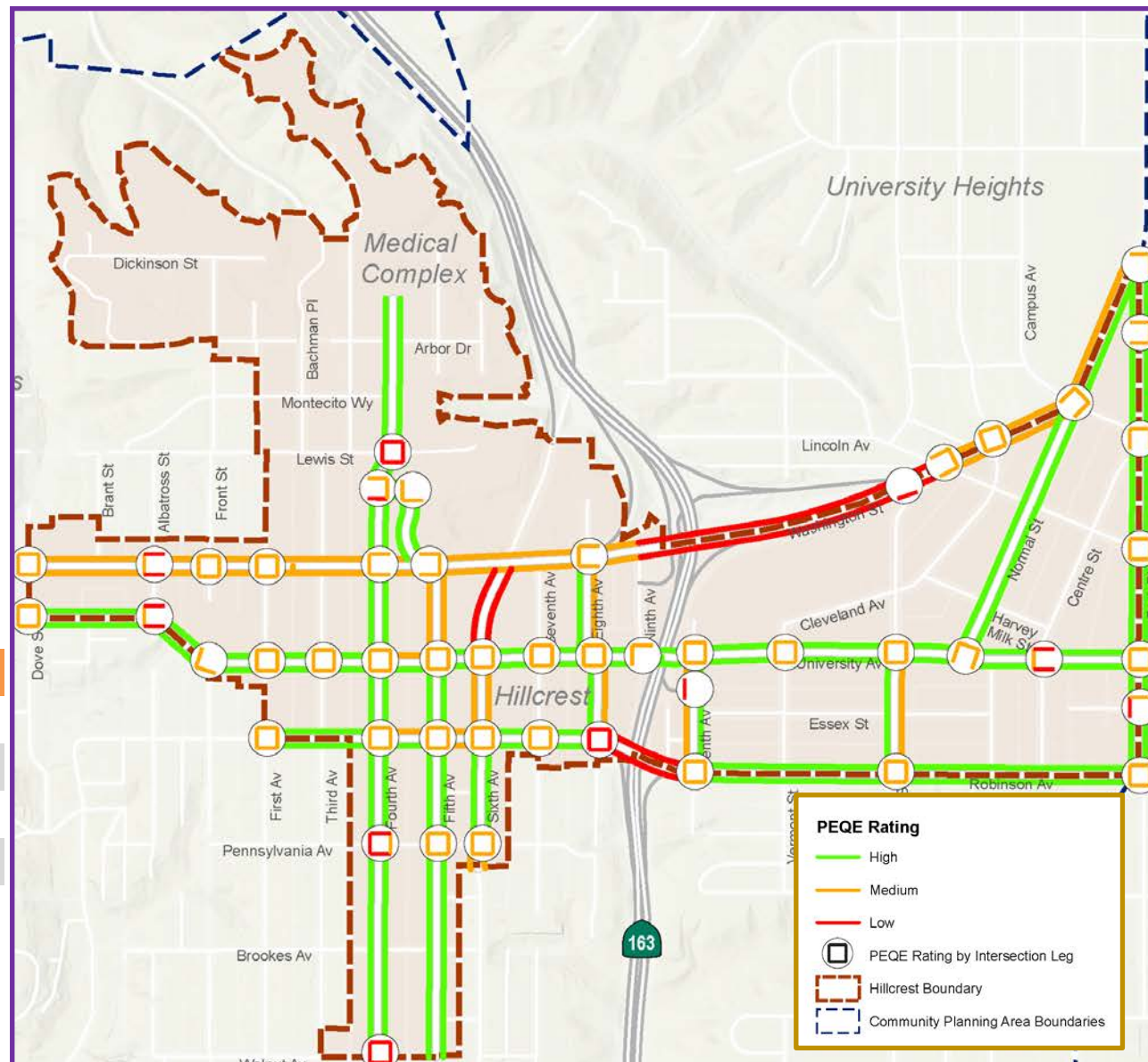


Pedestrian Environment Quality Evaluation (PEQE)

Pedestrian Environment Quality Evaluation (PEQE) provides a point based assessment of pedestrian facilities, measuring the quality of pedestrian conditions along roadways and at intersection crossings.

PEQE Intersection Analysis Results by Approach

Grade	Number of Approaches	Percent
High	0	0.0%
Medium	147	85%
Low	26	15%
Total Approaches	173	100%



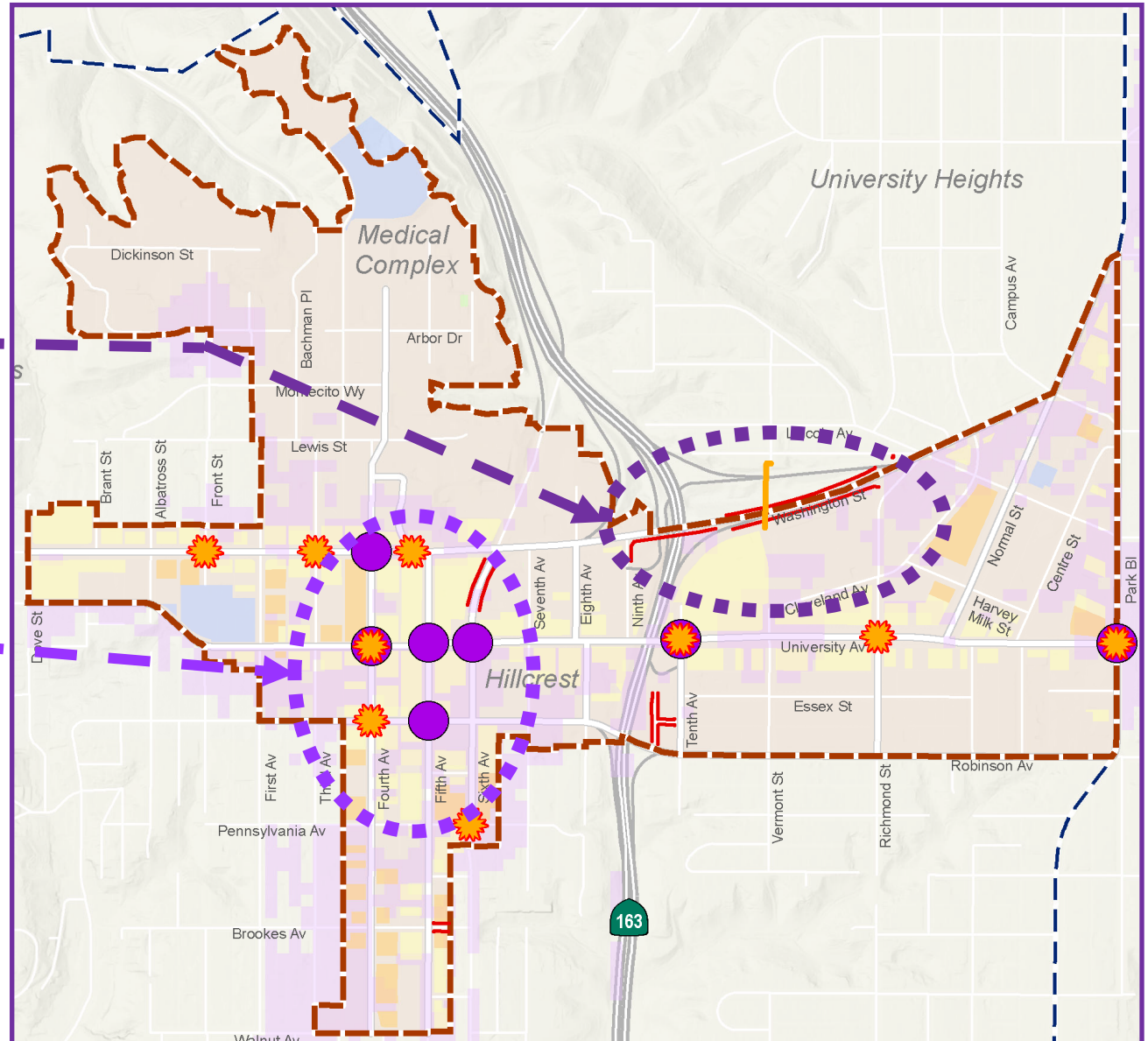
Mobility Needs – Pedestrian



Existing Conditions: Pedestrian Needs Map

Most notable gap in pedestrian connectivity within Hillcrest occurs along Washington Street.

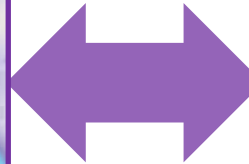
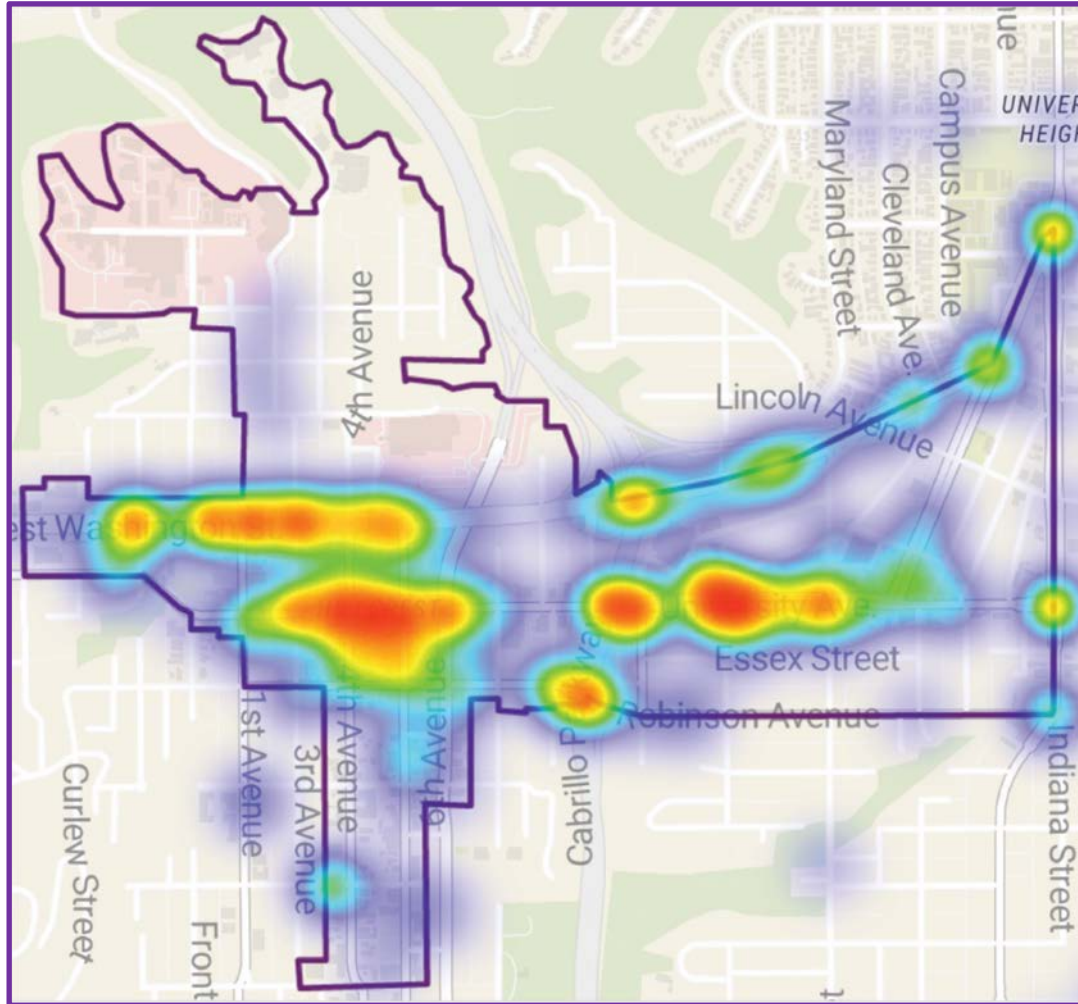
Intersections with high pedestrian demand during peaks. Opportunities to improve connectivity.



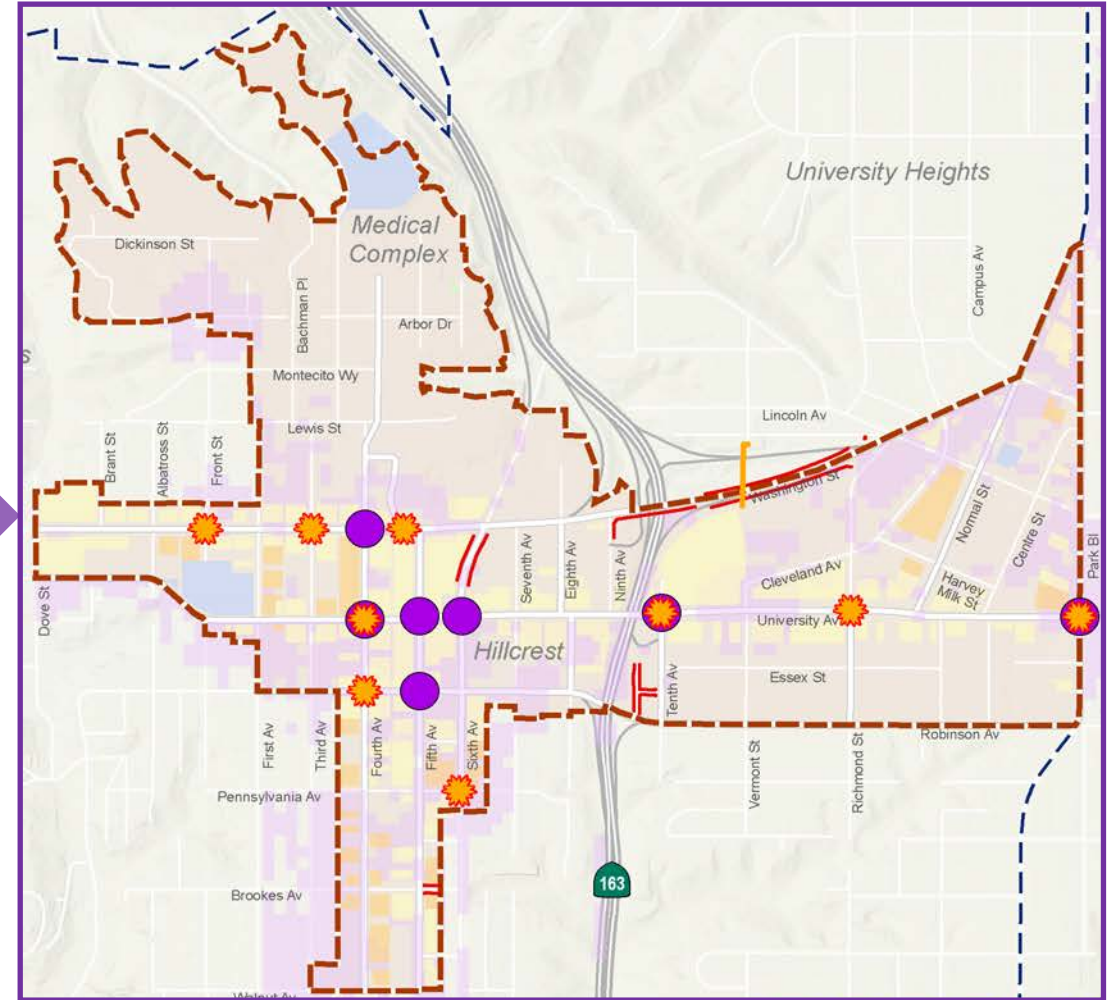
Mobility Needs – Pedestrian



Community Identified Pedestrian Improvement Locations



Existing Conditions: Pedestrian Needs Map



Mobility - Next Steps

Develop Mobility Improvements and Concepts based on:



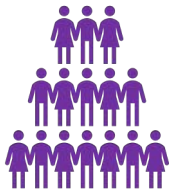
Supporting and building on policies in the Uptown Community Plan;



Locations identified by the community the existing conditions data and analyses;



Potential growth of the community;



Community feedback and refinement.

Additional Next Steps



LGBTQ+ Historic Context Statement



Public Space Opportunity Areas

Preliminary Mobility Concepts



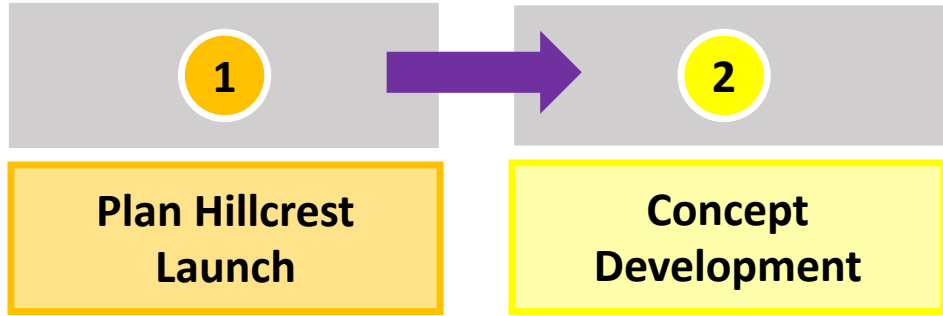
Housing Opportunity Areas



Meet with Subcommittee to discuss opportunity areas and potential concepts



Community Engagement Next Steps



Uptown Planners Subcommittee
Potential Meeting Topics

Opportunities for Public Input



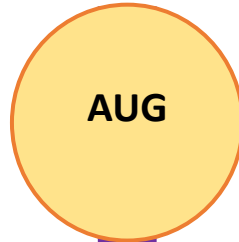
PlanHillcrest.org website updates



Planning Commission Workshop 7/16



Online Surveys



AUG

LGBTQ+ Historic Context Presentation



SEP

Public Space Opportunities and Concepts



OCT

Mobility and Urban Design Concepts



Plan Hillcrest – How to Stay Involved

Project Webpage

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

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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.

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July 2020 Uptown Planners Meeting