

# PLAN HILLCREST

Hillcrest FPA

LGBTQ+ Cultural District

# Introductions



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**Diego Velasco**

Principal  
Citythinkers

# Agenda

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1. Plan Hillcrest Background
2. Why an LGBTQ+ Cultural District? What is a Cultural District?
3. Cultural District Examples
4. Interpretive Element Examples
5. LGBTQ+ Linear Park Necklace – Help us identify key locations
6. Discussion Draft Overview & Next Steps
7. Questions for you & feedback

# Hillcrest Focused Plan Amendment 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**

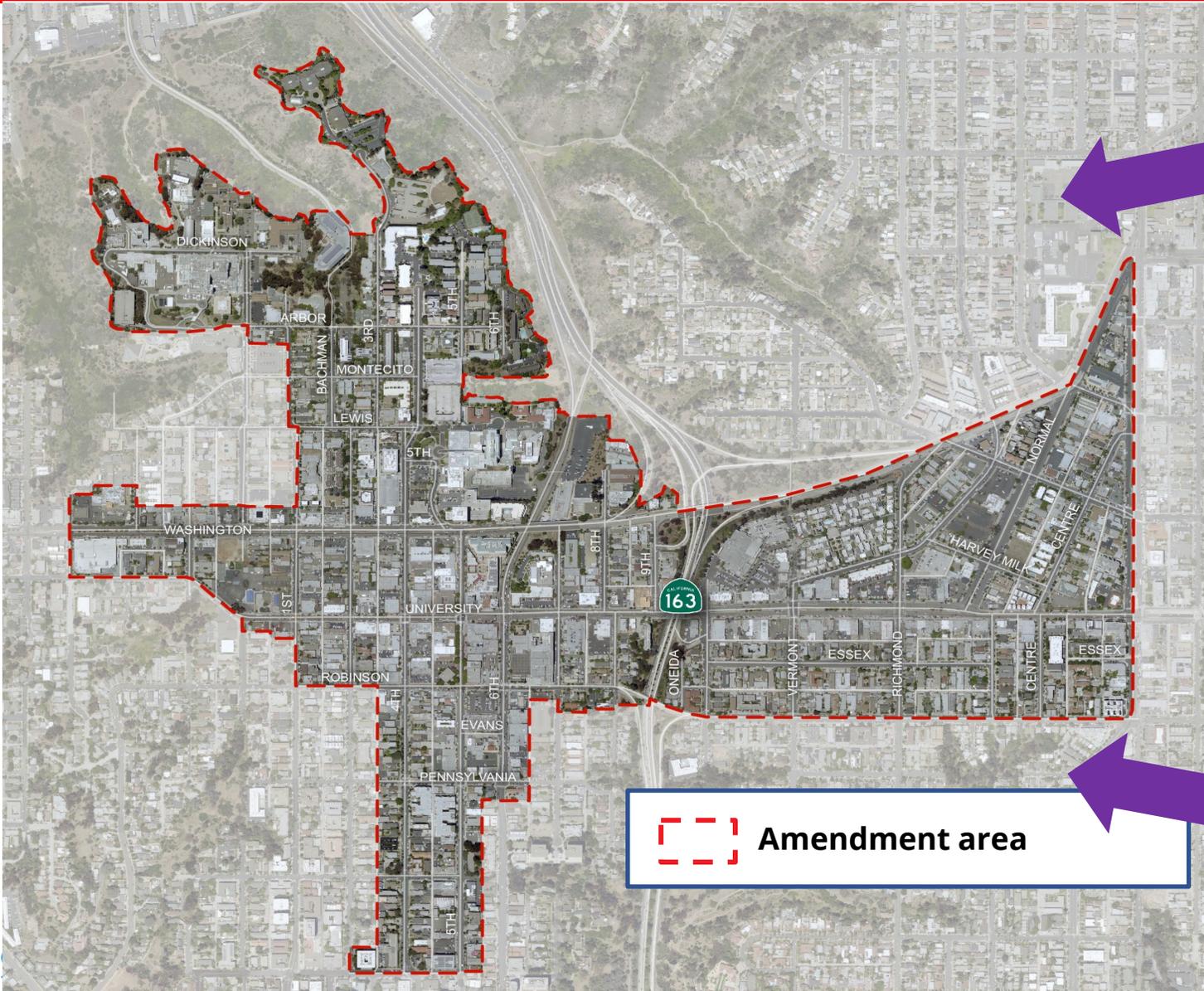


**Address  
Housing  
Needs**

**Increase  
housing  
opportunities  
near transit**



# Plan Hillcrest Area



 Amendment area

## Historic Commercial Core District



 Refined 2022 Historic District Boundary

## LGBTQ+ Cultural District



### Legend

-  Draft Key Locations
-  LGBTQ+ Cultural District Walking Corridor Route
-  Draft Opportunity Sites

# Why Create a Hillcrest LGBTQ+ Cultural District

- Recognize Hillcrest as a center for community organization and LGBTQ+ activism throughout history and currently, and as a place that continues to foster racial, ethnic, gender, and cultural diversity.
- Acknowledge the importance of entertainment and commercial business establishments as part of the LGBTQ+ culture and history.
- Present a collection of interpretive elements that communicate the intangible values associated with Hillcrest's history and culture.



# Why Create a Hillcrest LGBTQ+ Cultural District

- Feature personal quotes and stories from individuals in the LGBTQ+ and/or Hillcrest community.
- Policy guidance for the future implementation of public spaces and programming.



# City of San Diego Cultural Districts

Kearny Mesa's Convoy Pan Asian Cultural and Business Innovation District



City Heights' Little Saigon Cultural and Commercial District



Encanto Black Arts & Culture District



Balboa Park Cultural District



Barrio Logan Cultural District

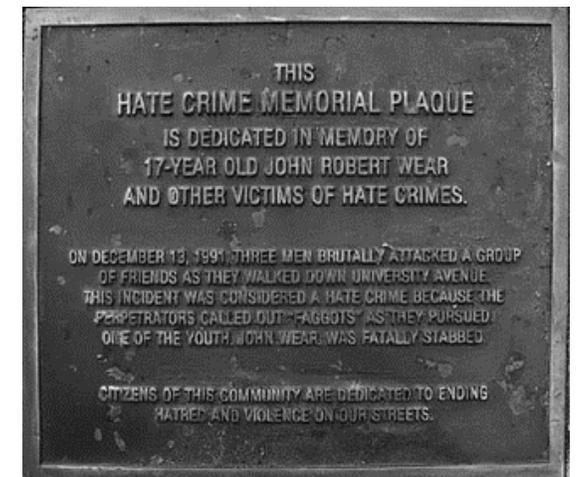


# What is a LGBTQ+ Cultural District?

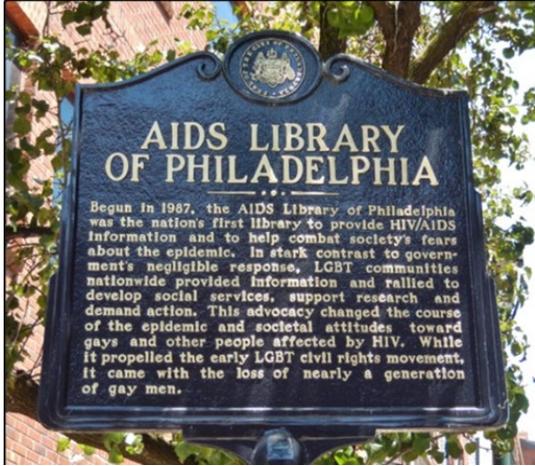
A geographic area with a concentration of places that hold cultural significance due to their role in LGBTQ+ history or contemporary life.



# Interpretive Elements Examples



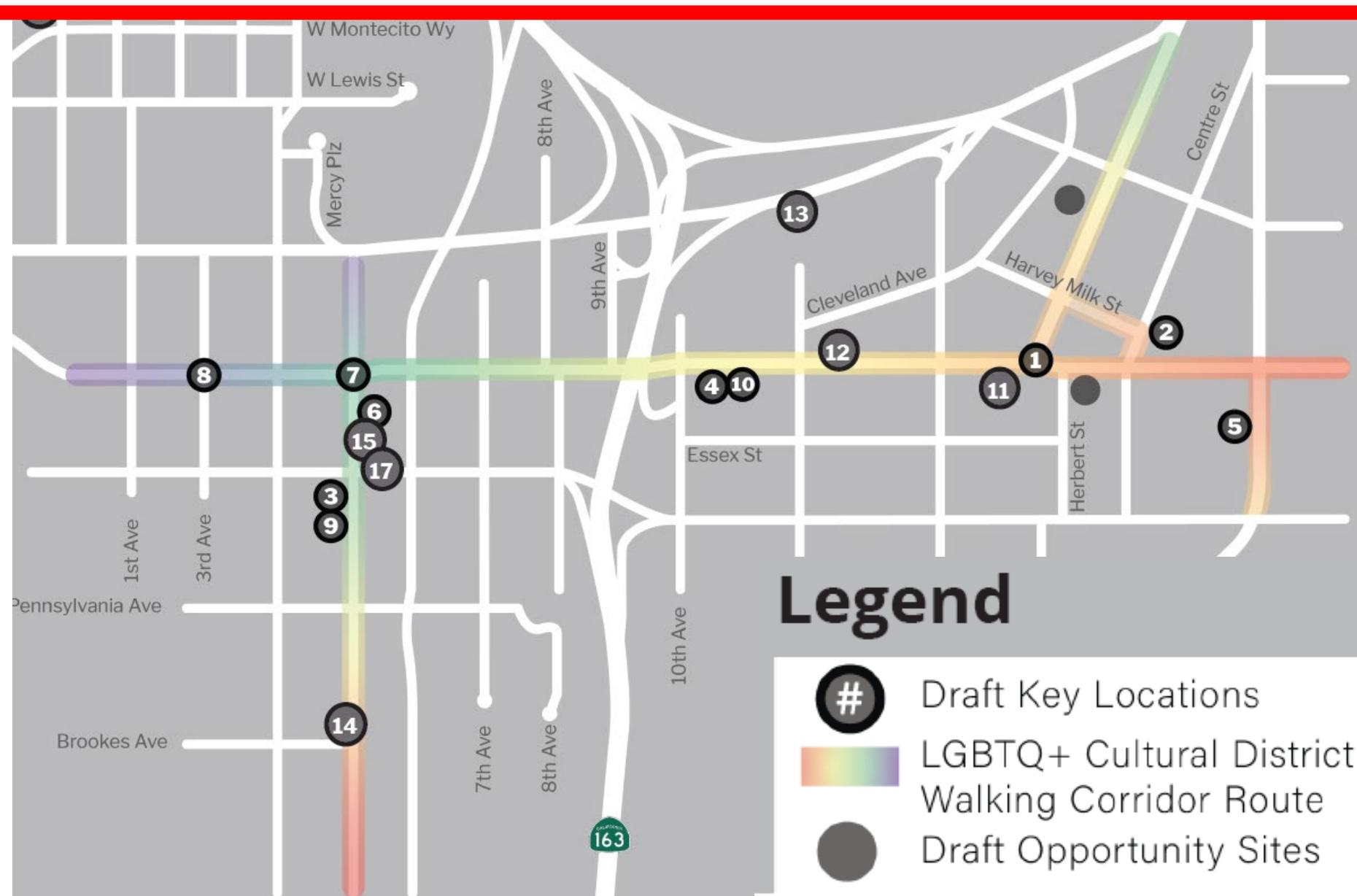
# Interpretive Elements Examples Cont.



# Interpretive Elements Examples Cont.



# Opportunities for LGBTQ+ Cultural District + Key Locations + Park Necklace - What are Your Thoughts & Ideas?



- 1 - Pride Flag and Plaza
- 2 - SD LGBTQ+ Center
- 3 - The Brass Rail
- 4 - Flicks
- 5 - The Flame
- 6 - Number One on Fifth
- 7 - Hillcrest Sign
- 8 - Urban Mo's
- 9 - Albert Bell's Residence
- 10 - John Wear Memorial
- 11 - Baja Betty's (Showbiz)
- 12 - Gossip Grill
- 13 - Vermont St. Bridge
- 14 - The Loft
- 15 - The Guild Theater
- 16 - UCSD Owen Clinic
- 17 - Blue Door Bookstore

## Legend

- # Draft Key Locations
- 🌈 LGBTQ+ Cultural District Walking Corridor Route
- Draft Opportunity Sites

# Questions for Key Stakeholders

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- **Feedback on draft key locations & LGBTQ+ walking corridor.**
- **What would a successful LGBTQ+ Cultural District be to you?**
- **Feedback on the purpose and goals we have identified.**
- **What stories are there to be told?**

# Key Aspects of the Focused Plan Amendment Discussion Draft

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## Main Updates:

- ✓ Land Use
- ✓ Mobility
- ✓ Urban Design
- ✓ Implementation
- ✓ LGBTQ+ Culture

## Updated Data:

- ✓ Recreation
- ✓ Public Facilities, Services & Safety
- ✓ Economic Prosperity
- ✓ Conservation
- ✓ Noise
- ✓ Historic Preservation

# Land Use

## Planned Land Use

### Residential

-  Residential - Low : 5-9 Du/Ac
-  Residential - Low Medium : 10-15 Du/Ac
-  Residential - Medium : 16-29 Du/Ac
-  Residential - Medium High : 30-44 Du/Ac
-  Residential - High : 45-73 Du/Ac
-  Residential - Very High : 74-109 Du/Ac
-  Residential - Very High : 110-218 Du/Ac

### Commercial, Employment, Retail, and Services

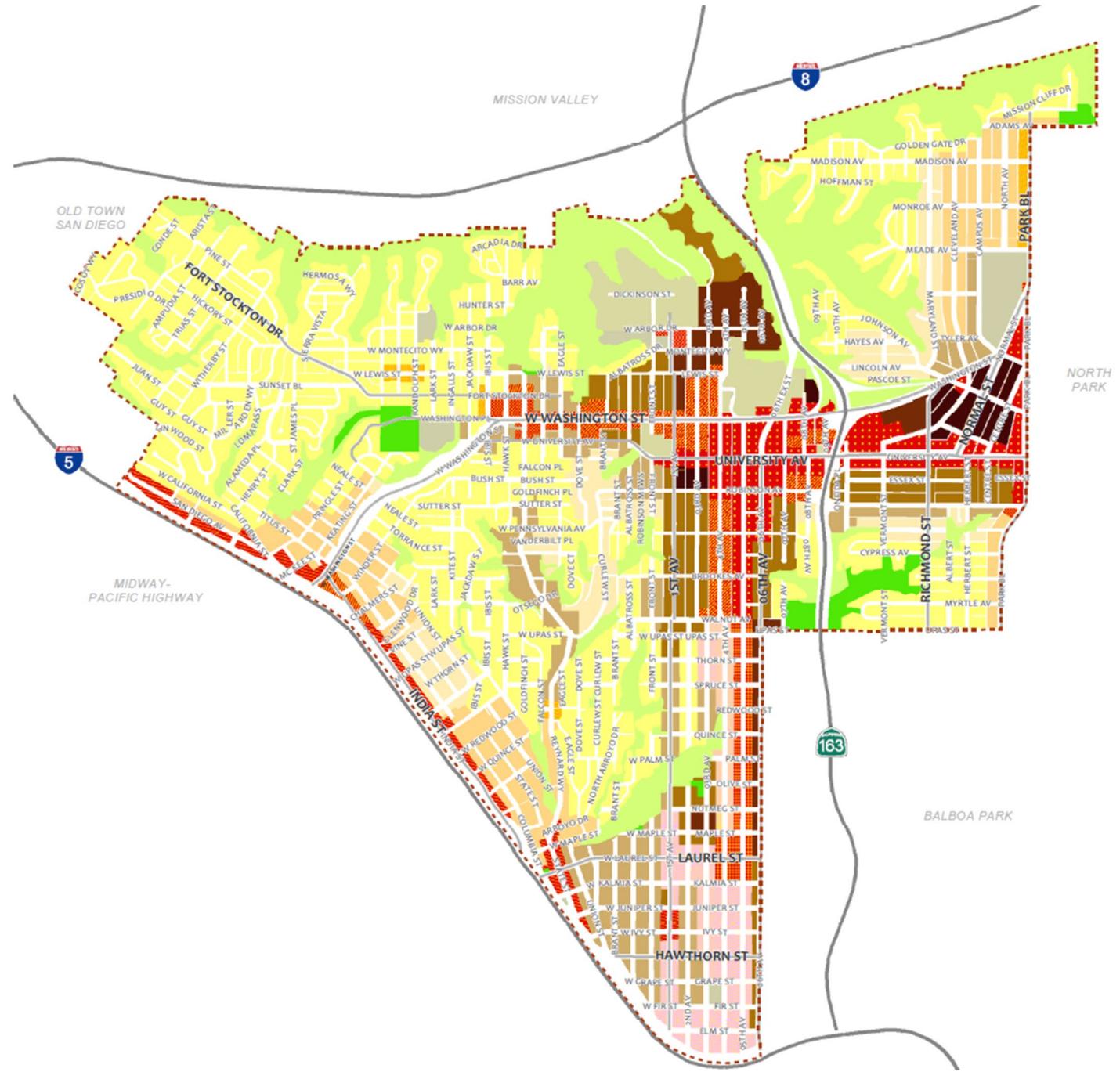
-  Community Commercial : 0-29 Du/Ac
-  Community Commercial : 0-44 Du/Ac
-  Community Commercial : 0-73 Du/Ac
-  Community Commercial : 0-109 Du/Ac
-  Community Commercial : 0-218 Du/Ac
-  Community Commercial : 0-290 Du/Ac
-  Neighborhood Commercial : 0-15 Du/Ac
-  Neighborhood Commercial : 0-29 Du/Ac
-  Neighborhood Commercial : 0-44 Du/Ac
-  Neighborhood Commercial : 0-73 Du/Ac
-  Office Commercial : 0-29 Du/Ac
-  Office Commercial : 0-44 Du/Ac
-  Office Commercial : 0-73 Du/Ac
-  Office Commercial : 0-109 Du/Ac

### Park, Open Space

-  Open Space
-  Park

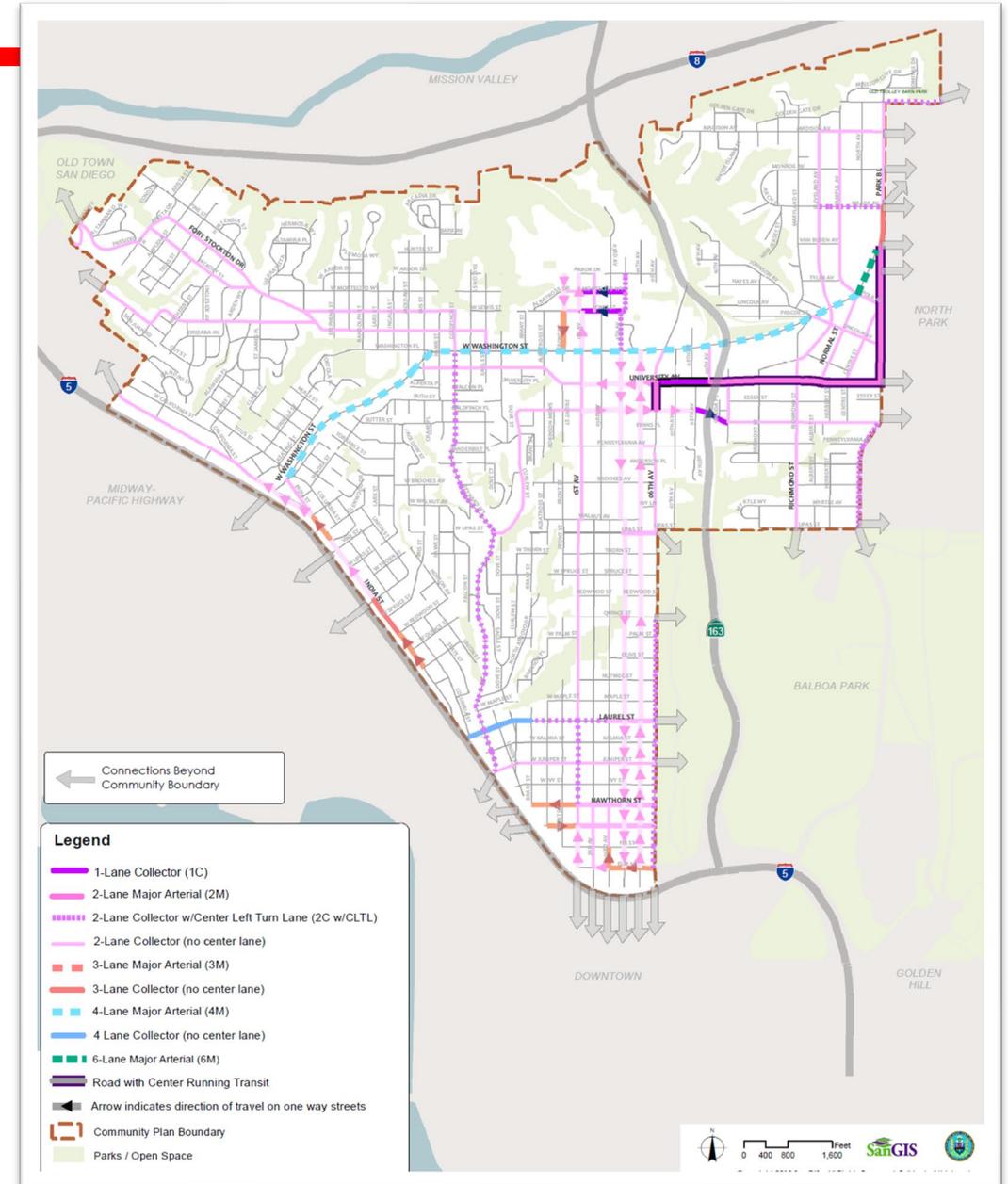
### Institutional

-  Institutional
-  Community Plan Boundary



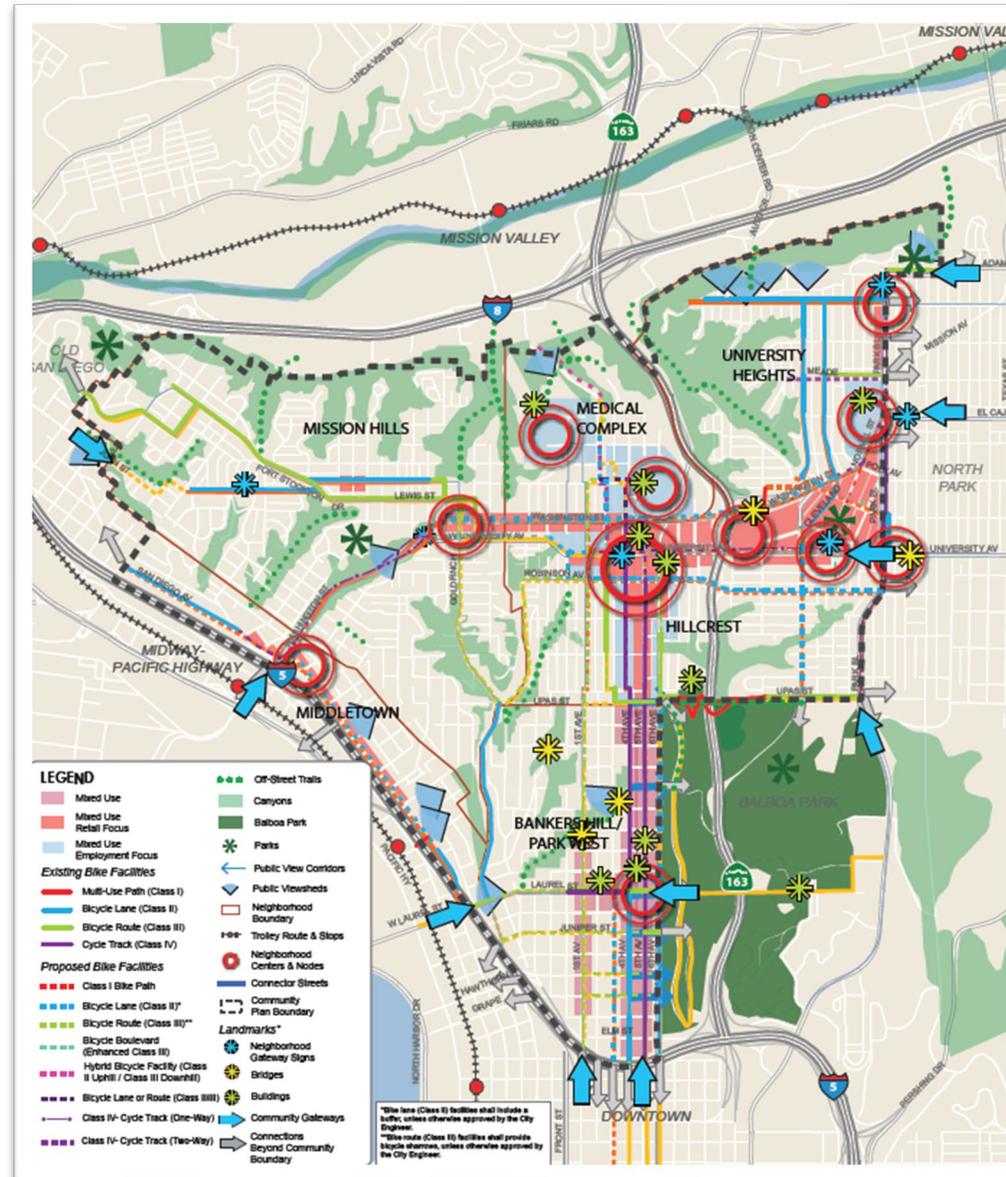
# Mobility

- ✓ Pedestrian, bicycle, and transit improvements
- ✓ Promote accessible travel
- ✓ Proposed Mobility focus:
  - ✓ Robinson Avenue
  - ✓ University Avenue
  - ✓ Washington Street



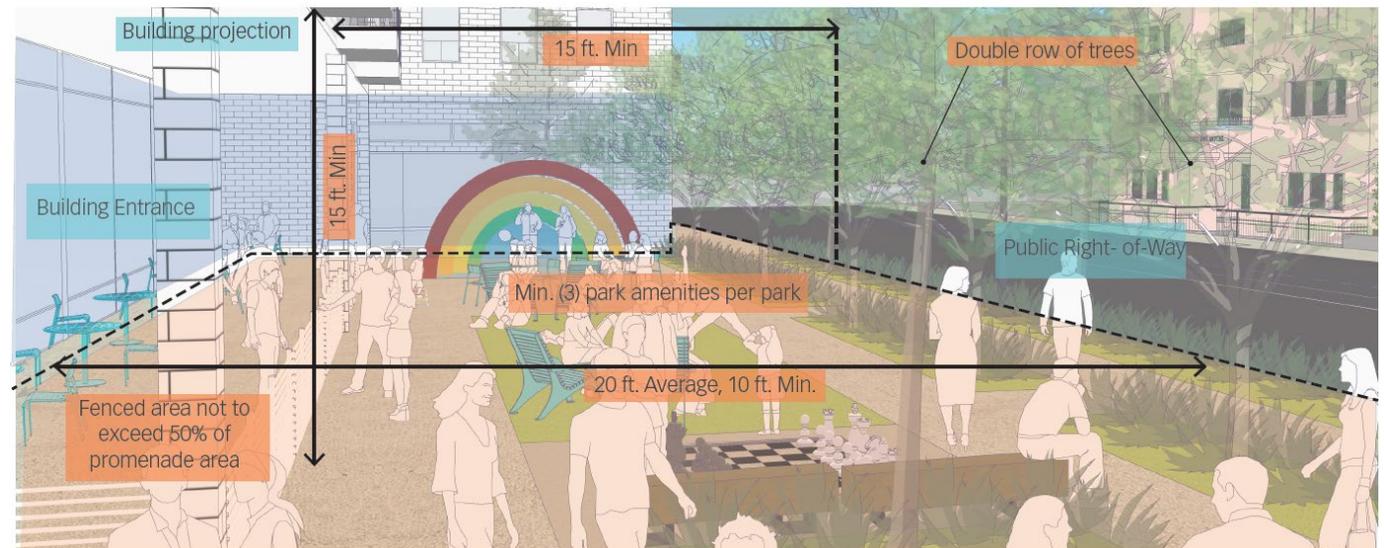
# Urban Design

- ✓ Promenades
- ✓ Urban Pathways
- ✓ Plazas



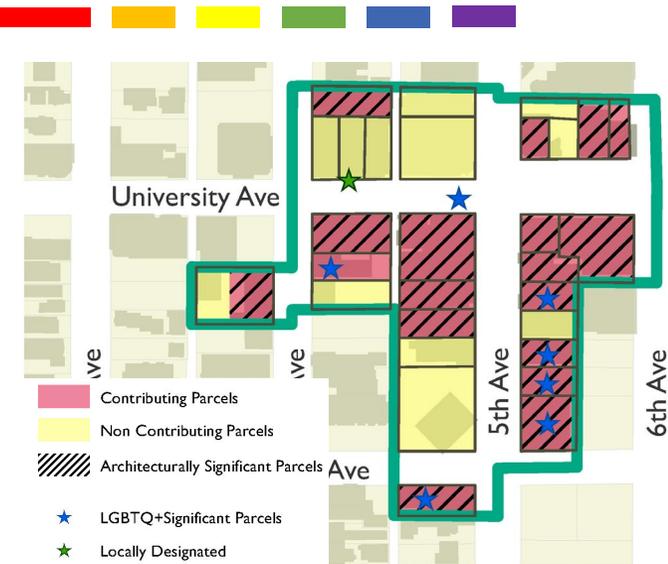
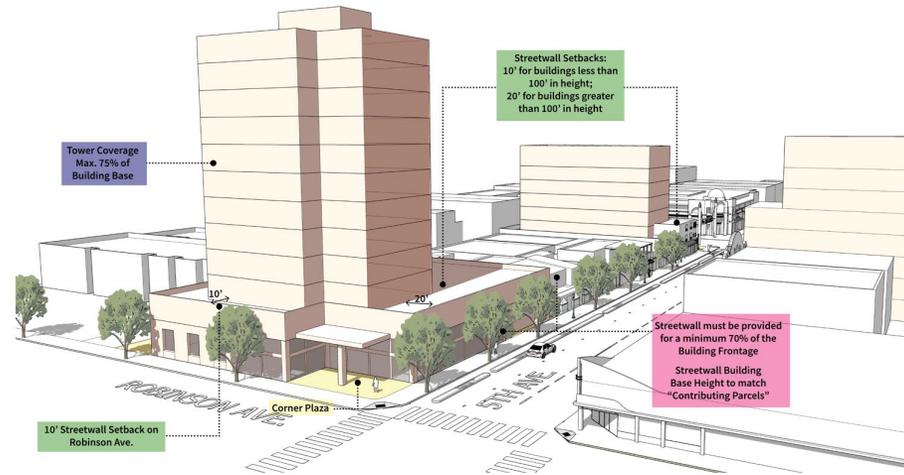
# Implementation

- ✓ **Supplemental Development Regulations**
- ✓ **Allows for new public spaces on new Development**
  - **University and Robinson Avenue Promenades**
  - **Urban Pathways & Plazas**



# Implementation

- ✓ Supplemental Development Regulations
- ✓ Historic District Design
- ✓ Height Limits
- ✓ LGBTQ+ Trail Paving
- ✓ Noticing Requirements



Historic District Design



LGBTQ+ Trail Paving

# Key Aspects of the Focused Plan Amendment Discussion Draft

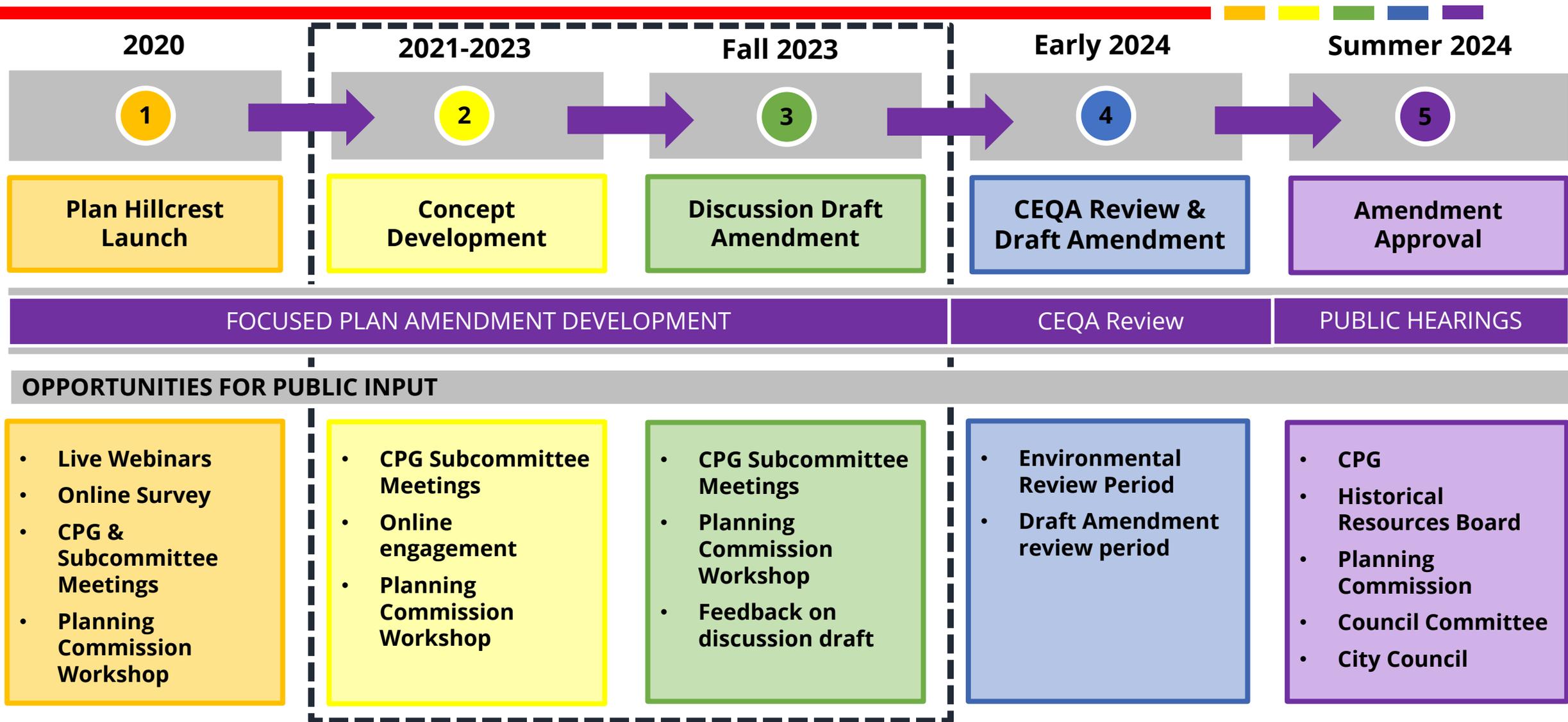
## Main Updates:

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## Updated Data:

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# Plan Hillcrest Timeline



# Next Steps

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- Draft Cultural District section to be included as part of the Hillcrest Focused Plan Amendment Discussion Draft.
- **Discussion Draft** will be available for comment from **early October for 6 weeks**
  - Use this time to digest Plan Amendment, gather questions, and gather feedback for the City
- **November 9** Uptown Planners Subcommittee Meeting
  - Topics: Mobility and Discussion Draft Feedback & Questions

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# Questions for Key Stakeholders

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- **Feedback on draft key locations & LGBTQ+ walking corridor.**
- **What would a successful LGBTQ+ Cultural District be to you?**
- **Feedback on the purpose and goals we have identified.**
- **What stories are there to be told?**
- **Questions on upcoming engagement period?**