

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

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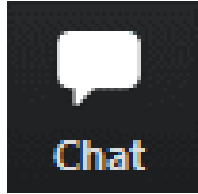
**Gabriella Folino**  
Senior Urban Designer  
Dyett and Bhatia



**Diego Velasco**  
Principal  
Citythinkers

# Feedback

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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

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## 1. Urban Design Requirements

- Setbacks
- Ground Floor Activation
- Building Bulk & Step Backs
- Tower Controls

## 2. Subcommittee Discussion and Public Comment

# Recap – February Land Use / Building Design

## HILLCREST CORE

Supportive of **step back** and **conserving street wall** to maintain current **scale** and **historic** character.

## UNIVERSITY AVENUE

Need to find opportunities to **mark key nodes**. Need to find ways to encourage **good design** instead of monolithic buildings.

## NORMAL STREET

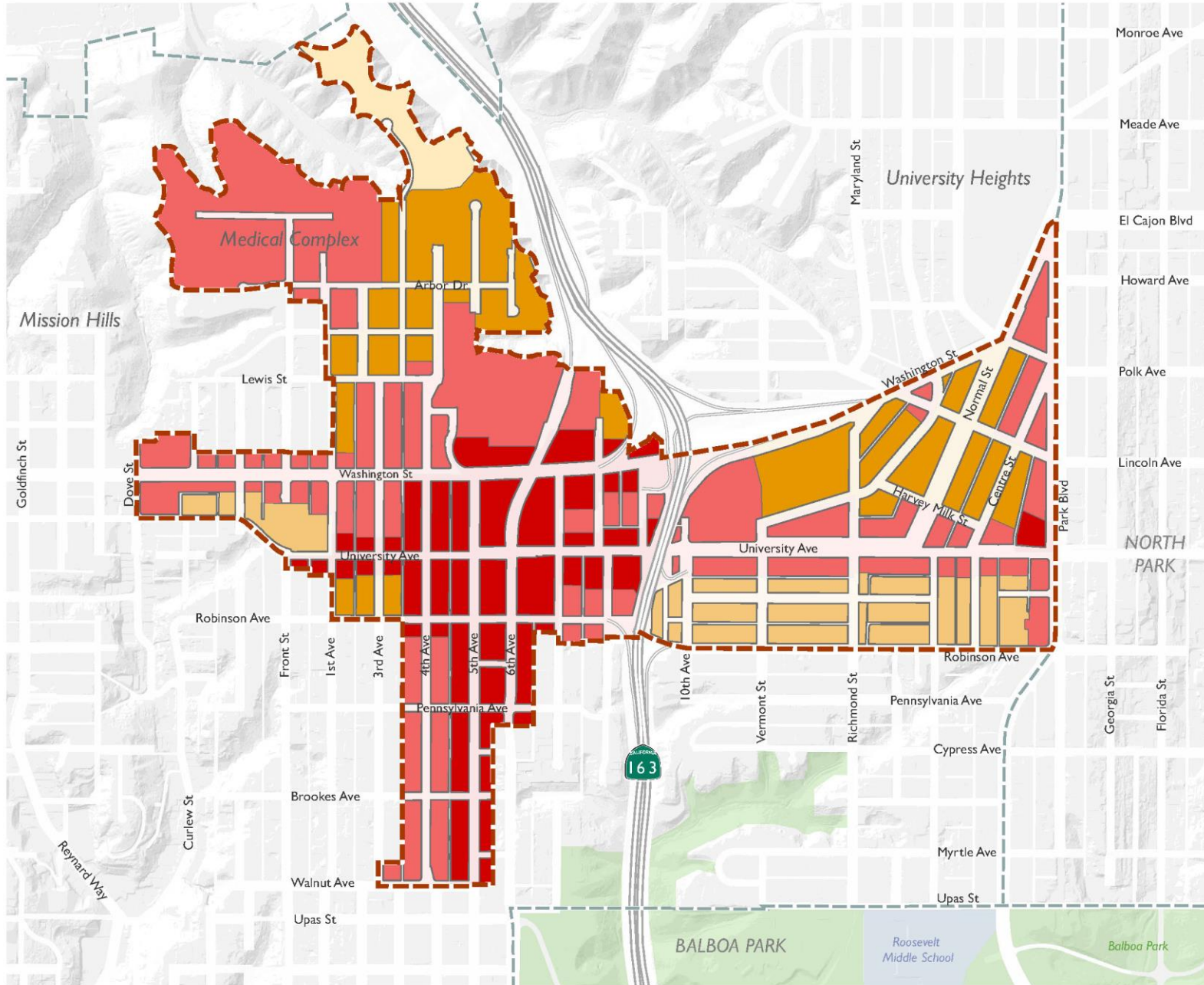
Supports **more density** at the corner of Normal Street and University Avenue. Need to **expand the public space** around the flag.

## WASHINGTON STREET

Work to keep traffic flowing but creating more **private, comfortable outdoor spaces** that people want to hang out on the sidewalk.

## OVERALL

Would like to see a **unifying theme of Hillcrest** move through community.



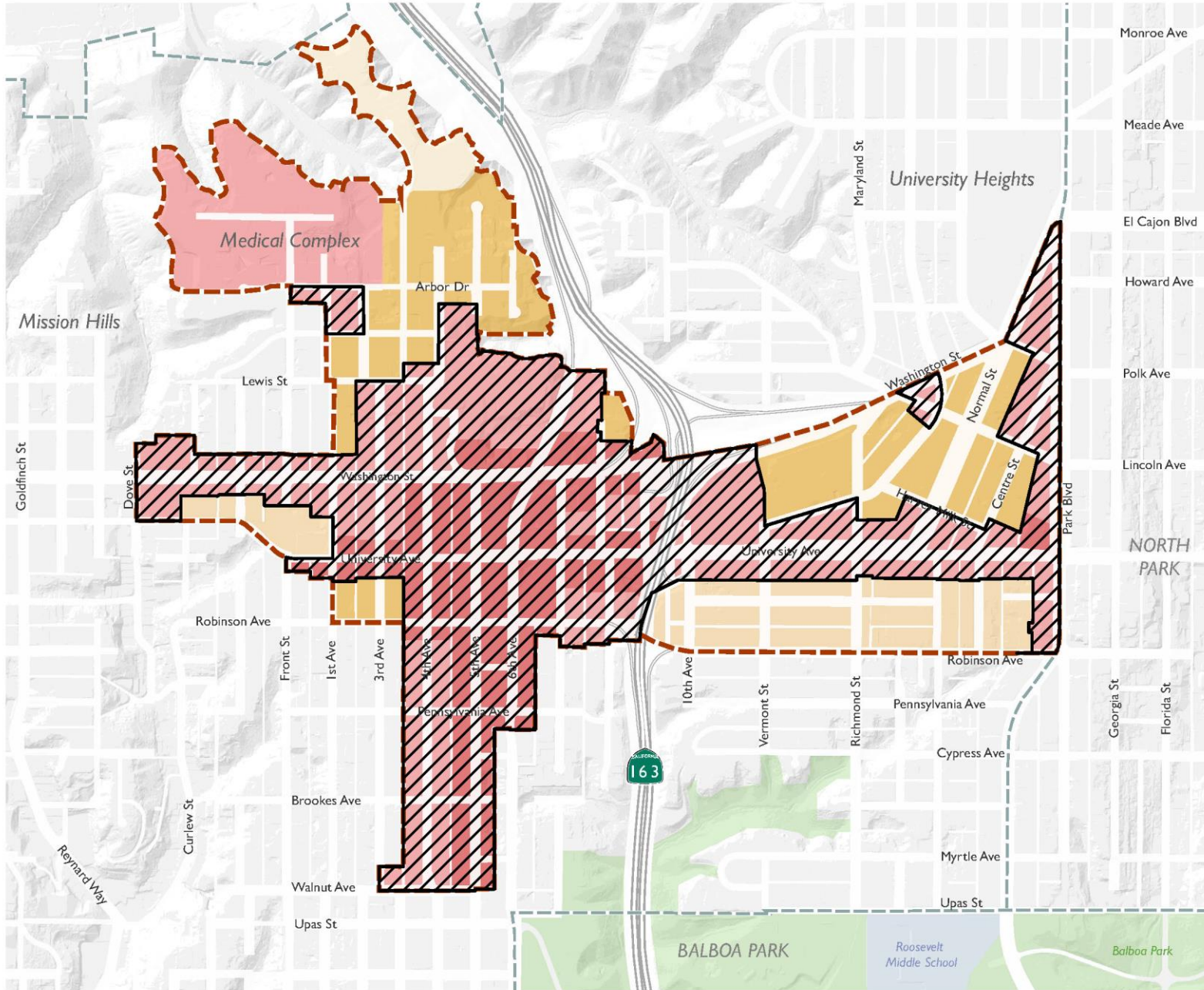
- Residential-Multiple Unit (RM-1-1)
- Residential-Multiple Unit (RM-3-7)
- Residential-Multiple Unit (RM-3-9)
- Community Commercial (CC-3-8)
- Community Commercial (CC-3-9)
- Hillcrest Community Boundary
- Community Plan Boundaries


# Uptown Community Plan Zoning

Data Source: City of San Diego; SANDAG/SANGIS Regional GIS DataWarehouse, ([www.sangis.org](http://www.sangis.org))







-  Community Plan Implementation Overlay Zone (CPIOZ)
-  Residential-Multiple Unit (RM-1-1)
-  Residential-Multiple Unit (RM-3-7)
-  Residential-Multiple Unit (RM-3-9)
-  Community Commercial (CC-3-8)
-  Community Commercial (CC-3-9)
-  Hillcrest Community Boundary
-  Community Plan Boundaries

The Community Plan Implementation Overlay Zone (CPIOZ) provides Supplemental Development Regulations (SDRs) that are tailored to implement the vision and policies of this Community Plan.

# Uptown Community Plan Zoning

Data Source: City of San Diego SANDAG/SANGIS Regional GIS Data Warehouse, ([www.sangis.org](http://www.sangis.org))



## POLICIES

- UD-4.49** Design and locate buildings with a strong orientation to the primary street frontage to define the pedestrian environment with main building entrances facing the street rather than parking lots.
- UD-4.50** Maintain a consistent streetwall along commercial streets except where public plazas, public spaces, and other amenities can be incorporated and enjoyed by the public.
- UD-4.51** Maintain quality architectural articulation and finishes around all visible sides of the buildings, not just the building fronts.
- UD-4.52** Discourage surface parking between the building frontage and the public street right-of-way.
- UD-4.53** Encourage compatibility with established setbacks within the immediate neighborhood in order to maintain an existing front yard rhythm and character.



*Zero-foot setback.*



*6 to 10 foot setback with outdoor seating.*



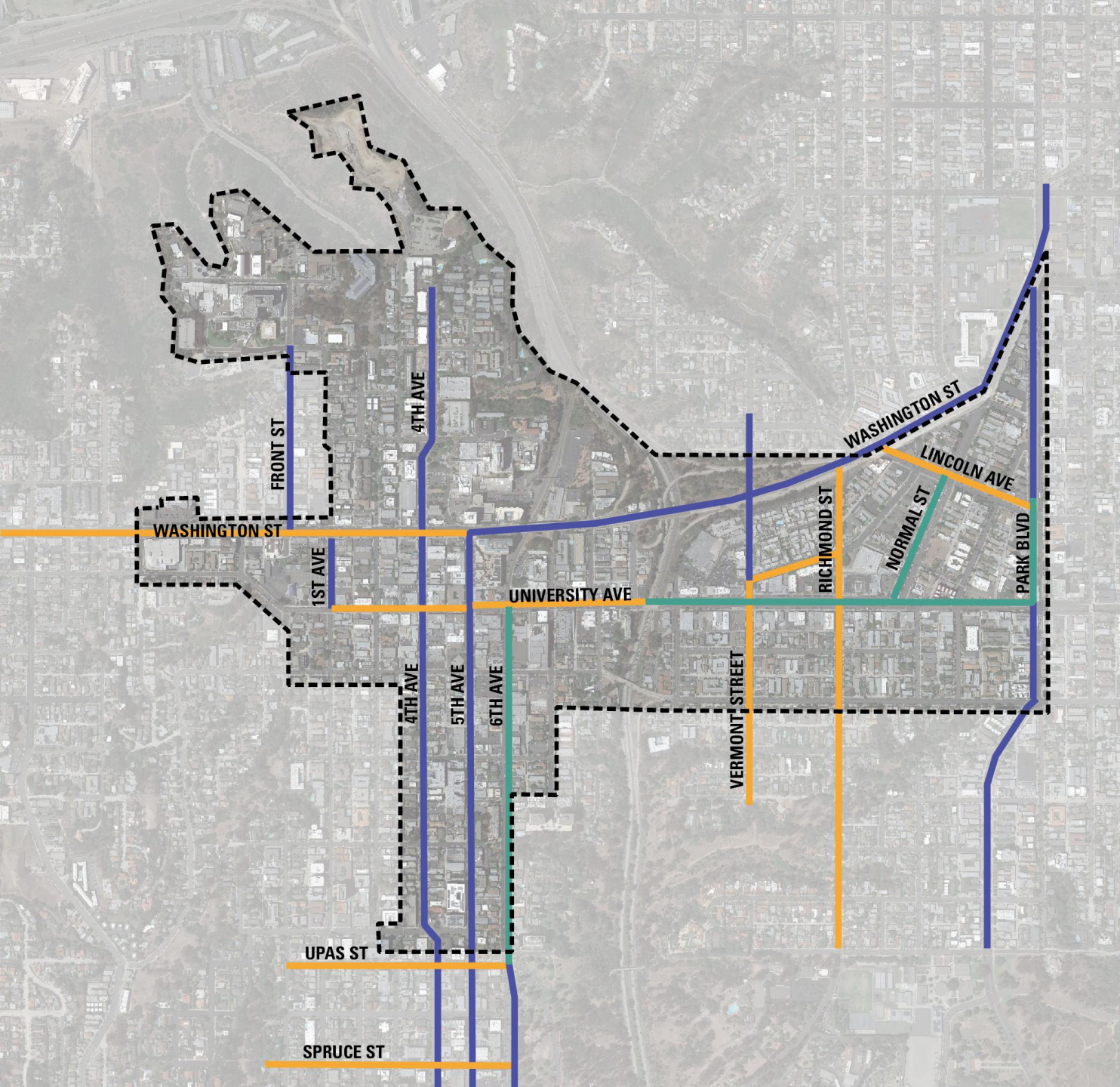
*10 to 15 foot setback with seating within setback zone.*



*Forecourt within zero-foot setback zone.*

# Uptown Community Plan - Street Orientation & Setbacks

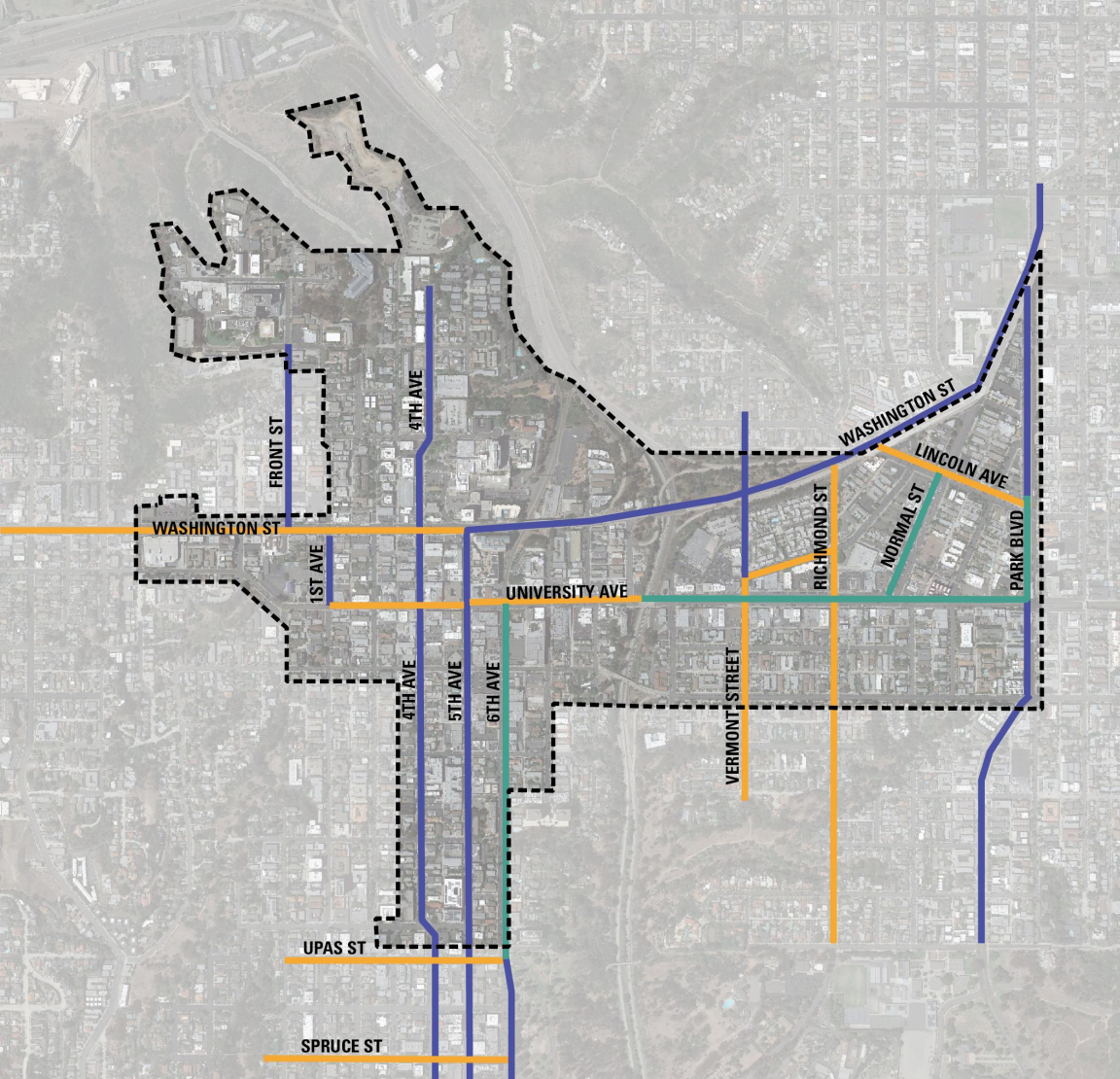




- █ Linear Parks
- █ Urban Corridors
- █ Mobility Improvements

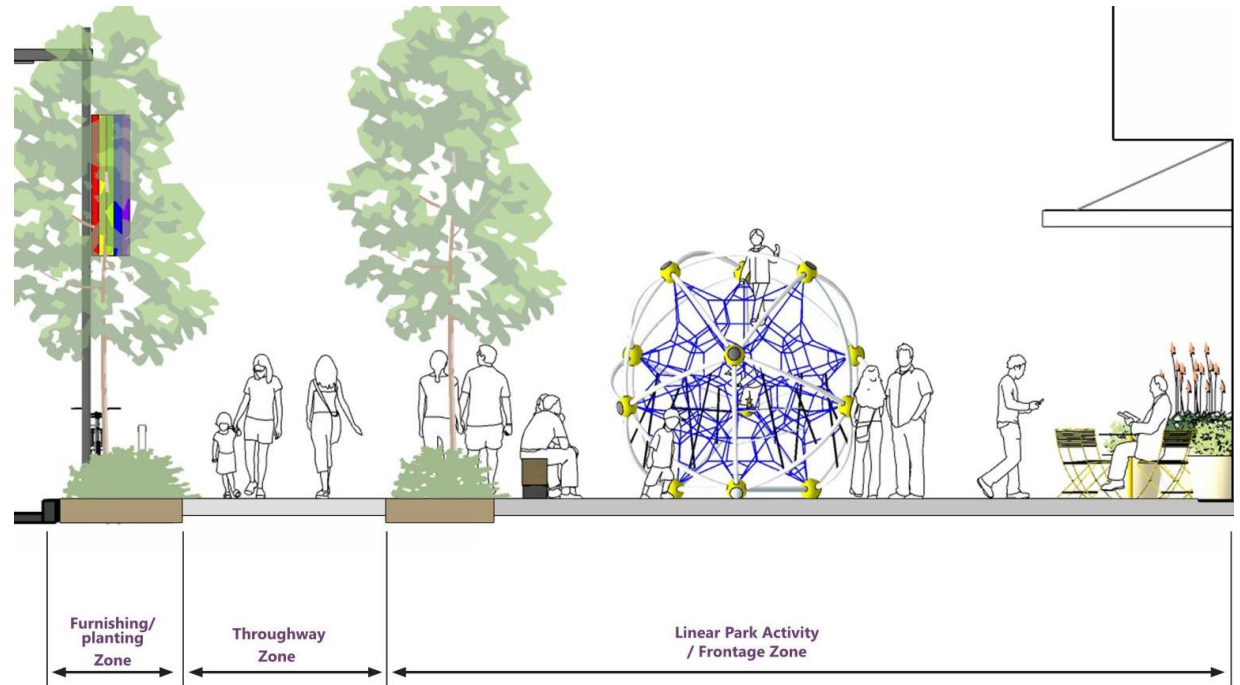






## Linear Parks █

- Normal Street Promenade
- University Avenue (east)
- Park Blvd
- 6<sup>th</sup> Avenue

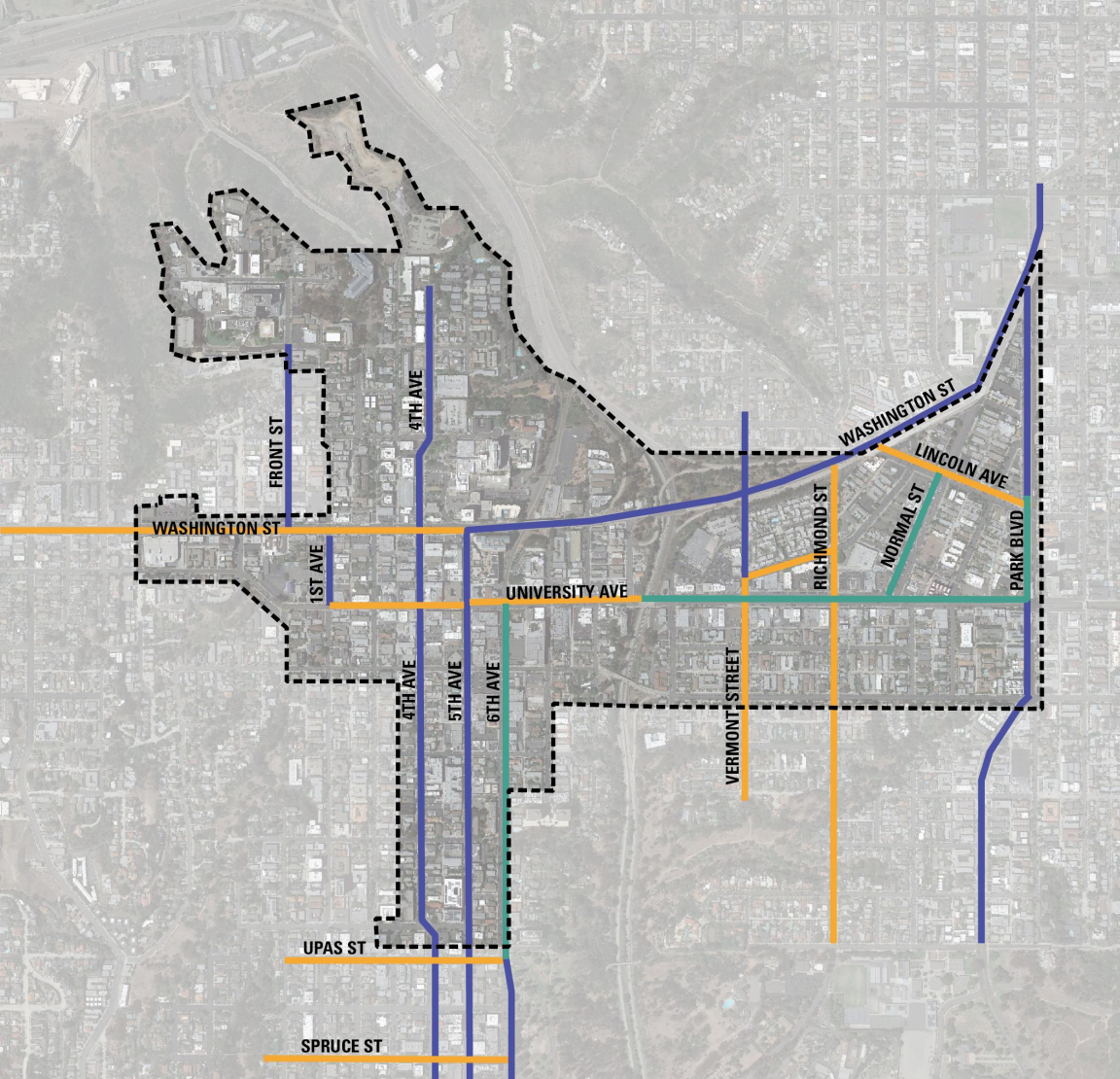


## Linear Park: 25' - 30'\*

- Similar to Urban Trail
- More amenities & recreation

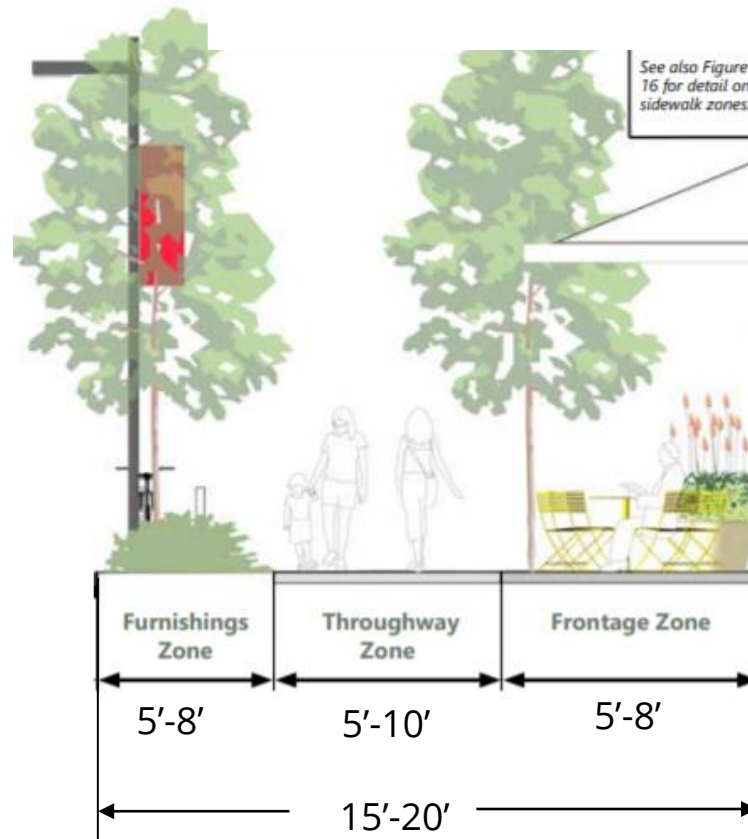
*PRELIMINARY – work in progress for conceptual planning purposes only.*





## Urban Corridors

- Washington (east)
- University (west)
- Vermont Street
- Richmond Street
- Lincoln Avenue



## Urban Corridor: 15'-20'

- Connector / Circulation
- Café Seating
- Urban Greening

*PRELIMINARY – work in progress for conceptual planning purposes only.*



BIRNEY ELEMENTARY

PARK BLVD

-  Open Space
-  Proposed Parks From Community Plan
-  Linear Park (15'-22' Setback)
-  Urban Corridors (10'-15' Setback)
-  Mobility Improvements
-  Sub-Area Boundary

HIGHWAY 163

WASHINGTON ST

WASHINGTON ST

CLEVELAND AVE

RICHMOND ST

NORMAL ST

CENTRE ST

PARK BLVD

UNIVERSITY AVE

10TH AVE

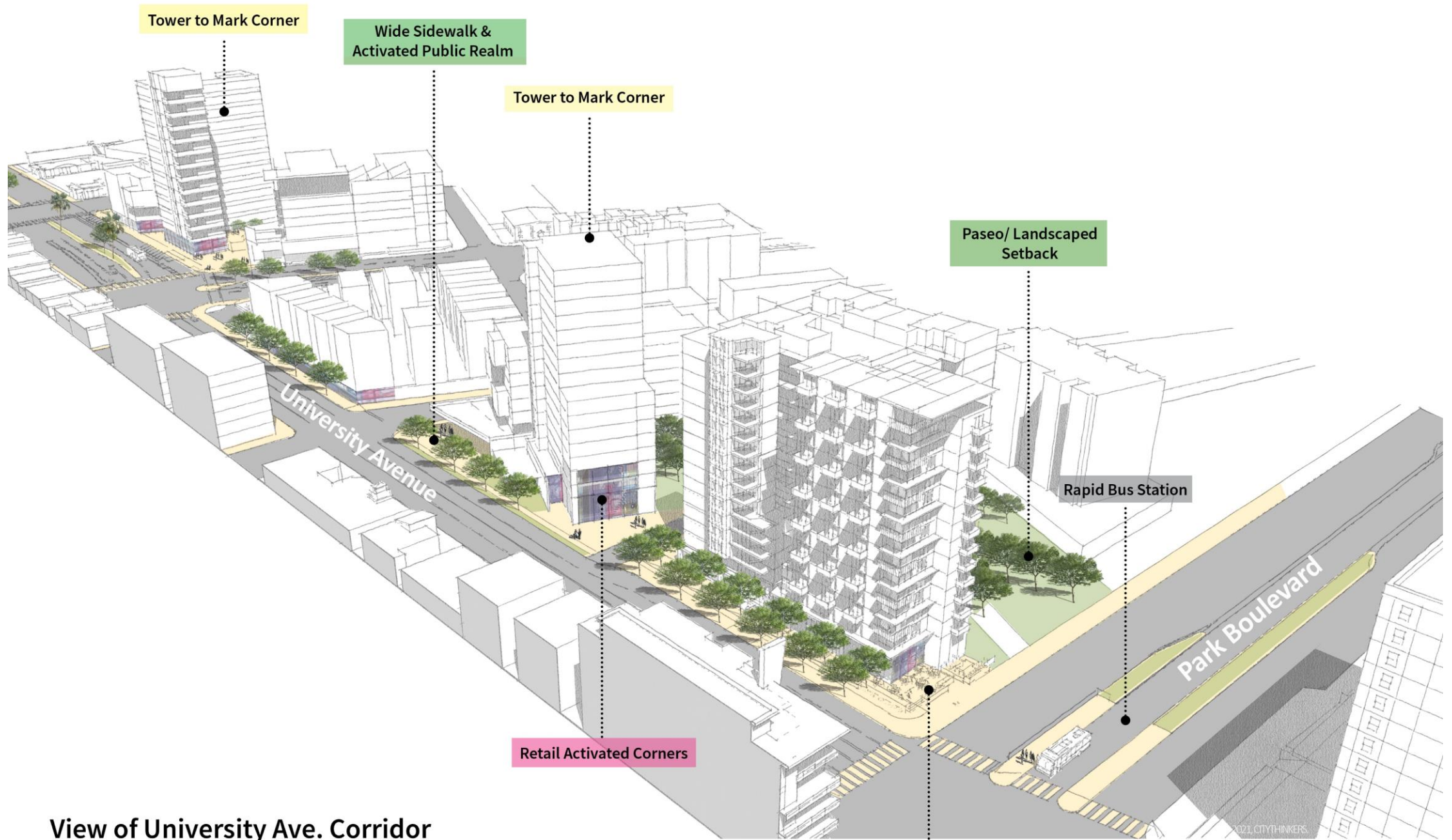
VERMONT ST

ESSEX AVE

ROBINSON AVE

ROBINSON AVE





Tower to Mark Corner

Wide Sidewalk & Activated Public Realm

Tower to Mark Corner

Paseo/ Landscaped Setback

Rapid Bus Station

Retail Activated Corners

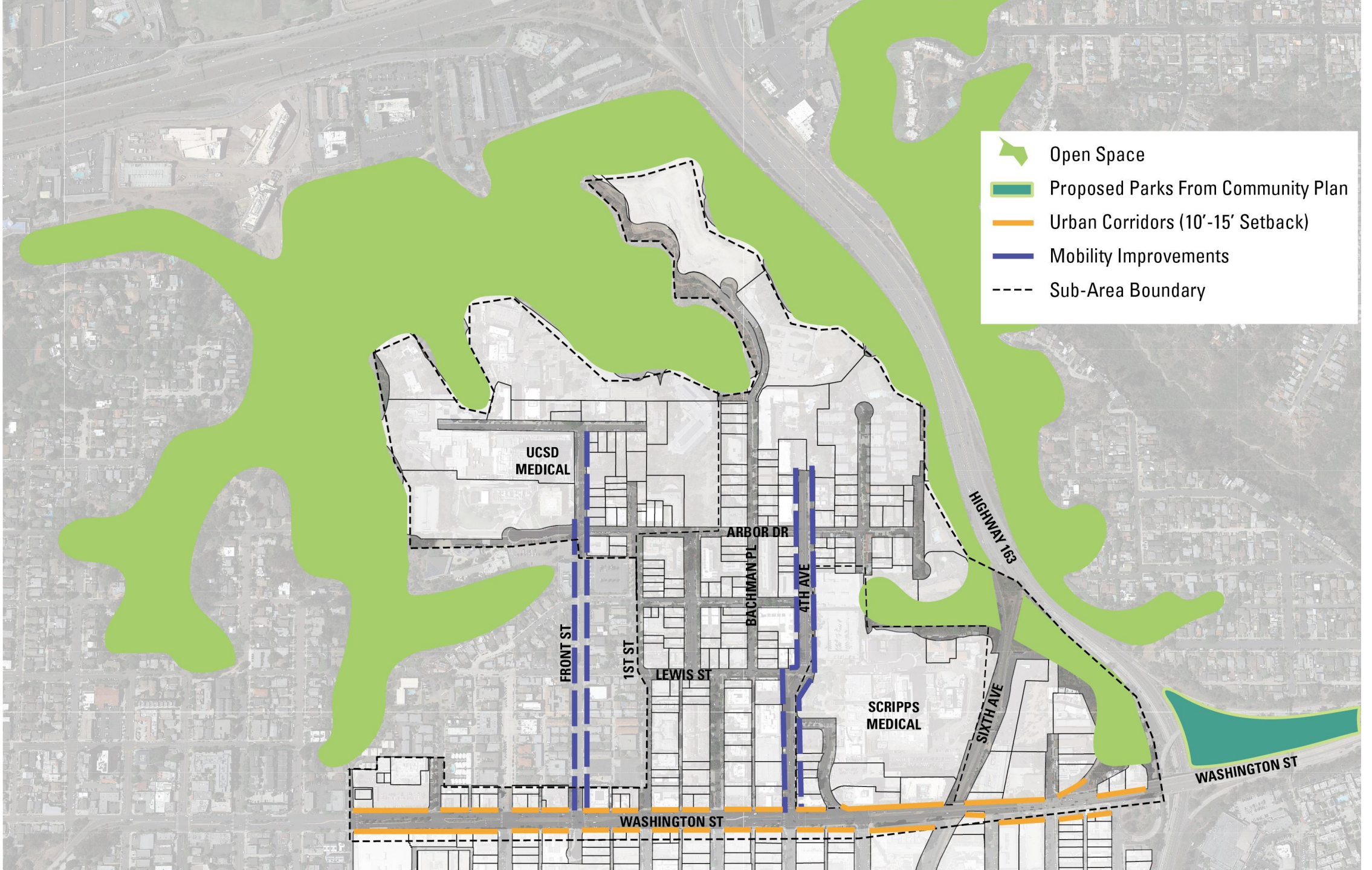
Retail Activated Corners

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### View of University Ave. Corridor

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- Open Space
- Proposed Parks From Community Plan
- Urban Corridors (10'-15' Setback)
- Mobility Improvements
- Sub-Area Boundary

UCSD  
MEDICAL

ARBOR DR

HIGHWAY 163

FRONT ST

1ST ST

LEWIS ST

BACHMAN PL

4TH AVE

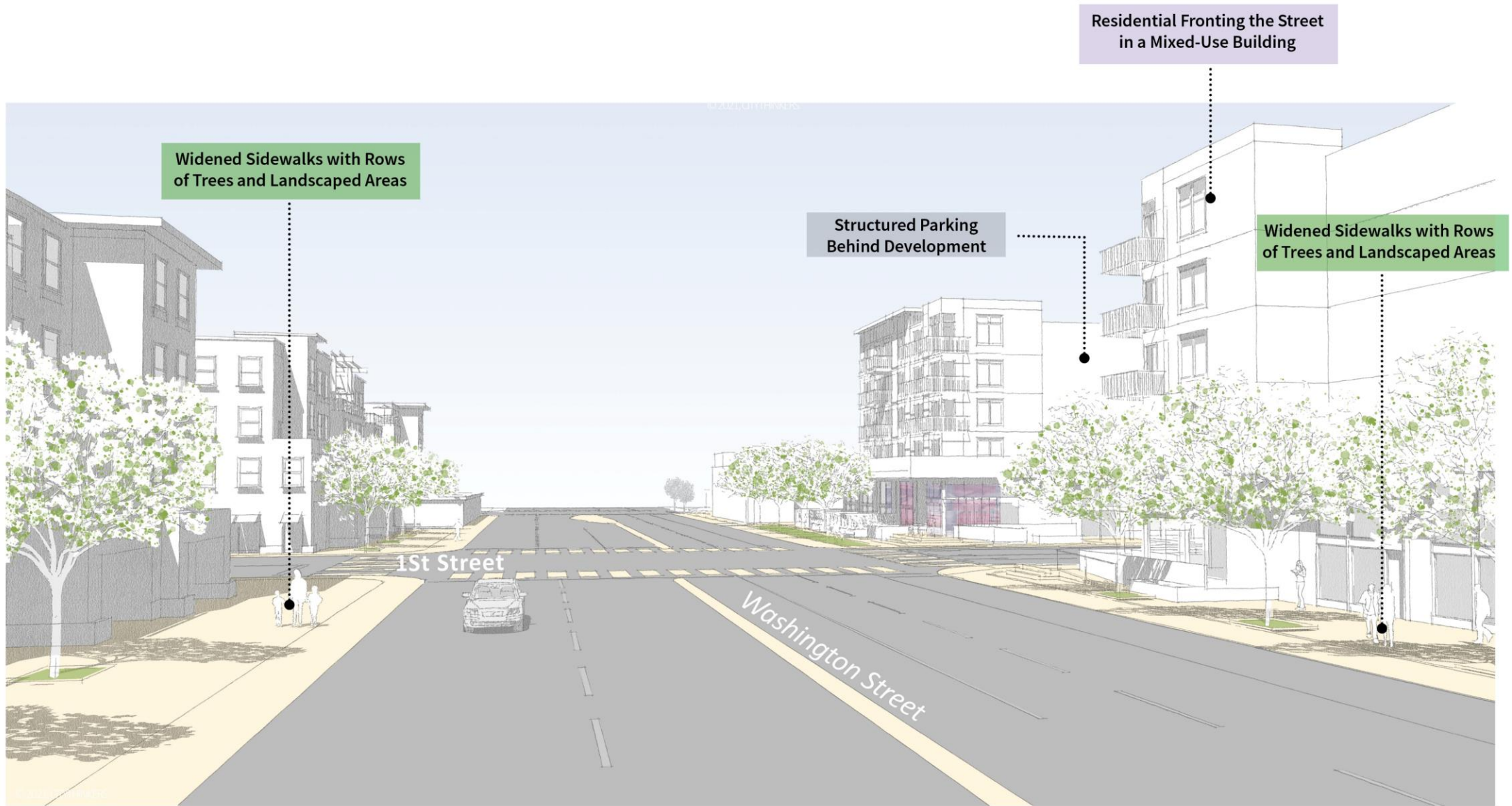
SCRIPPS  
MEDICAL

SIXTH AVE

WASHINGTON ST

WASHINGTON ST

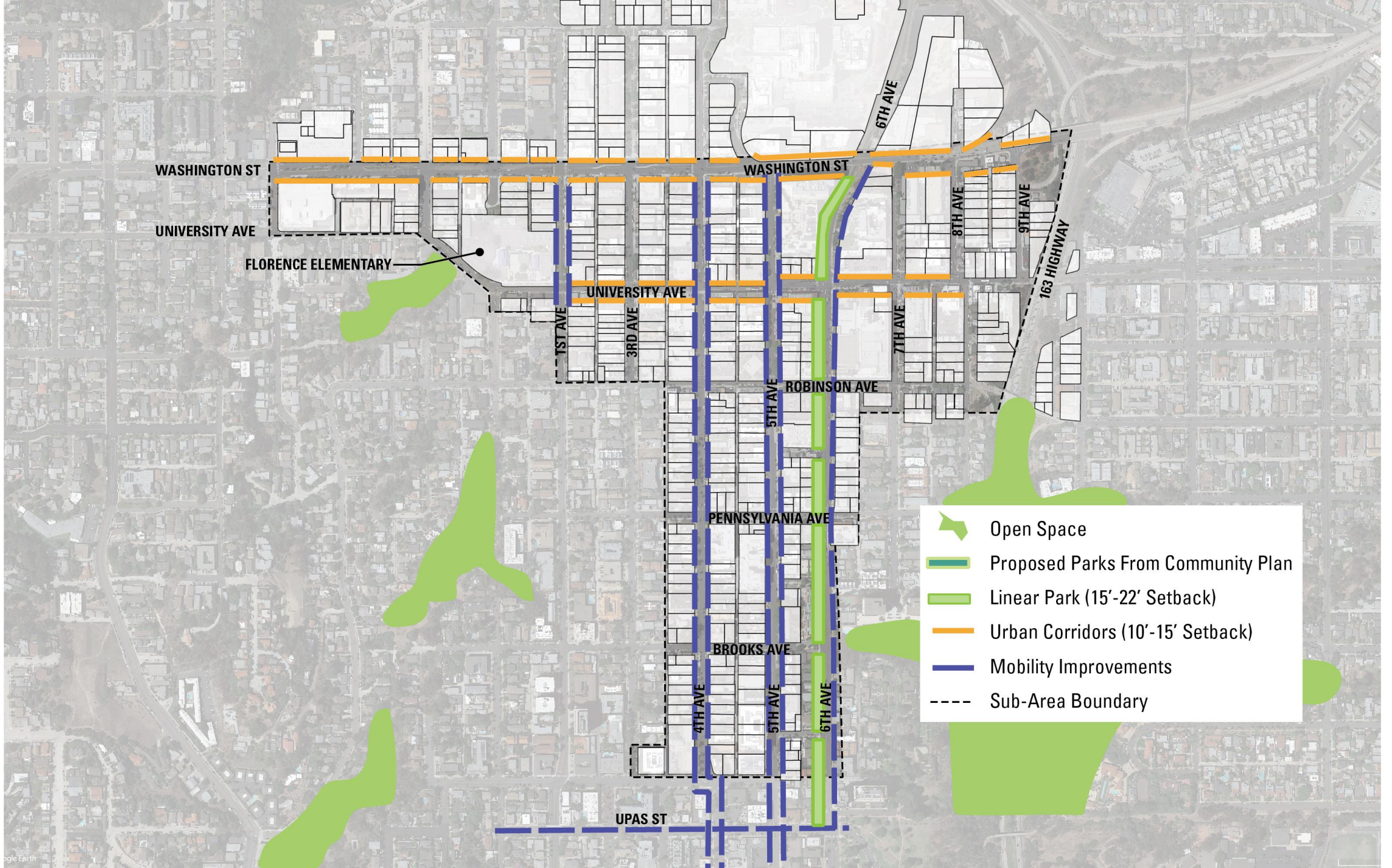




## View of Washington St. looking West (Potential Concepts)

*DRAFT - All Images are shown to illustrate planning concepts only and do not represent a design, project or land use proposal*





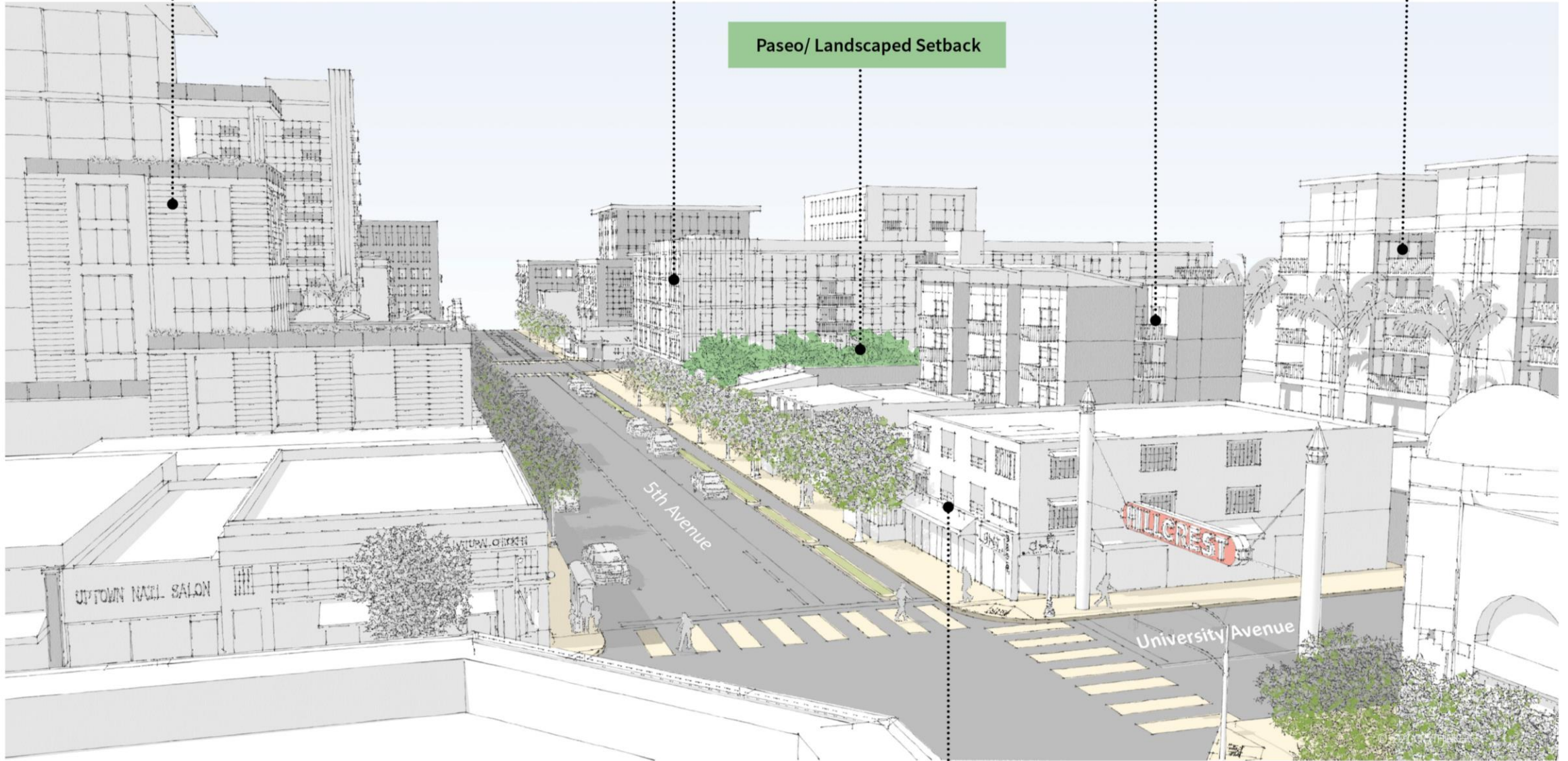


Residential Stepped Back from Street

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.**

## POLICIES

- UD-4.7 Design floor-to-floor heights of between 16 feet and 18 feet as an optimal height for commercial uses and for commercial ground floors in mixed-use buildings.
- UD-4.8 Design ground-floor elevations for commercial uses to be level with the elevation of the adjacent public sidewalk.
- UD-4.9 Avoid blank walls. They should be landscaped or decorated in a manner that makes them visually interesting.
- UD-4.10 Where ground floor residential uses are permitted or desired, promote active residential street frontages by designing ground-floor units with living space that fronts the street and/or provides direct access from the street. Landscaped setbacks, planters, front porches, stoops and forecourts are encouraged to buffer residential uses as well as to provide pedestrian interest. Fences, walls and landscaping shall be designed and maintained to provide “eyes on the street” rather than as a visual obstruction.
- UD-4.11 Design ground-floor residential uses within mixed-use developments to provide a grade change from the public sidewalk to the first floor residence to add an additional level of privacy of residential units.

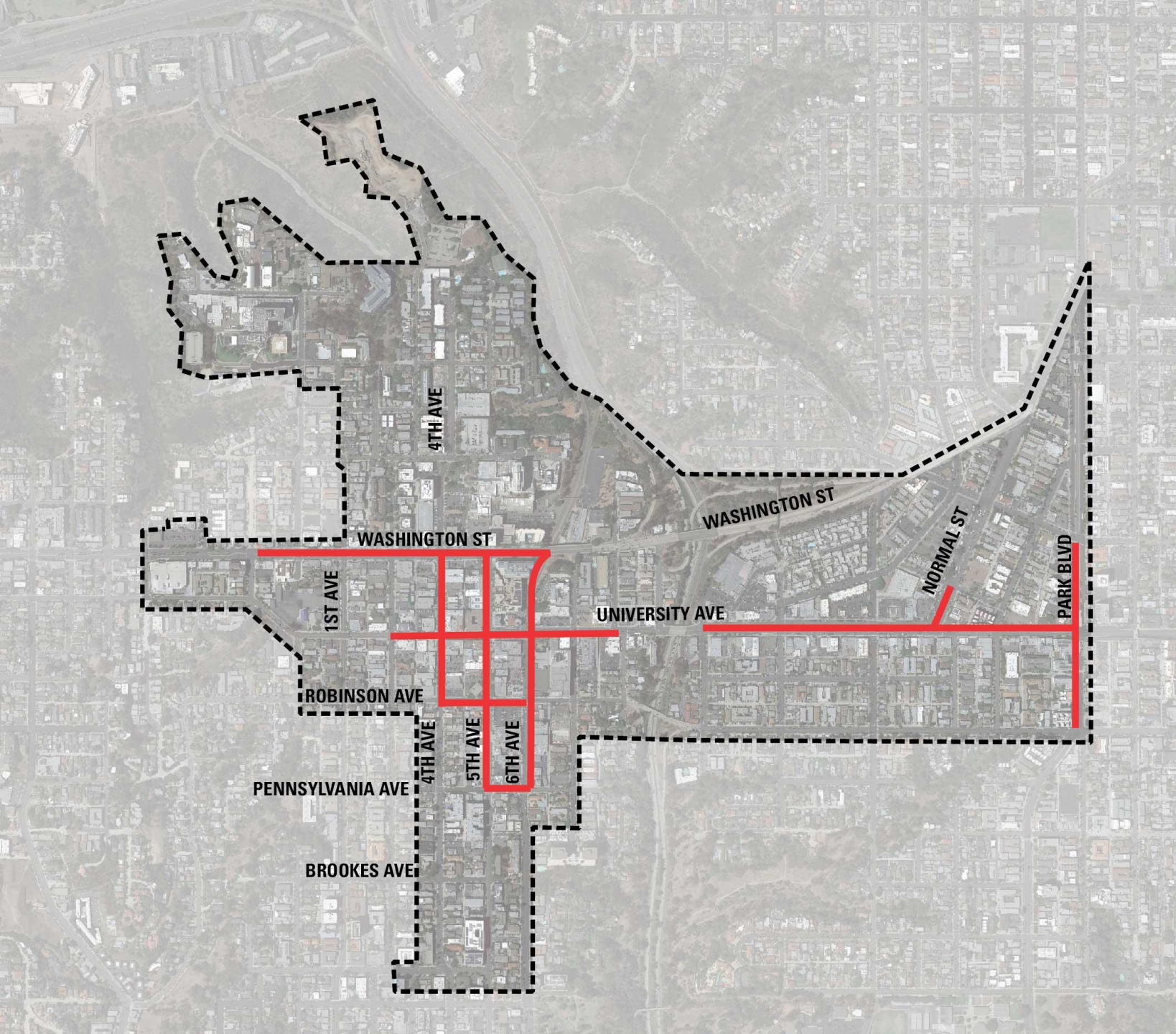
# Uptown Community Plan - Ground Floor Uses

# Ground Floor Activation Goal

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- Create visual interest to promote an enhanced pedestrian experience
- Assist in diminishing the overall massing of the building
- Create variation from the pedestrian's perspective





**Ground Floor –  
Required Active Uses**

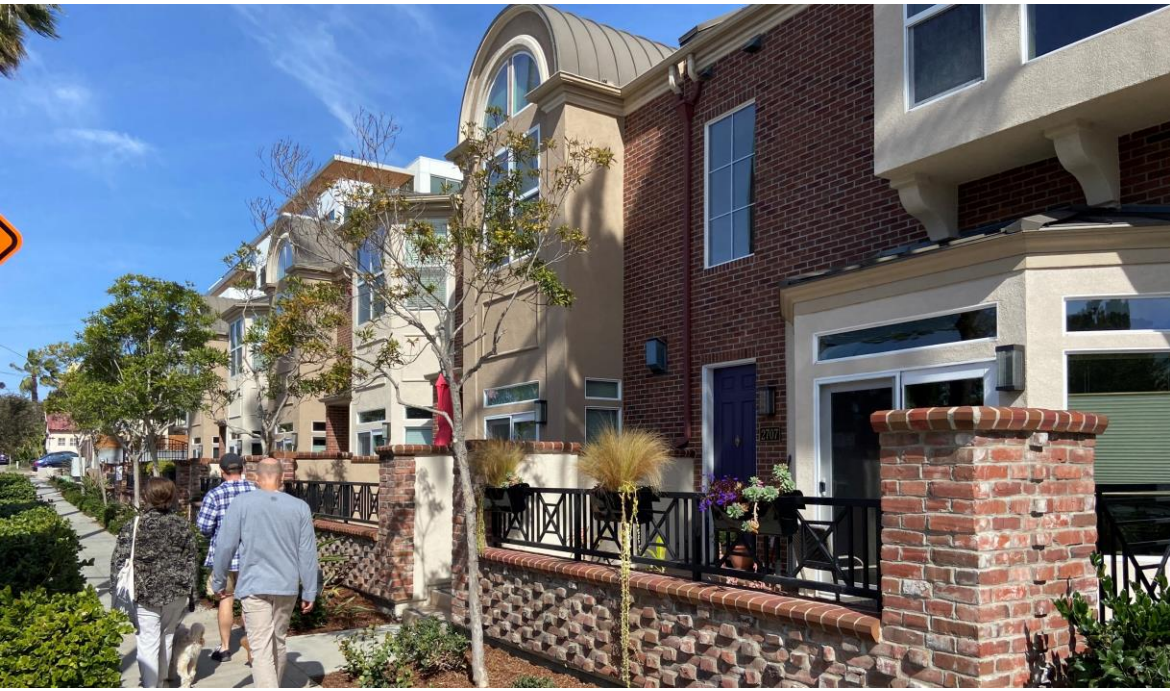




## Transparency

Non-residential uses - 60% frontage transparent

Residential uses - 40% frontage transparent







## **Porches, Patios, Yards and/or Stoops**

50% of the building facade at the ground level or one for every 30' of frontage

At least 30 square feet in total area





# Balconies

30% of the building façade or one for every 30 feet of frontage.



## **Arcades, Colonnades, or Galleries**

30% of the building façade at ground level





## **Awnings, Canopy, Marquee, Sunshade or Trellis**

50% of the building façade at ground level

15% for upper floor building facades





## Paseos / Arcades

8' minimum

FIGURE 4-8: HEIGHT & MASSING CONCEPT 1 - NEIGHBORHOOD CENTER

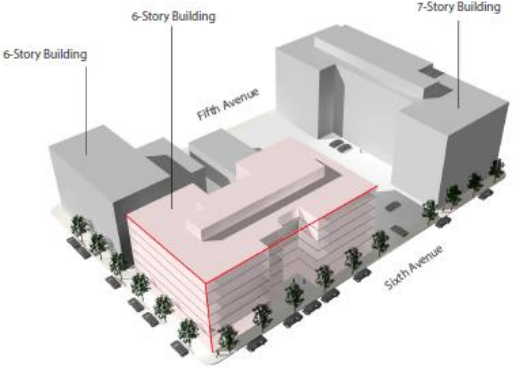
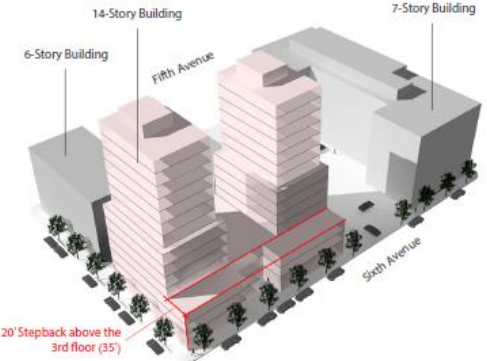
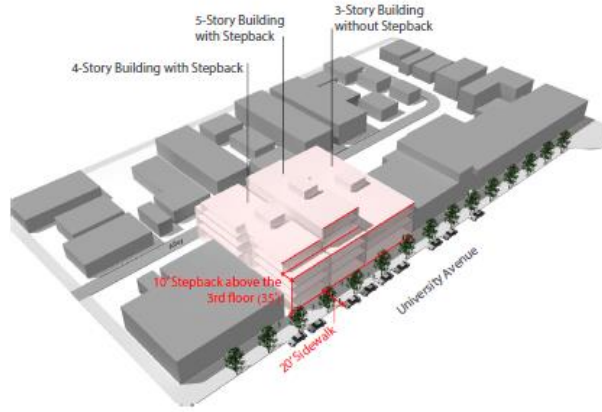


FIGURE 4-7: UPPER STORY STEPBACKS FROM STREET | FIGURE 4-9: HEIGHT & MASSING CONCEPT 2 - NEIGHBORHOOD CENTER



### HEIGHT AND MASSING IN THE HILLCREST CORE

The Hillcrest Core contains the community's most concentrated mix of commercial and residential buildings. Residential, commercial, and employment are integrated with accessible, pedestrian-friendly, and attractive streets. Identified as an "Urban Village" in regional and citywide contexts, the Hillcrest Core supports the Uptown community and Medical Complex neighborhood employment area to sustain transit and walkability. Refer to Figures 4-7 and 4-8 for Neighborhood Center height and massing concepts that are also applicable in the Hillcrest Core.

### POLICIES

**UD-4.75** Employ a combination of setbacks, upper-story stepbacks, articulated sub-volumes, and specific building heights to sensitively and adequately transition to adjacent lower height buildings.

**UD-4.76** Design upper-story additions/renovations that are set back from the primary façade of buildings undergoing adaptive reuse, in order to maintain the overall form of the original building at the front setback and to preserve the unique small scale, storefronts along Fifth Avenue between University Avenue and Robinson Avenue and along University Avenue between State Route 163 and Park Boulevard.

**UD-4.77** Design the massing on combined lots to respond to the pattern and rhythm of both adjacent development and the prevailing development within the block.

**UD-4.78** Design interface and the public realm that creates a lively engagement with public amenities including: plazas, squares, courtyards, public art, and community gardens all of which provide an on-street vitality and public amenities that reinforce both the scale and energy of the core.

# Uptown Community Plan Stepback



# Building Articulation & Massing



Building Bulk & Massing



Articulation

Roofline Variation

Tower Design

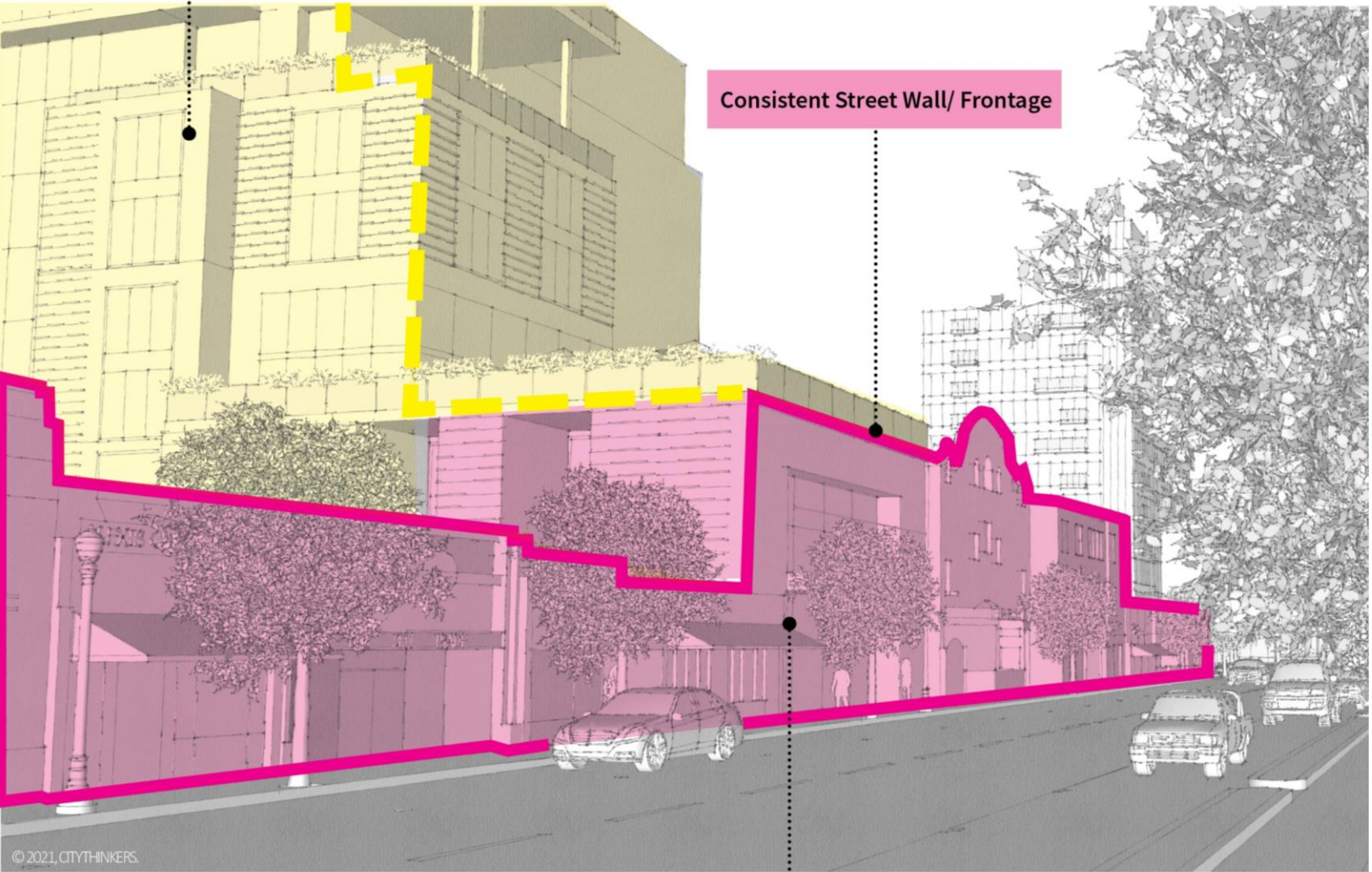
Step backs



Residential Stepped Back from Street

Consistent Street Wall/ Frontage

Ground Floor Commercial Uses in First 30 Feet



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Clear Definition of a Streetwall



Great downtowns have buildings with an architectural richness that breaks down building scale and enhances the city fabric. Top, San Diego, CA; middle, Berkeley, CA; bottom, San Diego, CA.

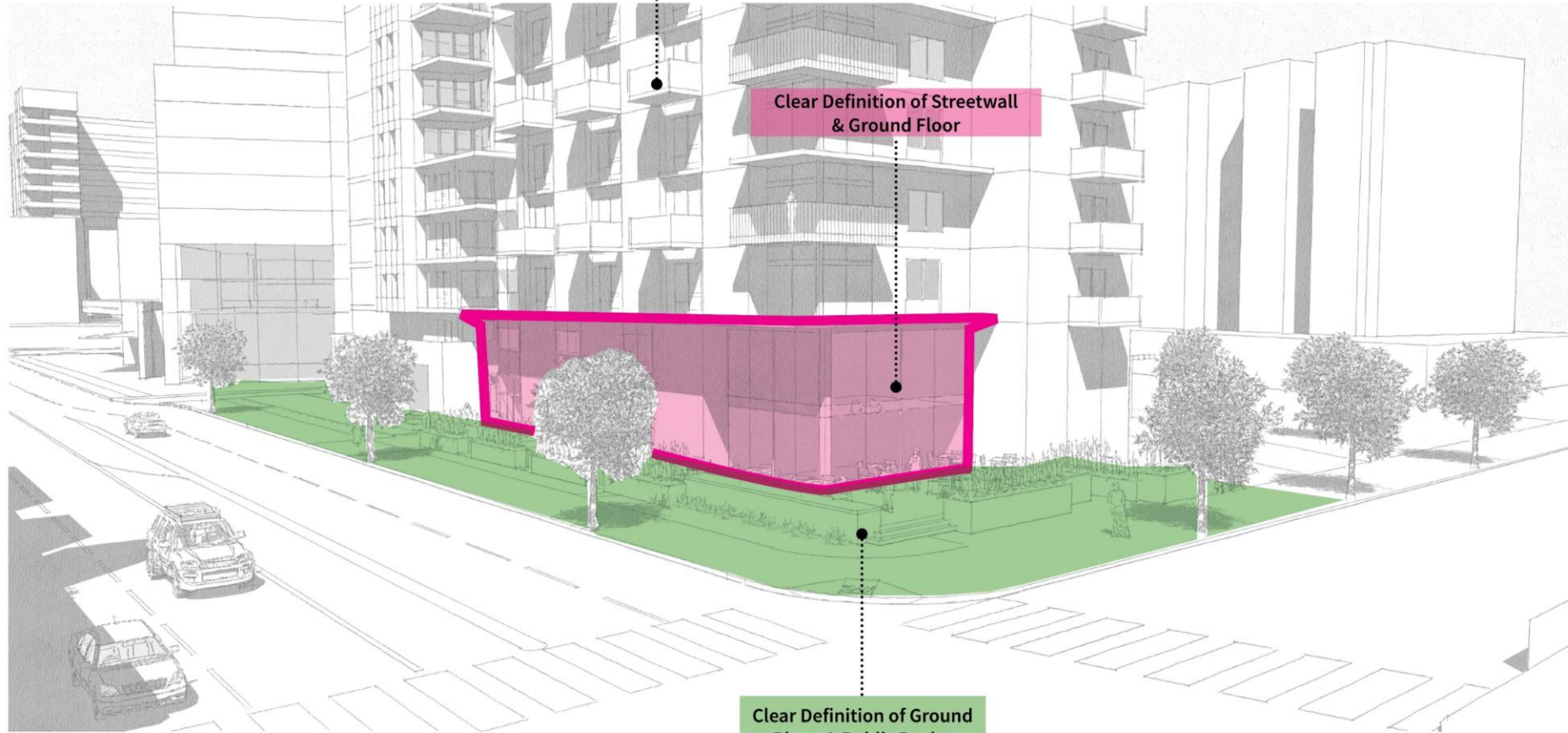
# Building Bulk & Massing

Residential Above

Clear Definition of Streetwall  
& Ground Floor

Clear Definition of Ground  
Plane & Public Realm

Clear Definition of a  
Streetwall



## Streetwall - University Ave.

*DRAFT - All Images are shown to illustrate planning concepts only and do not represent a design, project or land use proposal*

# Building Bulk & Massing



# Building Articulation & Massing

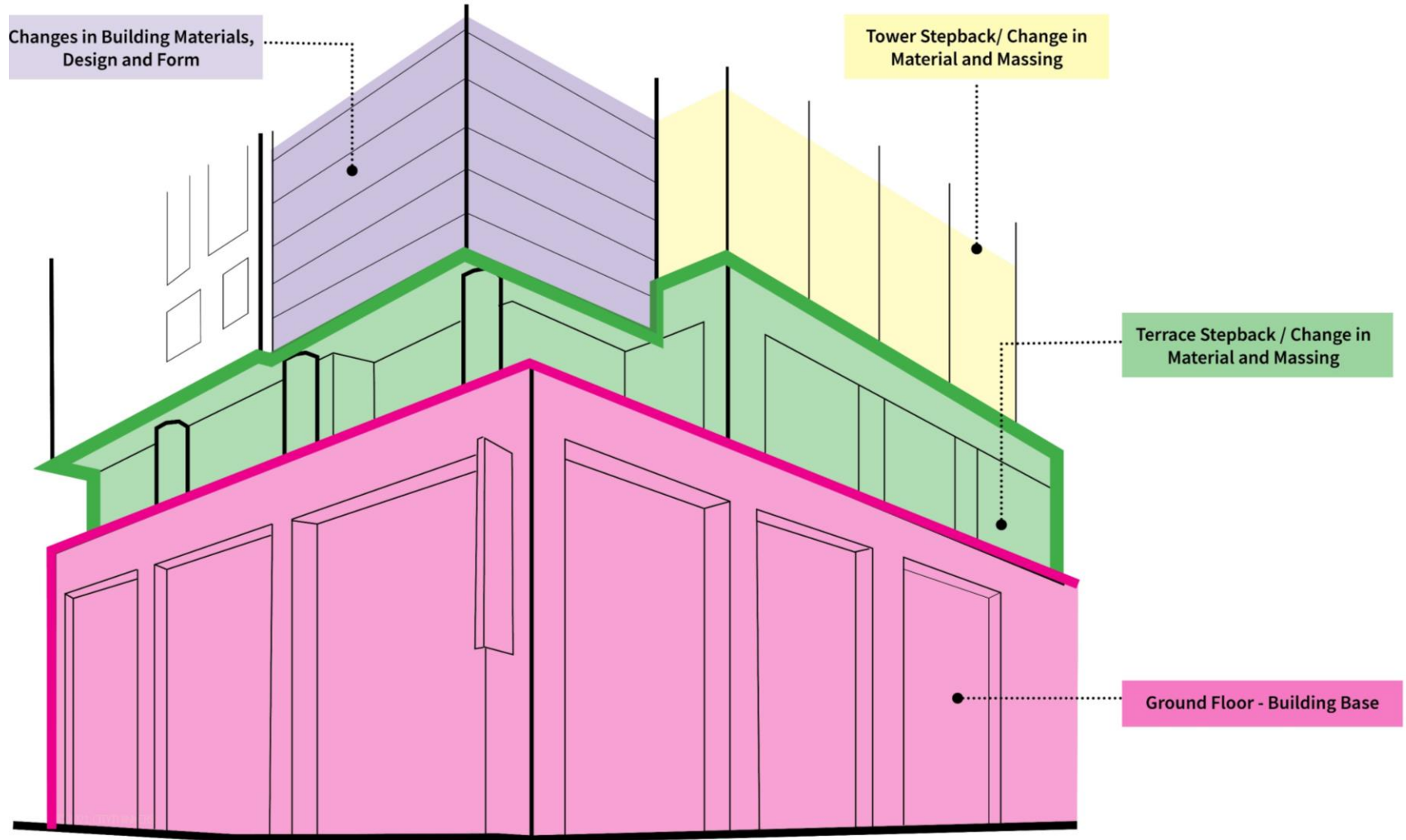
Massing & Articulation  
of Base and Tower



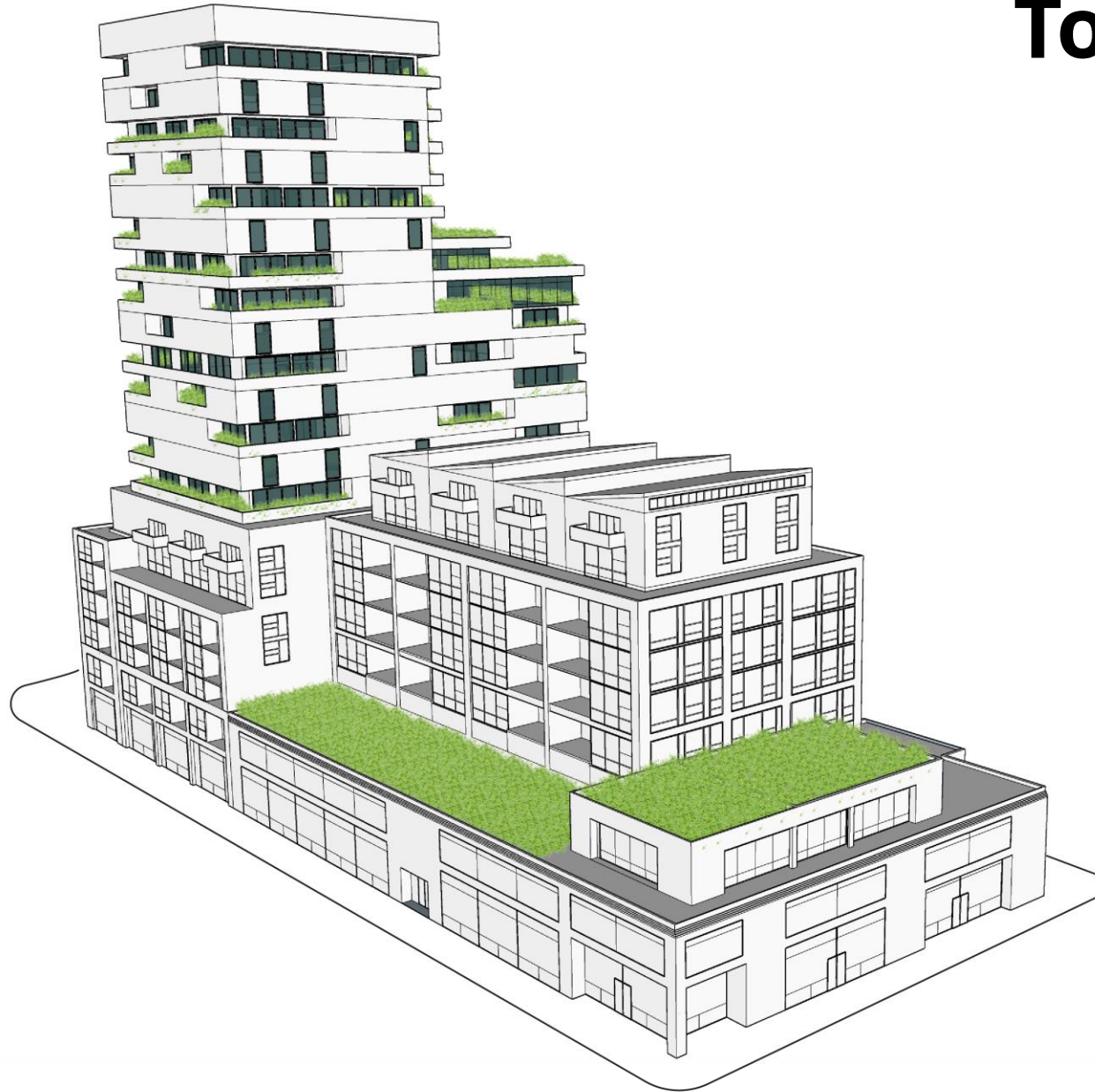
*Illustrative Example for Discussion Purposes Only*

# Building Articulation & Massing

Massing & Articulation  
of Base and Tower

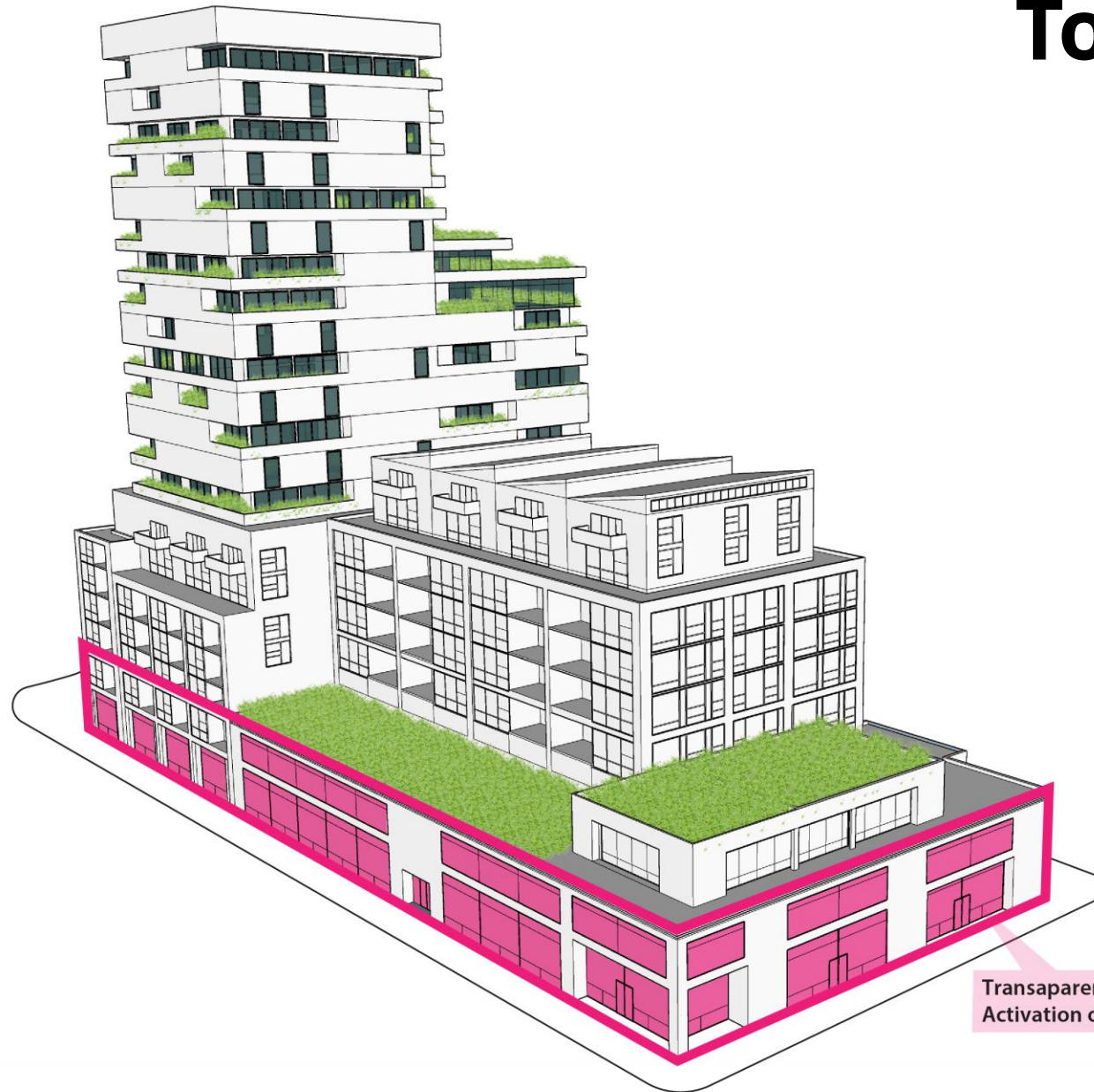


# Tower Design



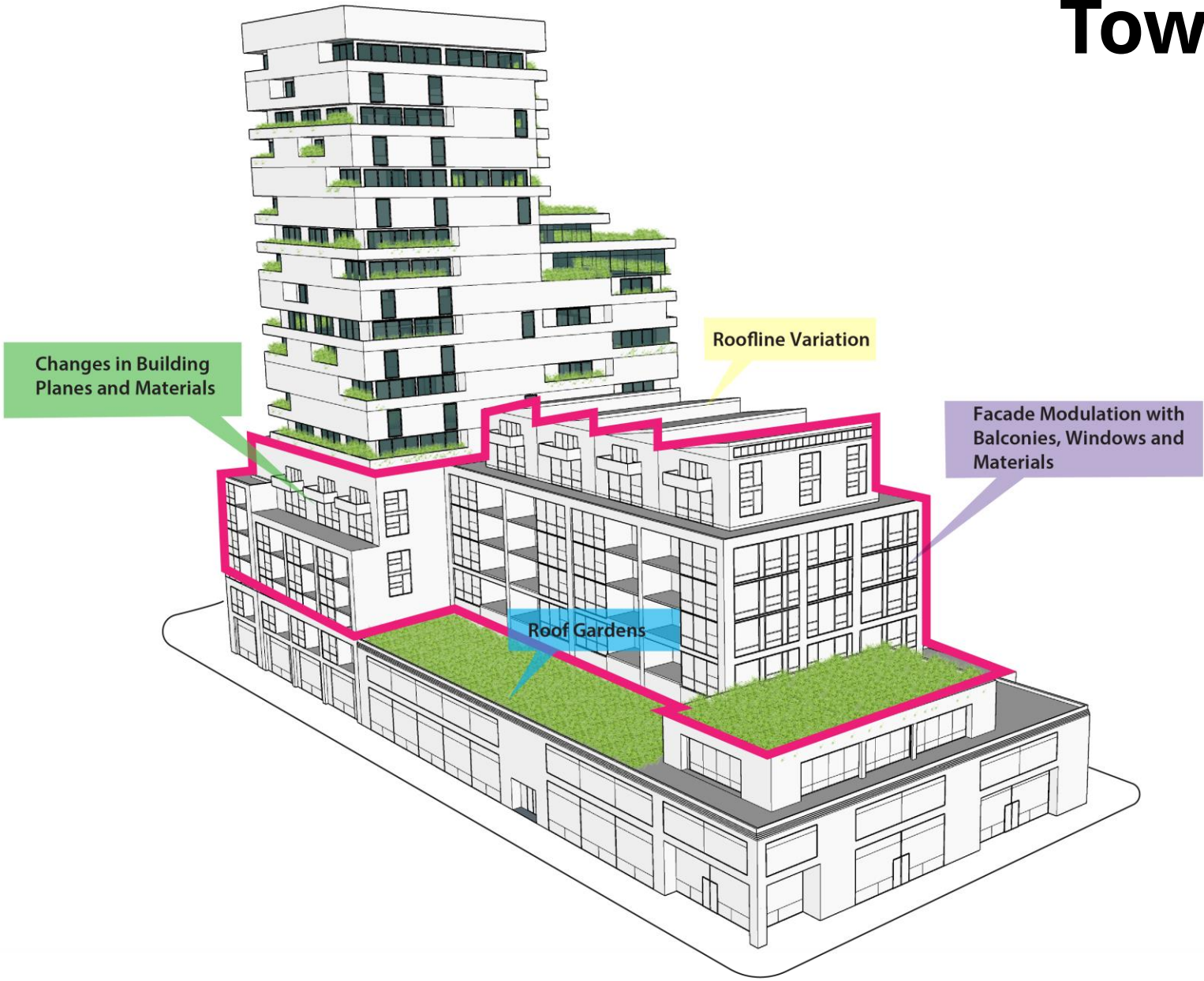


# Tower Design



Transparency and  
Activation on Ground Floor

# Tower Design

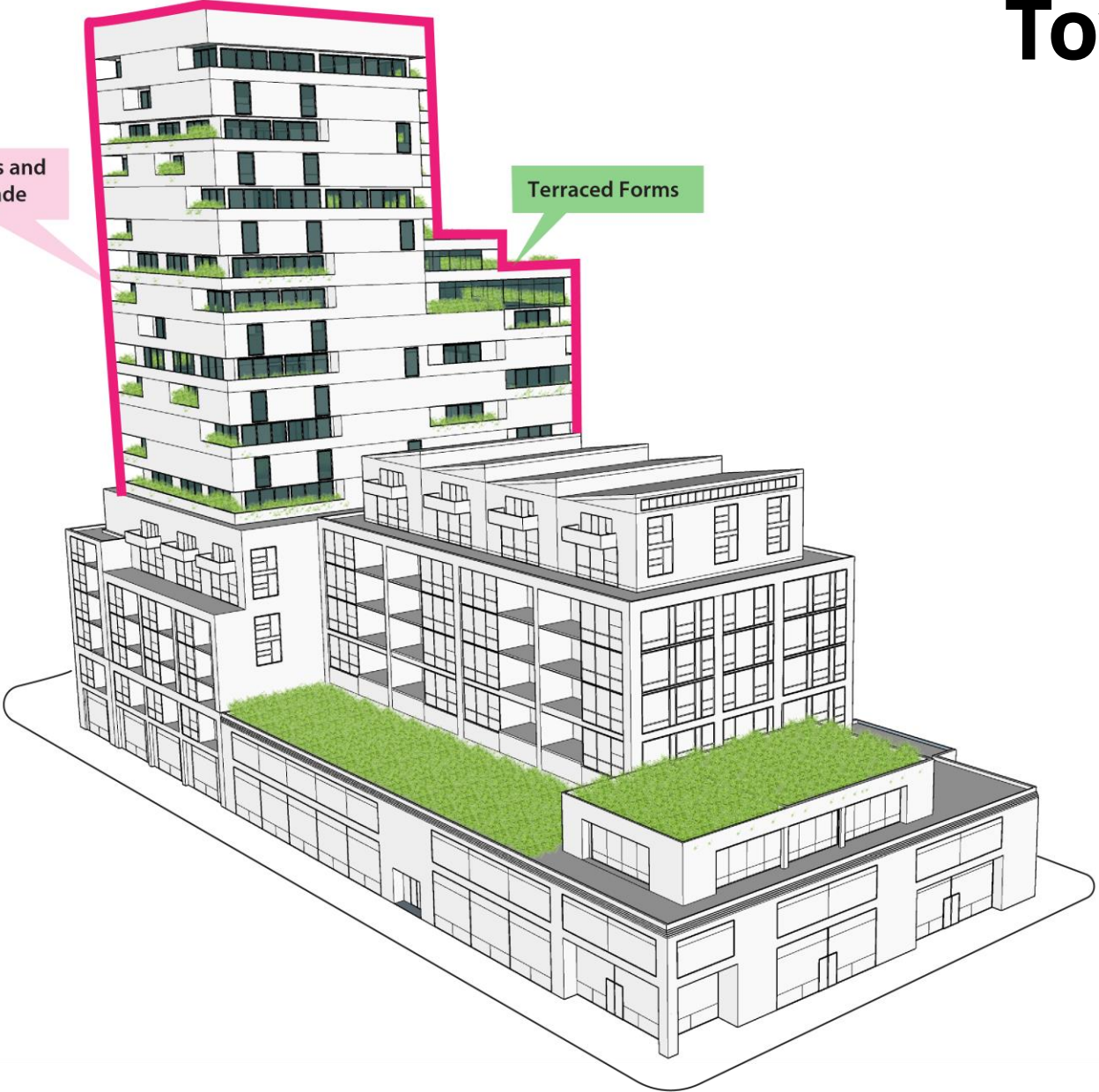




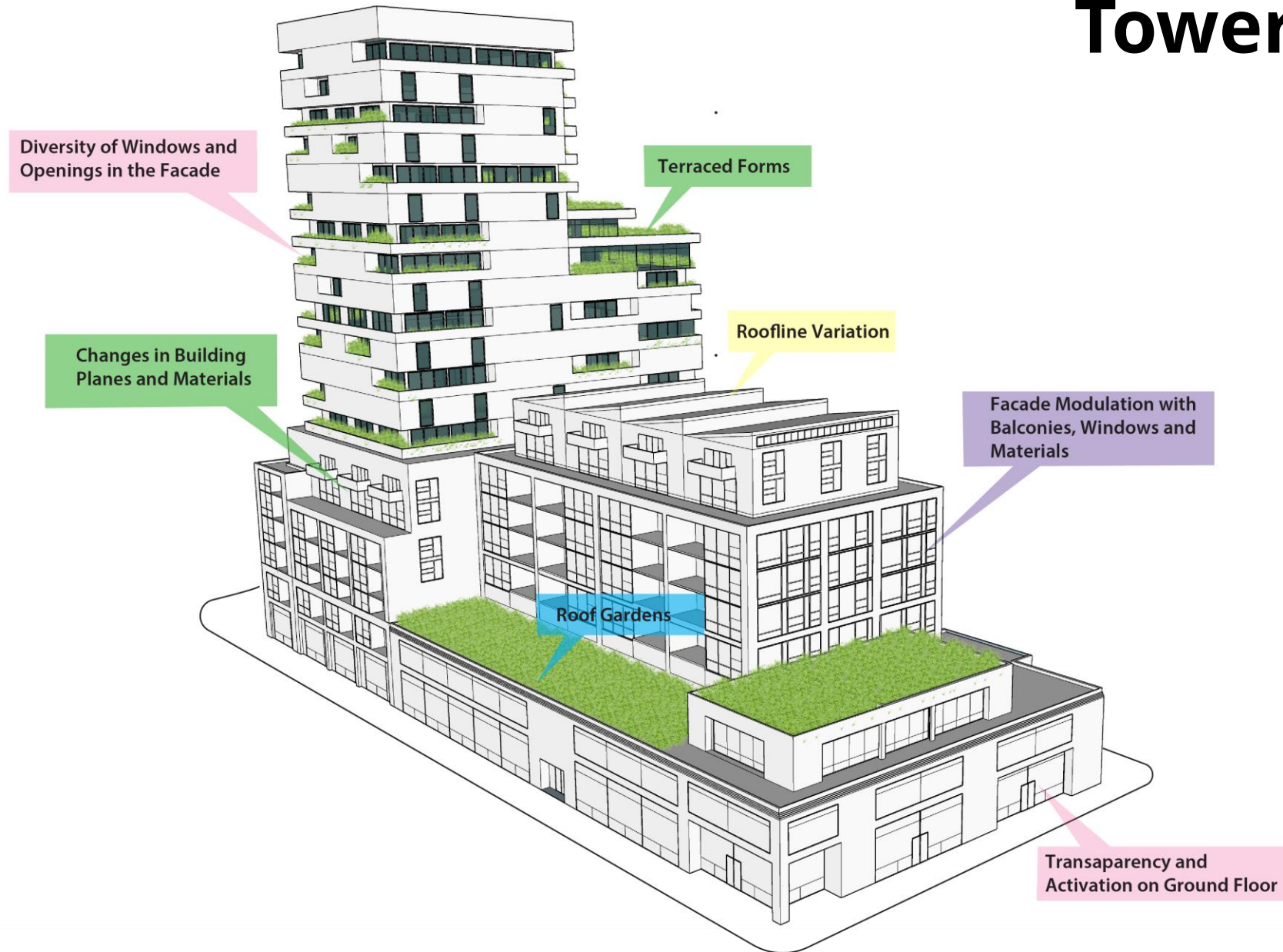
# Tower Design

Diversity of Windows and Openings in the Facade

Terraced Forms



# Tower Design





# Tower Design

- Texture to Building Facades
- “Roofscapes”
- Contrasting Materials and Forms
- Balconies and Floorlines Expressed



Functional fixtures give texture and scale to the facade of a building. CREDIT: PERKINS+WILL



A residential roofscape should be considered a “fifth facade” CREDIT: PERKINS+WILL



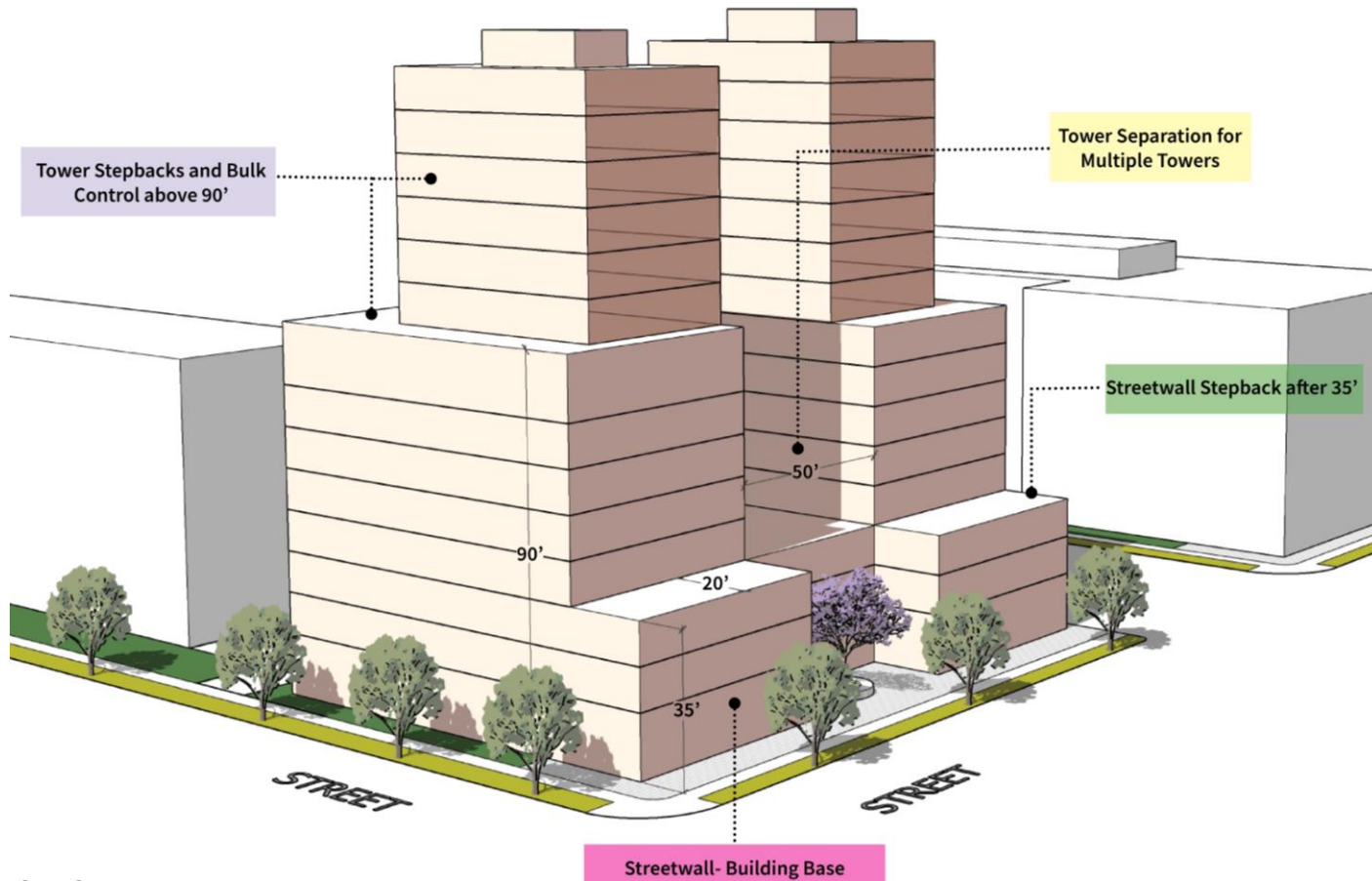
Contrast of solid and void, light and dark, opaque and transparent. CREDIT: AMELIA, BRIND & ASSOCIATES ARCHITECTS



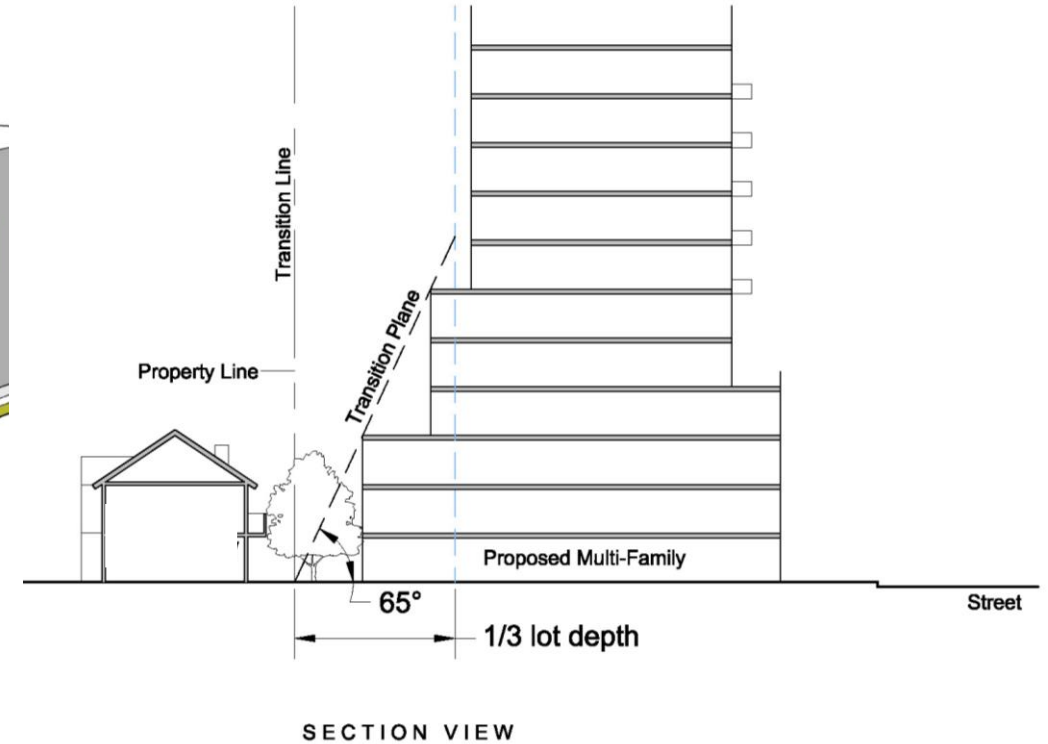
Balconies are used together here with floorplate expression to express the residential scale of the building. CREDIT: PERKINS+WILL

# Building Setback

## Upper Story Stepbacks



## Angled Plane



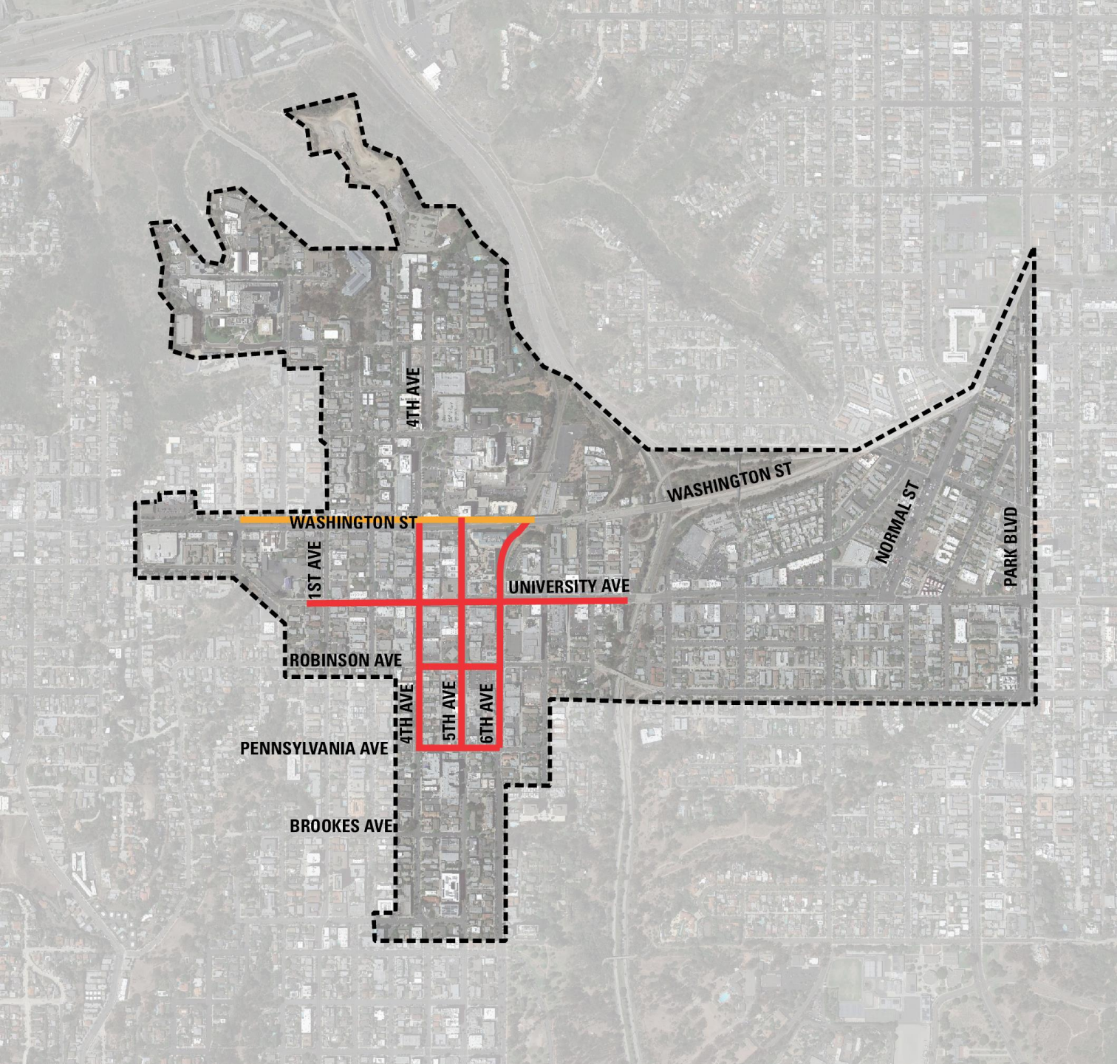




Frontage Stepback



Transition Stepback



# Stepbacks

# Feedback

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## Urban Design Requirements

- Setbacks
- Ground Floor Activation
- Building Bulk & Step Backs
- Tower Controls



# Next Steps

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