

Plan Hillcrest – While We Are Waiting to Start...

- Use your computer audio (preferred) OR join with phone call.

The image illustrates the steps to select audio options for a meeting. It shows three sequential screenshots of the 'Choose ONE of the audio conference options' dialog box.

The first two screenshots show the 'Computer Audio' option selected. The third screenshot shows the 'Phone Call' option selected, displaying the following information:

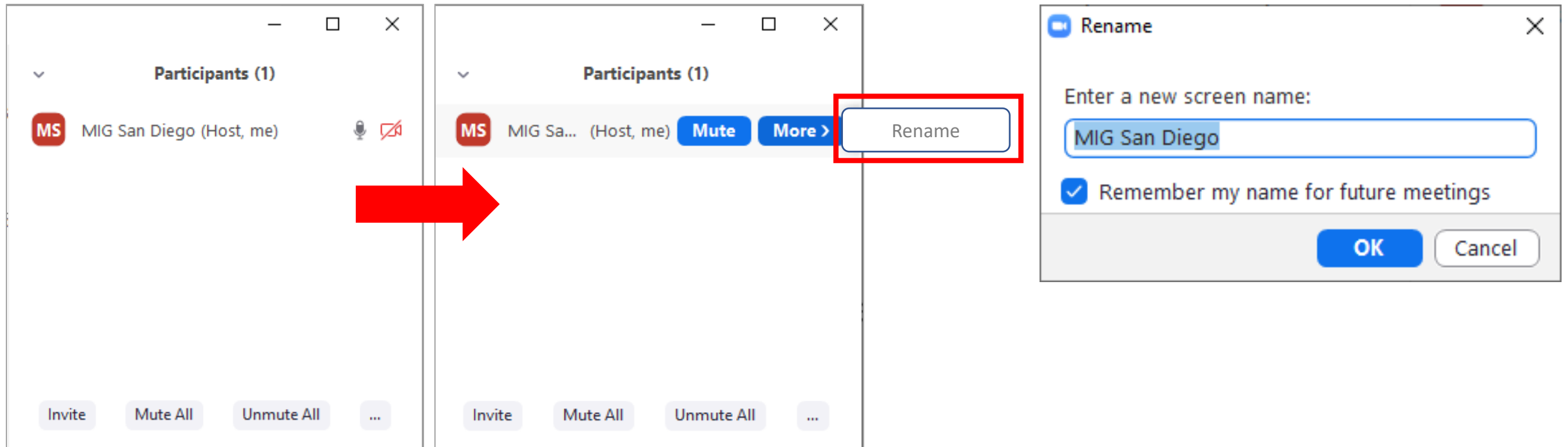
- Dial:** +1 669 900 6833, +1 346 248 7799, +1 312 626 6799, +1 646 876 9923, +1 253 215 8782, +1 301 715 8592
- Meeting ID:** 971 5962 6750
- Participant ID:** 382829

Red arrows point to the dial-in numbers and the meeting ID, with the following text:

- Use this Dial In Number if calling by phone
- Unique for each participant

Plan Hillcrest – While We Are Waiting to Start...

- Use “rename” button under “participants” icon to ensure your name is displayed accurately (e.g. John Smith).



The image illustrates the process of renaming a participant in a Zoom meeting. It consists of three panels:

- Left Panel:** Shows the 'Participants (1)' list with one participant: 'MIG San Diego (Host, me)'. A red arrow points from this participant to the right panel.
- Middle Panel:** Shows the same participant list, but the 'More >' button next to the participant is highlighted with a red box. The 'Rename' button is visible within this menu.
- Right Panel:** Shows the 'Rename' dialog box. It prompts the user to 'Enter a new screen name:' with a text input field containing 'MIG San Diego'. There is a checked checkbox for 'Remember my name for future meetings' and 'OK' and 'Cancel' buttons at the bottom.

Plan Hillcrest – While We Are Waiting to Start...

- Please send comments or questions using the chat feature.

The image shows a Zoom meeting interface. On the left, the meeting details are displayed: Meeting Topic: Hillcrest Focused Plan Amendment Live Webinar, Host: MIG San Diego, Invitation URL: https://zoom.us/j/97159626750, and Participant ID: 382829. Below this, there are buttons for Join Audio, Share Screen, and Invite Others. At the bottom, a toolbar contains icons for Mute, Start Video, Security, Manage Participants, Polls, Chat, Share Screen, Record, Breakout Rooms, and End Meeting. The Chat icon is highlighted with a red box. A red arrow points from the Chat icon to a Zoom Group Chat window on the right. The chat window shows a message input field with the placeholder text "Type message here..." and a dropdown menu set to "Everyone".

Plan Hillcrest – While We Are Waiting to Start...

- We recommend you use the full screen or fit to window mode for optimal viewing. To make **full screen**, double-click the screen or click Start **Full Screen** in the upper right corner.
- Webinar will be **recorded** and posted on the website after the webinar.
- If you have trouble logging into Zoom or using features, email jnielsen@migcom.com for assistance.



PLAN
HILLCREST

LIVE WEBINAR

April 28, 2020

Plan Hillcrest – While We Are Waiting to Start...

- Use your computer audio (preferred) OR join with phone call.

The image shows a sequence of three screenshots from a software interface. The first two screenshots show a window titled "Choose ONE of the audio conference options" with a radio button for "Computer Audio" selected and highlighted by a red box. A blue button labeled "Join with Computer Audio" is visible below. The third screenshot shows the same window with the "Phone Call" radio button selected and highlighted by a red box. A large red arrow points from the second screenshot to the third. The third screenshot shows a detailed view of the "Phone Call" options, including a list of dial-in numbers, a "Meeting ID: 971 5962 6750", and a "Participant ID: 382829". Red arrows point from the text "Use this Dial In Number if calling by phone" to the list of numbers, and from "Unique for each participant" to the Participant ID.

Choose ONE of the audio conference options

Phone Call Computer Audio

Join with Computer Audio

Test Speaker and Microphone

Automatically join audio by computer when joining a meeting

Choose ONE of the audio conference options

Phone Call Computer Audio - Connected

Use this Dial In Number if calling by phone

Dial: +1 669 900 6833
+1 346 248 7799
+1 312 626 6799
+1 646 876 9923
+1 253 215 8782
+1 301 715 8592

Meeting ID: 971 5962 6750

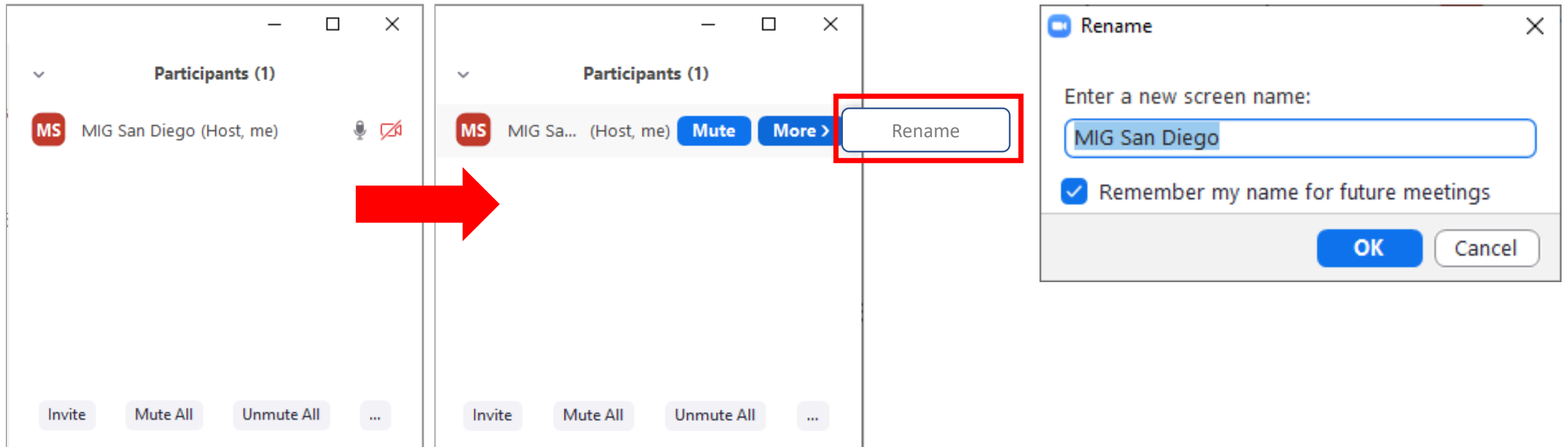
Participant ID: **382829**

Unique for each participant

Done

Plan Hillcrest – While We Are Waiting to Start...

- Use “rename” button under “participants” icon to ensure your name is displayed accurately (e.g. John Smith).



The image illustrates the process of renaming a participant in a Microsoft Teams meeting. It consists of three parts:

- Left Panel:** A screenshot of the 'Participants (1)' list showing the host 'MIG San Diego (Host, me)'. A red arrow points from this panel to the middle panel.
- Middle Panel:** A screenshot of the 'Participants (1)' list with the 'Rename' button highlighted by a red box. The button is located to the right of the 'More >' button.
- Right Panel:** A screenshot of the 'Rename' dialog box. It prompts the user to 'Enter a new screen name:' with a text input field containing 'MIG San Diego'. There is a checked checkbox for 'Remember my name for future meetings' and 'OK' and 'Cancel' buttons at the bottom.

Plan Hillcrest – While We Are Waiting to Start...

- Please send comments or questions using the chat feature.

The image shows a Zoom meeting interface. On the left, the meeting details are displayed: Meeting Topic: Hillcrest Focused Plan Amendment Live Webinar, Host: MIG San Diego, Invitation URL: https://zoom.us/j/97159626750, and Participant ID: 382829. Below this, there are buttons for Join Audio, Share Screen, and Invite Others. At the bottom, the Zoom toolbar is visible, with the Chat icon highlighted by a red box. A red arrow points from the Chat icon to a Zoom Group Chat window on the right. The chat window shows a message input field with the placeholder text "Type message here..." and a dropdown menu set to "Everyone".

Plan Hillcrest – While We Are Waiting to Start...

- We recommend you use the full screen or fit to window mode for optimal viewing. To make **full screen**, double-click the screen or click Start **Full Screen** in the upper right corner.
- Webinar will be **recorded** and posted on the website after the webinar.
- If you have trouble logging into Zoom or using features, email jnielsen@migcom.com for assistance.

Tonight's Team



Michael Prinz
Senior Planner
City of San Diego
MPrinz@sandiego.gov



Shannon Mulderig
Associate Planner
City of San Diego
SLMulderig@sandiego.gov



Diego Velasco
Urban Designer
City Thinkers



Andy Pendoley
Facilitator
MIG

Why Are We Here Tonight?

Purpose

To kick off the Hillcrest Focused Plan Amendment which proposes to amend the 2016 Uptown Community Plan

Key Planning Issues

- LGBTQ+ Community and Historic Culture
- Neighborhood public space needs
- Mobility Connections and access
- A thriving business district
- Urban form opportunities
- New opportunities for housing

Webinar Overview

1 Background

2 What we hope to achieve

3 Timeline

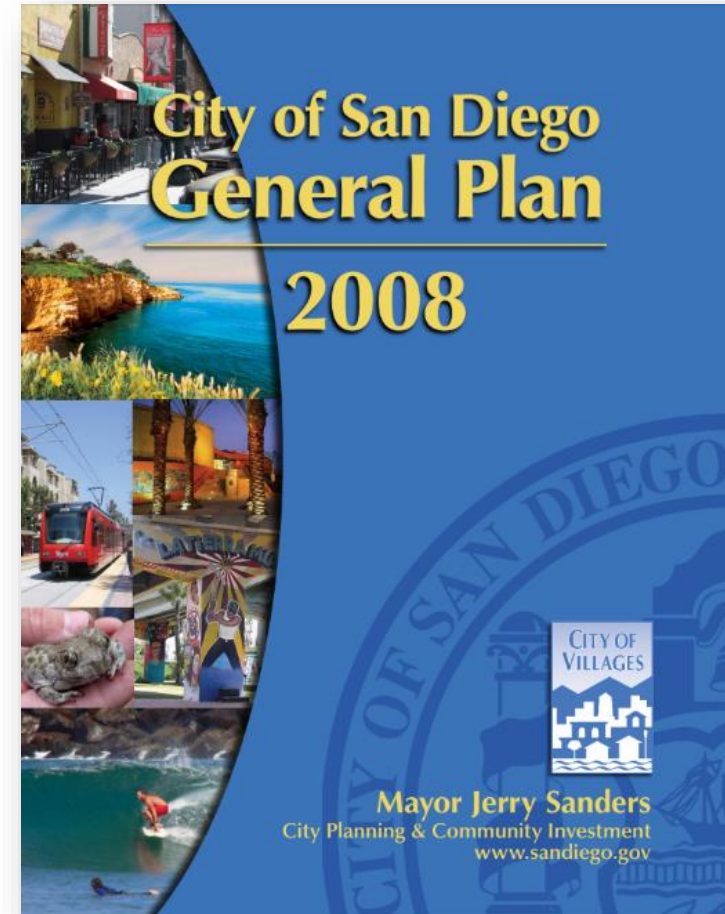
4 Urban Form

5 Hear your ideas on how to strengthen Hillcrest



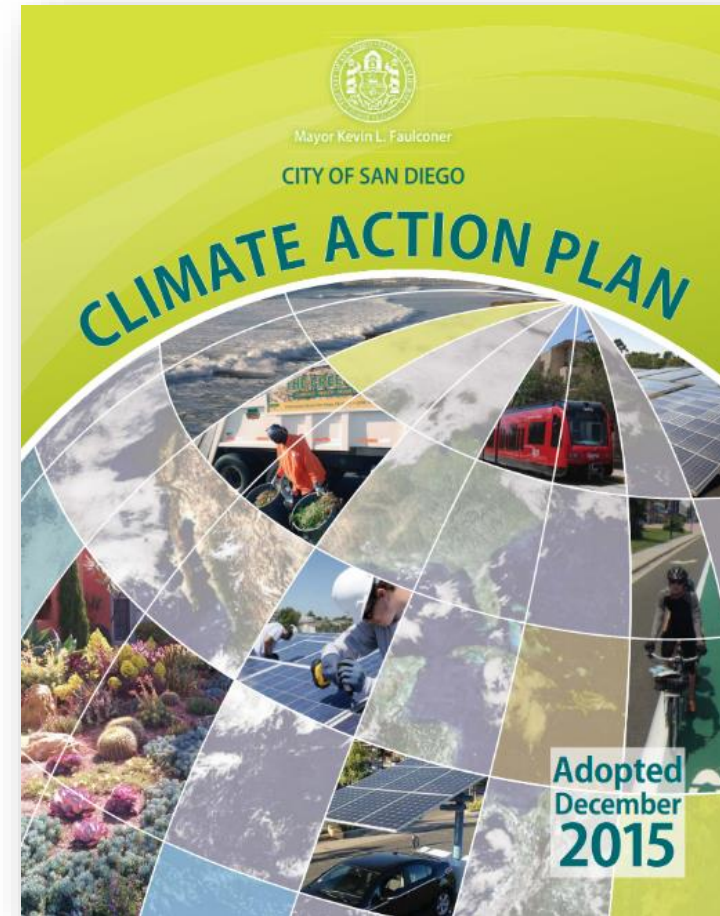
Background – Citywide General Plan

- 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

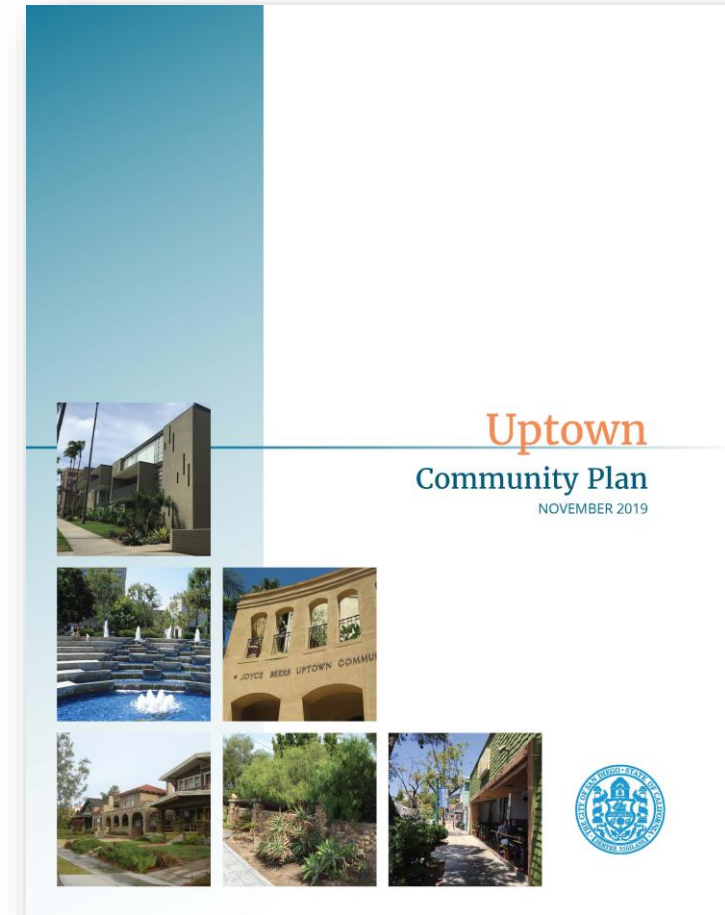
- Sets Citywide Emission Reduction Targets
- Emphasizes increased use of transit, bicycle and pedestrian commute trips to reduce vehicle miles travelled



Background – 2016 Community Plan Update

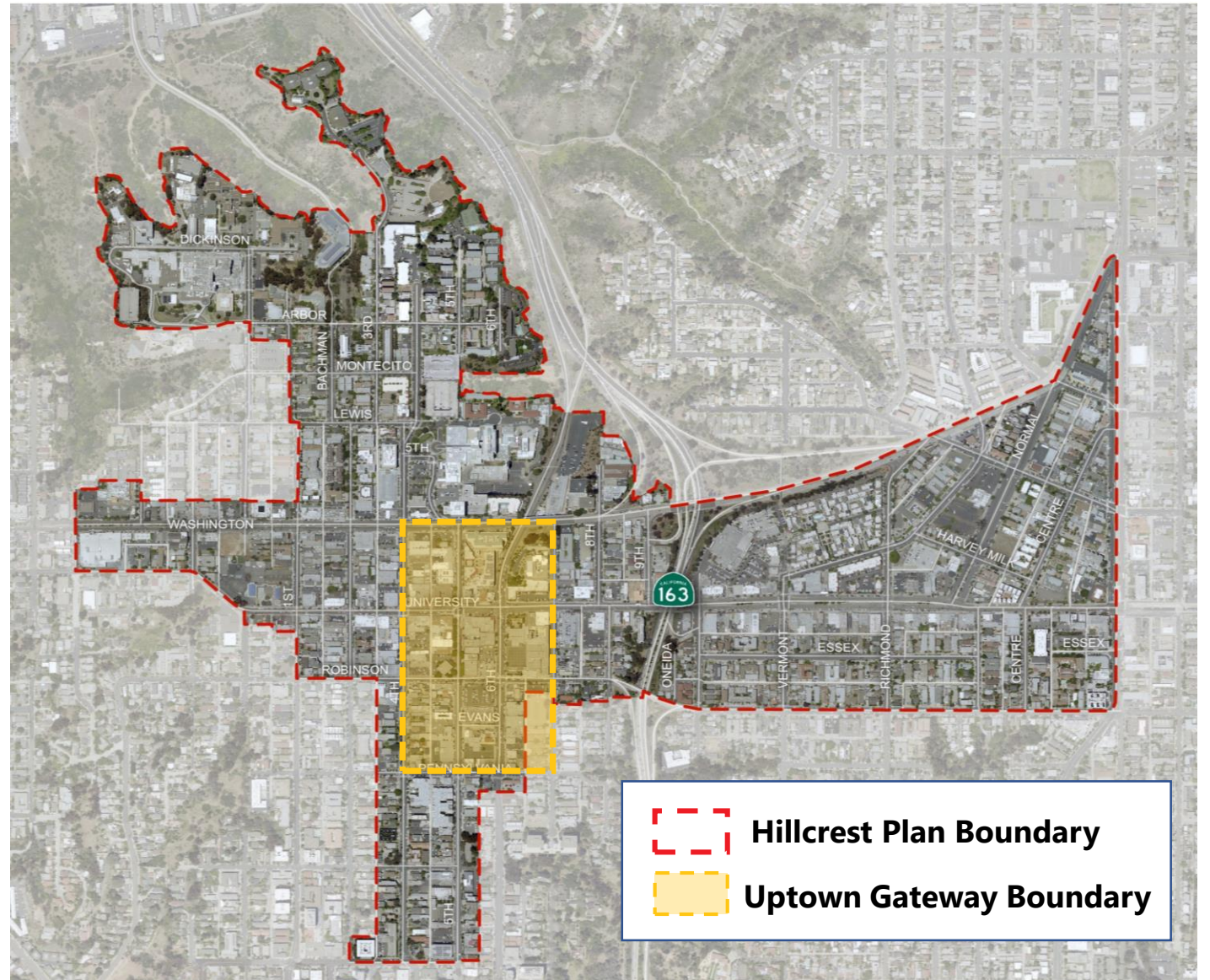
Comprehensive Update

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



Background – Uptown Gateway

- City Council recommended 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

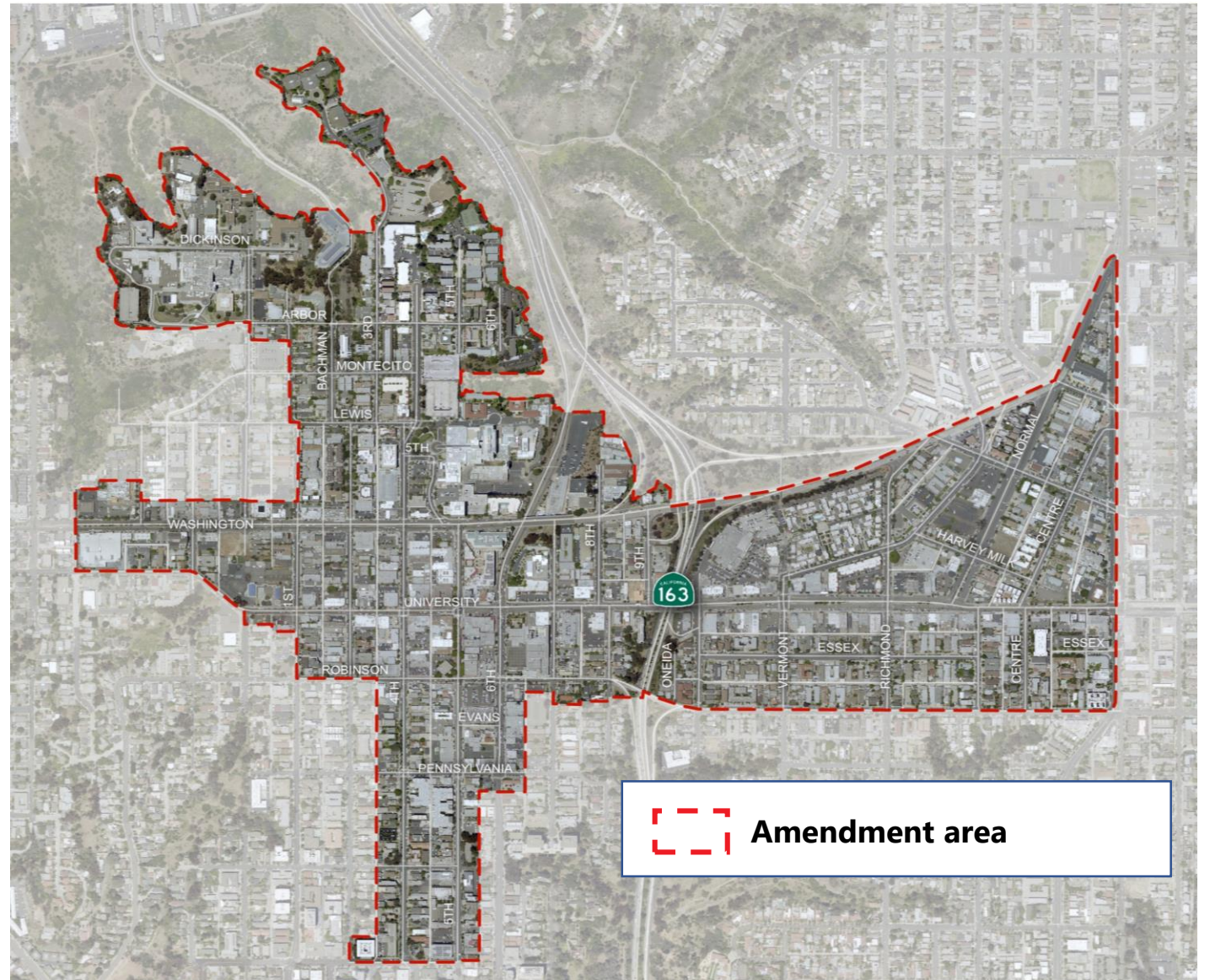
- Redevelop UCSD Hillcrest campus to create a modern, mixed-use health campus environment
- Provide multi-family housing on site
- Improve mobility access connecting to Hillcrest



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 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

Celebrate LGBTQ+ Culture and History

Hillcrest LGBTQ+ Historic Context Statement

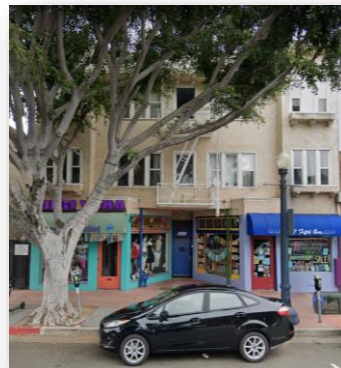
Hillcrest LGBTQ+ Multiple Property Listing (MPL)

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.



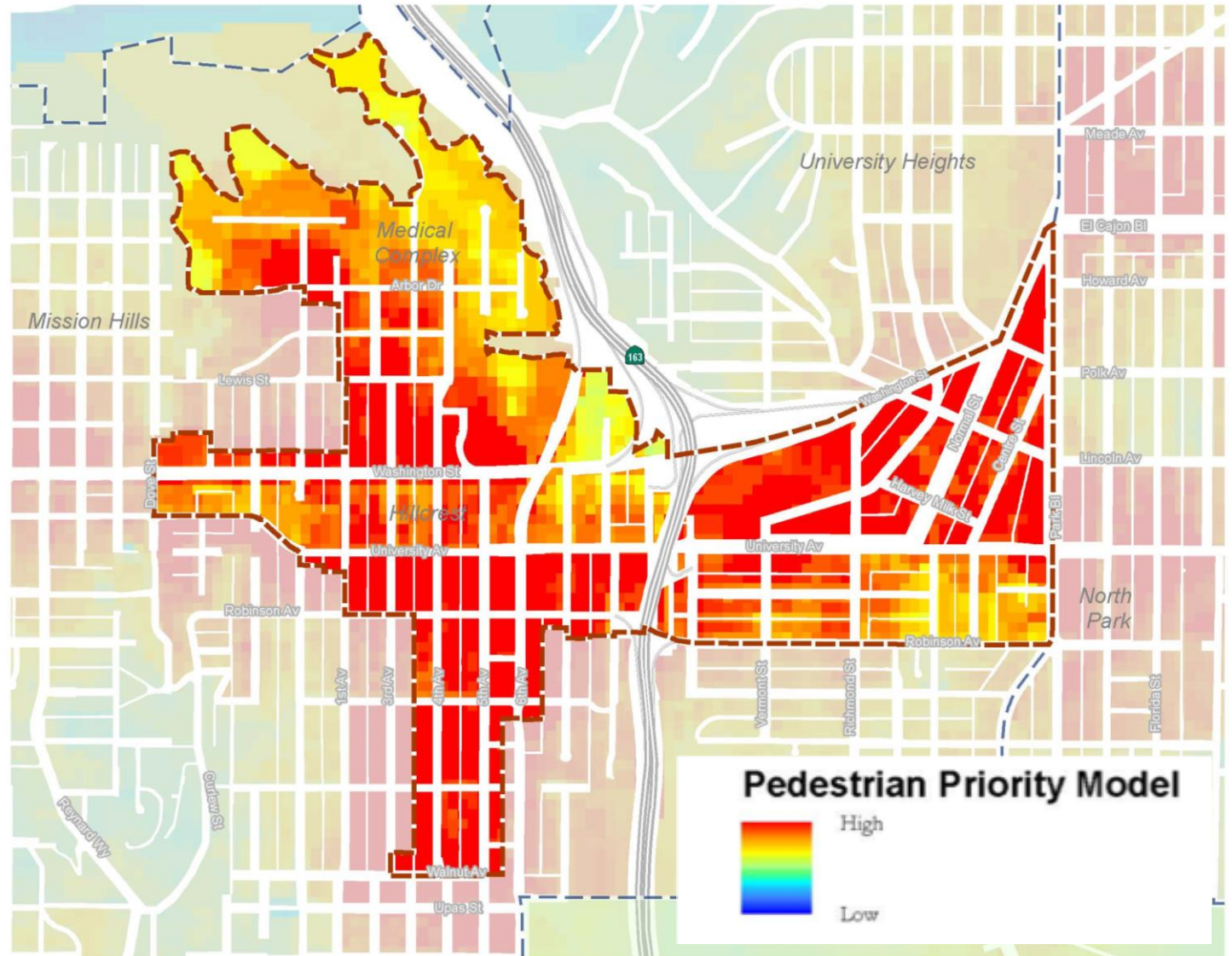
Create Public Spaces

- 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

Demographics – Plan Hillcrest Area



~ 6,000
Residents



~ 4,200
Housing Units



17,500
Jobs



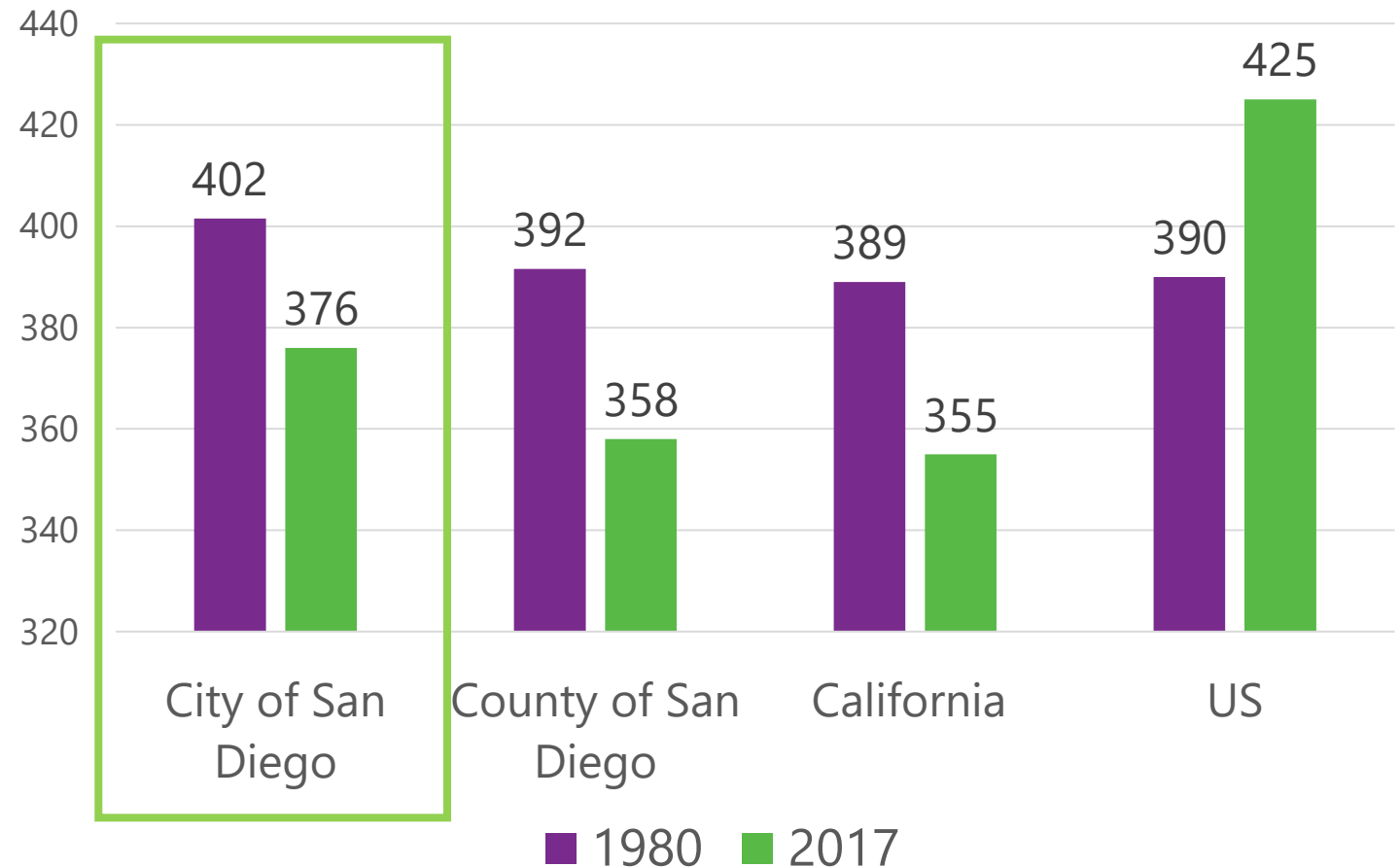
14,400
Healthcare Jobs

Address Housing Needs - Comparing Housing Availability

Housing Access

- 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)

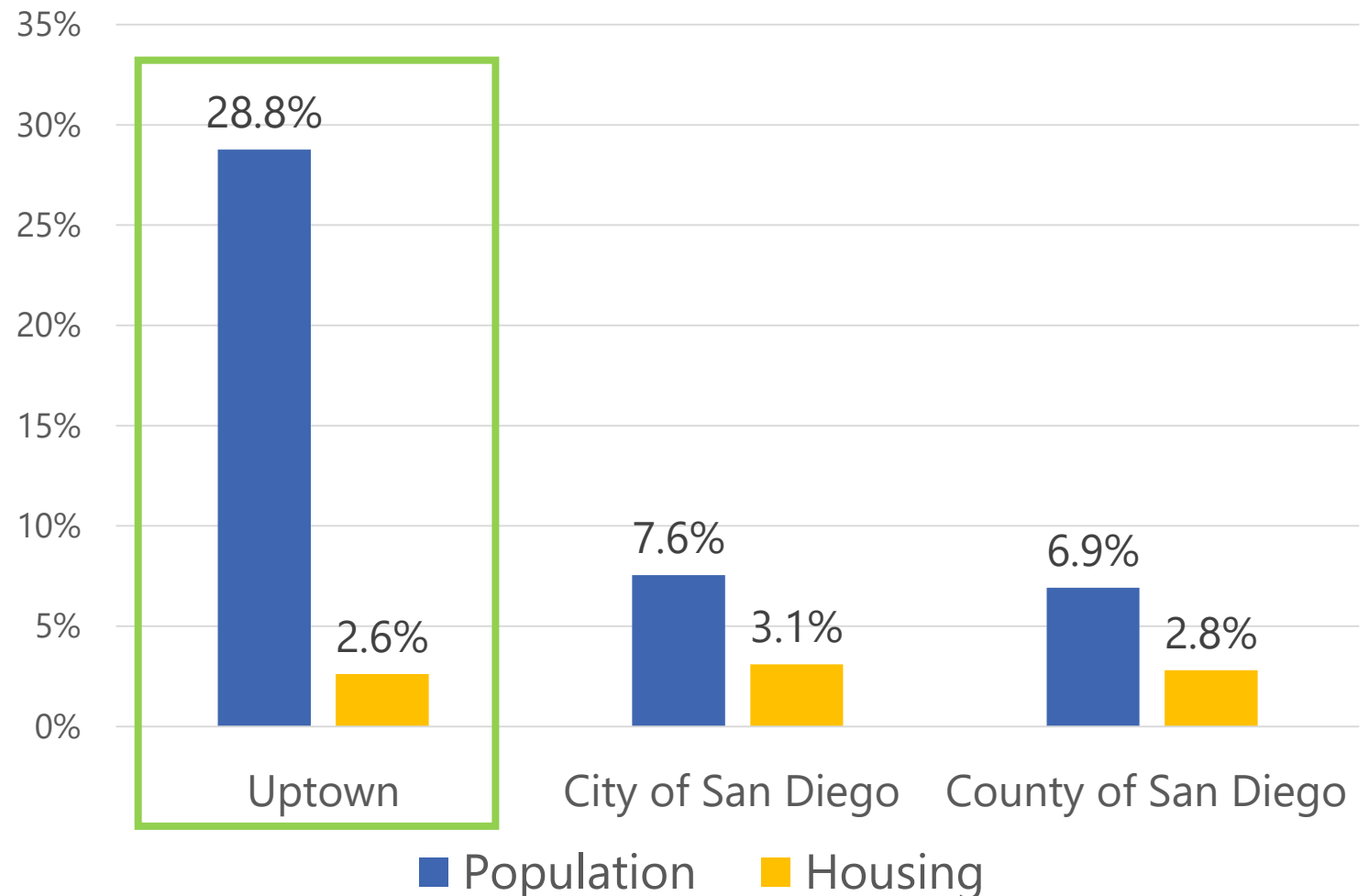


Data Source: U.S. Census and Federal Reserve Economic Data

Recent Population and Housing Growth - Uptown

Between 2010 to 2017

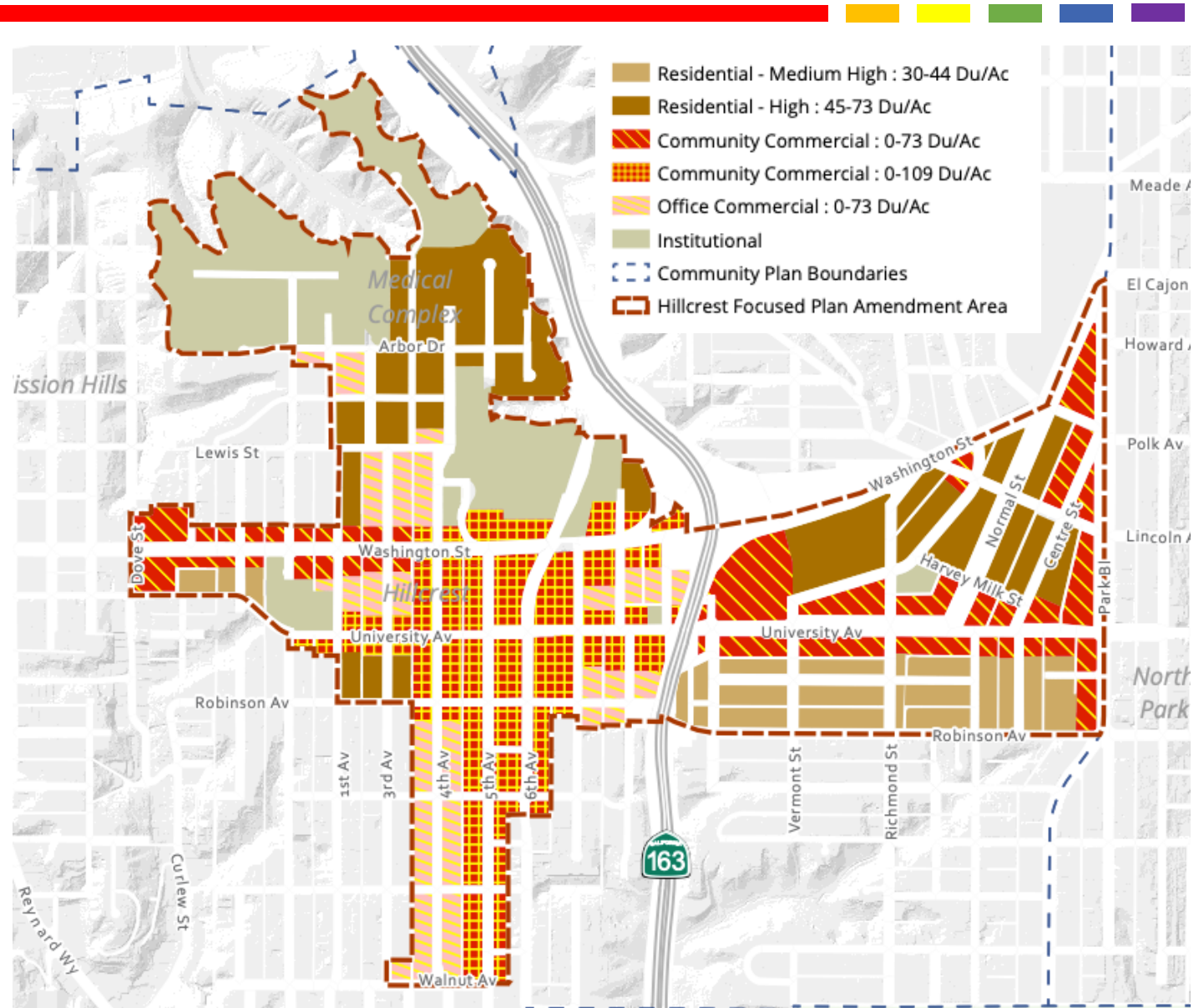
- Population grew 4x faster in Uptown compared with the City & County
- Housing growth not keeping pace with population growth



Data Source: SANDAG

Adopted Land Uses

- Community Plan Update did not increase housing capacity
- Established discretionary review for taller buildings



Community Engagement

1

**Plan Hillcrest
Launch**

Opportunities for Public Input



PlanHillcrest.org website updates



Webinars



Planning Group and Subcommittee Meetings



Online Surveys

What Does the Hillcrest Plan Seek to Achieve?

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

Community Questions & Comments

- What are your ideas for how Plan Hillcrest can improve the community?

The image shows a Zoom meeting interface. On the left, the meeting details are displayed: Meeting Topic: Alpine Community Plan Internal Run Through, Host: MIG San Diego, Invitation URL: https://zoom.us/j/97159626750, and Participant ID: 382829. Below this are icons for Join Audio, Share Screen, and Invite Others. At the bottom, the Zoom toolbar is visible, with the 'Chat' icon highlighted by a red box. A red arrow points from this icon to a separate window on the right titled 'Zoom Group Chat'. This chat window shows a 'To:' dropdown menu set to 'Everyone' and a text input field with the placeholder text 'Type message here...'. The chat window is also outlined with a red border.

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

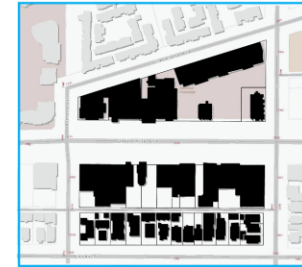
Hillcrest FPA

Urban Form

Key Defining Patterns - Neighborhoods



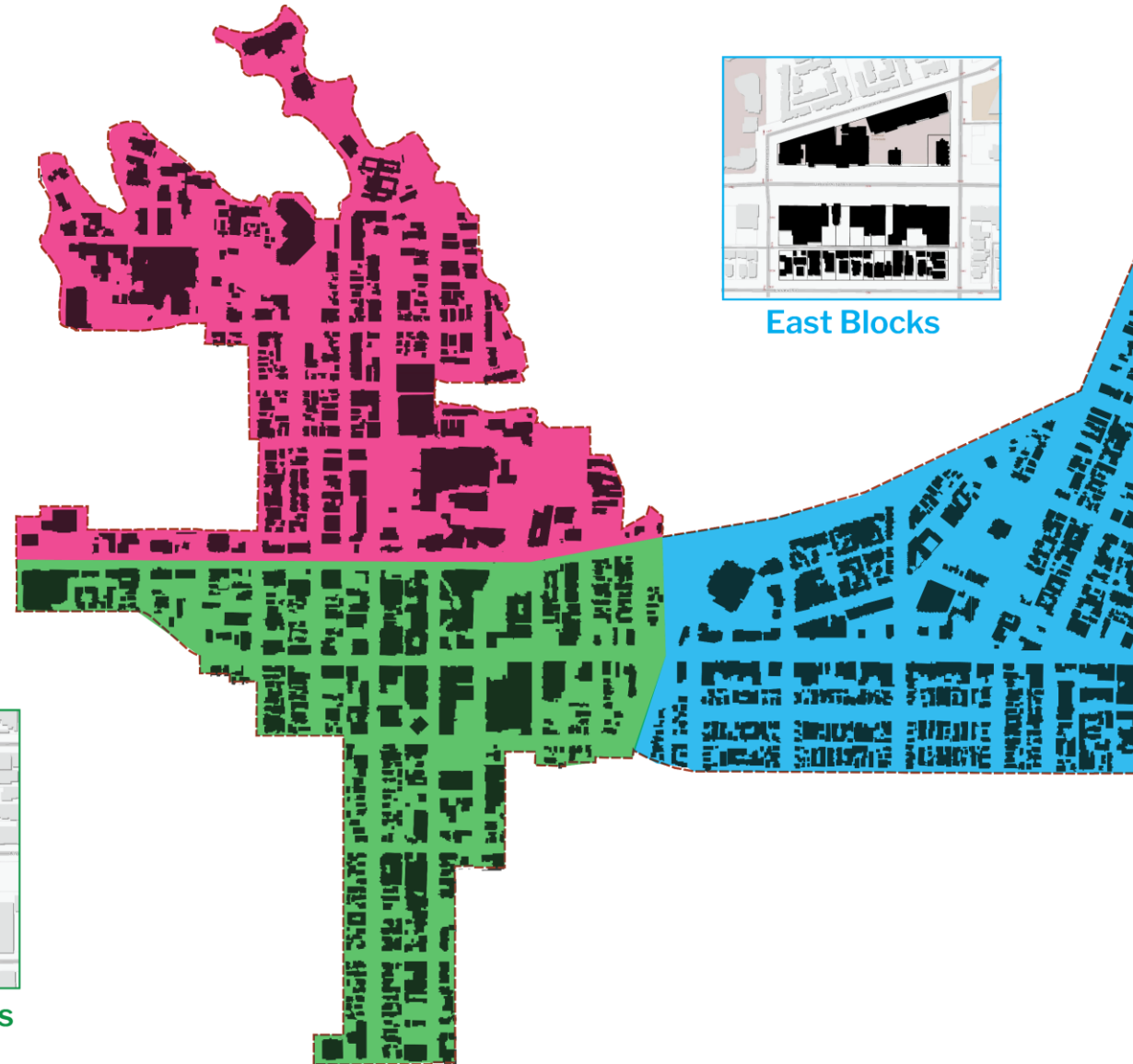
North Blocks



East Blocks

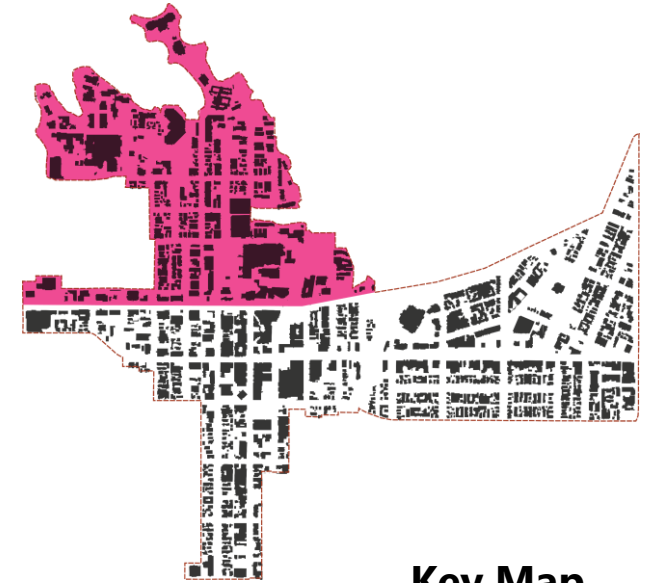
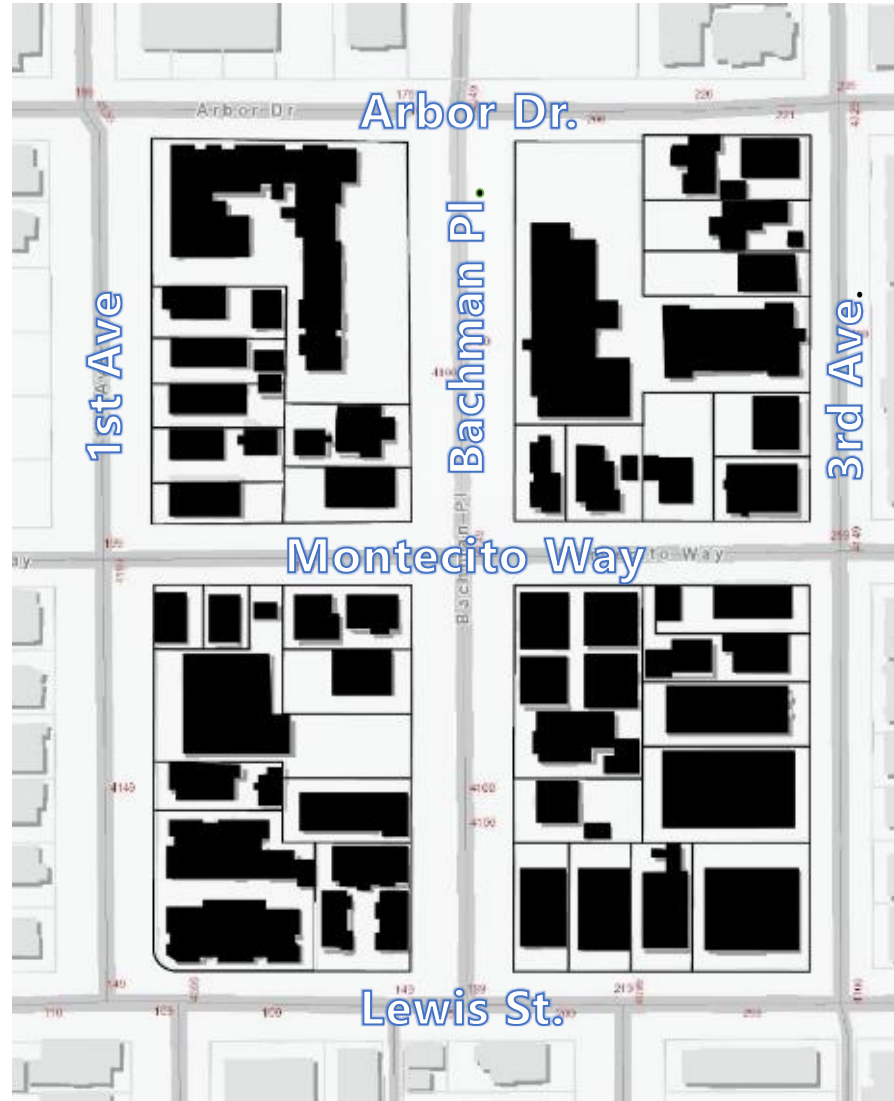


West Blocks



Key Defining Patterns – North Side Block Patterns

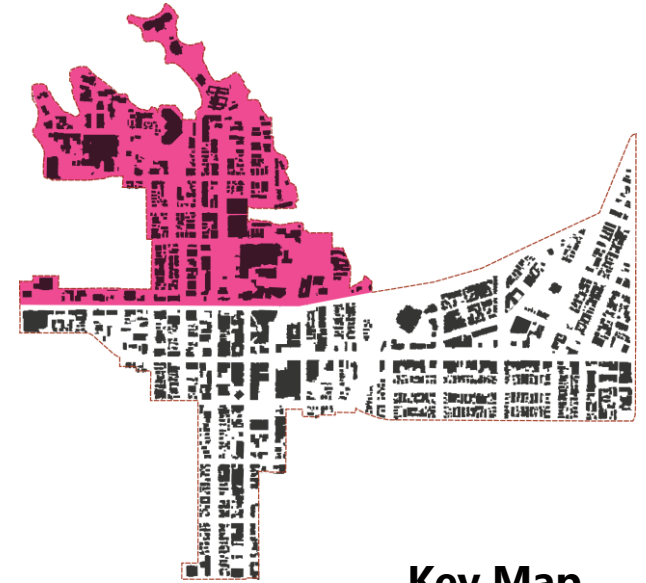
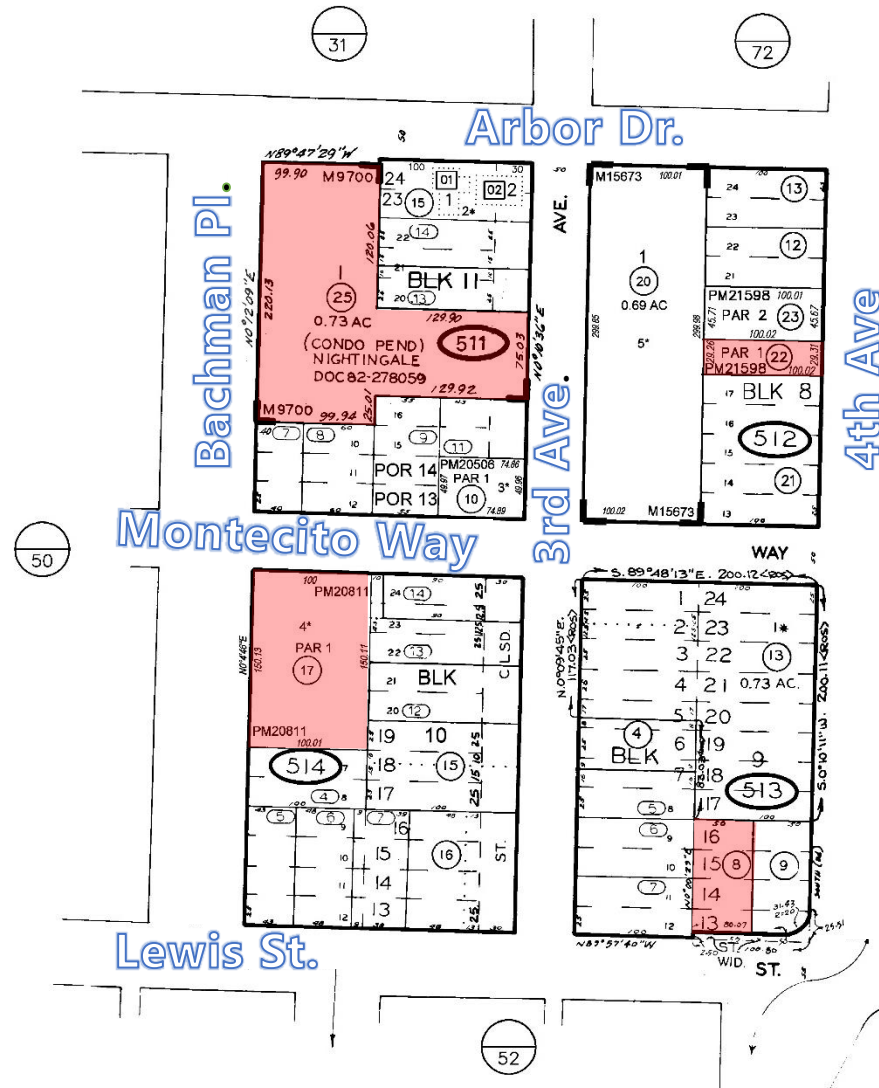
- Compact blocks
- Pedestrian oriented
- North-south orientation
- No alley access



Key Map

Key Defining Patterns – North Side Lot Patterns

- Fine-grain & small lots mixed with large campus development
- Lot patterns allow a mix of building types



Key Map

Key Defining Patterns – North Side Development Patterns

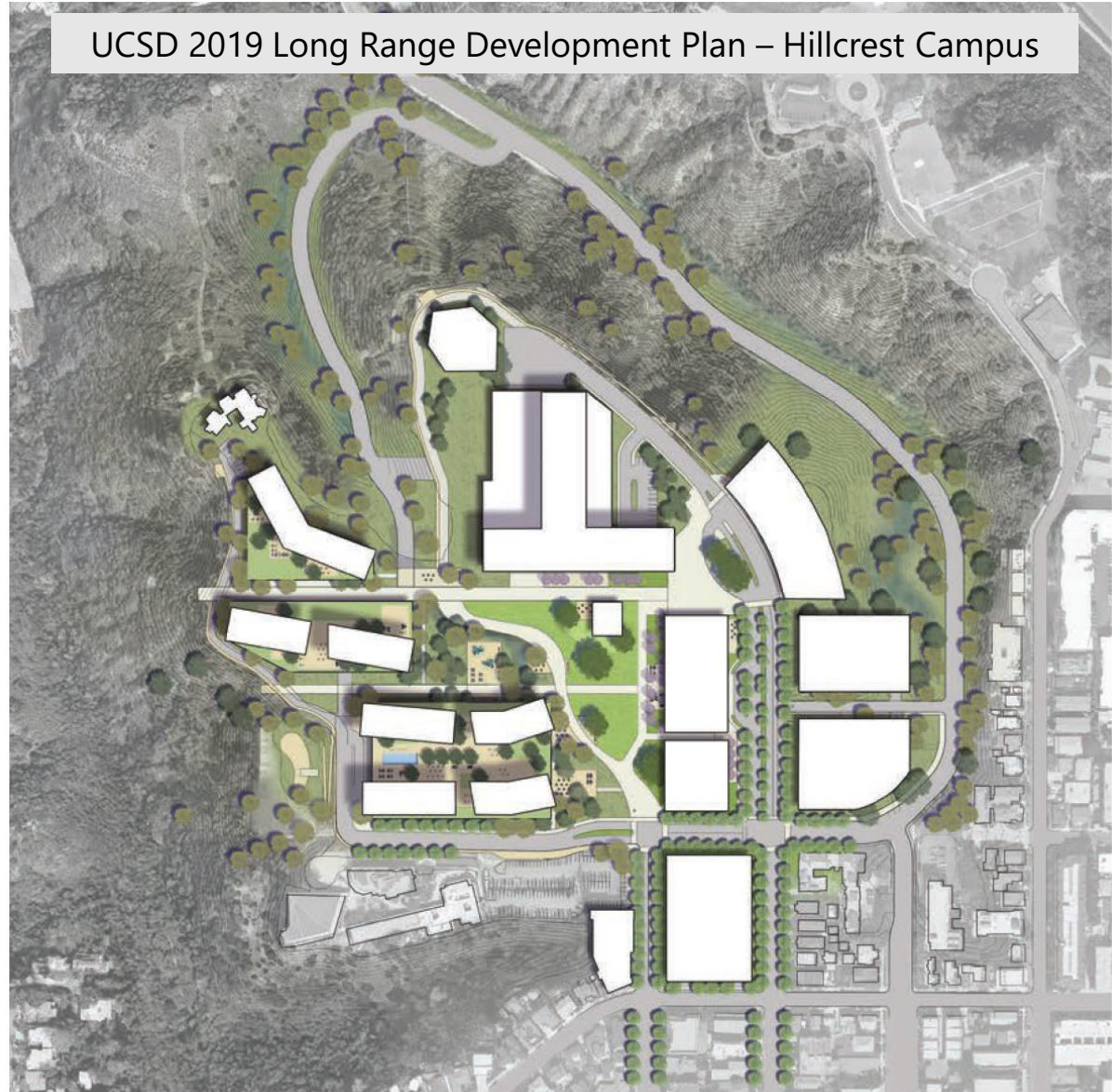
- Diversity of building types
- Large & small format
- UCSD & Scripps Medical Campuses
- Mostly 1-story walk-up storefronts concentrated along Washington St.



Key Defining Patterns – North Side Opportunities

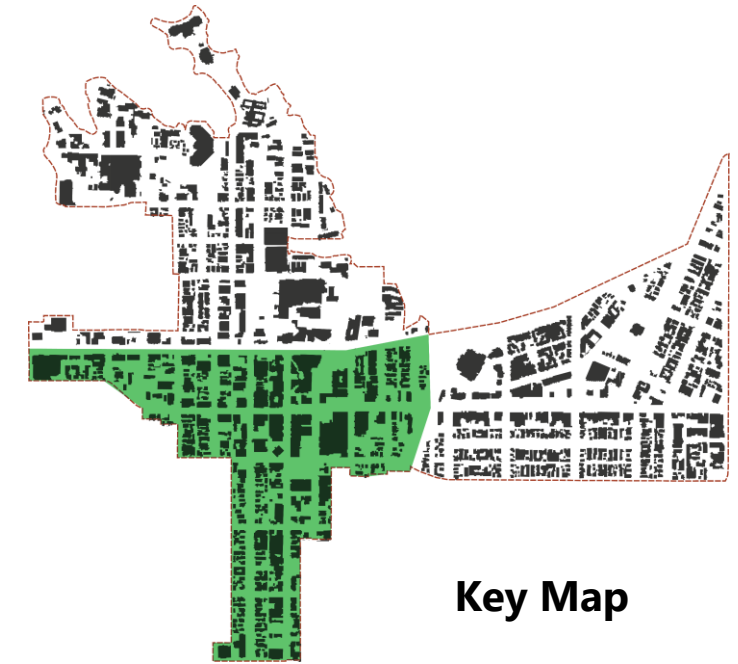
- Interface with Medical Campuses
- Encourage diversity
- Build upon a great walking environment
- Minimize curb cuts and driveways

UCSD 2019 Long Range Development Plan – Hillcrest Campus



Key Defining Patterns – West Side Block Patterns

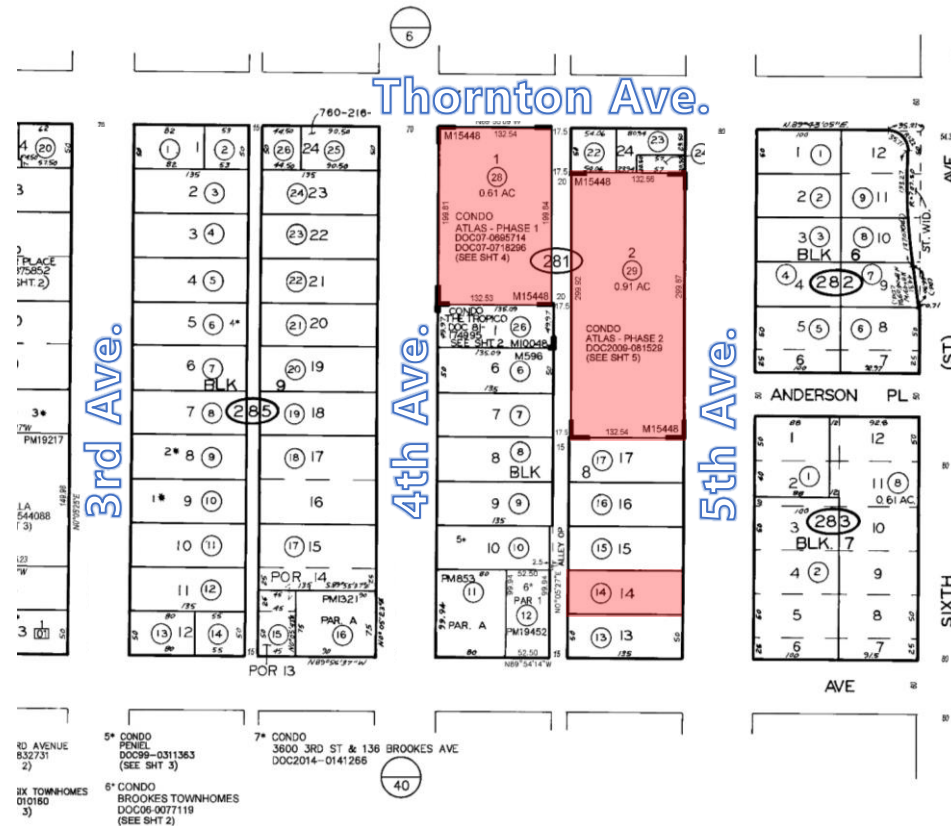
- Long blocks
- North-south orientation
- Alley access
- Pedestrian oriented
- One-way streets



Key Map

Key Defining Patterns – West Side Lot Patterns

- Fine-grain, small lots with variation
- Lot patterns allow a mix of building types
- Building orientation and lot depth facilitates mixed-use



Key Defining Patterns – West Side Development Patterns

- Diversity of building types in large & small format
- Vertical & horizontal mixed-use
- Walk-up storefronts



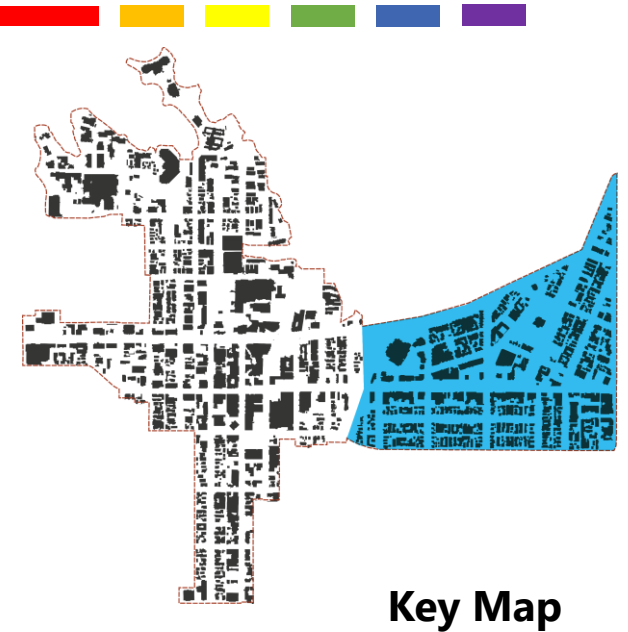
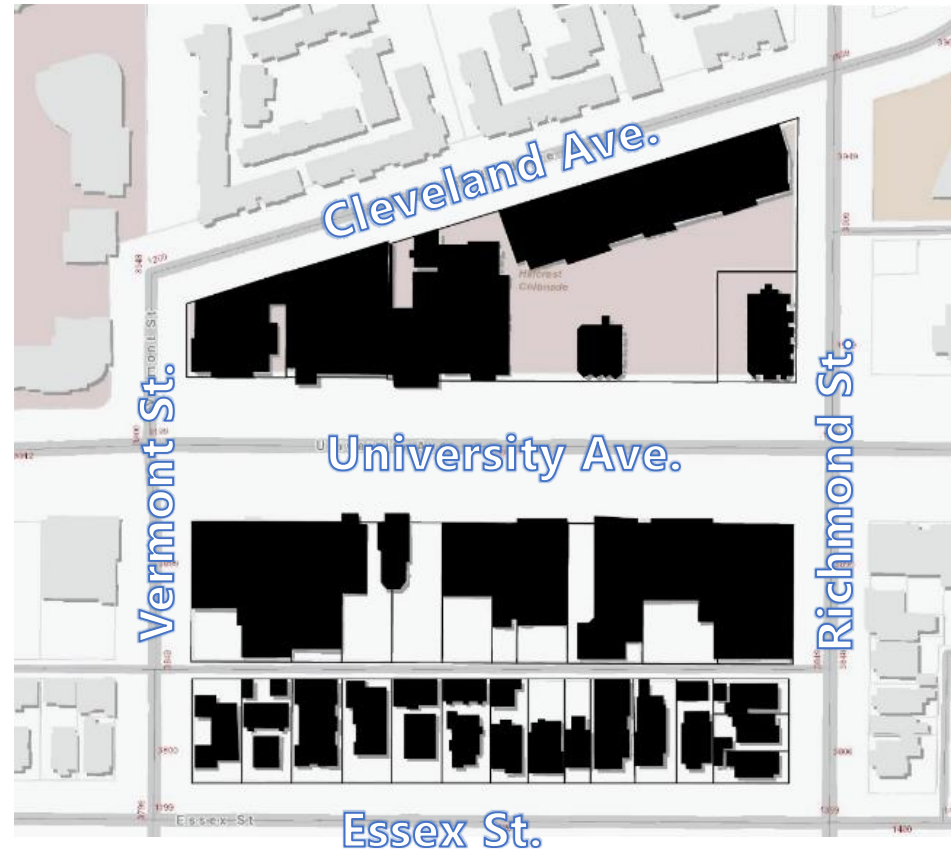
Key Defining Patterns – West Side Opportunities

- Encourage diversity at a fine scale
- Build upon a great walking experience
- Support more mixed-use
- Leverage benefits of increased height



Key Defining Patterns – East Side Block Patterns

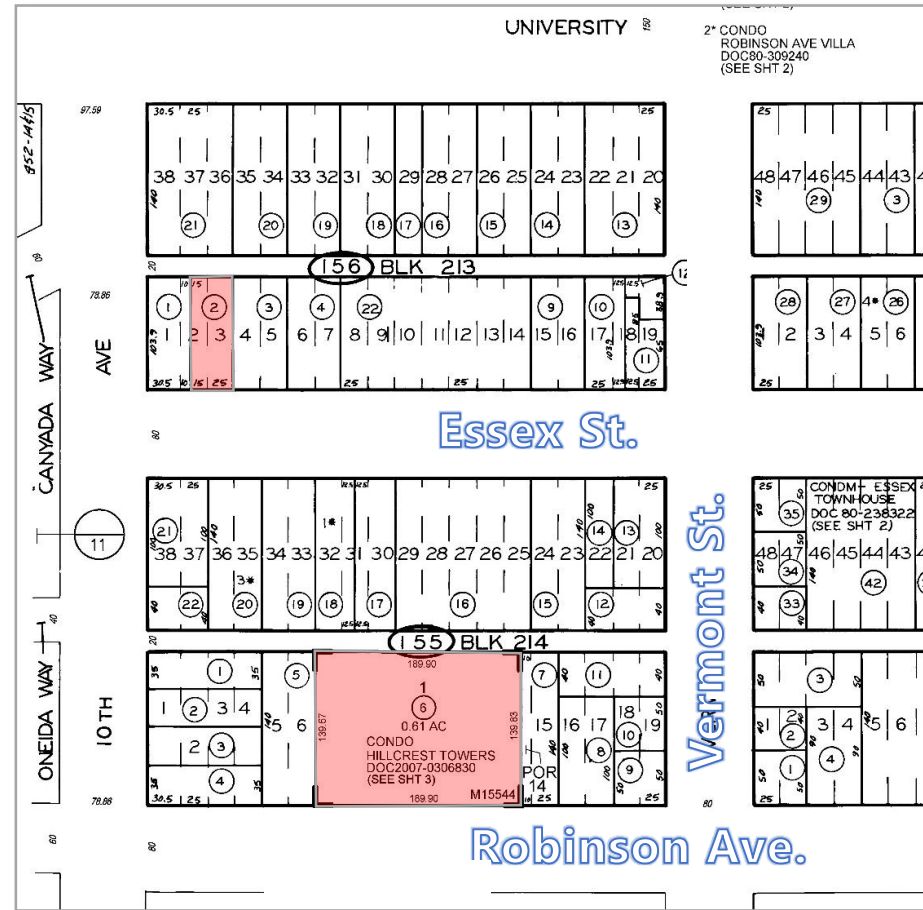
- Mix of long and irregular shaped blocks
- Auto oriented
- Alley access
- East-west orientation
- North/south 'split' along University Ave.



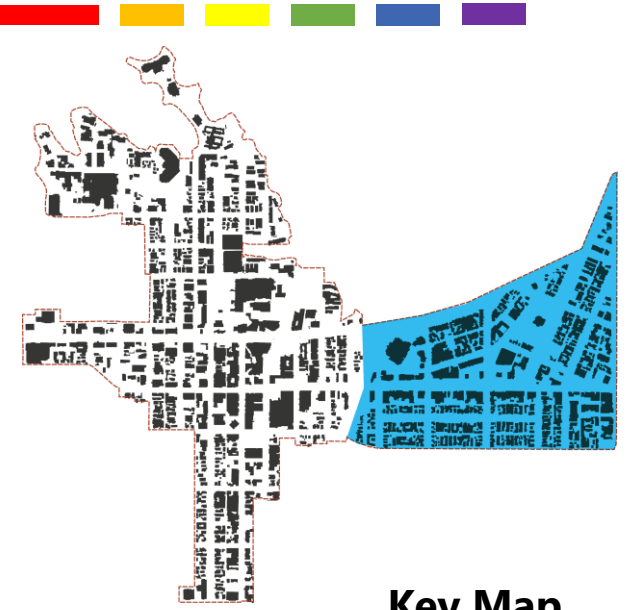
Key Map

Key Defining Patterns – East Side Lot Patterns

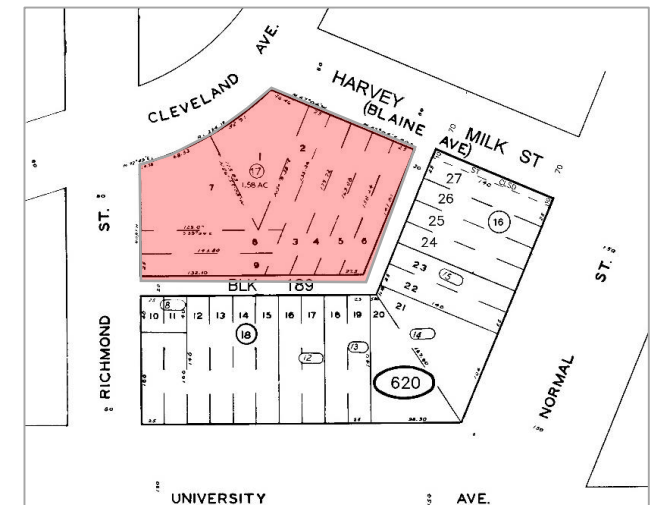
- Standard 50' lot with variations
- Mix of Small and Large Lots
- Alley Access
- Lot patterns allow a mix of building types



South of University



Key Map



North of University

Key Defining Patterns – East Side Development Patterns

- Walk-up storefront on south side of University
- Drive-up 'strip commercial' on north side of University
- Inward focused retail on north side
- Key landmarks & distinctive architecture



Key Defining Patterns – East Side Opportunities

- Big opportunity sites
- More street-activation on north side of University
- Embrace diversity of building and uses
- Welcome greater intensity & scale of development
- Mark key intersections

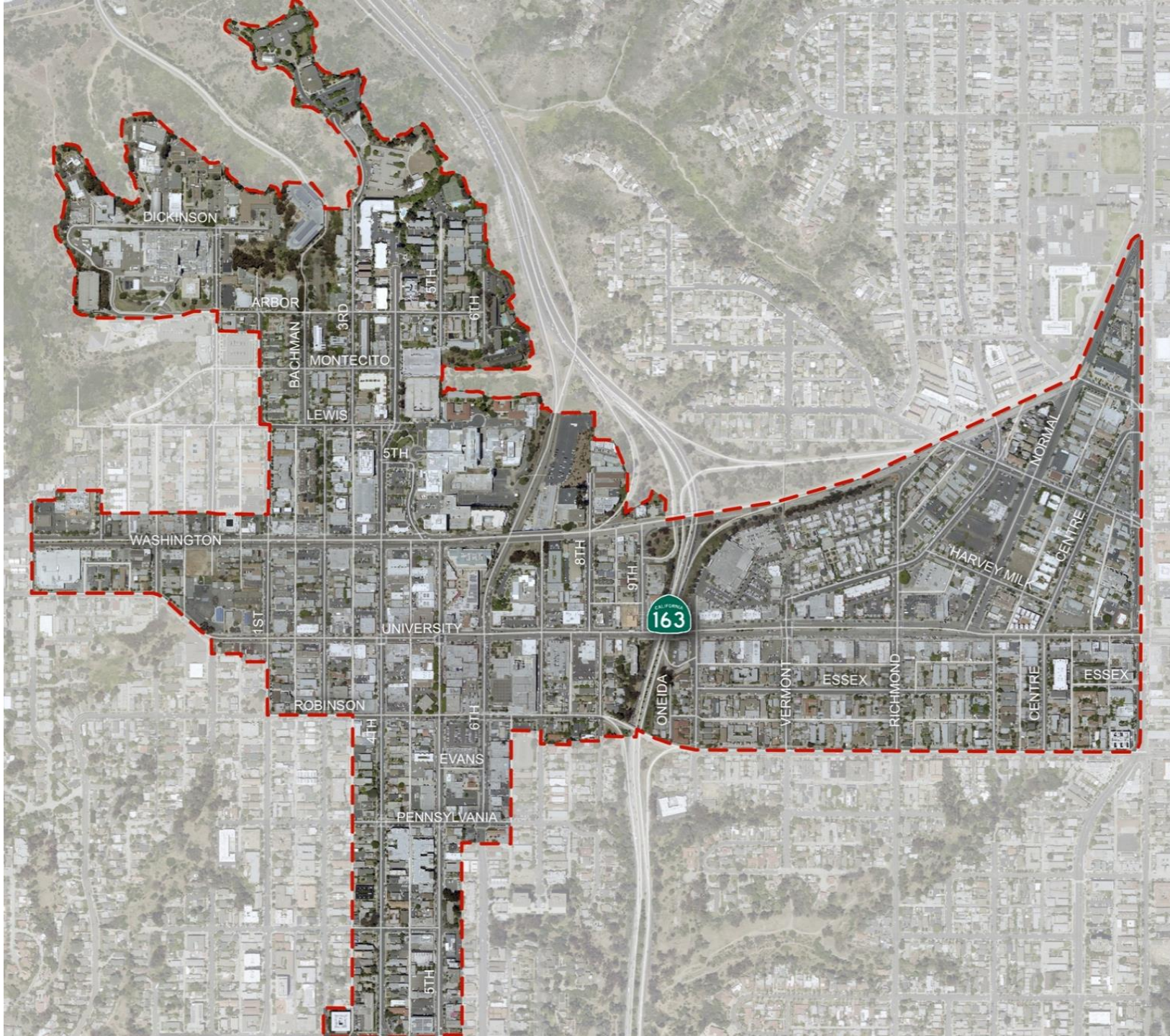


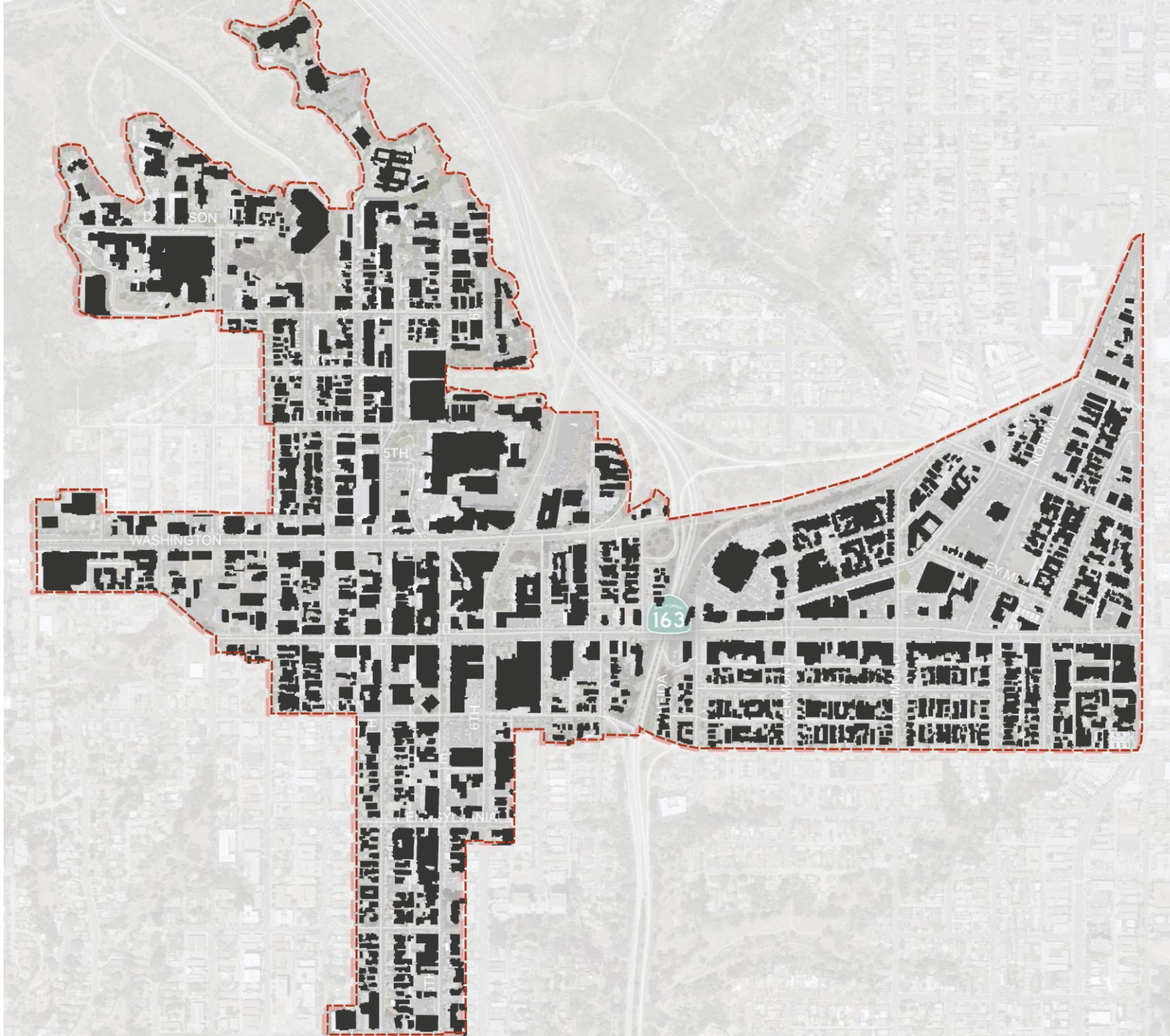
The logo for PLAN HILLCREST features the word "PLAN" in a light grey, sans-serif font above the word "HILLCREST" in a bold, dark grey, sans-serif font. To the left of the text is a vertical bar composed of seven thin, parallel lines in the colors of the rainbow: red, orange, yellow, green, blue, indigo,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

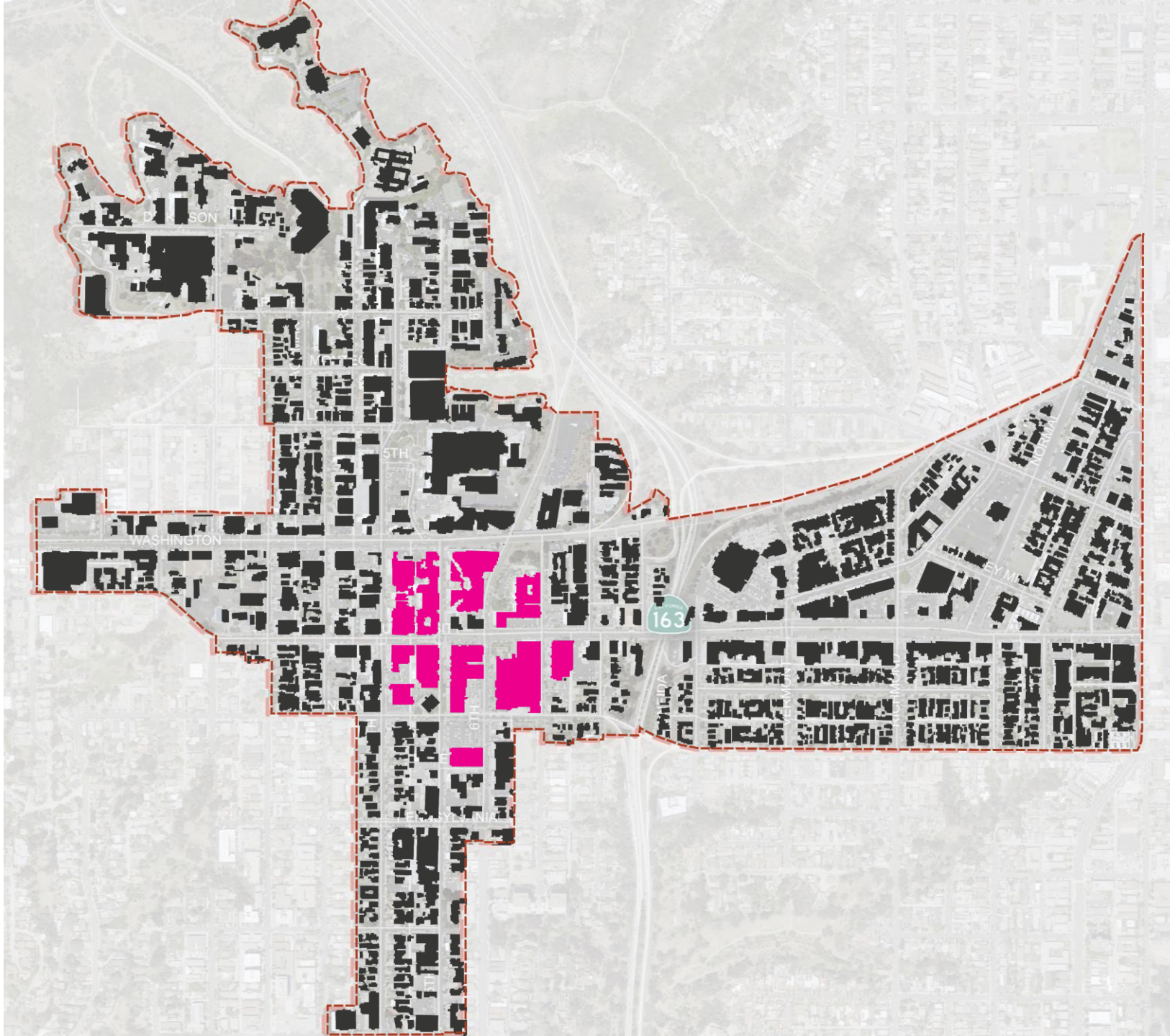
PLAN HILLCREST

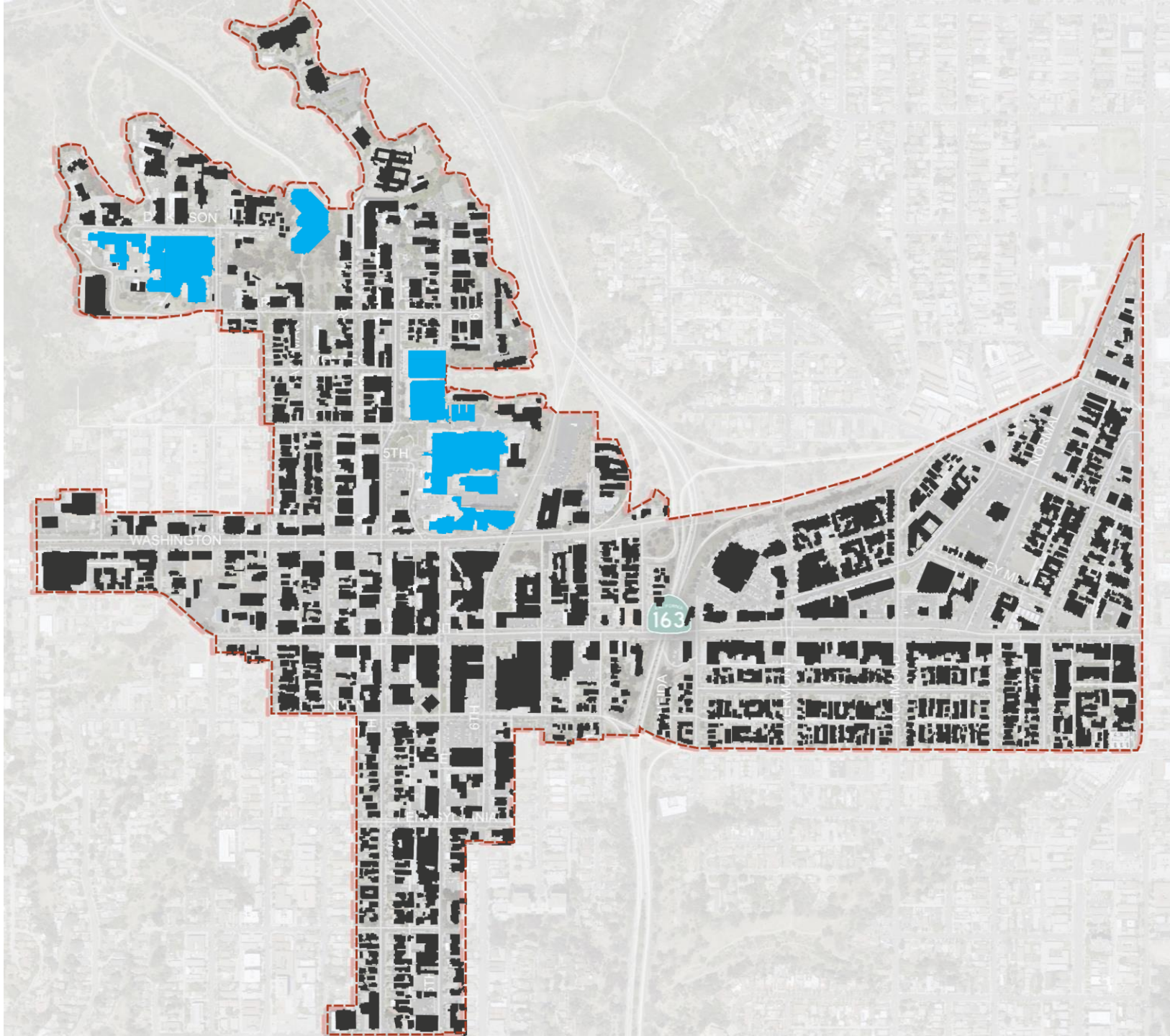
Hillcrest FPA

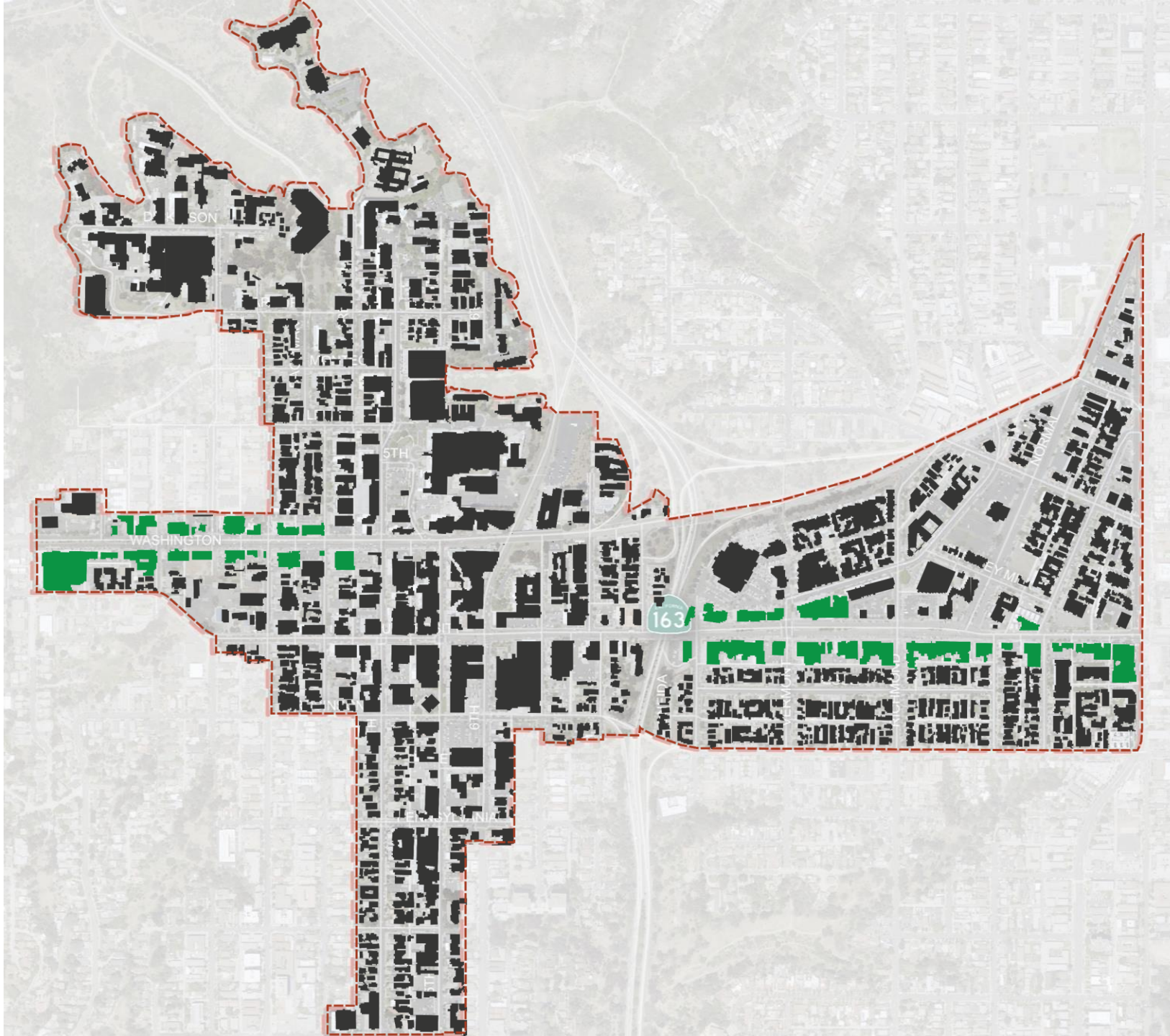
Urban Form Opportunities
and Ideas for the Future







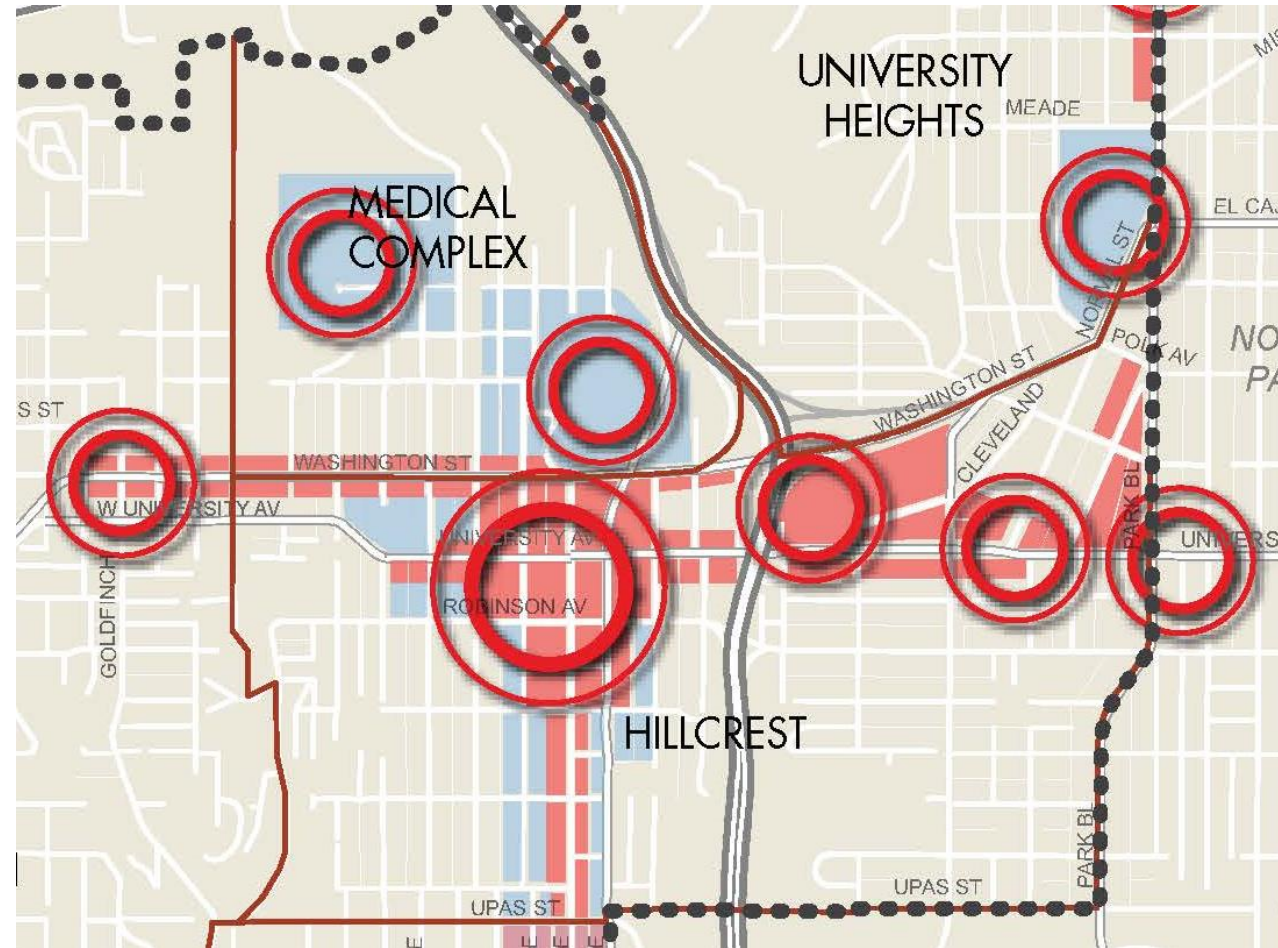




Community Plan Nodes

LEGEND

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



Nodes

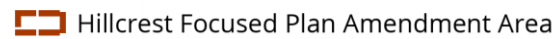
Figure 1
Urban Form



Node



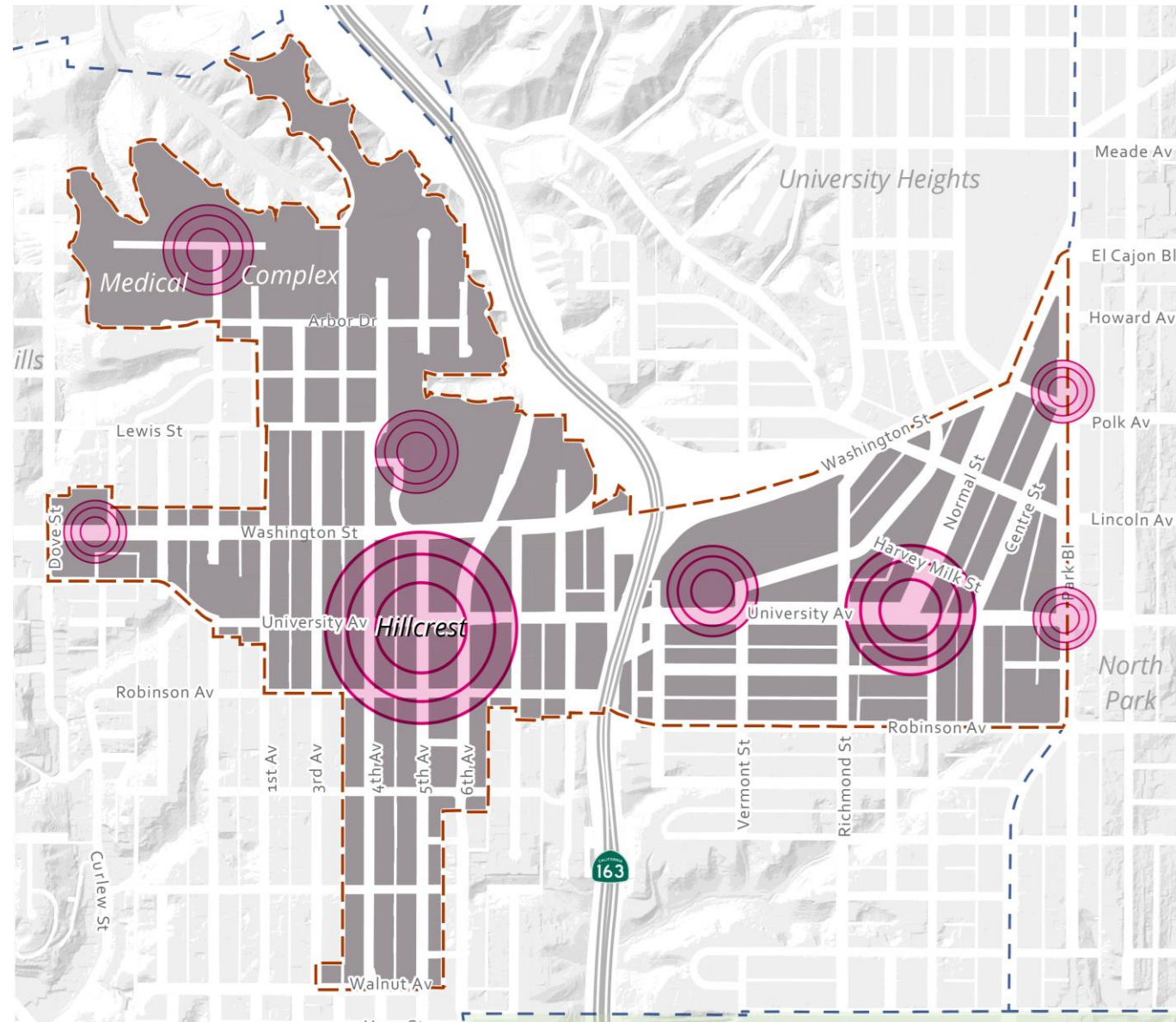
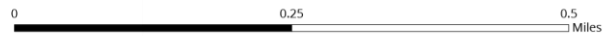
Community Plan Boundaries



Hillcrest Focused Plan Amendment Area



Data Source: City of San Diego; SANDAG
SANGIS Regional GIS Data Warehouse,
(www.sangis.org)



Corridors

Figure 1
Urban Form



Node



Corridor



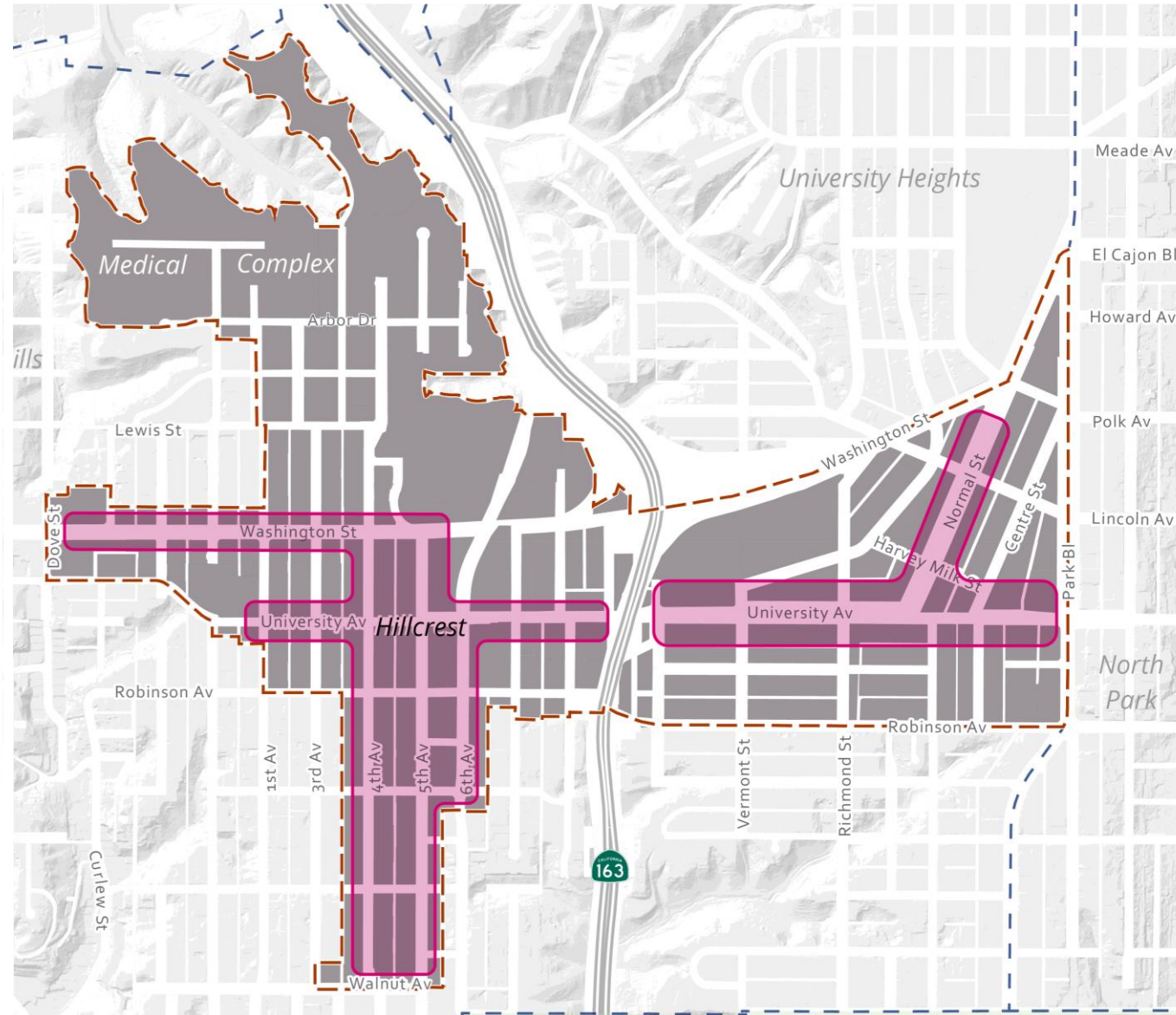
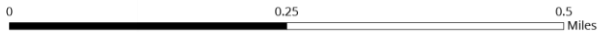
Community Plan Boundaries



Hillcrest Focused Plan Amendment Area



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



Existing Corridors and Nodes



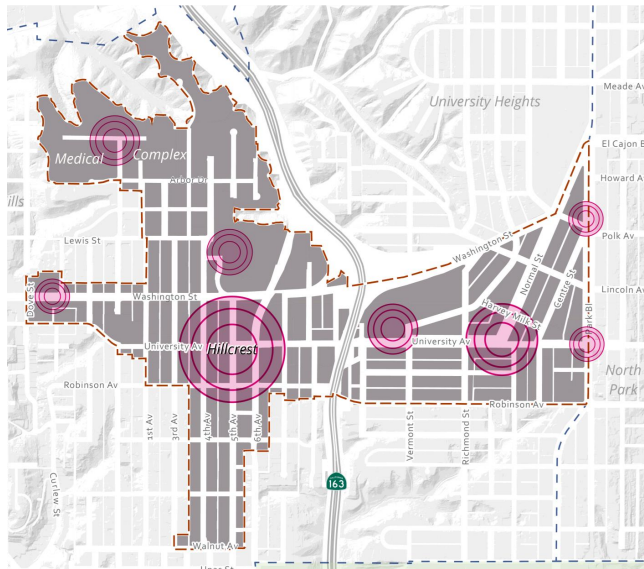
Corridor



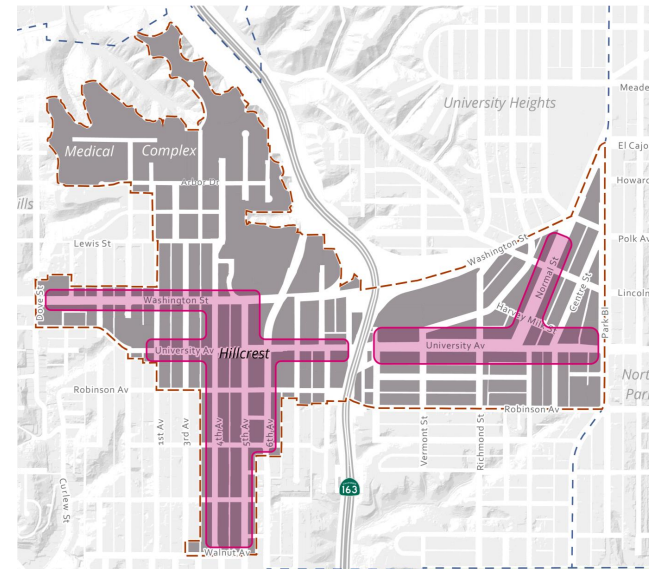
Node

What Are Key Considerations?

For our Nodes?



For our Corridors?



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

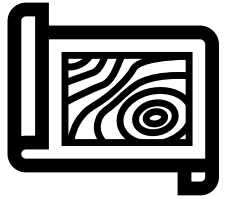
**Create Public
Spaces**

**Strengthen
Connections**

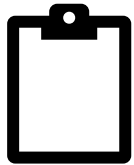
**Support
Local
Business**

**Address
Housing
Needs**

Next Steps



Complete Existing Conditions Atlas



Complete the maptionnaire questionnaire

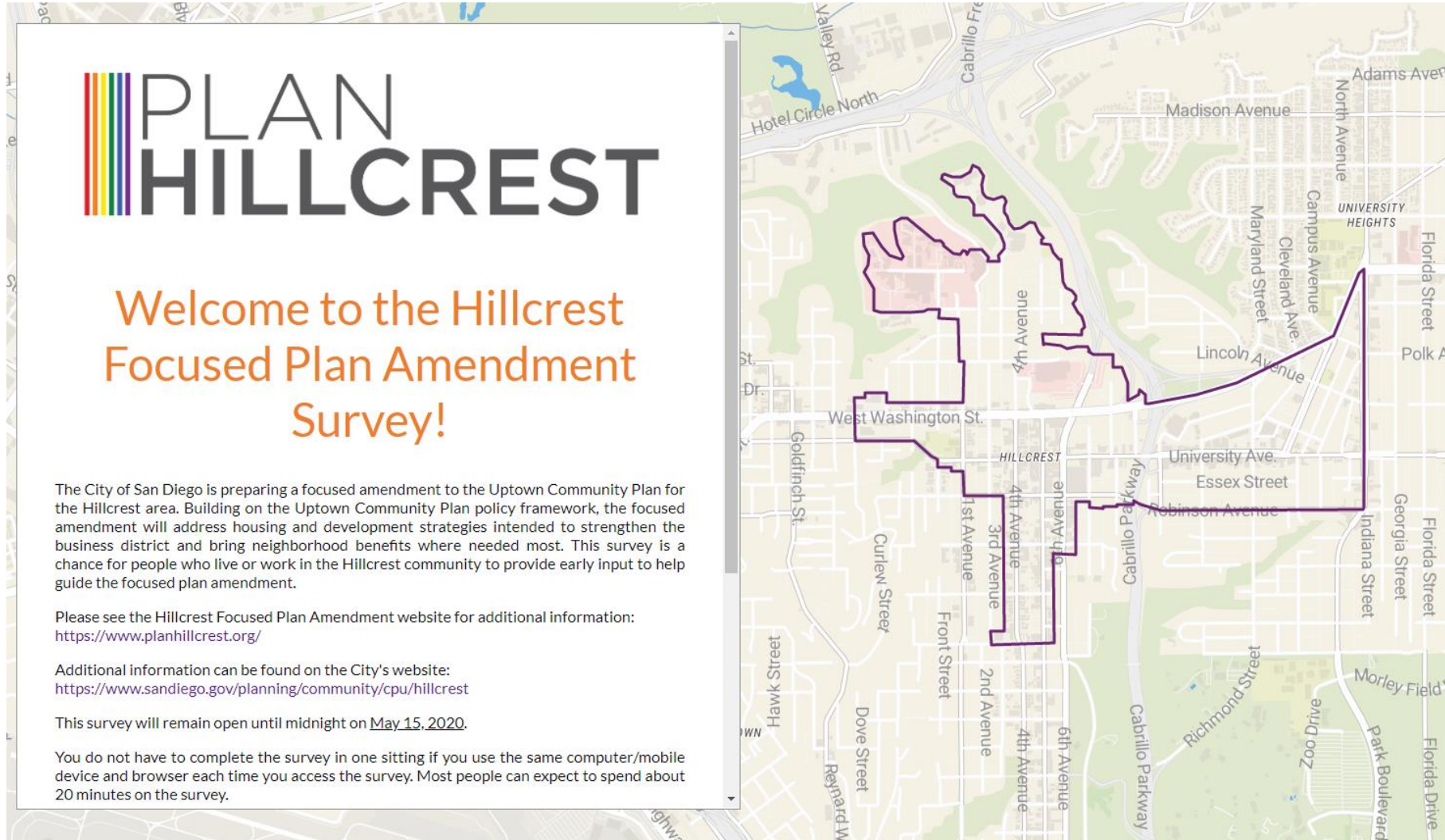


Review and analyze maptionnaire survey results



Meet with Uptown Planners

Maptionnaire – Open Until May 15th



PLAN HILLCREST

Welcome to the Hillcrest Focused Plan Amendment Survey!

The City of San Diego is preparing a focused amendment to the Uptown Community Plan for the Hillcrest area. Building on the Uptown Community Plan policy framework, the focused amendment will address housing and development strategies intended to strengthen the business district and bring neighborhood benefits where needed most. This survey is a chance for people who live or work in the Hillcrest community to provide early input to help guide the focused plan amendment.

Please see the Hillcrest Focused Plan Amendment website for additional information:
<https://www.planhillcrest.org/>

Additional information can be found on the City's website:
<https://www.sandiego.gov/planning/community/cpu/hillcrest>

This survey will remain open until midnight on May 15, 2020.

You do not have to complete the survey in one sitting if you use the same computer/mobile device and browser each time you access the survey. Most people can expect to spend about 20 minutes on the survey.

Plan Hillcrest – How to Stay Involved

Project Webpage

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

Contact Us

Michael Prinz, Senior Planner
Planning Department
City of San Diego

Mprinz@sandiego.gov

Shannon Mulderig, Associate Planner
Planning Department
City of San Diego

Smulderig@sandiego.gov

