

The logo for PLAN HILLCREST features a vertical bar on the left composed of seven colored stripes: red, orange, yellow, green, blue, purple, and pink. To the right of this bar, the word "PLAN" is written in a light grey, sans-serif font, and the word "HILLCREST" is written in a bold, dark grey, sans-serif font below it.

# PLAN HILLCREST

Uptown Planners

June 2, 2020

# Tonight's Team

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# Tonight's Focus and Expected Takeaways

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## **Purpose**

To provide a brief overview of the effort

## **Discussion**

Feedback received at the Live Webinar and Survey Results

## **Takeaways**

Discuss the role of Uptown Planners and the Subcommittee

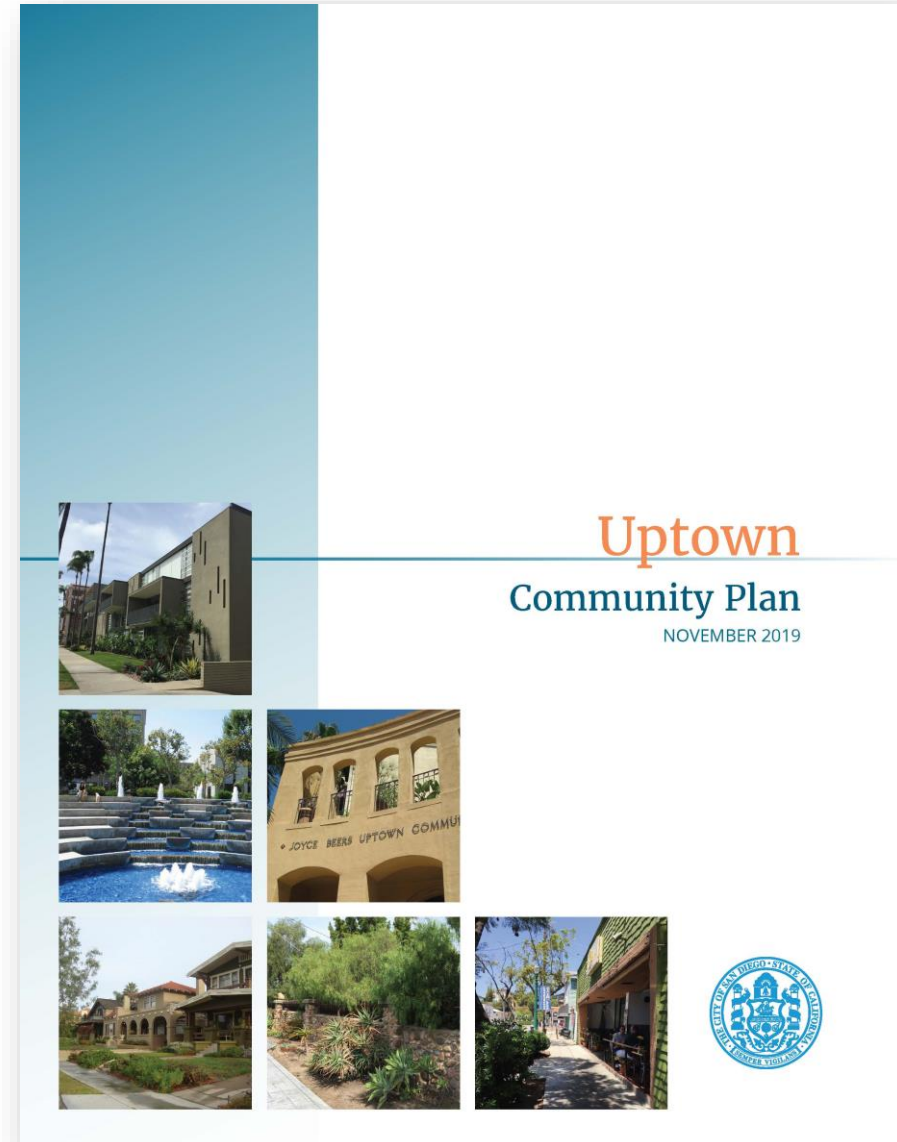
## **What's Next?**

Outline the Schedule and Next Steps

# Background – 2016 Community Plan Update

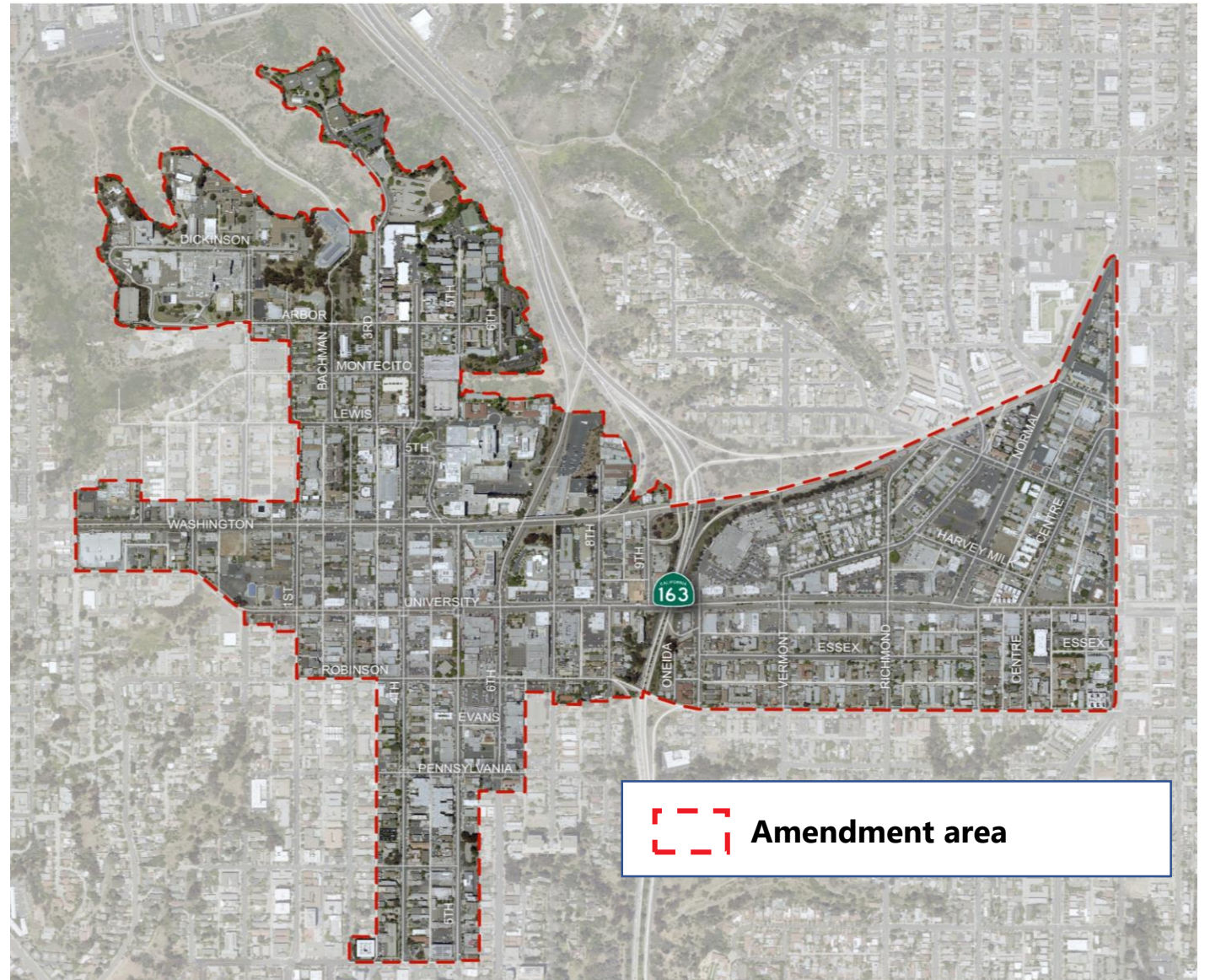
## Comprehensive Update

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



# Plan Hillcrest Area

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



 **Amendment area**

# 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**

# Public Webinar #1

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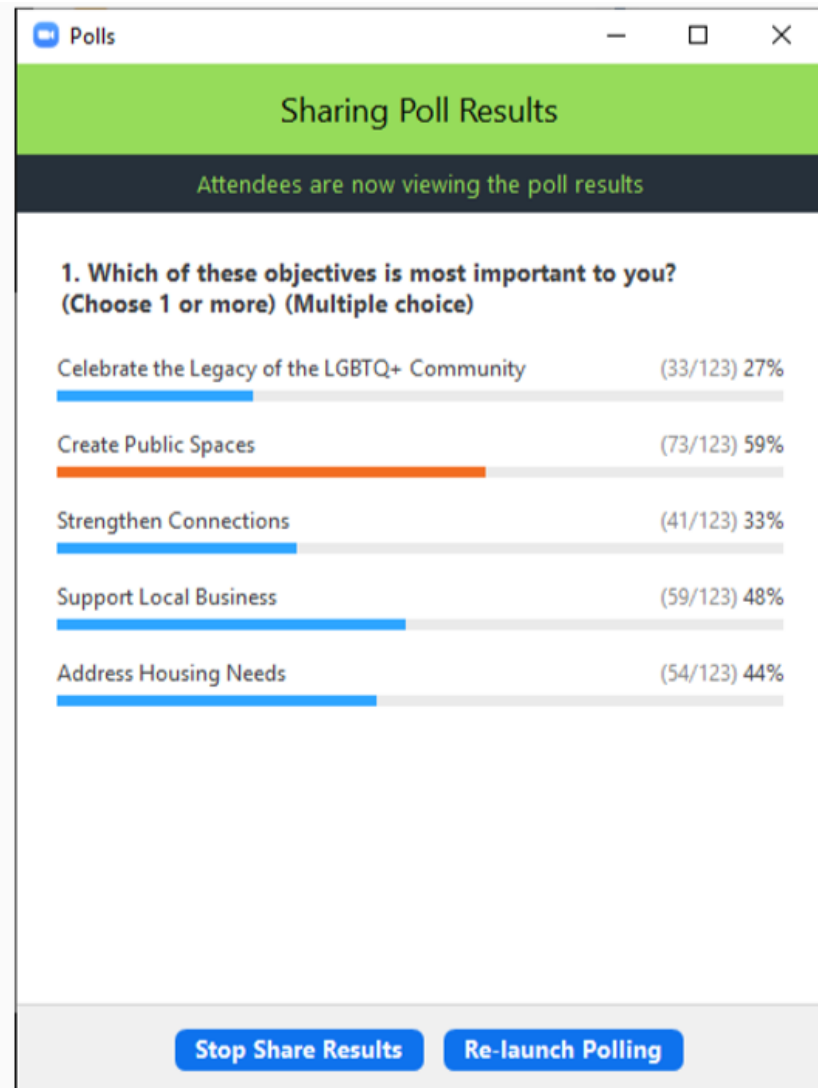


Over 160 participants



110 questions and  
comments submitted

# Here's What We've Heard?





# Create Public Spaces



Pedestrianized spaces



Under-utilized spaces



Activate spaces with parks and plazas



Urban forestry and green streets

I would love to see a strong public square, something around the historic core.

*-Brer Marsh*

We should focus on the public facilities needed, especially parks and plazas. *—Tom Mullaney*

# Support Local Business

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Connect to Medical  
Complex



Address  
homelessness



Live/work/play  
environment

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To support and rebuild our retail areas, we need more population that lives and walks to these areas and support these businesses.

*-Mike Singleton*

# Address Housing Needs

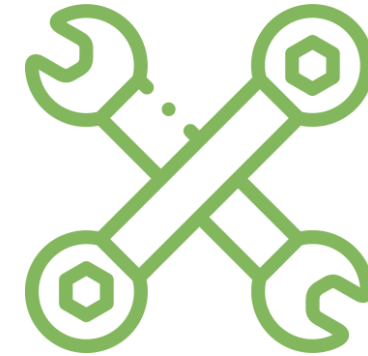
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Affordable housing



Mix use with commercial



Small scale development

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Increased housing, connectivity, inclusiveness.

Diversity of backgrounds and income levels. *Zach Bunshaft*

Encourage small scale development. *Roy McMakin*

# Strengthen Connections



Active transportation connections  
(bike, walk, transit)



Greenways



Access to parks, canyons  
and neighborhoods

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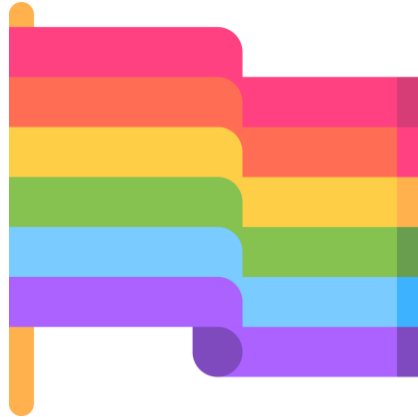
Improved safety and connectivity for biking and walking. *John Randall*

The multiple freeway on- and off-ramps pose a challenge to the walkability of the community. *Jose Cervantes*

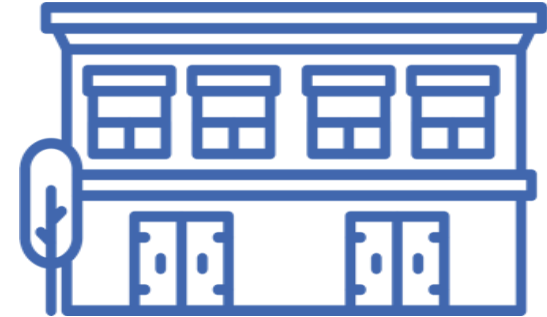
# Celebrate the Legacy of the LGBTQ+ Community



Focal point and location



Cultural preservation



Historic recognition

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Wayfinding signage at the nodes with some type of historical knowledge, plaques, or highlights of LGBTQ leaders. *Taylor McDonald*

Including the general history of the area from it's initial development in 1907 to the present. *Mary Brown*

# Key Questions

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Locations for density?



Traffic?



Parking?



Height limitations?

# Considerations for Nodes



Mixed-use  
community hubs



Placemaking and  
public spaces



Pedestrian-oriented

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Create a pedestrian only node in central hillcrest (close university between 3-6 or 4-5?.) *Chris Romano.*

The intersections of Washington St with 3rd and 4th Avenues should provide a gateway to the Medical Complex neighborhood, with some small plazas on the corners. *Tom Mullaney.*

# Considerations for Corridors

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Greenways and mini-parks



Varied building heights



Connected destinations

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Washington is the connector between the Medical District and Hillcrest. It should be identified as a an area that connects us rather than as the no-man's land is seems to be now. It should be identified as a future node. *Benjamin Nicholls*



# Maptionnaire Survey

## 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.

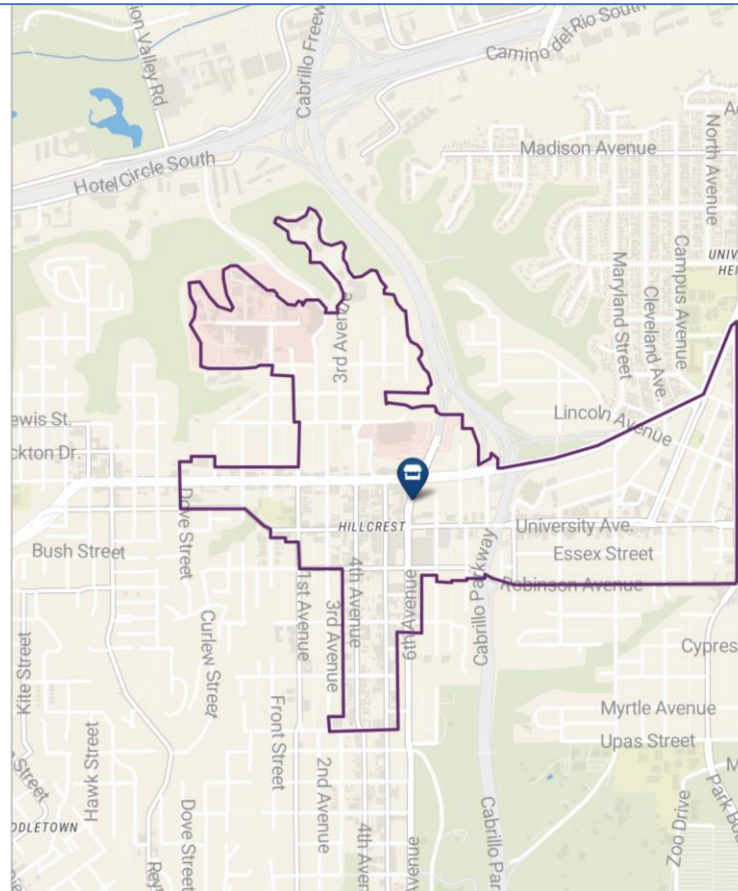
Please see the Hillcrest Focused Plan Amendment website for additional information:  
<https://www.planhillcrest.org/>

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 18, 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 15 minutes on the survey.

Note that the area outlined in purple is the Hillcrest Focused Plan Amendment Area.



719 respondents

# Who took the survey?



76% live in Hillcrest  
(92103 zip code)



86% of respondents  
over the age of 30

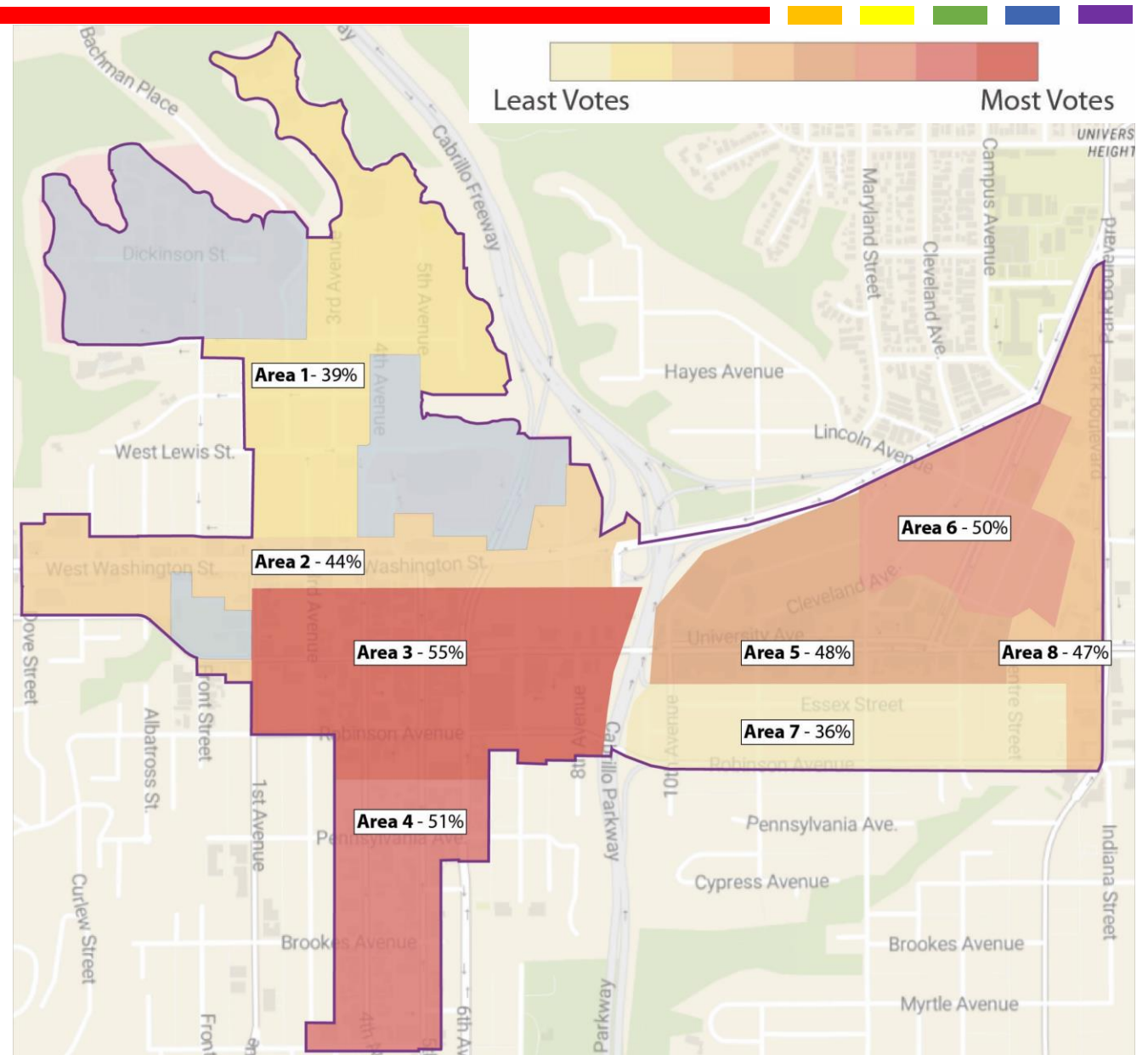


59% have been in the  
community for at least 6 years

# Housing

Areas with most votes for added housing capacity

- Hillcrest core
- The Avenues
- Washington and Normal



# LGBTQ+ Sites of Historic/Cultural Significance

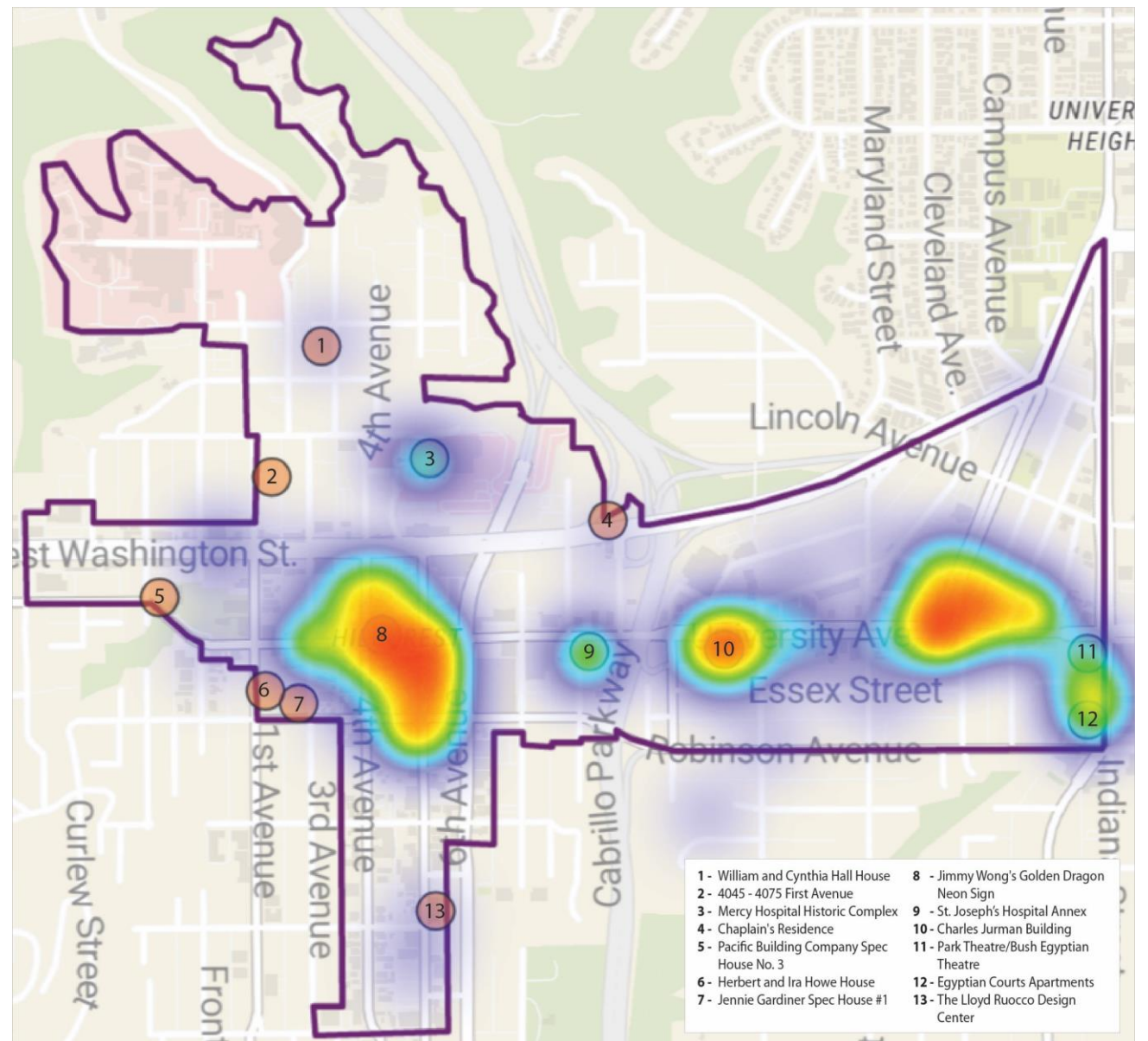
176 Individual Responses

## Recommendations

- Current and past bars and clubs
- LGBT Center

## Highest priority locations

- University from 3<sup>rd</sup> to 5<sup>th</sup> Ave
- Normal/Centre Street cluster



# LGBTQ+ Community Enhancement Areas

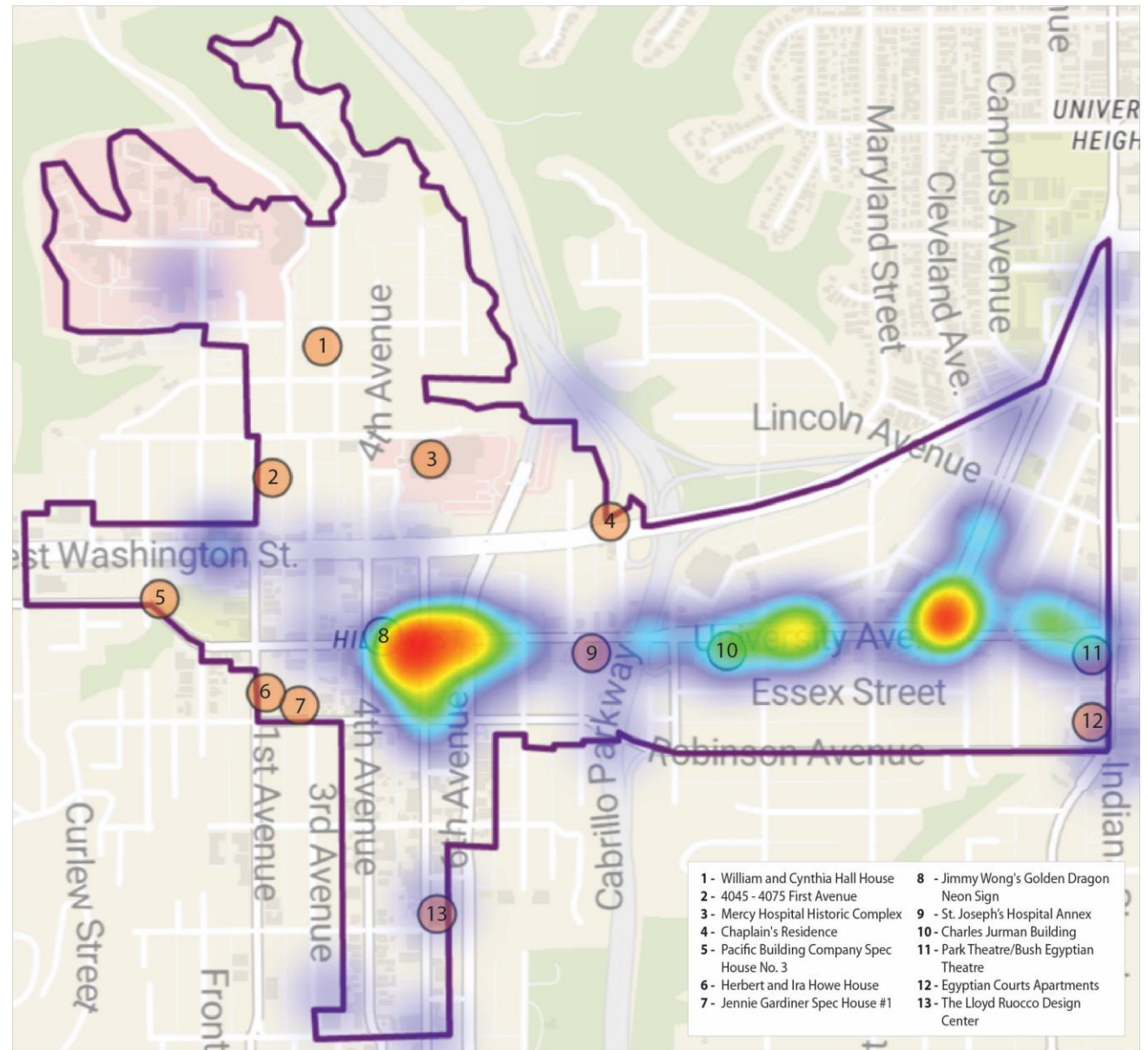
84 Individual Responses

## Recommendations

- Public Art and murals
- Historical programming (plaques/legacy walks/memorials)

## Highest priority locations

- University to Robinson between 4<sup>th</sup> and 5<sup>th</sup>
- Normal/Centre Street cluster



# Public Space Enhancements

## Priority Locations and Amenities

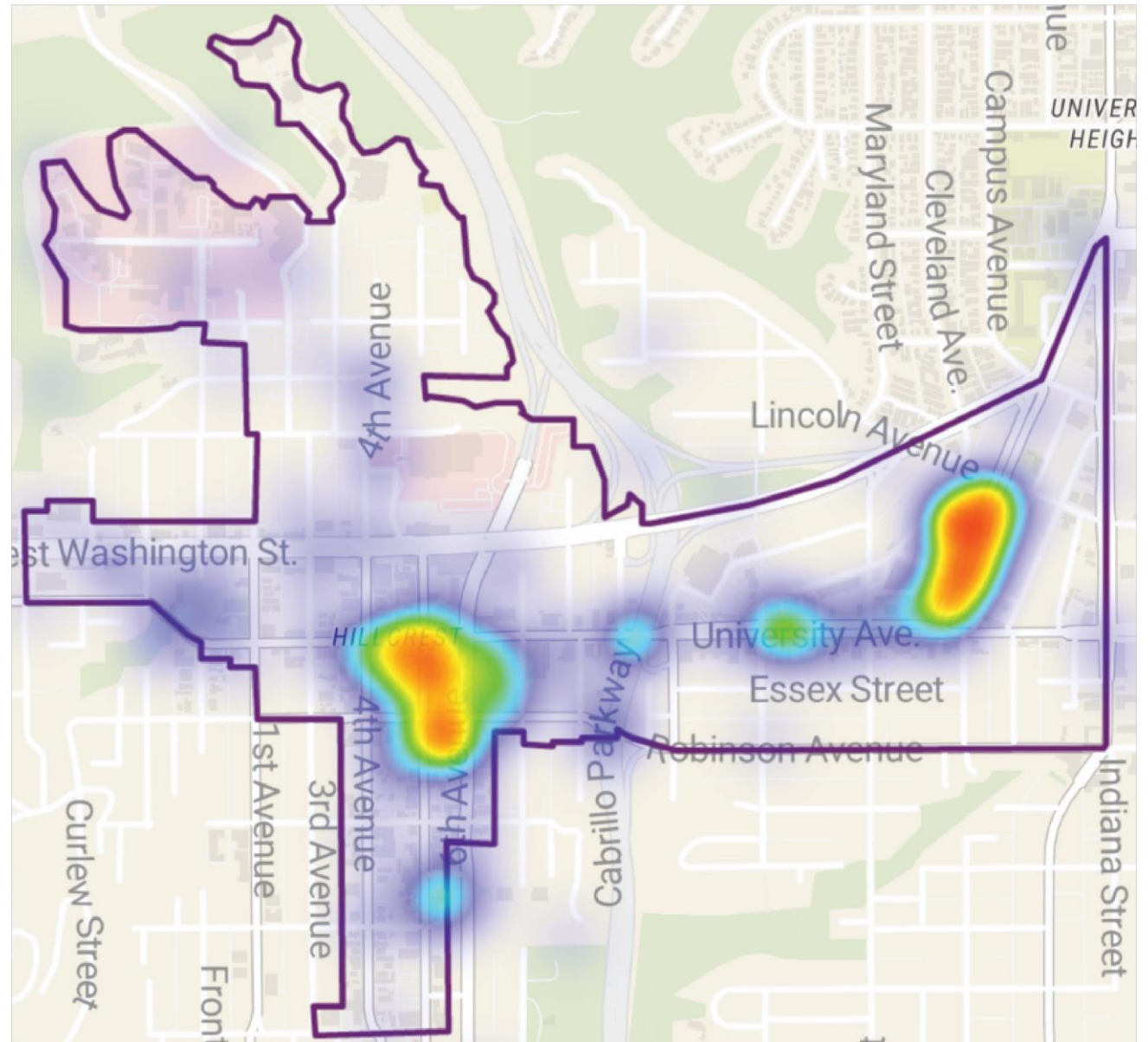
- 5<sup>th</sup> Avenue
- Normal Street



Parks  
Green Space  
Plazas  
Promenades



Improve  
biking and  
walking



# Vehicle Roadway Improvements

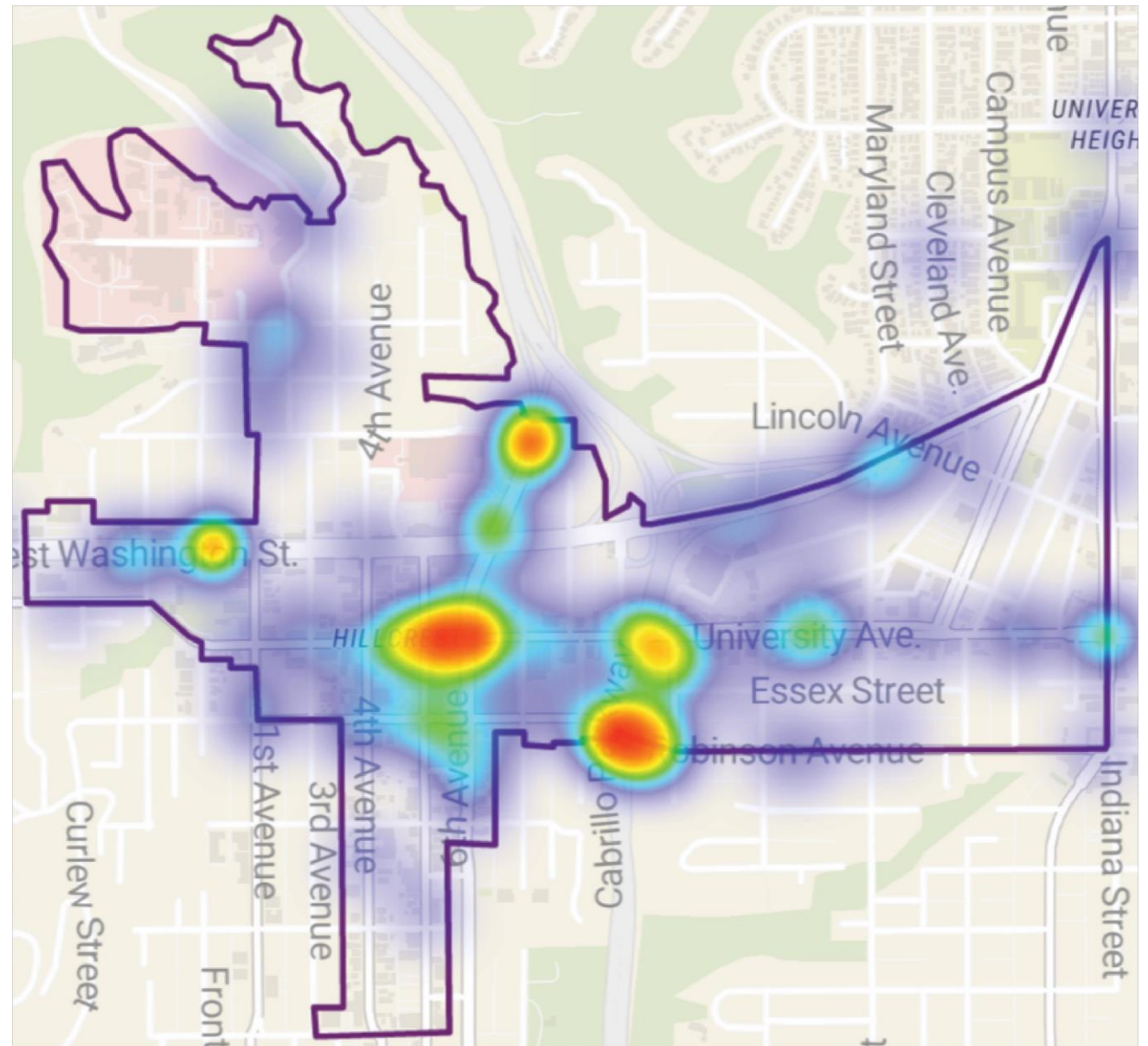
140 Individual Responses

## Recommendations

- Intersection improvements at freeway connections
- Continuous connections

## Highest priority locations

- University from 4<sup>th</sup> to 6<sup>th</sup> Ave
- Connections to SR-163







# Bicycle Network Improvements

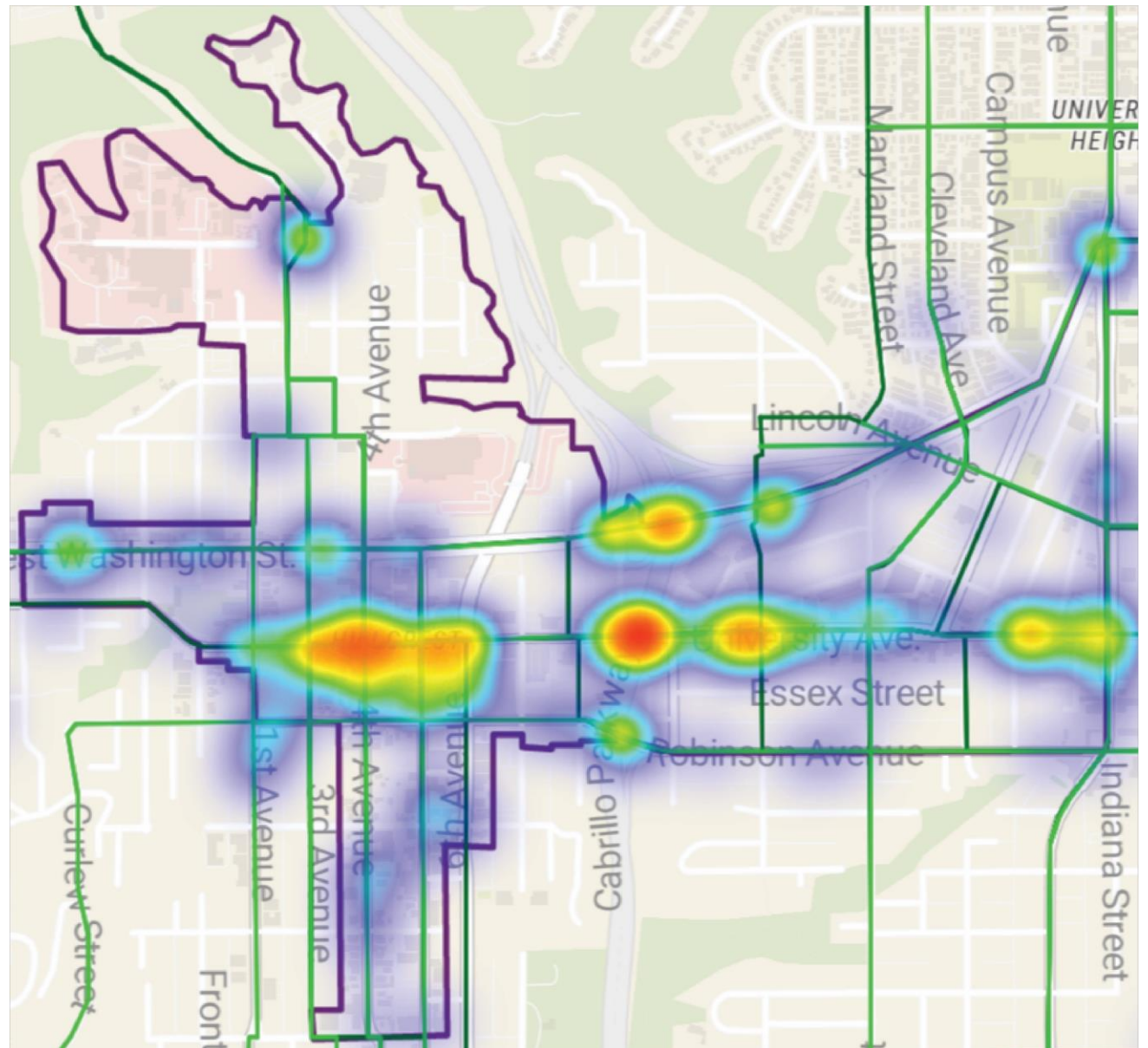
210 Individual Responses

Recommended improvements

- Protected bike lanes
- Continuous connections

Highest priority locations

- University from 3<sup>rd</sup> to 6<sup>th</sup> Ave
- Washington Street

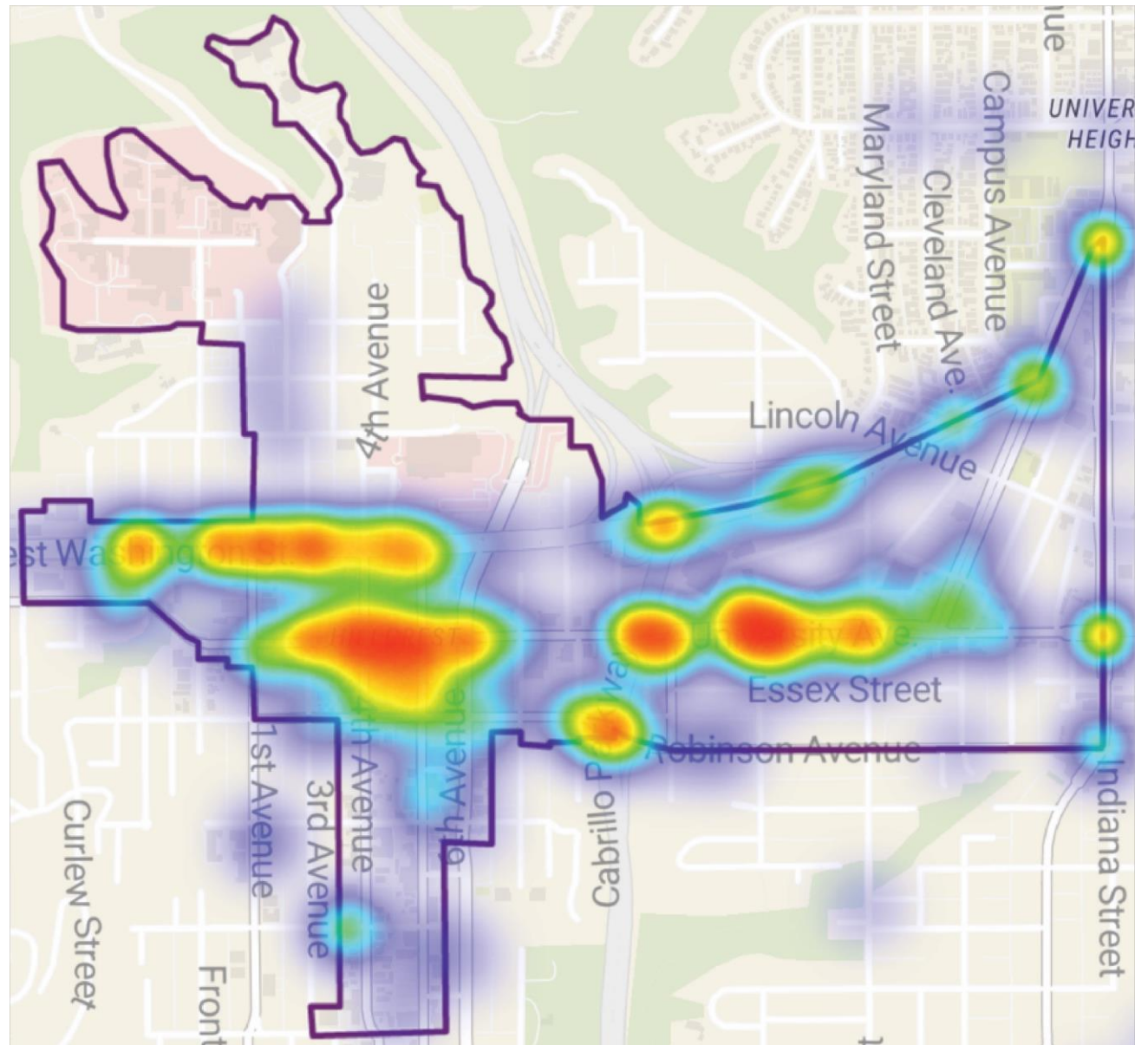


# Pedestrian Network Improvements

275 Individual Responses

Identified needs:

- Improve pedestrian crossings
- Widen sidewalks
- Add shade trees
- Address access across SR-163



# Pedestrian/Bicycle Network Locations Combined

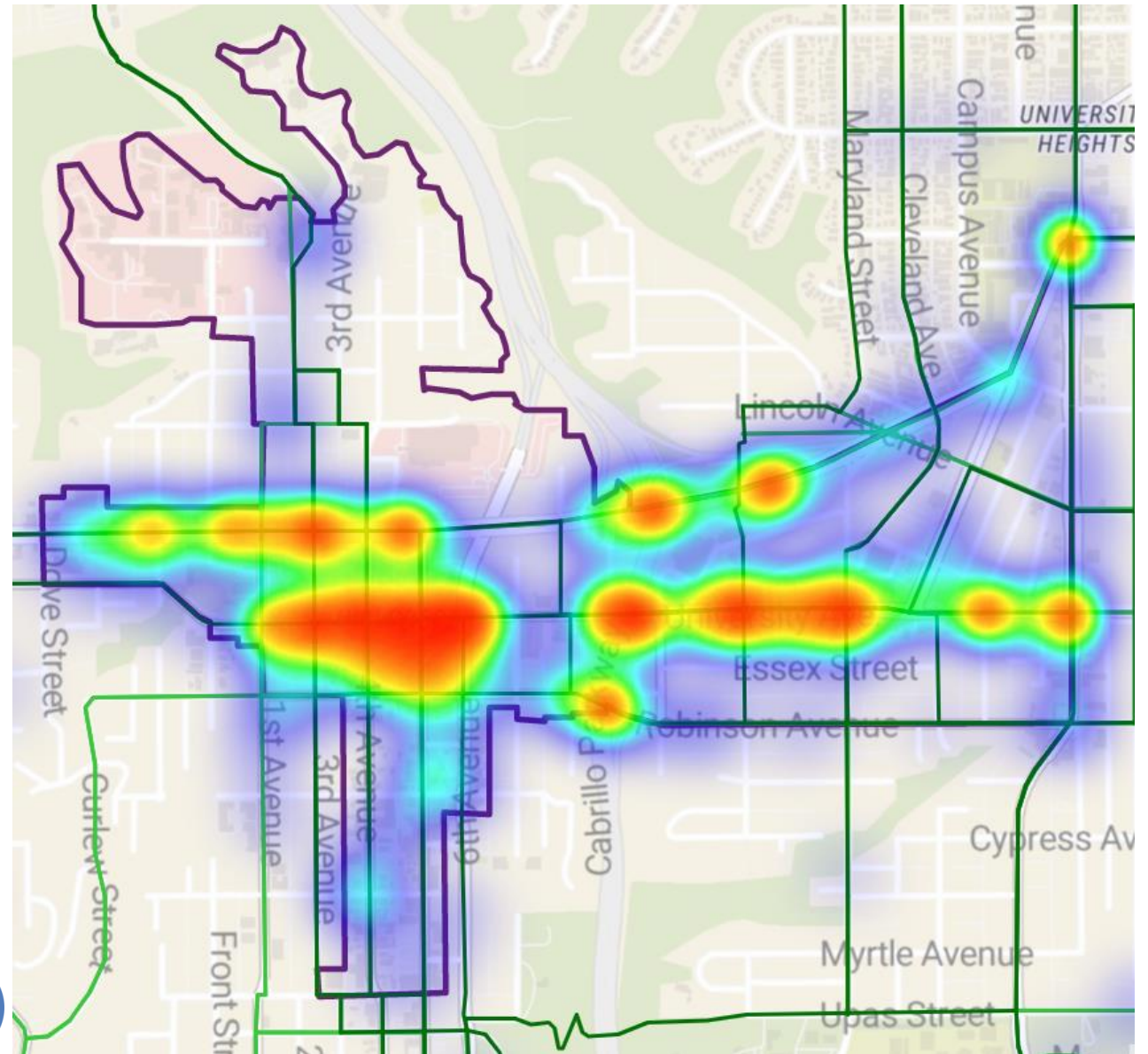
## Overarching themes

- Emphasis on improving main east-west corridors:

University Ave

Washington St

- Intersection improvements
- Interface with SR-163



# Next Steps



Review Existing Conditions



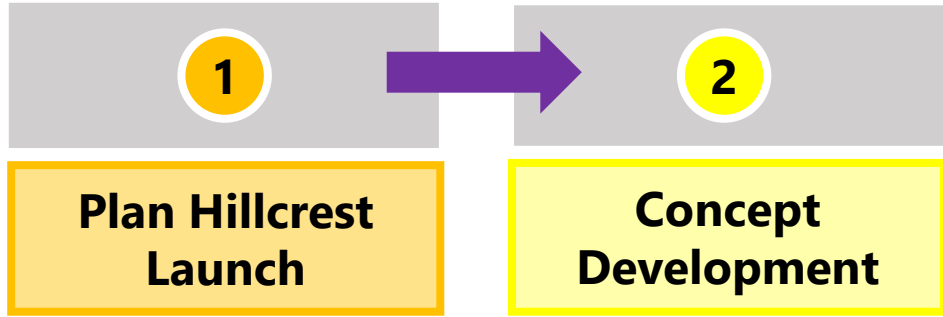
Meet with Subcommittee



Analyze input to develop concepts



# Community Engagement Next Steps



## Uptown Planners Subcommittee Potential Meeting Topics

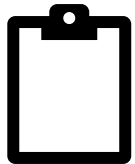
### Opportunities for Public Input



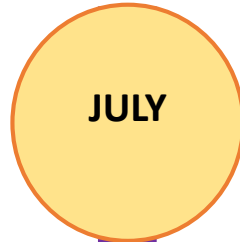
PlanHillcrest.org  
website updates



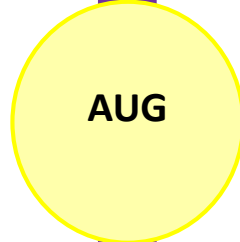
Webinars



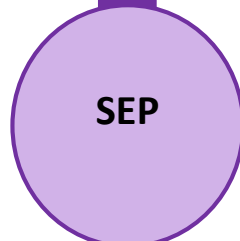
Online Surveys



Existing Conditions Atlas & Mobility

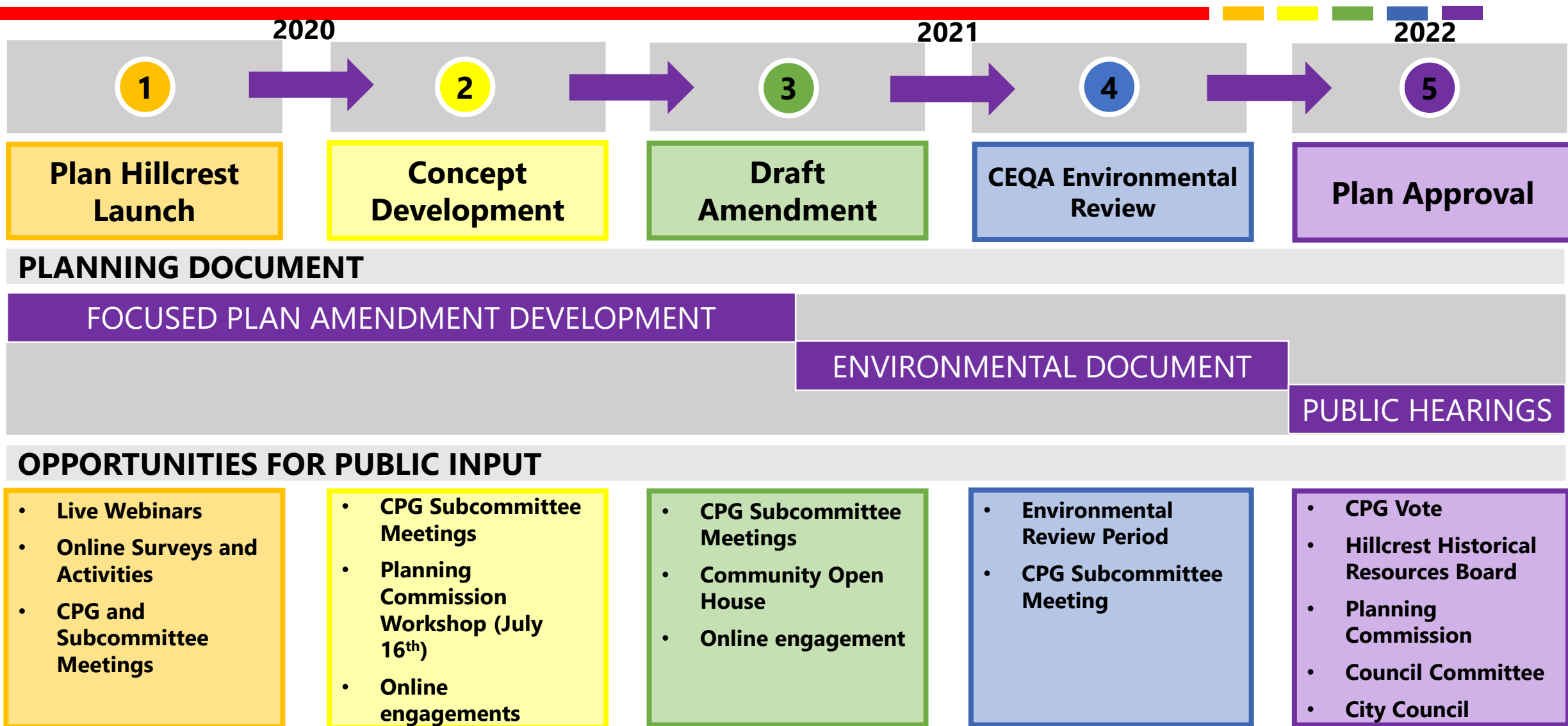


Public Space Concepts



LGBTQ+ Presentation & Discussion

# Plan Hillcrest Schedule



# Plan Hillcrest – How to Stay Involved

## Project Webpage

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

## Contact Us

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# PLAN HILLCREST

Hillcrest FPA

Urban Form