

HILLCREST

The Hillcrest area is generally bounded by Washington Street on the north, Curlew Street on the west, Upas Street on the south and Park Boulevard on the east.

Existing Conditions

The Hillcrest commercial core generally consists of the area south of Washington Street, north of Robinson Street, east of Third Avenue and west of Sixth Avenue. This area serves as a pedestrian-oriented commercial/retail center. It also acts as the central node of community activity for Uptown as it features a myriad of mixed uses and entertainment activities. The street trees and potted shrubs, awnings and large window facades along the street frontage assist in effectively creating a stimulating pedestrian-scale ambiance. Upper-story residential uses are quite prevalent in this commercial area.

Automobile traffic is particularly heavy in an east-west direction along both Washington Street and University Avenue and in a north-south direction along Fourth and Fifth Avenues. Alleys within the business district are used for delivery service, pedestrian pathways, secondary access for automobiles and emergency vehicle access.

The community contains a wide variety of multifamily residential developments, with some single-family homes located along the fringes of both the commercial and higher density residential areas.

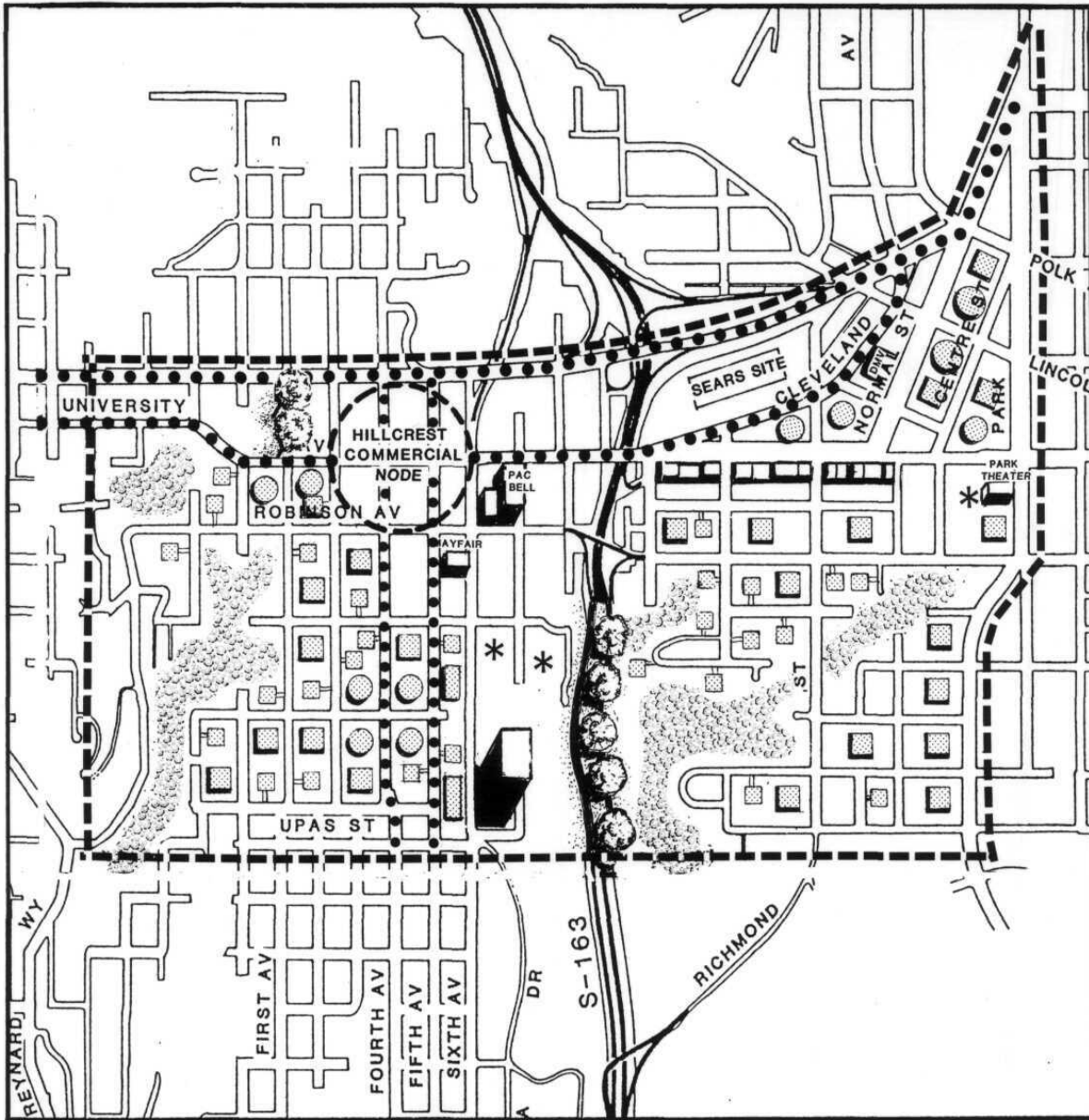
A significant parcel of land is available at the site of the former Sears store located at Cleveland Avenue and Richmond Street. This 12-acre site is currently owned by the City and is being studied for possible mixed-use development.

Figure 21, the Image Inventory, highlights the features in Hillcrest which combine to form its existing image.

Objectives

The following objectives are specific to Hillcrest and are in addition to the general objectives for the Uptown community found on page 75 and 76 of the Urban Design Element.

- Strengthen the commercial vitality of the Hillcrest business district.
- Preserve and enhance the pedestrian scale and human orientation within the Hillcrest area.
- Develop guidelines ensuring high quality redevelopment of the former Sears site so that it becomes an amenity to the Hillcrest area and produces minimal impacts on the commercial sector and on traffic circulation.



- ● ● HIGH VOLUME AUTO
- ▨ MULTI-FAMILY
- * HISTORIC
- ▤ SINGLE FAMILY
- (with dots) COMMERCIAL / OFFICE
- (stippled) HILLSIDES / CANYONS



Image Inventory - HILLCREST
UPTOWN Community Plan
 CITY OF SAN DIEGO PLANNING DEPARTMENT

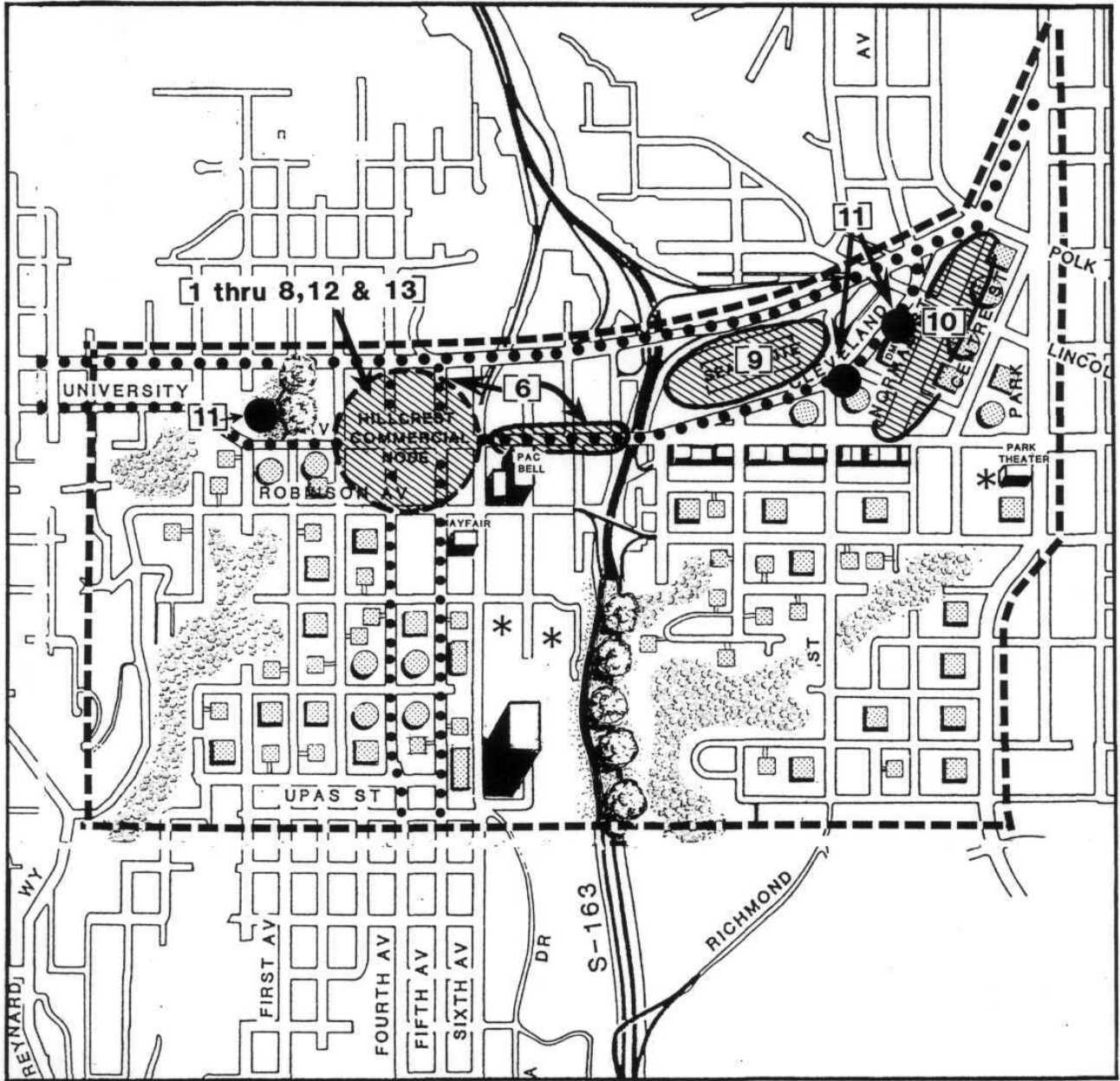
FIGURE
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- Maintain the historic facades in the Hillcrest area by promoting their restoration or adaptive re-use as alternatives to new construction.
- Preserve and promote the alleys in the Hillcrest area to be used as service pick-up locations in addition to their other uses.

Recommendations

The following recommendations are specific to Hillcrest and are in addition to the recommendations for the Uptown community found on pages 75 through 83 of the Urban Design Element.

1. Permit high intensity pedestrian-oriented commercial and mixed-use development in the Hillcrest commercial core surrounding University and Fifth Avenues.
2. Projects over three stories should include a stepback of the streetwall to reflect the historical scale of development.
3. The street facade of projects should be subdivided into sections approximately 50 feet wide. This sectioning may be achieved through changes in height, depth, or the rhythmic pattern of architectural detailing. Multiple pedestrian entrances from the street should also be provided for larger projects.
4. To encourage the rehabilitation, expansion and redevelopment of existing commercial structures, additional off-street parking should only be required for additional floor area.
5. Within the Hillcrest commercial core, projects of over three stories should include a residential component.
6. Develop a pedestrian-oriented promenade between the Hillcrest commercial district and: 1) the medical complex area to the north; and 2) the former Sears site to the east.
7. Restrict the use of offices at the ground floor level in the Hillcrest commercial node.
8. Prohibit the development of "drive-through" commercial facilities in the Hillcrest commercial node.
9. Implement the recommendations of the Sears Site Study immediately upon adoption of the study.
10. Develop the excess Normal Street right-of-way as a linear mini-park.
11. Apply the Institutional Overlay Zone to the post office, the Department of Motor Vehicles, and to Florence Elementary School.



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- SPECIFIC RECOMMENDATIONS (see text)
- AREA OF RECOMMENDATIONS



Recommendations - HILLCREST
UPTOWN Community Plan
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FIGURE
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