

Uptown Community Plan Update

Summary of Land Use Map Review: Uptown February 2013

On October 2, 2012, the Uptown Planners voted to support land use proposals from the Western Slopes Community Association (Middletown) 15-0-1 and the Metro CDC (Bankers Hill/Park West) 13-2-1. An initial proposal from the Mission Hills Heritage organization was presented, however at this time a compromise between the various neighborhood level organizations and stakeholders is currently being worked out and is forthcoming.

A recommendation from the Uptown Planners is still needed for the following neighborhoods:

- Hillcrest
- University Heights
- Medical Center Complex
- Mission Hills (new proposal)

Written proposals and public input from the following organizations have been forwarded to City Staff and are summarized here for the Uptown Planners' consideration. The following highlights comments related only to the land use map:

Hillcrest (Hillcrest Business Association) letter dated 1/14/13, Pages 3-5

The Hillcrest Business Association believes that lowering the residential density range in the eastern core of Hillcrest to 44 du/ac and 74 du/ac in the western core of Hillcrest as proposed in the current DRAFT land use map (July 2012) does not provide the opportunities for residential growth needed to accommodate small storefronts. The business community requires a certain level of residential density to provide continued customer growth. Therefore, should Community Commercial areas in Hillcrest be maintained at the adopted planned residential density of 0-74 du/ac in the eastern core and 0-110 du/ac in the western core or perhaps increased to support a customer base desired by local businesses?

Hillcrest (Public comment)

It has been suggested that the proposed residential densities in the current DRAFT land Use map be "switched" between the two Hillcrest cores given. Should the residential densities within the western Hillcrest core be designated for 44 du/ac given its existing scale of development and small streets and 74 du/ac in the eastern Hillcrest core given the wider University Avenue commercial corridor?

University Heights (University Heights Historical Society) email, letter, and attachments dated 1/31/13, Pages 6-12

The University Heights Historical Society (UHHS) recommendations consist of reductions in residential density. According to the UHHS, these recommendations would meet or exceed actual existing residential densities. Therefore should the DRAFT Proposed Land Use Map incorporate the following changes?

- Parcels along Madison Avenue, Monroe Avenue, and Meade Avenue between Park Boulevard and Maryland Street be reduced from Residential-Medium Density (15-29 du/ac) as proposed in the DRAFT Proposed Land Use Map to Residential-Low Density (5-9 du/ac) to reflect single-family corridors
- Residential areas currently designated Residential-High 45-74 du/ac along Campus Avenue and Washington Street; Residential-Medium (15-29 du/ac) along North Avenue, Campus Avenue, and Cleveland Avenue between Adams Avenue and Meade Avenue; and Residential Low-Medium (10-14 du/ac) along Maryland Street, Hayes Avenue, and Lincoln Avenue be reduced by one to two residential density ranges
- Both sides of the Park Boulevard Corridor between Adams Avenue and Meade Avenue be reduced to Neighborhood-Commercial 0-29 du/ac to maintain a consistent development pattern on both sides of the street. Currently, this change is already captured in the current DRAFT land use map and staff is working with the North Park community to make the eastside of Park Boulevard consistent.

Medical Center Complex Page 13

Initial comments from UCSD recommend that the properties owned by the entity be designated Institutional and properties along Front Street, Arbor Drive, Montecito Way, and Bachman Drive should continue to allow Office, commercial, and residential (mixed-use). Should the adjacent properties owned by UCSD be designated Institutional and properties along Front Street, Arbor Drive, Montecito Way, and Bachman Drive currently designated as Residential-High 45-74 du/ac in the current DRAFT Land Use Map be changed to Office-Commercial 0-44 du/ac?

Mission Hills

New comments on the proposed land use map from the Mission Hills neighborhood are forthcoming.

Community Planning Group Request

Planning staff requests that the Uptown Planners conclude their review and provide their remaining recommendations on the proposed land use map by the April 2013. This will allow staff to begin analyzing the traffic impacts, begin the zoning component of the plan update process, and meet the overall project schedule. Staff is available to attend a subcommittee meeting or Special Meeting to discuss the proposed land use map in depth.

* * * * *

90TH ANNIVERSARY
HILLCREST
BUSINESS ASSOCIATION

January 14, 2013

Marlon Pangilinan
Senior Planner
Development Services Department - Planning Division
1222 First Avenue MS-413
San Diego, Ca 92101

Dear Marlon,

The Hillcrest Business Association (HBA) is an active partner in the City of San Diego's Uptown Community Plan update process. The HBA has hosted the most comprehensive outreach and engagement campaign of any neighborhood in this process. This campaign is entitled Hillcrest 2.0 and it engages business people and those who appreciate the Hillcrest business community to contribute to the plan update process. The HBA has sponsored the following activities as part of our campaign:

- Hosted five community forums in a 'mixer' setting on various discussion topics at local restaurants. Over 450 hours of neighborhood volunteer time was spent at the forums with over 150 individual neighbors attending one or more of the forums. Each forum featured a distinguished speaker who informed our discussion. Speakers included Dr. Mirle Bussell from UCSD, Dr. Sherry Ryan from SDSU, Howard Blackson of Place Makers, and Mark Steele, founder of MW Steele Group.
- Partnered with the University of California San Diego's Planning Department to host seven student research groups on topics including public art, pedestrian alleyways, environmentalism, a business survey, a highway lid over SR 163, streetcars, and design guidelines.
- Invited nationally recognized speaker on urban renewal and community economics Charles Marohn of Strong Towns to speak in Hillcrest. The event, held at a local restaurant, was attended by over 60 neighborhood business people and residents.

As the community plan takes shape, the HBA is eager to contribute and respond to the work product of the City Planning Department and its consultants. As new elements of the plan develop, the HBA will provide ongoing feedback. This will be conducted through a special ad hoc committee that will discuss proposals and documents from the Planning Department. Suggestions from this group will be endorsed or modified by the HBA Board of Directors.

The feedback below was approved by the HBA, representing the businesses of Hillcrest, at its most recent meeting on January 8, 2013:

As a general concept, the HBA supports Smart Growth in Hillcrest. The HBA supports compact, transit-oriented, walkable, bicycle-friendly land use ideas, including concepts such as the Complete Streets theory, mixed-use development, and a range of housing choices.

The HBA supports the height proposals but believes the suggested base heights are too low. The HBA supports the concept of base height limits and allowing for additional height through discretionary review. The HBA also supports allowing for bonus height when appropriate amenities are provided. The HBA supports identifying locations for unlimited height in certain areas. The HBA is disappointed at the currently proposed base height limits. At minimum the IHO limit of 65', which represent an existing neighborhood compromise, should be the base for both the core and the east end of Hillcrest.

The HBA also supports the additional design proposals presented including providing height for appropriate retail and commercial uses in addition to base height limit.

The height of the buildings must be based on the pedestrian experience. As is stated in our Hillcrest 2.0 recommendations, the height of buildings in the neighborhood should be based on the pedestrian experience. The street width relative to building size is a good guide as to the appropriate height of buildings. The HBA recommends a 1:1 ratio of street width to the height of the "street wall". Individual building heights may vary based on incentives described above.

There are two centers in Hillcrest. The HBA believes that the plan must recognize the two centers of Hillcrest. When the 1988 community plan was written, the historic core at Fifth Ave. and University Ave. served as the heart of our neighborhood. Now, almost twenty five years later, the City must recognize that the east end of Hillcrest is at least as important as the historic heart of the neighborhood. The Uptown District, the LGBT Community Center, the Hillcrest Farmers Market and hundreds of new businesses have made the east a second "core" of Hillcrest. Both areas should be seen as hubs allowing for increased height and residential density.

Small business storefronts will not succeed without residential growth. The current proposals call for preserving small storefront businesses because they contribute to the street environment. The HBA agrees with this but believes that lowering the residential density range on the east end to 44du/ac and 74du/ac on the west end does not provide the opportunities for residential growth needed to accommodate small storefronts (especially in light of the fact that many of the parcels in Hillcrest are extremely narrow). Small storefronts and residential density go hand in hand. Small stores will fail without appropriate residential density. The business community demands a level of residential density to provide continued customer growth.

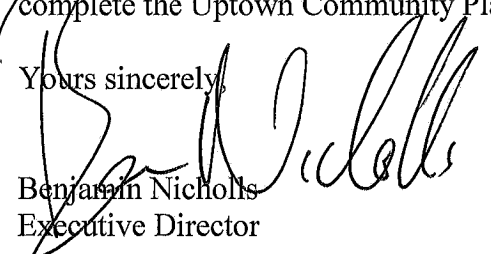
Hillcrest's diverse range of family types and sizes needs to continue to be accommodated through a mix of residential unit sizes. The current proposals that state the number of dwelling units per acre does not envision a diversity of unit sizes.

Preserve and enhance the assets of the neighborhood. The HBA supports the proposed goals of preserving the character of the business district. Walkable neighborhoods, modern living spaces, small storefronts and intimate restaurants are all assets that the HBA encourages. However, the HBA also encourages city planners to recognize that because of its location on the

crest of a hill other underutilized assets should be emphasized in development proposals. These assets might include views of the bay, downtown, Balboa Park and the eastern mountains; and proximity to San Diego's canyon spaces and Balboa Park.

I hope this feedback from the business community is useful and informs your ongoing efforts to complete the Uptown Community Plan.

Yours sincerely,



Benjamin Nicholls
Executive Director

Copy: Council President Todd Gloria, Mayor Bob Filner



University Heights Historical Society

January 31, 2013

Marlon Pangilinan, Senior Planner
Development Services Department-Planning Division
City of San Diego
202 C Street, MS--413
San Diego, CA 92101

RE: Proposed Land Use Maps for Uptown and North Park Planning Areas

Dear Mr. Pangilinan:

The University Heights Historical Society (UHHS) has reviewed the proposed land use maps for both the Uptown planning area (dated July 11, 2012) and for the North Park planning area (dated May 2012) as they affect University Heights.

The UHHS first submitted recommendations regarding the Community Plan Update to the City of San Diego Community Planning and Investment Department on October 10, 2010 (see attached). Since then, new Census data became available which allowed us to perform more extensive analysis of existing vs. proposed land use in University Heights.

That said, the UHHS proposes the following changes, refinements, and additions to its recommendations submitted in October 2010. Based on our extensive analysis on a Census block basis, all land use recommendations either meet or exceed existing densities:

- The land use designations and height limits indicated in the attached map and spreadsheet replace the land use and height recommendations submitted in October 2010.
- The proposed Residential-Low single-family corridors along Madison, Monroe, and Meade on the North Park side of UH have been extended west to the Uptown side of UH.
- The land use designations and height limits along the Park Boulevard commercial corridor from Adams Avenue to Lincoln Avenue have been replicated on both the North Park (east) and Uptown (west) sides of the street.
- Land use designations along the El Cajon Boulevard transportation corridor have been reduced one level in places but still meet or exceed existing density.

- The recommended historic districts and conservation areas submitted in October 2010 still stand with the addition of a Normal Street Historic District, a Streetcar Line Historic District, and a Campus Avenue pilot conservation area as indicated on the attached map. Links are also provided to an interactive map showing bungalow courts throughout University Heights belonging to the city's proposed Court Thematic Historic District (interactive map still in progress), and to a map of over 350 historic sidewalk contractor stamps throughout our community.
- The recommended Urban Design Guidelines submitted in October 2010 still stand.

Our recommendations are based upon extensive analysis by the University Heights Historical Society, and input from representatives of the University Heights Community Development Corporation, Uptown Planners, and North Park Planning Committee.

Thank you for your consideration of our recommendations.

Sincerely,



Kristin Harms
Chair



Ernestine Bonn
Vice-Chair

Cc: Mayor Bob Filner
Councilmember Todd Gloria
Cathy Winterrowd, Historical Resources Board
Vicki Granowitz, Chair, North Park Planning Committee
Beth Jaworski, Chair, Uptown Planners
Leo Wilson, Acting Secretary, Uptown Planners

Attachments:

Map of UHHS Land Use Recommendations_1-13
Map of UHHS Recommended Historic Districts and Conservation Areas_1-13
Spreadsheet of UHHS Land Use Recommendations_1-13
UHHS Community Plan Update Recommendations_10-10



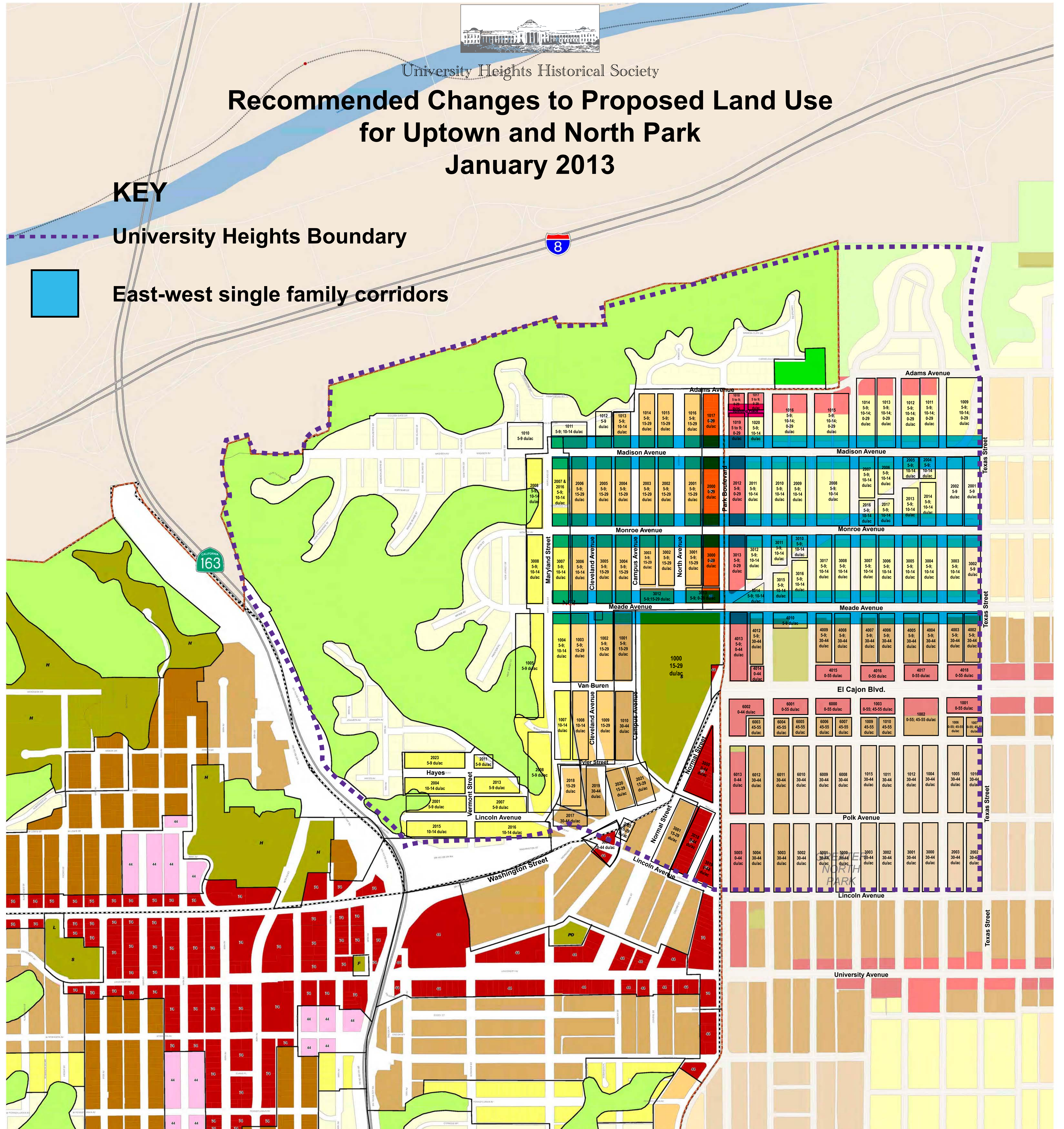
University Heights Historical Society

Recommended Changes to Proposed Land Use for Uptown and North Park January 2013

KEY

University Heights Boundary

East-west single family corridors



LEGEND	Residential - Low (5-9 du/ac)	Neighborhood Commercial - A (residential prohibited)	29 Maximum Dwelling Units per Acre (du/ac)	Community Plan Boundary
	Residential - Low Medium (10-14 du/ac)	Neighborhood Commercial - B (0-29 du/ac)	F Fire Station	Uptown Neighborhoods
	Residential - Medium (15-29 du/ac)	Neighborhood Commercial - C (0-44 du/ac)	H Hospital	
	Residential - Medium High (30-44 du/ac)	Community Commercial - A (residential prohibited)	L Library	
	Residential - High (45-74 du/ac)	Community Commercial - B (0-44 du/ac)	PO Post Office	
	Office Commercial - A (residential prohibited)	Community Commercial - C (0-74 du/ac)	S School	
	Office Commercial - B (0-29 du/ac)	Institutional	T Trolley Stop	
	Office Commercial - C (0-44 du/ac)	Park	Light Rail	
		Open Space		

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DRAFT Proposed Land Use Map

0 400 800 Feet

**2012 University Heights Demographic and Proposed Land Use Analysis
Uptown Census Tracts**

Census Tract	Census Block	2010 Census Block DU	2010 DU/Acre	City Proposed DU/Acre	UH Recommended DU/Acre	Max.Height Limit in Feet	Notes
5	1000	11	1	5 to 9	5 to 9	20	
5	1001	71	1	5 to 9	5 to 9	20	
5	1002	33	9	5 to 9	5 to 9	20	
5	1003	38	3	5 to 9	5 to 9	20	
5	1004	17	1	5 to 9	5 to 9	20	
5	1005	6	3	5 to 9	5 to 9	20	
5	1006	6	4	5 to 9	5 to 9	20	
5	1007	8	4	5 to 9	5 to 9	20	
5	1009	8	4	5 to 9	5 to 9	20	
5	1010	12	5	5 to 9; 15 to 29	5 to 9	20	
5	1011	26	11	5 to 9; 15 to 29	5 to 9; 10 to 14	20	East-west corridor
5	1012	9	7	5 to 9; 15 to 29	5 to 9	20	East-west corridor
5	1013	24	13	15 to 29	5 to 9; 10 to 14	20	East-west corridor
5	1014	52	24	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	1015	41	24	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	1016	61	23	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	1017	23	11	0 to 28	0 to 29	30	
5	1018	21	7	5 to 9	5 to 9	20	
5	1019	38	5	5 to 9	5 to 9	20	
5	2000	49	14	0 to 29	0 to 29	30	
5	2001	77	19	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	2002	71	28	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	2003	81	20	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	2004	67	30	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	2005	48	13	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	2006	55	22	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	2007	39	22	10 to 14	5 to 9; 10 to 14	20	East-west corridor
5	2008	15	11	10 to 14	10 to 14	20	

**2012 University Heights Demographic and Proposed Land Use Analysis
Uptown Census Tracts**

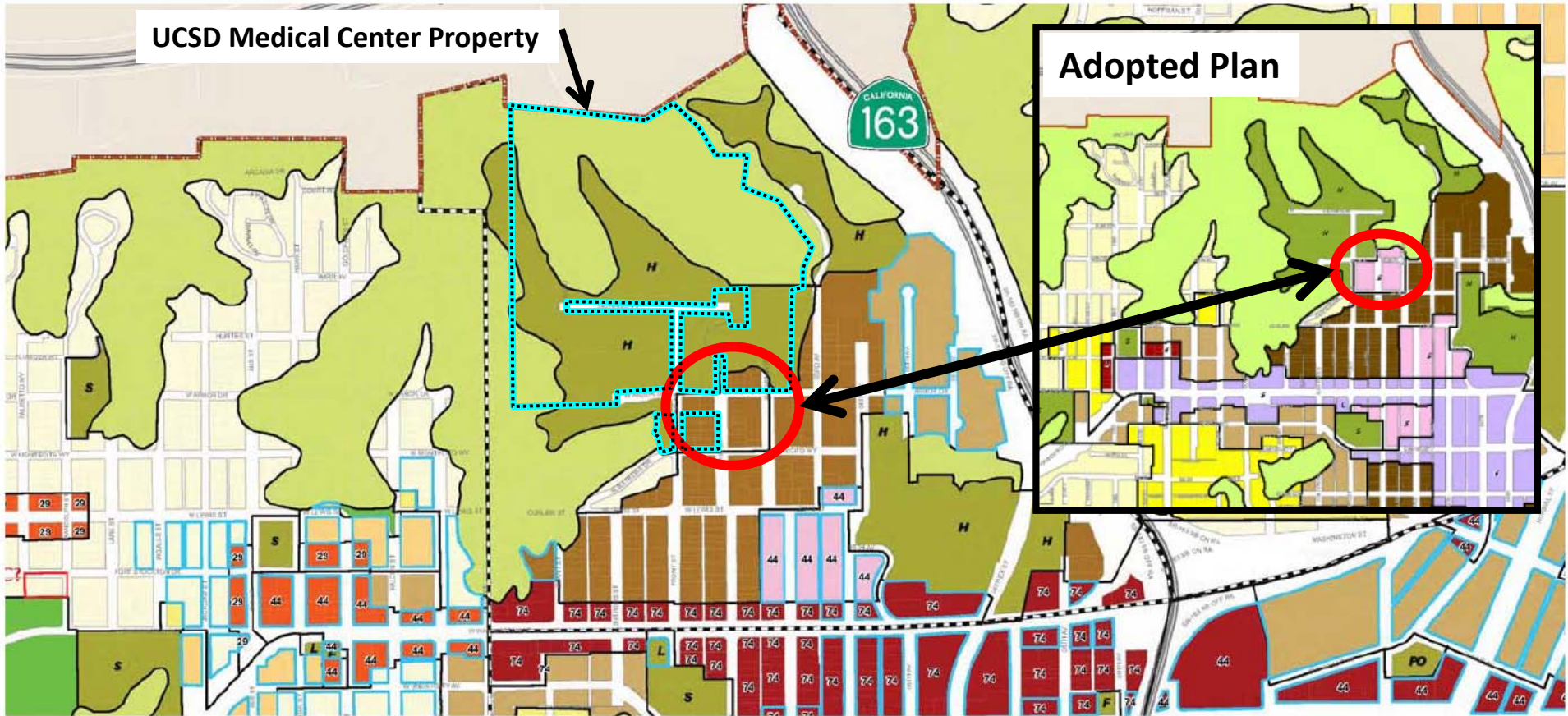
Census Tract	Census Block	2010 Census Block DU	2010 DU/Acre	City Proposed DU/Acre	UH Recommended DU/Acre	Max.Height Limit in Feet	Notes
5	2009	144	3	5 to 9	5 to 9	20	
5	2010	7	6	5 to 9	5 to 9	20	
5	2011	7	9	5 to 9	5 to 9	20	
5	2012	22	2	5 to 9	5 to 9	20	
5	2014	32	3	5 to 9	5 to 9	20	
5	2016	10	12	10 to 14	5 to 9; 10 to 14	20	East-west corridor
5	3000	18	8	0 to 28	0 to 29	30	
5	3001	53	0.06	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	3002	41	0.04	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	3003	44	30	15 to 29	5 to 9; 15 to 29	20	East-west corridor; Proposed conservation area
5	3004	51	15	15 to 29	5 to 9; 15 to 29	20	East-west corridor; Proposed conservation area
5	3005	58	16	15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	3006	63	28	10 to 14	5 to 9; 10 to 14	20	East-west corridor
5	3007	33	9	10 to 14	5 to 9; 10 to 14	20	East-west corridor
5	3008	33	15	10 to 14	10 to 14	20	
5	3009	21	9	5 to 9	5 to 9	20	
5	3010	15	7	5 to 9	5 to 9	20	
5	3011	10	5	5 to 9	5 to 9	20	
5	3012	37	16	5 to 9; 15 to 29	5 to 9; 15 to 29	20	East-west corridor
5	3013	25	23	0 to 44	5 to 9; 0 to 29	30	East-west corridor

**2012 University Heights Demographic and Proposed Land Use Analysis
Uptown Census Tracts**

Census Tract	Census Block	2010 Census Block DU	2010 DU/Acre	City Proposed DU/Acre	UH Recommended DU/Acre	Max.Height Limit in Feet	Notes
6	1000	1	0	15 to 29	15 to 29	30	
6	1001	73	19	30 to 44	5 to 9; 15 to 29	30	East-west corridor
6	1002	56	16	15 to 29	5 to 9; 15 to 29	20	East-west corridor
6	1003	52	23	15 to 29	5 to 9; 15 to 29	20	East-west corridor
6	1004	29	8	10 to 14	5 to 9; 10 to 14	20	East-west corridor
6	1005	41	6	10 to 14	5 to 9	20	
6	1006	1	0	10 to 14	10 to 14	20	
6	1007	33	10	10 to 14	10 to 14	20	
6	1008	48	13	15 to 29	10 to 14	20	
6	1009	53	26	15 to 29	15 to 29	20	
6	1010	110	55	30 to 44	30 to 44	30	
6	2000	0	0	Park land	Park land		
6	2001	88	3	5 to 9	5 to 9	20	
6	2002	10	7	5 to 9	5 to 9	20	
6	2003	14	8	5 to 9	5 to 9	20	
6	2004	34	17	10 to 14	10 to 14	20	
6	2005	0	0	Park land	Park land		
6	2006	0	0	Park land	Park land		
6	2007	19	7	10 to 14	5 to 9	20	
6	2008	31	5	10 to 14	5 to 9	20	
6	2010	20	3	5 to 9	5 to 9	20	
6	2011	3	2	10 to 14	5 to 9	20	
6	2012	15	8	5 to 9	5 to 9	20	
6	2013	13	7	10 to 14	5 to 9	20	
6	2014	0	0	Highway	Highway		
6	2015	35	11	10 to 14	10 to 14	20	
6	2016	45	15	10 to 14	10 to 14	20	
6	2017	40	44	30 to 44	30 to 44	30	
6	2018	48	32	15 to 29	15 to 29	30	
6	2019	79	46	30 to 44	30 to 44	30	
6	2020	47	23	30 to 44	15 to 29	30	
6	2021	32	9	30 to 44	15 to 29	30	
6	2022	0	0	Highway			
6	2023	24	9	10 to 14	5 to 9	20	
6	3000	17	2	0 to 44	0 to 44	30	

**2012 University Heights Demographic and Proposed Land Use Analysis
Uptown Census Tracts**

Census Tract	Census Block	2010 Census Block DU	2010 DU/Acre	City Proposed DU/Acre	UH Recommended DU/Acre	Max.Height Limit in Feet	Notes
6	3001	35	15	30 to 44	15 to 29	30	
6	3002	23	6	30 to 44	5 to 9	20	Proposed historic district
6	3003	1	11	30 to 44	15 to 29		
6	3004	1	1	0 to 44	0 to 44	30	
6	3018	33	9	0 to 44	0 to 44	30	
6	3019	12	7	0 to 44	0 to 44	30	



UCSD Medical Center Property

Adopted Plan

LEGEND

- ◆ Residential - Low (5-9 du/ac)
- ◆ Residential - Low Medium (10-14 du/ac)
- ◆ Residential - Medium (15-29 du/ac)
- ◆ Residential - Medium High (30-44 du/ac)
- ◆ Residential - High (45-74 du/ac)
- ◆ Office Commercial - A (residential prohibited)
- ◆ Office Commercial - B (0-29 du/ac)
- ◆ Office Commercial - C (0-44 du/ac)
- ◆ Neighborhood Commercial - A (residential prohibited)
- ◆ Neighborhood Commercial - B (0-29 du/ac)
- ◆ Neighborhood Commercial - C (0-44 du/ac)
- ◆ Community Commercial - A (residential prohibited)
- ◆ Community Commercial - B (0-44 du/ac)
- ◆ Community Commercial - C (0-74 du/ac)
- ◆ Institutional
- ◆ Park
- ◆ Open Space
- 29 Maximum Dwelling Units per Acre (du/ac)
- ⚡ Fire Station
- H Hospital
- 📖 Library
- PO Post Office
- 🎓 School
- 🚏 Trolley Stop
- Light Rail
- ◆ Community Plan Boundary
- ◆ Uptown Neighborhoods
- ◆ Density Change Areas

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DRAFT Proposed Land Use Map- Areas Changed from Adopted Plan

