

THE CITY OF SAN DIEGO

Report to the Planning Commission

DATE ISSUED: November 23, 2023 REPORT NO. PC-23-046

HEARING DATE: November 30, 2023

SUBJECT: Hillcrest Focused Plan Amendment Workshop

REFERENCES: July 16, 2020 Hillcrest Focused Plan Amendment Workshop, Report No. PC-20-

021

October 13, 2022 Hillcrest Focused Plan Amendment Workshop, Report No.

PC-22-035

SUMMARY

This is the third workshop for the Planning Commission to provide input on the Hillcrest Focused Planned Amendment (FPA). No action is required on the part of the Planning Commission at this time. This workshop is intended to serve as an opportunity for the Planning Commission to provide input on the Hillcrest Focused Plan Amendment Community Discussion Draft before the release of the second Draft and adoption hearing process. This initiative will allow development of more homes and mixed-use development to support vibrant and active public spaces and small businesses. New homes will support and enhance current local businesses, health care facilities, residential areas, public spaces, and future transit. The Focused Plan Amendment also seeks to further celebrate the LGBTQ+ history and culture of Hillcrest. Previous workshops were held with the Planning Commission on July 16, 2020 and October 13, 2022.

BACKGROUND

The Hillcrest Focused Plan Amendment area (Attachment 1) encompasses approximately 350 acres of the Hillcrest and Medical Complex neighborhoods within the Uptown Community. Hillcrest is a vibrant pedestrian-oriented commercial and entertainment center, and contains a diverse mix of retail, office, and mixed-use buildings as well as a varied residential character. Hillcrest serves as the primary commercial core for Uptown, which is concentrated around the intersection of Fifth Avenue and University Avenue, and extends several blocks east, west, and south. University Avenue is the primary spine of Hillcrest, with commercial development extending along University Avenue east of State Route (SR) 163, and west until it converges with Mission Hills.

The Medical Complex is dominated by the Scripps Mercy Hospital and Medical Center and the University of California San Diego (UCSD) Hillcrest Medical Campus, which occupy over forty percent of the Medical Complex neighborhood. The remaining portion of the Medical Complex area is occupied primarily by multifamily residential uses. Commercial development, which is generally automobile-oriented, is located on the north side of Washington Street adjacent to the medical centers.

Housing & Demographics of Uptown

Population

As of 2020, the San Diego Association of Governments (SANDAG) estimated that 49,304 people were living in a household within the Uptown Community. Figure 1 shows there was a 38.5 percent increase from the 35,599 people living in the community in 2010 based on SANDAG estimates. SANDAG estimates an additional 1,839 live in group quarters in comparison to the 1,510 who lived in group quarters in 2010.

Housing

In 2020, the Uptown community had approximately 24,200 homes. Table 1 also shows that between 2010 and 2020, the community added 1,370 homes, a 6 percent increase from the previous 22,830 homes. The community had a rate of 2.14 persons per household in 2020, where there were 1.68 in 2010.

Income

In 2020, the median household income adjusted for inflation (2010) was approximately \$71,980. Figure 1 shows there was a 35 percent increase from the \$53,430 median household income adjusted for inflation (2010) in 2010 based on SANDAG estimates.

Table 1: Uptown Housing and Population between 2010 and 2020

Year	Households Population	Group Quarters Population	Homes	Persons per Household	Income
2010	35,600	1,510	22,830	1.68	\$53,430
2020	49,300	1,840	24,200	2.14	\$71,980
Change	39%	22%	6%	27%	35%

SANDAG 2020 Housing and Population Estimates

Affordable Housing

The Uptown Community has 849 affordable homes that have entered a deed restriction with the San Diego Housing Commission.

Housing & Demographics with the Hillcrest Focused Plan Amendment Area

Within the Focused Plan Amendment area, there are approximately 10,000 residents and approximately 4,800 homes (SANDAG 2020 data) which accounts for almost 20 percent of the homes within Uptown. According to the US Census Bureau, roughly 25,000 people work in the Hillcrest area, with many of the jobs concentrated in the healthcare sector within the medical complex.

DISCUSSION

The Hillcrest Focused Plan Amendment envisions a complete neighborhood that celebrates its unique identity and honors the legacy of a place that welcomes everyone. The amendment is a comprehensive initiative that will address housing, mobility, and public spaces. It will strengthen the business district and bring neighborhood benefits where needed most. The Focused Plan Amendment will identify and protect significant historical and LGBTQ+ resources, as well as new opportunities to honor and celebrate the community's rich culture.

Why is the Uptown Community Plan being amended?

The Uptown Community Plan was last updated comprehensively in 2016 to reflect local needs and in accordance with the General Plan and Climate Action Plan. However, the Community Plan has not increased housing capacity, but rather maintained the residential densities established in the previous update of the Community Plan in 1988, as reflected in the existing planned land uses. Since then, with a growing housing crisis and a changing climate, more is needed to address housing costs, enhance access, use of transit, and provide public spaces for all to use. The Uptown Community Plan will address these needs and increase housing capacity, identify opportunities for public spaces, strengthen mobility connections, support local business, and celebrate the LGBTQ+ culture and history of the community focusing within the Hillcrest and Medical Complex areas of the community plan.

What are the objectives of the Hillcrest Focused Plan Amendment?

- **Celebrate the Legacy of the LGBTQ+ Community** by preserving historical resources and creating new places that honor and promote inclusivity.
- Create Public Spaces that connect people to neighborhood businesses and services.
- Strengthen Connections to make it easier to get to surrounding communities and places.
- Support Local Business with a thriving neighborhood.
- Address Housing Needs by identifying areas near transit and services, and increasing housing options.

What is the Community Discussion Draft?

The Community Discussion Draft is the first draft of the Uptown Community Plan with the Hillcrest Focused Plan Amendment (Attachment 2). Relevant goals, policies, regulations, and graphics in the Uptown Community Plan have been revised to reflect the Hillcrest Focused Plan Amendment. The amendments to each chapter were developed after topical discussions over multiple public meetings and workshops and additional input from surveys. The purpose of the Discussion Draft is to provide the public with a first draft of the Uptown Community Plan with the Hillcrest Focus Plan Amendment as an opportunity for community input, which will guide refinements to be integrated into the second Draft Hillcrest Focused Plan Amendment. A Summary of Changes for the Hillcrest Focused Plan Amendment is also available for review (Attachment 3).

What are the proposed land uses?

The proposed land uses add additional housing opportunities to build upon the vibrancy of Hillcrest which serves as the center of community-wide activity with active, walkable streets, mixed-use buildings and retail, office, and entertainment activities. They (Attachment 4) follow a pattern similar to the adopted planned land uses, while increasing the allowed density and intensity within the focused plan amendment area. Adding more housing encourages active transportation and provides more opportunities for quality public spaces. The proposed land uses within the Medical Complex neighborhood retain the institutional land uses to continue to support the hospitals and medical office buildings and to add higher density with a pedestrian focus. Adding housing closer to the employment center of the Medical Complex neighborhood, coupled with mobility improvements, has the potential

to shift more trips to active transportation and reduce vehicle miles traveled for commutes to work.

- *Community Commercial designations* provide for retail, service, civic, and office uses and allow for housing as part of mixed-use development.
 - Community Commercial (up to 218 du/ac) is proposed for Washington Street, along Third Avenue, between Washington Street and Lewis Street, and on Fourth Avenue, south of Robinson Avenue.
 - o Community Commercial (up to 290 du/ac) is proposed for the core of Hillcrest, centered around University Avenue and Fifth Avenue, as well as along commercial corridors University Avenue, Fifth Avenue, Sixth Avenue, and Park Boulevard.

• Residential designations

- Residential Very High (110 to 218 du/ac) is proposed for the multifamily and mixeduse area surrounding Normal Street.
- Residential Very High (75 to 109 du/ac) is proposed for the multi-family residential areas within the Medical Complex neighborhood.
- o Residential High (45 to 74 du/ac) is proposed for the multi-family residential area surrounding Essex Street and Robinson Avenue, east of State Route 163.

How many homes could be built under the proposed land uses?

Currently, the Uptown Community Plan has approximately 24,300 homes which includes approximately 4,900 homes in the Hillcrest focused plan amendment area. Approximately 11,300 additional homes could be developed based on the adopted Uptown Community Plan. This also includes 1,000 homes proposed by the <u>UCSD Hillcrest Campus 2019 Long Range Development Plan</u>. Based on the draft land use scenario, the Hillcrest Focused Plan Amendment could have a maximum of up to 19,000 additional homes above the adopted Uptown Community Plan as shown in Table 2.

Table 2: Focused Plan Amendment Area Proposed Land Uses - Total Potential Buildout*

	Homes
Existing Built Development (Uptown Community Plan Area)	24,300
Remaining Capacity (Adopted Uptown Community Plan)	+11,300
Proposed Additional Capacity (Focused Plan Amendment)	+19,000
Total Focused Plan Amendment Build out	31,400

^{*}Rounded to the nearest hundred.

How are building heights determined in Hillcrest Focused Plan Amendment Area?

Outside of the proposed historic district, building heights in the Hillcrest Focused Plan Amendment area will be primarily determined by floor area ratio (FAR) which is the measurement of a building's floor area in relation to the size of the lot/parcel that the building is located on. FAR is expressed as a decimal number and is derived by dividing the total area of the building by the total area of the parcel (building area ÷ lot area). FAR is a method to calculate the bulk or mass of building volume on a development site and is used in conjunction with other development regulations such as the maximum allowed setbacks, and lot area to encourage a desired arrangement and form of development. In this context, higher FARs indicate greater building volume. The maximum FAR being proposed is 8.0.

What base zones are being considered for the Hillcrest Focused Plan Amendment Area?

The proposed Zoning Map (Attachment 5) shows the base zones being proposed (Attachment 6) for the Hillcrest Focused Plan Amendment Area that will implement the land uses proposed in the Focused Plan Amendment. The CC-3-8 Community Commercial is being proposed for the Medical Complex area. For the core of Hillcrest near Fifth Avenue and University Avenue and the primary commercial corridors, new CC-3-11 and CC-3-12 Community Commercial Base Zones are proposed:

- <u>CC-3-8 (Community Commercial)</u> intended to accommodate development with a high intensity, pedestrian orientation and permits a maximum density of 1 dwelling unit for each 600 square feet of lot area.
- <u>CC-3-10 (Community Commercial)</u> NEW ZONE intended to accommodate development with a high intensity, pedestrian orientation and permits a maximum density of 1 dwelling unit for each 200 square feet of lot area.
- <u>CC-3-11 (Community Commercial)</u> NEW ZONE intended to accommodate development with a high intensity, pedestrian orientation and permits a maximum density of 1 dwelling unit for each 150 square feet of lot area.

For the residential areas throughout the Hillcrest Focused Plan Amendment Area, three Residential Multiple Unit Base Zones are proposed:

- RM-3-9 (Residential Multiple Unit) permits medium density multiple dwelling units, with a maximum density of 1 dwelling unit for each 600 square feet of lot area, with limited commercial uses.
- RM-4-10 (Residential Multiple Unit) permits urbanized, high density multiple dwelling units, with a maximum density of 1 dwelling unit for each 400 square feet of lot area, with limited commercial uses.
- RM-4-11 (Residential Multiple Unit) permits urbanized, high density multiple dwelling units, with a maximum density of 1 dwelling unit for each 200 square feet of lot area, with limited commercial uses.

What is the proposed urban design, parks, and public space strategy?

The Focused Plan Amendment proposes the following supplemental development regulations, as part of the Community Plan Implementation Overlay Zone – Type A, for new development to implement public spaces, promenades, LGBTQ+ interpretive trail paving, and urban parkways for new development depending on the location and size of the proposed development.

Public Spaces

Public space within the development site will be required for all new development on premises equal to or greater than 25,000 square feet and with a total gross floor area equal to or greater than 75,000 square feet. Development on premises that do not meet this threshold but choose to comply with public space supplemental development regulations will be granted a floor area ratio (FAR) bonus of 1.0. Developments will be required to provide maintenance, public access to the public space and include public space amenities that can be chosen from a menu of options including, but not limited to patio seating, community gardens, interactive and/or placemaking elements, recreation areas, off-leash dog areas, fitness circuits, and performance/event spaces.

Park Improvements

Developments that construct on-site park improvements in accordance with SDMC Section 142.0640 and City Council Policy 600-33 can be provided as an alternative to the public space requirement. City Council Policy 600-33 outlines requirements for on-site park improvements that go beyond what is required by the Community Plan Implementation Overlay Zone public space requirements and therefore they are provided as an alternative. City Council Policy 600-33 outlines notification requirements and a public participation process. Park Improvements that count towards Recreational Value Points may be eligible for a Development Impact Fee waiver.

Promenades

Development along the north side of University Avenue, between Sixth Avenue and Park Boulevard, and along the north side of Robinson Avenue, between First Avenue and Seventh Avenue, will be required to provide a promenade area outside of the public right-of-way that is open to the public. Promenades are to be built within a development site and do not include the public right-of-way area known as the parkway, which is from the curb to the property line. The University Avenue Promenade will have an average width of 20 feet measured perpendicular from the edge of the parkway to the street wall, with a minimum width of 10 feet at any point. The Robinson Avenue Promenade will have an average width of 15 feet measured from the edge of the parkway to the street wall, with a minimum width of 10 feet at any point.

LGBTQ+ Interpretive Trail Paving

To support the LGBTQ+ Cultural District, Public Spaces and Promenades are also required to provide a 12-inch-wide band of multi-colored paving in a meandering pattern parallel to the parkway. Design guidance is currently being prepared and will be available with the second draft of the Hillcrest Focused Plan Amendment in early 2024.

Urban Parkways

Urban Parkways are required for development along most corridors within the public right-of-way in the Focused Plan Amendment area. Urban Parkways shall have a total minimum width of 15 feet from the face of curb toward the property line. Urban Parkways requirements are also related to Furnishing Zone, Throughway Zone, and Frontage Zone widths among other specifications. Development on premises less than 7,500 square feet, shall receive a 1.0 FAR bonus for providing a dedication needed to meet the minimum width of 15 feet.

What are the proposed mobility improvements?

The Hillcrest Focused Plan Amendment builds on the existing pedestrian-oriented grid network of Hillcrest and emphasizes concepts that further promote a shift in commuter and personal trips to pedestrian, bicycle and transit use. The goal is to create a better walking, bicycle, and transit environment that achieves the Climate Action Plan goals and creates a more sustainable community. The proposed improvements include separated bicycle facilities, landscape-buffered sidewalks, conversion of University Avenue and Robinson Avenue between First Avenue to SR-163 to a one-way couplet, as well as transit priority lanes along University Avenue and Sixth Avenue.

The Hillcrest Focused Plan Amendment will revise the recommended transit network to be consistent with planned transit proposed in the 2021 Regional Plan which includes regional commuter rail and transfer points within the community as well as light-rail/streetcar along University Avenue and Park Boulevard. Although the transit investments identified in the 2021 Regional Plan rely on funding sources identified by SANDAG in their Regional Plan, the amendment will revise the Uptown Community Plan recommended street network to identify dedicated roadway space to facilitate the implementation of transit lanes. Dedicated transit lanes will help improve schedule reliability for existing and future transit, increase rider confidence, and create a better user experience for transit riders making transit a competitive mode for travel. In addition to more reliable transit service improvements, the amendment also identifies potential mobility hubs for first mile/last mile access to transit.

What is the proposed Historic Preservation and Cultural Heritage Strategy?

The Historic Preservation and Cultural Heritage Strategy for the Hillcrest Focused Plan Amendment is comprised of several components that build on past historic preservation efforts, including the historic survey conducted as part of the 2016 Uptown Community Plan Update and the establishment of the Citywide LGBTQ+ Historic Context Statement that same year. The four components of the Historic Preservation and Cultural Heritage Strategy are:

- The Hillcrest LGBTQ+ Historic Context Statement, which builds on the 2016 Citywide LGBTQ
 Historic Context Statement and will guide the current and future evaluation and historic
 designation of buildings, structures, and sites important to Hillcrest's LGBTQ+ community.
- The Hillcrest LGBTQ+ Multiple Property Listing (MPL) that will facilitate designation of individual properties within Hillcrest that have a significant association to the community's LGBTQ+ history and heritage and make it easier for property owners and individuals to bring forward significant LGBTQ+ sites in the future.

- The Hillcrest Historic District, which implements the 2016 Uptown CPU by evaluating the potential Hillcrest Historic District and assessing its eligibility for historic district designation. The Hillcrest Historic District survey has concluded that a smaller boundary focused primarily along Fifth Avenue between University and Robinson avenues (as shown in Attachment 7) appears significant for its architecture and association with the LGBTQ+ community. The Hillcrest Historic District will be processed in accordance with the City's policies and regulations related to historic district designation, which includes property owner engagement, review by the Policy Subcommittee of the Historical Resources Board (HRB), and two hearings by the HRB to consider designation of the historic district. If designated, the designation may be appealed to the City Council within 10 days of the Board's action.
- The Hillcrest Historic District Supplemental Development Regulations, which will preserve the essential historic features and characteristics of the Hillcrest Historic District while encouraging the continued use and adaptive reuse of historic buildings as well as increased development of homes within the Hillcrest core. The Hillcrest Focused Plan Amendment proposes Hillcrest Historic District supplemental development regulations with a Community Plan Implementation Overlay Zone (CPIOZ) Type A. The proposed regulations are focused on the preservation of historic street frontages and step-backs for new construction, including towers, which will ultimately provide certainty and a more streamlined process for new development activity to occur in the district.

The public was invited to assist in the identification of buildings, structures, and sites associated with the LGBTQ+ community through our online engagement efforts, and the draft of the Hillcrest LGBTQ+ Historic Context Statement provided for public review and comment as well. The processing of the Hillcrest Historic District and the associated design requirements will require engagement with property owners and tenants, as well as a separate public hearing process in advance of the public hearing process for the Hillcrest Focused Plan Amendment. This is due to take place later this year.

The Hillcrest Historic Preservation and Cultural Heritage Strategy compliments the LGBTQ+ Cultural District. While cultural districts can co-exist with historic districts, they are not one and the same and serve different purposes. A historic district acknowledges and protects a specified area with a concentration of buildings and sites that collectively embody a significant aspect of the City's history. A cultural district is not defined by historic significance, but rather is a tool for place-making and place-keeping that honors the presence and contributions of cultural groups while providing support to legacy businesses, nonprofits, community arts, and traditions.

What is the Proposed LGBTO+ Cultural strategy?

The Discussion Draft proposes an LGBTQ+ Cultural element which outlines an LGBTQ+ Cultural District to formally recognize the Hillcrest area for its history, people, events, and culture. Through a thoughtful blend of cultural elements, public spaces, and community initiatives, the LGBTQ+ Cultural District will pay homage to the struggles that have shaped its' community and embrace a dynamic present and future. The LGBTQ+ Cultural District objectives include:

- Commemorate, recognize, and highlight the people, spaces, buildings, events, and physical elements that contribute to the history and culture of the LGBTQ+ community in Hillcrest.
- Elevate the voices of under-represented and under-valued populations and organizations.

- Foster a spirit of pride and solidarity in our community in the face of new opportunities and challenges
- Continue to offer welcoming safe spaces for the LGBTQ+ community to gather and express itself freely.
- Recognize Hillcrest as a center for community organization and LGBTQ+ activism throughout history and currently as a place that continues to foster racial, ethnic, gender, and cultural diversity.
- Acknowledge the importance of entertainment and commercial business establishments and organizations in Hillcrest that welcome, serve, and represent the LGBTQ+ community and form a significant part of the LGBTQ+ culture and history.
- Present a collection of interpretive elements that communicate the intangible values associated with Hillcrest's history and culture.
- Feature a walking corridor consisting of conceptually connected "parklets" or other interpretive elements at key locations that are themed to recognize the locations' significance in LGBTQ+ life in Hillcrest.
- Feature personal quotes and stories from individuals in the LGBTQ+ and/or Hillcrest community.
- Provide policy guidance for the future implementation of public spaces and programming.

How does the Hillcrest Focused Plan Amendment support local business?

The LGBTQ+ Cultural District acknowledges the importance of entertainment and commercial business establishments and organizations in Hillcrest that welcome, serve, and represent the LGBTQ+ community. The Focused Plan Amendment also includes policies to support future programming to formally recognize anchor institutions and businesses and help combat the displacement of small and local businesses and policies. CPIOZ supplemental development regulations requiring commercial activity noise notice to help reduce potential conflicts between new residents and existing commercial establishments. Following feedback from the community during the discussion draft comment period, additional considerations are being made to consider the increased hours of operation for eating and drinking facilities within the Hillcrest Core Entertainment area.

What are the Proposed Supplemental Development Regulations?

The Discussion Draft includes supplemental development regulations, implemented through a Community Plan Implementation Overlay Zone (CPIOZ), covering the area depicted in Attachment 2 (Page 267 of the PDF, Figure 12-1), which addresses:

- Implementation of public spaces, promenades, LGBTQ+ interpretive trail paving, and urban parkways for new development depending on the location and size of the proposed development.
- Preservation of essential historic features and characteristics of the Hillcrest Historic District while encouraging the continued use and adaptive reuse of historic buildings as well as increased development of homes within the Hillcrest core.
- Provision of commercial activity noise notices to help reduce future conflicts between new residents and existing commercial establishments.

How does the Discussion Draft General Plan Amendment (Blueprint SD) help to inform the Hillcrest Focused Plan Amendment land use strategy?

Blueprint SD includes an update to the General Plan Village Propensity Map. The updated Village Propensity Map identifies areas with the greatest transit competitiveness (also known as transit propensity) and areas where new home opportunities will have the greatest benefits to guide and align future community planning efforts such as the Hillcrest Focused Plan Amendment with Climate Action Plan mode share goals. The updated map is intended to identify areas where additional homes and jobs across the City could have the best opportunities to increase transit, bicycle, and walk mode share. Refer to the Report to Planning Commission for the Blueprint SD Workshop that was presented to the Planning Commission on June 29, 2023.

The draft analysis conducted as part of Blueprint SD shows that the Hillcrest Focused Plan Amendment area contains some of the highest propensities in the City for residential and commercial mixed-use (Attachment 8). This is due to existing and planned transit facilities for Uptown which will allow density increases to reduce vehicle miles traveled and help meet Climate Action Plan mode share goals.

What Community Engagement and Analysis Have Been Completed?

Community Meetings

Since April 2020, there have been 22 public meetings regarding the Focused Plan Amendment. These meetings have included one Live Webinar, two Uptown Planners Meetings, and 19 Uptown Planners Plan Hillcrest Subcommittee Meetings. Discussions have included the following:

- Existing conditions, community issues and priorities, Plan Hillcrest objectives, mobility network scenarios, land use scenarios, public space and park opportunities, urban design concepts, historic preservation considerations, and concepts for the LGBTQ+ Cultural District.
- Goals and policies related to Land Use, Mobility, Public Spaces and Parks, Historic Preservation, Urban Design, and LGBTQ+ culture.
- Initial staff recommended mobility network maps, planned land use map, and zoning map.
- An overview of the FPA Community Discussion Draft.

Existing Conditions Report Engagement

• In the spring of 2020, work began on the existing conditions phase and an Existing Conditions Community Atlas was completed in July 2020. The Community Atlas is an informational document that focuses on mapped resources relating to community demographics, land uses, urban form, and mobility infrastructure. It was prepared to develop an understanding of the existing land uses and frame the discussion about potential opportunities within the plan area.

Online Engagement

 A non-scientific <u>online community survey</u> was undertaken from April 28 to May 18, 2020. The survey focused on identifying community priorities and recommendations for mobility, housing, public spaces, and opportunities to celebrate the LGBTQ+ community within the plan area. The survey included a mix of questions that prompted respondents to prioritize and rank conceptual elements. It also included several interactive mapping questions to allow respondents to identify site-specific recommendations within the community. The survey received 719 responses.

The <u>Choose Your Future Hillcrest! Online Engagement Platform</u> was created to provide an innovative approach to public engagement that reached a broader audience. The questionnaire was available from March 10 to April 11, 2022, where participants could review proposed options for public spaces, mobility, and housing. Overall, the platform received 931 responses, with an average of 457 responses per questions, and generated 1,652 unique map responses. Respondents represented a broad cross-section of the community. Feedback received helped inform the development of parks/public space, mobility, and land use concepts.

Key Stakeholder Interviews for the LGBTQ+ Cultural District

- In Summer 2023, The City Planning Department completed a series of key stakeholder interviews with individuals and organizations in the Hillcrest/LGBTQ+ community to inform how the LGBTQ+ Cultural District comes to life.
- Key stakeholder interviews and/or meetings were with the following organizations:
 - o Hillcrest Business Associations LGBTQ+ Cultural Committee
 - Hillcrest Town Council
 - Lambda Archives
 - o Pride San Diego
 - SOHO
 - San Diego Black LGBTQ+ Coalition (upcoming)
 - San Diego LGBTQ Community Center
 - Uptown Planners Plan Hillcrest Subcommittee
- Key stakeholder interviews and/or meetings were with the following individuals:
 - Nicole Murray Ramirez, LGBTQ+ activist and frequent San Diego City committee appointee
 - o Charles Kaminski, architect and LGBTQ+ historic preservation activist
 - o Moe Girton, Hillcrest business owner

Community Discussion Draft Office Hours and Q&A Session

• The Community Discussion draft of the Hillcrest Focused Plan Amendment was released for feedback for a period of six weeks between October 6 and November 17, 2023. During this time, two office hour sessions were hosted at the Mission Hills/Hillcrest Knox Library and one online Q&A Session was hosted to collect feedback and answer questions regarding the Hillcrest Focused Plan Amendment Community Discussion Draft. Staff also received further comments via online submissions, and in person during a range of participant meetings. Feedback received to date has primarily focused on comments about affordable housing, increased density, potential building height, bicyclist safety, parking, space for children's play

areas and infrastructure needs. Feedback has been received regarding the opportunity for new housing, new public spaces, and the celebration of the LGBTQ+ community's legacy. A summary of engagement will be compiled to summarize all feedback received on the Community Discussion Draft.

CONCLUSION

Before releasing the Draft Hillcrest Focused Plan Amendment, staff will consider input from the Planning Commission, Mobility Board, Park & Recreation Board, Uptown Community Planning Group, and the public. Staff anticipates releasing the Draft Community Plan and Draft Program Environmental Impact Report in early 2024 and will seek a recommendation from the Uptown Community Planning Group in Spring 2024 before beginning the public hearing process in early Summer 2024. Documents pertaining to the Hillcrest Focused Plan Amendment process are available on the project website: www.PlanHillcrest.org.

Respectfully submitted,

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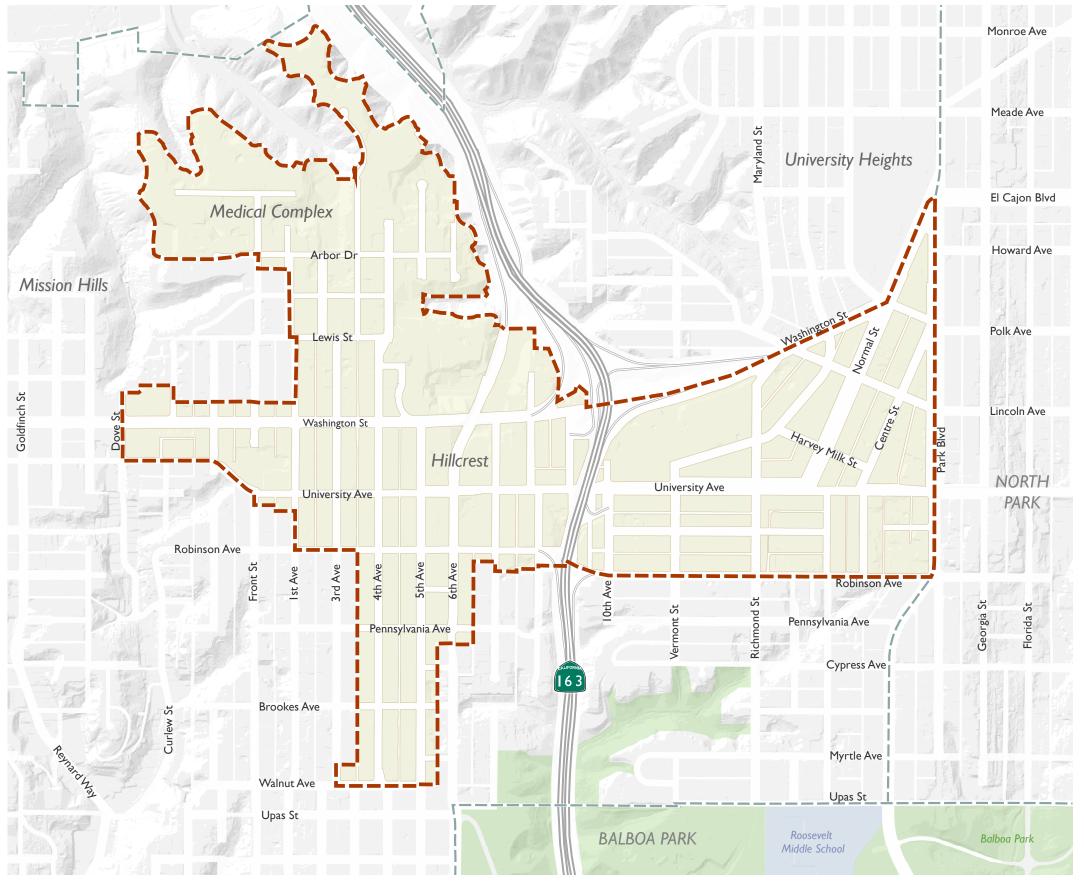
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Attachments:

- 1. Hillcrest Focused Plan Amendment Planning Area
- 2. <u>Hillcrest Focused Plan Amendment Community Discussion Draft (digital link to the on-screen version)</u>
- 3. Summary of Changes
- 4. Proposed Land Use Map
- Proposed Zoning Map
- 6. Proposed Zoning
- 7. Proposed Hillcrest Historic District
- Initial Blueprint SD Analysis Results for the Hillcrest Focused Plan Amendment Area

Focused Plan Amendment Boundary



Hillcrest Community Boundary
Community Plan Boundaries

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

0 250 500 1,000 1,500 2,000 Feet





HILLCREST FOCUSED PLAN AMENDMENT DISCUSSION DRAFT: SUMMARY OF CHANGES (ALL ELEMENTS)

October 2023

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1. INTRODUCTION

Introduction Chapter	Summary of Changes
1.1 Community Profile	 Discussion: Updated population statistics to reflect SANDAG's most recent population estimates Minor text edits to update existing conditions in 2023 Policies: No change
1.2 Community Planning Framework	<u>Discussion:</u>Minor text edits for clarity<u>Policies:</u>No change
1.3 Community Plan Guiding Principles	Discussion: No change Policies: No change
1.4 Legislative Framework	 Discussion: Updated text to include a current description for the General Plan Added the Climate Action Plan, Parks Master Plan, Climate Resilient San Diego, and San Diego Forward Policies: No change
1.5 Planning Process	 Discussion: New section on the Hillcrest Focused Plan Amendment (HFPA), which includes HFPA objectives and photos of community engagement events and areas of focus New Figure 1-3: Hillcrest Focused Plan Amendment Boundary to show the HFPA boundary incorporated into the Uptown Community Plan Minor text edits for clarity Policies:



Introduction Chapter	Summary of Changes
1.6 Plan Scope and	<u>Discussion:</u>
Organization	No change
	Policies:
	No change





2. LAND USE

Land Use Chapter	Summary of Changes
Introduction	Discussion:
merodaction	New description for the Hillcrest Focused Plan
	Amendment (HFPA)
	Goals:
	No change
2.1 Land Use Context	Discussion:
2.1 Land OSC Context	Minor text edits for clarity
	Updated Table 2-3: Uptown Community Plan Land
	Use Designations to add new land uses within the
	HFPA boundary
	Updated Figure 2-1: Community Plan Land Use
	Map to add new land uses within the HFPA
	boundary
	 Updated Figure 2-2: Community Plan Land Use
	Map - West to add new land uses within the HFPA
	boundary
	 Updated Figure 2-3: Community Plan Land Use
	Map – East to add new land uses within the HFPA
	boundary
	Updated Figure 2-4: Community Plan Land Use
	Map - South to add new land uses within the HFPA
	boundary
	Updated Table 2-3: Uptown Community Plan Land
	Use Designations to reflect two new land use
	designations, Community Commercial allowing up
	to 218 du/ac and Community Commercial allowing
	up to 290 du/ac and their associated new zones,
	CC-3-11 and CC-3-12
	Policies:
	No change
2.2 Land Use Framework	<u>Discussion:</u>
	New background paragraph on the Hillcrest
	Focused Plan Amendment
	Updated "Uptown District shopping center" with
	"The Hub Hillcrest Market"
	Policies:
	No change



Land Use Chapter	Summary of Changes
2.3 Villages	 Discussion: Added a new description for Urban Villages and updated the description for Neighborhood Villages Updated Figure 2-5: Uptown Village Locations and Mixed-Use Corridors to reflect the change of Community Villages to Urban Villages Policies: Changed Community Villages to Urban Villages



3. MOBILITY

Mobility Chapter	Summary of Changes
Introduction	 Discussion: Minor text edits to Climate Action Plan goals for clarity Goals:
3.1 Walkability	 Discussion: Updated discussion to indicate people's ability to navigate through the community on foot Updated Figure 3-1: Pedestrian Routes to reflect new proposed pedestrian route types in the Hillcrest Focused Plan Amendment boundary Policies:
3.2 Bicycling	 Discussion: Updated discussion to reflect text changes on the current nomenclature and include all types of bike facilities Updated text to reflect recently approved policies and include bike safety language Updated Figure 3-2: Existing and Planned Bicycle Networks to reflect new proposed planned bicycle facilities within the Hillcrest Focused Plan Amendment boundary and to reflect the existing



Mobility Chapter	Summary of Changes
Mobility Chapter	bicycle facilities on the ground within the entire
	Uptown Community Plan Boundary.
	Policies:
	Amended policies to include cycling facilities along additional roadways (MO 3.3, MO 3.4, MO 3.8, MO
	additional roadways (MO-2.3, M0-2.4, MO-2.8, MO-
3.3 Transit	2.10, MO-2.11)
3.3 ITATISIL	Discussion:
	Updated text to reflect the current Regional Plan Updated Figure 3.3: Planned Transit Facilities to
	Updated Figure 3-3: Planned Transit Facilities to provide consistency with the current Regional Plan
	within the Uptown Community Plan Boundary and
	to reflect new proposed transit facilities within the
	Hillcrest Focused Plan Amendment Boundary.
	Policies:
	Amended policy to include trash receptacles as a
	transit amenity (MO-3.2)
	New policies to identify opportunities for new
	transit connections and public private partnerships
	opportunities (MO-3.13, MO-3.14, MO-3.15)
3.4 Street and Freeway	Discussion:
System	Updated Figure 3-4: Existing Street Classifications
	to reflect current street conditions.
	Updated Figure 3-5: Planned Street Classifications
	to reflect changes in street classification in the
	Hillcrest Focused Plan Amendment boundary.
	Major changes include one-way classification along
	portions of University Avenue and Robinson
	Avenue.
	Policies:
	Amended policy for minor clarification edits (MO-
	4.9)
	Edited one existing policy and added one new
	policy to support the activation of alleys and other
	streetscape improvements (MO-4.14, MO-4.15)
3.5 Intelligent Transportation	<u>Discussion:</u>
Systems	No change
	Policies:



Mobility Chapter	Summary of Changes
	 Amended policies to include additional roadways for consideration of ITS improvements reflect changes (MO-5.1, MO-5.3)
3.6 Transportation Demand Management	 Discussion: Minor text edits for clarity Policies: Amended policies to include new technologies in the mobility market, recently adopted policies regarding amenities that are required with new policies (MO-6.1, MO-6.3, MO-6.4)
3.7 Parking Management	 Discussion: Minor text edits for clarity Policies: Amended policies to include public-private partnership opportunities, new mobility options, refined terminology (MO-7.2, MO-7.8, MO-7.10, MO-7.11, MO-7.12, MO-7.15, MO-7.20) Removed two policies that support on-street parking to promote more sustainable transportation options (MO-7.13, MO-7.14)



4. URBAN DESIGN

Urban Design Chapter	Summary of Changes
Introduction	 Discussion: Revised Table 4-1: General Plan-Related Urban Design Topic and Policies to be consistent with the General Plan Refresh Goals: No change
4.1 Existing Context and Urban Form	 Discussion: Minor text edits to update from 'neighborhood center' to 'urban center' to provide consistency with the change of Community Villages to Urban Villages in the Land Use Chapter. Updated Figure 4-1: Neighborhood Centers and Nodes to provide consistency with the new proposed land use designations within the Hillcrest Focused Plan Amendment Boundary. Policies: No change
4.2 Urban Design Framework	 Discussion: Revised Figure 4-4: Urban Design Framework to include updates to Figure 4-1: Neighborhood Centers and Nodes and to include updates to existing and proposed bike facilities. Policies: No change



Urban Design Chapter	Summary of Changes
4.3 Streetscape and Public Realm	 Discussion: Minor text edits for clarity Updated discussion on cycle tracks and bicycle lanes to help promote safety on 4th and 5th Avenues Revised Table 4-3: Street Tree Plan to update street tree designations with species more appropriate for street trees in urban areas Policies:



Urban Dosign Chanter	Summary of Changes
	, j
4.4 Development Form	 Discussion: Revised text to remove language anticipating limited growth in the community Minor text edits for clarity, typo corrections, and to update terminology Added new image to illustrate public open space on private property New paragraphs and images to support Promenades, Urban Parkways, and Public Spaces as required through the Community Plan Implementation Overlay Zone (CPIOZ) Supplemental Development Regulations (SDRs) Revised Figure 4-6: Height and Massing Concept – Public Open Space to reflect new planned density along 5th Ave. Revised Figure 4-10: Building as Transition Areas to reflect new planned density Revised Figure 4-11: Transition Plane Guidelines to show taller buildings for both lower scale and higher scale buildings, exemplifying the transition of commercial areas to lower density residential areas Deleted Figure 4-12: CPIOZ Type A – Building Heights; moved to Chapter 12 Implementation as Figure 12-1: CPIOZ Type A
	Figure 12-1: CPIOZ Type A



Urban Design Chapter	Summary of Changes
4.5 Community Plan	Note:
Implementation Overlay	This section was moved to Chapter 12
Zone (CPIOZ)	Implementation as Section 12.4 Community Plan
	Implementation Overlay Zone

5. LGBTQ + CULTURAL

Note: This is a newly added chapter

Economic Prosperity Section	Summary of Changes
5.1 History + Cultural	<u>Discussion:</u>
	New discussion added to share the history of the
	LGBTQ+ community in San Diego and Hillcrest
5.2 Outreach + Stories	<u>Discussion:</u>
	New discussion added to address community-
	identified issues, the importance of Pride, and to
	shine a light on local community organizations
5.3 Interpretive Elements	<u>Discussion:</u>
	New discussion added to demonstrate the LGBTQ+
	culture through art, buildings, streetscape, and
	signage in the neighborhood
5.4 Walking Corridor Map +	<u>Discussion:</u>
Sites	New discussion added to encourage a walking
	corridor along the LGBTQ+ Cultural District
	New Figure 5-1: Walking Corridor to demonstrate
	walking corridor route and themed key locations
5.5 Policies	Policies:
	New policies to support the LGBTQ+ Cultural
	District



6. ECONOMIC PROSPERITY

Note: The whole chapter was renumbered to Chapter 6, previously numbered as Chapter 5.

Economic Prosperity Section	Summary of Changes
Introduction	 Discussion: No change Goals: New goal to recognize and protect the LGBTQ+ Cultural District's social interactions, activism, and community organizations
6.1 Commercial Areas, Districts and Corridors	 Discussion: Minor text edits to correct typos Policies: Amended policy to correct typos (EP-1.7, EP-1.8) New policy to strengthen and support the LGBTQ+ Cultural District (EP-1.9)
6.2 Community Revitalization	 Discussion: New paragraph on the LGBTQ+ Cultural District to acknowledge and honor the LGBTQ+ culture and history in Hillcrest Updated discussion to emphasize activities tied to the celebration of pride Policies:



7. PUBLIC FACILITIES, SERVICES, AND SAFETY

Note: The whole chapter was renumbered to Chapter 7, previously numbered as Chapter 6.

Public Facilities, Services, and Safety Section	Summary of Changes
Introduction	 Discussion: Minor text edits for clarity and typo corrections Updated sentence on the significance of the element Updated list of policies that support the General Plan to include the City's climate goals Goals: New goal addressing resiliency in natural and man-made disasters and climate change
7.1 Public Facilities & Services	 Discussion: Updated Figure 7-1: Public Facilities Map to reflect current conditions of public facilities Revised discussion on funding sources for providing and improving facilities, such as the City's Development Impact Fees and General Fund, to reflect updated processes Minor text edits for clarity, typo corrections, and updated terminology Revised discussion on fire stations to update plans and include information on the new fire station built Revised discussion on library facilities to include information on the new library built Policies: Amended policy to reflect the new library built (PF-1.8)
7.2 Safety	Discussion: Changed title of section 7.2 Policies: No change



8. RECREATION

Note: The whole chapter was renumbered to Chapter 8, previously numbered as Chapter 7.

Recreation Section	Summary of Changes
Introduction	 Discussion: Text edits to update and add clarity Goals: Revised goal to include correct terminology, change "equivalencies" to new term, and redefined park typologies in the PMP New goal from Parks Master Plan focused on the importance of parkland acquisition



Recreation Section	Summary of Changes
8.1 Parks and Recreation Facilities	 Revised park standard from acreage to Recreation Value Standard consistent with the Parks Master Plan Revised the park summaries to include the updated population Updated terminology consistent with the Parks Master Plan Revised Figure 8-1: Parks, Recreation Facilities and Open Space and Table 8-1: Population-Based Parks and Recreation Facilities Inventory and Recommendations to incorporate citywide policy from the Parks Master Plan and the Recreation Element of the General Plan Replaced Figure 8-1: Parks, Recreation Facilities and Open Space with Figure 8-1: Parks, Recreation Facilities and Open Space Replaced Table 8-1: Population-Based Parks and Recreation Facilities Inventory and Recommendations with new/reformatted Table 8-1A: Population-Based Parks and Recreation Facilities Inventory and Recommendations to include Recreational Value Points (existing and Proposed Population-Based Parks and Recreation Facilities to reflect new park standard Policies: Amended policies to reflect the number of recreation facilities encouraged and to include more detailed language (RE-1-3, RE-1.9, RE-1.15) New policies to encourage the exploration of new recreational opportunities (RE-1.17, RE-1.18, RE-1.19)
8.2 Preservation	Discussion: No change Policies: Amended policy to update terminology



Recreation Section	Summary of Changes
8.3 Accessibility	<u>Discussion:</u>
	No change
	Policies:
	No change
8.4 Open Space and	<u>Discussion:</u>
Resource-Based Parks	No change
	Policies:
	Amended policy to correct typo (RE-4.4)



9. CONSERVATION

Note: The whole chapter was renumbered to Chapter 9, previously numbered as Chapter 8; no other change.





10. NOISE

Note: The whole chapter was renumbered to Chapter 10, previously numbered as Chapter 9.

Noise	Summary of Changes
Noise Introduction	 <u>Discussion:</u> Minor text edit to reflect the change in the chapter number <u>Goals:</u> No change
10.1 Noise Compatibility	 Discussion: Updated text to provide sufficient policy direction for noise-related issues through design elements Addressed expected rise in noise levels Revised Figure 10-1: Future Noise Contours to reflect revised Land Use designations Policies: New policy to encourage upfront disclosure of noise concerns in mixed-use and residential developments near commercial/entertainment areas particularly within the LGBTQ+ Cultural District (NE-1.5)



11. HISTORIC PRESERVATION

Note: The whole chapter was renumbered to Chapter 11, previously numbered as Chapter 10.

Histo	oric Preservation Section	Summary of Changes
	Prehistoric and Historic Context	Discussion: No change Goals: No change Discussion: Minor text edits to correct typos Minor caption edits Policies:
		No change
11.2	Identification and Preservation of Historical Resources	 Discussion: Updated discussion to reflect the latest numbers of historic resources Revised Table 11-1: National Register Historic Resources in Uptown to reflect the latest on-the-ground historical resources Policies: No change
11.3	Educational Opportunities and Incentives Related to Historical Resources	 Discussion: Revised Table 11-2: City of San Diego Register Individual Historic Resources in Uptown to reflect the latest on-the-ground historical resources Revised Figure 11-1: Location of Individually Listed City of San Diego Register Resources to reflect on the latest on-the-ground historical resources Revised Figure 11-2: Location of Designated Historic Districts to include National Register Districts and added the Inspiration Heights Historic District Updated Table 11-3: Potential Historic Districts Identified in the Uptown Historic Resource Reconnaissance Survey Revised Table 11-5: Resources Associated with Kate Olivia Sessions to be Included in a Multiple



Historic Preservation Section	Summary of Changes
	 Property Listing as Identified in The Uptown Historic Resource Reconnaissance Survey for a minor text edit Revised Figure 11-3: Location of Potential Historic Districts Identified in the Uptown Historic Resource Reconnaissance Survey Revised Figure 11-5: Location of All Potential Historic Districts to reflect the latest on-the-ground historical resources Policies:
	No change



12. IMPLEMENTATION

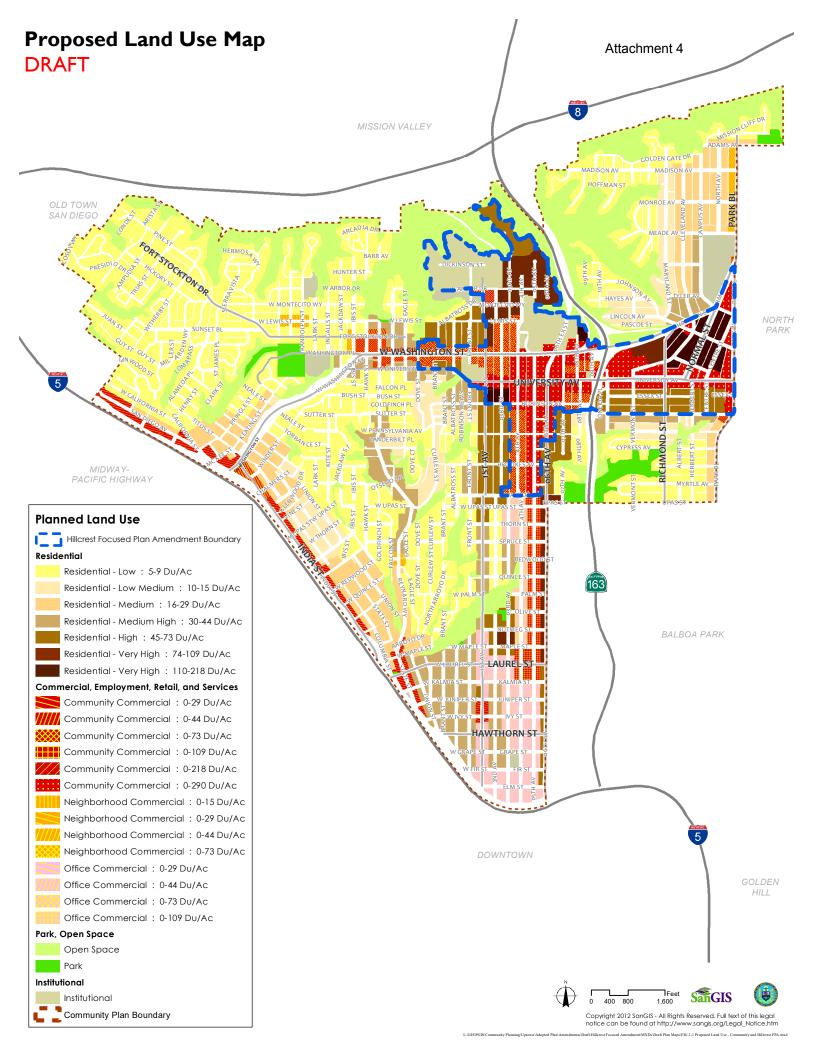
Note: The whole chapter was renumbered to Chapter 12, previously numbered as Chapter 11.

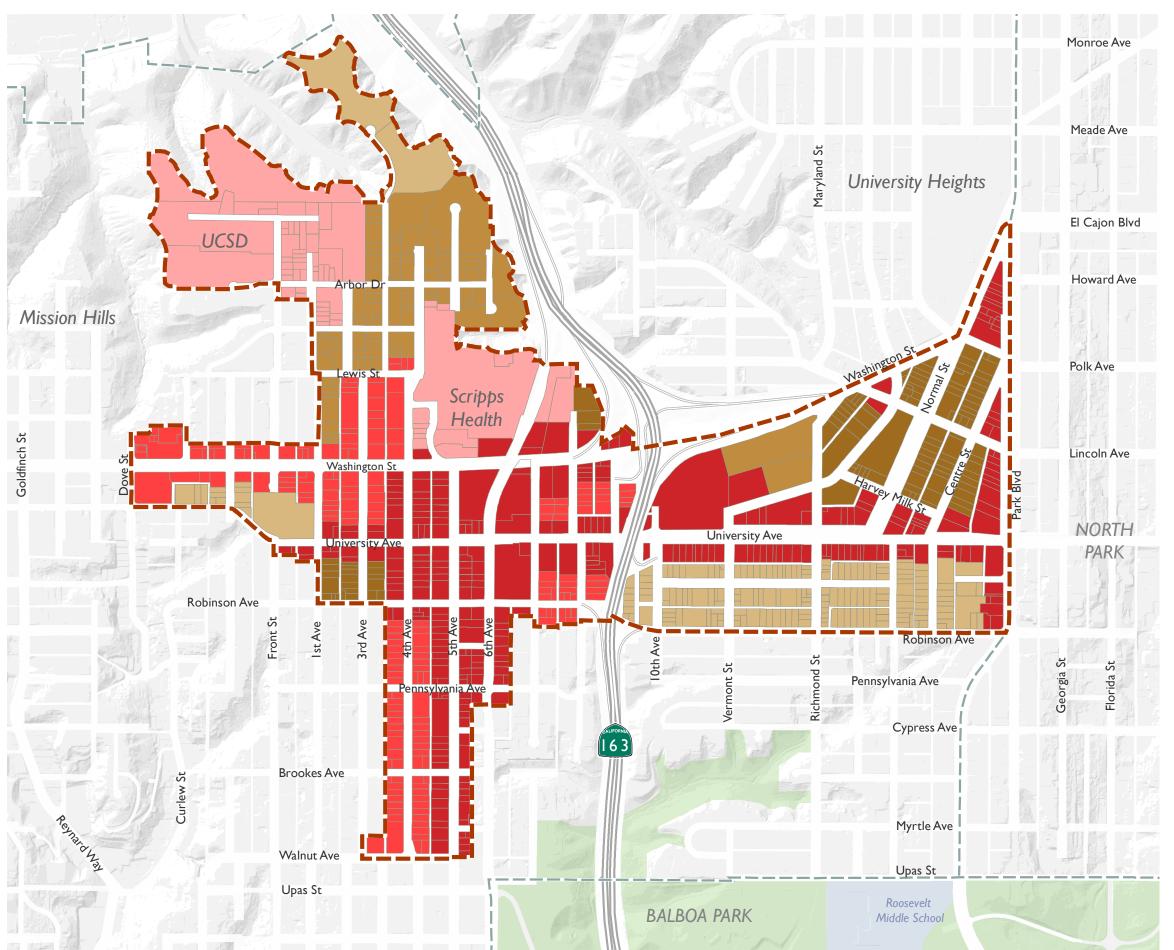
Implementation Section	on Summary of Changes
Introduction	 Discussion: Added and modified the key actions identified for the City and the community to ensure consistency with the Five-Year Capital Infrastructure Planning Outlook Goals: No change
12.1 Zoning	 Discussion: Changed section name from "Transition from Planned District to Citywide" to "Zoning" New paragraph to describe the Hillcrest Focused Plan Amendment in the context of zoning and implementation New text on the Community Plan Implementation Overlay Zone (CPIOZ) Supplemental Development Regulations Minor text edits to correct typos
12.2 Financing Mechani	
12.3 Priority Public Improvements and	Discussion:
12.4 Community Plan Implementation Ov Zone	Note:rerlayThis is a newly added section<u>Discussion:</u>



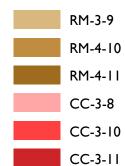
Implementation Section	Summary of Changes			
	New discussion text, tables, and graphics to reflect the twelve new Supplemental Development Regulations specific to the conditions unique to the Hillcrest Focused Plan Amendment area regarding building height (SDR A.1), Public Spaces and Promenades (SDR B.1 through SDR B.6), the Hillcrest Historic District (SDR B.8 through B.11), and Mixed Use-Commercial Activity Noise Noticing (SDR B.12)			







Proposed Zoning Map



Hillcrest Community Boundary

Community Plan Boundaries

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

250 500 I,000 I,500 2,000



HILLCREST FOCUSED PLAN AMENDMENT – POTENTIAL ZONING

November 8, 2023

Proposed Land Use Plan			Proposed Zoning						
	Designation	Density Range (du/ac)	Zone	S.F. of Lot Area per Unit	Max. Density (du/ac)	Max. Height (ft)	Max. FAR	Orientation/ Character	
Reside ntial	High	45-73	RM-3-9	600	73	60	2.7	Limited Commercial	
	Very High	74-109	RM-4-10	400	109		3.6	Limited Commercial	
	Very High	110-218	RM-4-11	200	218		7.2	Limited Commercial	
Commercial	Community Commercial	0-73	CC-3-8	600	73	100	4.5 ⁽¹⁾	Pedestrian	
	Community Commercial	0-218	CC-3-10	200	218		7.5 ⁽¹⁾	Pedestrian	
	Community Commercial	0-290	CC-3-11	150	290		8.0(1)	Pedestrian	

⁽¹⁾ This represents the maximum FAR, including the mixed-use FAR bonus



