



THE CITY OF SAN DIEGO

Report to the Planning Commission

DATE ISSUED: October 6, 2022 REPORT NO. PC-22-035

HEARING DATE: October 13, 2022

SUBJECT: Hillcrest Focused Plan Amendment Workshop

REFERENCES: [July 16, 2020 Hillcrest Focused Plan Amendment Workshop, Report No. PC-20-021](#)

SUMMARY

This is a second 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. A previous workshop was held with the Planning Commission on July 16, 2020 to solicit early input on the FPA. This workshop is meant to serve as an opportunity for Planning Commission to provide input on the additional analysis that has been performed since the last workshop and on the draft land use scenario and concepts related to public space, mobility, and historic preservation, which have been developed through public outreach.

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 mostly auto-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 24,203 homes. Figure 1 also shows that between 2010 and 2020, the community added 1,369 homes, a 6 percent increase from the previous 22,834 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 \$71,983. Figure 1 shows there was a 34.7 percent increase from the \$53,427 median household income adjusted for inflation (2010) in 2010 based on SANDAG estimates.

Figure 1: Uptown Housing and Population between 2010 and 2020

Year	Households Population	Group Quarters Population	Homes	Persons per Household	Income
2010	35,599	1,510	22,834	1.68	\$53,427
2020	49,304	1,839	24,203	2.14	\$71,983
<i>Change</i>	<i>38.5%</i>	<i>21.8%</i>	<i>6.0%</i>	<i>27.4%</i>	<i>34.7%</i>

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 of 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.

Mobility

Existing Transit

Within Hillcrest there are seven MTS bus routes (Routes 1, 3, 7, and 11) which provide service, including one Rapid bus route (215) and two limited stop routes (Routes 10 and 120). Each route serving Hillcrest operates at all day high frequency (headways of fifteen minutes or better). Several other bus routes pass through Hillcrest along SR-163 without stopping in the community, including Routes 20, 280 and 290. One additional low frequency bus route (Route 83) bypasses Hillcrest to the west, stopping at Goldfinch Street and Washington Street. All of the Hillcrest community except for the northern reaches of the Medical Complex subarea are within a quarter-mile of a bus stop.

Park Boulevard between El Cajon Boulevard and University Avenue features center-running transit only lanes, the only infrastructure of its kind in the San Diego region, which are utilized by the Rapid 215.

Planned Transit

SANDAG is exploring several transportation projects for the Uptown Community for the 2021 Regional Transportation Plan, which focuses on '5 Big Moves': 'Next OS' enabling technology, 'Complete Corridors' multimodal roads, 'Transit Leap' quality transit alternatives to automobiles, 'Mobility Hub' connection points, and 'Flexible Fleets' first and last mile options. Given that the community is a subregional employment area, much of Hillcrest area is considered a 'Mobility Hub,' which makes it a priority for high-quality transit investments and a wide variety of travel options that connect people to their destinations within the mobility hub and to other mobility hubs throughout the region.

SANDAG is exploring 'Complete Corridors' that support multiple modes of transportation along the major community thoroughfares. The Regional Bike Network is planned through the community along some of these future 'Complete Corridors,' including segments of (insert). Future transit in the community will also include a 'higher-speed' (more than 100 mph) regional commuter rail, with a planned stop at Fifth Avenue and University Avenue as well as a second planned stop at El Cajon Boulevard and Park Boulevard. In addition, SANDAG is exploring Next-Generation Rapid Bus (with 10-minute frequencies) along several future 'Complete Corridors,' including segments of Washington Street, University Avenue, Park Boulevard, Fourth Avenue and Fifth Avenue.

Public Facilities

Library

Uptown has two branch locations of the San Diego Public Library. The Mission Hills Branch Library is located on Washington Avenue in the western part of the Planning Area, and Normal Heights Library located on Park Boulevard in the eastern part of the Planning Area. Both Library branches are adjacent the Hillcrest Focus Plan Amendment Area.

Schools

There are five public schools at the kindergarten through twelfth grade levels in the Uptown Planning Area, including: Florence, Alice Birney, and Grant Elementary Schools (K-5), Roosevelt Middle School (6-8), and San Diego High School (9-12). There are also seven private schools in the Planning Area including Francis Parker School (K-5), St. Vincent de Paul (K-8), ACES Academy (1-8), Aseltine School (K-12), Montessori School of San Diego (K-2), Balboa City School (K-12), and City Tree Christian (K-8). Florence Elementary School is within the Hillcrest Focus Plan Amendment Area.

Fire and Rescue Services

The Fire-Rescue Department provides service to Uptown with three fire stations. San Diego Fire-Rescue Department Station 5 is located at the intersection of Ninth and University Avenues, Station 8 is located at the intersection of Goldfinch and Washington Streets, and Station 3 is located at the intersection of State and Kalmia Streets. Fire Station 5 is within the Hillcrest Focus Plan Amendment Area.

Police Services

Uptown is served by the Central and Western Neighborhood Division of the Police Department. The Central Division is at 2501 Imperial Avenue in Southeastern San Diego and the Western Division station is at 5215 Gains Street within Mission Valley.

Parks and Recreation

The Uptown Community has approximately 14.66 acres of population-based parks. There are two community parks (11.26 acres) within Uptown; Mission Hills Park (including Pioneer Memorial Park) and Old Trolley Barn Park. The community plan area also has the West Lewis Street Pocket Park (0.35 acres). The City has joint-use agreements with two schools in the Planning Area, including Birney Elementary and Roosevelt Middle School for the use of school parks (3.05 acres).

Open Space

Natural open space areas in the Uptown Community include the several open space canyons that provide opportunities for experiencing the natural environment through low intensity recreational uses, such as hiking and bird watching. The northern edge of the Hillcrest Focused Plan Amendment Area is adjacent to the open space hillsides and canyons that separate Mission Valley from Uptown.

Community Plan Implementation Overlay Zone

The Community Plan Implementation Overlay Zone (CPIOZ) Type A - Building Heights, identifies areas within the community where ministerial approval is granted for proposed development projects with buildings or structures that do not exceed 30 feet in University Heights, 50 feet in Mission Hills, or 65 feet in Hillcrest and Bankers Hill/ Park West. Proposed development projects that exceed the height limitations set forth in the CPIOZ requirements may be approved to the maximum allowed height of the applicable base zone, or the maximum allowed floor area of the base zone for zones without a maximum height limit with a Site Development Permit if they comply with the applicable regulations of the Municipal code and are consistent with the applicable policies in the General Plan and Uptown Community Plan.

Other Planning Efforts

The following are other major planning efforts and proposed community plan amendments within the Uptown Community Plan Area:

- *University of California San Diego (UCSD) Long Range Development Plan (LRDP):* In 2019, Regents of the University of California adopted, the UCSD LRDP and certified an Environment Impact Report for the UCSD Hillcrest Campus. The LRDP anticipates replacement of more than 90 percent of the campus' existing building stock with modern facilities that will increase approximately 488,000 square feet of non-residential development. The LRDP proposes the addition of up to 1,000 multi-family residential units intended to provide housing for, but not limited to, UCSD students and campus staff. In 2021, City Council adopted a Community Plan Amendment to remove a portion of Front Street, between Montecito Way and Dickinson Street, from the Community Plan Street Classification Network to improve access to and within the campus and to allow enhancements to open space.
- *Scripps Mercy Hospital Master Redevelopment Plan:* The Master Redevelopment Plan proposes to demolish most existing structures and build new hospital tower and medical offices totaling 1,248,590 square feet.
- *770 Washington Street Community Plan Amendment Initiation:* In 2020, Planning Commission initiated an Amendment to the Uptown Community Plan to redesignate the 1.08-acre site from Community Commercial (0-109 du/ac) to Urban Village (0-218 du/ac) to allow for a 235 multi-family residential unit to be developed.

DISCUSSION

Why is the Uptown Community Plan being amended?

The Uptown Community Plan to 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 prompted the Hillcrest Focused Plan Amendment?

In 2016, a comprehensive update to the Uptown Community Plan was adopted by City Council that brought the Community Plan into conformance with the General Plan and Climate Action Plan. The Community Plan Update established a robust framework of urban design goals and policies, maintained higher density village areas along the community's transit corridors, and identified preservation strategies for the community's historic resources. As part of the Community Plan implementation, Citywide zoning replaced the Mid-City Communities Plan District Ordinance. However, the Community Plan did not increase 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 (Attachment 2).

What is the Focused Plan Amendment's relationship to the Uptown Gateway proposal?

Towards the end of the community plan update process, residents, businesses, and property owners identified the need for a more detailed level of planning for the Hillcrest core. The Uptown Gateway, located between Fourth Avenue, Seventh Avenue, Washington Street, and Pennsylvania Avenue, proposed to double the allowed residential density within this 40-acre within Hillcrest. The Gateway also proposed public space and mobility enhancements to facilitate greater interaction in the public realm and increase multi-modal mobility in the area. The Gateway proposal was not analyzed as part of the 2016 Community Plan Update. The City Council recommended that staff consider a Specific Plan for the Uptown Gateway in the Planning Department's Work Program. This Focused Plan Amendment effort is in response to the City Council's recommendation during the adoption of the Uptown Community Plan.

Why is the area east of SR-163 and the Medical Complex neighborhood included?

The Focused Plan Amendment boundary expands beyond the Uptown Gateway proposal area to include a broader section of the Hillcrest neighborhood, including land east of SR-163 between Robinson Avenue, Washington Street, and Park Boulevard. This provides the opportunity to strengthen mobility connections across the SR-163 including bicycle and pedestrian improvements, include public space opportunities and celebrate the LGBTQ+ community along University Avenue and Normal Street as well as consider additional housing needs along the Park Boulevard bus rapid transit corridor.

Additional considerations for the Focused Plan Amendment are the changes proposed at the two major medical campuses within the Medical Complex Neighborhood. The proposed changes to Scripps Mercy Hospital complex and the UCSD Hillcrest Medical campus will increase capacity within the Medical Complex, which will likely increase the number of employees, residents, and visitors within the area. The Scripps Mercy Hospital complex, primarily located between Washington Street,

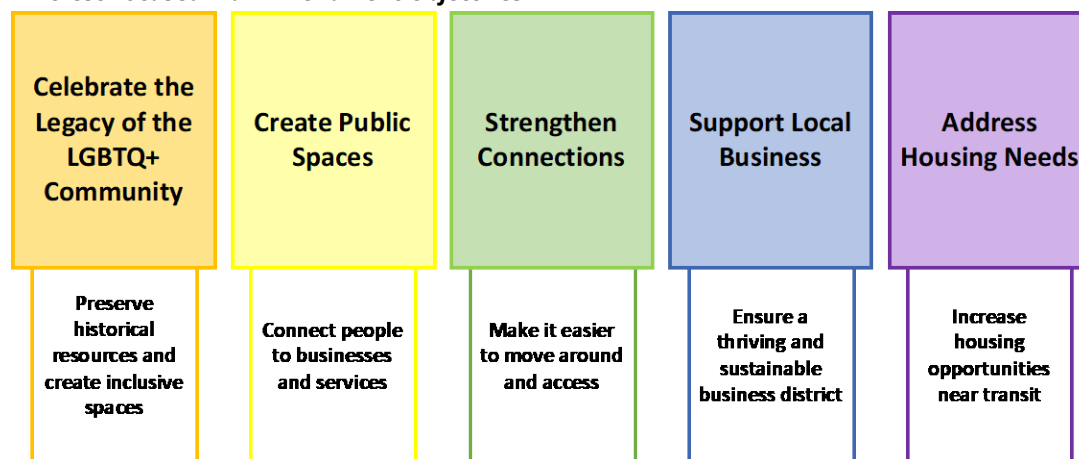
4th Avenue, and SR-163 is proposing the demolition of existing structures and construction of new medical offices and hospital buildings that would add more than 1.5 million square feet of hospital and medical office uses to the complex.

What are the Hillcrest Focused Plan Amendment's Key Objectives?

Considering these efforts and building on the Uptown Community Plan, the Focused Plan Amendment will address housing, mobility, and public spaces that can strengthen the business district and bring neighborhood benefits where needed most. The Focused Plan Amendment will also identify and preserve the historical resources important to the LGBTQ+ community and will identify new opportunities to honor and celebrate the community's culture. The Hillcrest Focused Plan Amendment envisions a complete neighborhood that celebrates its unique identity and honors the legacy of a place that welcomes everyone.

There are five primary objectives set forth for the Focused Plan effort, these are:

Hillcrest Focused Plan Amendment Objectives



Celebrate the Legacy of the LGBTQ+ Community

One key element of the plan effort is the Historic Preservation and Cultural Heritage Strategy. The City is working with the community to build on previous efforts to identify and evaluate sites that are important to the LGBTQ+ community, as well as the Potential Hillcrest Historic District, which was identified during the 2016 Community Plan Update. The Historic Preservation and Cultural Heritage Strategy provides an opportunity for social and cultural history to interface with urban design, public scape, and mobility planning to create an engaging urban environment that celebrates the community in Hillcrest and informs the public through plaques, banners, and way-finding signage.

Create Public Spaces

Within the Focused Plan Amendment area there are no public parks and few spaces, aside from the public right-of-way, for active or passive recreation opportunities. As the plan effort begins to evaluate opportunities to add and create public space within the neighborhoods, the Focused Amendment will build on the Community Plan's public space and park policies, to identify policies and regulations to require park and urban design requirements for new development that reach certain thresholds. Further, staff is actively evaluating sites for new potential parkland, in addition to the CPIOZ required features.

Strengthen Connections

Hillcrest is one of the most walkable communities in the City. The Focused Plan Amendment will build on the pedestrian-oriented grid network of Hillcrest. According to the US Census Bureau, only 1.2% of Hillcrest commuters live and work in Hillcrest leaving 98.8% of people employed in Hillcrest, commuting from outside of the community. New housing opportunities can help reduce commute distances to employment. Improvements for a multimodal transportation system can help encourage travel by other modes which will help to not overburden the transportation network during peak commute periods. Ultimately, the goal is to create a better walking, bicycle and transit environment that achieves the City's Climate Action Plan goals and creates a more sustainable community.

Support Local Business

The Focused Plan Amendment aims to create a vibrant and diverse business district that builds on the diversity of existing Hillcrest businesses, enhancing the Hillcrest core and commercial corridors.

Address Housing Needs

The Focused Plan Amendment will identify areas near transit and services to increase housing options that serve all community members.

What is the status of the Hillcrest Focused Plan Amendment?

Community Meetings

Since April 2020, there have been 20 public meetings regarding the FPA. These meetings have included one Live Webinar, two Uptown Planners Meetings, and 17 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, and historic preservation considerations.
- Goals and policies related to Land Use, Mobility, Public Spaces and Parks, Historic Preservation, and Urban Design.
- Initial staff recommended mobility network maps, planned land use map, zoning map.

Existing Conditions

- 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 [online community survey](#) was undertaken from April 28 through 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 [Choose Your Future Hillcrest! Online Engagement Platform](#) 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.

What is the proposed land uses and total future buildout?

The proposed planned land uses (Attachment 3) follow a pattern similar to the adopted planned land uses (Attachment 2) while increasing the allowed density and intensity within the focused plan amendment area.

- *Community Commercial designations* provide for shopping areas with retail, service, civic, and office uses for the community and allows for housing up to very high residential densities as part of mixed-use development. The areas designated as Community Commercial (0-290 du/ac) include 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. The areas designated as Community Commercial (0-218 du/ac) include Washington Street, along Third Avenue, between Washington Street and Lewis Street, and on Fourth Avenue, south of Robinson Avenue.
- *Residential High and Very High designations* provide for multi-family housing with high and very high-density ranges. Residential Very High (110-218 du/ac) is proposed for the multifamily and mixed-use area surrounding Normal Street. Residential Very High (75-109 du/ac) is proposed for the multi-family residential areas within the Medical Complex neighborhood. Residential High (45-74 du/ac) is proposed for the multi-family residential area surrounding Essex Street and Robinson Avenue, east of State Route 163.
- *Institutional designation* provides a designation for public or semi-public facilities and is proposed to remain for the UCSD Hillcrest Campus, the Scripps Mercy Hospital, Florence Elementary School, the Post Office on Cleveland Avenue, and San Diego Fire-Rescue Department Station #5.

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. 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.

Figure 2 shows the total housing buildout for the proposed land uses. This includes the existing housing built, the adopted community plan capacity, and the focused plan amendment capacity for the proposed land uses.

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

	Homes
Existing (SANDAG 2020 data)	4,800
Current Uptown Plan Capacity (Adopted Community Plan)	16,000
Proposed Focused Plan Amendment Capacity	35,000
Additional Capacity Proposed by Focused Plan Amendment	19,000

**Rounded to the nearest hundred.*

Today there are approximately 4,800 homes in the focused plan amendment area. Approximately 16,000 homes could be developed based on the potential buildout of the current community plan. This includes 1,000 homes proposed by the UCSD Hillcrest Campus 2019 Long Range Development Plan. Approximately 35,000 homes could be developed based on the potential buildout of the proposed FPA which is 19,000 additional homes compared to the adopted community plan.

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

Proposed Zoning Map (Attachment 5) shows the base zones being considered for the Hillcrest Focused Plan Amendment Area. For the core of Hillcrest near 5th Avenue and University Avenue and the primary commercial corridors, three Community Commercial Base Zones are proposed including two new base zones:

- CC-3-8 (Community Commercial) – 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.
- CC-3-10 (Community Commercial) – 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.
- CC-3-11 (Community Commercial) – 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 Multi-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.

Will there be supplemental development regulations for building massing and scale?

The Planning Department is considering supplemental development regulations to address the bulk and massing of new development to be designed to support walkability and a vibrant public realm. Staff is also considering supplemental development regulations for buildings over 95 feet in height to have additional tower controls including minimum street wall heights, minimum building frontages, maximum lot coverages, and tower separations.

What is the proposed parks and public space strategy?

The Hillcrest Focused Plan Amendment will build on the Uptown Community Plan's public space and park policies by identifying opportunities for parks and gathering spots to be located along key mobility routes that ensure greater neighborhood access. The Planning Department is considering supplemental development regulations for new development to implement a variety of public spaces, such as parks, corner/entry plazas, linear promenades, and urban pathways depending on location and size of the proposed development. The public spaces that fit into new development can help to foster walkability and provide venues for community gatherings, activities, or community events/festivals where folks want them. The Hillcrest Focused Plan Amendment will also identify potential sites that, if resources become available, could be potentially become available for parks.

What is the proposed mobility vision and strategy?

The Hillcrest Focused Plan Amendment will build on the existing pedestrian-oriented grid network of Hillcrest and emphasize concepts that further promote a shift in commuter and personal trips to pedestrian, bicycle and transit use. Ultimately, the goal is to create a better walking, bicycle, and transit environment that achieves the City's Climate Action Plan goals and creates a more sustainable community.

The proposed bicycle network (Attachment 6), transit network (Attachment 7), and vehicular network (Attachment 8) envision expanding personal mobility options for Uptown residents, employees, and visitors alike while promoting a safe and sustainable transportation system that meets the needs of people of all ages and abilities. The proposed mobility network builds upon the General Plan goal of a balanced, multimodal transportation system and identifies multimodal connections that promote sustainable travel via walking, rolling, biking, and transit. Proposed improvements include: separated bicycle facilities, landscape-buffered sidewalks and pathways, conversion of University Avenue and Robinson to a one-way couplet, as well as transit priority lanes along major corridors. In addition, enhancements to first/last mile connections to transit and establishing a "park once" concept will help

to create the type of environment where it is easy for people to walk between destinations and involves both good urban design and parking policies. When paired with smart land use, these improvements will help support Uptown to be a more active, equitable, and sustainable community.

The recommended transit network is intended to build upon and complement transit investments proposed by SANDAG in their 2021 Regional Plan. SANDAG has identified regional commuter rail lines and transfer points within the community as well as light-rail/streetcar along University Avenue, Park Boulevard and Fifth Avenue. The recommended transit network identifies dedicated transit lanes that will accommodate existing and future transit and potential mobility hubs for first mile/last mile access to transit.

The proposed mobility network focuses on the following primary strategies:

- Enhancing walkable connections for residents, students, employees, and retail visitors;
- Creating a network of separated bikeways & parallel low-stress routes for local trips;
- Making transit a competitive and reliable option; and
- Maximizing roadway efficiency to move more people.

The proposed mobility network has the following advantages:

- Provides peak-hour transit priority treatment on Washington Street when congestion affects transit speeds;
- Reduces intersection conflict and improves operations and safety through the one-way couplet conversion;
- Increases roadway capacity and better accommodates anticipated growth;
- Maintains access to/from Fire Station No. 5;
- Best accommodates and balances needs of all users and moves people most efficiently; and
- Provides a continuous bikeway on several major roadways within the community.

How was community input collected on the public realm, land use, and mobility strategies?

From March 10, 2022 through April 11, 2022 staff conducted community outreach and engagement in coordination with the launch of the interactive, online engagement platform, Choose Your Future! This non-scientific, online survey was live on the Plan Hillcrest project website (www.PlanHillcrest.org) and provided an opportunity for people to select options for public spaces, mobility, and housing in the three subareas of the Hillcrest Focused Plan Amendment area. The goals of this effort were to receive feedback from the broader Hillcrest community on proposed land use options for the amendment area and compile a baseline of how well the transportation system serves all its users. Through this engagement process, the platform received 931 respondents (with an average of 457 responses per question) and generated 1,652 unique mapping responses. To document the results, the project team created the *Choose Your Future Hillcrest Report*.

The platform was promoted through multiple avenues, including:

- Announcements at community meetings (Uptown Planners, Uptown Planners Subcommittee, and the Uptown Parking District).
- Announcements via email and newsletters (project e-blast subscribers, Councilmember Whitburn's office, City of San Diego Library, Hillcrest Business Association).

- Tabling at the Hillcrest Farmers Market and Mission Hills-Hillcrest/Knox Library, which included a paper version of the survey that was later inputted into the online system.
- Business canvassing along commercial corridors within the Plan Hillcrest area.
- Social media notifications.
- 2,850 post cards mailed to renters.
- Local news outlets (3 paid banner ads in the Voice of SD Morning Report and Uptown News).
- Email coordination with community partners: UCSD Hillcrest, Scripps Mercy Hillcrest, The San Diego LGBT Center, and San Diego Unified School District Education Center.

How was the Community Input Used to Inform the land use and mobility strategies?

Land Use

When provided with visualizations that demonstrated the tradeoffs between three residential intensities with corresponding public space and parks options, respondents of the online engagement platform were most supportive of taller buildings that require less land area and present opportunities for plazas, pocket parks, paseos, and courtyards (Attachment 9).

Respondents were also asked to choose between different residential intensities and configurations for the FPA. Respondents were generally most supportive of the highest densities that concentrated tall buildings (up to 20 stories) near the core, centered around University Avenue and 5th Avenue and along commercial corridors Washington Street, University Avenue, 5th Avenue, 6th Avenue, Normal Street, and Park Boulevard (Attachment 10).

Mobility

Respondents were asked to choose between different street cross sections for Washington Street and University Avenue. Respondents were generally more supportive of the street configurations that prioritized all three modes of travel (automobiles, transit, and bikes), over configurations that only prioritized two of three modes (Attachment 11). Specifically, along the West portion of University Avenue, between Front Street and 6th Avenue, respondents slightly favored a proposed one-way couplet that proposed separated bike lanes with no street parking over a two-way road that maintained street parking and provided no buffer for cyclists from vehicles. The segment along University Avenue, east of 6th Avenue to SR-163 has planned transit from SANDAG, respondents slightly favored the one-way couplet option over two other alternatives as this option provided dedicated spaces for transit, bicyclists and one vehicular lane.

What is the proposed Historic Preservation and Cultural Heritage Strategy?

The Historic Preservation and Cultural Heritage Strategy for the Hillcrest FPA is comprised of several components that build on past historic preservation efforts, including the historic survey conducted as part of the 2016 Uptown CPU and the establishment of the Citywide LGBTQ+ Historic Context Statement that same year. The five 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 5th Avenue between University and Robinson avenues (as shown in Attachment 12) 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 (SDRs), 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 Planning Department is considering implementing the Hillcrest Historic District SDRs with a Community Plan Implementation Overlay Zone (CPIOZ). The regulations will be focused on 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 Hillcrest LGBTQ+ Heritage Interpretive Plan, which will be developed in partnership with the LGBTQ+ community and honor and celebrate the people, events, buildings, and sites (both existing and lost) important to Hillcrest's LGBTQ+ community. The interpretive plan will provide an exciting opportunity for cultural resource history to interface with urban design, park planning, and transportation planning to create an urban environment that informs and celebrates through way-finding signage, public art, and the like.

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. As noted previously, 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 FPA. Lastly, the Hillcrest LGBTQ+ Heritage Interpretive Plan will be developed in partnership with the LGBTQ+ community and will reflect the manner in which members of the LGBTQ+ community would like their rich culture and history acknowledged, celebrated, and interpreted for all San Diegans and visitors.

The concept of a cultural district has been raised by residents and business owners within the Hillcrest community. 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. While the establishment of a cultural district is not a traditional historic preservation activity and is therefore not included in the Hillcrest Historic Preservation and Cultural Heritage Strategy, it is something that the Planning Department is exploring separately.

How are grant funds being used to support the Focused Plan Amendment?

The Focused Plan Amendment is funded, in part, through the State's Building Homes and Jobs Act, known as SB 2, which provides funding to develop plans to accelerate housing production. SB 2 funding will be used to increase housing capacity and allow by-right development to reduce permit processing times and overall costs and allow for high-density mixed-use housing to develop sooner.

In addition to SB 2 grant funding, the City submitted an application for the Local Early Action Planning (LEAP) Grant funding provided by the California Department of Housing and Community Development to evaluate land use, urban design, and public space concepts that support additional growth along the community's existing high frequency transit corridors connecting Hillcrest to Downtown San Diego. The Focused Plan Amendment will use smart growth principles by connecting employment, retail and housing to the regional transportation system, consistent with its identification as an urban center by SANDAG on the Smart Growth Concept Map which is included in the Regional Plan.

How does the Preliminary Analysis from Blueprint SD help to inform the land use strategy?

Blueprint SD will provide a framework to plan for future homes and jobs in a climate-friendly way that also addresses the City's housing, infrastructure, conservation, and equity goals. Specifically, Blueprint SD will identify a land use strategy and complementary mobility policies to support GHG emissions reductions. It is a focused effort to refresh the Citywide General Plan land use strategy to revise and add new policies, discussion, and figures to reflect the 2021 Regional Transportation Plan and the 2022 Climate Action Plan.

The Planning Department has been working on an update to the General Plan Village Propensity Map as part of Blueprint SD. The updated Village Propensity Map will identify areas with the greatest transit competitiveness (also known as transit propensity) and areas where new home opportunities will have the greatest benefits in order to guide and align future community planning efforts with Climate Action Plan mode share goals. City staff has been working with a consultant team to prepare an updated map that incorporates additional GIS data analysis such as transit competitive areas based on the SANDAG 2050 regional transportation network and model. Using regional transportation modeling data, 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 September 22, 2022.

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 13). This is not surprising, especially given 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 are the Next Steps for the Hillcrest Focused Plan Amendment?

Planning Department staff presented the proposed land use map, zoning map, build out information, and potential supplemental development regulations for public spaces, urban design, and the proposed historic district to the Uptown Planners Plan Hillcrest Subcommittee at their September 29, 2022 meeting to collect community feedback. Staff will take the input from the Planning Commission and the community to consider revises to the land use, urban design and mobility concepts and then prepare a Community Discussion Draft Community Plan with the amendment by the end of 2022. Based on input collected on the Discussion Draft, staff will prepare a revised draft Community Plan Amendment, conduct travel forecast modeling, and begin environmental analysis. A Draft Community Plan Amendment is anticipated to be brought back for consideration for adoption in Fall 2023.

Process and Timeline



CONCLUSION

The Planning Department seeks Planning Commission feedback on the information presented today as well as all project work that has been developed throughout the update process to help guide the preparation of the Discussion Draft Community Plan. Documents pertaining to the Hillcrest Focused Plan Amendment process are available on the project website: www.PlanHillcrest.org.

Respectfully submitted,

Shannon Mulderig

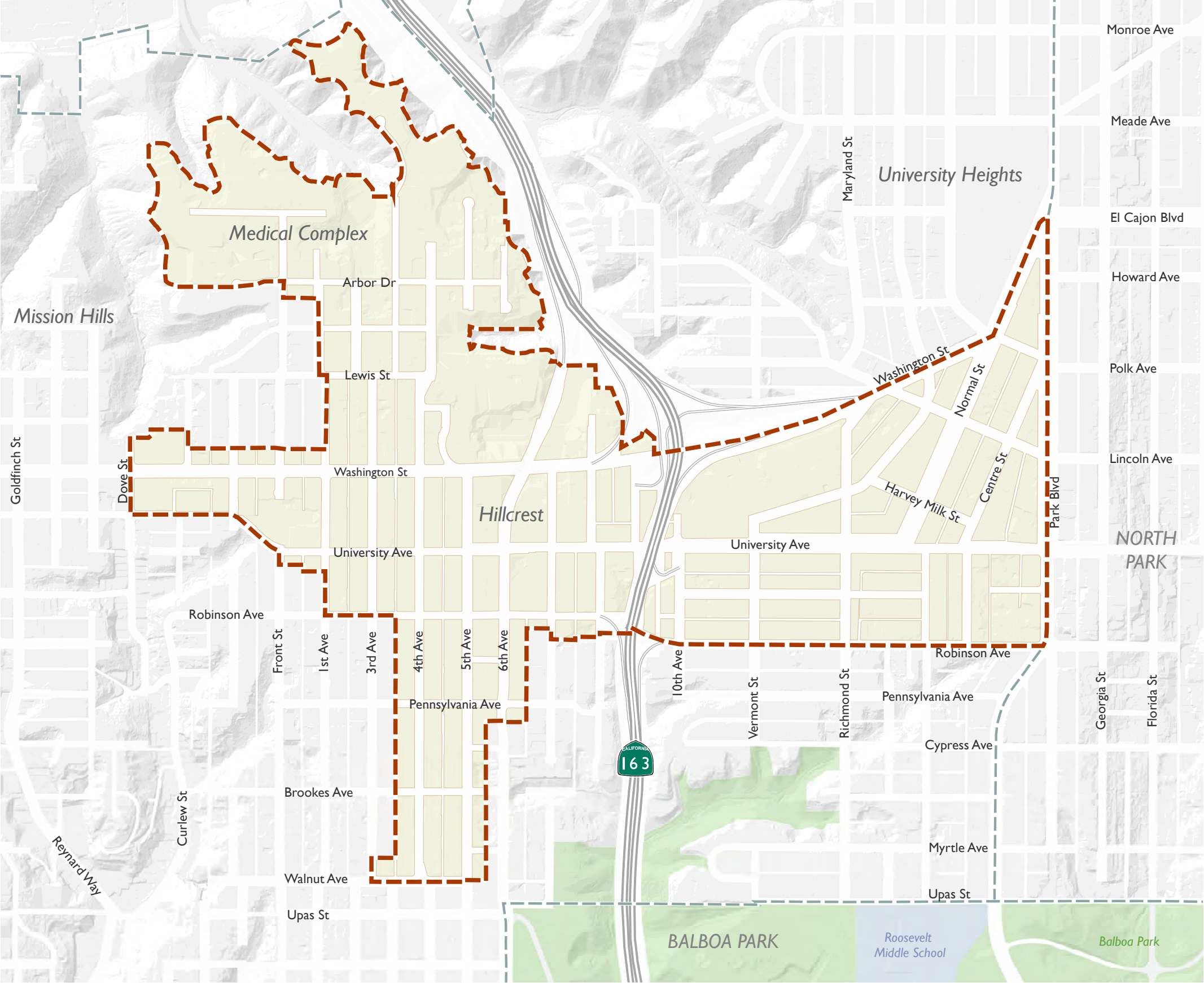
Shannon Mulderig
Senior Planner
Planning Department

Tait Galloway

Tait Galloway
Deputy Director
Planning Department

Attachments:

1. Hillcrest Focused Plan Amendment Boundary
2. Existing Planned Land Uses
3. Proposed Planned Land Uses
4. Existing Zoning
5. Proposed Zoning
6. Proposed Planned Bicycle Network
7. Proposed Planned Transit Network
8. Proposed Planned Vehicular Network
9. Excerpt from Online Engagement Results: Public Spaces & Parks
10. Excerpt from Online Engagement Results: Housing
11. Excerpt from Online Engagement Results: Mobility
12. Proposed Hillcrest Historic District
13. Initial Blueprint SD Analysis Results for the Hillcrest Focused Plan Amendment Area

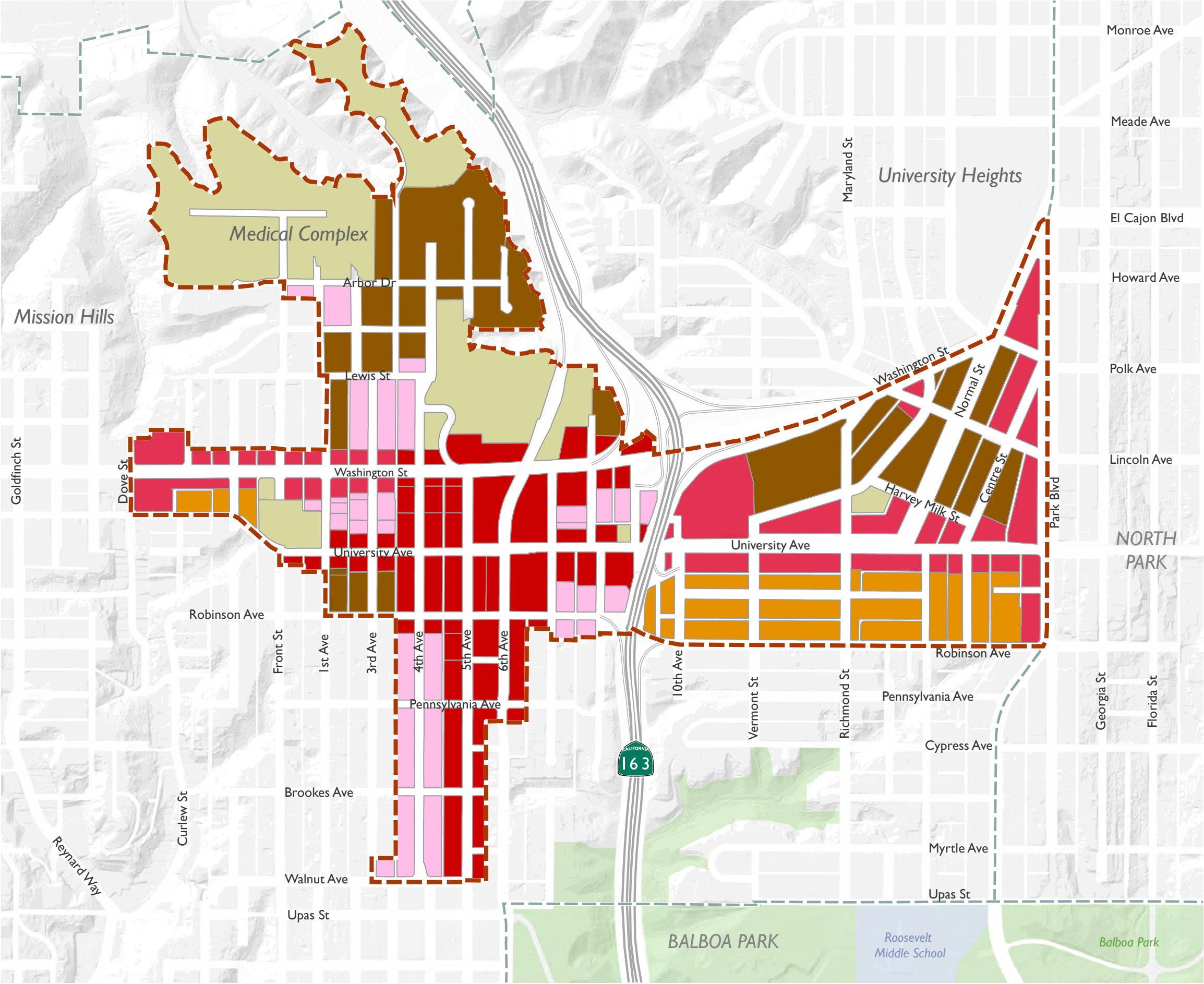


-  Hillcrest Community Boundary
-  Community Plan Boundaries



Adopted Community Plan Land Use

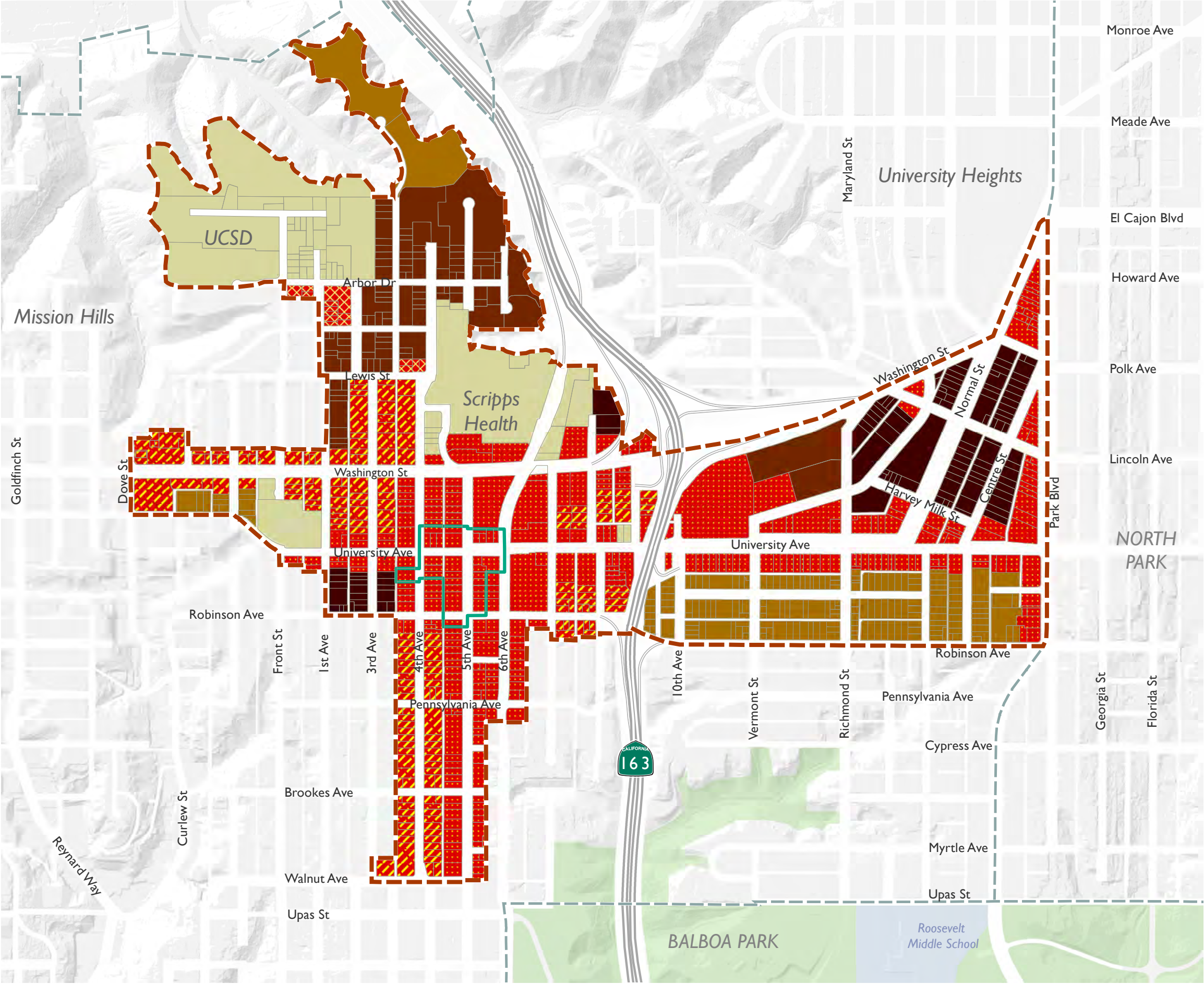
- Residential - Medium High (30-44 dwelling units/acre)
- Residential - High (45-73 dwelling units/acre)
- Community Commercial (0-73 dwelling units/acre)
- Community Commercial (0-109 dwelling units/acre)
- Office Commercial (0-73 dwelling units/acre)
- Institutional
- Hillcrest Community Boundary
- Community Plan Boundaries



Proposed Land Use Map

- Residential High (45-74 du/ac)
- Residential Very High (75-109 du/ac)
- Residential Very High (110-218 du/ac)
- Community Commercial (0-73 du/ac)
- Community Commercial (0-218 du/ac)
- Community Commercial (0-290 du/ac)
- Institutional
- Historic Commercial Core District
- Hillcrest Community Boundary
- Community Plan Boundaries

DRAFT

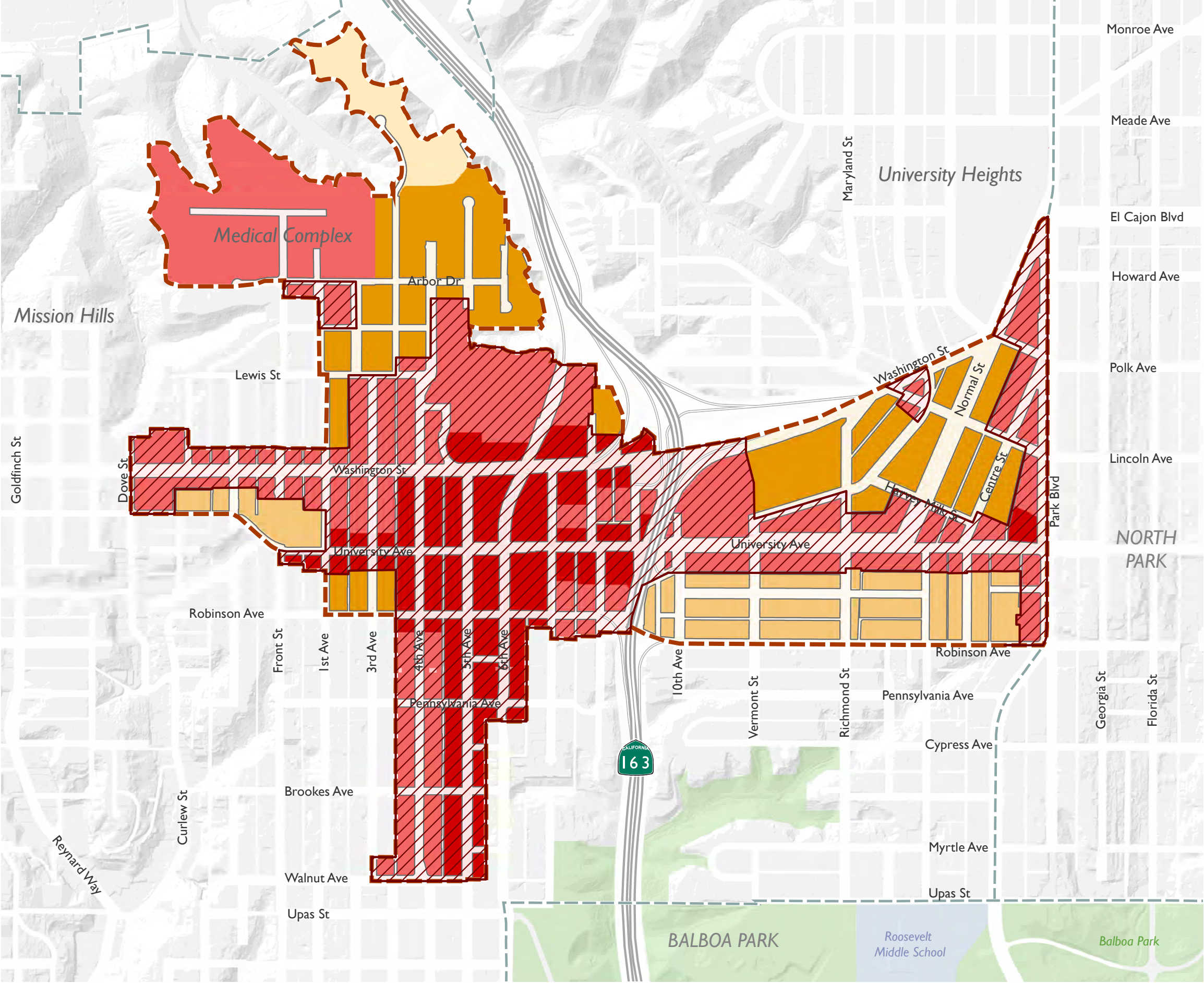


Data Source: City of San Diego; SANDAG/SANGIS Regional GIS Data Warehouse, (www.sangis.org)

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

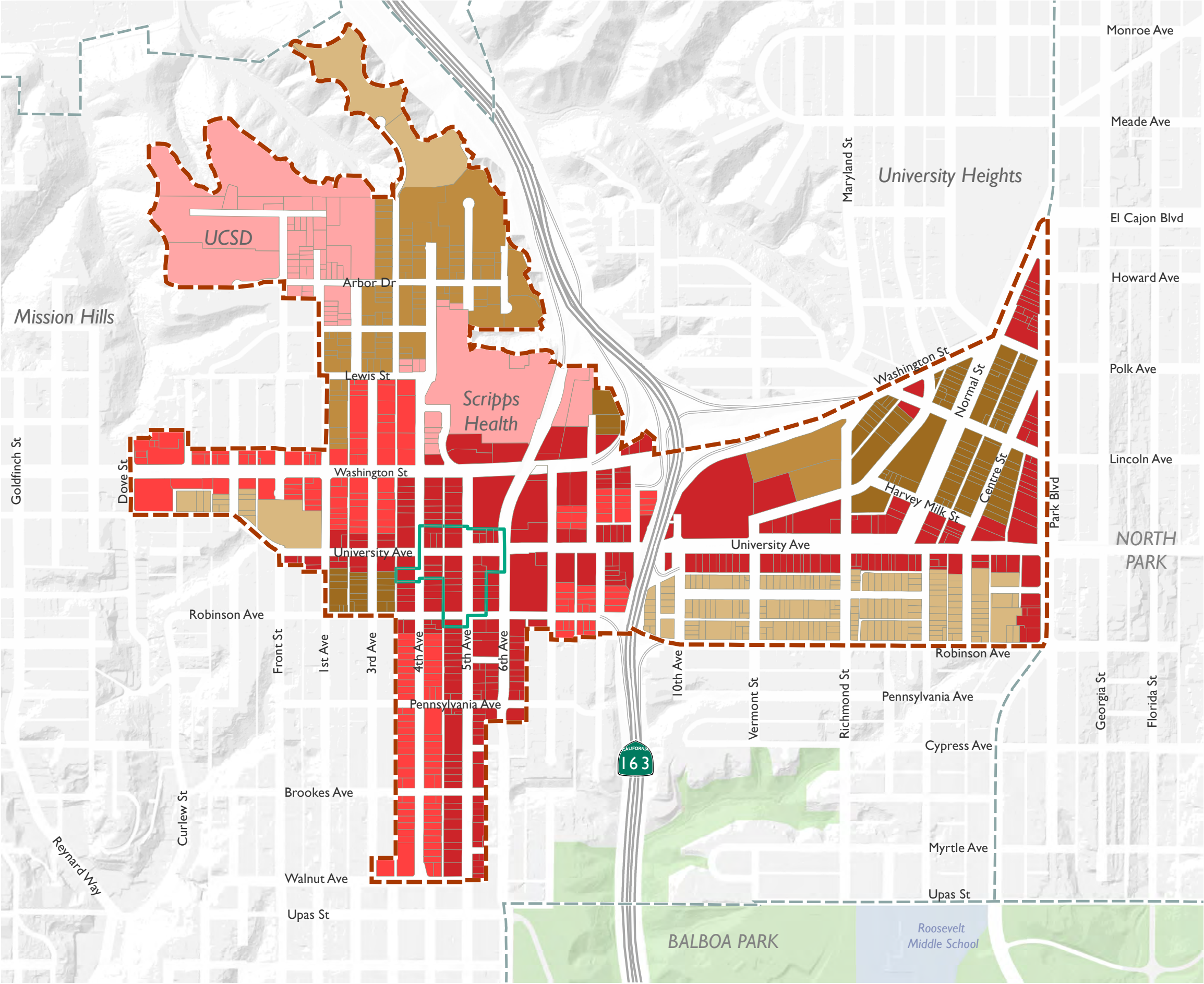


Figure 2.3: Current Zoning



- Community Plan Implementation Overlay Zone (CPIOZ)
- Residential-Multiple Unit (RM-1-1)
- Residential-Multiple Unit (RM-3-7)
- Residential-Multiple Unit (RM-3-9)
- Residential-Multiple Unit (CC-3-8)
- Residential-Multiple Unit (CC-3-9)
- Hillcrest Community Boundary
- Community Plan Boundaries



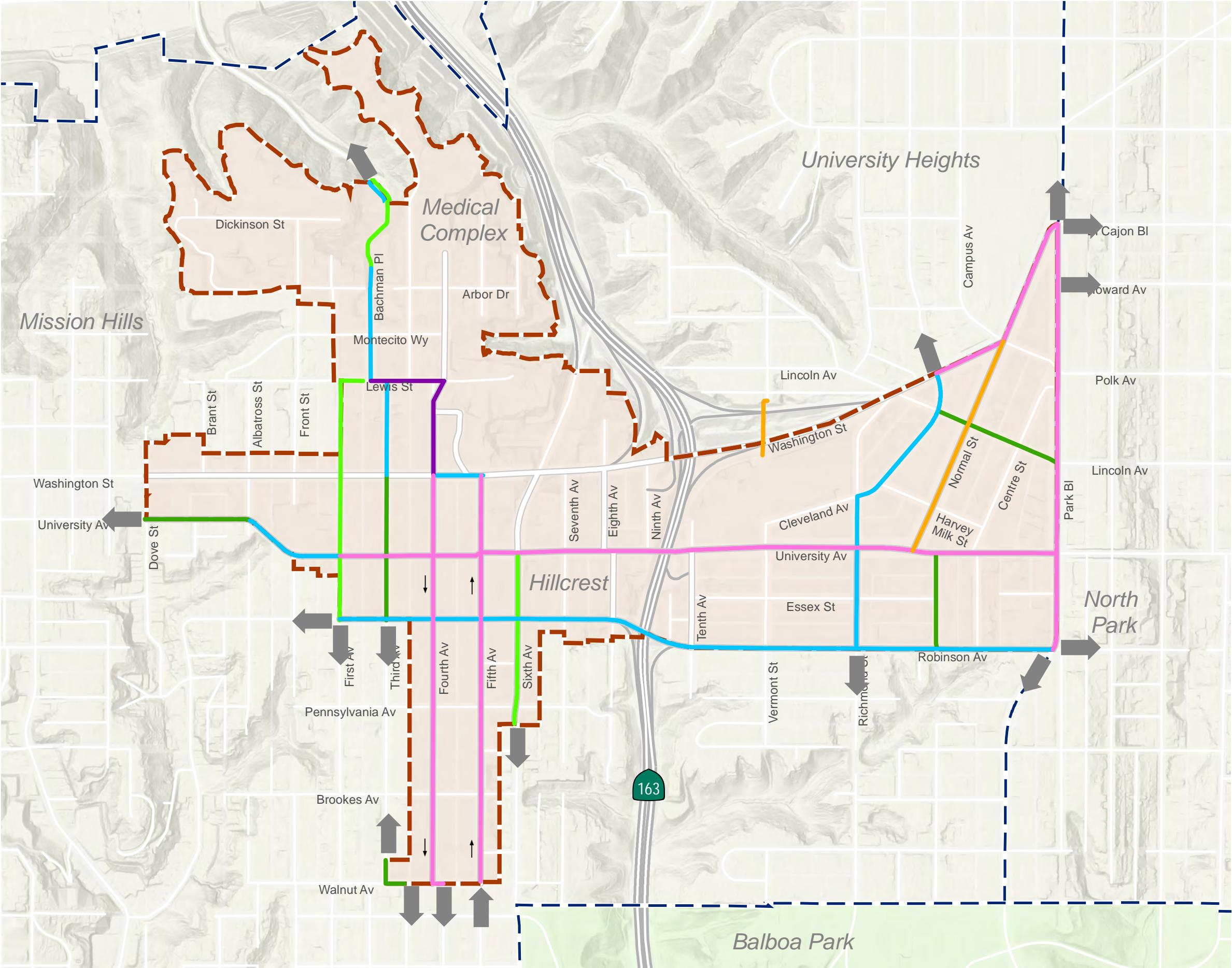


Draft Zoning Map

- RM-3-9
- RM-4-10
- RM-4-11
- CC-3-8
- CC-3-10
- CC-3-11
- Historic Commercial Core District
- Hillcrest Community Boundary
- Community Plan Boundaries

DRAFT





DRAFT

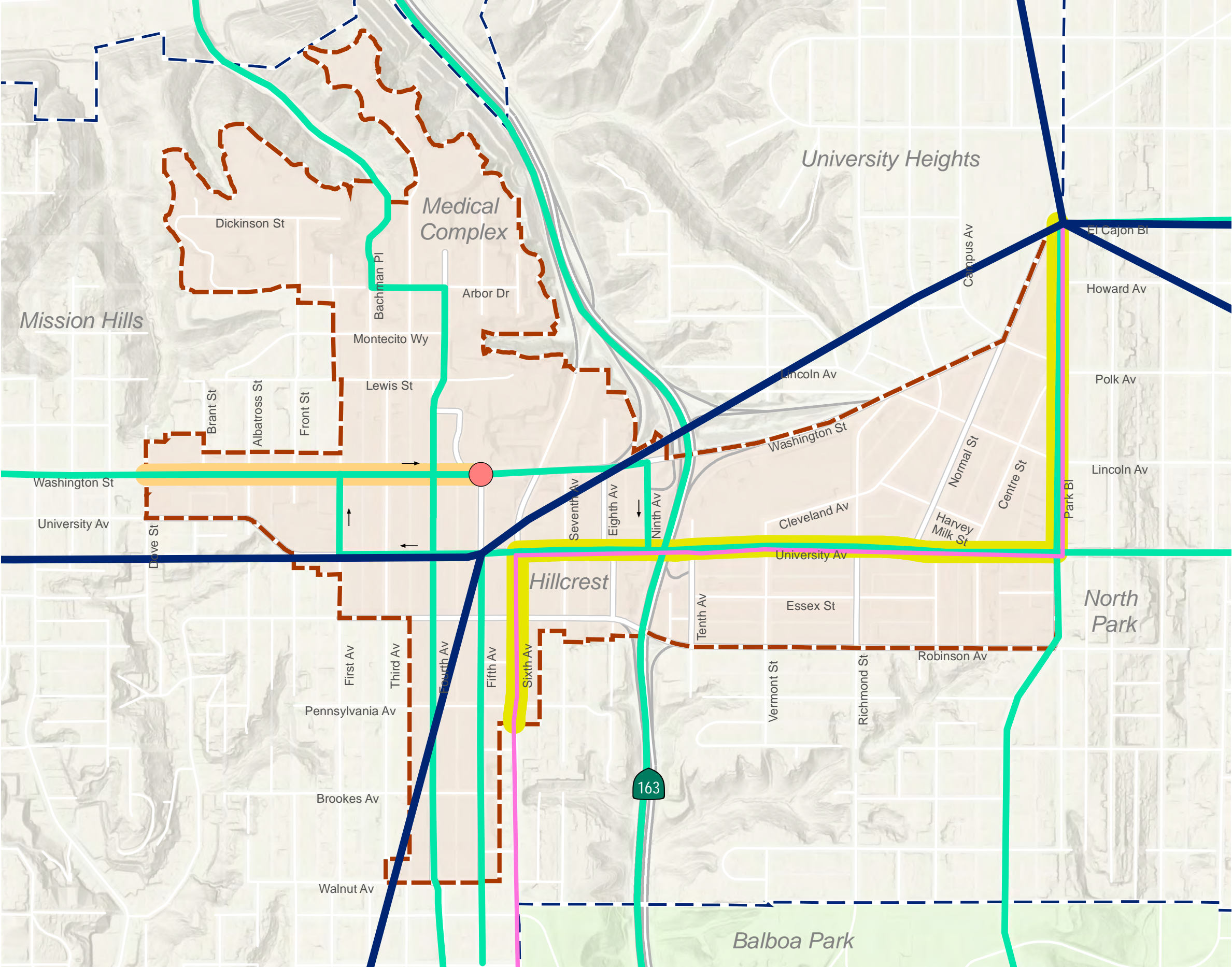
Recommended Bicycle Facility Classifications

- Class I - Bike Path
- Class II - Bike Lane
- Class III - Bike Route
- Class II/III - Bike Lane / Bike Route
- Class IV - Cycle Track (One-Way)
- Class IV - Cycle Track (Two-Way)
- Enhanced Class III - Bike Boulevard
- Hillcrest Boundary
- Community Planning Area Boundaries
- Bicycle Connection to Neighboring Community

Data Source: City of San Diego (2020)



0 0.25 0.5 Miles



DRAFT

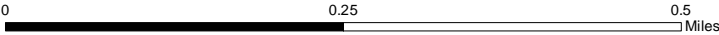
Recommended Transit Network

- Commuter Rail
- Light Rail or Streetcar
- Next Gen Rapid

Transit Priority Infrastructure

- Center Running Transit Guideway
- Peak Period Bus Only Lanes
- Queue Jump/Transit Signal Priority
- Hillcrest Boundary
- Community Planning Area Boundaries

Data Source: City of San Diego (2020)



2.3 PUBLIC SPACES & PARKS

Question 3: What options do you think are appropriate for Hillcrest? Check all that apply.

Respondents were asked to choose between three residential intensities and public space and park opportunities as seen in **Figure 2-3**. These included:

- Option 1 – Lower intensity urban buildings require more land area and present less opportunities for public spaces and parks.
- Option 2 – With more intensity there could be opportunities for wider sidewalks, street trees, and benches.
- Option 3 – Taller urban buildings require less land area and present opportunities for plazas, pocket parks, paseos, and courtyards.

Figure 2-3: Options for Residential Intensities and Public Space & Park Opportunities

Option 1:

Lower Intensity urban buildings require more land area and present less opportunities for public spaces and parks.



Option 2:

With more intensity there could be opportunities for wider sidewalks, street trees, and benches.



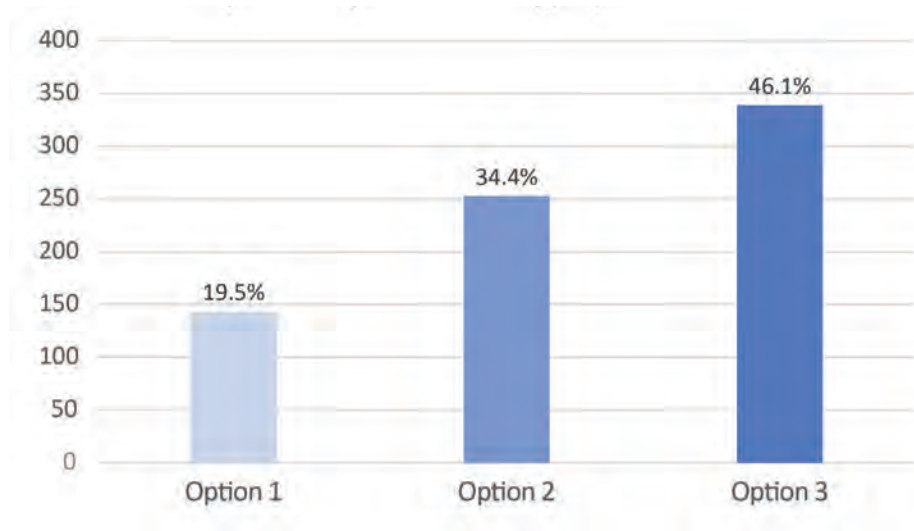
Option 3:

Taller urban buildings require less land area and present opportunities for plazas, pocket parks, paseos, and courtyards.



Figure 2-4: Residential Intensities, and Public Space and Park Opportunity Preferences

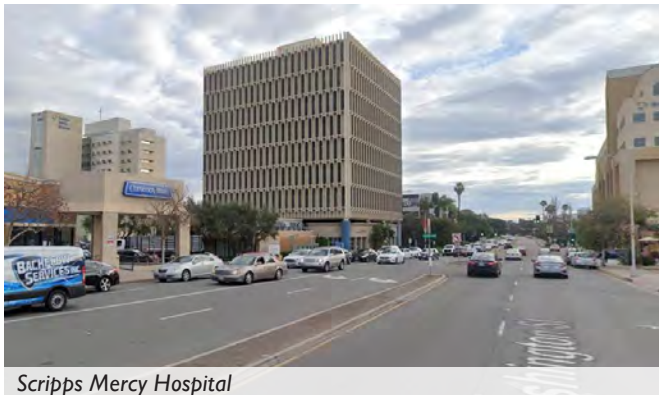
No. of Respondents: **735**



Respondents were in favor of Option 3, which incorporates taller buildings and provides the most opportunities for parks and public spaces.

2.4 MEDICAL COMPLEX SUBAREA

The Medical Complex subarea is defined by the large medical campuses of UCSD Medical Complex and Scripps Mercy Hospital. Washington Street is primarily oriented towards drivers rather than pedestrians and runs east to west along the South side of the subarea. The area currently has a mixture of single family and multi-family homes. Retail is mainly focused along Washington Street.



Question 6: What is your preferred scenario for the future of the Medical Complex Subarea?

Respondents were asked to choose between three residential intensities with different configuration of :

- Podium Midrise (up to 5 levels)



- Podium Midrise (5-7 levels)



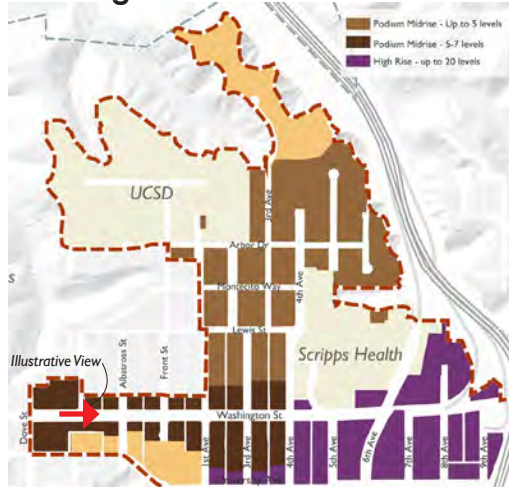
- High Rise (up to 20 levels)



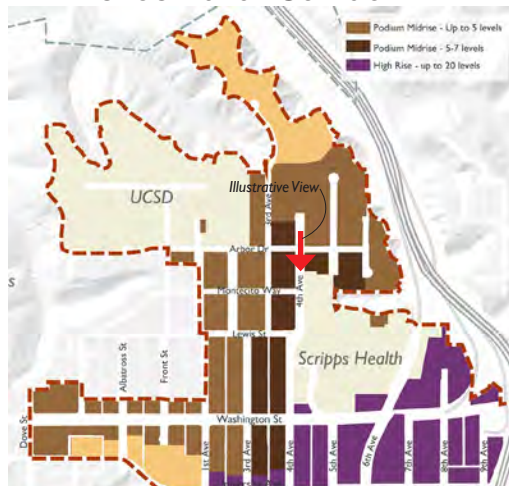
The three options included:

- Scenario 1 – Washington Street Corridor (**Figure 2-7** and **Figure 2-8**)
- Scenario 2 – 4th Avenue Transit Corridor (**Figure 2-9** and **Figure 2-10**)
- Scenario 3 – Core & Community Entryway (**Figure 2-11** and **Figure 2-12**)
- Other

**Figure 2-7: Scenario 1
Washington Street Corridor**



**Figure 2-9: Scenario 2
4th Avenue Transit Corridor**



**Figure 2-11: Scenario 3
Core & Community Entryway**

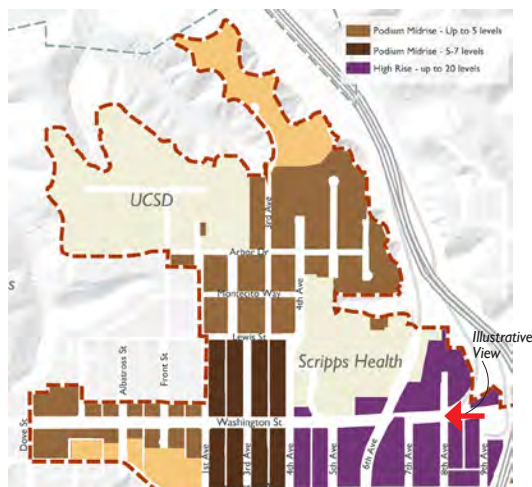


Figure 2-8: Scenario 1 – Illustrative Concept



Figure 2-10: Scenario 2 – Illustrative Concept



Figure 2-12: Scenario 3 – Illustrative Concept

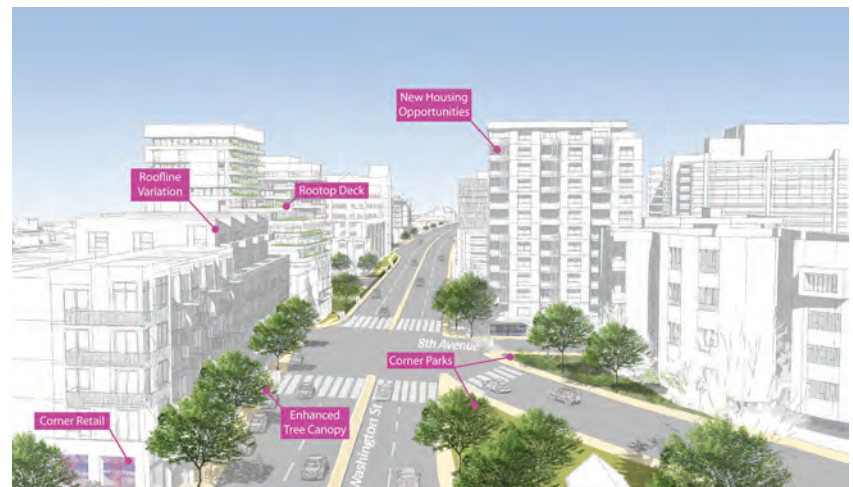


Figure 2-13: Preferred Scenario for future of Medical Complex Subarea

No. of Respondents: 517



Scenario 3 Core & Community Entryway received the most responses at 37.3%.

Question 7: Do you have any additional thoughts about housing in the Medical Complex Subarea?

Respondents were also given the opportunity to share any additional thoughts about housing in this subarea. There were 100 respondents who commented on this question, with feedback on a variety of topics such as density, affordable housing, parking, as well as public transit and traffic as seen in **Figure 2-14**. A full list of comments is provided in the Appendix.

Figure 2-14: Additional feedback on Housing in the Medical Complex Subarea

No. of Respondents: 100



- **More High Density.** Eighteen percent of respondents mentioned wanting more high density with comments mentioning the importance of adding as much housing as possible, especially near transit.
- **No High Density.** On the other hand, eleven percent of respondents mentioned not wanting high density (or high rises) in this subarea. Comments wanted to the City to include more midrise options, and not wanting hillcrest to look like downtown San Diego.
- **Affordable Housing.** Nine percent of respondents wanted to see more affordable housing. Comments also mention that any new housing developments should include an appropriate amount of parking for future residents.
- **Less Density.** Six percent of respondents wanted to see more housing, but at a lower density. Comments mention that increasing the density too much would also create traffic issues and ruin the character of Hillcrest.
- **Other.** Other topics referenced increasing parking; not making any changes to Hillcrest; improving public transit/streetscapes; wanting to see a combination of the three alternatives shown above; as well as preservation of the historic character of Hillcrest.

2.5 HILLCREST WEST SUBAREA

Hillcrest West, which is west of SR-163, is characterized by the Hillcrest sign and the heart of the area, with a number of restaurants, shops, offices, and nightlife. The pedestrian-oriented blocks consists of fine-grained, smaller lots, some of which have been assembled to allow large buildings. The area has a mixture of residential types from single family homes to mixed-use developments. Major streets in the Hillcrest West Subarea include University Avenue, 4th, 5th and 6th Avenues.



Question 11: What is your preferred scenario for the future of the Hillcrest West Subarea?

Respondents were asked to choose between three residential intensities with different configuration of :

- Podium Midrise (up to 5 levels)



- Podium Midrise (5-7 levels)



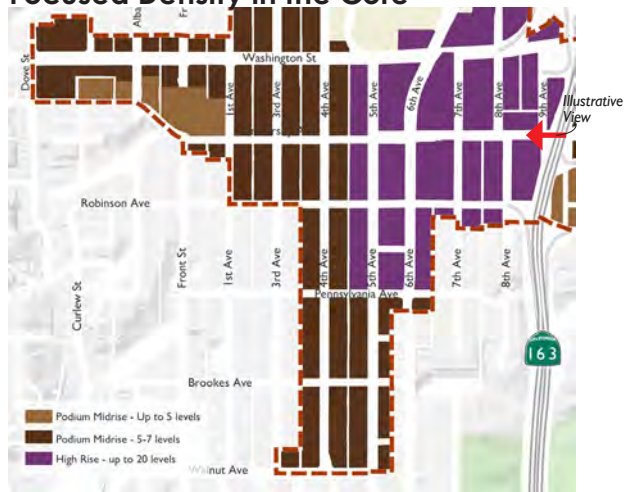
- High Rise (up to 20 levels)



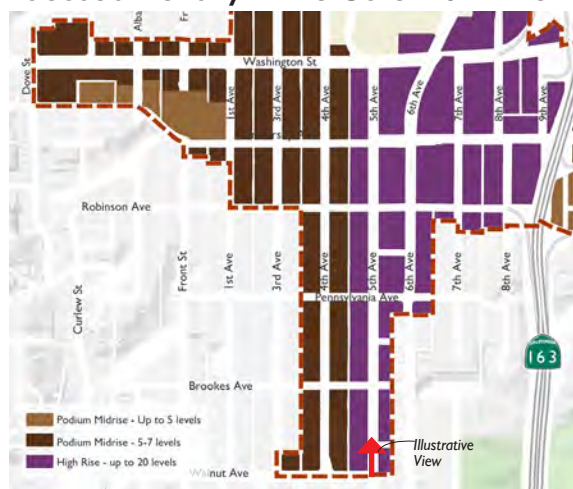
The three options included:

- Scenario 1 – Focused Density in the Core (**Figure 2-20** and **Figure 2-21**)
- Scenario 2 – Focused Density in the Core + 5th Avenue (**Figure 2-22** and **Figure 2-23**)
- Scenario 3 – Focused Density in the Core + Corridors (**Figure 2-24** and **Figure 2-25**)
- Other

**Figure 2-20: Scenario 1
Focused Density in the Core**



**Figure 2-22: Scenario 2
Focused Density in the Core + 5th Avenue**



**Figure 2-24: Scenario 3
Focused Density in the Core + Corridors**

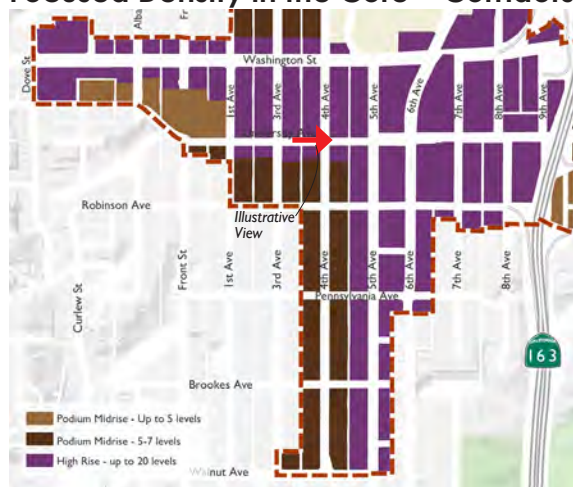


Figure 2-21: Scenario 1- Illustrative Concept



Figure 2-23: Scenario 2- Illustrative Concept



Figure 2-25: Scenario 3- Illustrative Concept

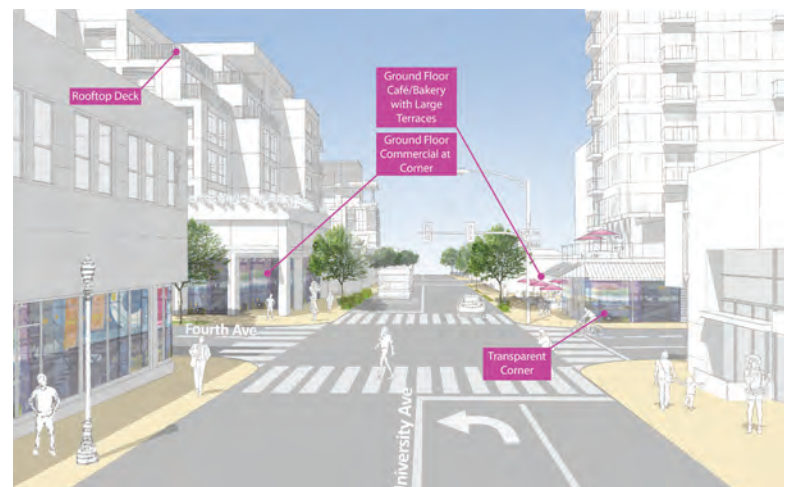
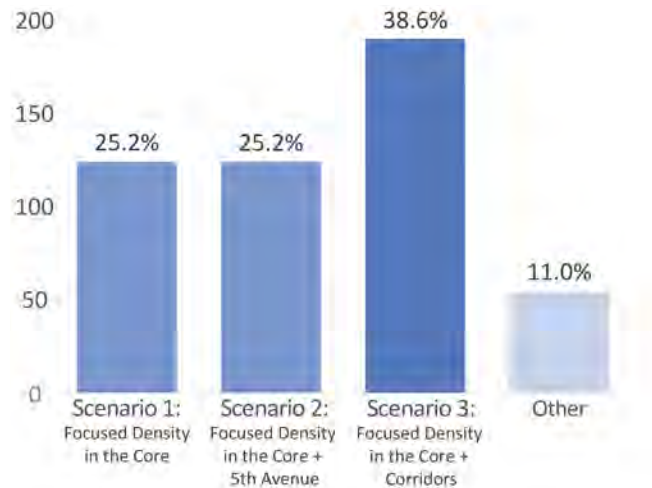


Figure 2-26: Preferred Scenario for future of the Hillcrest West Subarea

No. of Respondents: 492



Scenario 3 Focused Density in the Core + Corridors received the most responses at 38.6%.

Question 12: Do you have any additional thoughts about housing in the Hillcrest West Subarea?

Respondents were also given the opportunity to share any additional thoughts about housing in this subarea. 112 respondents commented on this question, with feedback on a variety of topics such as density, affordable housing, parking, as well as preserving the historic character of Hillcrest as seen in **Figure 2-27**. A full list of comments is provided in the Appendix.

Figure 2-27: Additional feedback on Housing in the Hillcrest West Subarea

No. of Respondents: 112



- **No High Density.** Twenty two percent of respondents mentioned not wanting high density (or high rises) in this subarea. Comments wanted to the City to include lower density options (including midrise), and not wanting Hillcrest to look like downtown San Diego.
- **More High Density.** On the other hand, twelve percent of respondents mentioned wanting more high density with comments mentioning the importance of adding as much housing as possible, especially near transit.
- **Focused Density.** Eleven percent of respondents wanted to see density concentrated in specific areas including the core; along the 8th Ave Corridor; as well as on 4th and 5th Ave south of Robinson Street.
- **Affordable Housing.** Eight percent of respondents wanted to see more affordable housing. Comments also mention that any new housing developments should include an appropriate amount of parking for future residents.
- **No Change.** Another eight percent of respondents mentioned not wanting to see any change to the Hillcrest West Subarea.
- **Other.** Other topics referenced preservation of parking; ; including enough parking in new developments; preservation of the historic character of Hillcrest; as well as wanting to see streetscape improvements in the subarea.

2.6 HILLCREST EAST SUBAREA

The Hillcrest East subarea is located east of I63. The main corridors are University Street, Washington Street, and Park Blvd. The Hillcrest East Subarea is divided by a north/south split along University Avenue, with pedestrian-oriented storefronts to the south and drive-up strip malls and larger buildings to the north. The Hillcrest East Subarea contains a mix of single family and multifamily homes, with more single-family homes south of University Avenue.



Pride Plaza and the future Normal Street Promenade



University Avenue

Question II: What is your preferred scenario for the future of the Hillcrest East Subarea?

Respondents were asked to choose between three residential intensities with different configuration of :

- Podium Midrise (up to 5 levels)



- Podium Midrise (5-7 levels)



- High Rise (up to 20 levels)



The three options included:

- Scenario 1 – Focused Density along University Avenue and Park Boulevard (**Figure 2-38** and **Figure 2-39**)
- Scenario 2 – Districts + Corridors (**Figure 2-40** and **Figure 2-41**)
- Other

**Figure 2-38: Scenario 1
Focused Density along University
Avenue and Park Boulevard**

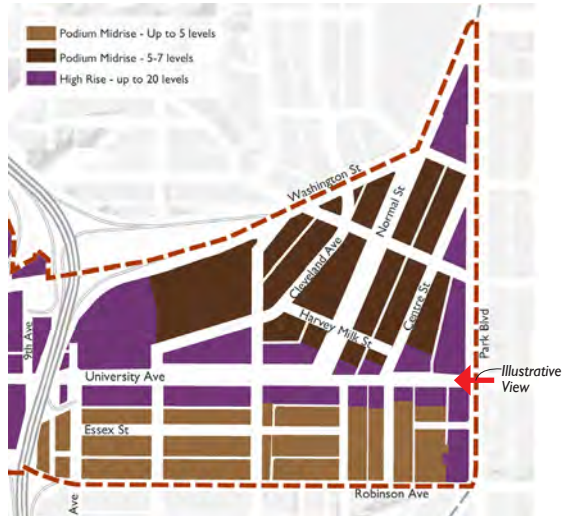


Figure 2-39: Scenario 1- Illustrative Concept



**Figure 2-40: Scenario 2
Districts + Corridors**



Figure 2-41: Scenario 2- Illustrative Concept

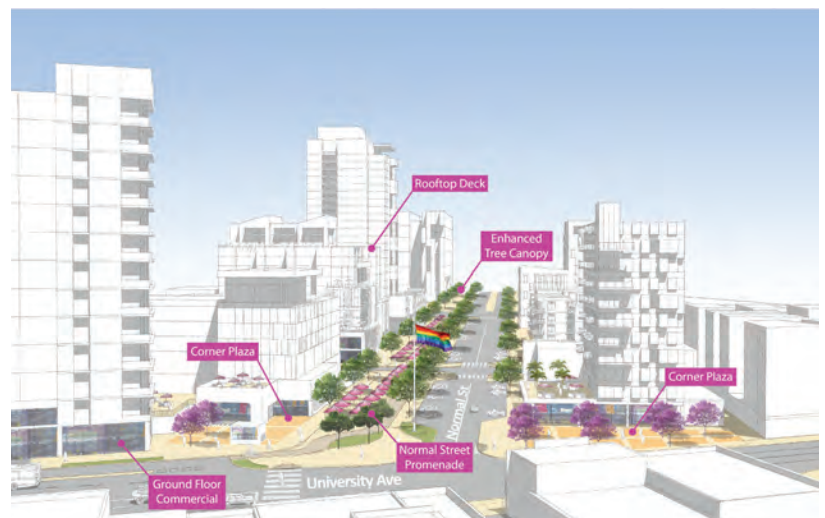
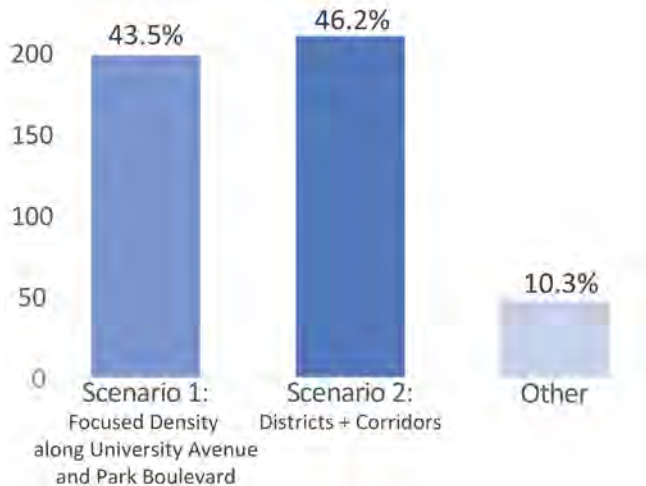


Figure 2-42: Preferred Scenario for future of the Hillcrest East Subarea

No. of Respondents: 457



Scenario 2 District + Corridors received the most responses at 46.2%.

Question 19: Do you have any additional thoughts about housing in the Hillcrest East Subarea?

Respondents were also given the opportunity to share any additional thoughts about housing in this subarea. 85 respondents commented on this question, with feedback on a variety of topics such as density, affordable housing, parking, as well as preserving the historic character of Hillcrest as seen in **Figure 2-43**. A full list of comments is provided in the Appendix.

Figure 2-43: Additional feedback on Housing in the Hillcrest East Subarea

No. of Respondents: 85



- **No High Density.** Nineteen percent of respondents mentioned not wanting high density (or high rises) in this subarea. Comments wanted to the City to include lower density options, and not wanting to destroy the character of the Hillcrest community.
- **More High Density.** On the other hand, fourteen percent of respondents mentioned wanting more high density with comments mentioning the importance of adding as much housing as possible, especially along Normal Street.
- **No Change.** Another fourteen percent of respondents mentioned not wanting to see any change to the Hillcrest East Subarea.
- **Focused Density.** Eight percent of respondents wanted to see density concentrated in specific areas including along public transit corridors; along Washington Street, between University Avenue and Robinson Avenue; as well as around the Normal Street promenade.
- **Affordable Housing.** Seven percent of respondents mentioned the importance of affordable housing.
- **Other.** Other topics referenced the preservation of historic buildings; preservation of street parking; including enough parking in new developments; as well as wanting to see more retail and public spaces in the subarea.

Question 8: Which option do you feel is closest to your vision for the future of Washington Street?

Respondents were asked to choose between two street sections of Washington Street (**Figure 2-15**). These included:

- Scenario 1 – Transit Priority (**Figure 2-16**)
- Scenario 2 – Bicycle Priority (**Figure 2-17**)
- Other

Figure 2-15: Key Map of Washington Street



Figure 2-16: Scenario 1 – Transit Priority

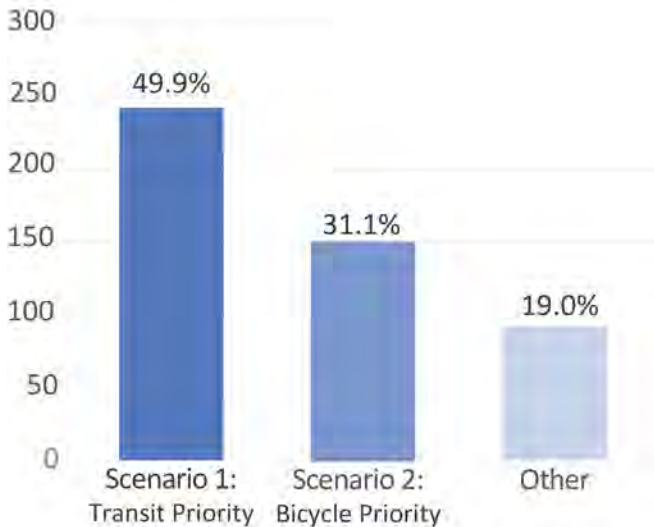


Figure 2-17: Scenario 2 – Bicycle Priority



Figure 2-18: Preferred Scenario for future of Washington Street

No. of Respondents: 485



Scenario 1 Transit Priority received the most responses at 49.9%.

As seen in **Figure 2-18**, almost half the respondents were in favor of Option 1 (Transit Scenario), while 31 percent were in favor of Option 2 (Bicycle Priority).

Of the 19 percent who chose other, 41 percent want to see both bicycle and transit priorities. A full list of comments is provided in the Appendix.

Question 9: If you choose other, how do you envision the future of Washington Street?

Respondents who selected 'other', were prompted to specify in an open comment box. Among respondents who selected "other," 40 percent wanted to see a combination of both scenarios with transit and bicycle priority; 13 percent wanted to see an increase in public transit along Washington Street, while 11 percent believed that the preservation and the addition of parking was important. Other respondents wanted to see less bike lanes, no change, additional bike lanes, as well as wanted to see issues related to traffic resolved. A full list of comments is provided in the Appendix.

Question 10: Do you have any additional thoughts regarding the future of Washington Street?

Respondents were also given the opportunity to share any additional thoughts regarding the future of Washington Street. 123 respondents answered this question, with feedback on various topics ranging from improving public transit to wanting to a combination of both scenarios. Other respondents were interested streetscape improvements, walkability as well as issues related to parking as seen in **Figure 2-19**. A full list of comments is provided in the Appendix.

- **Transit Priority.** Nineteen percent of respondents mentioned making public transit more convenient and viable for getting around quickly and safely.
- **Transit + Bicycle Priority.** Fourteen percent of respondents commented about wanting a combination of both scenarios where both transit and bicyclists are prioritized.
- **Streetscape Improvements.** Eleven percent of respondents wanted to see streetscape improvements including more street trees, wider sidewalks and less curb cuts.
- **Less Bike Lanes.** Ten percent of respondents mentioned not adding additional bike lanes to Washington Street as they feel they are underutilized, and they would work better along University Avenue instead.
- **Other.** Other topics referenced more/improved bike lanes; preservation of parking; wanting Washington Street to prioritize cars; as well as wanting to tackle issues related to homelessness and traffic.

Question 13: Choose the option that you feel is closest to your vision for the future of University Avenue (West, between Front Street and 6th Avenue).

Respondents were asked to choose between two street sections of University Avenue (West, between Front Street and 6th Avenue) (**Figure 2-28**). These included:

- Scenario 1 – Maintain Two-Way Operations (**Figure 2-29**)
- Scenario 2 – A True Multimodal Corridor - One Way Couplet (**Figure 2-30**)
- Other

Figure 2-28: Key Map of University Avenue (West, between Front Street and 6th Avenue)

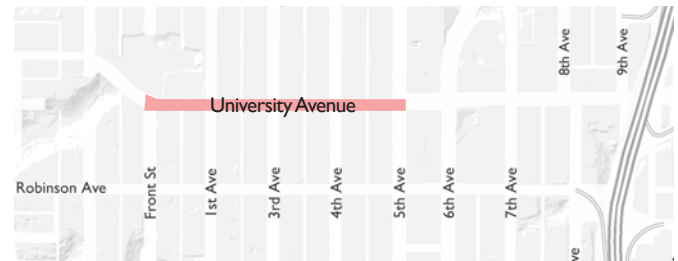


Figure 2-29: Scenario 1 – Maintain Two-Way Operations

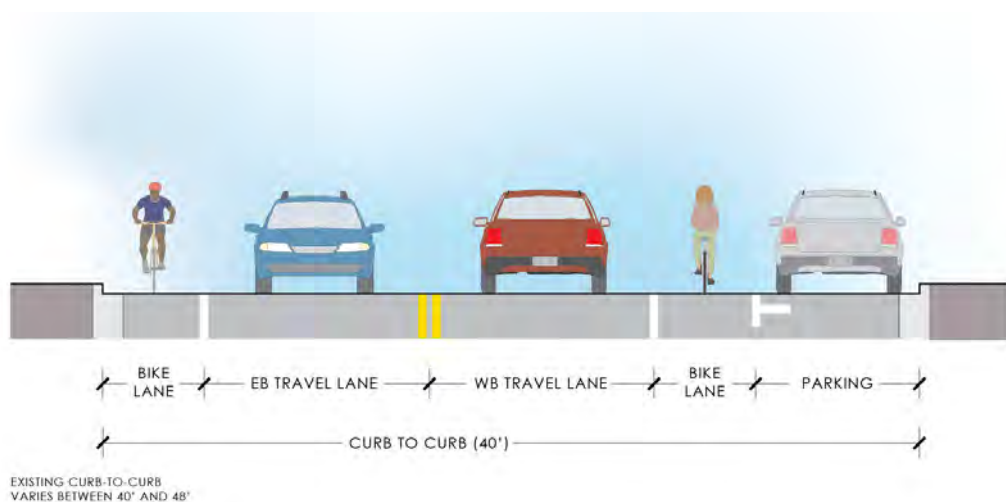


Figure 2-30: Scenario 2 – A True Multimodal Corridor - One Way Couplet

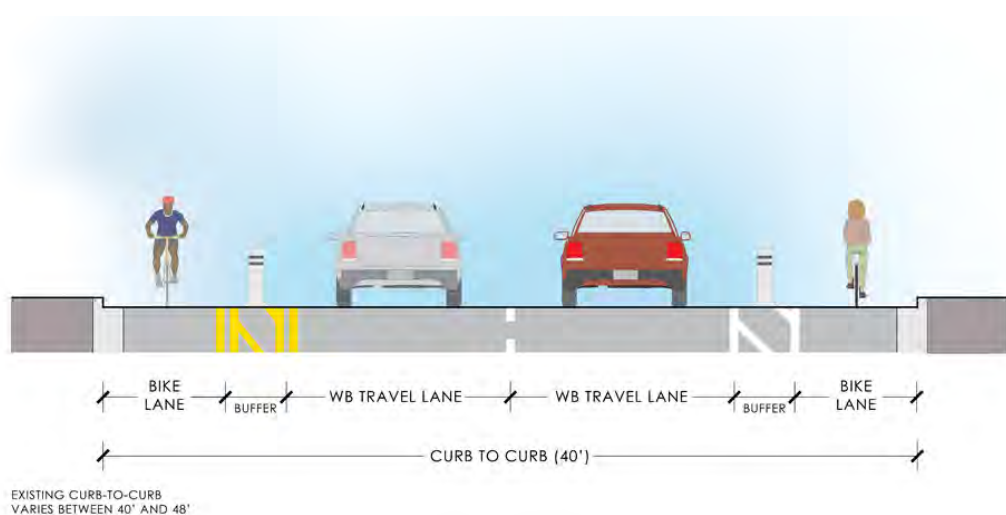
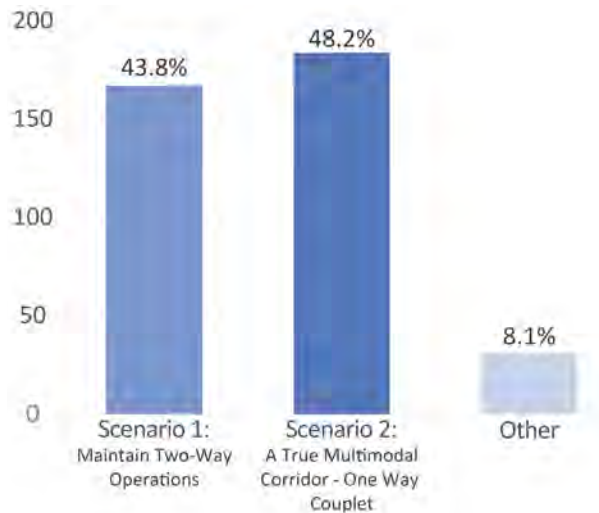


Figure 2-31: Preferred Scenario for future of University Avenue (West, between Front Street and 6th Avenue)

No. of Respondents: 384



Scenario 2 A True Multimodal Corridor - One Way Couplet received the most responses at 48.2%.

As seen in **Figure 2-31**, a similar number of respondents preferred Scenario 1 and Scenario 2.

8 percent of respondents chose other, and wanted to see a bike lane improvements, streetscape improvements, as well as preservation of street parking and traffic lanes. A full list of comments is provided in the Appendix.

Question 14: If you choose other, how do you envision the future of University Avenue (West, between Front Street and 6th Avenue)?

Respondents who selected 'other', were prompted to specify in an open comment box. Among respondents who selected "other," 16 percent wanted to see streetscape improvements; 14 percent wanted to see bike lane improvements; and 12 percent considered preservation of parking to be important. Other respondents wanted to see no change, preservation of traffic lanes, as well as multi-modal streets. A full list of comments is provided in the Appendix.

Question 15: Choose the option that you feel is closest to your vision for the future of University Avenue (West, between 6th Avenue and SR 163).

Respondents were asked to choose between three street sections of University Avenue (West, between 6th Avenue to SR 163) (**Figure 2-32**). These included:

- Scenario 1 – Transit and Vehicle Priority (**Figure 2-33**)
- Scenario 2 – Transit and Bicycle Priority (**Figure 2-34**)
- Scenario 3 – A Multimodal Corridor (**Figure 2-35**)
- Other

Figure 2-32: Key Map of University Avenue (West, between 6th Avenue and SR 163)



Figure 2-33: Scenario 1 – Transit and Vehicle Priority

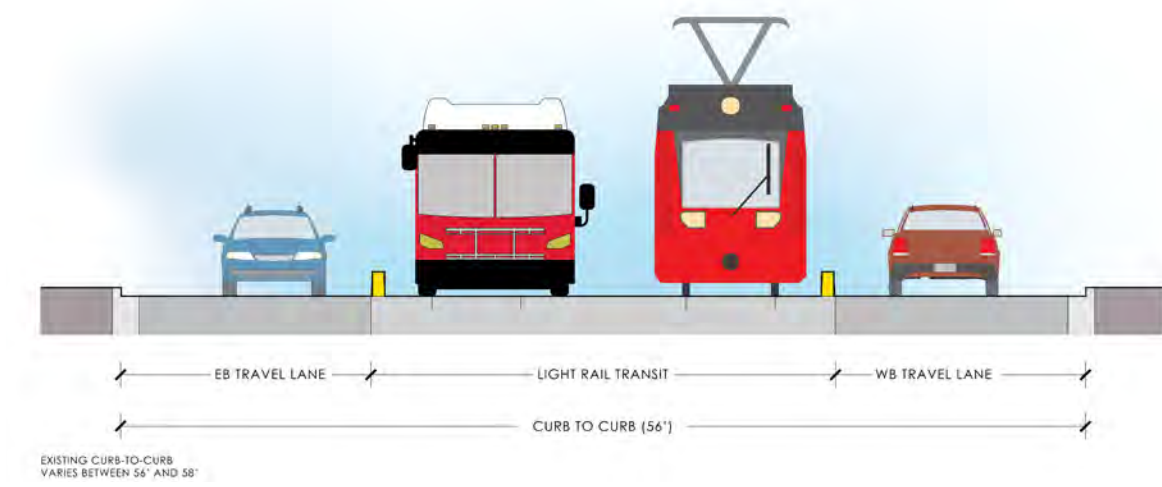


Figure 2-34: Scenario 2 – Transit and Bicycle Priority

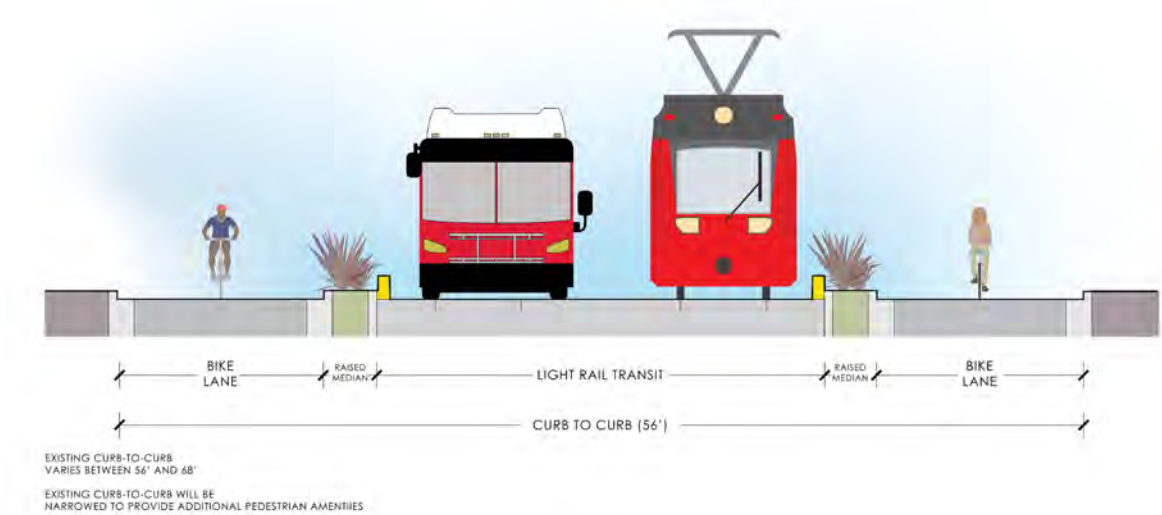


Figure 2-35: Scenario 3 – A Multimodal Corridor

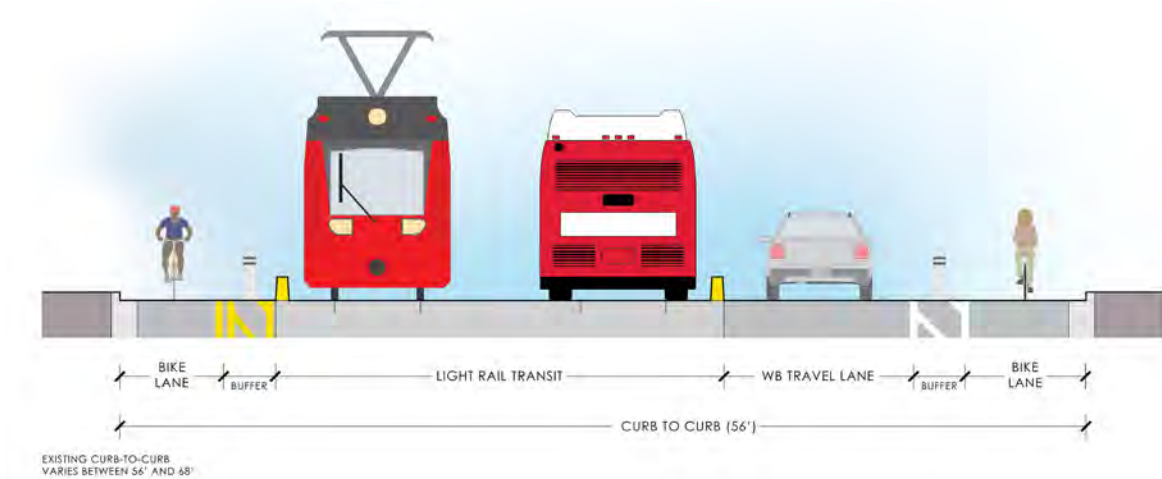
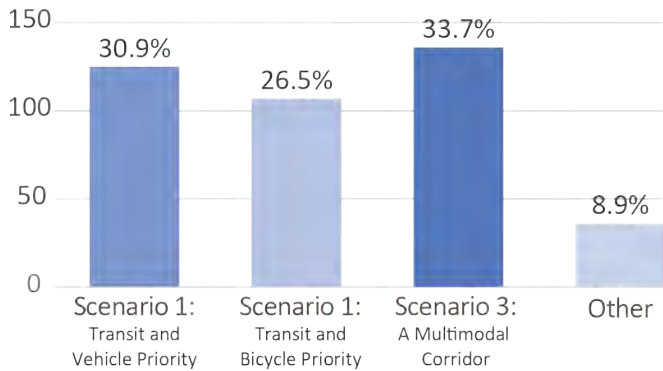


Figure 2-36: Preferred Scenario for the future of University Avenue (West, between 6th Avenue to SR 163)

No. of Respondents: 404



Scenario 3 A Multimodal Corridor received the most responses at 33.7%.

As seen in **Figure 2-36**, a similar number of respondents chose Scenario 1, 2 and 3. With Scenario 3, which accommodates all modes of transit (transit, bikes and cars) getting the most votes.

9 percent of respondents chose other, and wanted to see a car priority and the preservation of traffic lanes; a multi-modal street; as well as improved public transit. A full list of comments is provided in the Appendix.

Question 16: If you choose other, how do you envision the future of University Avenue (West, between Front Street and 6th Avenue)?

Respondents who selected 'other', were prompted to specify in an open comment box. Among respondents who selected "other," 21 percent wanted to vehicle priority and preserve travel lanes for cars; 16 percent wanted to retain the existing configuration; and 11 percent envisioned it as a multi-modal corridor. Other respondents wanted to see improved public transit, maintained two-way traffic, as well as preservation of street parking.

Question 17: Do you have any additional thoughts regarding the future of University Avenue (West)?

Respondents were also given the opportunity to share any additional thoughts regarding the future of University Avenue (West). 84 respondents commented on this question, with feedback on a variety of topics such as improved public transit, preservation of street parking, as well as wanting to both public transit and bicycle priority as seen in **Figure 2-37**. A full list of comments is provided in the Appendix.

- **Transit Priority.** Fourteen percent of respondents mentioned improving public transit, as well as making it more convenient and viable for getting around quickly and safely.
- **Preservation of Parking.** Twelve percent of respondents wanted to see additional parking, as well as the preservation of existing street parking.
- **Transit + Bicycle Priority.** Eight percent of respondents commented about wanting a combination of both scenarios where both transit and bicyclists are prioritized.
- **Car-Free Street.** Six percent of respondents mentioned wanting to see University Avenue (West) as a car-free street.
- **Less Bike Lanes.** Six percent of respondents mentioned not adding additional bike lanes to University Street (West) as they feel they are underutilized, and they would work better along less car-intense streets.
- **Other.** Other topics referenced a combination of scenarios shown in the platform; wanting University Street (West) to prioritize cars; as well as wanting to tackle issues related to walkability, public transit usage and streetscape improvements.

Question 20: Choose the option that you feel is closest to your vision for the future of University Avenue (East)?

Respondents were asked to choose between two street sections of University Avenue (East) (**Figure 2-44**). These included:

- Scenario 1 – University Avenue (East) - Transit and Bicycle Priority (**Figure 2-45**)
- Scenario 2 – University Avenue (East) - Multimodal Corridor (**Figure 2-46**)
- Other

Figure 2-44: Key Map of University Avenue (East)

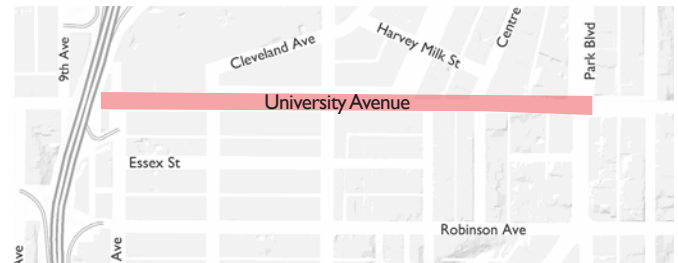


Figure 2-45: Scenario 1 – University Avenue (East) - Transit and Bicycle Corridor

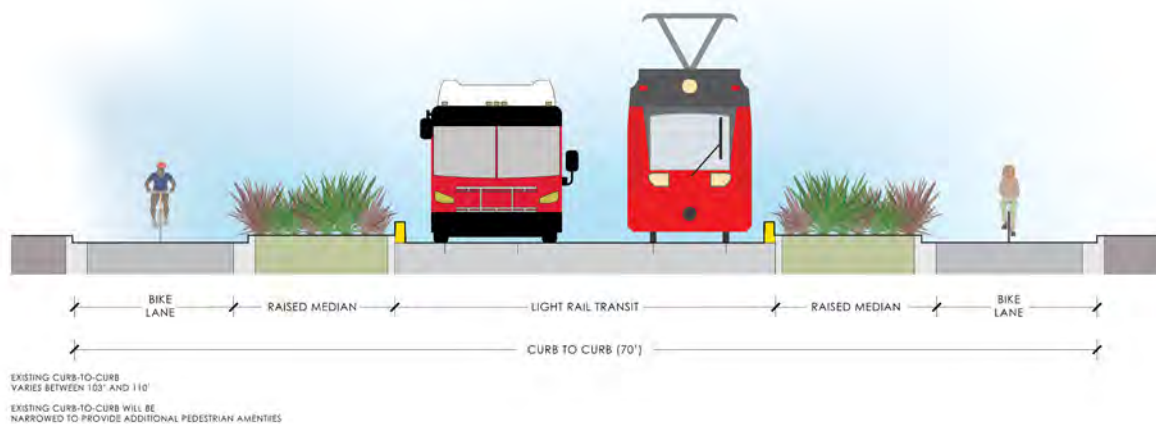


Figure 2-46: University Avenue (East) - Multimodal Corridor

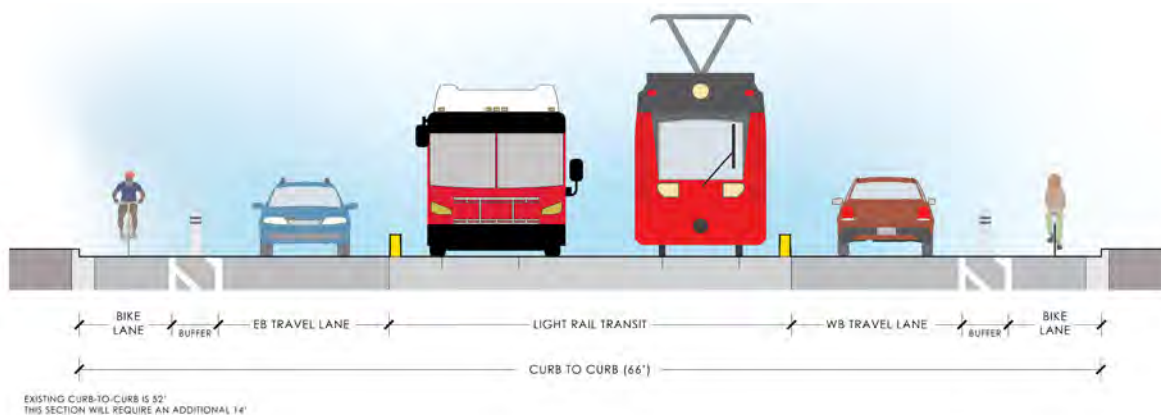
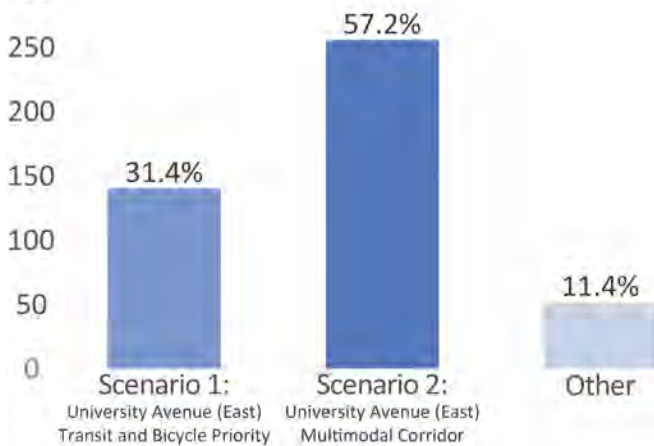


Figure 2-47: Preferred Scenario for future of University Avenue (East)

No. of Respondents: 446



Scenario 2 Multimodal Corridor received the most responses at 57.2%.

As seen in **Figure 2-47**, Scenario 2, which accommodates all modes of transit, received the most support.

11 percent of respondents chose other, and wanted preservation of traffic lanes; streetscape improvements, preservation of street parking, as well as resolution of existing traffic issues. A full list of comments is provided in the Appendix.

Question 21: If you choose other, how do you envision the future of University Avenue (East)?

Respondents who selected 'other', were prompted to specify in an open comment box. Among respondents who selected "other," 19 percent wanted to see the preservation of travel lanes; 17 percent didn't want to see any additional bike lanes; and another 17 percent wanted University Avenue to remain as it currently is. Other respondents wanted to see streetscape improvements, improved public transit, preservation of street parking, as well as the resolution of existing traffic issues. A full list of comments is provided in the Appendix.

Question 22: Do you have any additional thoughts regarding the future of University Avenue (East)?

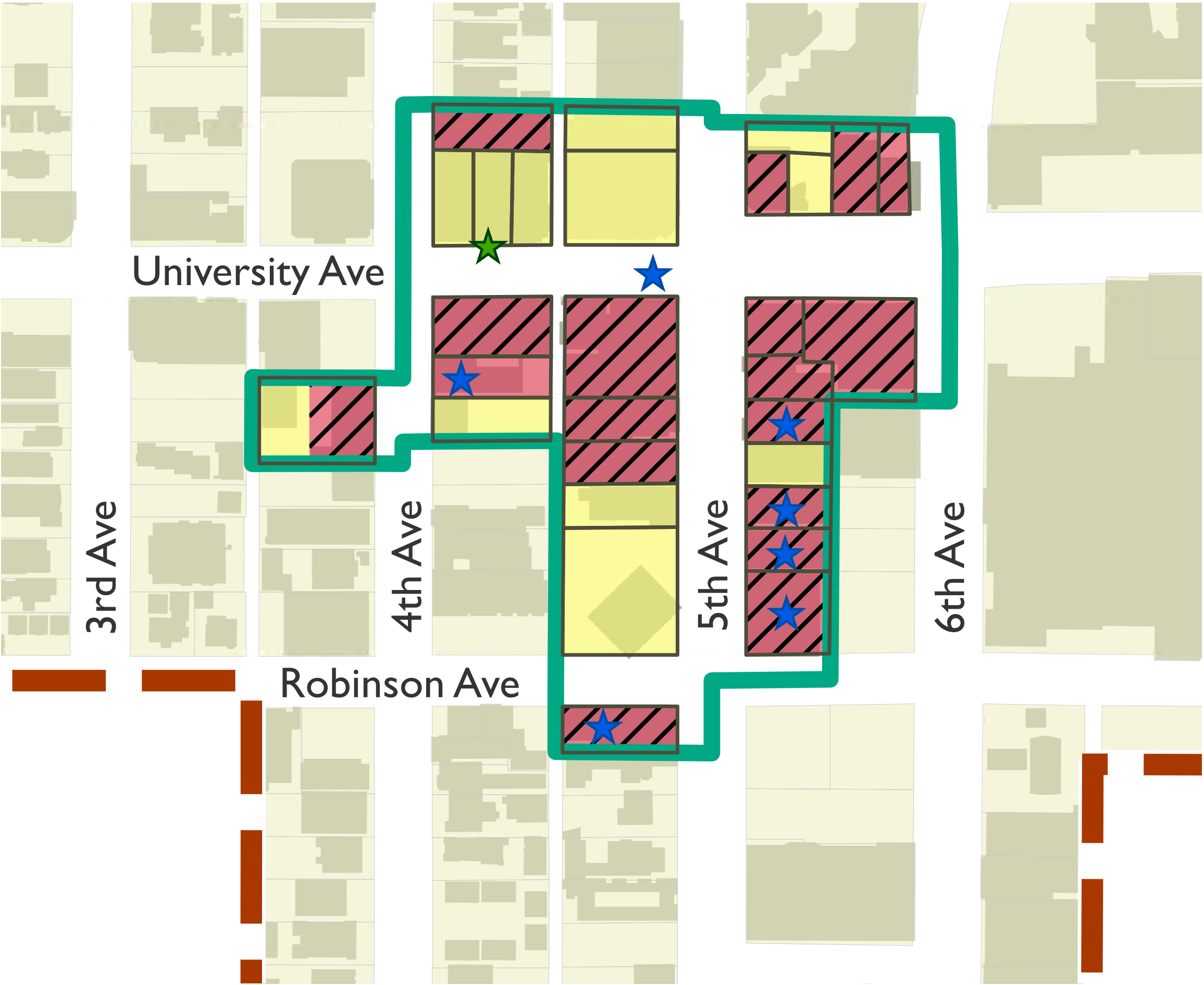
Respondents were also given the opportunity to share any additional thoughts regarding the future of University Avenue (East). 54 respondents commented on this question, with feedback on a variety of topics such as wanting to both public transit and bicycle priority, improved public transit and Streetscape improvements as seen in **Figure 2-48**. A full list of comments is provided in the Appendix.

- **Transit + Bicycle Priority.** Thirteen percent of respondents commented about wanting a combination of both scenarios where both transit and bicyclists are prioritized.
- **Transit Priority.** Eleven percent of respondents mentioned improving public transit, as well as making it more convenient and viable for getting around quickly and safely.
- **Streetscape Improvements.** Eleven percent of respondents wanted to see streetscape improvements such as wider sidewalks, landscaping, street trees, as well as more seating to make it pedestrian friendly.
- **Preservation of Parking.** Seven percent of respondents wanted to see additional parking, as well as the preservation of existing street parking.
- **Car-Free Street.** Another seven percent of respondents mentioned wanting to see University Avenue (East) as a car-free street.
- **Other.** Other topics referenced bike lane improvements; not wanting to see additional bike lanes; and preservation of the LGBTQ+ character.

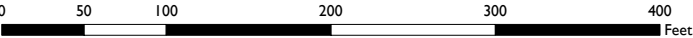
Proposed Historic Commercial Core District

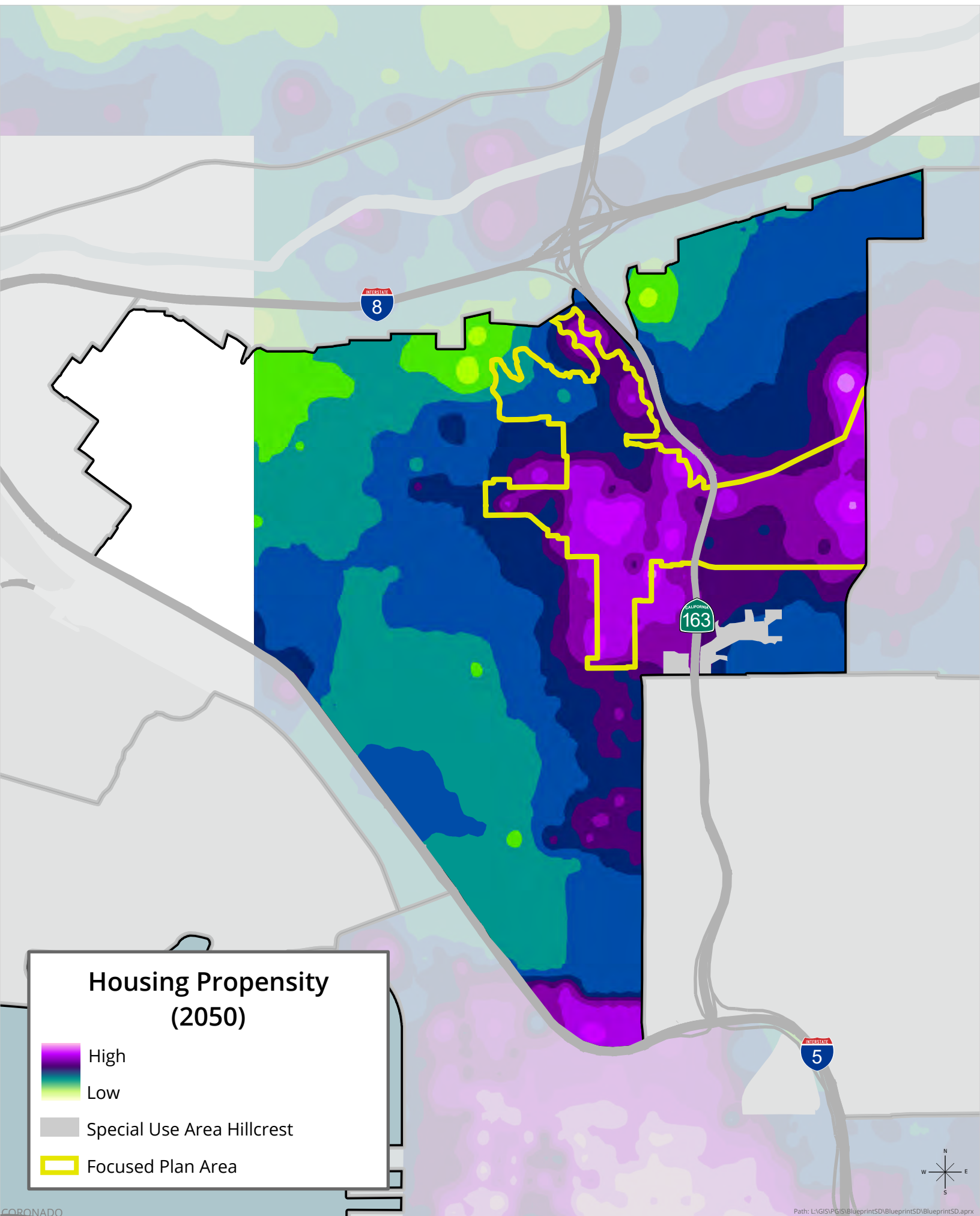
- Contributing Parcels
- Non Contributing Parcels
- Architecturally Significant Parcels
- LGBTQ+Significant Parcels
- Locally Designated
- Building Footprints
- Parcels
- Historic Commercial Core District
- Hillcrest Community Boundary
- Community Plan Boundaries

DRAFT



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





Housing Propensity (2050)



High

Low



Special Use Area Hillcrest



Focused Plan Area

