

# PLAN HILLCREST

Hillcrest FPA

Choose Your Future Hillcrest Results

# Tonight's Team



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**Claudia Brizuela**  
Senior Traffic Engineer  
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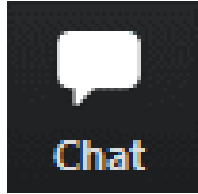
**Scott Sandel**  
Parks Planner  
City of San Diego



**Gabriella Folino**  
Senior Urban Designer  
Dyett and Bhatia

# Feedback

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Share thoughts with everyone



Raise Hand Function

Presentation and chat log will be uploaded

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

# Subcommittee Agenda

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1. Choose Your Future Hillcrest Results
2. Next Steps
3. Subcommittee Discussion & Public Comment



# Online Community Engagement Platform

## Hillcrest Focused Plan Amendment

Choose Your Future!

Welcome to Choose Your Future Hillcrest! The City of San Diego has been working closely with community stakeholders to create the Hillcrest Focused Plan Amendment. The Hillcrest Focused Plan Amendment will provide direction for the long-term development of the community, including concepts for urban design, housing, public spaces and parks, mobility, jobs, and to celebrate the LGBTQ+ Community.

For this online platform, we are relying on you to be an expert on this neighborhood. As you review the options presented, think about if you were not yourself, but a new resident moving into this community. Imagine you are possibly a student, a parent with young children, or an employee of one of the Hillcrest medical facilities, and you are in search of diverse housing options that range in size and varying levels of affordability. Where would you want to live? What would you want this community to look and feel like? What is the best way to allow the community to grow to take advantage of the investments that have already been made throughout the neighborhood?

This exercise will remain open from March 10, 2022 until midnight on April 11, 2022.



## Purpose:

- Present **land use, public realm and mobility concepts** in an interactive manner.
- Receive **representative feedback** on the community's preferred options.
- Reach the **widest audience** and **engage community members**.

**Live: March 10<sup>th</sup> – April 11<sup>th</sup>**

# Choose your Future - Outreach

## PlanHillcrest.org

### Community Meeting Announcements:

- 5 Uptown Planners Subcommittee Meetings
- 1 Uptown Planners Meeting- March 1st
- 1 Uptown Parking District Meeting – March 14th

### Business Canvassing along commercial corridors

- Discussions with local businesses
- Fliers & Post cards

### Tabling with Paper Surveys

*(52 Paper Surveys Completed)*

- Farmers Market - March 27th
- Mission Hills-Hillcrest/Knox Library – March 30th

### Email & Newsletters

- Approximately 900 Plan Hillcrest Subscribers
- Councilmember Whitburn's Office
- City of San Diego's Library email newsletter
- Hillcrest Business Association





# Choose your Future - Outreach

## Social Media

- Paid advertisements on Facebook to folks living or working within and surrounding the community – 4 weeks
- City of San Diego Twitter
- Next Door
- Councilmember Whitburn Facebook & Twitter
- City of San Diego's Library Social Media

## Mailers

- Approximately 2,850 post cards to renters within FPA

## Local News

- 3 paid banner ads in the Voice of SD Morning Report
- Uptown News press release style article

## Email Coordination with Community Partners

- UCSD Hillcrest
- Scripps Mercy Hillcrest
- The San Diego LGBT Center
- San Diego Unified School District Education Center



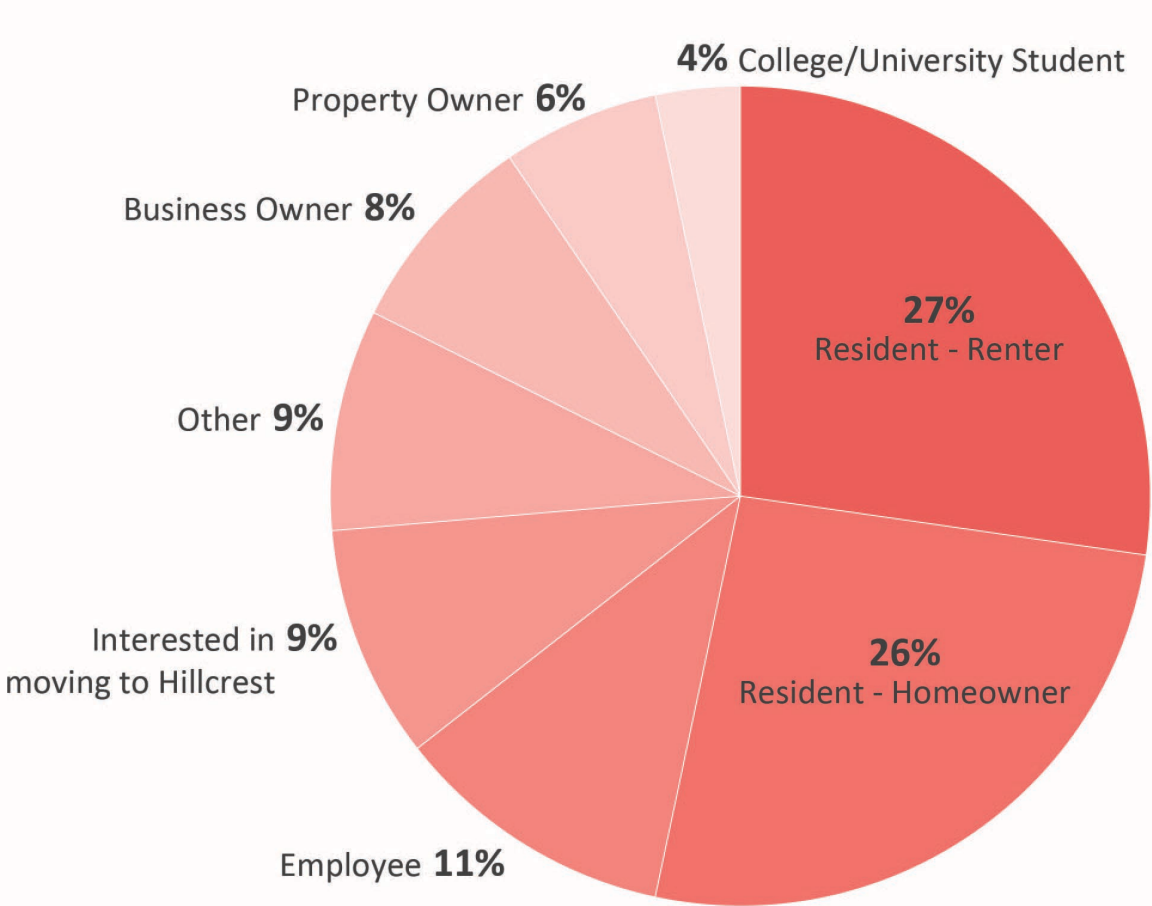
# Choose your Future - Outreach



900+  
Participants

### Top Zip Codes of Participants:

- 92103 (Uptown) – 73%
- 92104 (North Park)– 6%
- 92116 (University Heights & Normal Heights) – 5%
- 92101 (Downtown/Uptown) - 2%
- 92108 (Mission Valley) – 2%

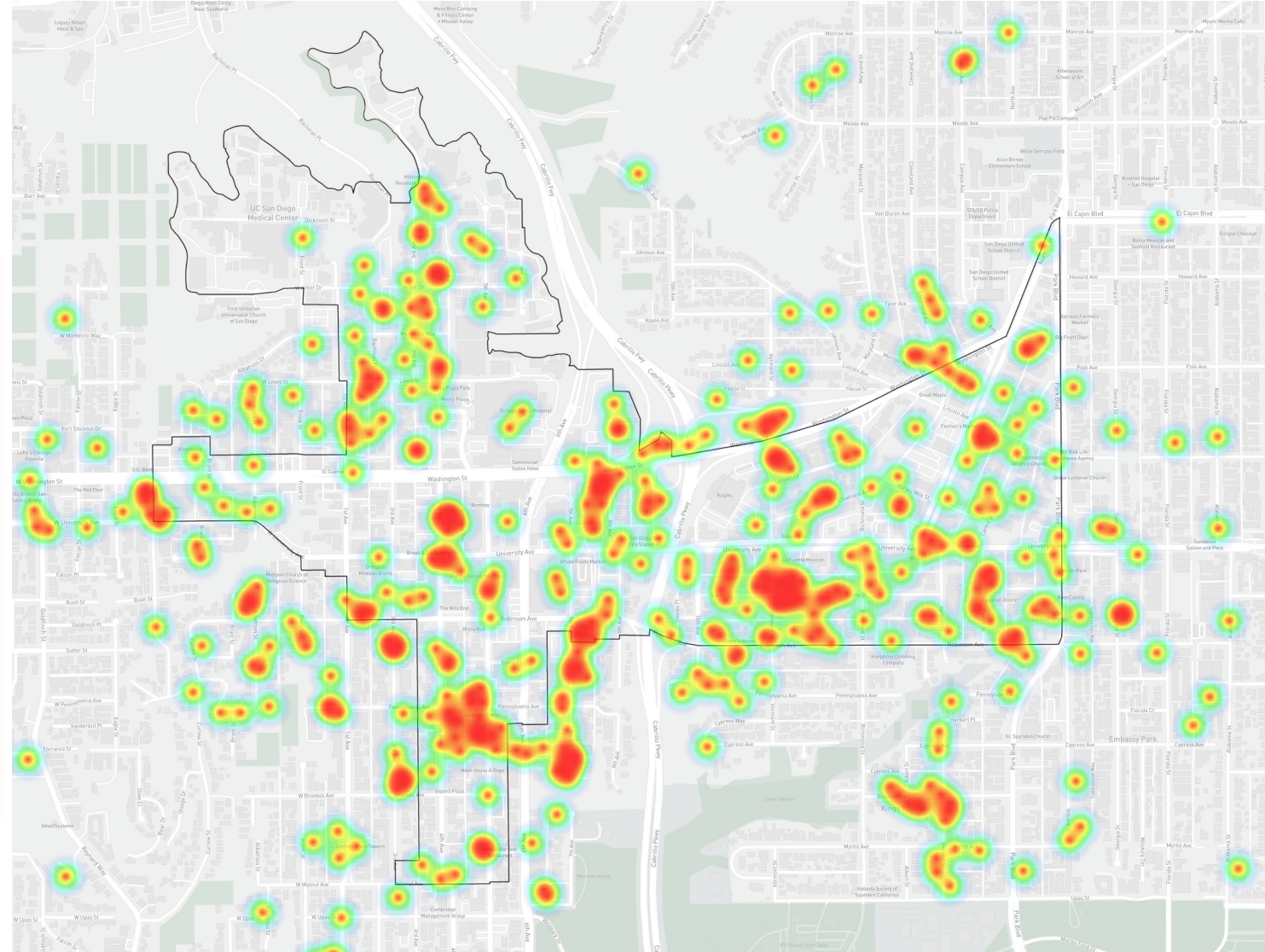
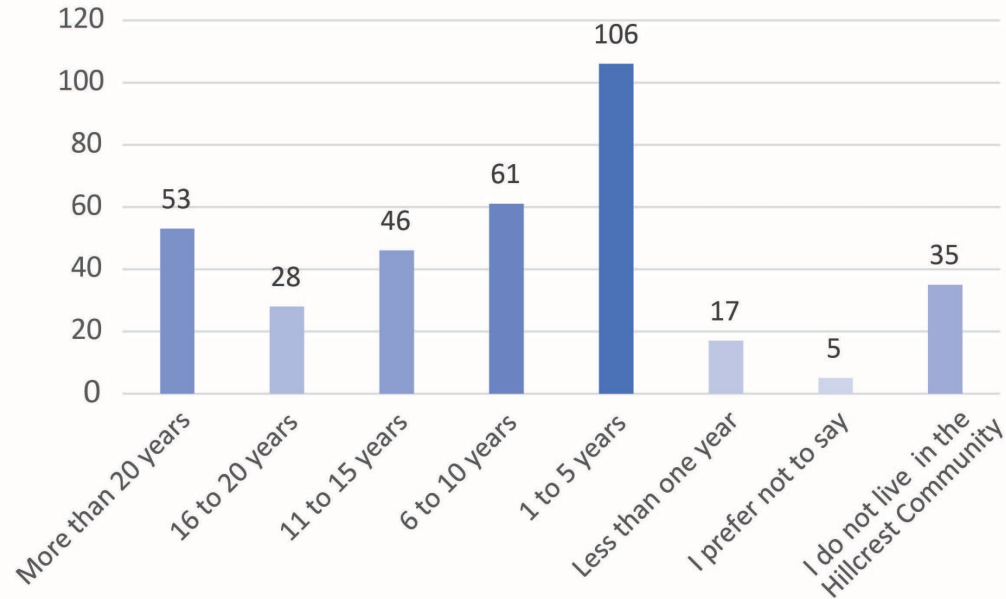


No. of Respondents: 630

# Where do you live?

## How long have you lived in Hillcrest?

No. of Respondents: 351

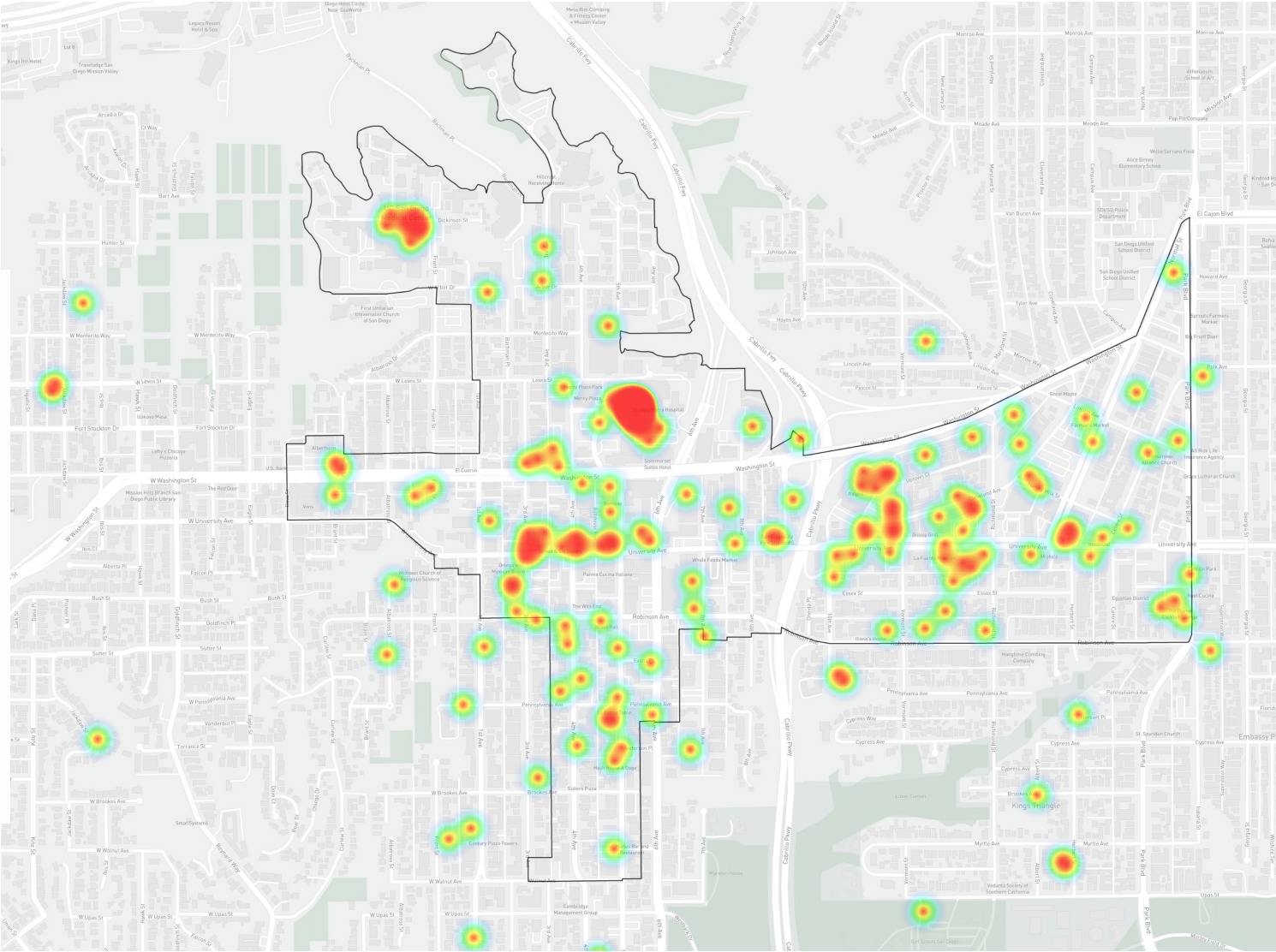
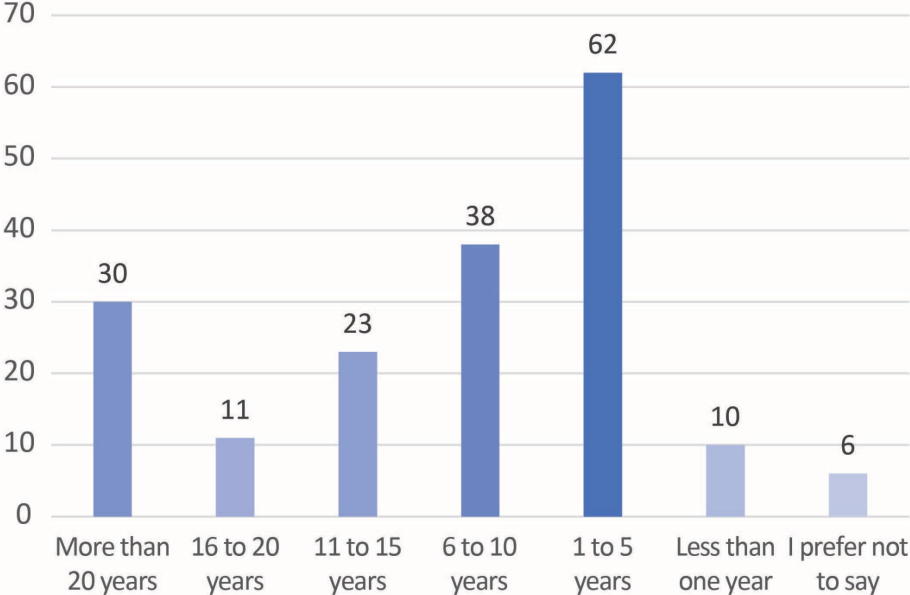




# Where do you work?

## How long have you worked in the Hillcrest Community?

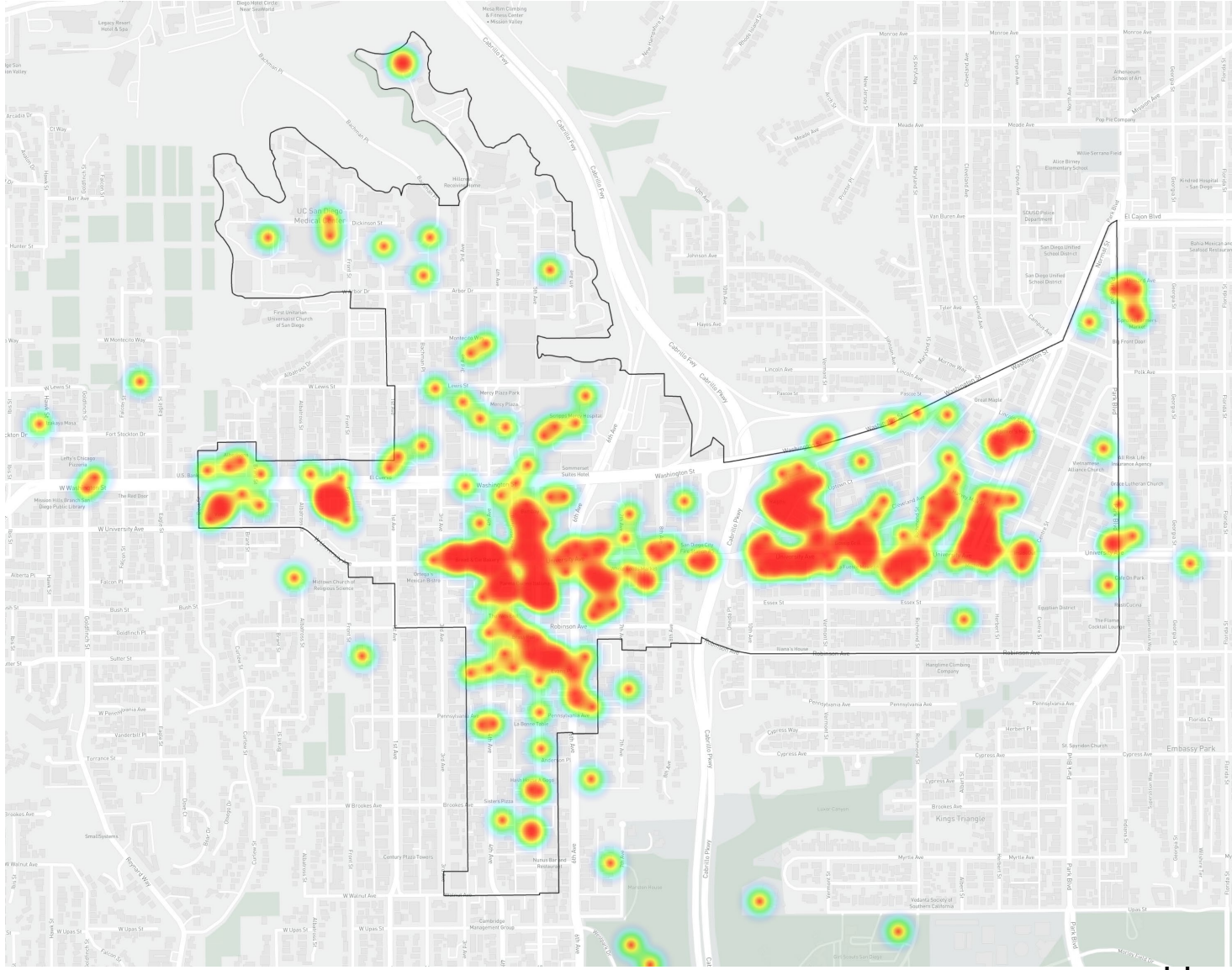
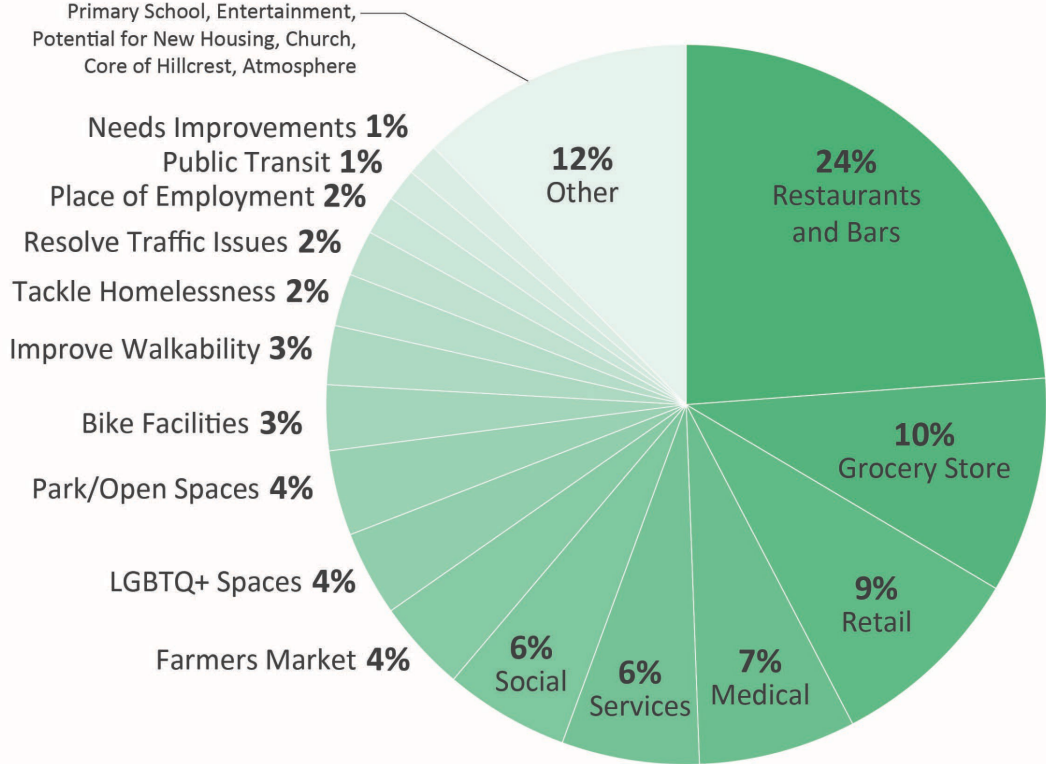
No. of Respondents: 289



# Other Areas of Interest

## Why is this location of interest to you?

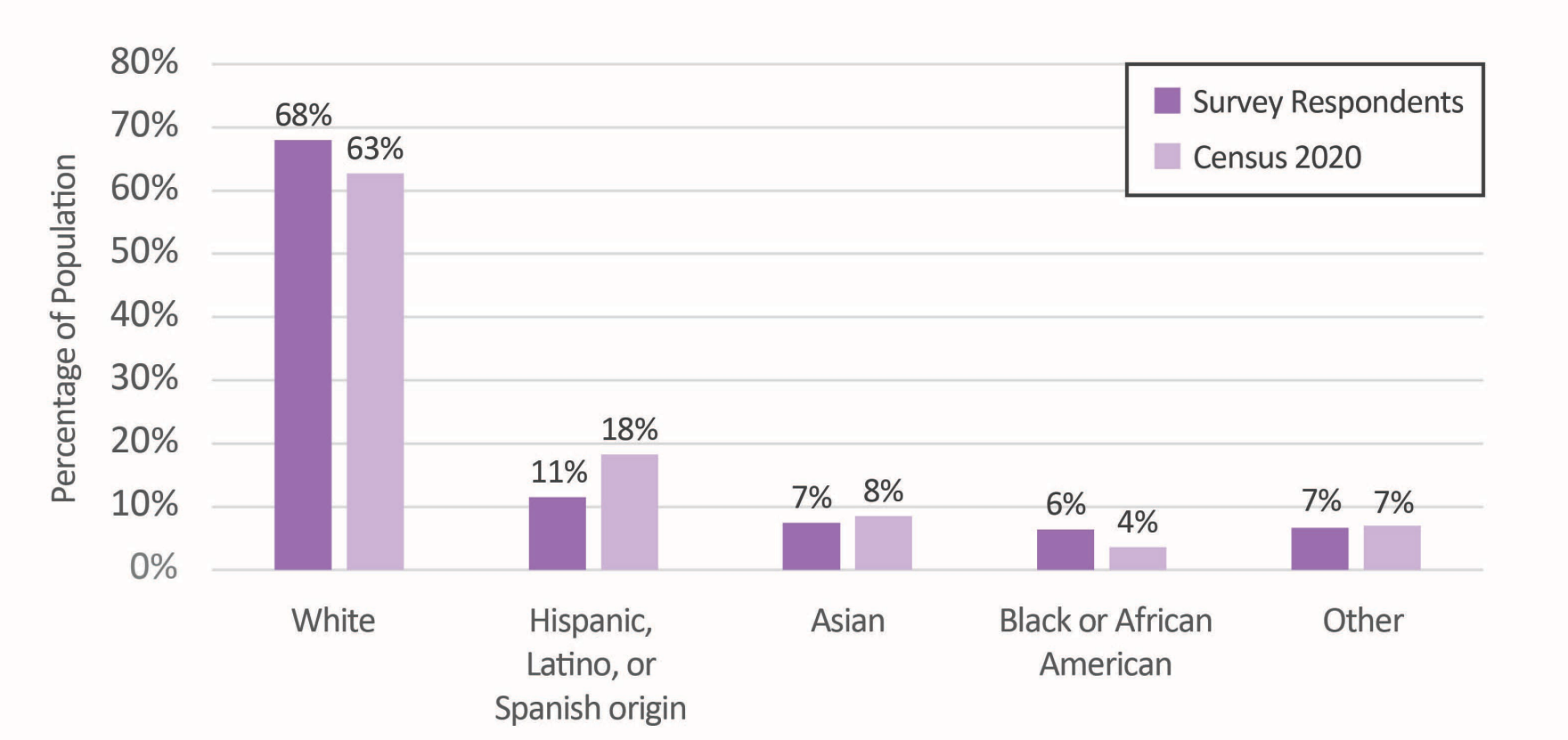
No. of Respondents: 340



# Demographics

## Which of the following best describes your race/ethnicity?

No. of Respondents: 375

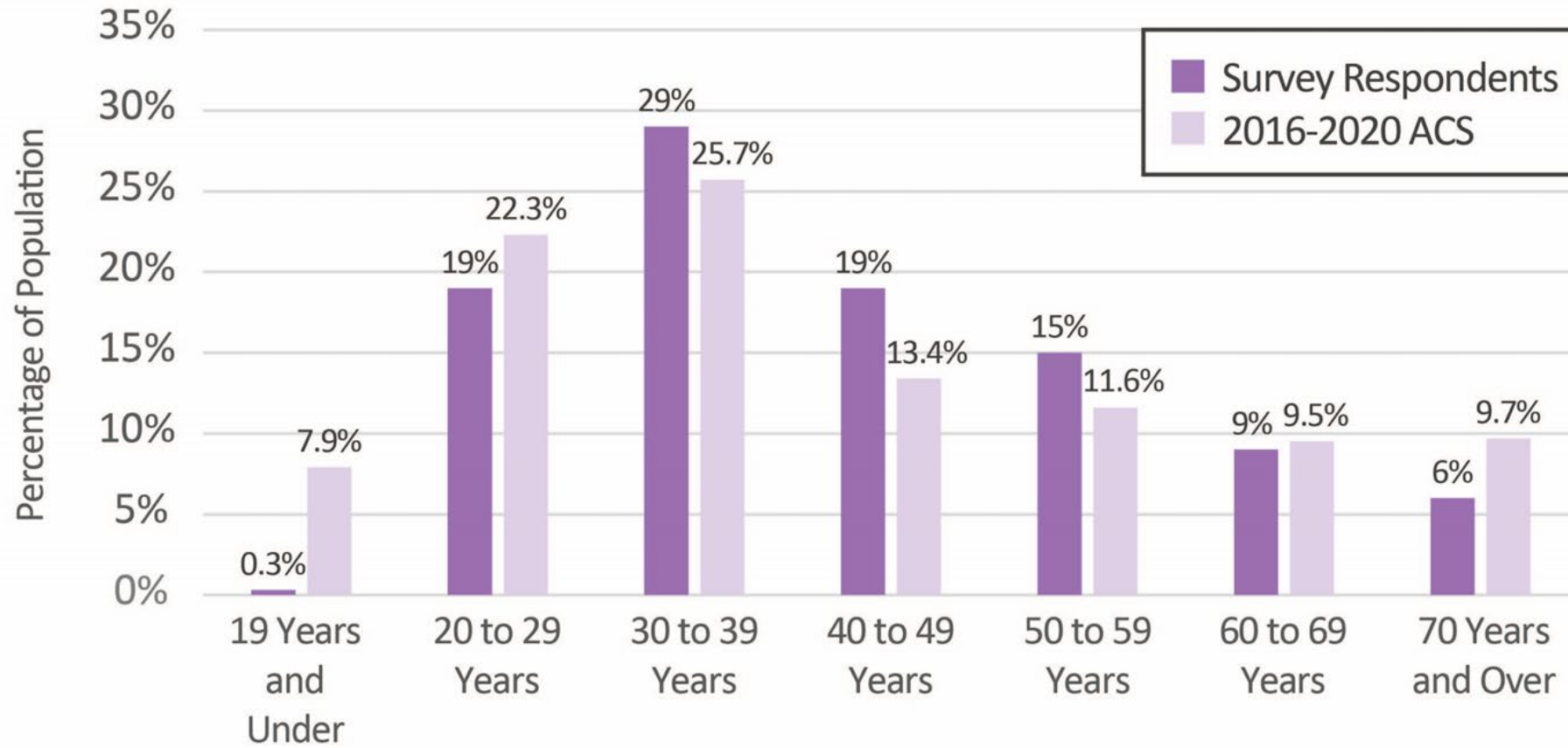




# Demographics

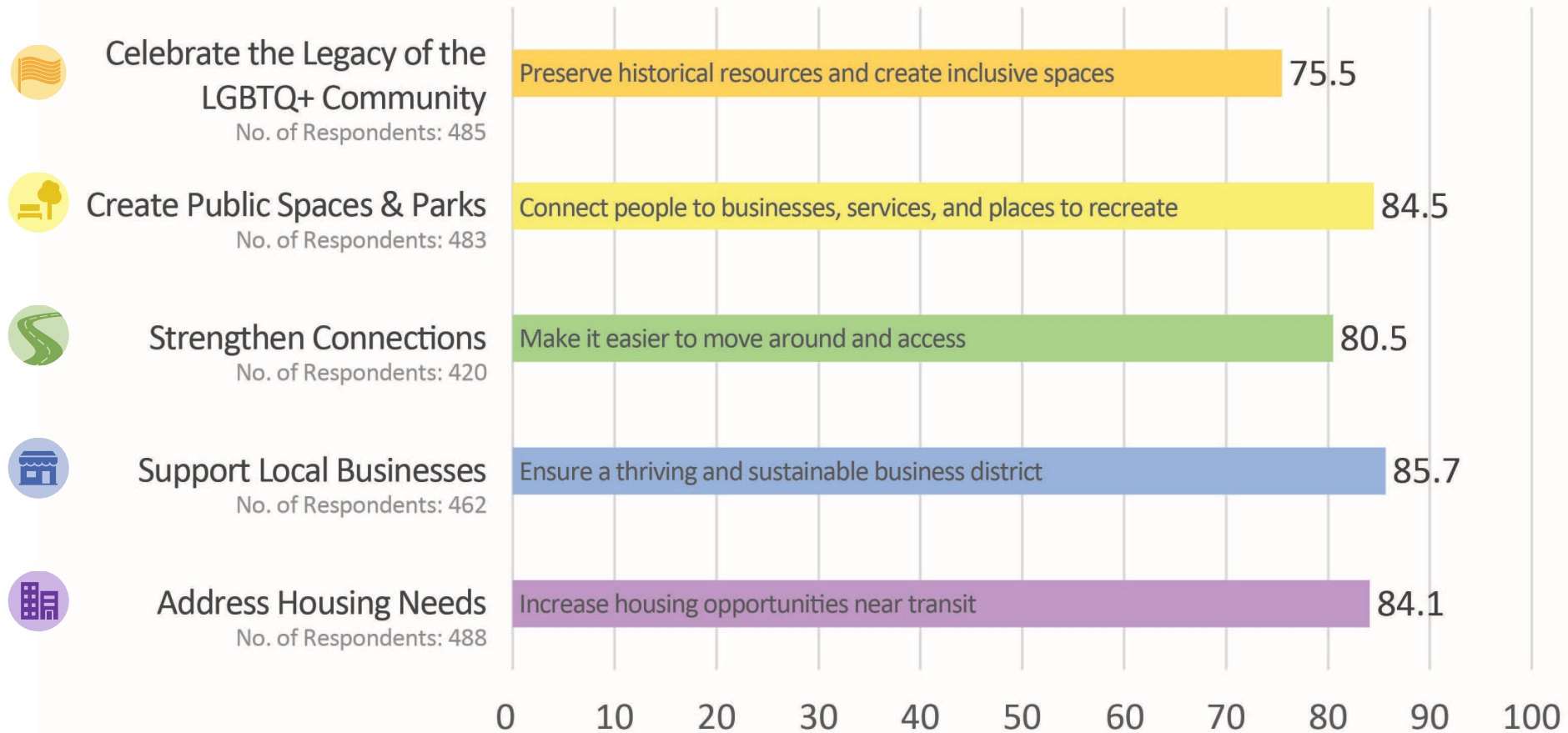
## What is your age?

No. of Respondents: 361



# Plan Hillcrest Objectives

How important are these objectives to you?

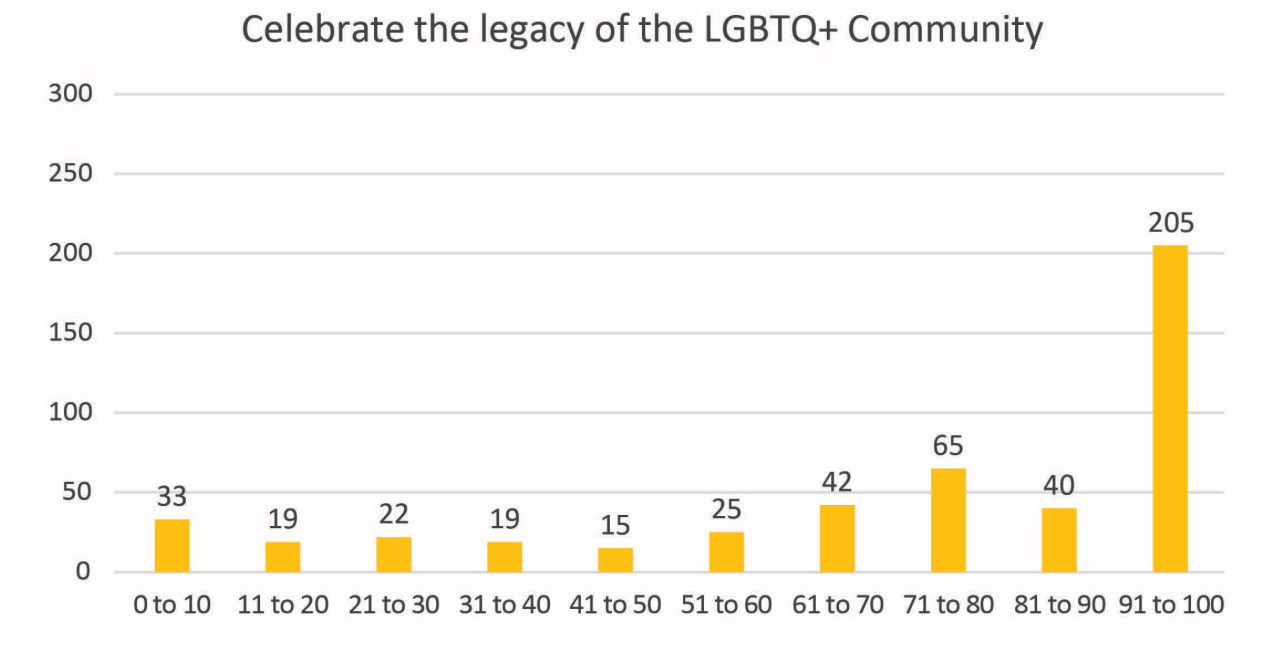


# Celebrate the legacy of the LGBTQ+ Community

“We need to allow more people to live in Hillcrest and all of Uptown. The best way to **celebrate the legacy of the LGBTQ+ Community is with signage on the main streets**, where the people are.”

“Hillcrest is such an important **safe space** for the LGBTQ+ community. I’d like to continue to see that as a priority, alongside **more parks or other public community spaces.**”

“Hillcrest is supposed to be a **safe and welcoming neighborhood** for queer folks. However, many queer folks are **currently priced out** of hillcrest and getting pushed east and south.”



Average: **75.5**  
No. of Respondents: **485**

# Create Public Spaces & Parks

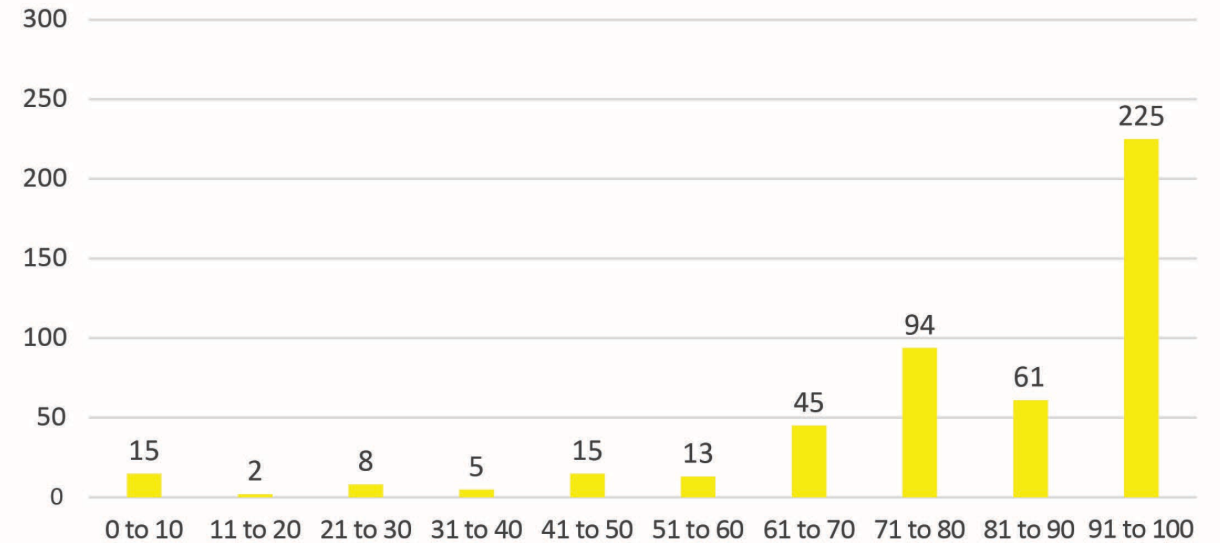
"Hillcrest needs more green areas **close to the center** of everything, Balboa park is great, but we need more **small community green spaces.**"

"In regard to public spaces and parks, I think that there should be **public spaces that don't revolve around a business.**"

"I want more **shade, public seating, public bathrooms.**"

"There is a vital need to have open spaces and **walking/running trails**"

Create Public Spaces & Parks



Average: **84.5**

No. of Respondents: **483**

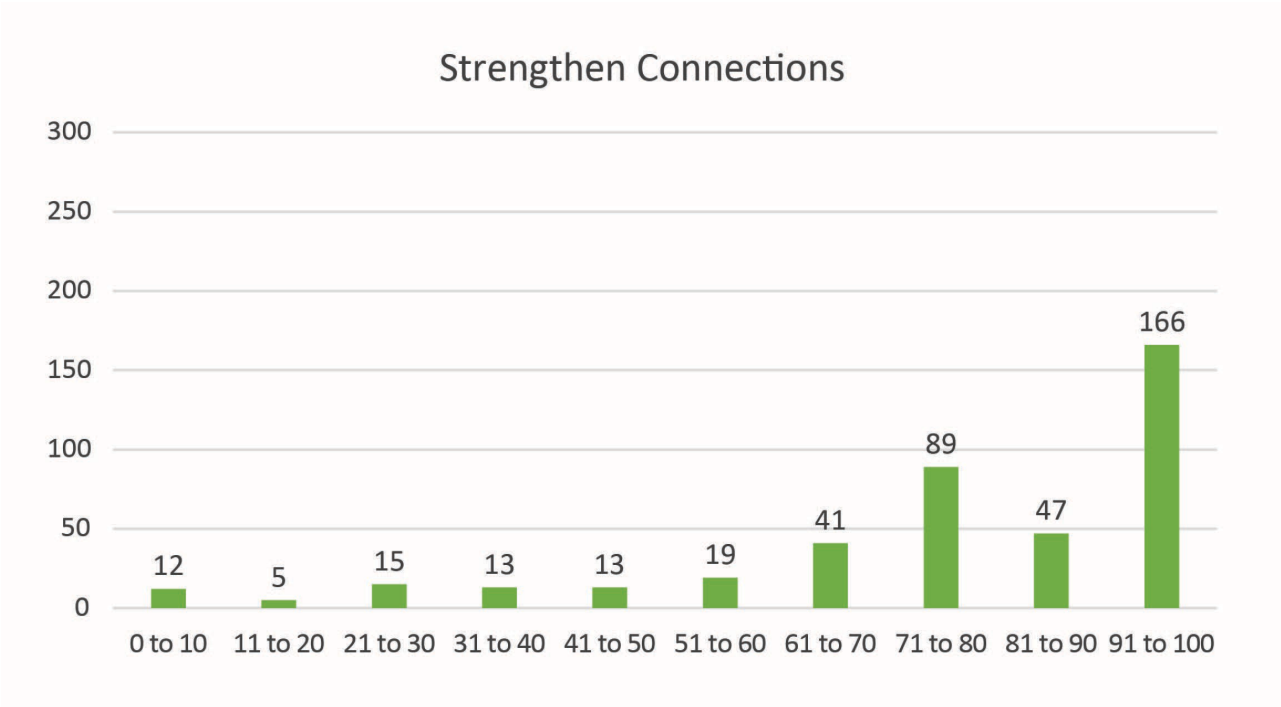
# Strengthen Connections

"I think the next priority should be strengthening connectivity with other neighborhoods and points of interest. **Transit, micro mobility, and pedestrian improvements** should be prioritized over driving and parking."

**Parking. Parking! PARKING!** I will take my business elsewhere if I cannot easily park my car very near the restaurants I like to visit.

"Bring back the **streetcars** or a trolley connection to this **neighborhood.**"

"The plan **MUST provide parking**; this City isn't equipped to solely use public transportation or bicycles to adequately navigate the area on a daily basis."



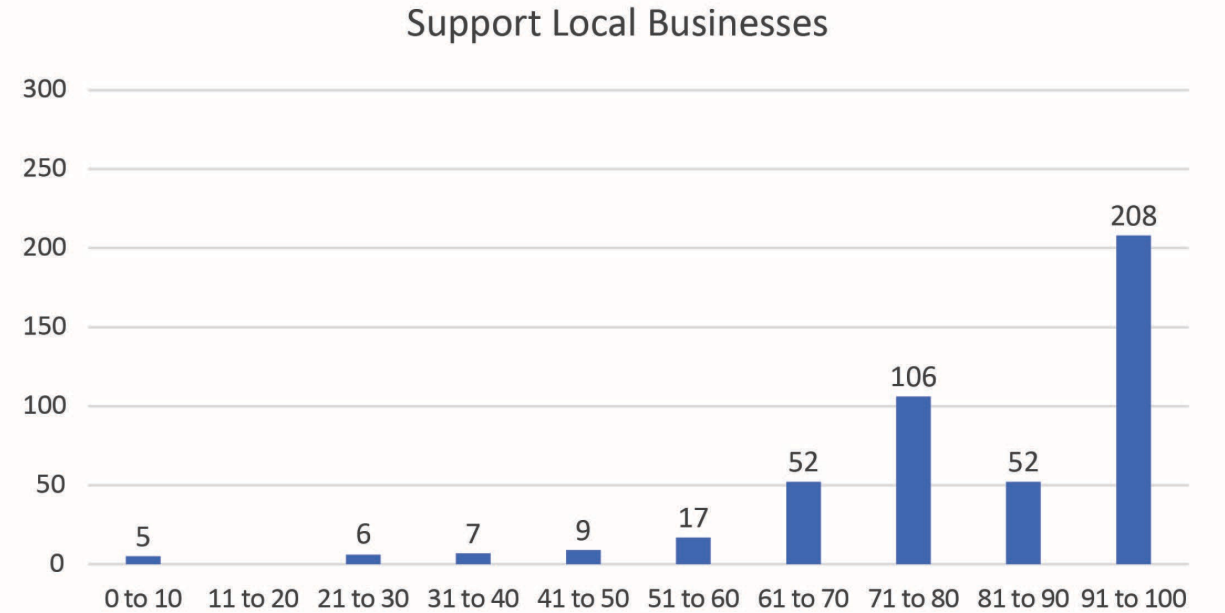
Average: **80.5**  
No. of Respondents: **420**

# Support Local Businesses

“Have **walking** accessible **retail/restaurants**. No more giant parking lots with empty space”

“Keep small **locally owned businesses**. Keep big business corporations OUT !”

“**Business/Restaurant uses of sidewalk** should be **encouraged** BUT consistently adjacent to the curb so that pedestrians aren't navigating a maze of restaurant railings, parking meters, trees, and infrastructure boxes/barriers.”



Average: **85.7**

No. of Respondents: **462**

# Address Housing Needs

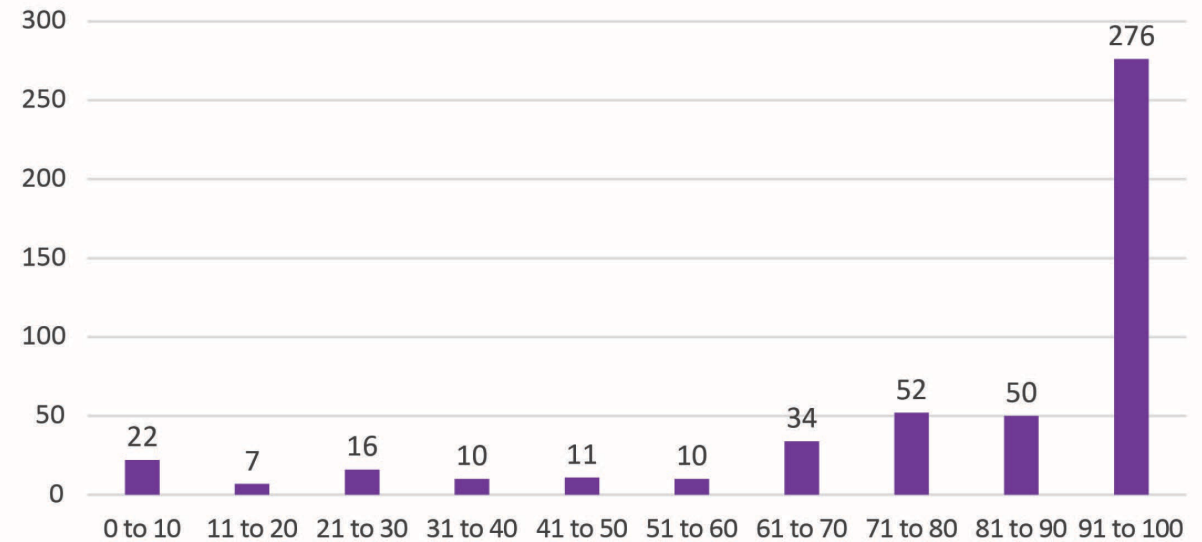
"**Housing** to keep San Diegans in San Diego is **most important**"

"**Don't** add more **high-rise buildings**. They take away from the **neighborhood ambiance**"

"Providing **additional homes** while making hillcrest into a **walkable.**" **community** should be the overarching goal."

"Focus on **affordable** and **middle class housing**, nothing else."

Address Housing Needs



Average: **84.1**

No. of Respondents: **488**



# Plan Hillcrest Objectives - 188 Comments





# Public Spaces and Parks

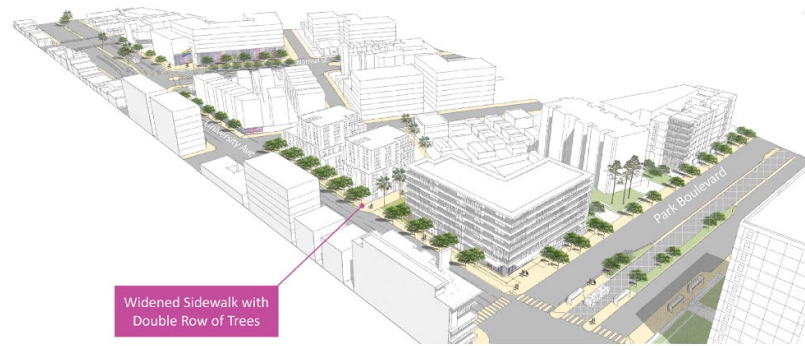
## Option 1:

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.



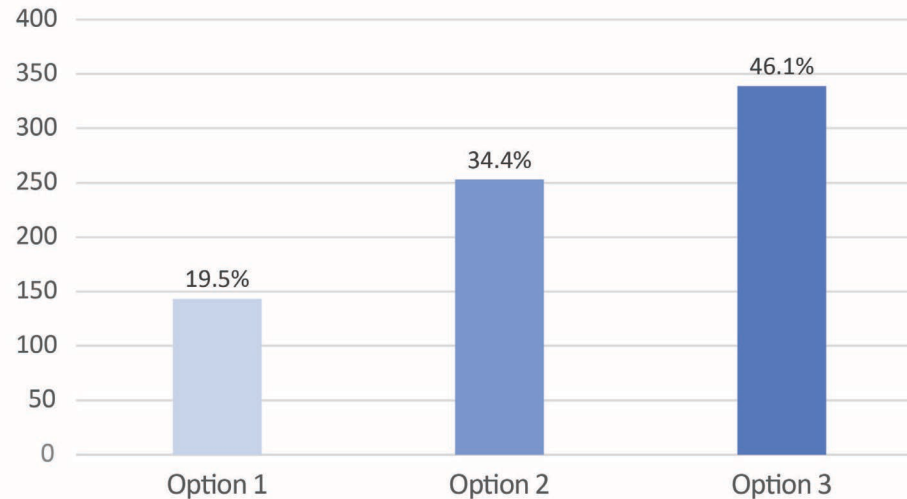
## Option 3:

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



## What options do you think are appropriate for Hillcrest?

No. of Respondents: 735

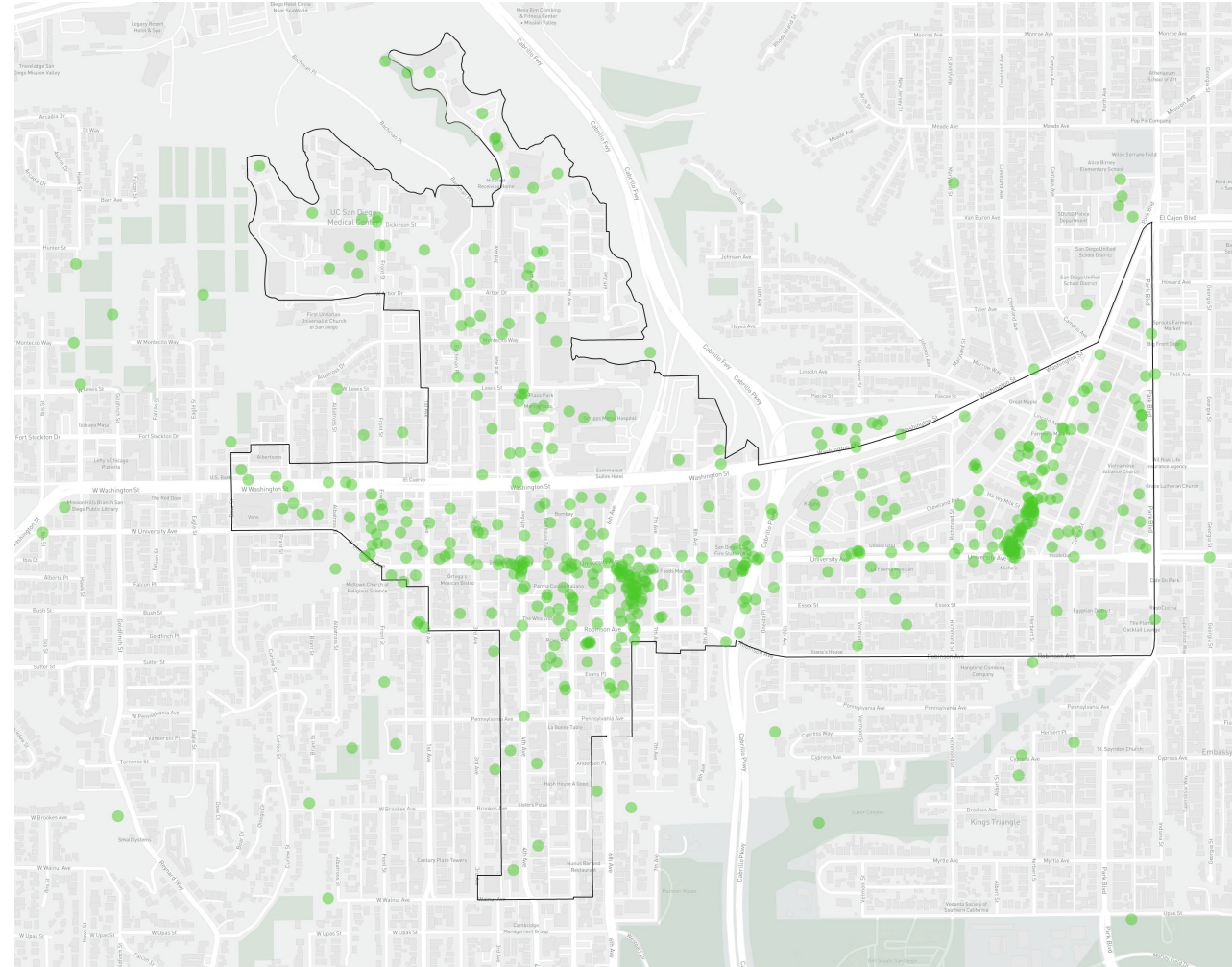


# Public Spaces and Parks - 151 comments

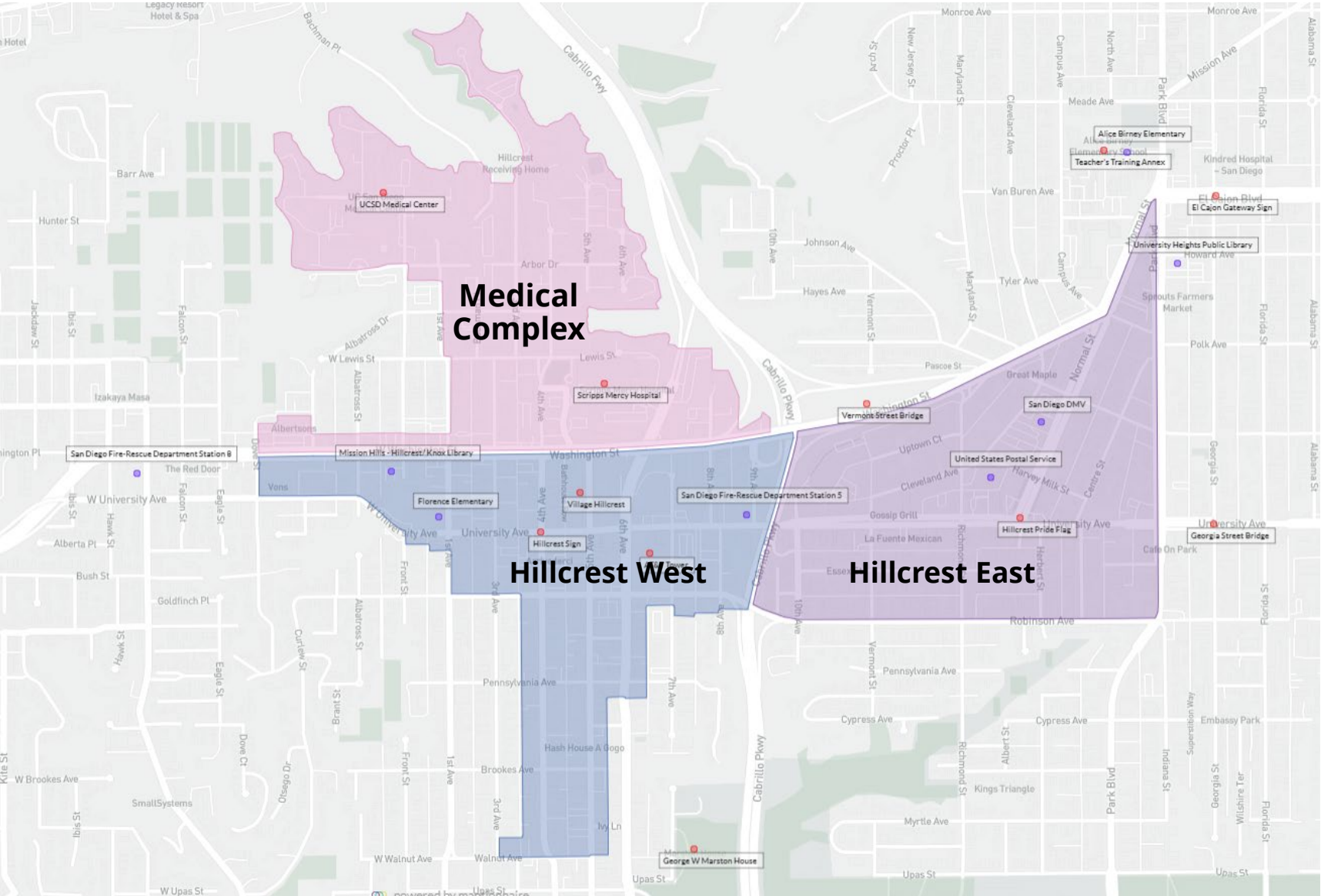


## Where would you like to see more public space and parks?

More Accessible Public Spaces  
Amenities in Parks  
Other Public Spaces  
Streetscape Improvements  
Preserve Parking  
**Need More Parks**  
**Tackle Homelessness**  
Need More Housing  
Dog Parks  
Safety  
Don't Need Any More Parks  
Normal Street Promenade Improvements  
Playground



# Subareas

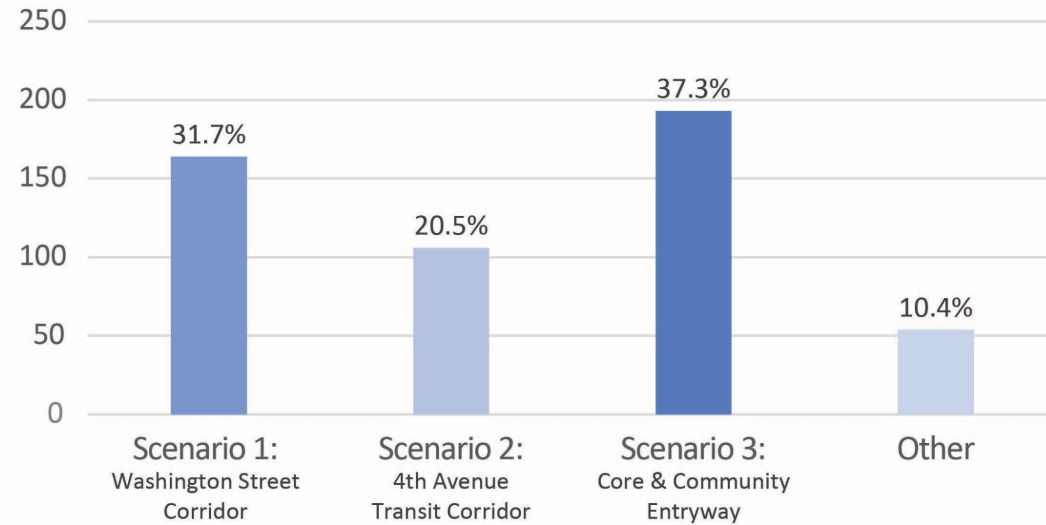




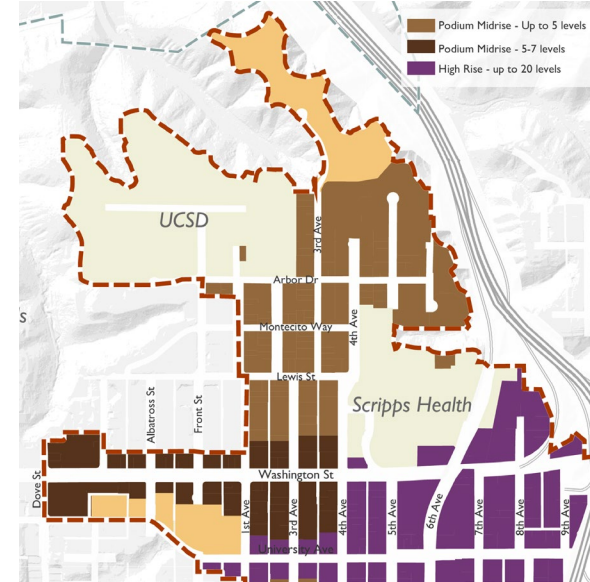
# Medical Complex: Housing

## What is your preferred scenario for the future of the Medical Complex Subarea?

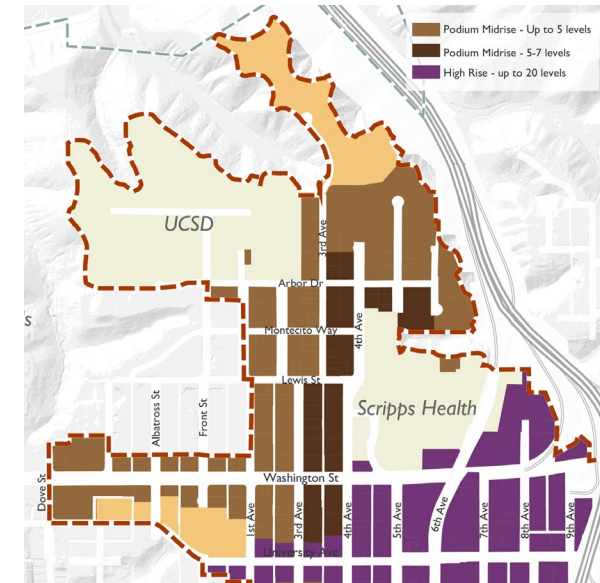
No. of Respondents: 517



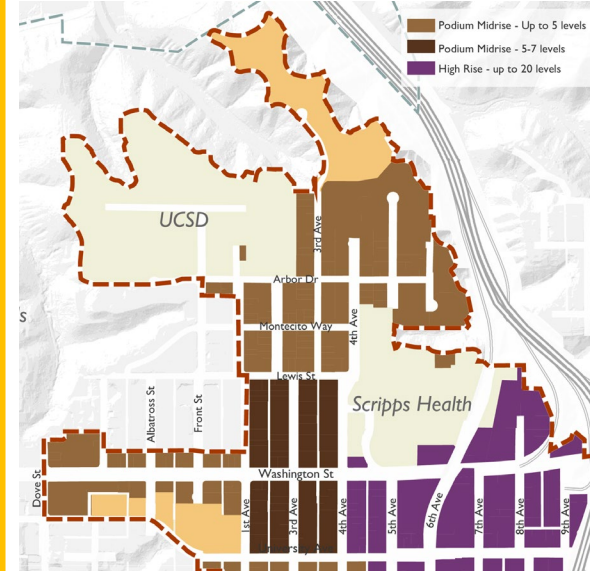
### Scenario 1: Washington Street Corridor



### Scenario 2: 4th Avenue Transit Corridor



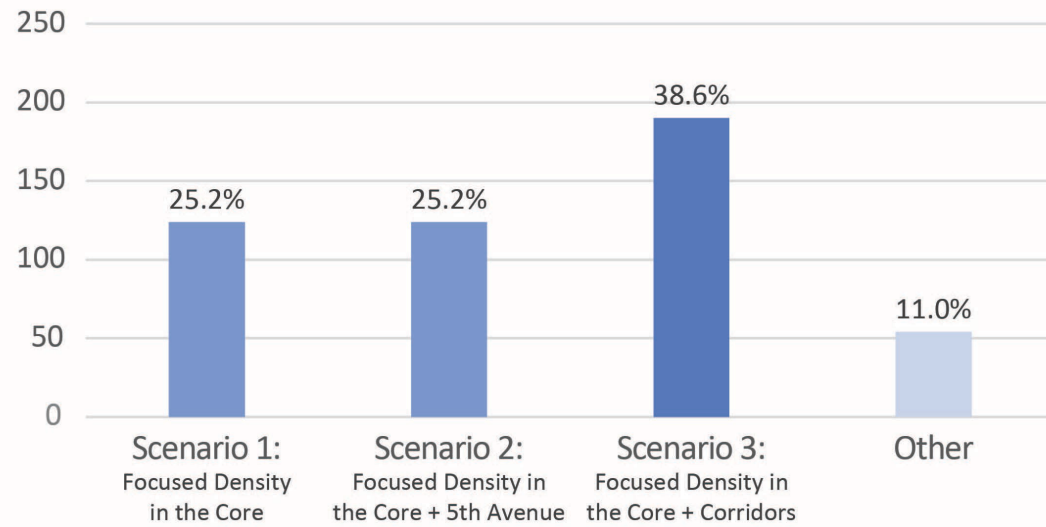
### Scenario 3: Core & Community Entryway



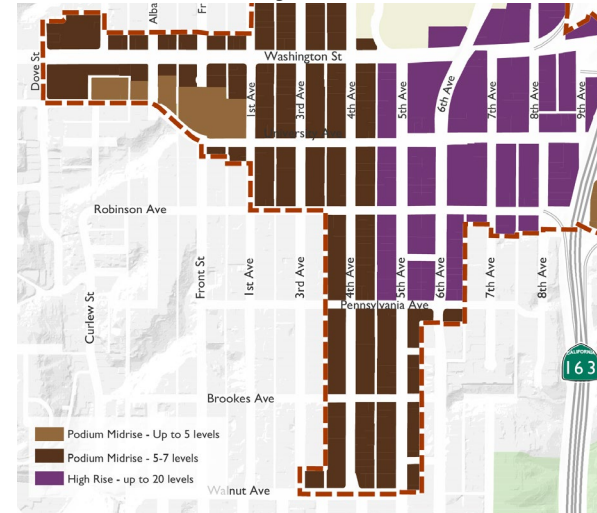
# Hillcrest West: Housing

## What is your preferred scenario for the future of the Hillcrest West Subarea?

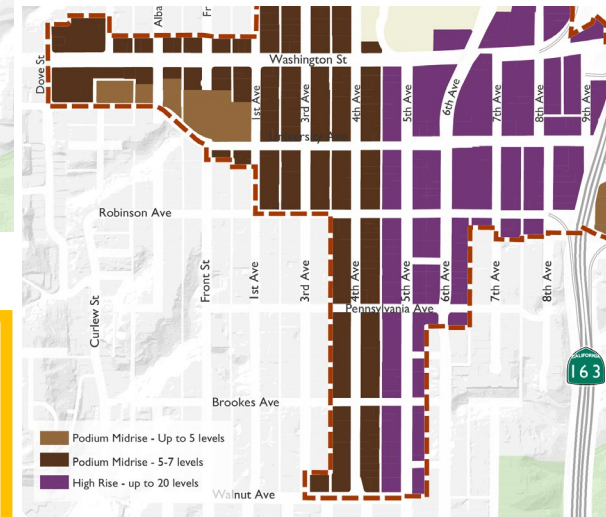
No. of Respondents: 492



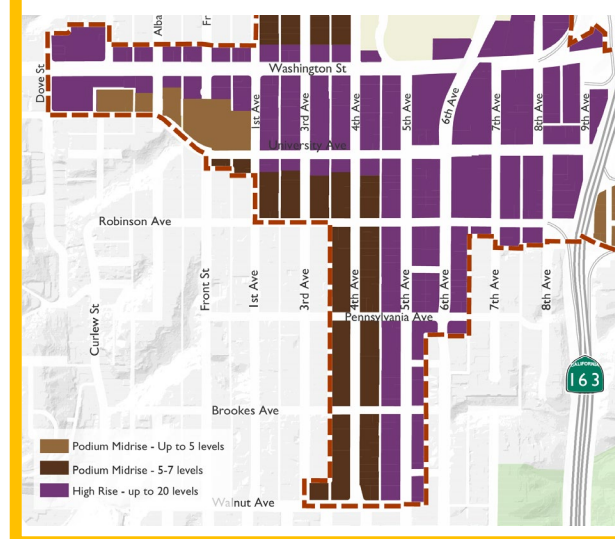
### Scenario 1: Focused Density in the Core



### Scenario 2: Focused Density in the Core + 5th Avenue



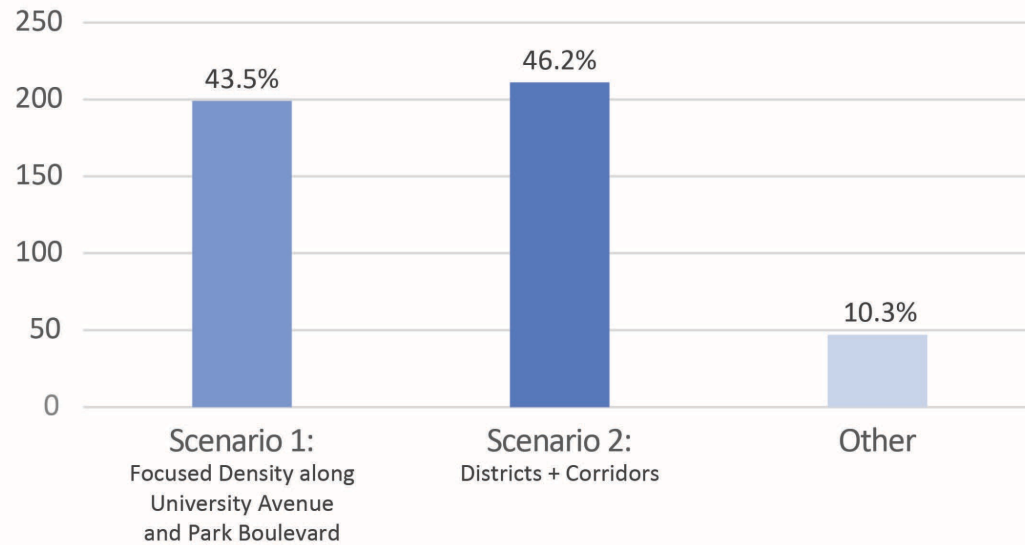
### Scenario 3: Focused Density in the Core + Corridors



# Hillcrest East: Housing

## What is your preferred scenario for the future of the Hillcrest East Subarea?

No. of Respondents: 457



### Scenario 1: Focused Density along University Avenue and Park Boulevard



### Scenario 2: Districts + Corridors





# Housing – 309 total comments

17% - No High Density/High Rise  
(54 comments)

15% - More High Density/High Rise  
(45 comments)

9% - No Change  
(28 comments)

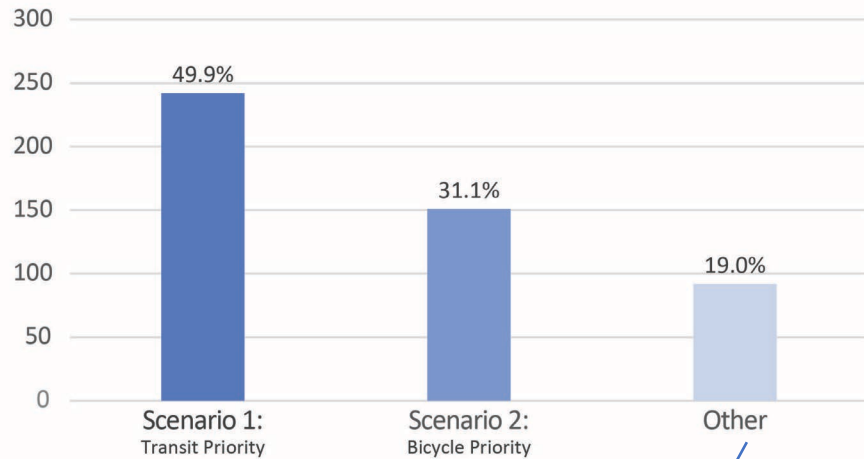
8% - Affordable Housing  
(25 comments)



# Medical Complex: Mobility, Washington Street Corridor

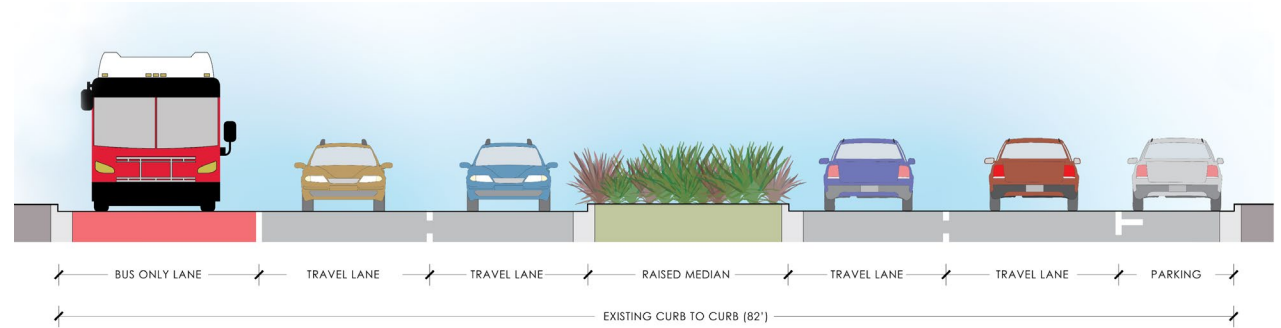
What option do you feel is closest to your vision for the future of Washington Street?

No. of Respondents: 485

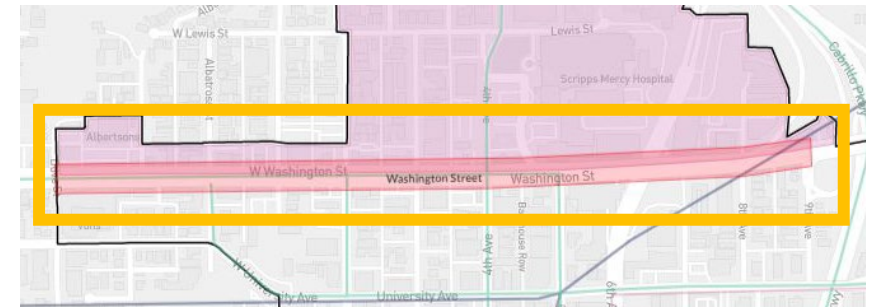
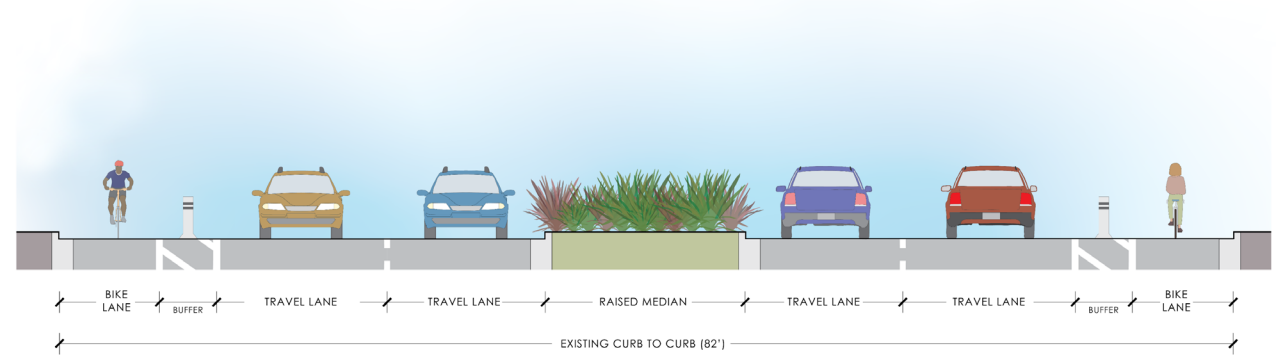


41% of the 19% would like to see both **bicycle and transit priorities**

Scenario 1: Transit Priority



Scenario 2: Bicycle Priority





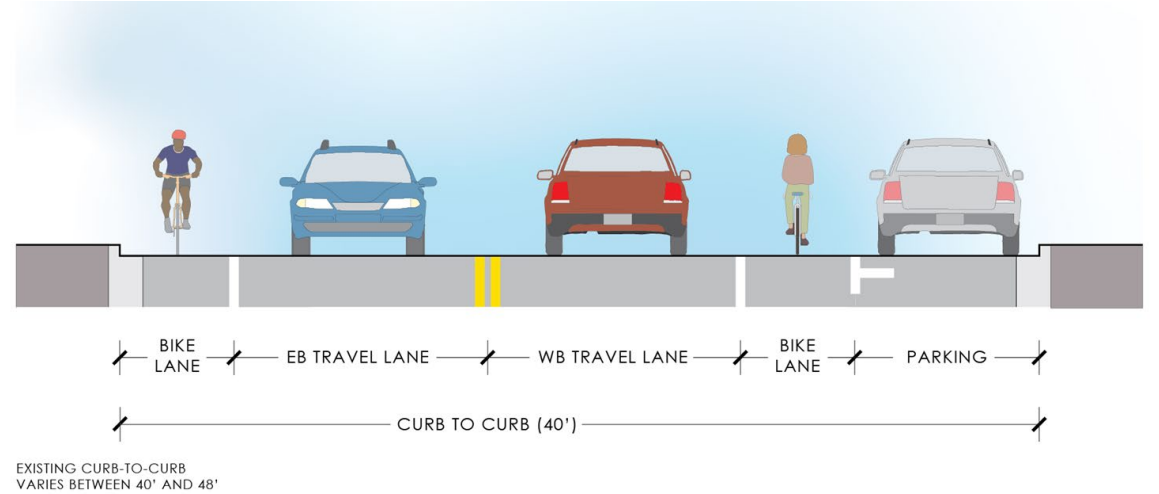
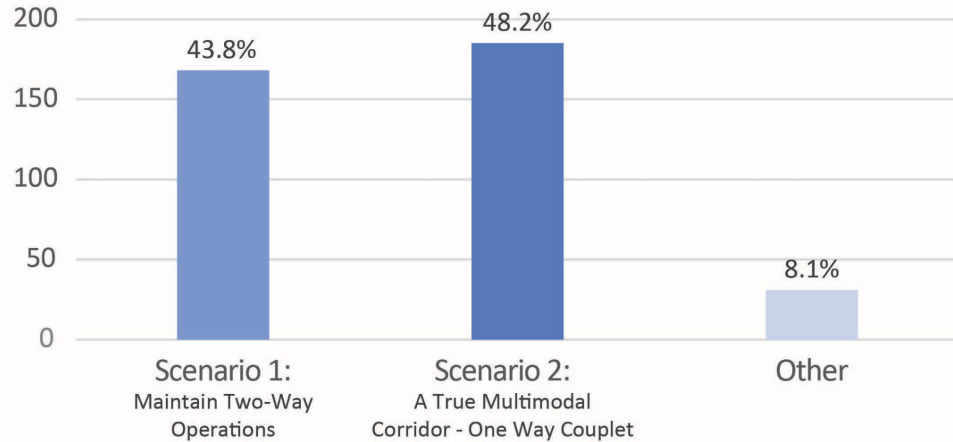
# Hillcrest West: Mobility, University Avenue

Between Front Street and 5<sup>th</sup> Avenue

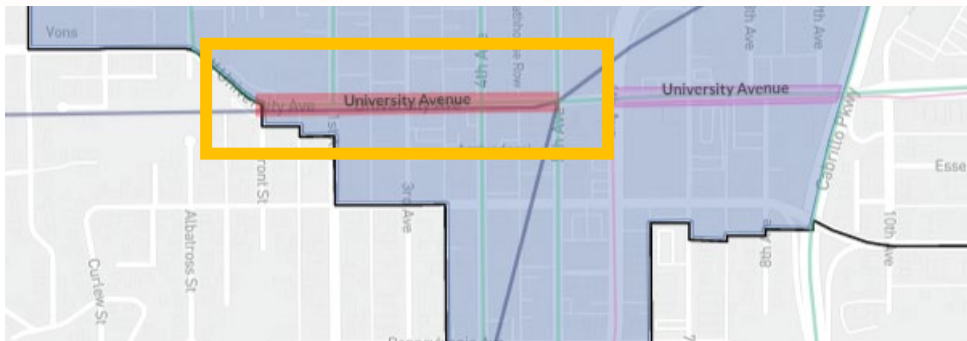
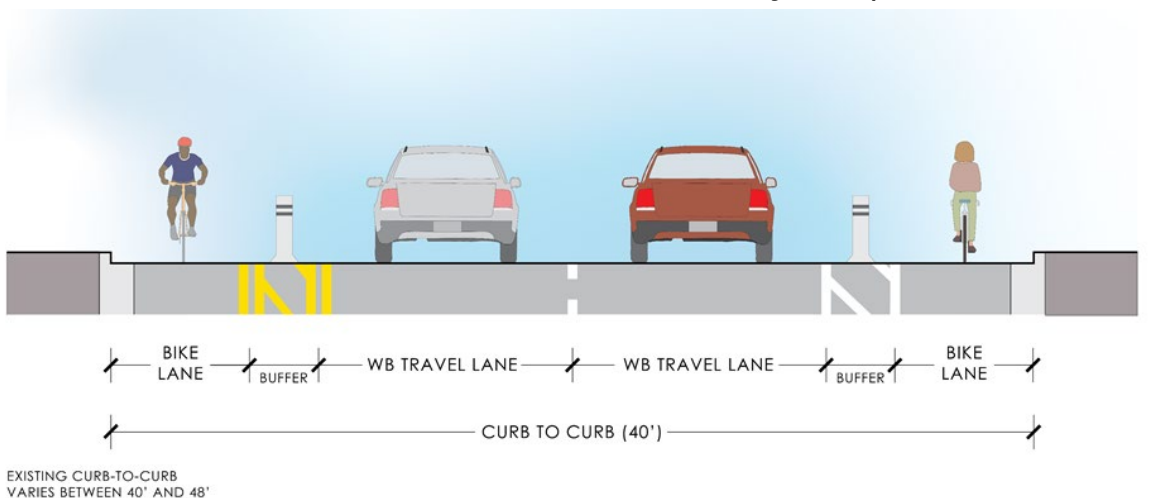
## Scenario 1: Maintain Two-Way Operations

What option do you feel is closest to your vision for the future of University Avenue?

No. of Respondents: 384



## Scenario 2: A Multimodal Corridor – One-Way Couplet

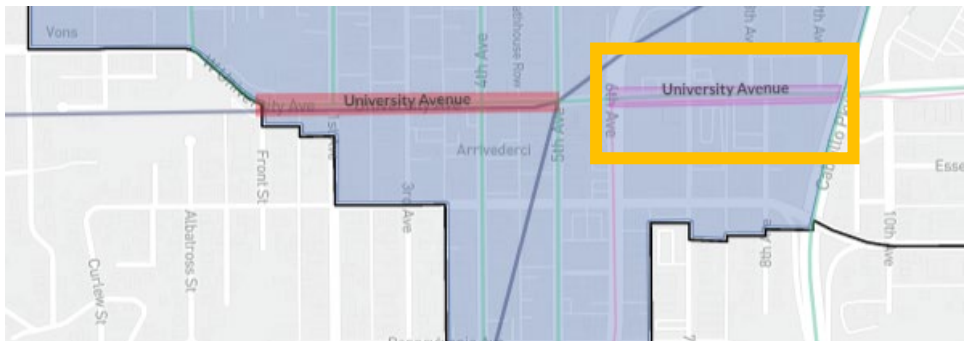
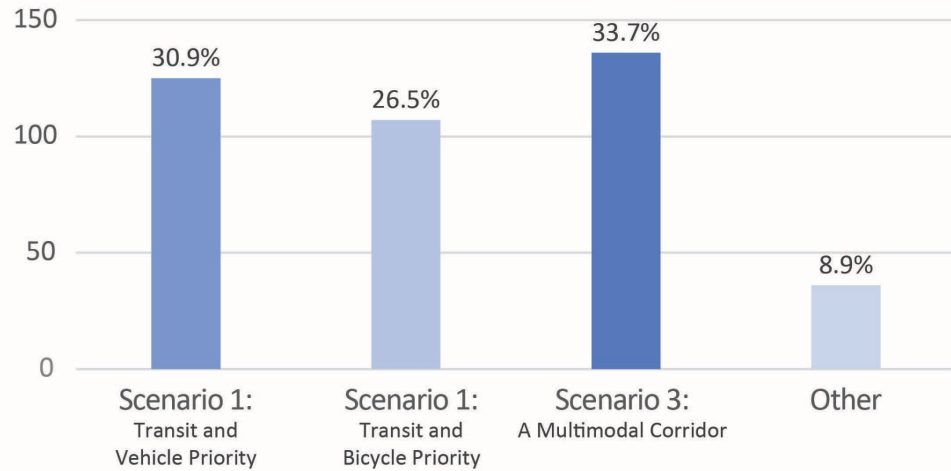


# Hillcrest West: Mobility, University Avenue

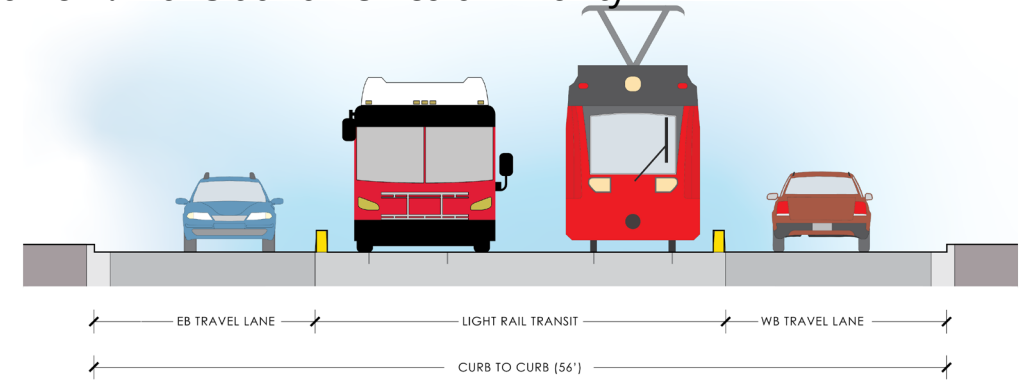
Between 6<sup>th</sup> Avenue to SR163

What option do you feel is closest to your vision for the future of University Avenue?

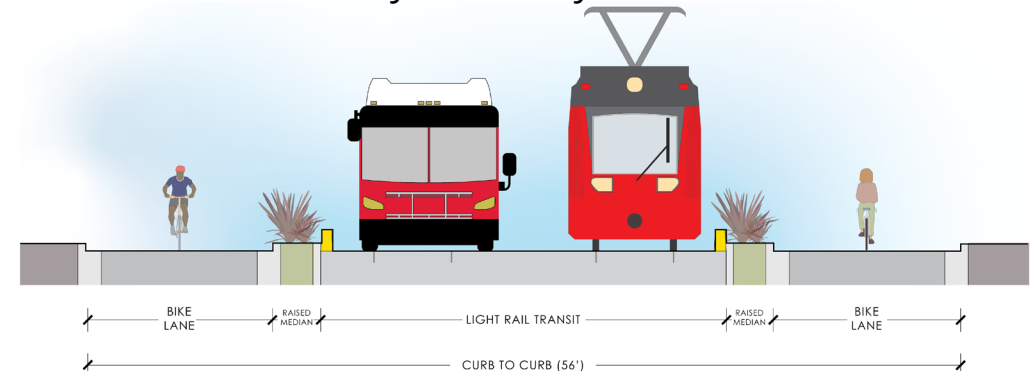
No. of Respondents: 404



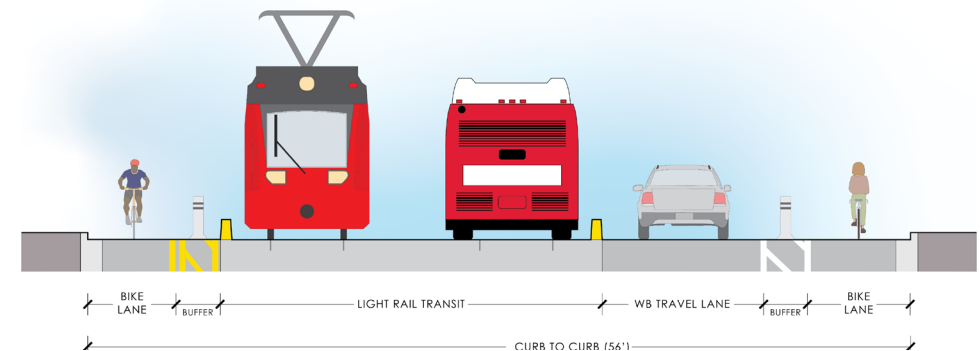
Scenario 1: Transit and Vehicular Priority



Scenario 2: Transit and Bicycle Priority



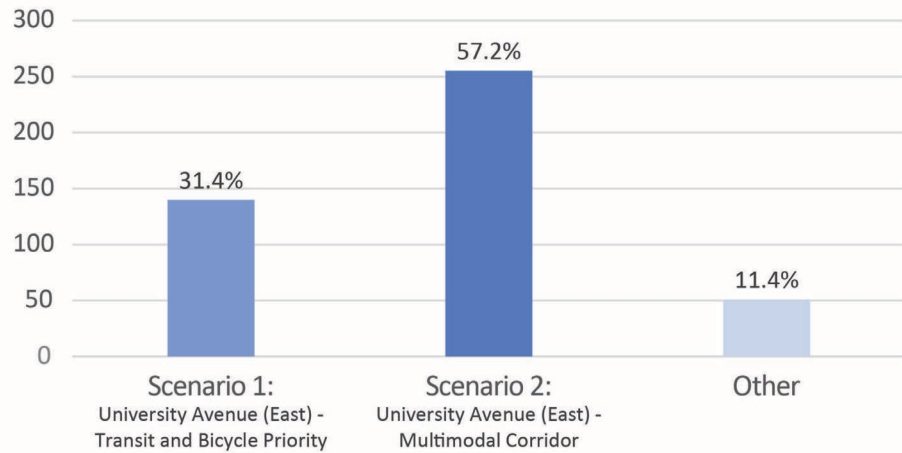
Scenario 3: A Multimodal Corridor



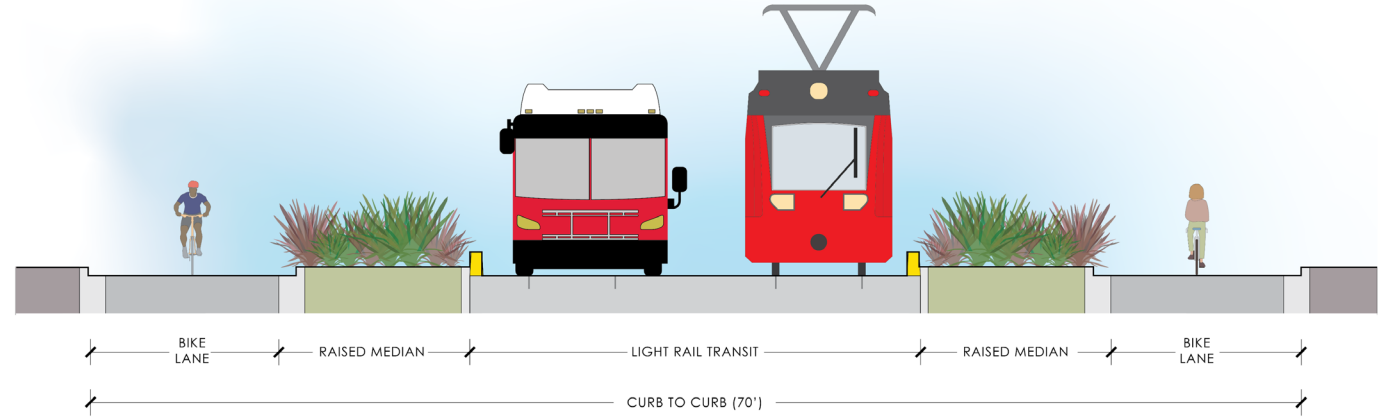
# Hillcrest East: Mobility, University Avenue

What option do you feel is closest to your vision for the future of University Avenue?

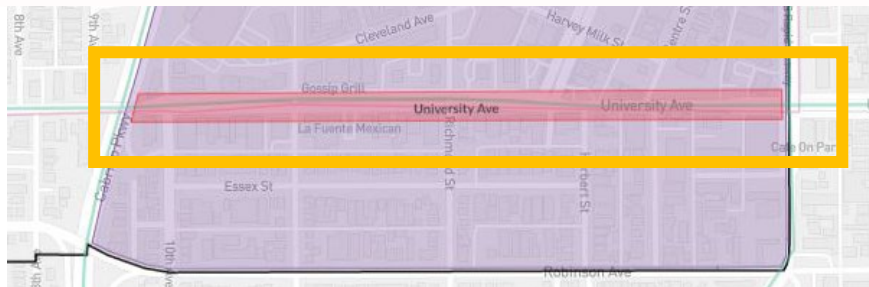
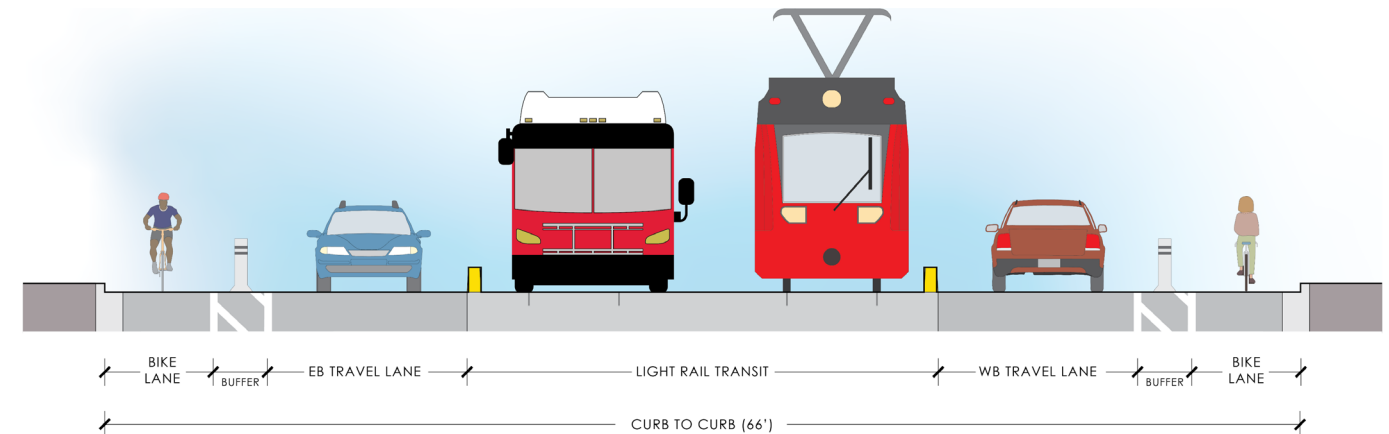
No. of Respondents: 446



Scenario 1: Transit and Bicycle Priority



Scenario 2: Multimodal Corridor



# Hillcrest Mobility: 527 Comments

17% - Bikes and Public Transit Priority  
(80 comments)

15% - Increase/Improve Public Transit  
(68 comments)

10% - Preserve/Add Parking  
(47 comments)

7% - Streetscape Improvements  
(34 comments)



# Themes



## Plan Objectives

- Supportive of the Plan Objectives - average score of over 75%.



## Public Spaces and Parks

- In favor of taller buildings that present more opportunities for parks and public spaces
- Comment Themes: more parks & public spaces, streetscape improvements, and homelessness issues.



## Housing

- In favor of higher intensity near the core, with a second district focused on Normal Street, and along the major corridors (University Avenue, Washington Street, 5th Avenue, 6th Avenue and Park Blvd.
- Comment Themes: amount of density, affordable housing, parking, and historical preservation.

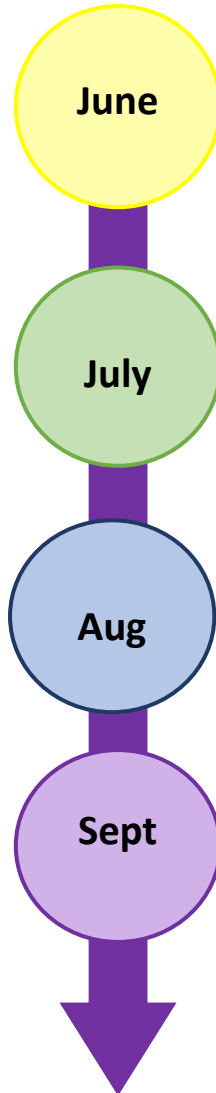


## Mobility

- In favor of mobility options that prioritize all modes: transit, cars, bikes.
- Comment Themes: improving public transit, prioritizing transit and bicycles, adding/preserving parking, and creating streetscape improvements.

# Next Steps

**Choose Your Future Hillcrest  
Summary Report – Coming Soon!**



**Subcommittee Meeting (June 16th):  
Refined Mobility Concepts**

**Subcommittee Meeting (July TBD):  
Refined Land Use Concepts & Supplemental  
Development Regulations**

**Uptown Planners Special Meeting:  
Recommended Mobility and Land Use Concepts**

**Planning Commission Workshop**

# Plan Hillcrest Timeline

