



Professional Consulting Services Proposal

Plan Hillcrest & Hillcrest Entertainment District

PLAN HILLCREST OVERVIEW

The City of San Diego is proposing the Hillcrest Focused Plan Amendment, a major land use plan update in the core of Hillcrest, also known as Plan Hillcrest. Significant work is underway and targeted completion is the end of 2023.

As part of Plan Hillcrest, the City's Planning Department is proposing several new historic regulations and plans which may include:

1. New LGBTQ+ Historic District
2. New LGBTQ+ Design Guidelines
3. New LGBTQ+ Multiple Property Listing
4. New LGBTQ+ Interpretive Plan

This work builds on the 2016 Citywide LGBTQ Historic Context Statement prepared with the 2016 Uptown Community Plan. While it identified LGBTQ historic sites, it did not regulate development or add new property restrictions.

One of Plan Hillcrest's main objectives is to add substantial new housing by increasing land use capacity and streamlining development regulations. This will add thousands of new residents to the core of Hillcrest in the coming years.

Several LGBTQ+ businesses and organizations have expressed concern that the dual impact of (1) the cost of new historic regulations and (2) an influx of new residents in close proximity may negatively affect current operations and change Hillcrest's role as the epicenter of LGBTQ+ culture and nightlife in San Diego.

HILLCREST ENTERTAINMENT DISTRICT OVERVIEW

Recognizing that a vibrant restaurant, nightclub, and performance scene is a critical part of Hillcrest and its LGBTQ+ community, many Hillcrest businesses have expressed support for the creation of a Hillcrest Entertainment District.

Nightlife businesses have always been a safe space for the LGBTQ+ community in San Diego. The Hillcrest Entertainment District would help preserve Hillcrest's LGBTQ+ legacy and ensure the continued economic wellbeing of the community.

The Hillcrest Entertainment District would include elements to strengthen the community and its LGBTQ+ affiliated businesses and organizations such as:

1. Permissive sidewalk cafe rules
2. entertainment license allowances
3. Extended patio hours
4. Disclosures to new residents

OBJECTIVES

There is an urgent need to ensure that Plan Hillcrest or a new Hillcrest Entertainment District includes protections for existing LGBTQ+ businesses and organizations so that Hillcrest's unique role as an active and thriving LGBTQ+ space is not just a memory of the past, but continues into the future.

The best way to secure these protections is to build a coalition, develop a strategy, and directly engage in the Plan Hillcrest process to closely monitor City proposals and seek amendments to improve the plans. The timing is now because it will be much more difficult to achieve results if this advocacy is deferred until after adoption of Plan Hillcrest and its new historic regulations.

Objectives will be further refined to reflect client preferences after the consulting services engagement has begun.

SCOPE OF SERVICES

To achieve these objectives, the following Scope of Service is proposed:

Phase 1: Coalition Formation & Strategy Development (Months 1-2)

- a) Lead meetings of interested coalition members to build out the Hillcrest Entertainment District concept, determine how it relates to Plan Hillcrest, and develop a general strategy for advocacy.
- b) Develop a roadmap for inclusion of the Hillcrest Entertainment District elements into Plan Hillcrest or as initiation of a separate initiative.
- c) Provide land use and planning guidance using expert knowledge of land use plans, municipal code, regulations, and legislative processes.
- d) Advise on land use, planning, and engagement tactics that best position coalition for successful achievement of objectives.
- e) Provide assessments of likelihood of success and associated risk with pursuing various land use strategies.
- f) Monitor planning process and advise on opportunities for impactful involvement in Plan Hillcrest.
- g) Participate in meetings with client, potential coalition members, and other consultants on an as-needed basis.

Phase 2: Strategy Execution & Plan Advocacy (Month 3 to Plan Adoption)

- a) Draft multiple options for revised land use plan and municipal code language that could be adopted by the City Council to reduce burdens of historic regulations and/or create a new Hillcrest Entertainment District to protect viability of existing businesses and organizations.

- b) Provide land use research and analysis to determine feasibility of coalition requests and assist in public hearings and meetings with staff.
- c) Prepare benchmarking and comparative studies of related efforts in other cities to strengthen support for coalition's positions.
- d) Provide ongoing strategic advice based on City of San Diego planning and policy expertise to increase likelihood of success.
- e) Monitor legislative process through City Council adoption and provide technical and policy expertise for potential use in legislative advocacy.
- f) Develop shared messages across all coalition partners and prepare customized talking points for each participating member.
- g) Share subject matter expertise with potential commenters on the community planning process and public hearing process to increase the quality and customization of comments provided.
- h) Participate in meetings with coalition members and City staff on an as-needed basis.

FEE STRUCTURE

Services will be billed on a flat-fee basis per month:

Phase 1: Coalition Formation & Strategy Development (Months 1-2)

\$4,000 per month

Phase 2: Strategy Execution & Plan Advocacy (Ongoing to Plan Adoption)

\$6,500 per month

Alternative fee arrangements such as Discounted Rate + Success Fee or Hourly Time + Materials will be considered based on client preferences.



About City Forward

City Forward is a land use and planning consulting firm providing services that range from land use research and entitlement strategy to project management and policy planning.

The firm was founded by Michael Hansen, former City of San Diego Planning Director and mayoral advisor. He has extensive experience in community planning and community engagement and more than 15 years of land use planning experience in wide-ranging and high-level roles.

Prior to founding City Forward, he was a principal advisor on planning and development issues in San Diego to Mayor Todd Gloria and Mayor Kevin Faulconer. He has served as Planning Director for the City of San Diego and a land use attorney at an international law firm.

He has a demonstrated track record as a successful project manager, negotiator, and coalition builder representing both the public and private sectors in complex and politically-sensitive development projects and planning initiatives.

Michael Hansen is deeply involved in the community and serves on the boards of local organizations, including Circulate San Diego and the Urban Land Institute Small Scale Infill Development Council.

He holds a Juris Doctor from Northwestern University School of Law and a B.A. from UCLA in Political Science and History. He is also a member of the American Institute of Certified Planners and a licensed California Real Estate Broker.