



BUSINESS ASSOCIATION

2011 Recommendations for the Uptown Community Plan

PRESENTED BY HILLCREST 2.0 -- AN HBA COMMITTEE OF NEIGHBORHOOD VOLUNTEERS



In 2010 Hillcrest 2.0 brought over 250 Hillcrest community members together for five business forums to strategize and discuss the future of Hillcrest.

This document summarizes the results of the forums and proposes recommendations in the following areas:

1. Economic Development
2. Land Use
3. Transportation
4. Urban Design
5. Open Space and Community Centers

The Hillcrest business community has one of the most active and engaged business associations in San Diego. As the largest congregation of businesses in Uptown it is natural that the businesses of Hillcrest would want to help shape the new neighborhood plan for Uptown. In the fall of 2009 the Hillcrest Business Association undertook an ambitious public outreach effort to engage our members in the planning process.



2.0 COMMUNITY VOLUNTEERS
AT THE THIRD FORUM ON DENSITY

The Hillcrest 2.0 business forum was a series of networking events held in 2009 and 2010 designed to engage business owners and those who care about Hillcrest business in a campaign to solicit their input. With hundreds of participants, dozens of student researchers and thousands of comments received, we are proud to say that we have added our voice to

the development of the Uptown Community Plan.

This document is a concise summary of the input gained from the many business forums. We invite you to view our contributions and we ask the Planning Department to hear and include the voice of the business community in the Uptown Community Plan.

Glenn Younger & Robert Grinchuk
Hillcrest 2.0 Committee Chairs



ECONOMIC DEVELOPMENT

GOAL: *Improve economic vitality in Hillcrest by promoting and maintaining a diverse economy, recognizing the existing assets of the neighborhood economy and providing the infrastructure for continued growth.*

RECOMMENDATIONS:

1. Encourage a diverse mix of businesses that provide a variety of goods and services.
 - > Create new zoning and incentives for new development on the east end of Hillcrest that encourage the development of commercial spaces.
 - > Encourage class A office space on the East end.

2. The existing pedestrian experience is recognized as an asset to businesses and should be supported. Encourage sidewalk cafes and other businesses that utilize the public right of way so long as they reasonably provide access for pedestrians.
 - > Create standardized guidelines for sidewalk cafes that are consistent, but liberal, throughout the neighborhood, including consistent hours for alcohol sales.

3. Increase street security to address issues related to the homeless population.
 - > Expand and unite existing Maintenance Assessment Districts to create a comprehensive security network throughout the neighborhood.

4. Artistic, historic and architectural elements of the neighborhood are recognized as an asset to the pedestrian experience. Encourage these assets in renovation and new development.
 - > Create a "National Mainstreet" on University Avenue that draws together both ends of the neighborhood using the National Trust for Historic Preservation's guidelines for historic preservation and economic development.

5. The Hillcrest nightlife industry is recognized as a specific and important part of Hillcrest's history, economy and LGBT community. The continued growth of this industry is important to our neighborhood and should be encouraged.
 - > Develop a specific "Entertainment District" recognized in the plan that allows for consistent, responsible, but liberal, sidewalk café rules, public disclosures in new residential development and sales, and the development of a restaurant marketing district.



LAND USE

GOAL: *Maintain mixed-use structures and add parking spaces to complement the growing population in Hillcrest's commercial core.*

RECOMMENDATIONS:

6. Any increase in population density must be complemented with new infrastructure.
 - > Set aside Developer Impact Fees for transportation, open space, and parking infrastructure.
 - > Developer Impact Fees generated in Hillcrest must remain in Hillcrest.

7. Include inventive, mixed-use design elements that create harmony between uses in new development.
 - > Place retail and office space in between street front uses and residential spaces for noise control and other buffering purposes.

8. Height guidelines should be based on the pedestrian experience at the ground level.
 - > Buildings along major commercial corridors should be limited to 100 feet in height.
 - > Any building above 65 feet shall be approved after successful neighborhood review and based on the inclusion of enhanced neighborhood facilities.
 - > Enhanced neighborhood facilities shall be above and beyond existing provisions already included in the code.
 - > Enhanced neighborhood facilities include privately owned public open space provided at the ground level, green build elements, exceptional public art, or exceptional outdoor fixtures (such as patterned sidewalks, historic streetlights, and benches).
 - > An Open Space Maintenance Impact Fee should be levied on all new development that takes advantage of enhanced neighborhood facilities incentives. This would fund maintenance of open spaces.
 - > Open Height Zones in specific locations should provide for tall developments and large facilities.



TRANSPORTATION

GOAL: Add new and improved modes of transportation to connect the East and West ends of Hillcrest without impeding current traffic lanes or parking.

RECOMMENDATIONS:

9. Encourage alternative public and private transportation elements
 - > Add a streetcar corridor on either Fourth, Fifth, or Sixth avenues to boost redevelopment and connectivity to downtown. A preference toward streetcars over buses exists because streetcars are more attractive and encourage walkability.
 - > Advanced tools should be employed to encourage bus ridership including "Time-to-next-bus" counters.
 - > A bus, "Trolley" or streetcar system should be added to Washington Street and University Avenue to connect and develop the East and West ends of Hillcrest.
 - > Encourage the use of bicycles by creating bicycle corridors supported by infrastructure including bike racks, "rent-a-bike" systems, signage, and colored bike lanes.
10. Implement creative parking programs through new development.
 - > Create an in-lieu parking program managed by a Community Parking District in new development using a fee that is adjusted annually for property value growth and inflation.
 - > Add underground or stackable parking to new development to minimize visual impact.
 - > Place parking behind store fronts rather than adjacent to the street.
11. Alleviate parking stress in the commercial area.
 - > Centralize new parking structures or lots South of University Avenue between Fifth and Seventh Avenues and South of Lincoln Avenue at Normal and Centre Streets.
 - > Make parking a priority in existing available space and unused right of way.
12. Create a transportation hub connecting travelers to other modes of transportation such as bike routes and bus stops. Create the transportation hub on the proposed highway lid atop State Route 163.
13. Support pedestrian thoroughfares with bridges, pedestrian scrambles, mid-block crossings, and other infrastructure that enhances the pedestrian experience.
 - > Build pedestrian bridges where necessary to improve walkability.
 - > Use pedestrian scrambles to give priority to pedestrians.
14. Alleviate parking stress in the commercial area.
 - > Add a Westbound exit off SR. 163 North to Washington Street.



URBAN DESIGN

GOAL: *Preserve neighborhood character, historic structures, enrich pedestrian activity, enhance public safety and economic vitality through urban design guidelines*

RECOMMENDATIONS:

15. Architecture:

- > Maintain neighborhood character and cohesiveness by preserving the diversity of historic and contemporary building facades. Areas below Robinson Avenue on Third, Fourth, and Fifth Avenues should be identified for conservation areas and creative reuse for offices.

16. Streetscape Design:

- > Preserve existing street trees. Augment the visual element of existing tree palates in the commercial district. Colorful trees and coniferous trees are encouraged.
- > Preserve and maintain historic street lights, similar to Hillcrest's existing street lights. Consider solar power for street lighting.
- > Create developer incentives to encourage private investment in public spaces and streetscape furnishings such as public art, patterned sidewalks, trash cans, solar trash compactors, benches, trees, banners and water fountains.
- > Create Open Space Maintenance Impact Fees.



OPEN SPACE

GOAL: Create more spaces in Hillcrest dedicated to public congregation and to serve the diverse community population.

RECOMMENDATIONS:

17. Create open spaces such as parks and community gardens for public congregation.

- > Place a highway lid on top of State Route 163 to connect east and west Hillcrest. Uses include public open space, a transportation hub, parking and retail components.
- > Fund ongoing maintenance of public open space through MAD or DIF fees from development that increases density.
- > Incentivize private developers to fund open spaces and parks through the previously mentioned Enhanced Neighborhood Facilities program.