



PLAN
HILLCREST

Hillcrest Focused Plan
Amendment
Engagement Summary

July 2024

The City of

SAN DIEGO



INTRODUCTION

This report summarizes major themes that emerged from the public comment feedback received on the October 2023 Discussion Draft and the March 2024 Draft Hillcrest Focused Plan Amendment. Stakeholders including residents, business and property owners, government agencies, LGBTQ+ community leaders, and others provided comments on both drafts. The July 2024 Draft Hillcrest Focused Plan Amendment incorporates revisions that were incorporated based on the feedback received.

The Hillcrest Focused Plan Amendment (Plan Hillcrest) envisions a complete neighborhood that celebrates its unique identity and honors the legacy of a place that welcomes everyone. Building on the Uptown Community Plan policy framework, Plan Hillcrest addresses housing and development strategies intended to strengthen the business district and bring neighborhood benefits where they are needed most. The neighborhood's unique LGBTQ+ history and culture define its identity as a welcoming place for people of all backgrounds. With a growing housing crisis and a changing climate, more is needed to address housing costs, enhancing access to the neighborhood, making transit easier to use, and providing public spaces for all to use. Plan Hillcrest addresses place-making, connectivity, housing, and the neighborhood's unique identity to ensure Hillcrest thrives into the future.

The public comments for key topic areas, themes and how these topic areas were addressed is provided in more detail in the following table.

COMMUNITY THEME(S)	COMMUNITY KEY ISSUE(S)	HOW DID IT GET ADDRESSED
INTRODUCTION/GENERAL		
Foster Community Engagement and Inclusion	Encourage community engagement and input in the planning process to ensure diverse voices are heard and reflected and that new development reflect the community's needs and character.	Robust community engagement has been a priority throughout the planning process. A wide variety of engagement opportunities were hosted including a live webinar, two interactive online surveys, office hours, a Q&A session, key stakeholder interviews with leader in the LGBTQ+ and Hillcrest community, and 25 community meetings. The valuable insight and feedback received from the community were incorporated to align with the community's vision and expectations.
Address Value Capture	The blanket upzoning would double land values without requirements to construct new affordable housing, preserve existing affordable housing, or manage increased infrastructure strains. There is no public benefit to offset private profits from the increased land worth.	An approach to capture the value of the increase in density is through the proposed supplemental development regulations that require public spaces when new development is proposed over 25,000 square feet, promenades along portions of University Avenue and Robinson Avenue, and LGBTQ+ interpretive trail paving. Development Impact Fees will also be collected when development occurs. There are citywide requirements for affordable housing that require developments to provide a portion of the new homes to be rented or sold at affordable levels or pay a fee to support the construction of future affordable homes. In the most recent Draft Hillcrest Focused Plan Amendment, two policies were added to the Land Use Element that focus on the provision of affordable housing, please refer to LU-2.13 and LU-2.14.

	<p>Accurately represent the neighborhood's diverse housing types, including single-family homes, multifamily residential buildings, and high-density mixed-use buildings.</p>	<p>The Land Use Element contains the following policy: "LU-1.1 Provide a variety of land use types to accommodate both affordable and market rate housing and commercial opportunities in all residential and multiuse neighborhood designations." In the planning area, medium to very high residential density is located along the major commercial corridors such as Washington Street, University Avenue, Park Boulevard, Fourth Avenue, Fifth Avenue, and India Street. Multifamily residential uses are generally distributed throughout the community adjacent to the commercial land uses along the major corridors. Single-family land uses are focused around the central, eastern and western ends of the community and to the north where they are adjacent to open space. The land uses and residential intensities in the Uptown Community Plan are summarized and illustrated on the Community Plan Land Use Map (Figure 2-1) and separated into three sectors for more detail (Figures 2-2, 2-3 and 2-4).</p>
<p>Address Safety Concerns and Public Health</p>	<p>Identify how community changes might affect the homeless population and associated issues with public safety, public health, tourism, and local businesses.</p>	<p>The purpose of a Community Plan is to provide specific policies for the community that aren't already addressed at a citywide level. Homelessness is addressed through Citywide programs and policies and applies to the Uptown Community Planning Area.</p>
<p>Additional Edits for Clarity</p>	<p>Improve the document's transparency and readability to facilitate public understanding.</p>	<p>Multiple edits were done to provide further clarification, corrections, and/ or additional information.</p>
	<p>Incorporate updates from the General Plan Refresh and other planning efforts.</p>	<p>The Hillcrest Focused Plan Amendment includes edits throughout the Uptown Community Plan to bring the plan up to date and to reflect the General Plan Refresh and other planning efforts.</p>

	Restore the stricken-out "General Plan Guiding Principles."	The March 2024 Draft Hillcrest Focused Plan Amendment reflects this suggested modification.
	Correct the population and dwelling unit projections to Reflect actual SANDAG's projections rather than preconceived objectives of Plan Hillcrest funding.	The stated estimated future population is based on the buildout of the land use proposed by the Hillcrest Focused Plan Amendment. The San Diego Association of Governments forecast uses existing City community plans to determine the future capacity for homes in the city and the region. The forecast does not account for additional homes constructed beyond the number of homes that could be reasonably built under a community plan. If the Hillcrest Focused Plan Amendment is approved, SANDAG will include the updated community plan use as part of the next forecast. In addition, the City is experiencing a shortage of homes across the city and within Hillcrest. The proposed amendment will help to address this shortage and provide new homes where needed most.
	Change the name of the document to "2024 Update to the Uptown Community Plan" to reflect that the changes proposed affect more than just Hillcrest.	This comment has been addressed through the March 2024 draft with an editor's note on page 2 that further describes the Hillcrest Focused Plan Amendment.

LAND USE		
Balance Density with Community Character	Manage increased residential density while maintaining the unique charm and historical significance of Hillcrest	The Hillcrest Focused Plan Amendment proposes changes to land use to introduce more housing options and encourage bicycling, walking, and transit use, as well as creating activation spaces. By allowing additional housing capacity near major employers, such as the Medical Complex neighborhood, and enhancing mobility, the plan aims to increase transit, bicycling, and pedestrian trips, reducing overall vehicle miles traveled. This proposed density will help to address home shortages that

		<p>currently exist within the City, and will provide homes in sustainable locations and help to meet Climate Action Plan Goals. Additionally, the unique and historical charm of Hillcrest is preserved in part through the Historic Preservation Element of the General Plan and the City's Historical Resources Regulations, as well as through other Citywide regulations. The adaptive reuse of historical resources is supported in Policy HP-B.2 of the General Plan Historic Preservation Element and is facilitated through the City's Historical Resources Regulations, which incentivizes the preservation and reuse of historic structures in a manner that preserves their significance.</p> <p>Lastly, a historic context statement and reconnaissance-level historic survey were completed in 2018 as part of the Uptown CPU. The context and survey are available on the City's website and guide current and future preservation activities within Uptown.</p>
<p>Provide Diverse and Affordable Housing Opportunities</p>	<p>Protect existing affordable housing while meeting the demand for diverse housing amid a housing affordability crisis and population growth. This includes leveraging density allowances in Hillcrest to build housing that caters to various income levels, striving for a balance between luxury, market-rate, and affordable units to meet RHNA goals effectively.</p> <p>Ensure that new developments include affordable housing</p>	<p>A goal for the Hillcrest Focused Plan Amendment is to increase opportunities for homes for people of all incomes. There are citywide requirements for affordable housing that require developments to provide a portion of the new homes to be rented or sold at affordable levels or pay a fee to support the construction of future affordable homes. In the most recent Draft Hillcrest Focused Plan Amendment, two policies were added to the Land Use Element that states, "LU-2.13 Prioritize the maintenance and production of affordable housing in all residential and multi-use neighborhood designations, including on-site affordable housing requirements, and encourage the development of middle-income and family housing" and "LU-2.14 Strive to affirmatively further fair housing by</p>

	<p>options and are supported by adequate infrastructure, particularly in terms of transit, parking, public facilities, and green spaces.</p>	<p>providing access to services, resources, jobs and housing opportunities within walking distant to transit." Lastly, it is one of the Land Use Element goals to provide a variety of housing types for all ages, incomes, and social groups, and this goal is supported through policy LU-2.1, which states, "Provide a diverse mix of housing types consistent with allowable densities, for all age, income, and social groups."</p>
<p>Integrate Green Spaces</p>	<p>Integrate green spaces and public areas to maintain livability amidst urban densification.</p>	<p>Linear parks and promenades have been growing in popularity in many urban areas because it is nearly impossible to carve out new 5-acre parks in urban areas, linear parks and promenades are an excellent way to add green space to urban areas. They offer a unique opportunity to transform underutilize space, such underused streets into spaces for recreation. They can provide paths allowing joggers, walkers, and bikers areas to exercise. They also offer the community several social, cultural, economic, and environmental benefits. Linear parks and promenades can help to connect neighborhoods, landmarks, parks, or open spaces for passive or active recreation. They can help to provide much needed greenery within urban areas. Linear parks and promenades can have overlooks to open space areas, tot-lots, art installations, and places to picnic; these are spaces that encourage both movement and</p>

		<p>relaxation in the same way as a square or rectangular park. In addition to the recreational opportunities, linear parks and promenades can also help a community by: providing more access to green and open spaces; allowing parks to be accessible to more people; drawing visitors to other parts of the community they may not typically visit; getting more people outdoors and together for tighter community bonds; making underused streets useful again; and allowing for neighborhood serving business opportunities along the parks.</p>
<p>Additional Edits for Clarity</p>	<p>Clarify terminology regarding "very high" density to avoid confusion, distinguishing between current and future state definitions, and considering alternative terms like "Extremely High" or "Tower High."</p>	<p>Please refer to the Table 2-3: Uptown Community Plan Land Use Designations in the Draft Hillcrest Focused Plan Amendment for descriptions of the land use designations referenced throughout the community plan. The land use designations in the plan are consistent with those of the General Plan Refresh.</p>
	<p>Ensure consistency in maps and documents by clearly differentiating between the "old" and "new" very high-density categories to prevent misunderstandings. Remove ambiguous terms such as "medium" when describing housing density in mixed-use developments to provide clear guidelines on allowable densities.</p>	<p>The Hillcrest Focused Plan Amendment includes edits throughout the Uptown Community Plan to bring the plan up to date and to reflect existing conditions.</p>
	<p>Request to add a land use policy for the reuse of the County of San Diego property on Third</p>	<p>This comment has been addressed through the July 2024 draft through a policy that states "LU-2.21 Consider the reuse of the County of San Diego property, former</p>

	Avenue, considering high residential development, institutional uses, and/or public and semi-public facilities.	Hillcrest Receiving Home, on Third Avenue which could include residential development, institutional uses, and/or public and semi-public facilities consistent with the land use designation.”
MOBILITY		
Prioritize Safety and Accessibility	Prioritize safe and efficient mobility options for all, focusing on pedestrians, cyclists, and public transportation users.	The Hillcrest Focused Plan Amendment addresses future infrastructure needs so community members can move easily and safely to work, home and their other daily needs. It identifies opportunities for mobility infrastructure that improve walking/rolling, biking and transit connections while reducing impacts on the environment. The mobility approach in the Hillcrest Focused Plan Amendment is consistent with City goals in the General Plan, Climate Action Plan, Vision Zero, and Complete Streets Policy to encourage walking, biking, and taking transit.
	Transportation improvements are speculative and dependent on external agencies and private employers, which may not accommodate the City's plans. The Mobility Element upends priorities without factual basis, favoring non-disabled individuals and failing to meet proven service and parking standards, risking forfeiture of existing access without mitigation.	
	Balance the increase in population density with	Community members also expressed concern over the cumulative impacts of new

	<p>effective transportation solutions that mitigate traffic congestion.</p>	<p>development on level of service. The draft plan seeks to shift daily trips from vehicles to other modes, including biking, walking, and transit. Reconfiguring existing streets to provide bike facilities is a key step to making biking a more viable option for daily travel. SB743 and CEQA Guidelines require an analysis of vehicle miles traveled and not level of service when measuring transportation impacts on the environment. However, a level of service analysis is included in the Mobility Technical Report.</p>
	<p>Explore innovative transportation options, including streetcars and dedicated bus lanes, to improve connectivity within Hillcrest and to other parts of San Diego</p>	<p>The Hillcrest Focused Plan Amendment includes transportation options including streetcars, dedicated bus lanes and other multimodal transit facilities, to improve connectivity within Hillcrest and to other parts of San Diego. The Hillcrest Focused Plan Amendment proposes specific transit facilities as shown in Figure 3-3: Planned Transit Facilities and includes several policies that support the implementation of multi-modal improvements, such as “MO-3.16 Support repurposing of on-street parking or vehicular travel lanes to aid the implementation of dedicated transit facilities/lanes, separated bicycle facilities, dedicated transit facilities and / or other multimodal improvements.” The plan encourages coordination between the City and SANDAG to improve connectivity, as stated in “MO-3.17 Coordinate with SANDAG on the implementation of dedicated transit lanes along high frequency bus routes where feasible” and “MO-3.6 Coordinate with SANDAG to pursue efforts to implement a streetcar line connecting Downtown and Hillcrest.”</p>
<p>Address Parking Needs</p>	<p>Manage the parking challenges posed by</p>	<p>The Plan includes a multimodal focus which cannot guarantee on-street parking on all</p>

	densification without adequate parking provisions. The removal of parking spaces exacerbates this problem.	streets but many of the corridors in the Plan have enhanced safety measures, such as a separation from vehicular traffic, specialized paint, and priority signals that promote increased bicycling and pedestrian activity. The Plan also includes a specific policy to Implement focused intersection improvements to improve safety and operations for all modes of travel.
Enhance Connectivity	Incorporate critical mobility improvements from the Balboa Park/West Mesa Master Plan, including a pedestrian and bike bridge and a multi-use path on the West Mesa, for better context and connections affecting adjacent area plans (MO-59, MO-66).	This comment has been addressed through the retention of existing policy MO-1.1 to “Enhance existing travel routes with amenities such as pedestrian streetlights, street furniture, trees, and wayfinding signs along commercial corridors and streets leading directly to community destinations such as Balboa Park....”
	Add proposed traffic roundabouts on 6th Avenue to the relevant map or text for accurate representation (MO-60).	Analysis has been conducted displaying results of the proposed recommended network and is included in the Mobility Technical Report. Traffic calming elements include roundabouts/traffic circles and could also include road humps, curb extensions, raised crosswalks, raised intersections, electronic speed feedback signs, and other treatments. Specific locations for these treatments are not identified in this plan; however, policies are in place to support an evaluation for traffic calming measures and implementation of these within the community.
Optimize Street Design and Public Space	Reevaluate the recommendations for one-way streets designed to improve bridge crossings at University and Robinson due to limited width and lack of Caltrans support	The Focus Plan Amendment proposes the one way couplet on Robinson Avenue and University Avenue to allow for the implementation of a complete street through multimodal facilities providing dedicated space for all modes. Also, with a one way couplet, mobility is improved for pedestrians and cyclists through reduced

	<p>for changes. Consider a partial or full SR-163 lid to create public spaces, up-zone Robinson Bridge and the University Avenue bridge context (MO-77, MO-78).</p>	<p>wait times at signalized intersections. Analysis has been conducted displaying results of the proposed recommended network which includes the one way couplet and is included in the Mobility Technical Report. The Focus Plan Amendment contains a new Land Use policy (LU-3.8) to support the evaluation of a lid over the SR-163. The policy states, "Evaluate opportunities for a freeway deck or lid over SR-163 to provide recreational spaces, commercial activating uses, enhance pedestrian and bike access, reduce traffic noise, and restore community connectivity."</p>
<p>Vehicle Miles Traveled</p>	<p>Provide evidence or substantiation for the claim that increasing transportation choices will reduce overall vehicle miles traveled, as the current statement contradicts the retraction of "VMT-efficient areas" on Page PF-162.</p>	<p>A reduction of VMT is set out in the Mobility Technical Report.</p>
<p>Additional Edits for Clarity</p>	<p>Ensure the link to the SANDAG Activity Based Model (ABM2+) used for determining the VMT impact is functional for proper accessibility and review.</p>	<p>This comment has been addressed through a revised link that properly connects to the SANDAG Activity Based Model (ABM2+).</p>
<p>URBAN DESIGN</p>		
<p>Preserve Community Character</p>	<p>Preserve the character and charm of Hillcrest and its strong sense of community.</p>	<p>The Draft Hillcrest Focused Plan Amendment aims to preserve the character and charm of Hillcrest through the identification of a new cultural district, which is formally recognized for its history, people, events, and culture. Cultural districts can be recognized locally by City Council resolution. Additionally, within the Community Plan</p>

		Implementation Zone, we have proposed Supplemental Development Regulations for a Commercial & Entertainment Activity Area to support businesses. The Focus Plan Amendment also identifies a new Hillcrest Historic District, which will be brought forward for historic designation.
Promote Harmonious Development	Ensure that new developments and public spaces are designed harmoniously with existing architectural and cultural elements of the neighborhood and are sensitive to scale. Express caution against overdevelopment, emphasizing the importance of preserving historic areas.	The Focus Plan Amendment contains multiple Urban Design policies that support new development to be designed to be sensitive toward, to adequately transition to, and to be complimentary with adjacent buildings have been retained.
Promote Pedestrian-Oriented Design	Enhance efforts to line streets with trees to provide shade and combat climate change, creating greener and more sustainable urban environments.	The Land Development Code requires one street tree per 30 feet of street frontage. The proposed Public Spaces and Promenade requirements go above the citywide standard by requiring one street tree for each 25 feet of street frontage. The Hillcrest Focused Plan Amendment proposes to retain policy UD-3.62, "Retain mature and healthy street trees when feasible".
	Introduce distinctive street lamp posts for each neighborhood to add character and charm, with unique styles for areas like Hillcrest, Bankers Hill, University Heights, and Mission Hills.	The Community Plan supports street lighting in the Urban Design and Public Facilities, Services, and Safety Elements and includes a policy that encourages different light fixtures dependent on the given neighborhood. Urban Design policy UD-3.10 supports the use of "a consistent style and size of pole and fixture within a given neighborhood or street to create a unifying scheme of illumination that is appropriate to the scale of the street and the level and character of nighttime activity." Additionally,

		<p>the Public Facilities, Services, and Safety Element states, “Neighborhoods within Uptown have existing acorn style pedestrian-oriented lights. The Community Plan envisions adding additional acorn style pedestrian-oriented street lighting within commercial and mixed-use areas and historic districts. Special lighting or maintenance districts can provide and ensure long-term operation and maintenance for pedestrian oriented lighting.”</p>
<p>Activate Public Areas</p>	<p>Promote the activation of new buildings with retail and public areas, including open rooftops for fresh air and views, to create a distinctive neighborhood look and feel. Ensure these spaces include amenities such as restrooms, public Wi-Fi, access to water, and quiet seating areas protected from high-speed traffic noise.</p>	<p>The Focus Plan Amendment contains the following policy in the Urban Design Element "UD-4.45 Improve the public's experience of public spaces by providing a range of amenities, not limited to public restrooms, water fountains, and other public serving amenities.</p> <p>In the Urban Design Element, there are two policies that manage rooftops, the plan states “UD-4.324 Design rooftops in an expressive and contextual manner, with mechanical areas and equipment appropriately screened so that they are not visible from streets and other public areas” and “UD 4.346 Consider using green roofs, roof gardens or rooftop patios so that they can enhance rooftop appearance from surrounding buildings.”</p> <p>Additionally, the amendment identifies opportunities for creative and innovative ways to create public spaces for people to enjoy. One of the ways we propose to do this is through the Community Plan Implementation Overlay Zone and for all public spaces and promenades, private property owners will be required to provide public access, and maintenance, follow design requirements, and include amenities that can be chosen from a menu of options.</p>

LGBTQ+ CULTURE

<p>Preserve and Celebrate LGBTQ+ Culture and History</p>	<p>Identify and preserve LGBTQ+ cultural sites and historical districts, ensuring clear distinctions between historical and cultural sites.</p>	<p>The Hillcrest Historic District is discussed in the Historic Preservation Element and the Implementation Element. Also, the following policy was added in the May 2024 Draft amendment, "LC-15. Preserve LGBTQ+ history through the adaptive reuse, rehabilitation, and repurposing of designated historic LGBTQ+ sites to integrate existing and new sites to provide additional history context as the LGBTQ+ Cultural District ages and develops, where feasible."</p>
	<p>Support representation and visibility of LGBTQ+ communities through public art, like murals, in the Hillcrest area, celebrating diverse stories and experiences.</p>	<p>Through the creation of the LGBTQ+ Cultural District, the Draft Hillcrest Focused Plan Amendment encourages the incorporation of interpretive elements in the neighborhood to signify and highlight the history and culture of Hillcrest through artwork, buildings, streetscape, and signage.</p>
	<p>Commission and add public art installations, including sculptures, murals, and gardens, to enrich community spaces and foster a vibrant cultural atmosphere.</p>	<p>The plan includes two policies in the Urban Design Element that states, "UD-4.72 Incorporate local history and heritage into the public realm through elements including signage, information placards, historic plaques, murals, gateway features, and pavers using local and/or recycled materials." Additionally, the Building Facades and Promenade Supplemental Development Regulations are a way of ensuring public art is considered in new development to enrich community spaces.</p>
	<p>Support for the Hillcrest entertainment district to ensure the survival and prosperity of LGBTQ+ businesses and community spaces.</p>	<p>The Draft Hillcrest Focused Plan Amendment acknowledges the importance of entertainment and commercial business establishments and organizations in Hillcrest that support the LGBTQ+ community and includes two policies in the LGBTQ+ Culture District Element that states "LC-1. Work with organizations, business groups, property owners, and the Hillcrest</p>

		<p>Business Association to establish a program to formally recognize anchor institutions and businesses” and “LC-6. Evaluate the need for anti-displacement regulations to provide protections for small and local businesses so they have a space to stay in the community”. Additionally, the Supplemental Development Regulations proposed as part of the Hillcrest Focused Plan Amendment's Community Plan Implementation Overlay Zone provides protections intended to prevent displacement of legacy businesses within the community.</p>
<p>Integrate LGBTQ+ Needs in Urban Planning and Education</p>	<p>Include LGBTQ+ education in school curricula.</p>	<p>School curricula is outside the purview of the Community Plan. However, as the amendment states, the LGBTQ+ District “...will serve as an ever-evolving hub for expression, acceptance, and education, and invite both locals and visitors to engage with and appreciate the invaluable contributions of the LGBTQ+ community within the broader context of Hillcrest’s diverse cultural landscape.”</p>
	<p>Consider LGBTQ+ community needs in urban planning, including safe gathering spaces, affordable housing, and protection of cultural heritage.</p>	<p>The new element/chapter LGBTQ+ Culture District provides several meaningful policies that support LGBTQ+ community needs, from the provision of safe gathering spaces, recognition of Pride Festival and other cultural events, and to memorials for veterans. Please refer to the Land Use Element for how the Hillcrest Focused Plan Amendment addresses affordable housing.</p>
<p>Broaden Cultural Representation</p>	<p>Advocate for changing references from "People, Culture, and Buildings" to "People, Culture, and Places" to broaden the preservation scope to include significant</p>	<p>A key objective of the LGBTQ+ Cultural District is to “Commemorate, recognize, and highlight the people, spaces, buildings, events, businesses, and physical elements that contribute to the history and culture of the LGBTQ+ community in Hillcrest”. Buildings are only one of many ways to signify and highlight the history and culture</p>

	<p>cultural and LGBTQ+ resources beyond physical structures. Prioritize the promotion of events and historical significance over merely preserving buildings based on age or availability at the time.</p>	<p>of Hillcrest; interpretive elements through artwork, streetscapes, and signage are also highlighted.</p>
	<p>Ensure the LGBTQ+ cultural district is guided by a diverse group of LGBTQ+ citizens, including new and younger voices, to represent and advance the community effectively.</p>	<p>This comment has been addressed through the July 2024 draft through a policy that states “LC-17. Ensure that the LGBTQ+ community is involved in the guidance and development of the LGBTQ+ Cultural District and explore processes for acknowledging LGBTQ+ voices in the recognition of anchor institutions, businesses, and events.”</p>

ECONOMIC PROSPERITY

<p>Support Small Businesses and Local Ownership</p>	<p>Implement rent caps and establish grants to empower the community in purchasing and maintaining property, fostering local ownership and stability, while also addressing rent, safety, and noise concerns to create a conducive environment for small business growth during periods of growth and change.</p>	<p>This comment has been addressed through the Supplemental Development Regulations for the Commercial and Entertainment Activity Area. Specifically, the regulations regarding noise disclosures to help reduce potential conflicts between new residents and existing commercial establishments, and the regulations for the Legacy Commercial Retail Sales Establishments that provide protections for legacy businesses.</p>
<p>Diversify Economic Development</p>	<p>Promote economic development beyond traditional entertainment and retail, with a focus on flexible workspaces, live/work opportunities,</p>	<p>The Hillcrest Focused Plan Amendment promotes untraditional entertainment and retail through their policy (EP-1.11) that states “Promote development of shopkeeper units and other types of live/work space.”</p>

	and publicly supported artwork spaces.	
PUBLIC FACILITIES, SERVICES, AND SAFETY		
Strengthen Educational Infrastructure and Collaboration	Address the relationship between increased population and the enrollment capacity of San Diego Unified School District schools within Uptown.	City Staff has worked closely with the San Diego Unified School District throughout the planning process to ensure school facilities can accommodate future increases in school-age population.
	Encourage collaboration with the San Diego Unified School District to plan for new funding sources for new and expanded schools and facilities, including reviewing and updating information on bond measures (Propositions S and Z) aimed at funding repairs, renovations, and revitalization of schools.	Bond measures fund repairs, renovate, and revitalize schools within the San Diego Unified School District. The City is dedicated to working collaboratively with the San Diego Unified School District and the community to plan for new funding sources for new schools and expanded school facilities to accommodate future increases in school-age population (PF-179).
Enhance Public Amenities Accessibility and Infrastructure Planning	Increase accessibility of public amenities for all groups.	The plan considers accessibility and proximity to transit stops, public facilities, public spaces, and safe and pedestrian-oriented streets public amenities for all groups including for those with special needs such as the elderly.
	Consider potential impacts to facilities and infrastructure from new development.	The Program Environmental Impact Report identifies how additional infrastructure needs will be met. It is also included in the implementation section within the public facilities in the Public Facilities, Services, and Safety Element.
	Develop a plan for the maintenance of infrastructure, including public utilities, police/fire facilities, libraries, etc.	The Public Facilities, Services, and Safety Element addresses the maintenance of fire-rescue, police, storm water, water and infrastructure, sewer infrastructure, waste management, libraries, schools, parks,

		public utilities, and health and safety infrastructure and services are maintained.
RECREATION		
Increase Park Space and Recreational Opportunities	Ensure the addition of adequate park space and recreation centers.	The Hillcrest Focused Plan Amendment identifies opportunities for creative and innovative ways to create public spaces for people to enjoy. A Supplemental Development Regulation requires public spaces to be built on-site for all parcels that are 25,000 square feet or greater and requires promenades to be built on portions of University Avenue and Robinson Avenue. For additional information on the details of these regulations please refer to the Implementation Element. Additionally, the City will continue to explore possible joint-use facilities and other public spaces to fulfil the community's recreational needs.
	Recognize the essential role of parks in residents' quality of life, providing spaces for sports, picnics, outdoor concerts, and various recreational activities.	
	Address the park and open space deficiency while proposing population doubling. There is no clear procedure for additional public safety amenities, and there are no contingencies for the proposed LGBTQ+ historic district.	
Maintain Safety and Community Engagement in Public Spaces	Address concerns related to security, graffiti, camping, and exploring strategies to maintain a safe environment.	The General Plan addresses disaster preparedness and seismic safety through its Public Facilities, Services, and Safety Element sections, while also integrating safety considerations into the Urban Design Element. It outlines policies for financing and prioritizing public facilities, covering fire-rescue, police, stormwater, water and sewer infrastructure, waste management, libraries, schools, parks, public utilities, and health and safety. The Plan's goals include providing high-quality community facilities and services, improving water and sewer lines, ensuring police and fire services meet community needs and promoting emergency awareness and preparedness.

	<p>Support and create spaces for community events.</p>	<p>The Community Plan accommodates spaces for community events and gathering areas to support existing and future events. Specifically, the LGBTQ+ Culture Element supports existing events to remain in their current locations as well as providing new gathering areas to support existing and future events.</p>
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CONSERVATION

<p>Address Climate Action and Sustainability Initiatives</p>	<p>Detail climate action plans and goals, referencing EPA documents for improved land use decisions, while ensuring that all development proposals consider the City's Climate Action Plan) and sustainability. Evaluate proposed plans with regard to both the Climate Action Plan and historical community preservation efforts.</p>	<p>The Hillcrest Focused Plan Amendment is designed to align closely with the Climate Action Plan (CAP), which sets ambitious goals for greenhouse gas reduction and sustainable development. It promotes smart growth, transit-oriented development, and active transportation options to achieve these goals. Sustainable building practices, energy-efficient infrastructure, and preservation of open space are integral components. By integrating with the CAP, this amendment supports the city's efforts to combat climate change and foster an environmentally friendly community. Specifically, the plan aims to enhance access to transit, biking, and walking, addressing transportation-related emissions which constitute over half (55%) of the city's greenhouse gas output.</p>
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<p>Promote Green Building Practices</p>	<p>Promote green building practices throughout the construction process, such as LEED.</p>	<p>The Conservation Element supports green building practices through policies that state, "CE-1.3 Employ sustainable building techniques for the construction and operation of buildings, which could include solar photovoltaic and energy storage installations, electric vehicle charging stations, plumbing for future solar water heating, or other measures," "CE-1.4 Provide and/or retrofit street lighting and outdoor lighting that is energy efficient, to contribute to meeting the City's energy efficiency goals outlined in the Climate Action Plan," and "CE-1.13 Support the use of sustainable development and building</p>
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		practices including but not limited to circular and efficient design and low carbon building materials.”
Support Tree Planting	Prioritize and expedite the planting of trees throughout the city as emphasized by the City Council. Increasing the number of trees will provide immediate and significant improvements to the urban environment, offering shade, reducing heat islands, and contributing to climate change mitigation.	The Conservation and Urban Design Elements supports Urban Forestry and the development of the street tree master plan for the sustainability benefits.
NOISE		
Manage Noise Impact	Address concerns about an increase in noise levels in formerly quiet neighborhoods due to ongoing construction, new residential developments, and the use of major, feeder, and residential streets by emergency vehicles.	The General Plan outlines goals and policies to manage noise levels in the city, particularly addressing the impact of ongoing construction, new residential developments, and increased use of major streets by emergency vehicles. It includes measures for noise attenuation in new buildings to protect residents and workers from excessive noise. The plan provides guidance on land use compatibility, focusing on noise-sensitive areas like residential zones and schools. It also recommends site and building design strategies to reduce noise impacts, especially in mixed-use areas with high activity levels, such as Hillcrest.
	Evaluate growth impact on retirement community, special attention to noise production from the destruction of small structures and the construction of multi-storied condos.	Community Plan policy NE-1.10(f) encourages construction contractors to prepare a detailed construction plan identifying the schedule for major noise generating construction activities that includes coordination with adjacent residents so that construction activities can be scheduled to minimize noise disturbance. Also, policy NE-1.10(e) encourages construction contractors to designate a

		“disturbance coordinator” who would be responsible for responding to any complaints about construction noise.
	Manage challenges posed by the addition of numerous residential properties in an entertainment/shopping district, leading to potential complaints and disturbances from residents.	The Community Plan's policies implements measures to mitigate noise and disturbances. These include regulating the operating hours of establishments, lowering music volume, employing security staff, and incorporating noise attenuation in building designs. The Plan also suggests evaluating noise impacts for permits, situating commercial portions of mixed-use developments away from single-family residences, promoting awareness through signage, disclosing noise concerns during property transactions, and limiting construction hours. These strategies aim to balance the vibrant commercial environment with the residents' need for a peaceful living space. Please reference SDR-D.1 and SDR-D.2 in the Implementation Element for more information.
	Note appreciation for existing noise conservation policies and the importance of having disclosures to ensure a safe living environment.	
	Address the call for upfront disclosure of noise concerns in mixed-use developments, particularly within the LGBTQ+ Cultural District, with a preference for mandatory requirements rather than encouragement.	Community Plan policy NE-1.5 implements upfront disclosure of noise concerns in mixed-use and residential developments near commercial/entertainment areas., particularly within the LGBTQ+ Cultural District, during property sales or lease agreements.

HISTORIC PRESERVATION

Preserve History and Neighborhood Character	Identify existing and potential sites for adaptive reuse and incorporation and preservation opportunities instead of demolition.	This issue is addressed in part through the Historic Preservation Element of the General Plan and the City's Historical Resources Regulations, as well as through other Citywide regulations. The adaptive reuse of historical resources is supported in Policy HP-B.2 of the General Plan Historic Preservation Element and is facilitated
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		<p>through the City's Historical Resources Regulations, which incentivizes the preservation and reuse of historic structures in a manner that preserves their significance. Additionally, the Dwelling Unit Protection Regulations help to preserve naturally occurring affordable housing and the SRO Regulations work to ensure the retention of existing SRO hotel rooms.</p>
	<p>Address concerns about Historic District boundary changes, investigate reasons for shrinking boundaries, reconcile map and property list disparities, and consider adding suggested historic sites.</p>	<p>The Hillcrest Historic District has been determined significant and eligible for designation through a detailed and comprehensive evaluation resulting in a historic district nomination describing the significance of the district and documenting contributing and noncontributing resources as described in Chapter 11 Historic Preservation. That determination of significance is separate from and not dependent upon local historic designation. Local designation requires review and an action to designate by the City's Historical Resources Board, which can be appealed to the City Council.</p>
	<p>Advocate for the preservation of historic housing in Hillcrest and the Medical Complex, avoiding the loss of single-family character.</p>	<p>The Community Plan's Historic Preservation Element includes countless policies that aim to preserve and build upon the natural character of Hillcrest's surrounding neighborhood. Please refer to Chapter 11 Historic Preservation for applicable policies. Two policies that address these comments state, "HP-2.3 Provide support and guidance to community members and groups who wish to prepare and submit historic district nominations to the City, consistent with adopted Guidelines" and "HP-2.4 Work with members of the community to identify and evaluate additional properties that possess historic significance for social or cultural reasons (such as an association with an important person or event) for potential historic designation."</p>
	<p>Ensure the proposal honors the important history of Hillcrest's development in the late 1800s and early 1900s, recognizing the area's civic pride, architectural achievements, and historic character that attract visitors.</p>	

<p>Additional Edits for Clarity</p>	<p>Differentiate between nonprofessional and professional input in identifying significant properties. Clarify that resources identified by the general public at meetings did not receive a deeper professional review but can be considered for further evaluation (HP-232).</p>	<p>During the planning process, City staff have conducted extensive community outreach that has resulted in the identification of additional potential historical resources, that have been used to inform not only the policies and recommendations of the Historic Preservation Element, but also the land use policies and recommendations throughout the community plan. The Draft Hillcrest Focused Plan Amendment also elaborates on the resources identified during the public outreach process and states, “substantial public outreach with the local community planning group, regional and local preservation groups, and members of the community occurred throughout the development of the Historic Context and completion of the survey. This information was considered and often incorporated into the results and recommendations of the survey. As a result, the Uptown Reconnaissance Survey identifies as potentially significant all individual resources specifically identified as such by the community.”</p>
	<p>Include a mention of reviewing and, where appropriate, incorporating the Citywide Historic Context for LGBTQ+ into future project reviews for projects that fit the historic periods of significance (HP-234).</p>	<p>The Draft Hillcrest Focused Plan Amendment states the following, “Resources must be evaluated within their historic context(s) against the City’s adopted criteria for designation of a historical resource, as provided in the General Plan and the Historical Resources Guidelines of the Land Development Manual. Guidelines for the application of these criteria were made part of the Historical Resources Guidelines to assist the public, project applicants, and others in the understanding of the designation criteria.”</p>

<p>Encourage Benefits to Property Owners</p>	<p>Expand benefits offered to property owners under the Mills Act to include partial reuse, facade protection, adaptive reuse, or density bonus credits/transfers. Ensure these benefits are part of a ministerial review process rather than a lengthy and costly discretionary process to offset the loss of development potential for commercial property owners (HP-234).</p>	<p>The Hillcrest Focused Plan Amendment supports the adaptive reuse of historic resources by acknowledging state incentives such as the California State Historic Building Code and allowing Conditional Use Permits for projects aligning with the U.S. Secretary of the Interior’s Standards and community character. While additional benefits for property owners under Mills Acts are not currently available, the Community Plan supports the adaptive reuses of historical resources through Policy HP-B.2 of the General Plan Historic Preservation Element and is facilitated through the City's Historical Resources Regulations, which incentivizes the preservation and reuse of historic structures in a manner that preserves their significance.</p>
	<p>Consider mitigations associated with partial historic demolition along with partial adaptive reuse or protection through a ministerial review process instead of a lengthy and costly discretionary review process. Encourage developers to pursue projects by offering supplemental development agreements, partial preservation, educational and interpretive improvements, and other public and historic benefits, even if the property owner does not want to accept a</p>	<p>The Community Plan’s Historic Preservation Element includes many policies that aim to preserve and build upon the natural character of Hillcrest’s surrounding neighborhood. The amendment also includes SDRs to preserve the essential historic features and characteristics important to the significance of the Hillcrest Historic District, while providing a clear path allowing for new development. Please refer to the Implementation Chapter for more details.</p>

	historic designation (HP-235).	
IMPLEMENTATION		
Ensure Affordable Housing	Address concerns about the City's ability to guarantee the percentage of affordable and/or middle-income housing in new development	The Community Plan also includes the following relevant policy, "LU-2.13 Prioritize the maintenance and production of affordable housing in all residential and multi-use neighborhood designations, including on-site affordable housing requirements, and encourage the development of middle-income and family housing.." Additionally, the City of San Diego's Inclusionary Affordable Housing Ordinance applies to all new residential development of 10 or more dwelling units outside the Coastal Overlay Zone, five or more dwelling units within the Coastal Overlay Zone, and all condominium conversions of two or more dwelling units. Developments are required to provide a certain percentage of affordable units in the development. Applicants may also choose to pay an Inclusionary In Lieu Fee for all or a portion of the inclusionary dwelling units; rehabilitate existing dwelling units or SRO Hotel Rooms; convert hotel or motel guest rooms to inclusionary dwelling units; or donate land.
Additional Edits for Clarity	Clarify on whether developers will bear the cost of creating "pocket parks" and a call for well-designed spaces instead of minimalistic landscaping.	Please refer to the Implementation Element and the Public Space and Promenade Supplemental Development Regulations. Linear parks and promenades have been growing in popularity in many urban areas because it is nearly impossible to carve out new 5-acre parks in urban areas, linear parks and promenades are an excellent way to add green space to urban areas. They offer a unique opportunity to transform underutilize space, such underused streets into spaces for recreation. They can provide paths allowing joggers, walkers, and bikers areas to exercise. They also offer the community several social, cultural,

		<p>economic, and environmental benefits. Linear parks and promenades can help to connect neighborhoods, landmarks, parks, or open spaces for passive or active recreation. They can help to provide much needed greenery within urban areas. Linear parks and promenades can have overlooks to open space areas, tot-lots, art installations, and places to picnic; these are spaces that encourage both movement and relaxation in the same way as a square or rectangular park.</p>
	<p>Manage criticism of the proposed plan's potential negative impact on the quality of life and infrastructure, and the assertion that developers should fund necessary infrastructure improvements before development.</p>	<p>The Public Space and Promenade Supplemental Development Regulations are a way to capture the value of the increase in density we are allowing through our proposed land uses. The proposed supplemental development regulations require public spaces when new development is proposed over 25,000 square feet, promenades along portions of University Avenue and Robinson Avenue, and LGBTQ+ interpretive trail paving. Development Impact Fees will also be collected when development occurs.</p>
	<p>Need for further clarification of Supplemental Development Regulations</p>	<p>Supplemental Development Regulations are outlined in the Implementation Chapter.</p>
<p>Assess Impact of New Zoning</p>	<p>Address concerns about the introduction of new zoning designations (CC-3-10 and CC-3-11) with high densities, potentially overwhelming existing infrastructure</p>	<p>The Hillcrest Focused Plan Amendment proposes changes to land use to introduce more housing options and encourage bicycling, walking, and transit use, as well as creating activation spaces. By allowing additional housing capacity near major employers, such as the Medical Complex neighborhood, and enhancing mobility, the plan aims to increase transit, bicycling, and pedestrian trips, reducing overall vehicle miles traveled. This proposed density will</p>
	<p>New zoning designations (CC-3-10, CC-3-11, RM-4-11) would</p>	

	<p>increase Hillcrest's density allowances significantly beyond current maximums. The existing 2016 Community Plan already allows for substantial population growth, while SANDAG projects minimal growth for San Diego by 2050.</p>	<p>help to address home shortages that currently exist within the City, and will provide homes in sustainable locations and help to meet Climate Action Plan Goals. Currently, the Uptown Community Planning Area, including Hillcrest, University Heights, Mission Hills, and Bankers Hill, has a population of 39,000 people. The community plan amendment estimates this population could grow to 109,800 people over the next 30 years if all buildings are constructed to their maximum capacity. However, the City cannot mandate development; it can only update zoning and establish policies to encourage and guide new development. Existing buildings are likely to undergo incremental redevelopment, and not all properties will be developed within the plan's lifespan. Development decisions rest with individual property owners.</p>
	<p>Add a statement to address infrastructure, mobility, and park requirements to ensure comprehensive planning and development (IM-276). Include TOT collected fees and future park bonding and funds in the relevant table to expand funding options and ensure sufficient resources for development projects (IM-279).</p>	<p>The City plans and funds infrastructure through its two main funding sources for providing and improving facilities include Development Impact Fees (DIF) and the General Fund. The City's capital improvement projects are funded through a variety of funding sources of which the Development Impact Fee (DIF) and General Fund are two of the several funding sources. Additionally, the Citywide Park Development Impact Fee structure to allows the City to deliver parks sooner, provide recreational opportunities throughout the City to be enjoyed by everyone, and achieve new park land acquisition and park upgrades that increase recreational opportunities, while focusing prioritized investments where the needs are greatest. For more funding information, please refer to Table 12-2, City of San Diego Financing Mechanisms, Table 12-3, Local, State and Federal Financing Mechanisms, and Table 12-4</p>

		Developer/Property Owner/User Financing Mechanisms.
APPENDIX		
Additional Edits for Clarity	Ensure proper footnoting, sourcing of information, and the inclusion of a key for abbreviations throughout the document for clarity and consistency (various pages).	The Final Hillcrest Focused Plan Amendment will be thoroughly reviewed to ensure proper footnoting and free of grammatical errors. While a key for abbreviations will not be provided, any abbreviated word will spelled out completely the first time it introduced followed by the abbreviation in parenthesis, for example, "Pursuant to the California Environmental Quality Act (CEQA), the Uptown Community Plan Environmental Impact Report (EIR) provides...."
Address Property Listing and Findings	Remove the specified property from the list based on the findings of the HRTR, which include: Permits obtained in 1999 with a historic review determined no potential historic designation. The property's use was past the LGBTQ+ 1970-1990 period of significance. No extraordinary events or persons were associated with the property between 1993-1999. The building has undergone changes, losing its integrity from its 1947 construction date and the 1993-1999 period. The listing was based on general public input, not a professional nomination, nor was a status provided. The property is not in any planned historic districts. The	City Staff are continuing to review the removal of the property, 3910-2916 Normal Street, from Table E-7: Potentially Significant Individual Resources Identified During Public Outreach in the July 2024 Draft Hillcrest Focused Plan Amendment.

	<p>redevelopment project will support the Cultural District according to SDRs. The Citywide Complete Community Plans and supporting environmental review identified public benefits that override the impacts. Historical designation would prevent investment in the property, hindering the achievement of Focus Plan goals and policies, especially since office use is no longer the highest and best use for the property.</p>	
	<p>Lists over 525 Individually and District Designated properties, 17 Potential Historic Districts with approximately 2,678 properties, 4 potential Multi-property Districts with around 953 properties, and 44 Potential Individually Listed properties. With over 500 designated properties already lowering the city's tax base, the necessity of an additional 3,500 properties to tell history is questionable.</p>	<p>The Historic Preservation Element of the Uptown Community Plan has been updated as part of the Hillcrest Focused Plan Amendment to list all designated historical resources and districts as of August 2023. The number of designated resources can change monthly and current information regarding designated historical resources within each Community Planning Area can be viewed at any time by visiting the City's California Historical Resources Inventory Database (CHRID). Additionally, a historic context statement and reconnaissance-level historic survey were completed in 2018 as part of the Uptown CPU. The context and survey are available on the City's website and guide current and future preservation activities within Uptown.</p>