



## CITY OF SAN DIEGO NOTICE OF CITY COUNCIL PUBLIC HEARING

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**DATE OF MEETING:** TUESDAY, JULY 30, 2024  
**TIME OF MEETING:** 2:00 P.M.  
**PLACE OF MEETING:** COUNCIL CHAMBERS, 12<sup>th</sup> FLOOR,  
CITY ADMINISTRATION BUILDING,  
202 "C" STREET, SAN DIEGO, CALIFORNIA, 92101

**PROJECT TYPE:** COMMUNITY PLAN AMENDMENT TO THE UPTOWN COMMUNITY PLAN; AMENDMENT TO THE GENERAL PLAN; AMENDMENTS TO THE MUNICIPAL CODE; REZONES; AND DESIGNATION OF A CULTURAL DISTRICT. PROCESS 5.

**PROJECT NAME:** HILLCREST FOCUSED PLAN AMENDMENT

**APPLICANT:** CITY OF SAN DIEGO, CITY PLANNING DEPARTMENT

**COMMUNITY PLAN AREA:** UPTOWN

**COUNCIL DISTRICT:** 3

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT**  
Shannon Mulderig / [PlanHillcrest@sandiego.gov](mailto:PlanHillcrest@sandiego.gov) / 619-533-3662

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**PLEASE ACCEPT THIS AS A NOTICE TO INFORM YOU, as a property owner, tenant or interested citizen, that the Council of the City of San Diego, California will conduct a public hearing, as part of a scheduled City Council meeting, on the following project:**

The proposed Hillcrest Focused Plan Amendment to the Uptown Community Plan and associated discretionary actions entail an amendment to the Uptown Community Plan that is intended to guide future development of the Uptown Community Plan area. In addition to adoption of the Hillcrest Focused Plan Amendment, the project includes: adoption of a Rezone Ordinance to rezone property within the Community Plan area to implement the Community Plan Amendment; adoption of amendments to the General Plan to update the Land Use Map and incorporate the Community Plan land use designations; adoption of an Ordinance amending San Diego Municipal Code (SDMC), Chapter 13, Article 2, Division 14 to amend the Community Plan Implementation Overlay Zone (CPIOZ) for the plan amendment area to implement community specific requirements; adoption of an Ordinance amending the SDMC, Chapter 13, Article 1, Division 5 relating to CC (Community Commercial) Zones and adding two new CC Zones; and adoption of a resolution designating a LGBTQ+ Cultural District.

Certification of the Program Environmental Impact Report (SCH No. 2021070359) and adoption of the Findings, Statement of Overriding Considerations, and the Mitigation, Monitoring, and Reporting Program for the Hillcrest Focused Plan Amendment is anticipated to occur prior to this item being heard through a separate City Council action that will be heard with the Blueprint SD initiative on July 23, 2024. Supporting materials and additional information about the Blueprint SD Initiative can be found with the City Council Agenda for July 23, 2024, which is available at <https://sandiego.hylandcloud.com/211agendaonlinecouncil>. A consistency evaluation memo further described in the Staff Report provided with Blueprint SD Initiative supporting materials for the July 23, 2024, City Council meeting evaluates the consistency of the Hillcrest Focused Plan Amendment with the certified Program Environmental Impact Report pursuant to the California Environmental Quality Act Guidelines section 15162. The Hillcrest Focused Plan Amendment is within the scope of the Program Environmental Impact Report and the Program Environmental Impact Report adequately describes the Hillcrest Focused Plan Amendment for the purposes of CEQA pursuant to California Environmental Quality Act Guidelines section 15168.

The project entails a Focused Plan Amendment to the Uptown Community Plan, which is intended to guide future development in the Focused Plan area which includes the Hillcrest and Medical District Neighborhoods as identified in the Uptown Community Plan. The Focused Plan Amendment amends the Uptown Community Plan vision, land use designations, and policies, and includes supplemental development regulations for new development within the Focused Plan Amendment area. The project provides community-specific amendments that further implement General Plan policies, including those proposed and amended by the Blueprint SD (General Plan Refresh) Initiative, and City of Villages Strategy in the General Plan, as well as the Climate Action Plan (CAP) with respect to the distribution and arrangement of land uses and the local street and transit network, implementation of urban design, recommendations preserving and enhancing historic and cultural resources, and prioritization and provision of public facilities within the Uptown community. The Focused Plan Amendment maintains existing community commercial and residential areas with increases to residential density near major transit stops and non-residential development capacity. The Focused Plan Amendment also enhances pedestrian, bicycle, transit connections with policies and recommendations that call for a network of complete streets and requirements for pedestrian promenades along portions of Robinson and University Avenues.

For additional information you can visit the Hillcrest Focused Plan Amendment website at <https://www.planhillcrest.org>.

On May 30, 2024, the Planning Commission voted (4-0-0) to recommend to the City Council approval of the Community Plan Amendment to the Uptown Community Plan; Amendment to the General Plan; Amendments to the Municipal Code; Rezones; and designation of a Cultural District as presented by staff.

On June 13, 2024, the Land Use and Housing Committee voted (3-0-0) to recommend approval of the Community Plan Amendment to the Uptown Community Plan; Amendment to the General Plan; Amendments to the Municipal Code; Rezones; and designation of a Cultural District as presented by staff.

A Program Environmental Impact Report (SCH No. 2021070359) was prepared for the project in accordance with the California Environmental Quality Act (CEQA). The Hillcrest Focused Plan Amendment was evaluated in the draft Program Environmental Impact Report that analyzes the environmental effects of the Hillcrest Focused Plan Amendment, as well as the University Community Plan Update, and Blueprint SD. It is anticipated that the City Council will separately take action on **July 23, 2024, at 2:00 p.m.** regarding the certification of the Program Environmental Impact Report which will be heard along with the Blueprint SD initiative, which is further described in the Staff Report provided with Blueprint SD Initiative supporting materials for the July 23, 2024, City Council meeting. Supporting materials and additional information about the Blueprint SD Initiative can be found with the City Council Agenda for July 23, 2024, which is available at <https://sandiego.hylandcloud.com/211agendaonlinecouncil>.

#### Notice of Availability of Local Coastal Program Amendment:

The Hillcrest Focused Plan Amendment to the Uptown Community Plan includes the adoption of an Ordinance amending the SDMC, Chapter 13, Article 1, Division 5 relating to CC (Community Commercial) Zones and adding two new CC Zones. The Land Development Code is part of the City's Local Coastal Program, and state law requires the California Coastal Commission certification of amendments to the Local Coastal Program before they can take effect in the Coastal Zone, therefore, the City Council's decision requires amending the City's Local Coastal Program. The final decision by the City Council will occur no sooner than 6 weeks after the date of mailing of this notice. The City of San Diego must submit this as an amendment for certification to the Coastal Commission. The amendment is not effective in the Coastal Zone until the Coastal Commission unconditionally certifies the amendment, however it will take affect outside of the Coastal Zone following adoption by the City Council.

If you wish to be noticed of the Coastal Commission hearing on this issue, you must submit a request in writing to the Development Services Department, Attention: **Shannon Mulderig, Senior Planner**, City Planning Department, 5th Floor, 202 "C" Street, MS 413, San Diego, CA 92101 before the close of the City Council public hearing. If you wish to challenge the City's action on the above proceedings in court, you may be limited to addressing only those issues you or someone else have raised at the public hearing described in this notice or written in correspondence to the City at or before the public hearing.

If you wish to challenge the City's action on the above proceedings in court, you may be limited to addressing only those issues you or someone else have raised at the public hearing described in this notice or written in correspondence to the City at or before the public hearing.

**The decision of the City Council is final.**

#### **COMMUNICATIONS**

Instructions for providing testimony during the July 30, 2024, City Council meeting will be posted on the City Clerk's website at <https://www.sandiego.gov/city-clerk/officialdocs/council-agendas-minutes-results>. The amount of time allotted for each speaker will be determined at the discretion of the Chair, who will generally

allow between one and three minutes per speaker depending on the number of speakers in the queue for that item.

Comments may also be submitted electronically using the City Clerk webform at <https://www.sandiego.gov/city-clerk/agenda-comment-form> by indicating the agenda item number for which you wish to submit your comment. Comments submitted using this form will be distributed to the City Council and made a part of the record but will not be read into the record. Please note that electronic comments submitted using this form are limited to 500 words, but attachments are allowed. If the size limitations are met please send materials to [cityclerk@sandiego.gov](mailto:cityclerk@sandiego.gov).

Additionally, you may write a letter to the Mayor and City Council, Attention: City Clerk, City Administration Building, 202 "C" Street, San Diego, CA 92101-4806, Mail Station 2A; OR you can reach us by FAX: (619) 533-4045. All communications will be forwarded to the Mayor and Council.

The public may view the meetings on public television (within the City of San Diego only) on City TV Channel 24 for Cox Communications and Time Warner Cable or Channel 99 for AT&T, or view the meetings online, located at [http://sandiego.granicus.com/player/camera/5?publish\\_id=1648](http://sandiego.granicus.com/player/camera/5?publish_id=1648).

In accordance with the Brown Act, the agenda will be posted 72 hours in advance of the City Council meeting. Please refer to the City Clerk's website to view the agenda, and for further instruction and applicable deadlines for submitting public comment or written materials.

If you wish to challenge the Council's actions on the above proceedings in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence to the City Council at or prior to the public hearing.

**REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS**

As required by the Americans with Disabilities Act (ADA), requests for agenda information to be made available in alternative formats, and any requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting the City Clerk at (619) 533-4000 or via email [cityclerk@sandiego.gov](mailto:cityclerk@sandiego.gov). The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.

**Notice date: July 15, 2024**

**DIANA J.S. FUENTES  
SAN DIEGO CITY CLERK**