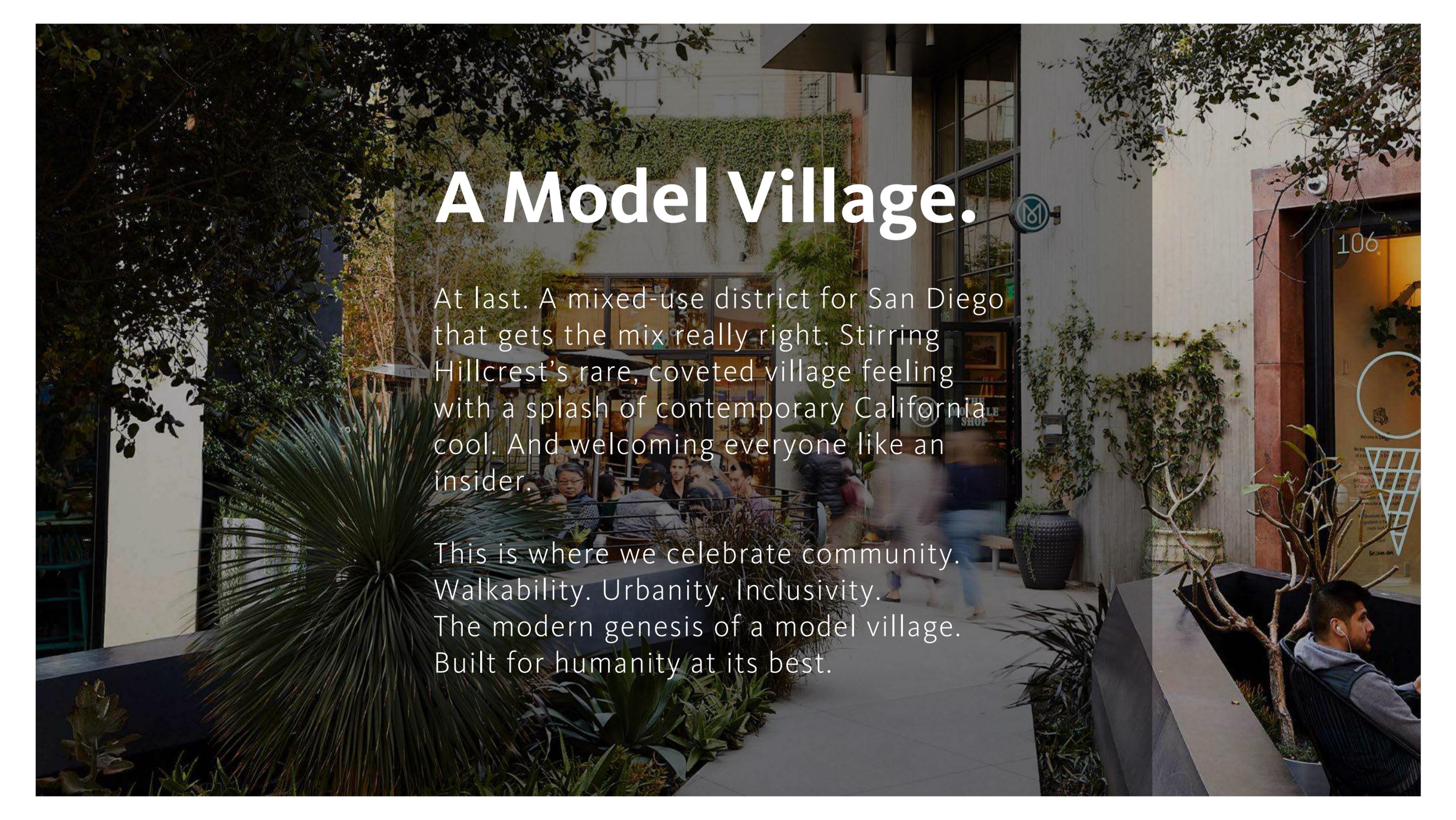


# Hillcrest Mixed Use

CONCEPT MASTER PLAN



# A Model Village.

At last. A mixed-use district for San Diego that gets the mix really right. Stirring Hillcrest's rare, coveted village feeling with a splash of contemporary California cool. And welcoming everyone like an insider.

This is where we celebrate community. Walkability. Urbanity. Inclusivity. The modern genesis of a model village. Built for humanity at its best.

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- 02 CONTEXT
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# Project Vision

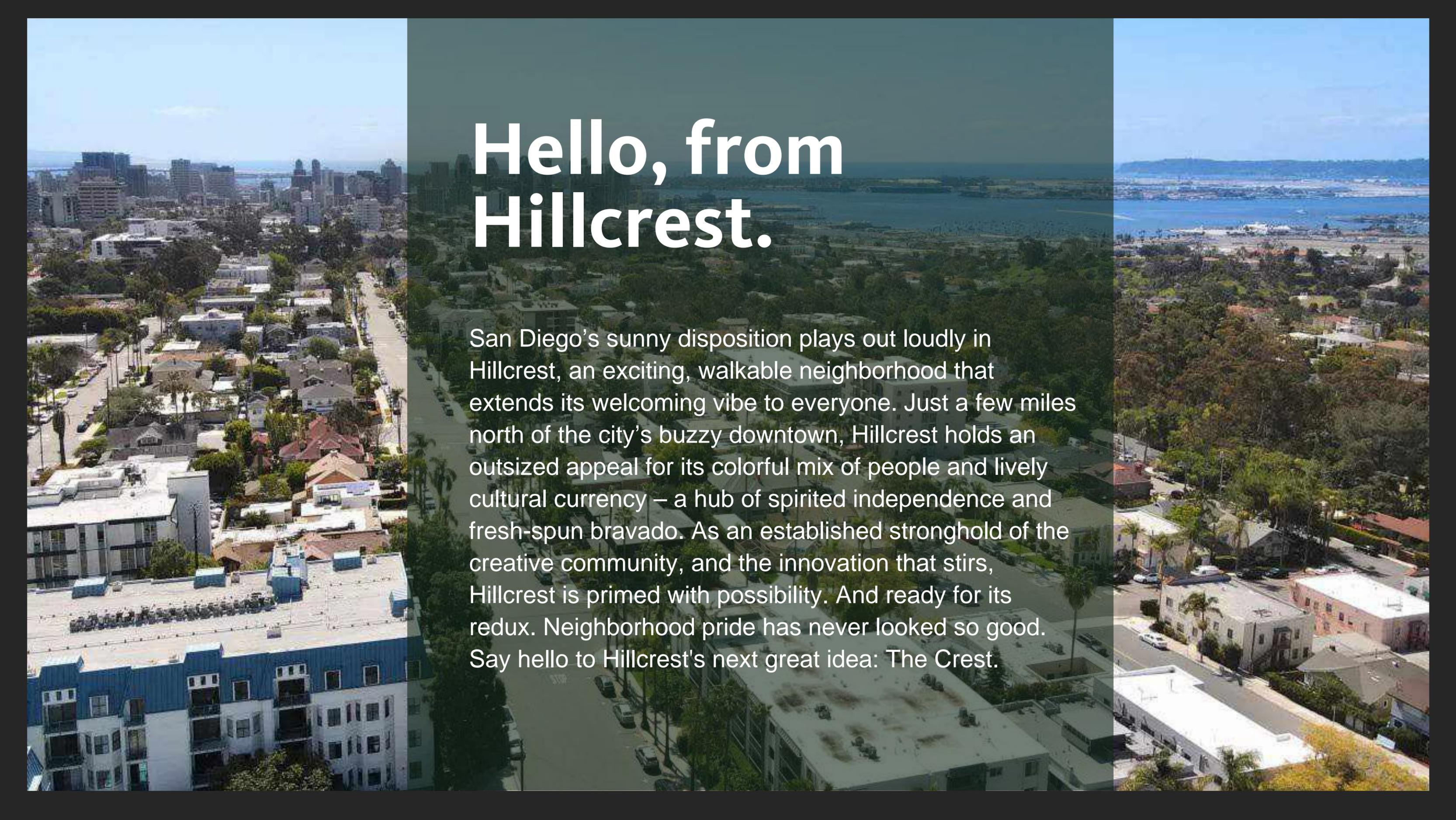
A NEW TYPOLOGY FOR THE URBAN VILLAGE HAS ARRIVED

From the moment William Wesley Whitson filed his 1906 map for the Hillcrest Subdivision, this enclave north of San Diego's downtown became a destination – a colorful, small-town village, filled with diversity and rich with distinctive character. Welcoming all with a local charm, where longtime shopkeepers know their customers by name, and a chic urban pulse, with its upscale eateries, coffee houses, and artsy cinemas, Hillcrest identifies as the San Diego neighborhood that the gay community embraces as its own.

Currently Hillcrest is going through significant cultural and physical changes as regional growth and housing demands escalate. Recently, the Hillcrest Focused Plan Amendment redesignated approximately 350-acres of the Hillcrest and Medical Complex Neighborhoods with increases to the allowed density and intensity. The proposed land uses, and additional housing opportunities, are built upon the vibrancy of Hillcrest which serves as the center of community-wide activity with active, walkable streets, mixed-use buildings, and retail, office, and entertainment activities.

With this as context, our goal is to build a “model village” – to create a blueprint for an urban center that tells its own Hillcrest story, written with evolved edge, and modern, inclusive vibe. In sync with Plan Hillcrest, our vision is a complete neighborhood that celebrates Hillcrest's unique identity and honors the legacy of this place. Within our 5.8 acre site, the cultural currency that makes San Diego so irresistible will come alive. As will a very original take on making the California dream play out for not just some, but all the people this city calls to.

In short, our objective is less of a renaissance and more of a reinvention and a rejuvenation – a new typology for development that is far more encompassing than its edifices. A galvanizing idea that sets the tone for what placemaking here can be at its best. And a plan for how this neighborhood can futurecast its identity, to ensure Hillcrest thrives well into the future.

An aerial photograph of San Diego, California, showing the city skyline in the distance and the Hillcrest neighborhood in the foreground. The Hillcrest area is characterized by dense residential buildings, many with flat roofs, and a mix of greenery. The city skyline includes several high-rise buildings. The sky is clear and blue.

# Hello, from Hillcrest.

San Diego's sunny disposition plays out loudly in Hillcrest, an exciting, walkable neighborhood that extends its welcoming vibe to everyone. Just a few miles north of the city's buzzy downtown, Hillcrest holds an outsized appeal for its colorful mix of people and lively cultural currency – a hub of spirited independence and fresh-spun bravado. As an established stronghold of the creative community, and the innovation that stirs, Hillcrest is primed with possibility. And ready for its redux. Neighborhood pride has never looked so good. Say hello to Hillcrest's next great idea: The Crest.

# By the Numbers

## MAJOR GATEWAY

With an estimated nearly **1.4 million residents** in 2022, San Diego is the **second largest city** by population in California after Los Angeles. Located on the southwestern tip of California, it is strategically positioned on the U.S.-Mexico border and the Pacific Rim, making it a **major gateway** for international trade and tourism.

SOURCE: PODS.COM

## DREAM DESTINATION

San Diego hosts **28.8 million visitors** each year and is a top U.S. travel destination. Forecasts show 2023 improving to 31.0 million. Tourists are **spending more than they ever have** — a record \$14.3 billion is anticipated in 2023. By the end of 2025, expenditure is forecast to reach an **all-time high of \$15.4 billion**.

SOURCE: SAN DIEGO BUSINESS JOURNAL

## SMALL BIZ IS BIG

While San Diego's location and attractions make it unique, it is also powered by a different type of economy. **Small businesses make up 98 percent of San Diego firms** and employ 60 percent of San Diegans—twice the national average.

SOURCE: SANDIEGOBUSINESS.ORG

## GREAT NEIGHBORHOOD

Considered San Diego's most diverse, vibrant, and urbane neighborhood, **Hillcrest has been a source of social, cultural, and political influence**, especially for gays and lesbians. Given its diversity, pedestrian-friendly and **village-like qualities**, and other features, Hillcrest is recognized as one of **APA's top 10 Great Neighborhoods**.

SOURCE: AMERICAN PLANNING ASSOCIATION

## INCLUSIVE GROWTH

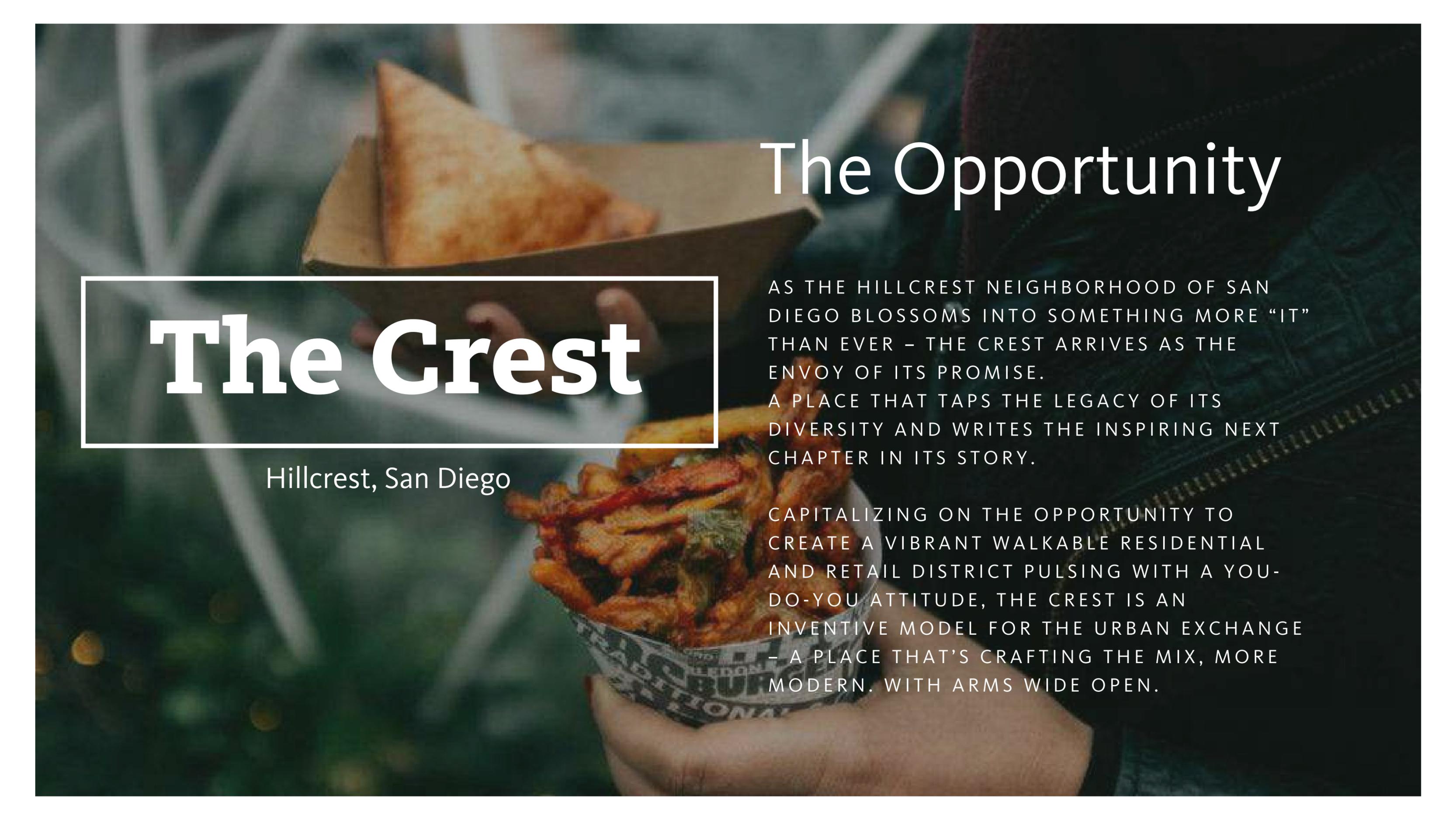
San Diego has quietly transformed into a dynamic **epicenter for innovation**, earning its reputation as a catalyst for groundbreaking ideas and cutting-edge technologies, including education programs that teach industry-endorsed competencies. Driven by the region's **inclusive growth goal**, the city aspires to produce **20,000 newly skilled workers by 2030**.

SOURCE: ADVANCING SAN DIEGO

## NEW INFRASTRUCTURE

With a **Walk Score of 87 and a bike score of 71**, Hillcrest benefits from SANDAG's spend of considerable resources to develop Hillcrest's **mobility infrastructure**. The recently completed 4th and 5th Bikeway project connects Hillcrest to Downtown. The University Ave. bikeway connects Hillcrest to North Park, anchored by the Normal Street Promenade.

SOURCE: KEEPSANDIEGOMOVING.COM

A person is holding a paper cone of fried food, possibly a taco or burrito, and a cup of fries. The background is a blurred outdoor setting with greenery and a white railing.

# The Crest

Hillcrest, San Diego

## The Opportunity

AS THE HILLCREST NEIGHBORHOOD OF SAN DIEGO BLOSSOMS INTO SOMETHING MORE “IT” THAN EVER – THE CREST ARRIVES AS THE ENVOY OF ITS PROMISE.

A PLACE THAT TAPS THE LEGACY OF ITS DIVERSITY AND WRITES THE INSPIRING NEXT CHAPTER IN ITS STORY.

CAPITALIZING ON THE OPPORTUNITY TO CREATE A VIBRANT WALKABLE RESIDENTIAL AND RETAIL DISTRICT PULSING WITH A YOU-DO-YOU ATTITUDE, THE CREST IS AN INVENTIVE MODEL FOR THE URBAN EXCHANGE – A PLACE THAT’S CRAFTING THE MIX, MORE MODERN. WITH ARMS WIDE OPEN.



**AMPLE  
COMMERCIAL RETAIL**

Attracting world-class retail, bespoke pop-ups, and curated local experiences.

**175-KEY HOTEL**

A lifestyle hotel to celebrate the cultural currency of Hillcrest, and wave in new audiences.

**MAGNETIC  
ENTERTAINMENT  
ANCHOR**

Standout entertainment experiences that magnetize visitors from near and far.

**5.8 ACRES**

Urban infill in San Diego's dynamic Hillcrest neighborhood, to weave together the community.

**MIX OF HIGH AND LOW-RISE  
RESIDENTIAL**

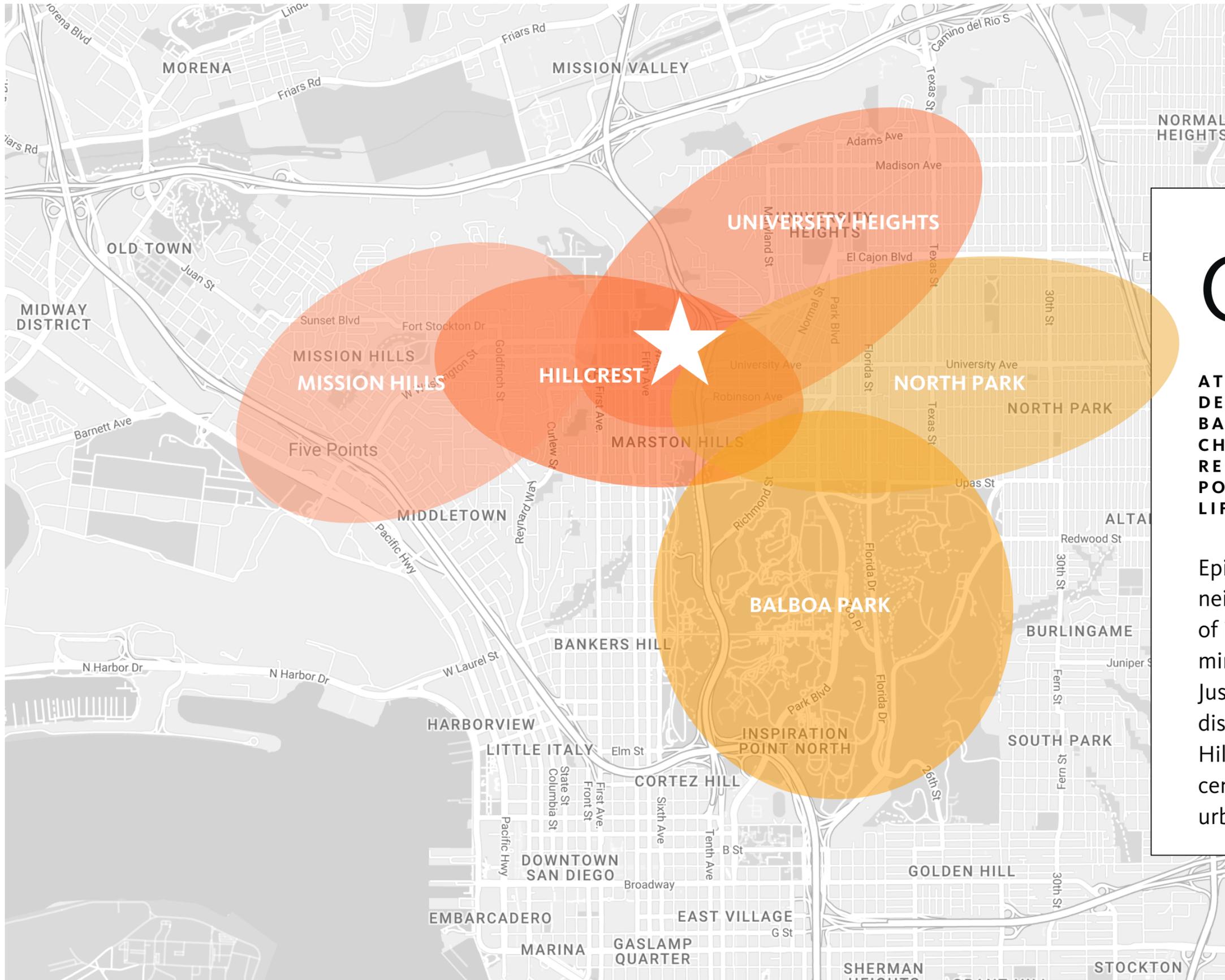
Offering a diversity of low-rise and high-rise housing types, in complement to the urban tapestry of San Diego.

**ABUNDANT OUTDOOR  
SPACE**

An indoor-outdoor program that capitalizes on San Diego's sunny vibes to create a seamless live-work-play experience.

A photograph of an outdoor cafe patio at night. The scene is illuminated by warm string lights and several tall, silver patio heaters. People are seated at tables, some engaged in conversation. The patio is decorated with greenery and circular light ornaments. The word "Context" is overlaid in the center in a white, serif font.

# Context



# Our Siting

**AT THE INTERSECTION OF NORTH PARK'S DESTINATION CHARACTER AND THE LAID-BACK ALLURE OF MISSION HILLS, THE HIPSTER CHARM OF UNIVERSITY HEIGHTS AND THE RECREATION OF BALBOA PARK, OUR SITING POSITIONS US AT THE NEXUS OF THE LIFESTYLES THAT DEFINE SO-CAL COOL**

Epicentric to some of the most intriguing urban neighborhoods, Hillcrest is the sum of an eclectic mix of influences and offers a remarkable opportunity to mirror the evolved lifestyle arriving to San Diego. Just 3 miles from Downtown, yet filled with a distinctive cultural character and a multi-ethnic vibe, Hillcrest stands as a beacon of San Diego's 21st century promise, and an ideal canvas for an original urban concept.



# Historic Legacy

Once a chaparral-covered mesa, Hillcrest's path to urbanization began in the late 19th and early 20th century, when a wealthy railroad tycoon, George Hill, purchased the area, and an extensive public transit system was established in the greater-San Diego area. The '20s and '30s saw Hillcrest's rise as a suburban shopping area, followed by the lighting of the iconic Hillcrest sign in 1940.

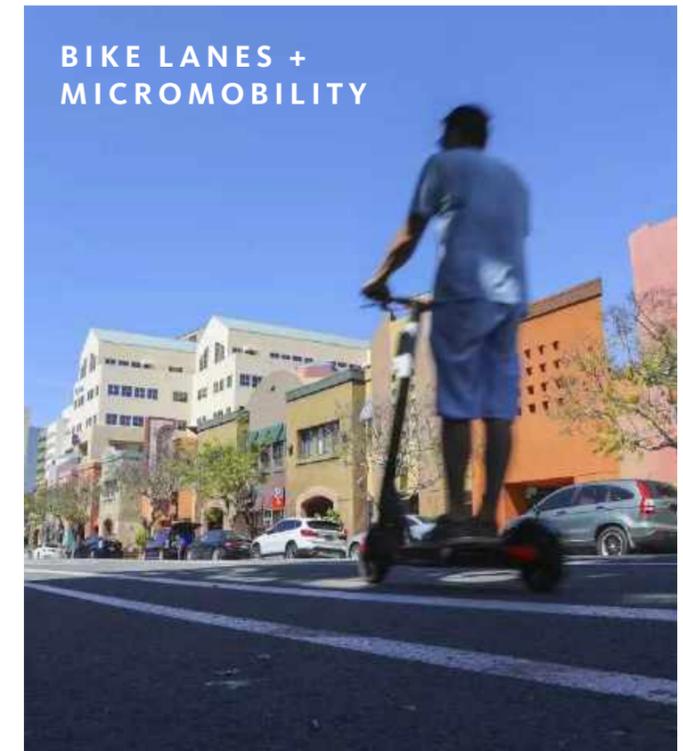
It wasn't until the late '60s and early '70s that the neighborhood transformed into a safe-haven for gay and lesbian San Diegans, and became known for its eclectic local businesses and diverse and tolerant culture. In 1975, Hillcrest held the first city-permitted Gay Pride Parade, cementing the neighborhood's identity and paying tribute to the vibrant culture that had taken root.

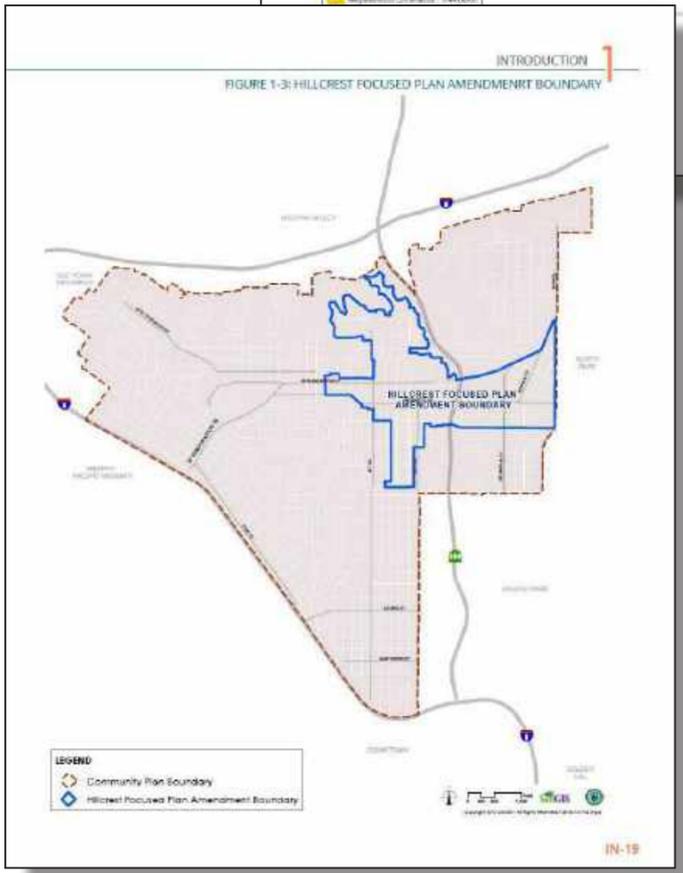
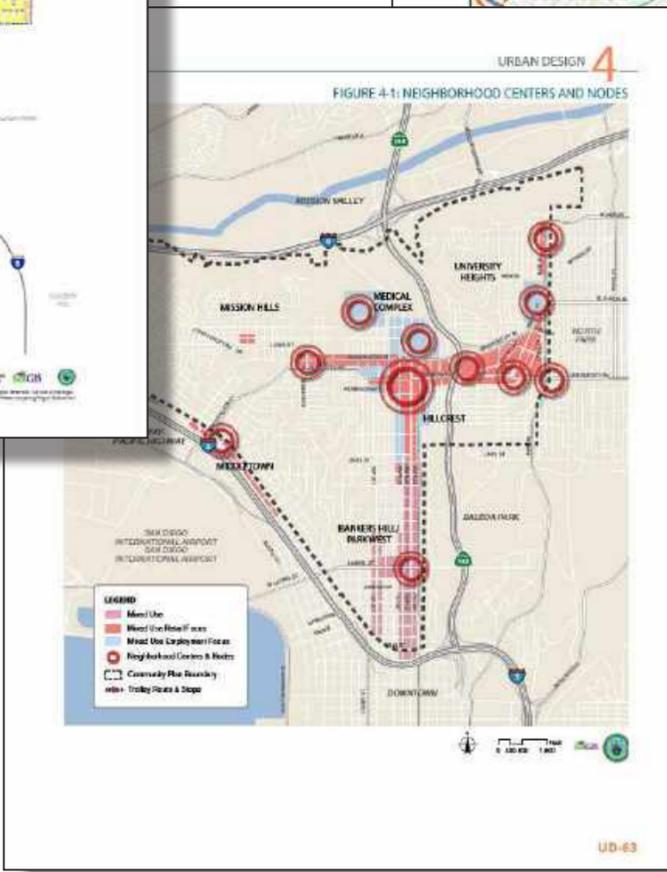
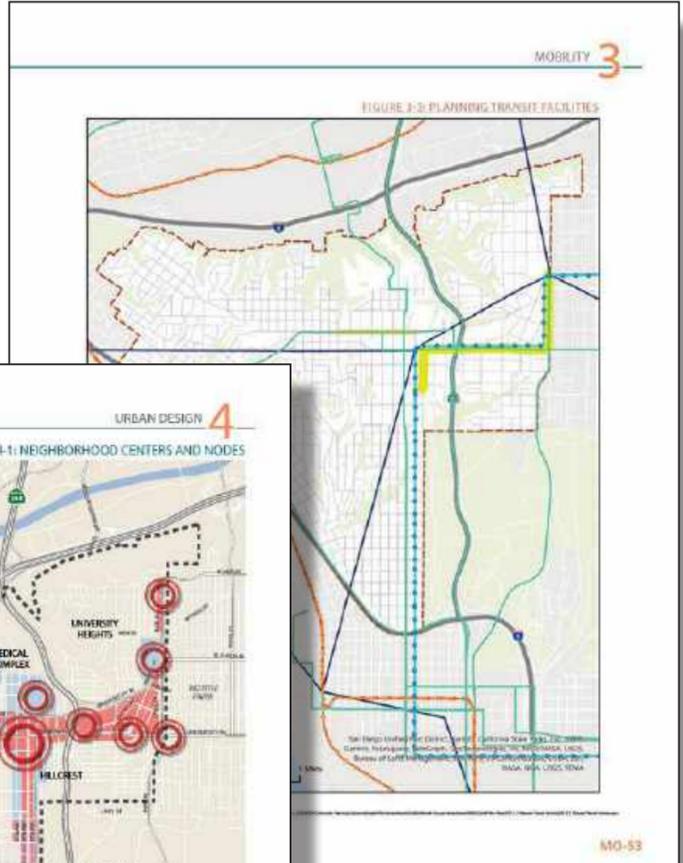
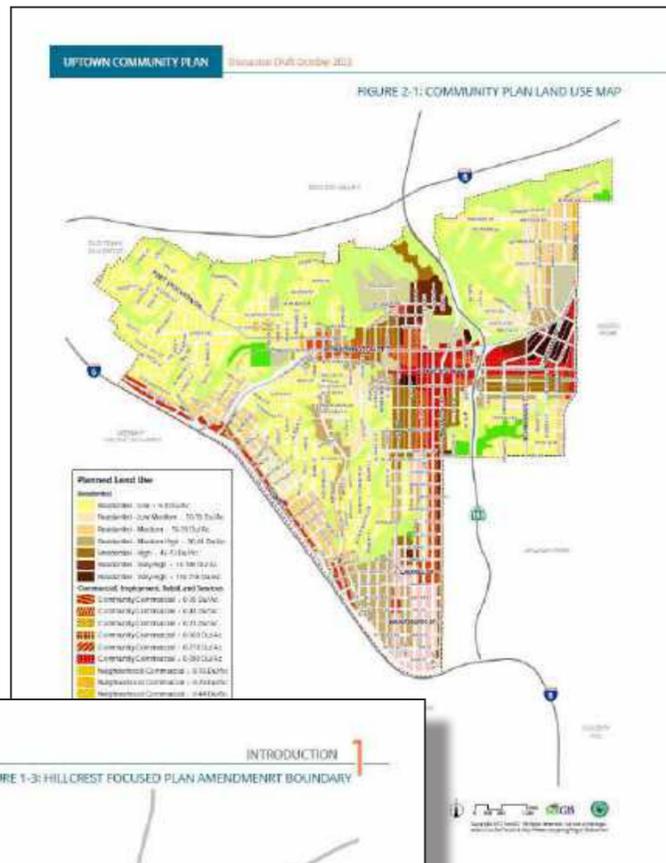


# Dynamic Character

Today, the dynamic character of the neighborhood remains, while the overall area continues to evolve. Hillcrest boasts some of the most unique bars and clubs in San Diego, along with a host of popular events throughout the year.

The next few decades could see dramatic change as San Diego implements its Climate Action Plan and seeks to address a housing shortage. We will see vibrant corridors with better infrastructure, the revitalization of Normal Street as the new heart of Hillcrest, added density and a new regional transit center linking Hillcrest to Downtown and beyond. Undoubtedly, the area will retain its unique character, focus on community, and vibrant appeal for residents and visitors alike.





# Designed to Thrive

BUILDING ON THE UPTOWN COMMUNITY PLAN POLICY FRAMEWORK, OUR SITE APPROACH DOVETAILS WITH PLAN HILLCREST'S STRATEGY TO ADDRESS HOUSING AND DEVELOPMENT INITIATIVES INTENDED TO STRENGTHEN THE BUSINESS DISTRICT AND BRING NEIGHBORHOOD BENEFITS WHERE THEY ARE NEEDED MOST.

Increases to the allowed density and intensity in proposed land uses lend additional housing opportunities and build upon the vibrancy of Hillcrest as the center of community-wide activity. In concert, our site embraces the tenets of vibrant, walkable streets, mixed-use buildings, and retail, office, and entertainment activities while encouraging active transportation and opportunities for quality public spaces.

# Strategic Areas of Focus

## Create Public Spaces

that connect people to neighborhood businesses and services.

## Strengthen Connections

to make it easier to get around the neighborhood and to surrounding communities and places including downtown.

## Address Housing Need

by identifying areas near transit and services, and increasing housing options as well as density.

## Support Local Businesses

with a thriving neighborhood and vital residential, commuter and tourist population.

## Celebrate the Legacy of LGBTQ+ Community

by preserving historical resources and creating new places that honor and promote inclusivity.

A close-up photograph of several hands holding various cocktails in different glasses. The drinks include a yellow cocktail in a coupe glass, a purple cocktail in a coupe glass, a white cocktail in a coupe glass, a red cocktail in a highball glass, and a yellow cocktail in a highball glass. The word "Audience" is overlaid in the center in a white, serif font. The background is blurred, showing more people and a bar setting.

Audience



# Longtime Locals

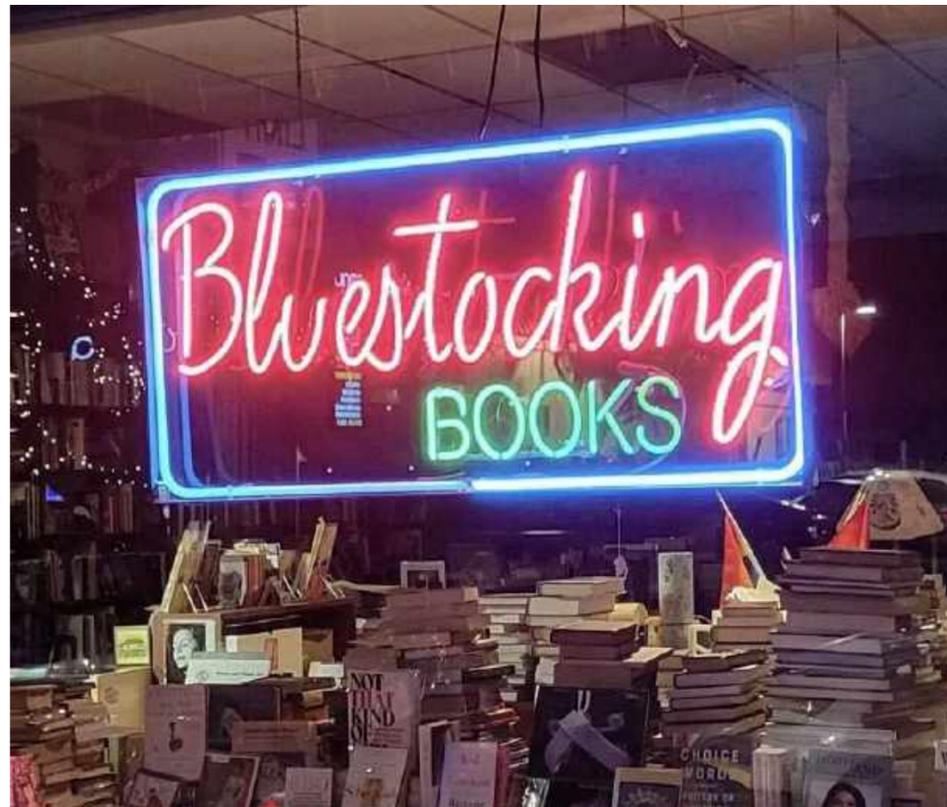
**BUSINESS OWNERS AND LONGTIME HILLCREST LOCALS LOOKING TO REINVEST IN THE FUTURE OF THE NEIGHBORHOOD, THESE CREATIVE INDEPENDENTS VALUE COMMUNITY AND AUTHENTICITY, AND CARE DEEPLY ABOUT PRESERVING THE CHARACTER OF THEIR HOMEBASE.**

## LIFESTYLE FACTORS

CULTURE	COMMUNITY	CRAFT
---------	-----------	-------

## BEHAVIORS

- These are the community leaders with their finger on the pulse of what is happening, hyper-connected to neighbors and friends
- Many are freelancers and always in search of the coolest events, experiences and retreats
- Relationships are paramount as is culture and creating a true sense of quality here





# Metro-Minded Professionals

WELL-ESTABLISHED IN THEIR CAREERS, THESE AFFLUENT COUPLES CHOOSE HILLCREST FOR ITS EASE OF ACCESS, PROXIMITY TO THE PARK AND OVERALL LIFESTYLE BENEFITS. FREQUENT BUSINESS TRAVELERS, THEY LOVE BEING CLOSE TO THE AIRPORT, AND ENJOY HILLCREST'S LIVELY F&B SCENE WHEN THEY'RE AT HOME.

## LIFESTYLE FACTORS

ACCESS

WELLNESS

QUALITY

## BEHAVIORS

- High powered professionals who value creature comforts but want to stay connected to a vital urban scene
- Seek services and amenities that support their fast-paced lifestyles
- Singles or couples without kids, they are invested in living life to the fullest through travel, art and culture





# Up & Coming Zoomers

YOUNG AND AMBITIOUS, THESE ZOOMERS ARE COMING TO SAN DIEGO FOR OPPORTUNITIES IN THE TECH INDUSTRY. WORK HARD / PLAY HARD TYPES, THEY CHOOSE HILLCREST FOR ITS COOL FACTOR AND LOOK FOR OPPORTUNITIES TO MINGLE AND FIND LIKE-MINDED COMMUNITY.

## LIFESTYLE FACTORS

IMAGE

ENTERTAINMENT

IN-THE-MIX

## BEHAVIORS

- Not afraid to take risks as they organize their lives around new business opportunities and social connectivity
- Seeking a true community of diverse, interesting people
- Want to focus on lifestyle-driven activities, but don't want to lose modern sense of convenience





# Diverse City Singles

RECENT SAN DIEGO RESIDENTS WORKING IN THE HOSPITALITY AND SERVICE INDUSTRIES, DIVERSE CITY SINGLES ARE LOOKING FOR CONVENIENCE AND OPPORTUNITY, TO LAY THE FOUNDATIONS OF THEIR NEW LIVES. THE WELCOMING FEELING OF HILLCREST WILL BE IDEAL FOR PLUGGING IN AND FINDING A SENSE OF COMMUNITY.

## LIFESTYLE FACTORS

OPPORTUNITY

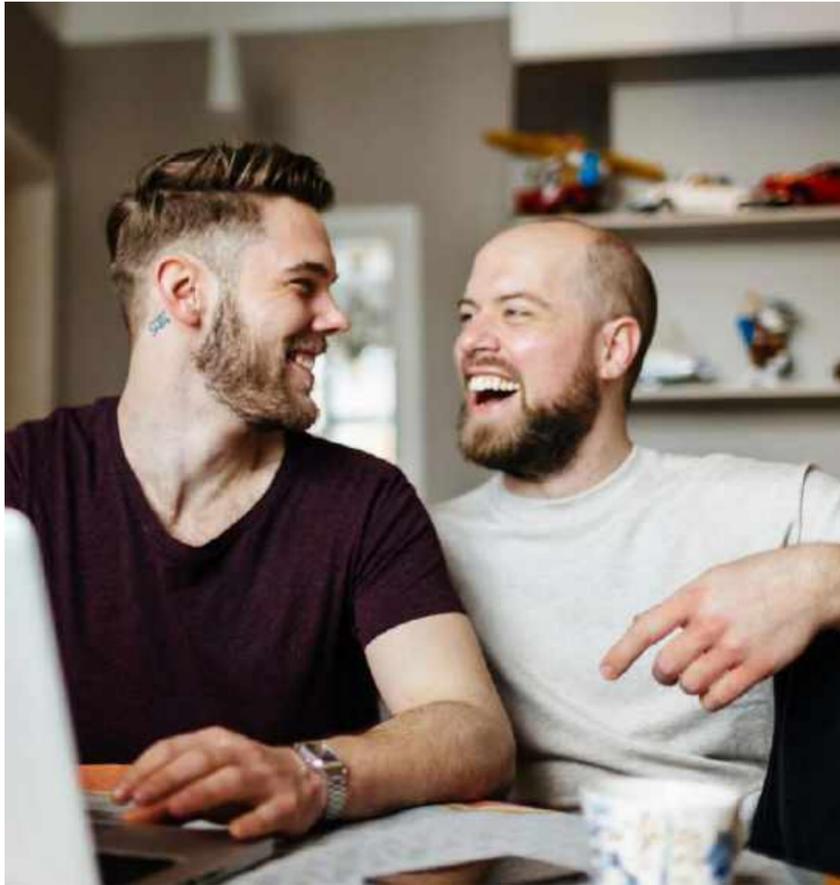
DISCOVERY

BELONGING

## BEHAVIORS

- Work hard + dream big
- Accessible activities and entertainment, varied and affordable food options
- Extremely diverse and from all walks of life; many new to America and looking for community to settle down





# Underserved Visitors

TOURISTS COMING TO SAN DIEGO WITH A DESIRE TO EXPLORE ANOTHER PART OF THE CITY AND GET BEYOND THE WELL TRODDEN PATH, UNDERSERVED VISITORS ARE SEEKING AUTHENTIC LOCAL ENCOUNTERS, AND ACCESS TO CULTURE AND HISTORY THAT ONLY HAPPENS HERE.

## LIFESTYLE FACTORS

ADVENTURE

AUTHENTICITY

URBANITY

## BEHAVIORS

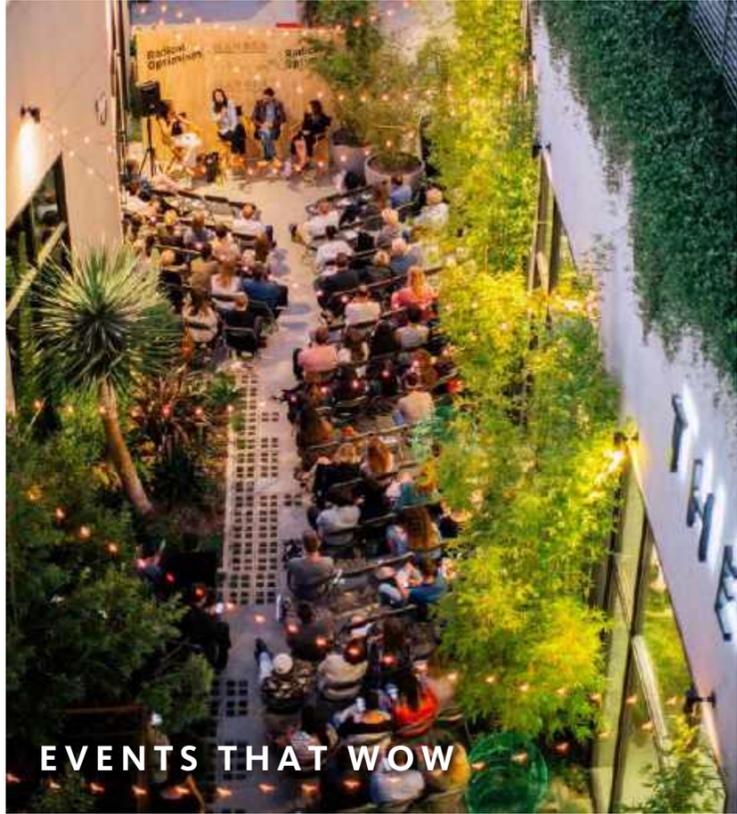
- Growing group of visitors seeking an experience beyond the mainstream
- Wants an authentic, only-in-San Diego experience in food, music, art or culture
- Urban and urbane, with high expectations



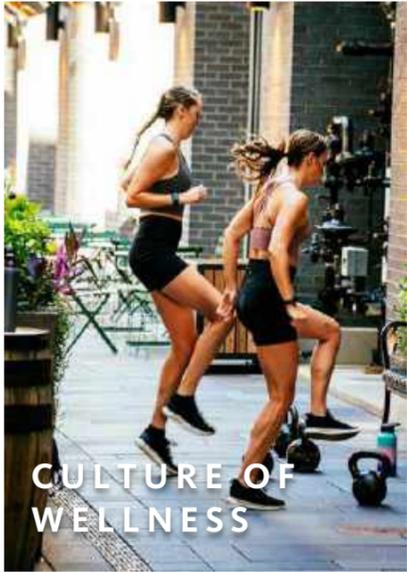
# What They Want & Need...



ARTFUL DIVERSITY



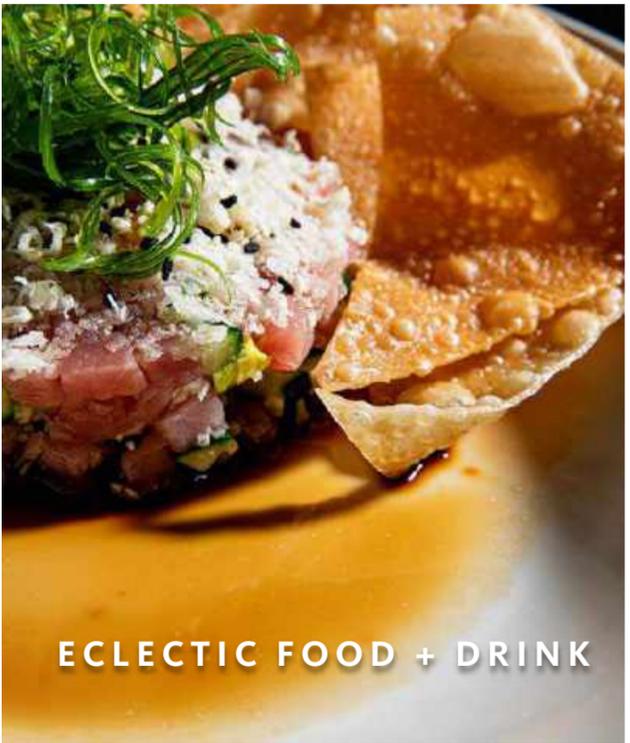
EVENTS THAT WOW



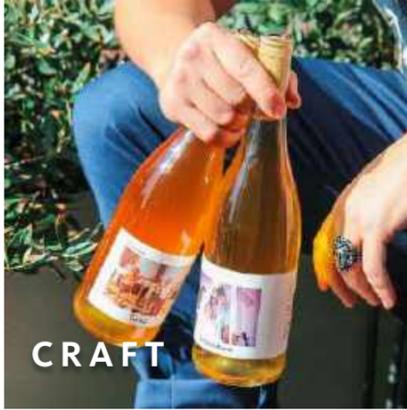
CULTURE OF WELLNESS



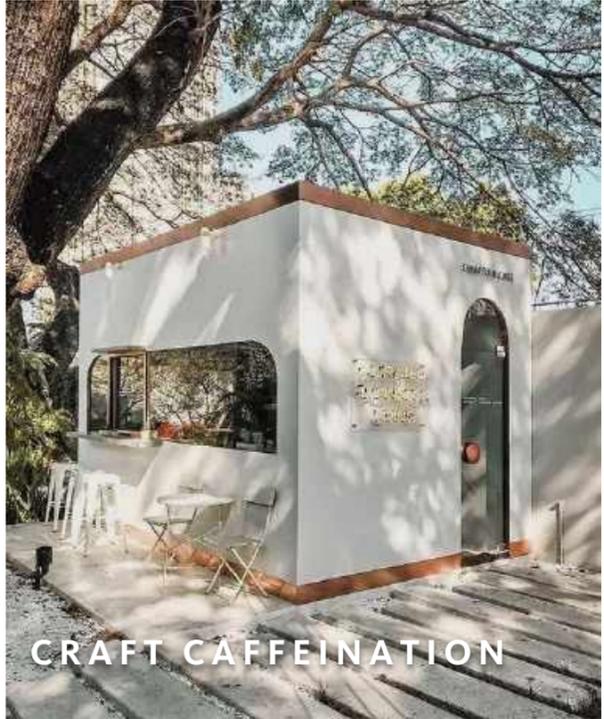
DIALED IN LOCAL LOVE



ECLECTIC FOOD + DRINK



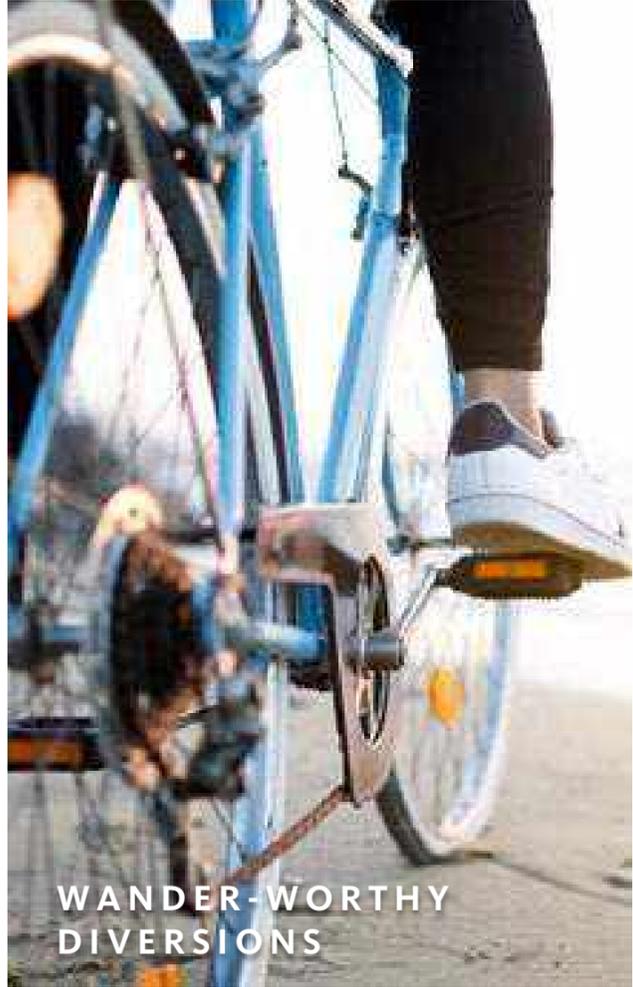
CRAFT



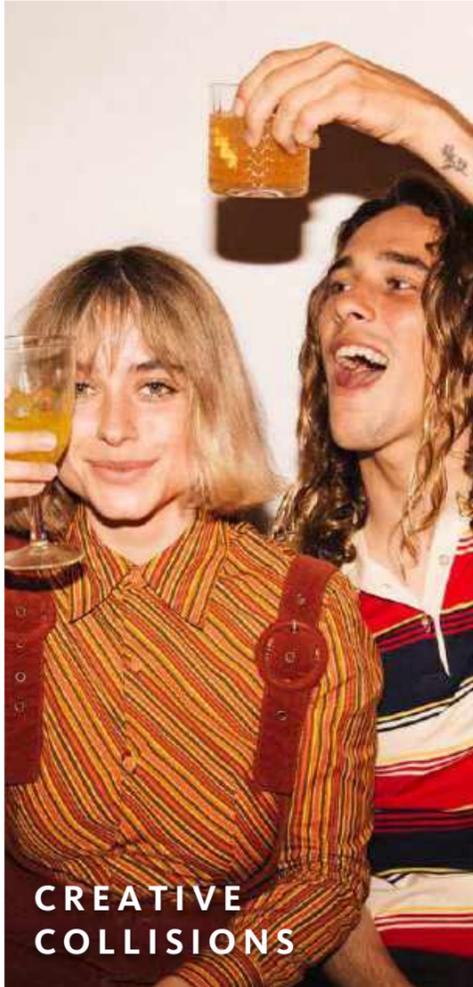
CRAFT CAFFEINATION



NOVEL RETAIL



WANDER-WORTHY DIVERSIONS



CREATIVE COLLISIONS



OUTDOORS ON DEMAND

A person wearing a white lab coat is shown from the chest down, balancing a wine glass filled with red wine on a stack of Jenga blocks. The person's hands are visible, with one hand holding the stem of the glass and the other hand near the base of the stack. The background is dark and out of focus, suggesting an indoor setting. The word "Vision" is written in a white, serif font across the center of the image.

Vision

In a place where neighborhood is **defined by values more than geography**, we will be a beacon of the originality that courses through our Hillcrest village, and an icon of the **evolution rising**. Welcome to a nexus of **eclectic** ideas and **bold** invention. A next-gen urban community that's **writing the formula for a better future**.



Welcome to The Crest.  
**Village Squared**

Inspired by our Hillcrest neighborhood, and the **ground-breaking cultural expression** that cements this community in **creative liberty**, we believe in **raising the urban experience to its highest factor.**

Artfully intersecting the **authentic** with the **unexpected** to shape a district experience **unbound from convention.**  
Centered on interaction and connection.

There's a **magnetic appeal** in the mix here, an awakened sense of **life interwoven with simplicity, with story.**  
And with a sound idea for a brilliant village life 2.0.

CREATING DESTINATION APPEAL

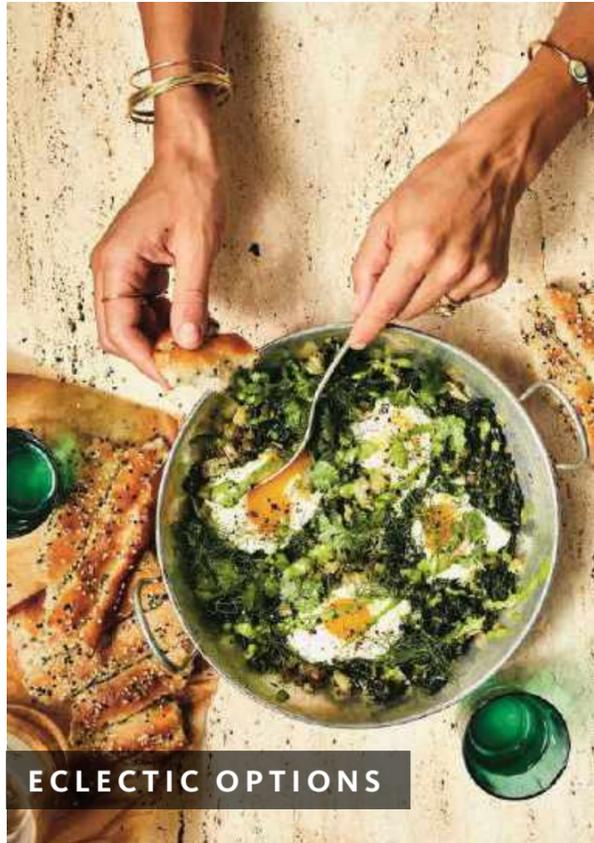
# Orient for Entertainment



Be a **magnetic destination for entertainment** that puts Hillcrest on tilt with an experience that's unparalleled in the city:

- **Immersive media attractions** that merge art and entertainment and attract loyalists from all over.
- **Live music programming** that mixes up-and-coming artists with widely known stars to become a recognized listening hub.
- **A buzzy night market** that lends vibrancy after hours and creates opportunities for local vendors.
- **Artful edutainment** that enriches both residents and visitors and draws in diverse perspectives.

CREATING DESTINATION APPEAL  
**Set the F&B Agenda**



**ECLECTIC OPTIONS**



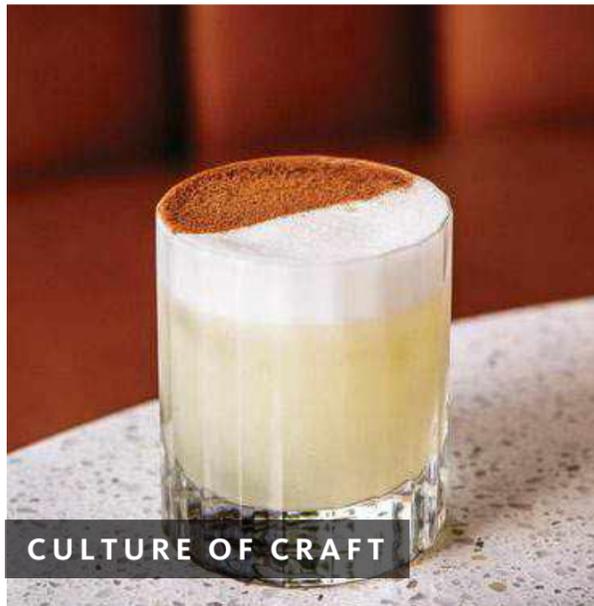
**CONSCIOUS DINING**



**IN-THE-KNOW**



**FARM FRESH**



**CULTURE OF CRAFT**



**BODEGA 2.0**

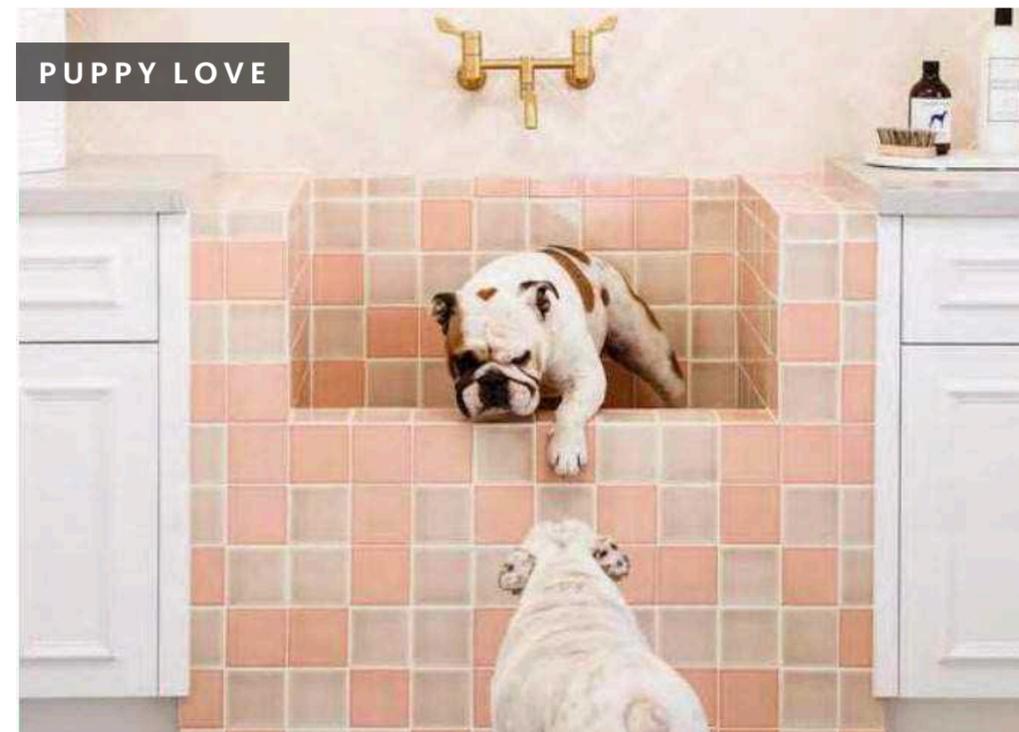
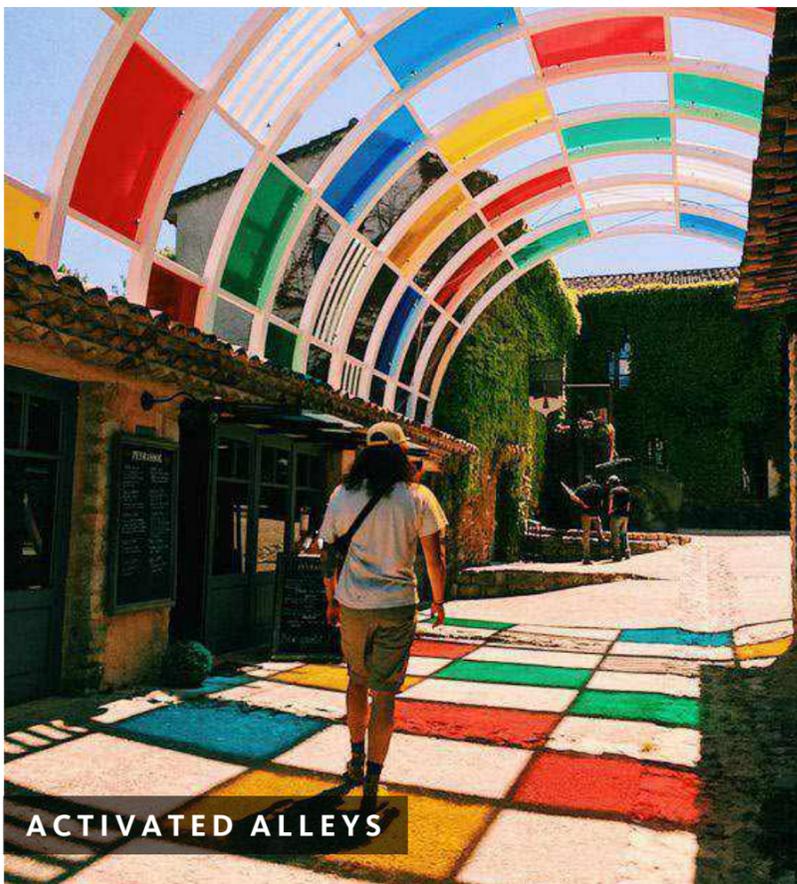


Carve out a **bold, future-facing F&B agenda** with culinary concepts that cater to contemporary audiences and weave in the craft of food:

- Celebrate Hillcrest's diversity with **eclectic options** that highlight a broad range of cuisines.
- Provide for **conscious dining** with menus designed for evolved diets, including plant-based and vegan.
- Incorporate **in-the-know** offerings local aficionados will flock to.
- Connect to **local agriculture** with farm to fork and market offerings.
- Incorporate a **next-gen bodega** /general store for everyday necessities.

CREATING DESTINATION APPEAL

# Create a Cultured Lifestyle



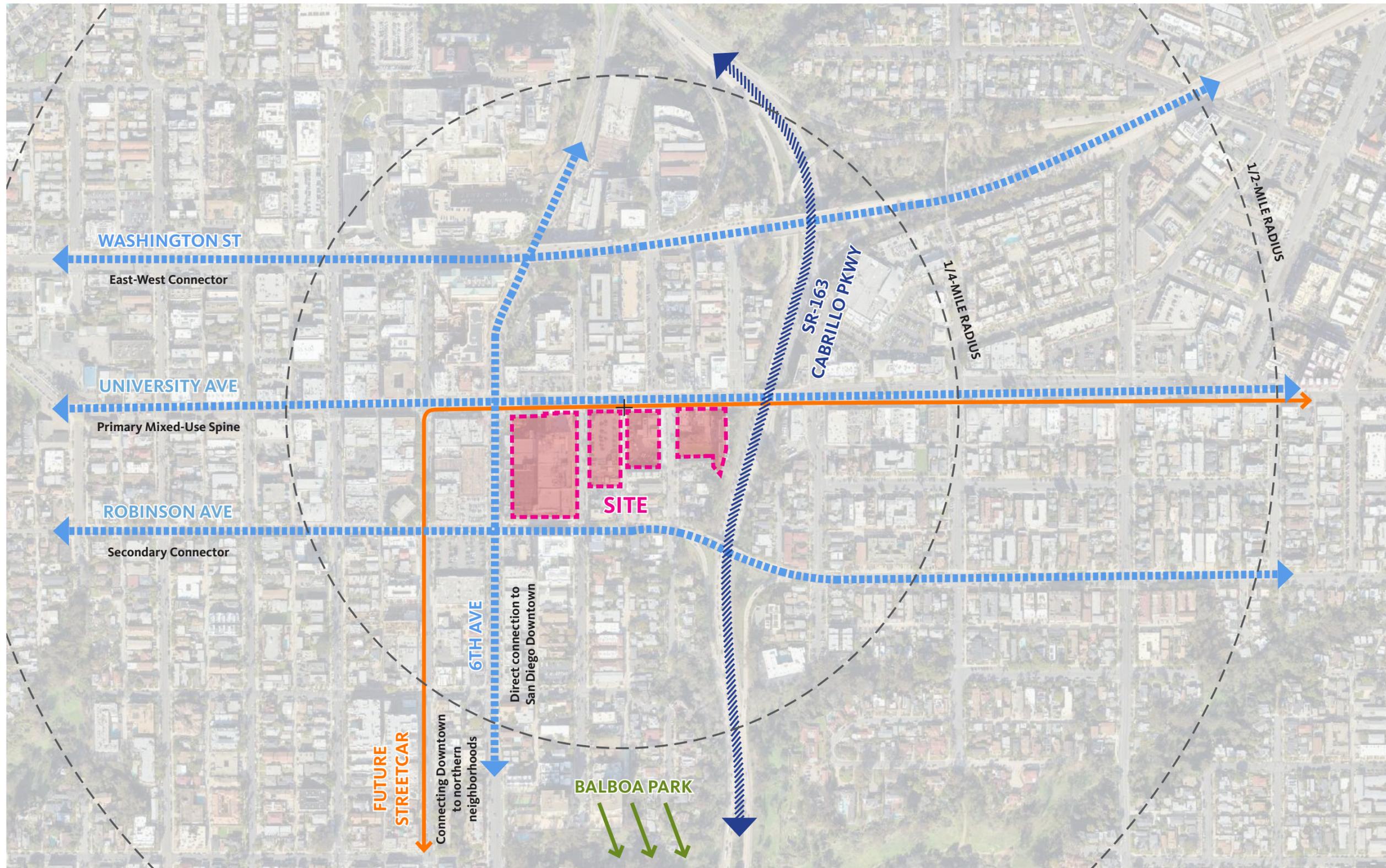
Blend art, wellness and service offerings to create a **distinctively vibrant culture** where ease and excitement are two sides of the same coin.

- Create **activated alleys**, that bring beauty and curiosity to the in-between spaces.
- Bring in **specialty retailers** whose art and craft will create the rich culture of here.
- Celebrate with **holiday installations** and seasonal decorations throughout the year.
- Show your **puppy love** with lush services for pets.
- Layer **wellness** throughout – so that holistic living becomes the foundation of everyday life here.

# Site



# Location | Context & Connectivity



# Site I Zoning Summary



## ZONING SUMMARY

- SITE AREA: **253,400sf (5.8 ac)**

## CURRENT ZONING

- ZONE: Community Commercial CC-3-9
- MAX. RESID. DENSITY: 109 du/ac
- MAX. ALLOWED UNITS: 632 units
- MAX. FAR: 3 (Resid. Mixed-use Bonus)
- MAX. ALLOWED GFA: 760,200 sf

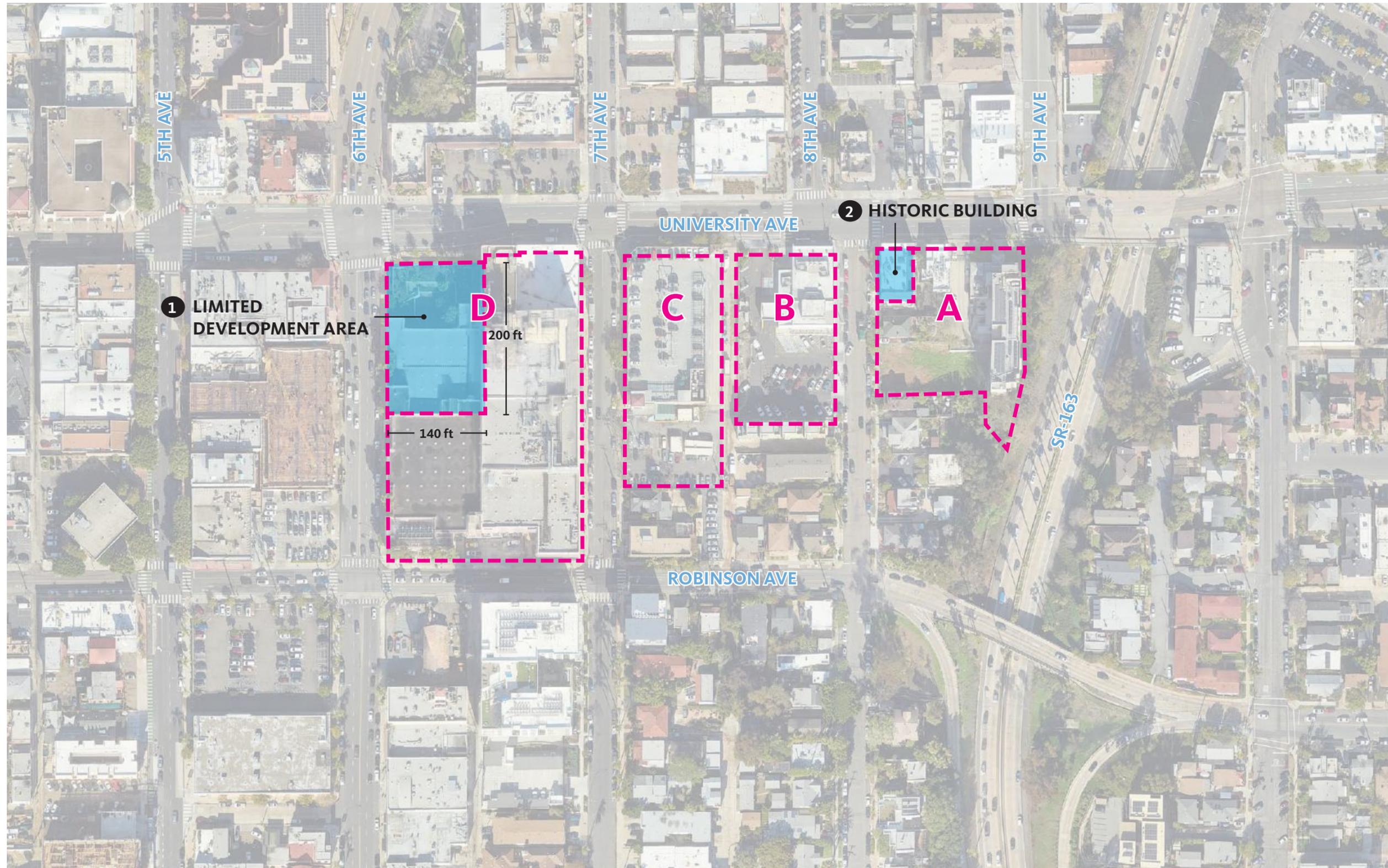
## PROPOSED FOCUSED PLAN AMENDMENT

- ZONE: Community Commercial CC-3-11
- MAX. RESID. DENSITY: **290 du/ac**
- MAX. ALLOWED UNITS: **1,682 units**
- BASE FAR: 4
- MAX. FAR: **8.5** (Resid. Mixed-use Bonus)
- MAX ALLOWED GFA: **2,153,900 sf**

- PARKING REQUIREMENT
  - Transit Priority Area: Yes
  - Residential: None
  - Retail/Office: None
  - F&B: None



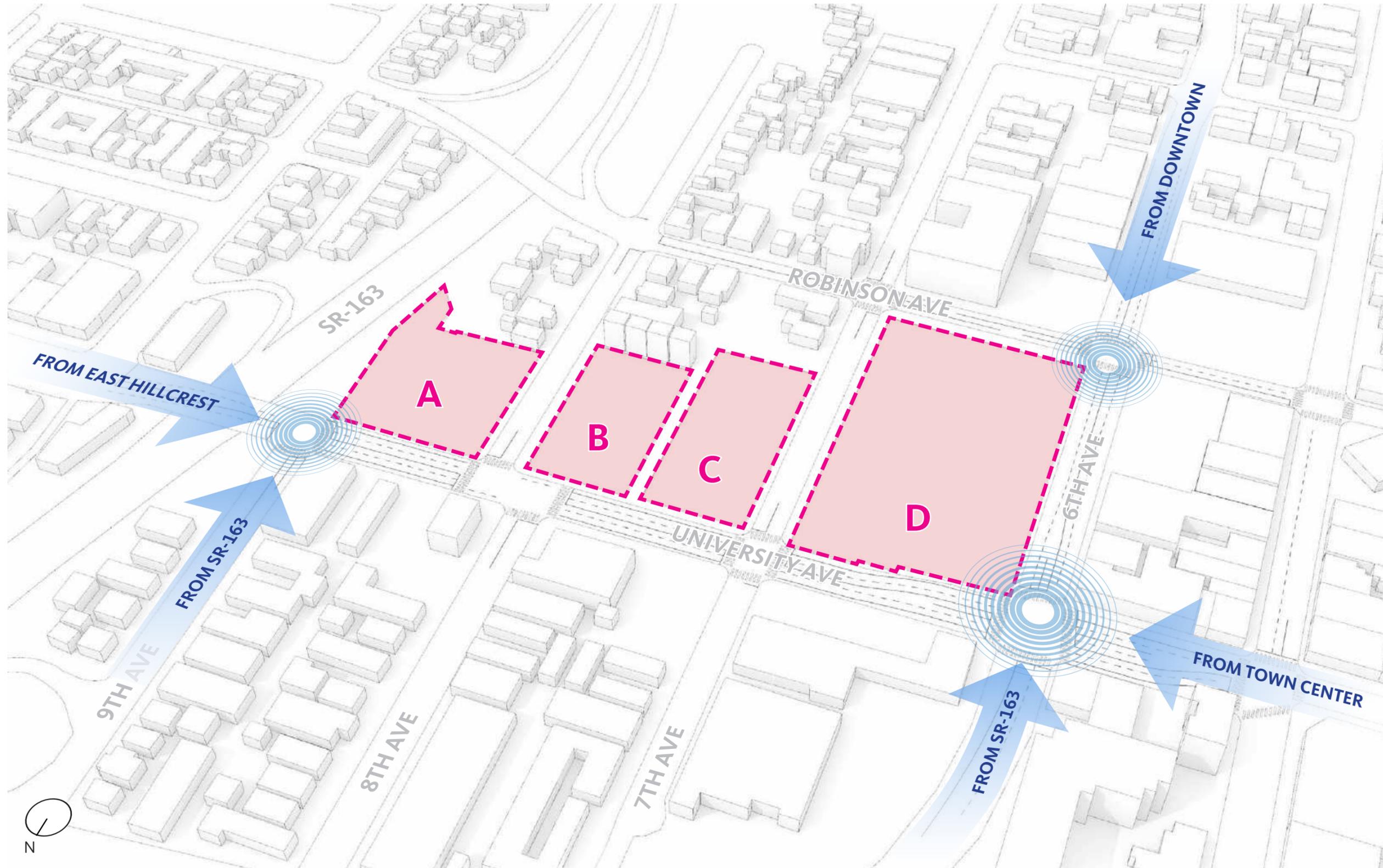
# Site | Site Restrictions



**1. LIMITED DEVELOPMENT AREA**  
Limit development to landscape, plaza, one-story structures, light-weight or temporary structures without any basement due to the undisclosed communication equipment underground that cannot be relocated - need information and verification for detailed studies in the future phases

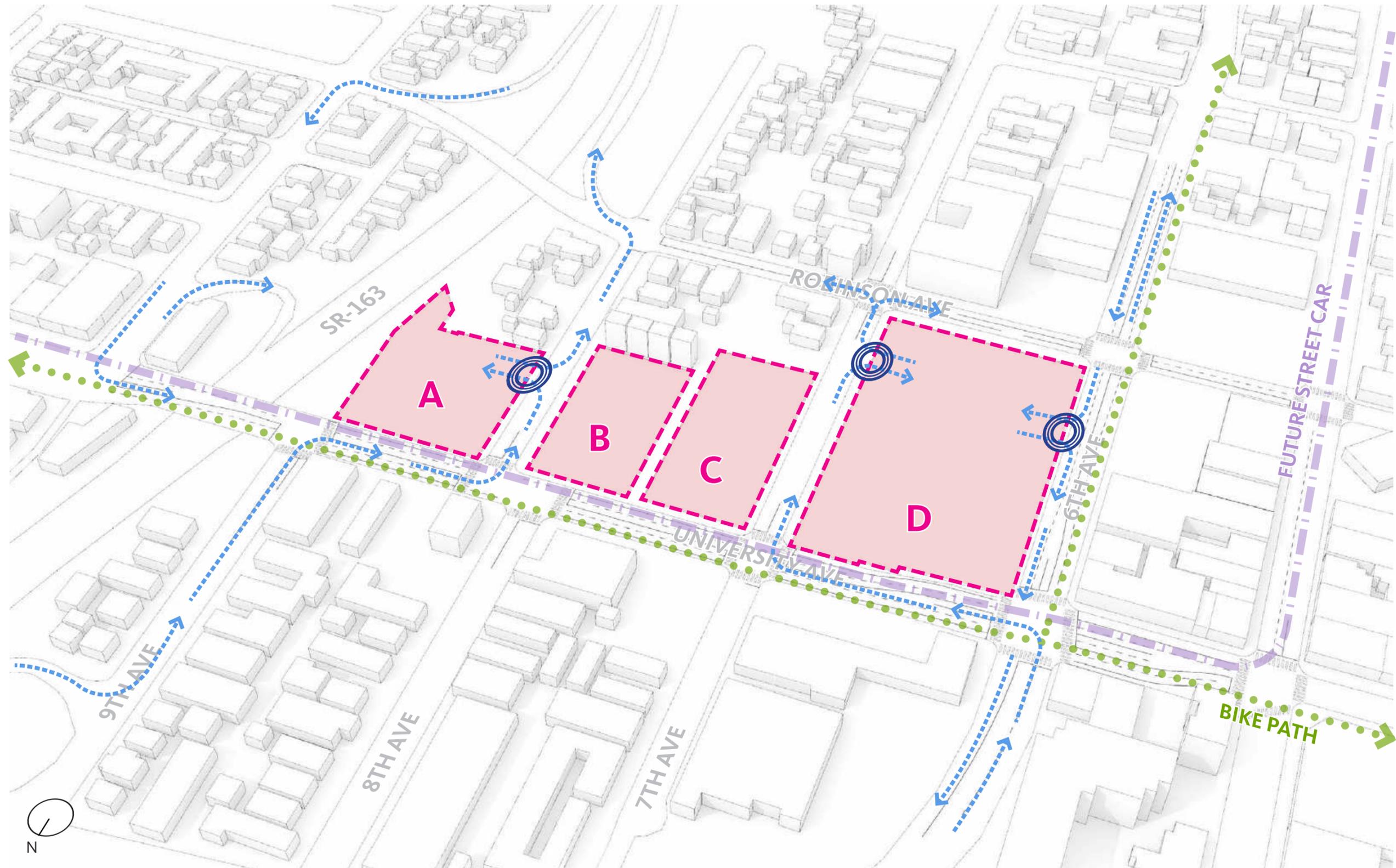
**2. HISTORIC BUILDING**  
801-803 University Ave ("Better Buzz" building) required to retain the historic facades on all elevations except the south elevation where the new addition is not part of the Historic Resources

# Site Opportunities | Gateways & Visibility



**GATEWAY TO THE TOWN CENTER**  
The project site is located bordering SR-163 and major inlet points where the flows to and from the Hillcrest town center converge, revealing strategic points to design in the markers that signal the arrivals.

# Site Opportunities | Mobility & Access

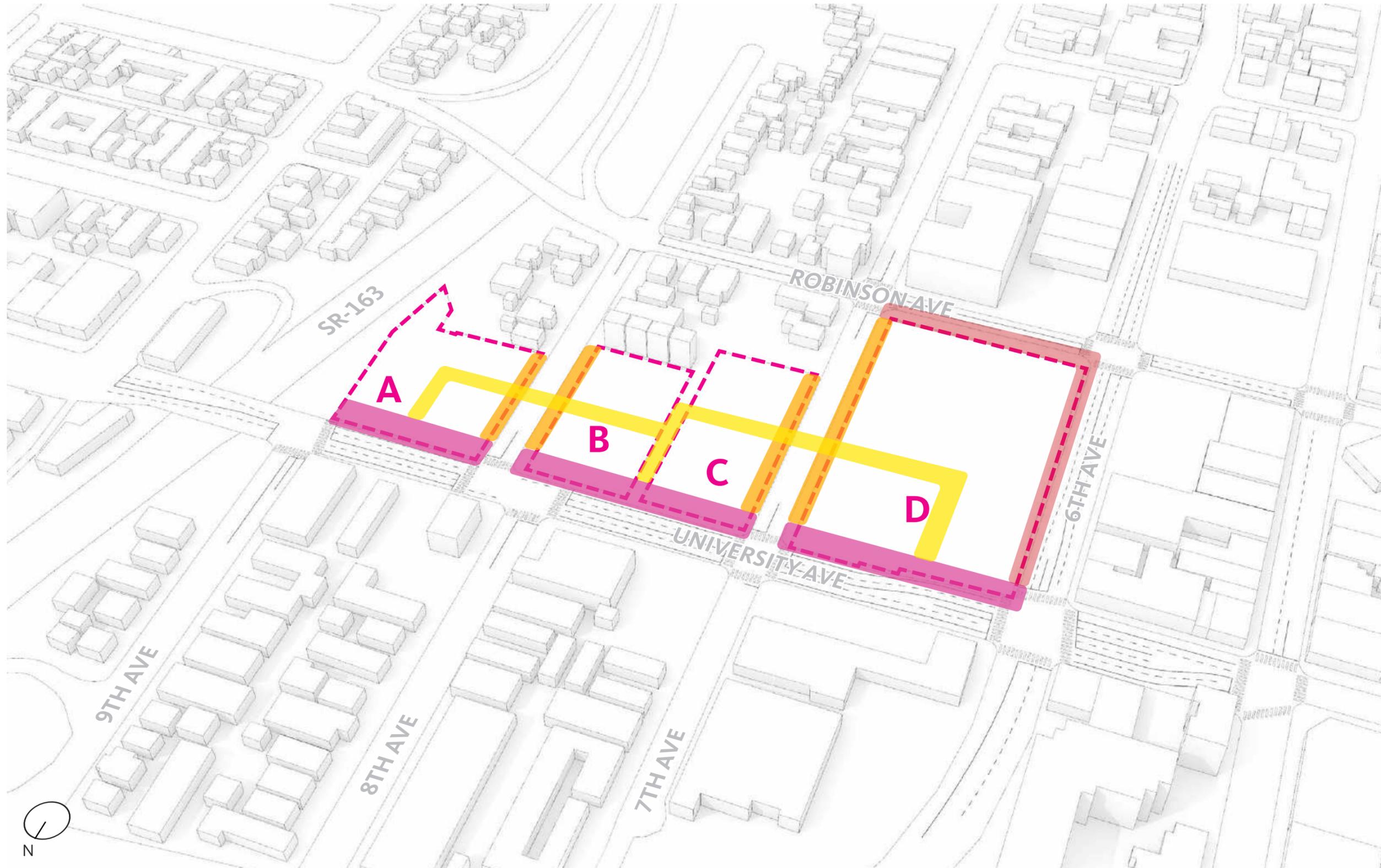


## EASE OF ACCESS

The site location allows for flexible movements for both traffic coming in and out of the region via local streets and SR-163, in addition to the planned street car connecting downtown San Diego directly. The newly planned bike path networks will accommodate those on the micromobility. Locating the shared parking entries on the north-south streets will allow for the most flexible maneuvers and likely help avoid congestions and crossing with the bike traffic on the larger avenues.

-  VEHICULAR FLOW  
Major Movements
-  GARAGE ACCESS POINT  
Shared Garage Entry Locations
-  FUTURE STREET CAR  
SANDAG 2021 Regional Plan
-  MAJOR BICYCLE PATH  
Cycle Track (Class IV)

# Site Opportunities | Differentiated Frontages

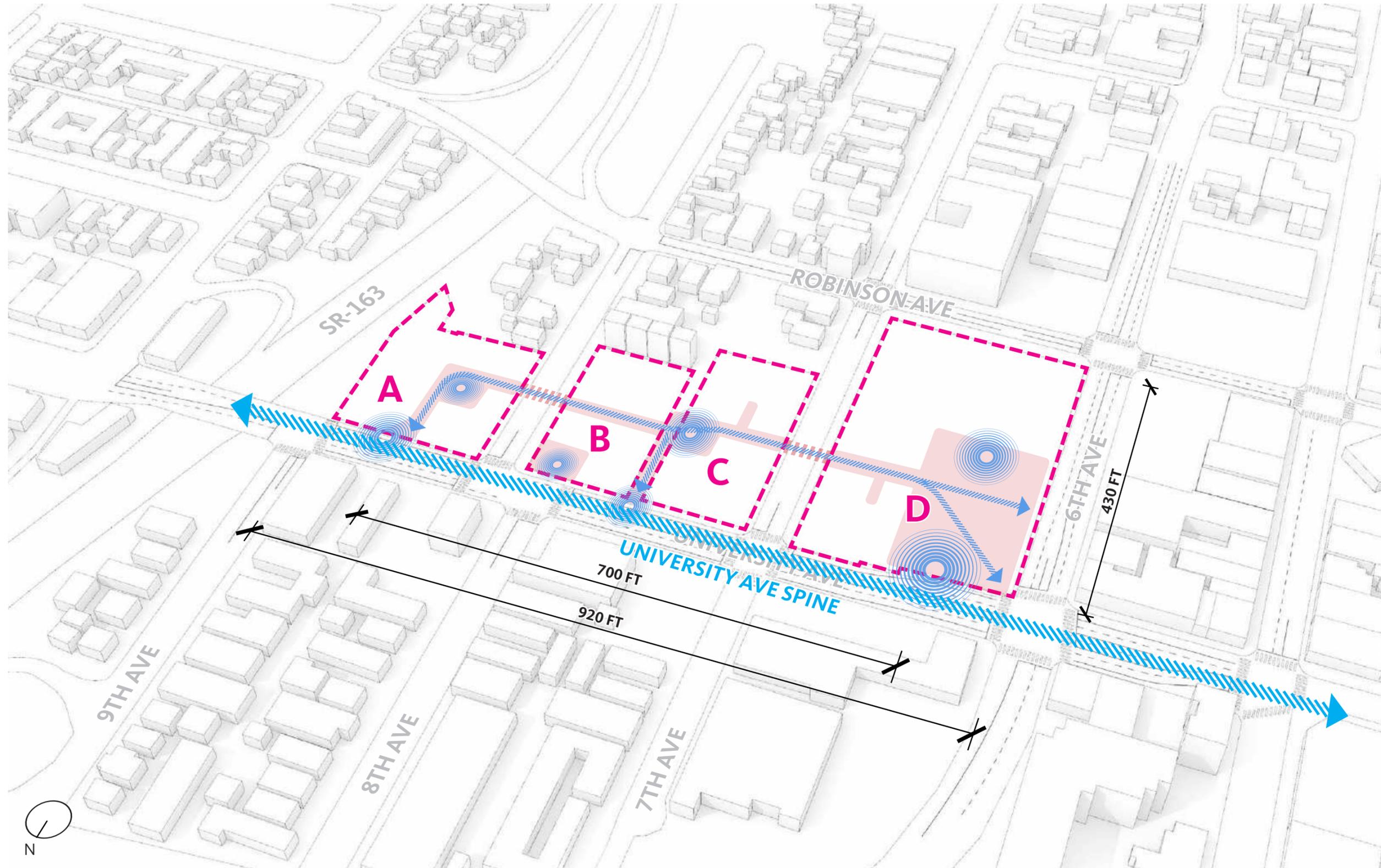


## STREET CHARACTERS

Different programs and accesses can be planned according to the different characters - existing and proposed - of the streets and the frontages that enrich the street experiences. The newly proposed public space network in the form of mid-block paseos will provide unique mixed-use experiences for the visitors while serving as the daily living grounds and connectors for the residents.

-  MAJOR URBAN EDGE  
Main Commercial Frontage
-  COMMERCIAL MIXED-USE  
Commercial + Residential
-  NEIGHBORHOOD RESIDENTIAL  
Residential + Vehicular Access
-  PASEOS / ALLEYS  
Everyday Pedestrian Connectors

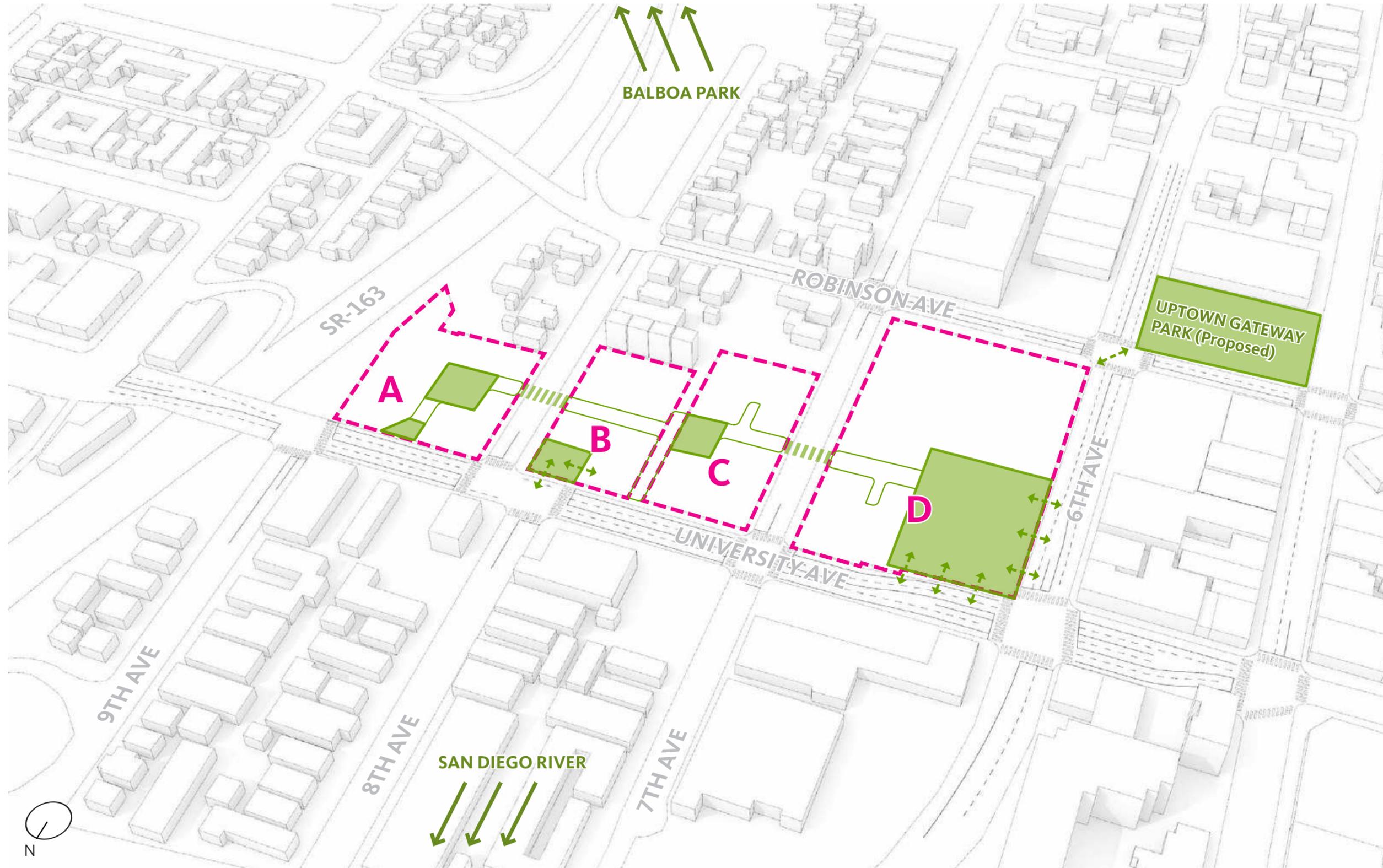
# Site Opportunities | Pedestrian Experience & Alternative Connectivity



## ELEVATED PEDESTRIAN EXPERIENCE

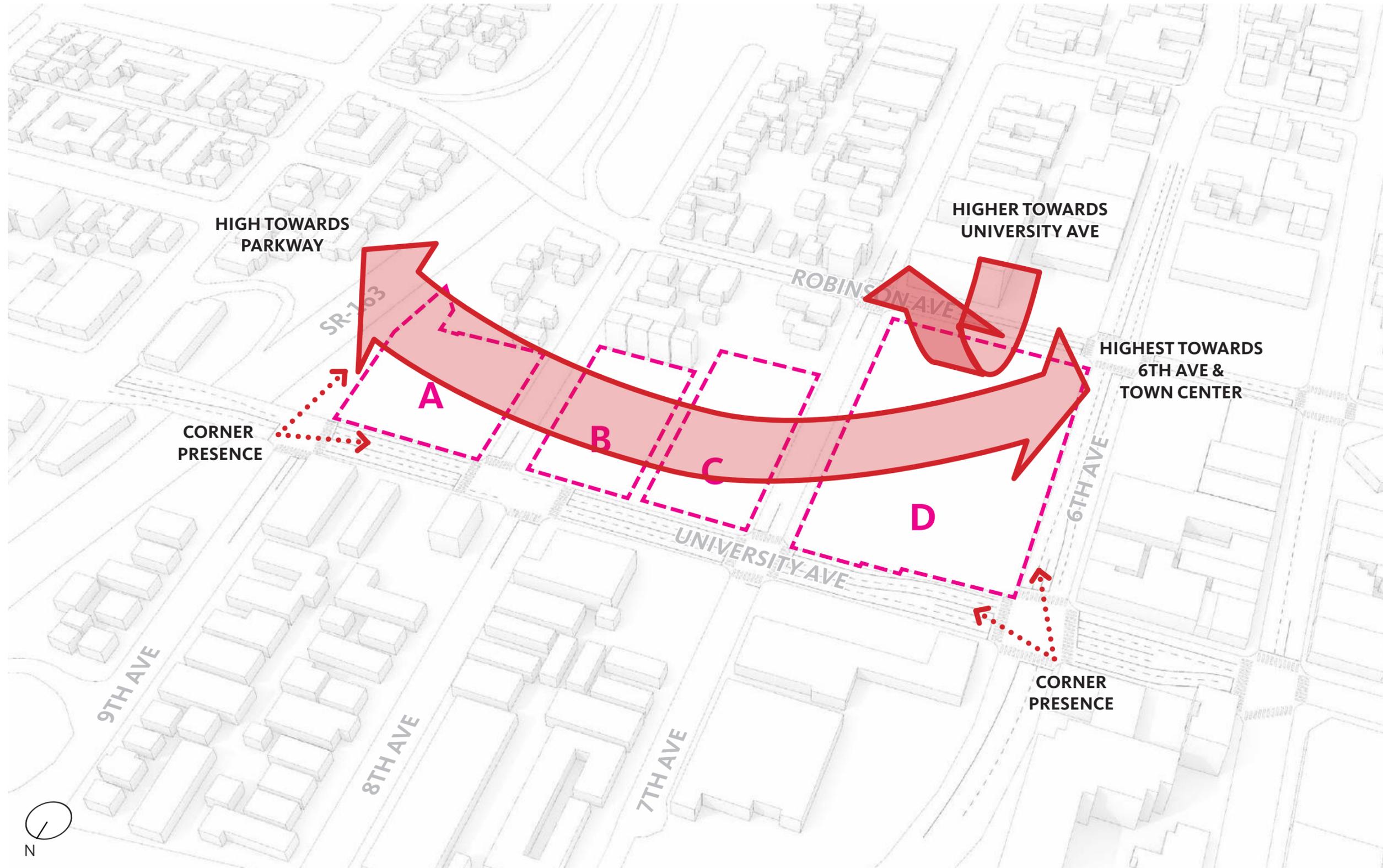
While University Avenue is expected to remain the main commercial street, the alternative connectivity provided through the mid-block connections accommodate various commercial and everyday activities - the connective tissue leading to the main streets while expanding and contracting according to the program and design needs along the passages.

# Site Opportunities | Open Space Network & Found Greenscapes



**GREENING OPPORTUNITIES**  
Open space amenities proposed include pocket parks, flexible plazas for various events and temporary/ad-hoc markets, small lawn areas, and incorporation of diverse trees, plants and greenery distributed throughout the four blocks.

# Site Opportunities | Height & Mass Distribution



**MASSING STRATEGIES**  
Strategies for locating and distributing the height and density include increasing the project presence at the important gateway moments as well as building the general density towards the major intersections on University Avenue and towards west closer to the town center according to the city's land use planning intents.

An aerial architectural rendering of a city grid, showing various building heights and street layouts. The word "Planning" is overlaid in the center in a white, serif font. The image has a dark teal color scheme.

# Planning

# Massing | View From Northeast



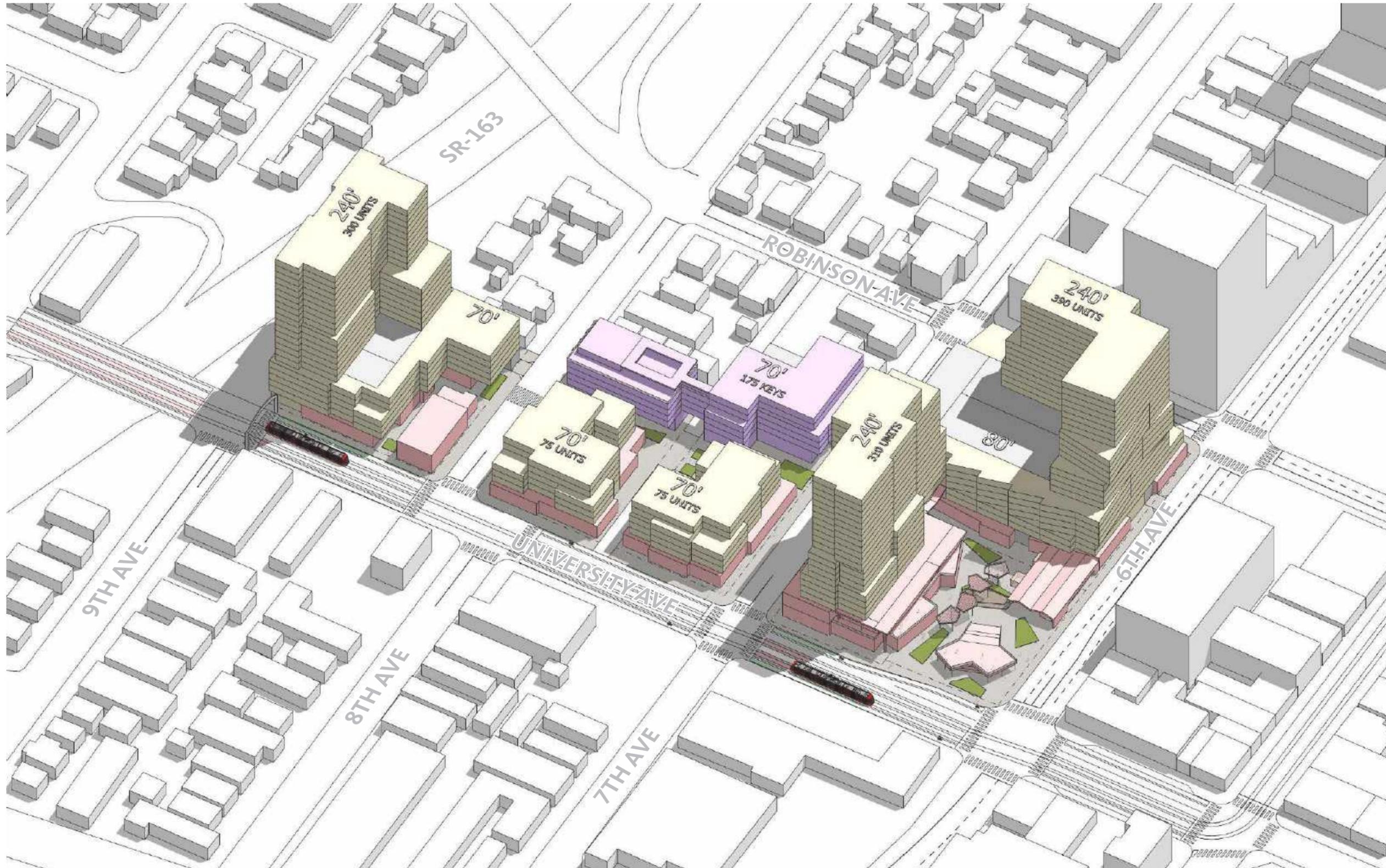
## PLANNING SUMMARY

- **TOTAL RESIDENTIAL UNITS: 1,150**
  - 6-7 story Podium Residential
  - 24 story Highrise Residential
- **TOTAL PROGRAM GFA: 1,368,000 sf**
  - MF Residential: 1,133,000 sf
  - Commercial: 122,000 sf
  - Hotel (175-key): 113,000 sf
- **TOTAL FAR: 5.4**
- **TOTAL PARKING: 1,520 stalls**
  - Block A Garage: 460 stalls  
(incl. B1 under Block A)
  - Block C Garage: 50 stalls
  - Block D Garage: 1,010 stalls  
(incl. B1 & B2 under Block D)

\*All numbers are preliminary and subject to change

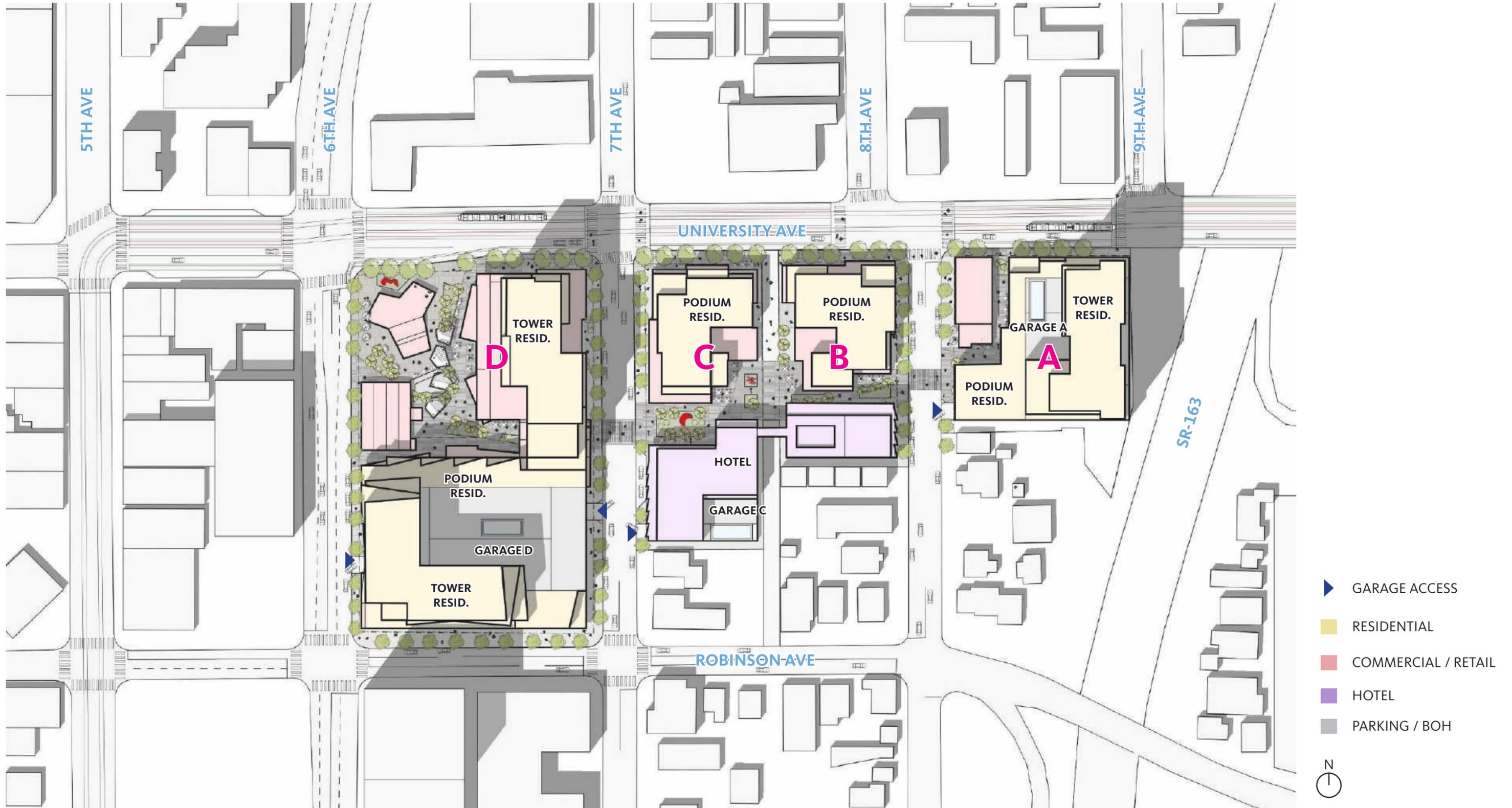
- RESIDENTIAL
- COMMERCIAL / RETAIL
- HOTEL
- PARKING / BOH

# Massing | View From Northwest

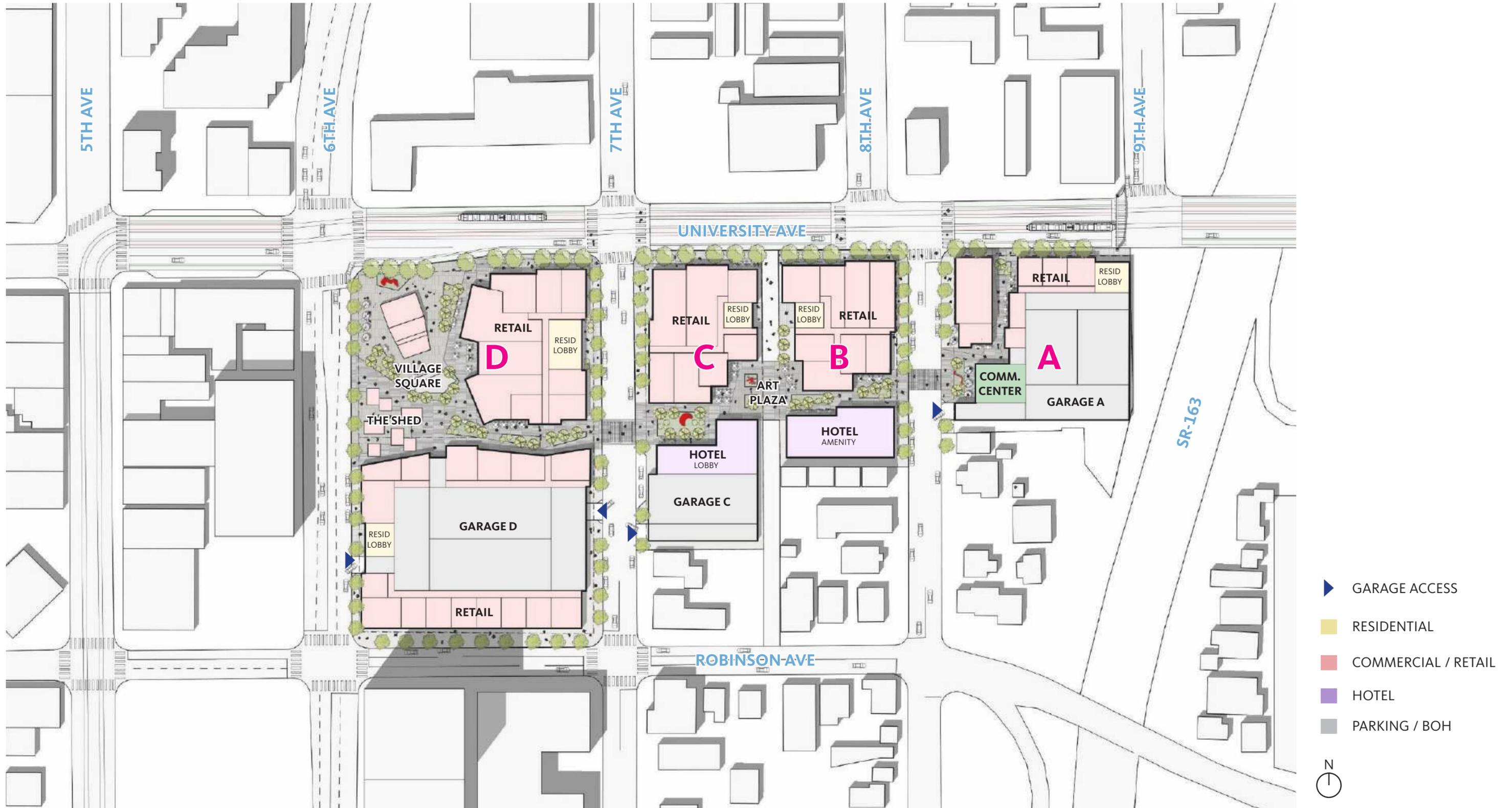


- RESIDENTIAL
- COMMERCIAL / RETAIL
- HOTEL
- PARKING / BOH

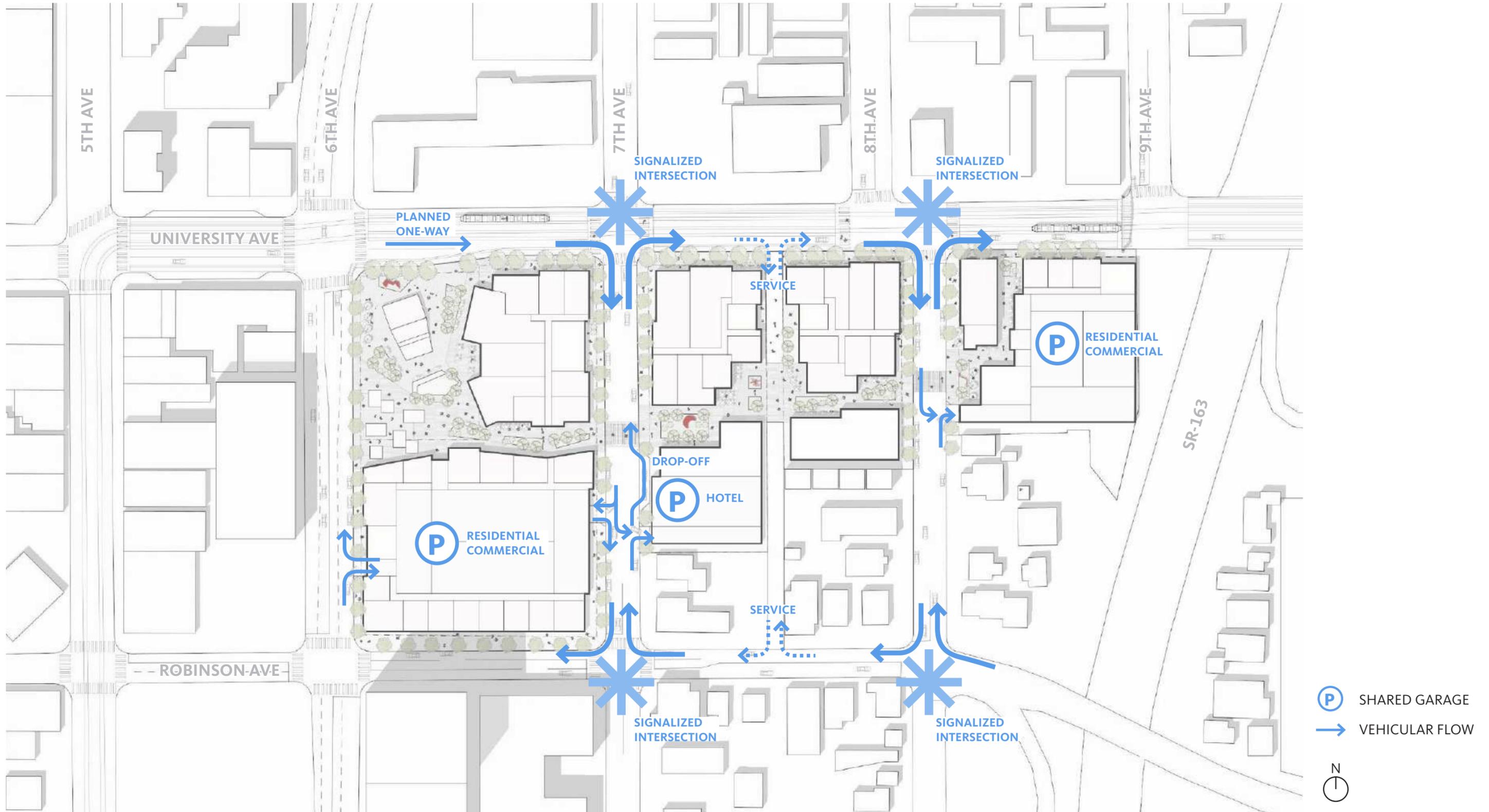
# Planning | Site Plan



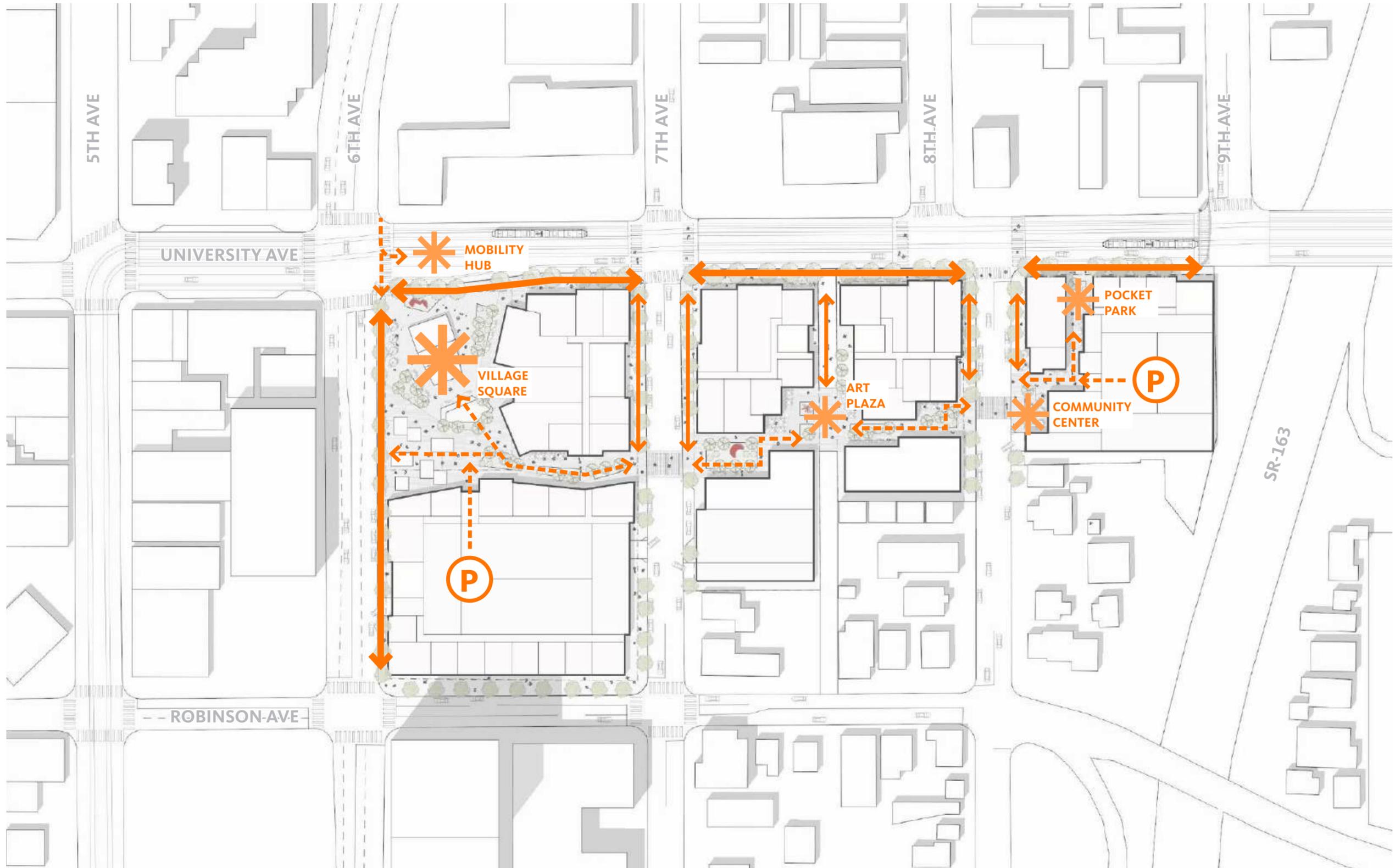
# Planning | Ground Floor Plan



# Planning | Vehicular Movements



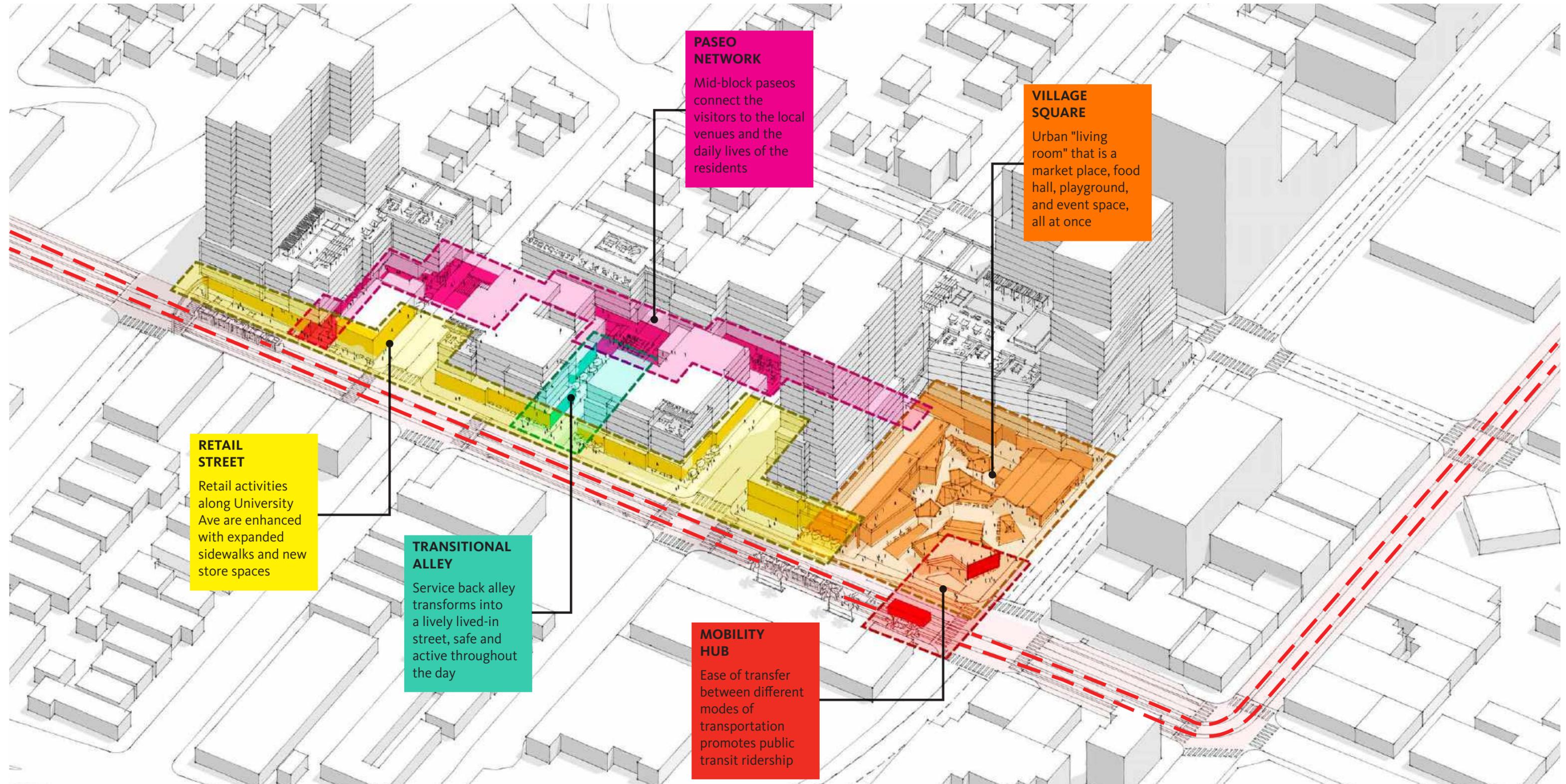
# Planning | Pedestrian Movements



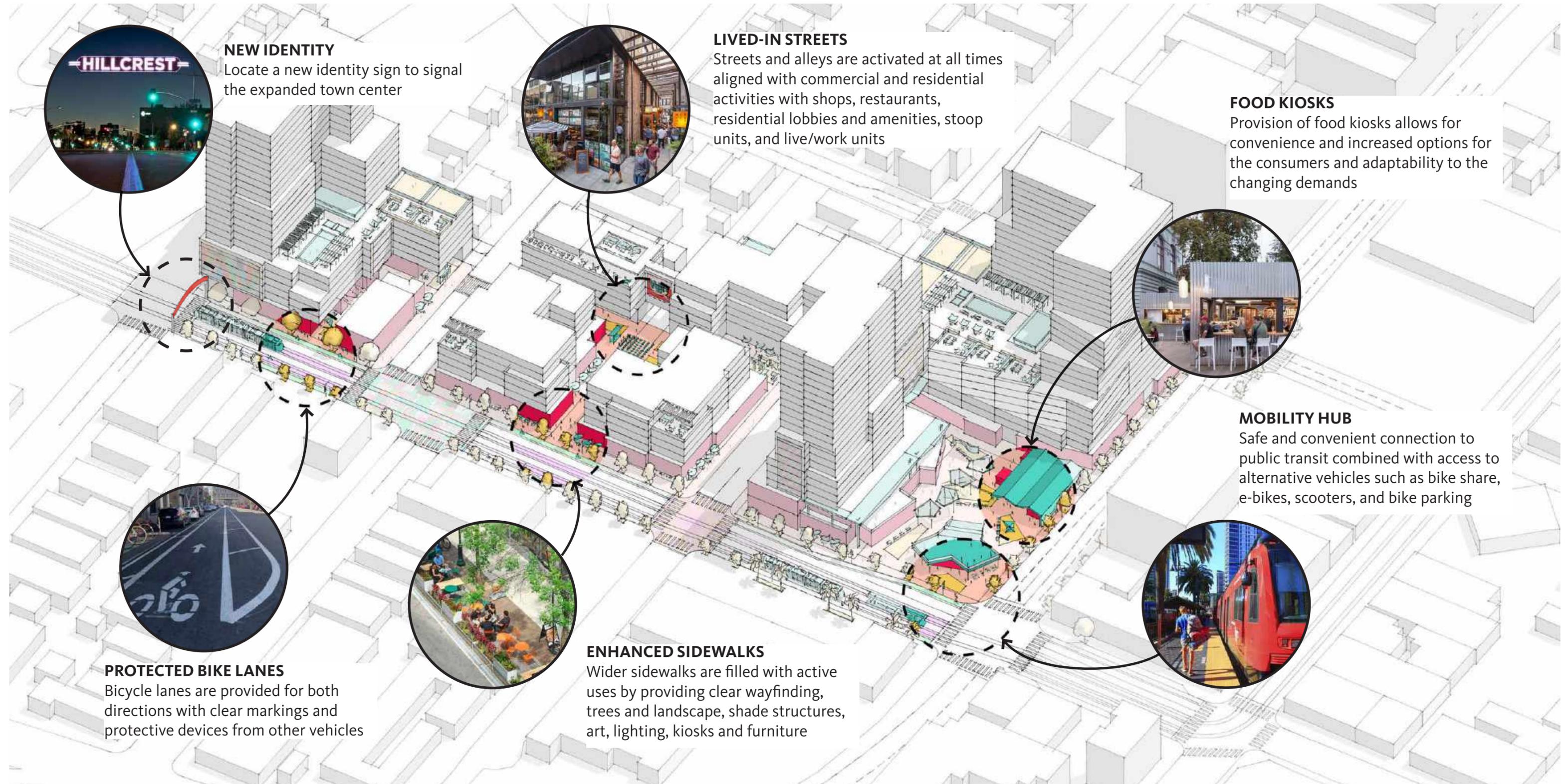
-  KEY AMENITY
-  PEDESTRIAN PATH



# Design Strategy | Neighborhood Districts



# Design Strategy | Enhanced Streets



**NEW IDENTITY**  
Locate a new identity sign to signal the expanded town center



**LIVED-IN STREETS**  
Streets and alleys are activated at all times aligned with commercial and residential activities with shops, restaurants, residential lobbies and amenities, stoop units, and live/work units



**FOOD KIOSKS**  
Provision of food kiosks allows for convenience and increased options for the consumers and adaptability to the changing demands



**MOBILITY HUB**  
Safe and convenient connection to public transit combined with access to alternative vehicles such as bike share, e-bikes, scooters, and bike parking

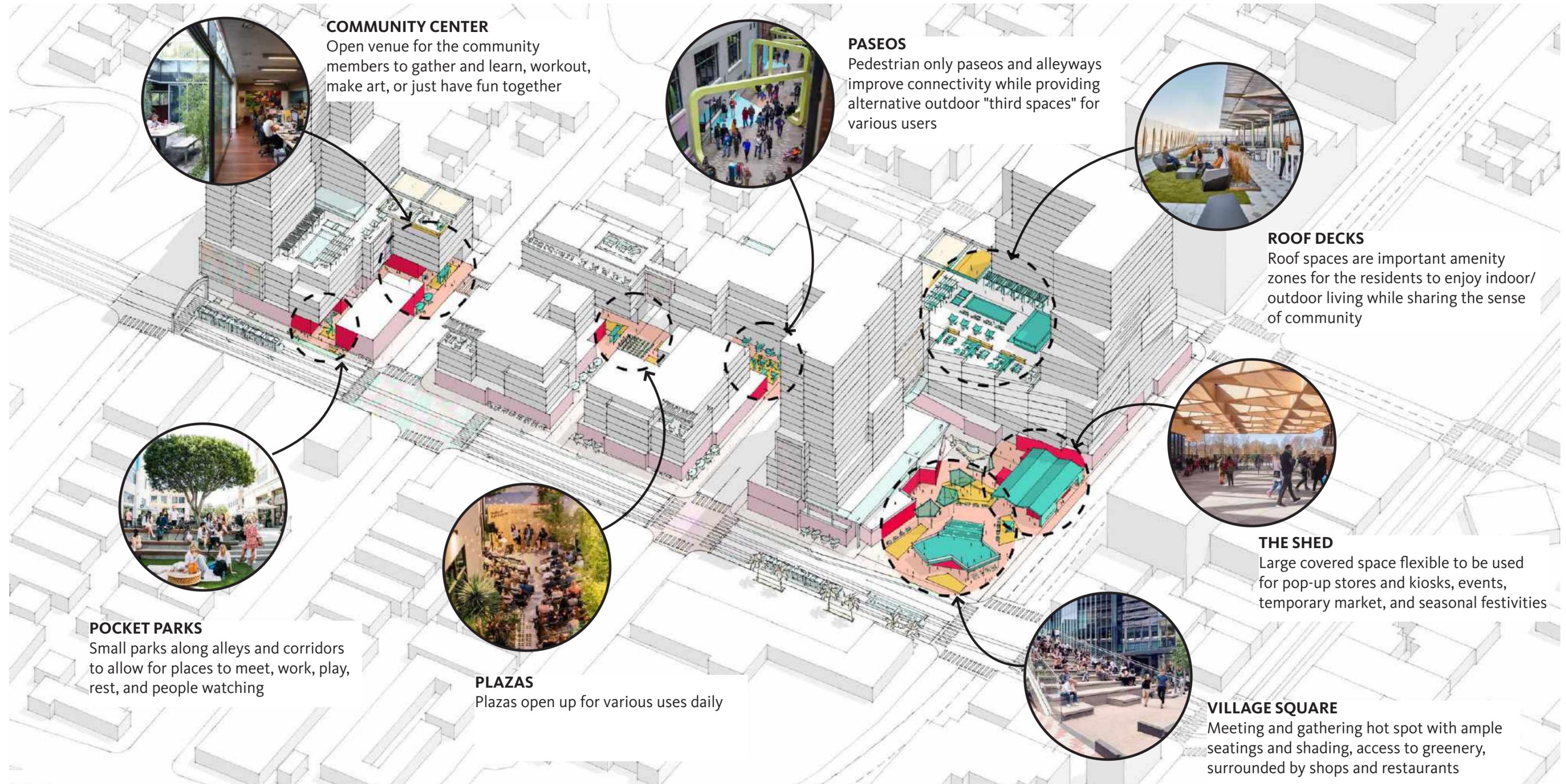


**PROTECTED BIKE LANES**  
Bicycle lanes are provided for both directions with clear markings and protective devices from other vehicles



**ENHANCED SIDEWALKS**  
Wider sidewalks are filled with active uses by providing clear wayfinding, trees and landscape, shade structures, art, lighting, kiosks and furniture

# Design Strategy | Community Spaces



## COMMUNITY CENTER

Open venue for the community members to gather and learn, workout, make art, or just have fun together

## PASEOS

Pedestrian only paseos and alleyways improve connectivity while providing alternative outdoor "third spaces" for various users

## ROOF DECKS

Roof spaces are important amenity zones for the residents to enjoy indoor/outdoor living while sharing the sense of community

## POCKET PARKS

Small parks along alleys and corridors to allow for places to meet, work, play, rest, and people watching

## PLAZAS

Plazas open up for various uses daily

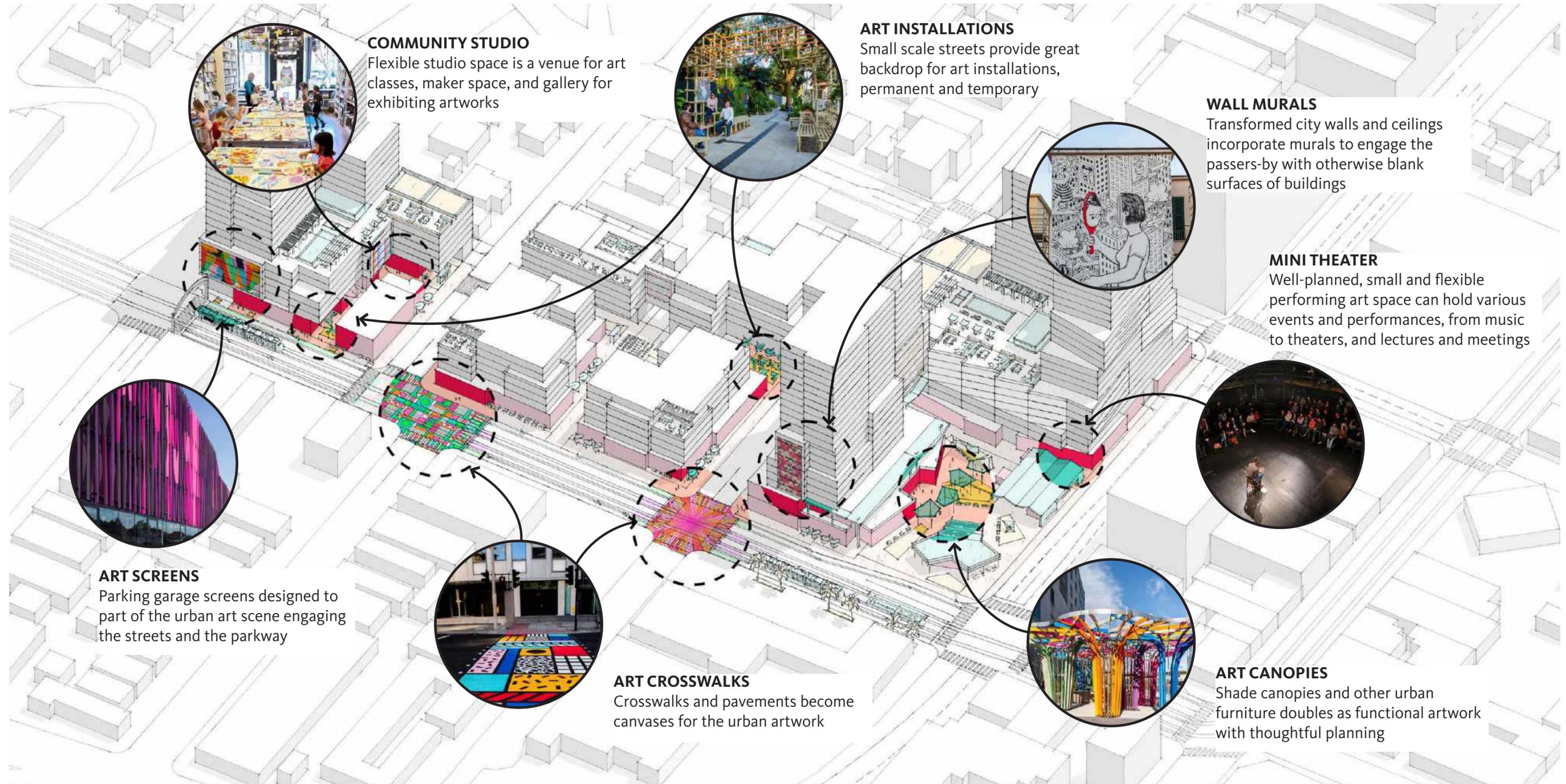
## THE SHED

Large covered space flexible to be used for pop-up stores and kiosks, events, temporary market, and seasonal festivities

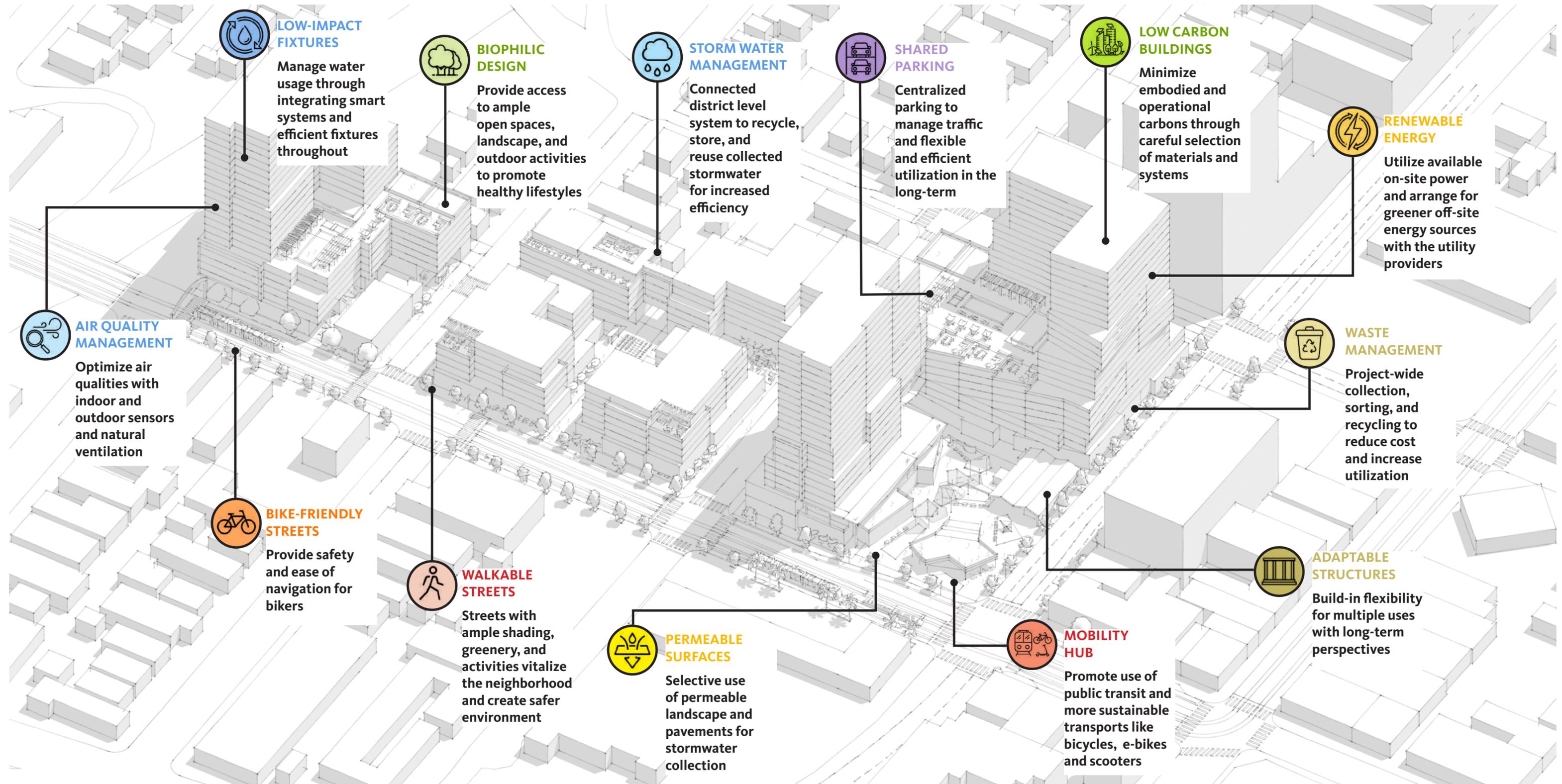
## VILLAGE SQUARE

Meeting and gathering hot spot with ample seatings and shading, access to greenery, surrounded by shops and restaurants

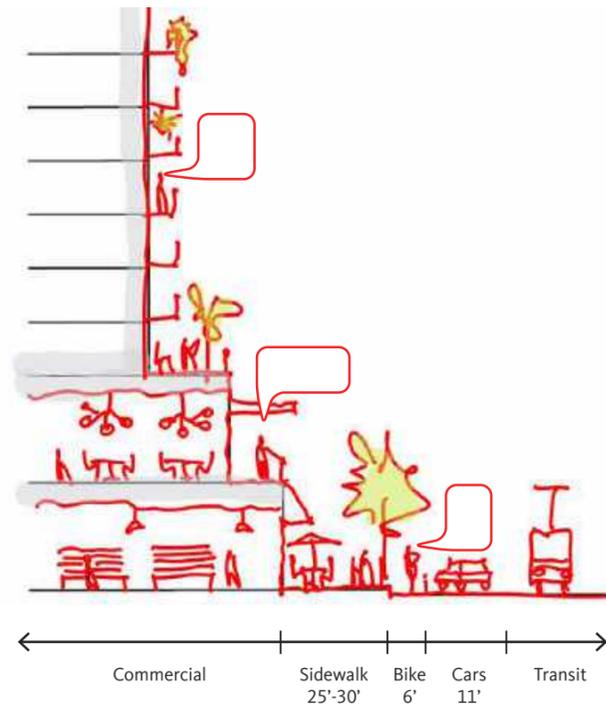
# Design Strategy | Art & Culture



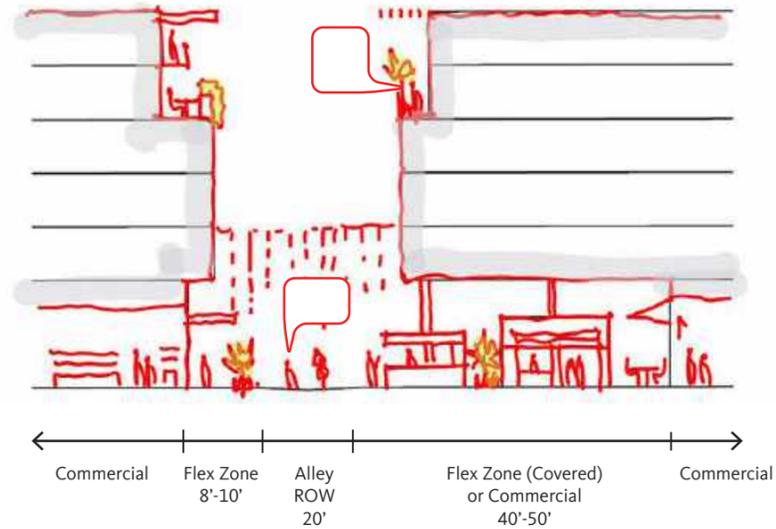
# Design Strategy | Urban Scale Sustainability



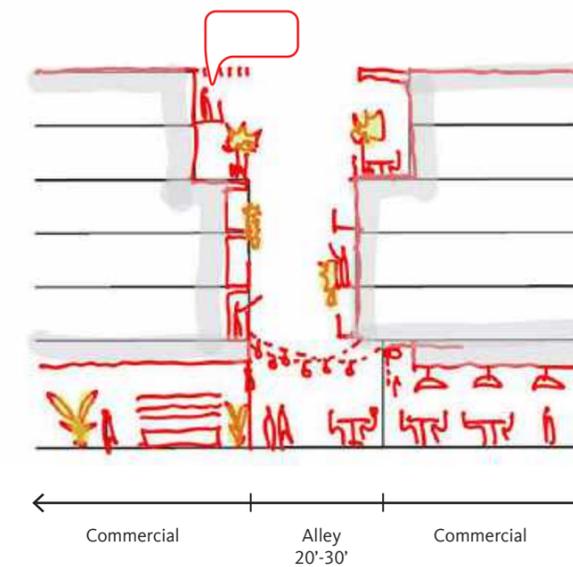
# Design Strategy | Street Scales



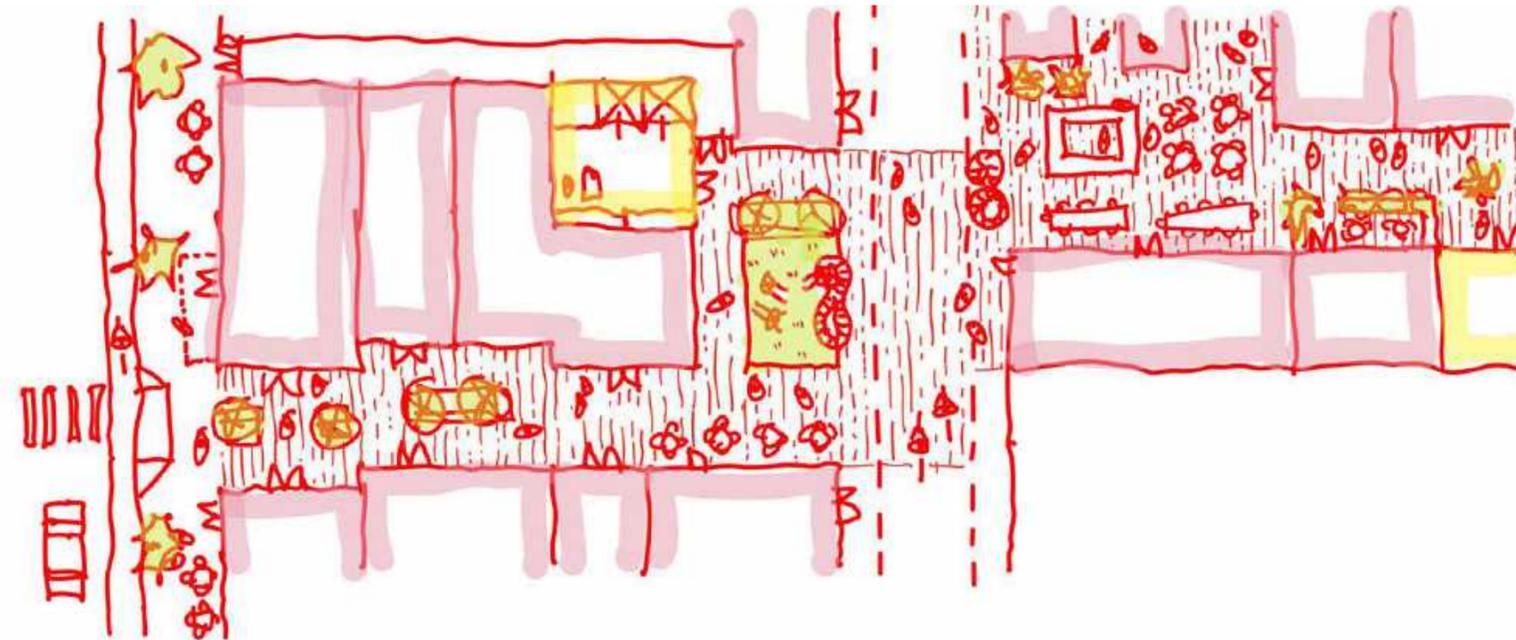
**UNIVERSITY AVE**  
Block D



**TRANSITIONAL ALLEY**  
Blocks B&C



**PASEO**  
Blocks A,B&C



## ENRICHING EXPERIENCES

Variety of building types, programs and scales offered in the project will elevate the experiences of the users. Curated building forms, greenery, and urban furniture at the streets and the alleyways promote social and commercial interactions while shopfronts and residential units and amenities engage the passers by on multiple levels.

# Experience

The background image shows a public park or plaza. On the left, there is a large, arched mural on a wall, depicting various figures. A wide, metal-grated ramp or staircase leads up from the foreground towards the mural. In the foreground, several people are walking and interacting. Two men are standing near a table, and a woman is pushing a stroller. In the background, there are palm trees, a building with a yellow awning, and a sign that reads 'HARVEY MILK PROMENADE PARK'. A large American flag and a rainbow flag are flying on a pole to the right. The overall scene is bright and sunny, but the image is dimmed with a dark teal overlay.

# OUR URBAN CHARACTER



1

## ARTISANAL URBANISM

Refined strokes of urban character blended beautifully across a district that feels both clever and well-curated. A place that tells its own story, and varies the vernacular to masterful effect.



2

## OVER THE RAINBOW

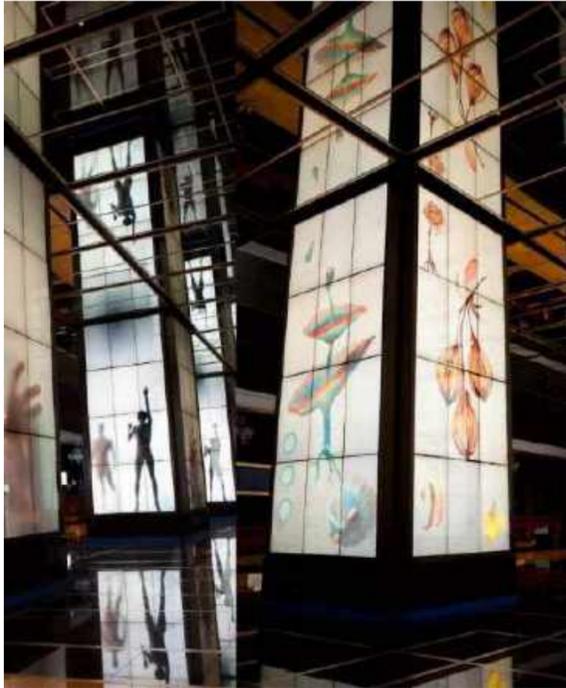
Optimistic and future cast, reflecting Hillcrest's ever-intriguing creative current, mixed with a worldly POV. This is Hillcrest pushing to its aspirational and inclusive best, with all its lovely peculiarities.



3

## HUMAN ECOLOGY

Innately mindful of the relationship between humans and their natural, social, and built environments, the vibe is simply enchanting. An ecosystem of interrelated parts, and re-imagination designed with human needs at heart.

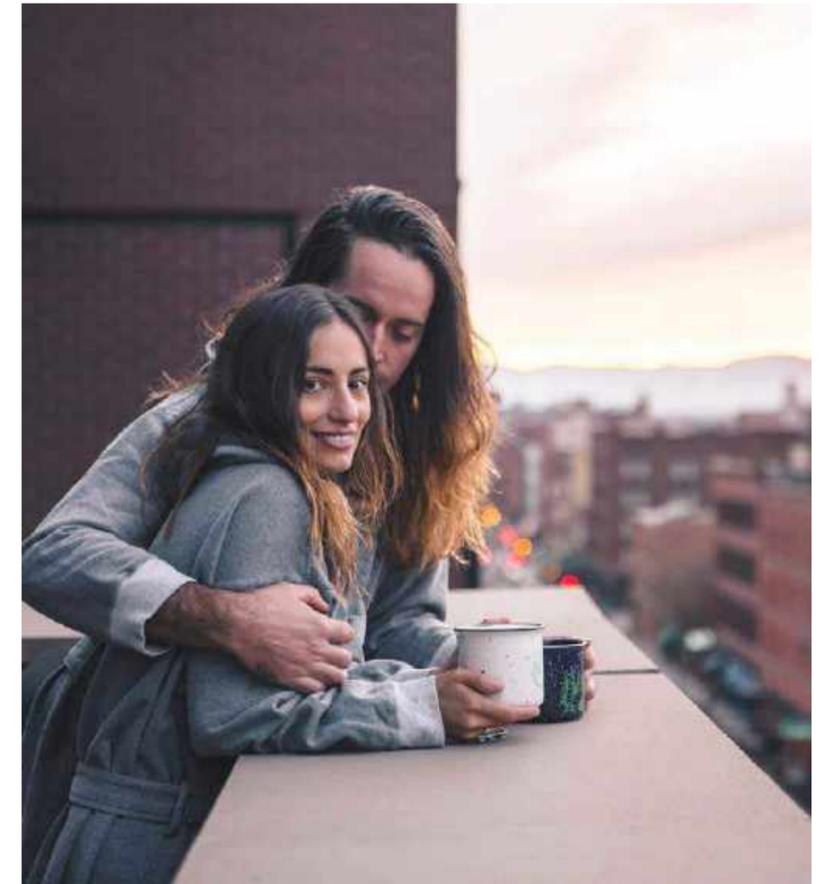


4

## RELENTLESSLY REMARKABLE

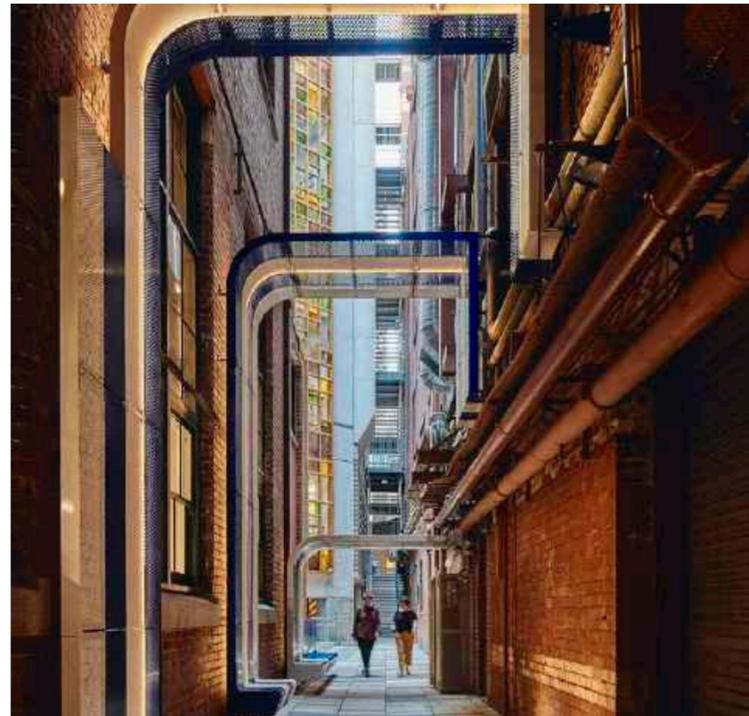
Inventive in all the right ways, with discovery around every corner, there is a tireless energy front and very present. The remarkable arrives daily in spellbinding moments and elements of utter intrigue.

# Create a vibrant destination, with scale



# and density done the right way.





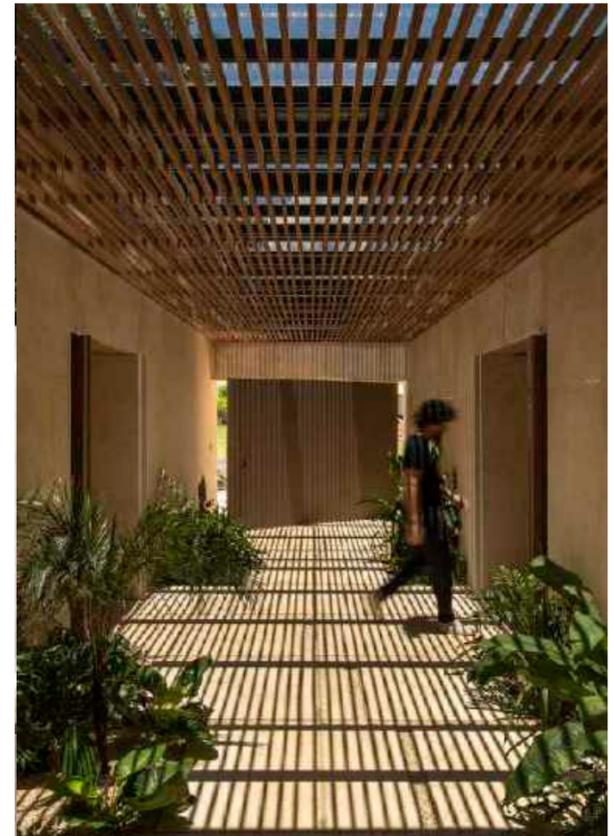
Activate the interior with



a connected ground plane.

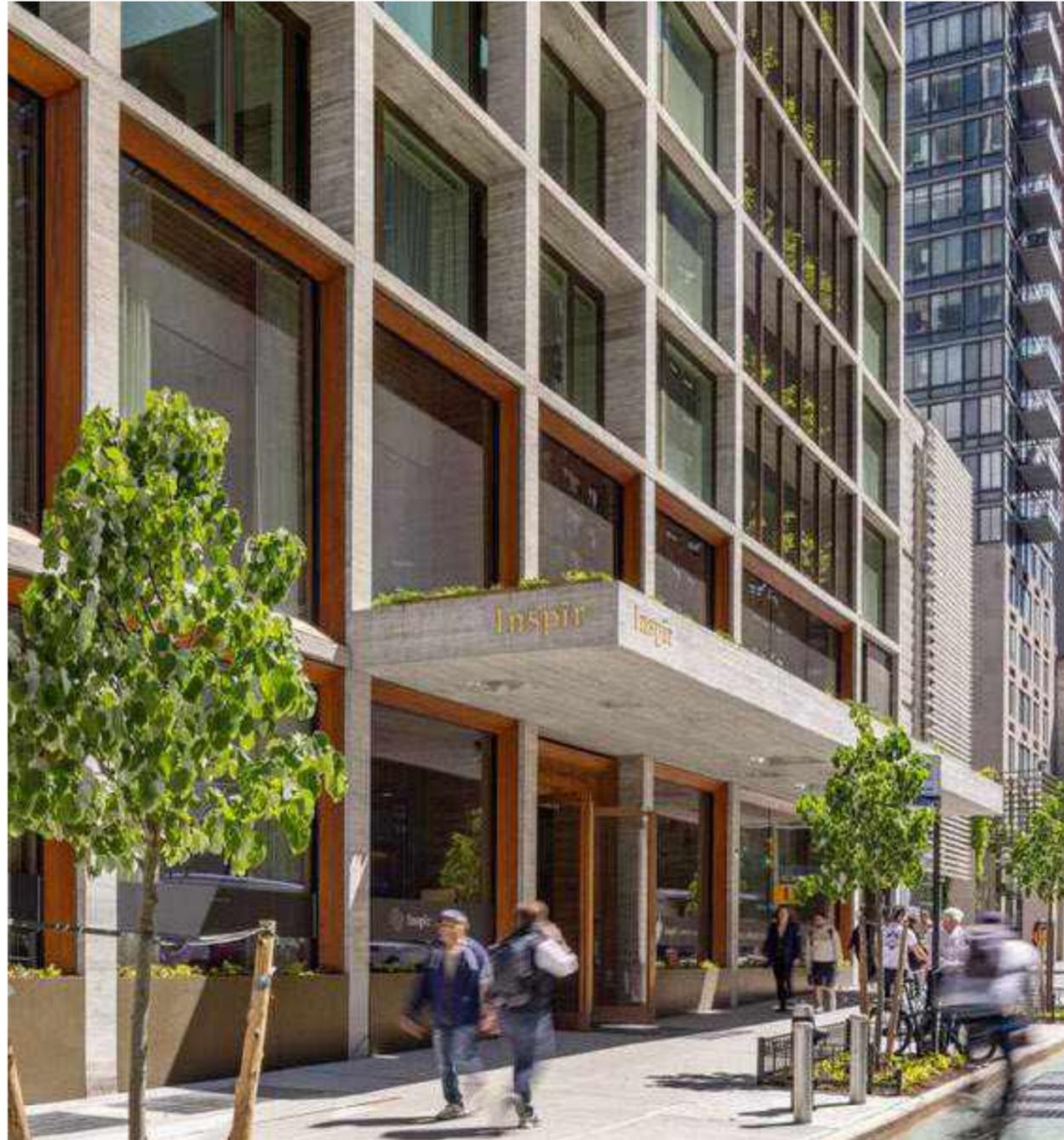


sunny climate & character.



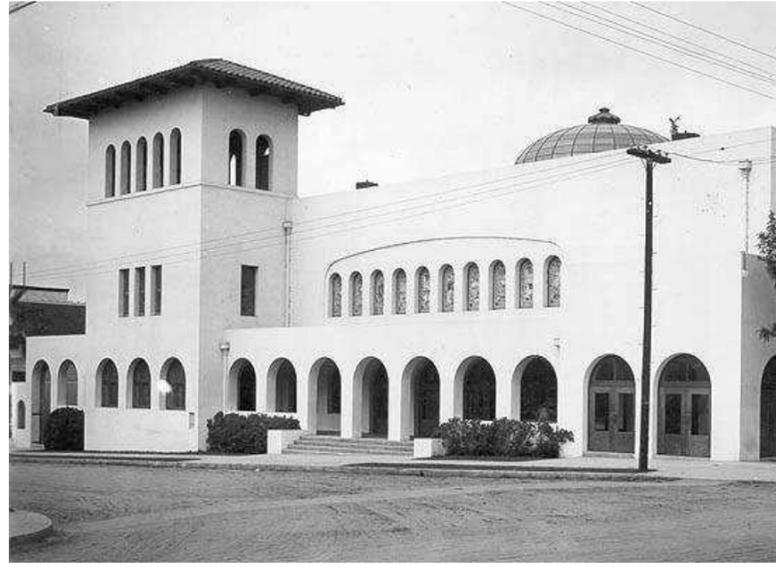
Blend indoors and out to celebrate the city's

Elevate the urban  
tapestry with honest,

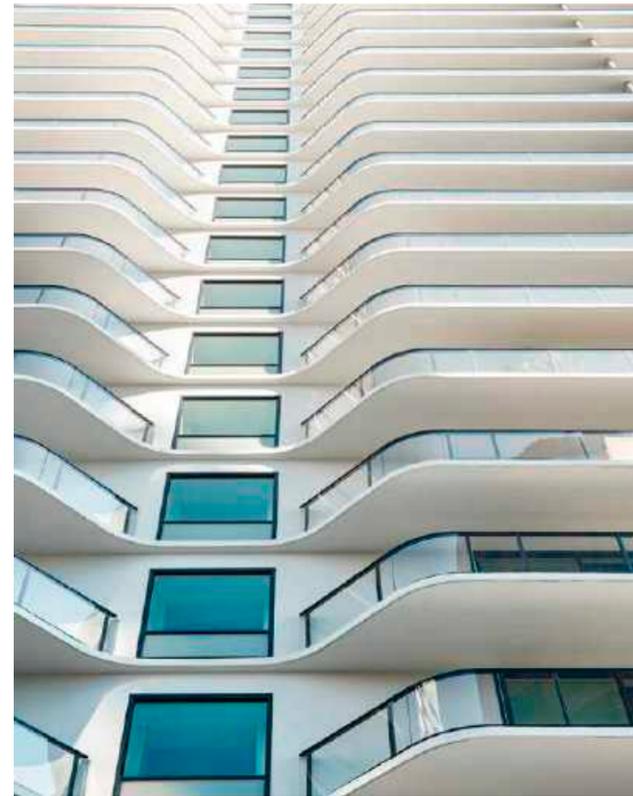


curated materiality.

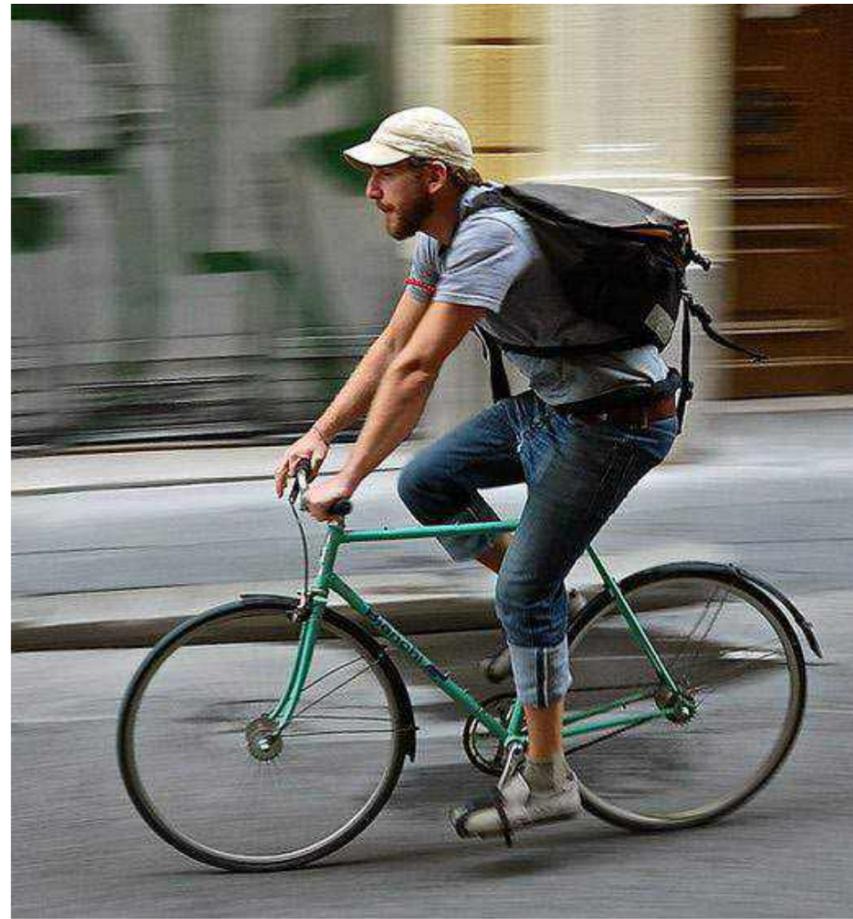




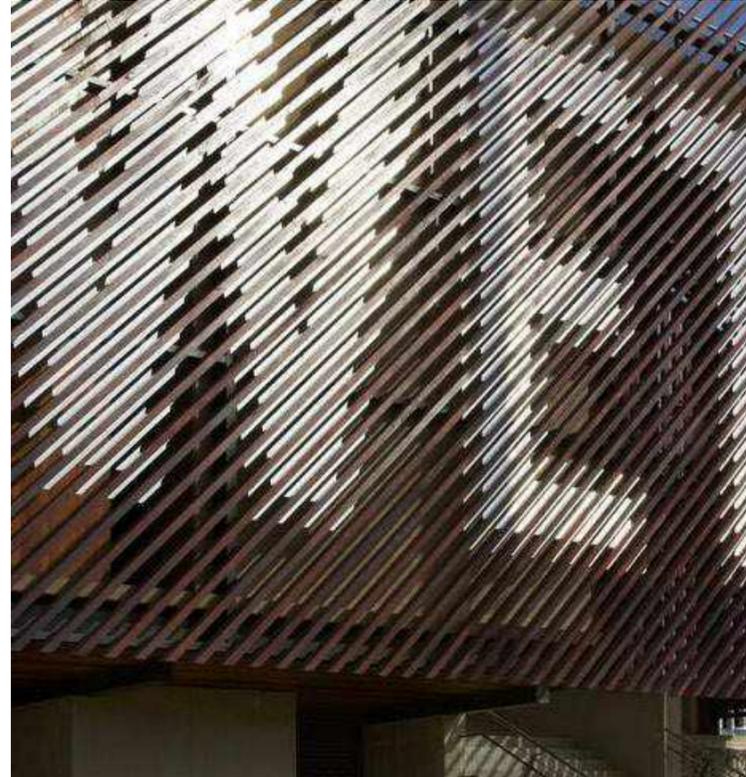
Pay homage to the region's heritage,



and look towards its new future.



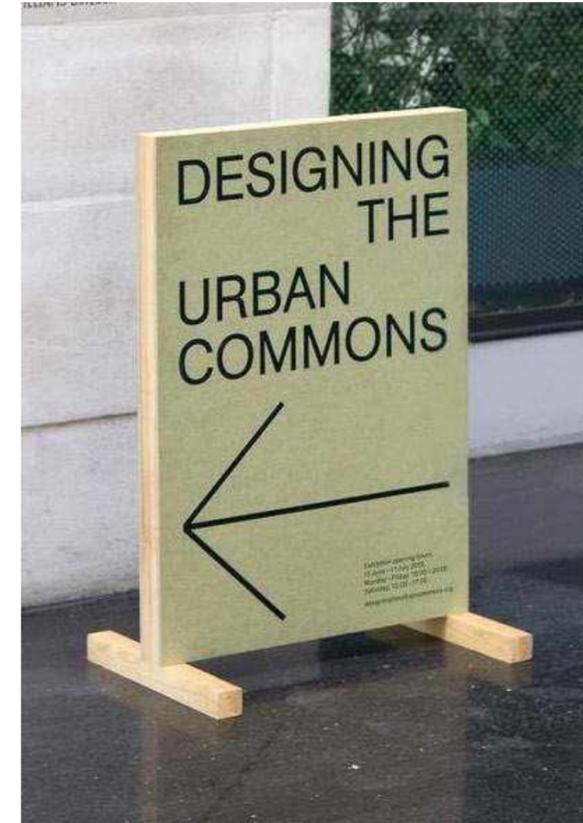
with an irresistible vibe.



Magnetize community



of a new, fresh way of living.



Where flexibility is a hallmark



This is where the future



of Hillcrest  
takes root.











06  
A la tarte

LOUIE'S

Eatery

11  
casa M



MTS

The Crest Square

bagel & co. bagel & co.

FRONTO FRONTO

LULU



DE VINO

807

pizzeria  
del  
crest

COFFEE ROASTERY

Better Buzz  
COFFEE ROASTERS

COFFEE BAR | EATERY

NUEVO

785



DE VINO 807

**Better Buzz**  
COFFEE ROASTERS

COFFEE ROASTERY

COFFEE ROASTERY

*pizzeria  
del  
crist*



This is The Crest.

**Village Squared**



How it Happens Here

# WHO

- Local Residents
- City Leadership & Government
- Local & National Developers
- Local Businesses
- Local & Regional Institutions
- Community Groups

# WHAT

- Integrated Planning
- New Infrastructure & Upgrades
- Housing Stock & Diversity
- Public Space Planning
- Safety & Security Measures
- Community Programs

# HOW

- Focused Plan Amendments
- Community Plan Updates
- Clear & Transparent Processes
- Local & Regional Incentives
- Private & Public Investments
- Community Outreach
- Active Participation
- Individual Commitments

# Key Project Impact

2M SF of  
Total New  
Construction  
incl. Parking

1,100 +  
Diverse &  
Inclusive  
Multi-Family  
Units

175 +  
Hotel Keys

120k SF +  
Retail,  
Dining, &  
Entertainment  
Spaces

1,500 + stalls  
of Shared  
Parking

1.4M SF of  
Total Program  
Spaces

1.75 Acres of  
New &  
Enhanced  
Public Spaces

400 +  
New Direct  
On-site Jobs

3,000 SF +  
Community  
Center Space

Accommodate  
Community  
Events, Fairs,  
Festivals, &  
Programs

# THE CREST.

A Model Village for the Future of Hillcrest

