

# Normal Street Promenade

Uptown Planners Meeting  
March 5, 2019



# Park (ing)-Day 2013



# Bike to Work Day -2013





# Park (ing)-Day 2014



Park (ing) Day  
UP  
RK KTUH  
步行 >>>>

KTUH



# Park (ing)-Day 2015





# Park (ing)-Day 2016



WILLCREIGHT  
FARMERS



# CicloSDias 2014





# CicloSDias 2014





# CicloSDias 2014





# Re-imagine Normal St. May 2016



**NORMAL**  
What do you imagine for the best way to...  
[Image of a street rendering]

**NORMAL**  
Please use this rendering to help you imagine what Normal Street could look like from this location.  
[Image of a street rendering]

**NORMAL**  
What do you imagine for the best way to...  
[Image of a street rendering]

**NORMAL**  
Please use this rendering to help you imagine what Normal Street could look like from this location.  
[Image of a street rendering]

LA MARCO  
INTERNATIONAL  
COFFEE & TEA





# Re-imagine Normal St. May 2016





# Re-imagine Normal St. May 2016





# Re-imagine Normal St. May 2016





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# Re-imagine Normal St. May 2016



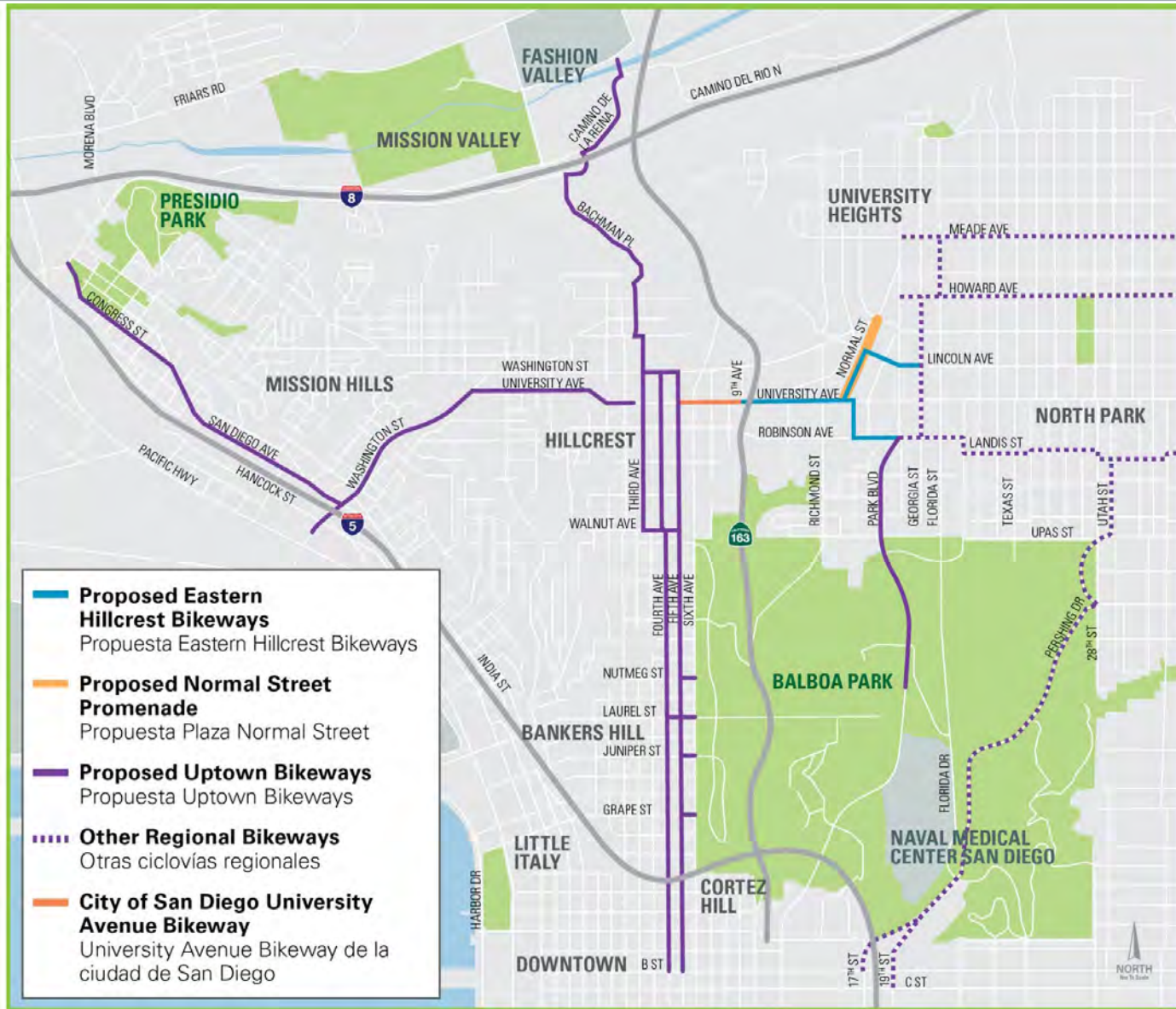


# Re-imagine Normal St. May 2016





# Project Context





# Project Background - Why Now?

- A public space on Normal Street has been requested in community for over 30 years;
  - Included in the 1988 and 2016 Uptown Community Plans.
- This latest concept of the Promenade arose from a visioning process in 2015 called “**Reimagine Normal Street**”
  - A community-led effort, including:
    - Hillcrest Business Association
    - Hillcrest Community Development Corp
    - Hillcrest Town Council, and others.
- This project is a joint effort between the City of San Diego and SANDAG with financial support of the Uptown Community Parking District.



# Project Funding

- SANDAG, the City of San Diego, and Uptown Community Parking District are all contributing to the funding of the project.
- The funding is only eligible to be spent on **transportation and mobility projects**

## Funding Sources to Date, Excluding SANDAG Bikeway Funds

**\$1.8m**

parking meter  
fees

**\$400k**

development  
impact fees

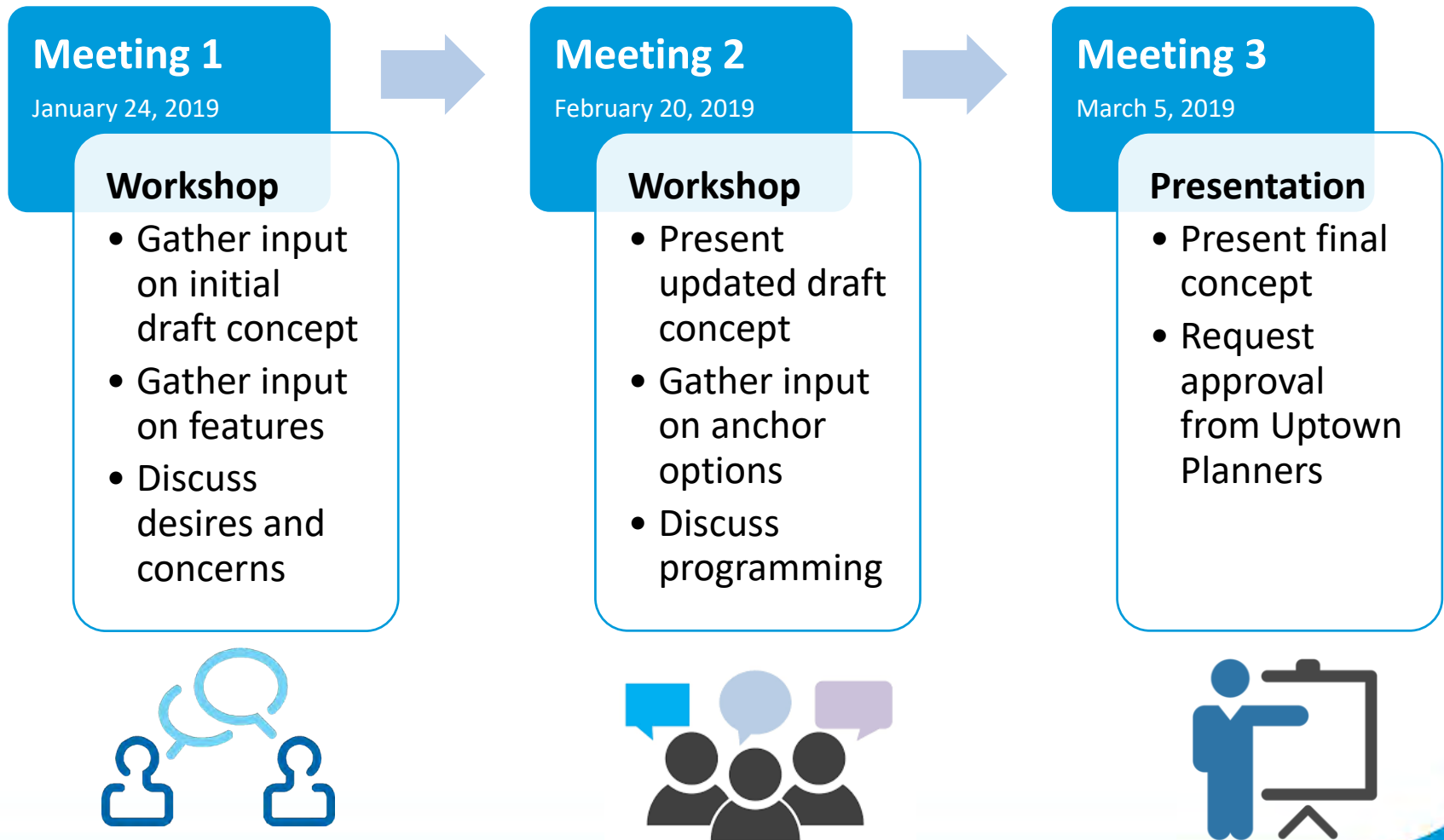


# Outreach

	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>Total</b>
<b>Meetings with Property / Business Owners</b>	15	17	7	9	4	<b>52</b>
<b>News Articles</b>		7		6	2	<b>15</b>
<b>Public Meetings</b>	5	3		4	3	<b>15</b>
<b>Social Media Posts</b>		85		20	19	<b>124</b>
<b>Mailers / E-blasts</b>					6	<b>6</b>
<b>Total</b>	<b>20</b>	<b>112</b>	<b>7</b>	<b>39</b>	<b>34</b>	<b>212</b>



# Phase 1 Outreach Process





# Workshop 1 Highlights

**100+**  
participants

**300+**  
priority votes

**20+**  
written comments





# Workshop 2 Highlights

**60+**  
participants



**170+**  
individual comments





# What We Heard – Design Features



Plaza String Lighting



Brick Surface Treatment



Seating



# What We Heard – Design Features



Plaza String Lighting



Seating



Brick Surface Treatment



# What We Heard – Parking

## Draft 1



## Current Concept





# What We Heard – Expand Pride Plaza

## Draft 2



## Current Concept





# What We Heard – Activate the Space



Initial Concept

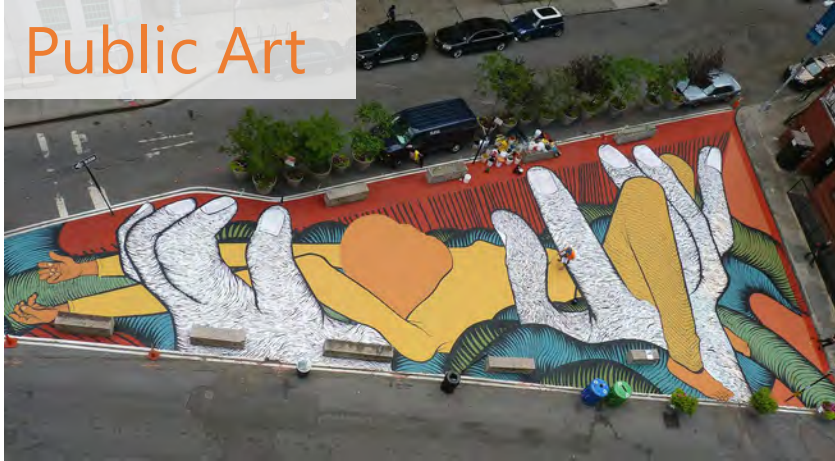


Current Concept



# What We Heard – Additional Features

Public Art



Historic Reference



Play Space



Food Trucks





# Programming

## Maintenance Assessment District (MAD)

- Hillcrest Business Association is currently working with the City of San Diego to expand the existing MAD, including:
  - Private security
  - Enhanced community services

## Programming

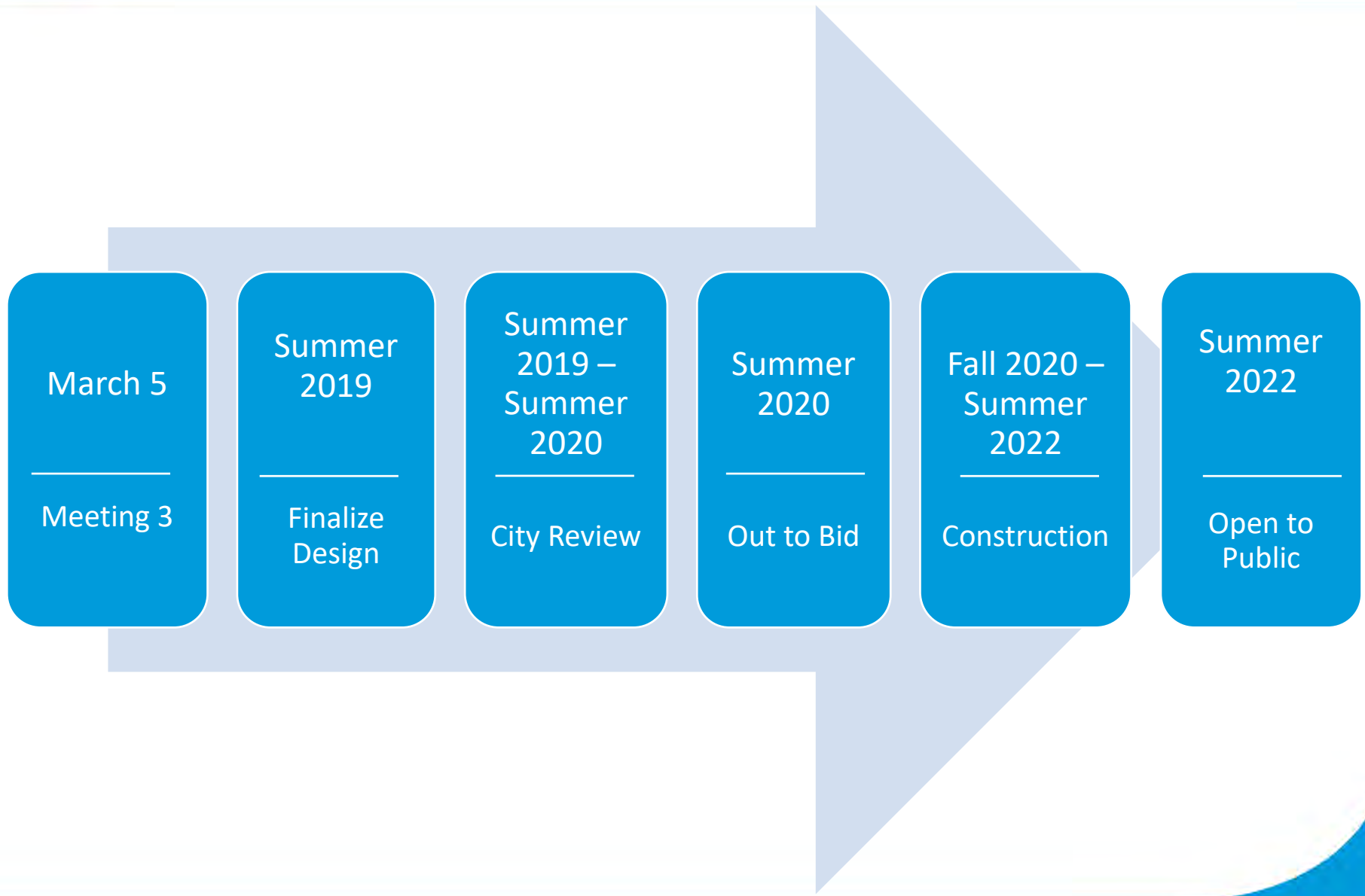
- Hillcrest Business Association is spearheading an effort to bring our community groups together to start a new organization that will manage programming for the space to ensure that there are regular events and fun activities.
- Space available for free for events under 50 people; \$150 permit for events of more than 50 people.

## Placemaking

- Low cost permit to allow for creative projects in public spaces
- Ex: creative lighting installations, parklet seating and staging, art installations, art murals, and other projects and uses



# Next Steps





# Contact

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More Information Online at:

[KeepSanDiegoMoving.Com/EasternHillcrestBikeways](http://KeepSanDiegoMoving.Com/EasternHillcrestBikeways)