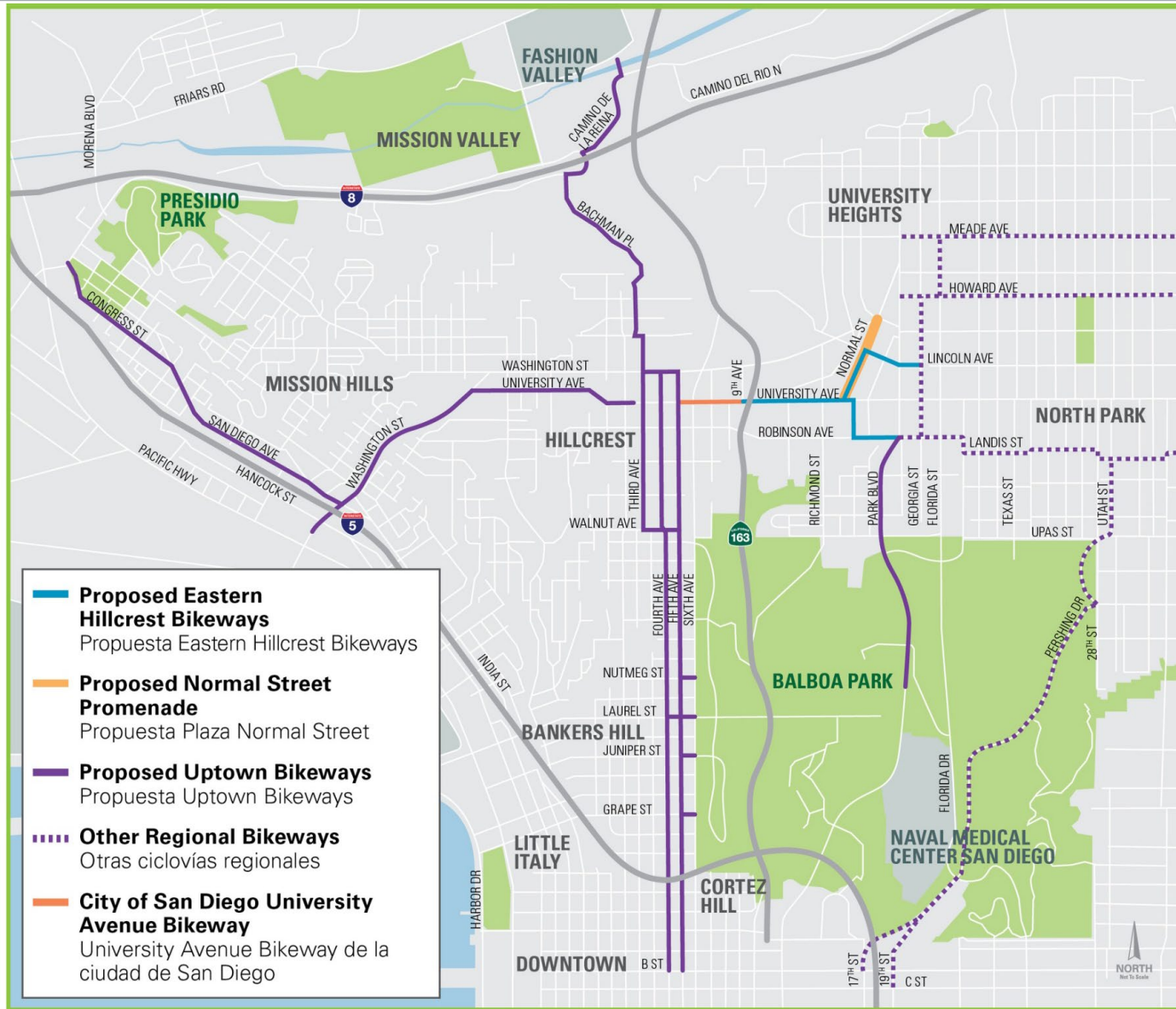


Normal Street Promenade

Public Workshop #2
February 20, 2019



Project Context



Project Background

- 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
 - A portion of the funding eligible only for capital infrastructure projects such as parks and libraries.

Funding Sources to Date, Excluding SANDAG Bikeway Funds

\$1.8m

parking meter
funds

\$400k

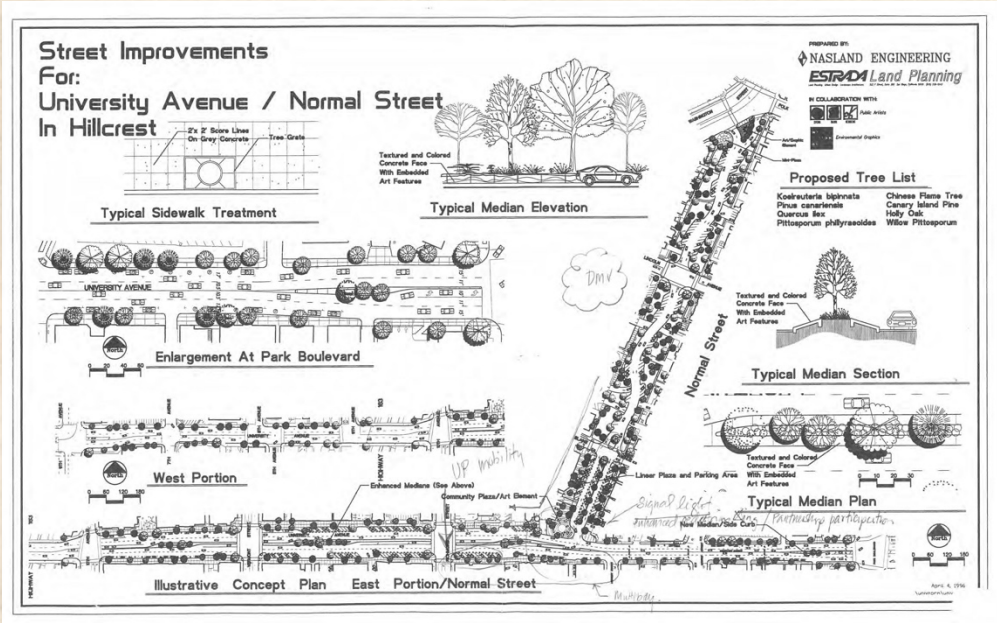
development
impact fees

Programming

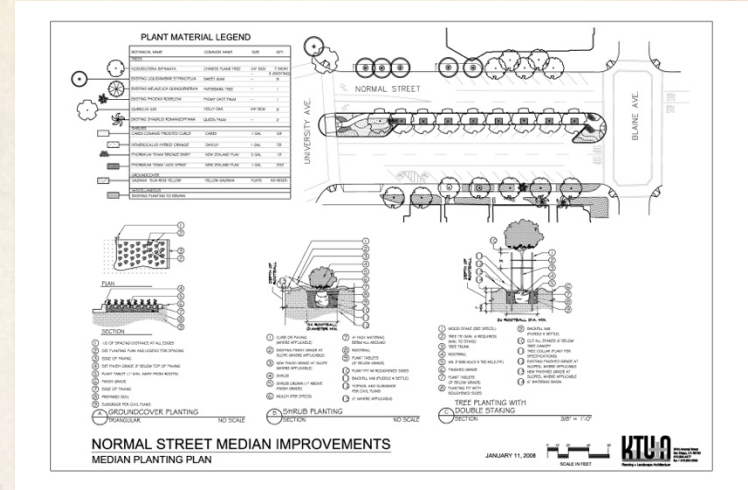
- **Maintenance Assessment District**
 - Hillcrest Business Association is currently working with the City of San Diego to expand the existing MAD, including:
 - Private security
 - Enhanced community services
- **Programming**
 - Hillcrest Business Association is spearheading an effort to bring our 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.

NORMAL STREET – THEN, NOW AND IN THE FUTURE

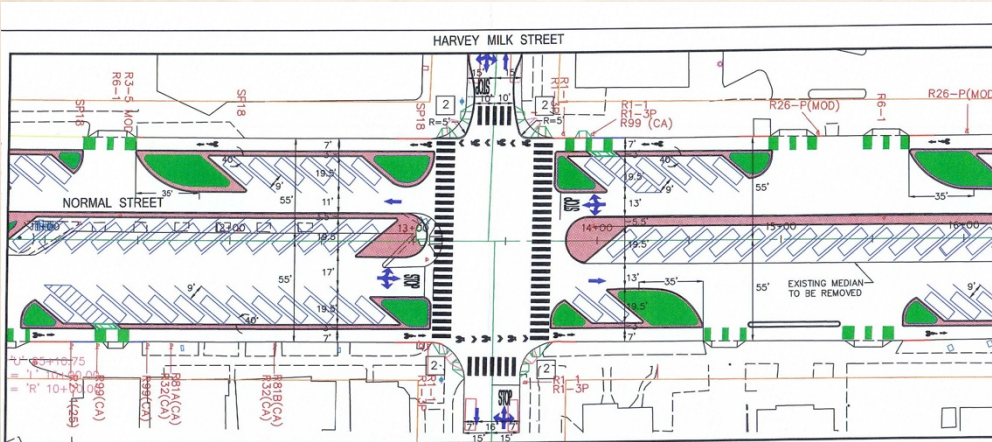
1996 – University Ave. / Normal St. Plans



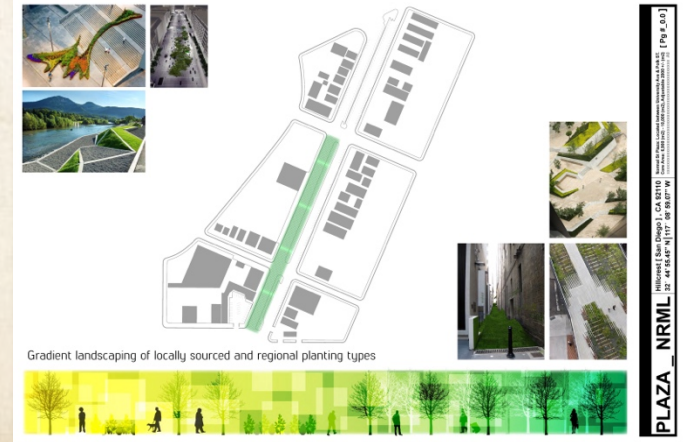
2005 KTU+A Plans



2015 SANDAG Plans



2015 Escuela Libre de Arquitectura Students





Normal St. Design Concept 12.10.2010

LINEAR PARK COMBINED WITH LARGE MEDIAN PARK

2010 WRT Plans

2011 DMV Plans



NORMAL STREET – THEN, NOW AND IN THE FUTURE



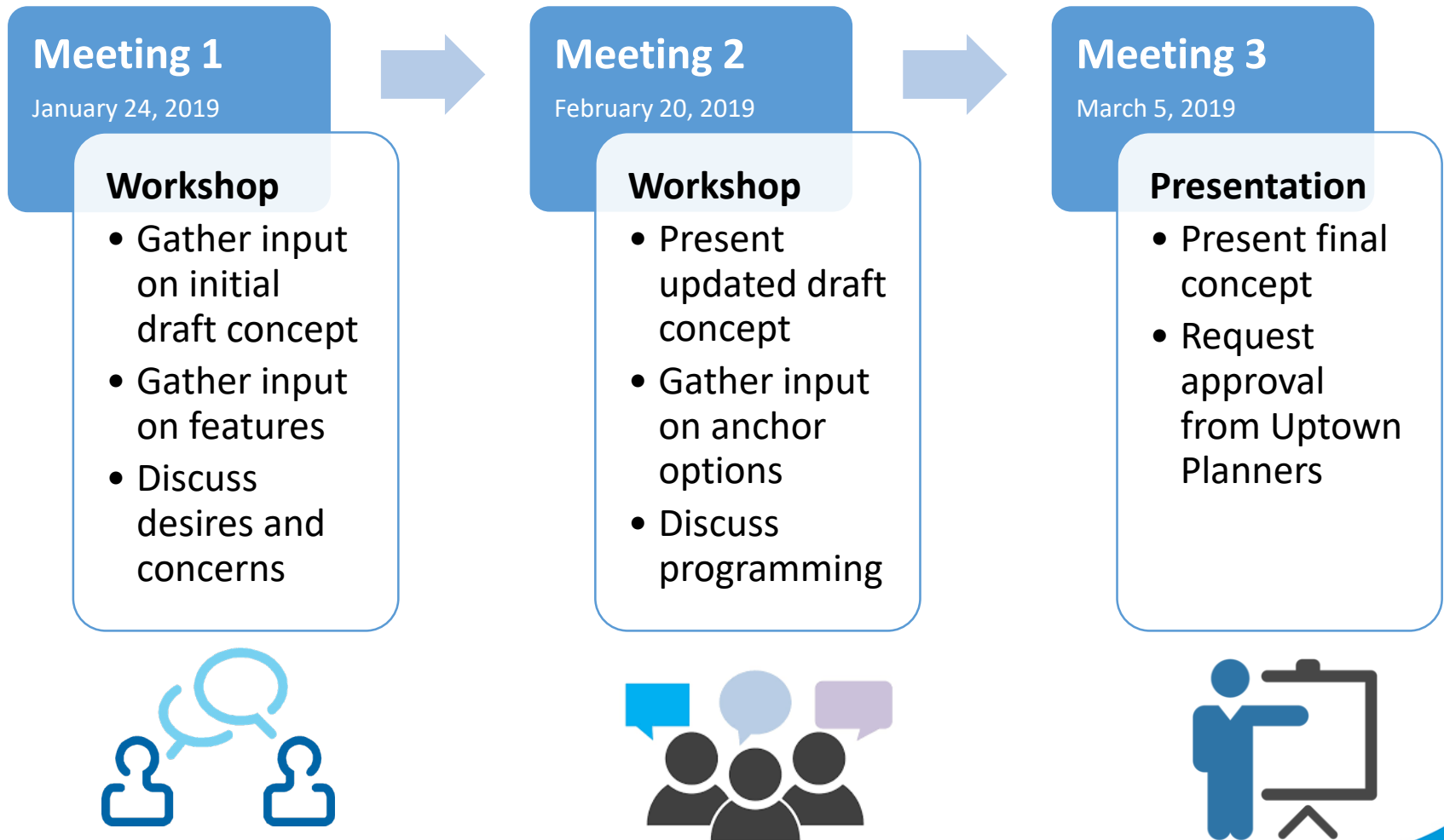
A community initiative started in 2015 with Hillcrest Business Assoc., Hillcrest CDC & a volunteer design team.

Later involvement by Uptown Planners, Uptown Comm. Parking District, SANDAG & the City of San Diego.

THE
NEW
NORMAL



Outreach Process



Workshop 1 Highlights

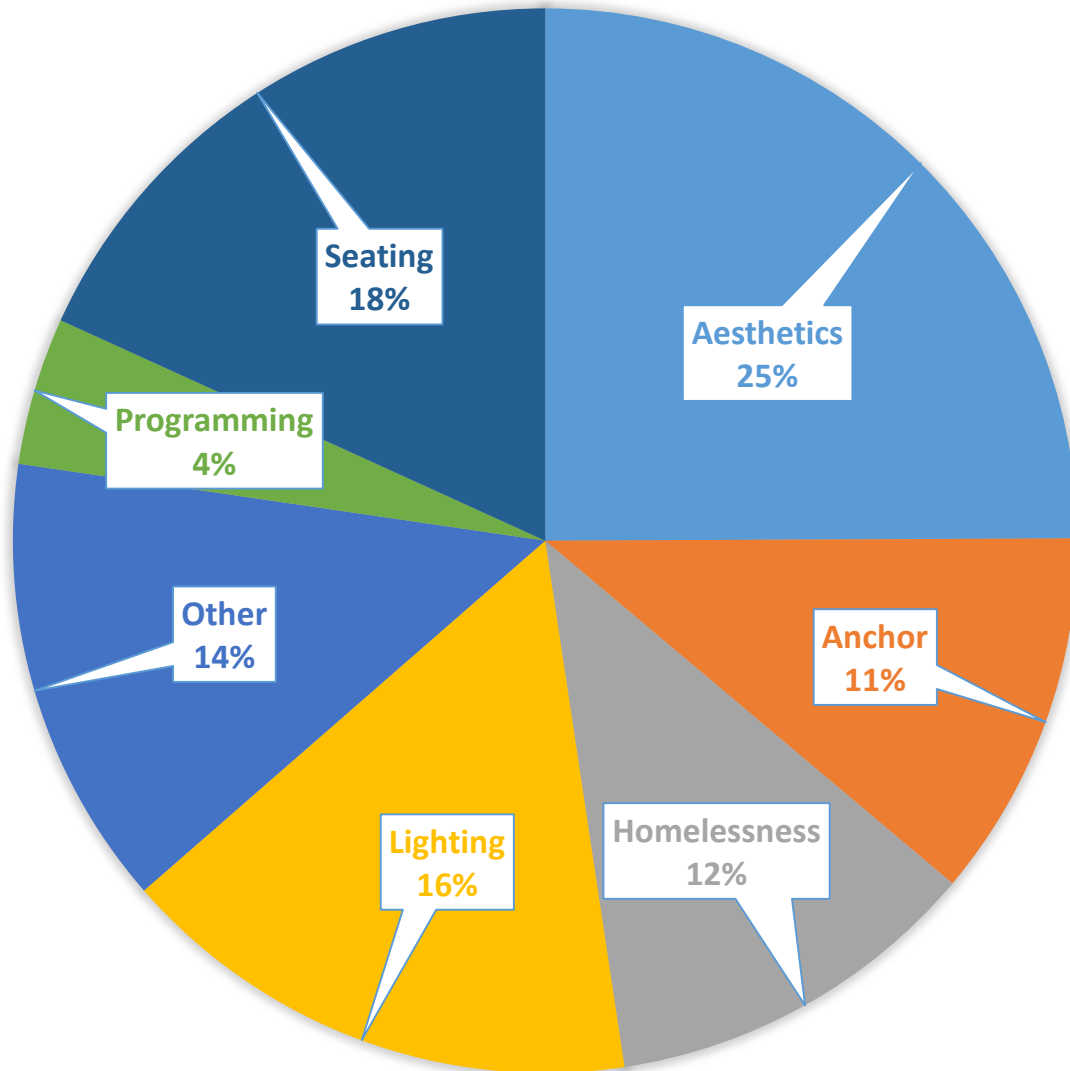
100+
participants

300+
priority votes

20+
written comments



Workshop 1 Priority Vote Summary



Workshop 1 Top Individual Treatments



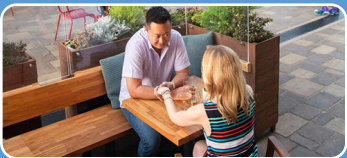
Plaza String Lighting – **10%**



Brick Surface Treatment – **8%**



Security for Homeless – **6%**



Combination Bench and Chairs – **6%**



Round Concrete Planter with Seating – **6%**

Workshop 2 Activities

Station 1-3

- Draft Concept
- Visual Simulations



Station 4-5

- Anchor Ideas
- Programming Ideas

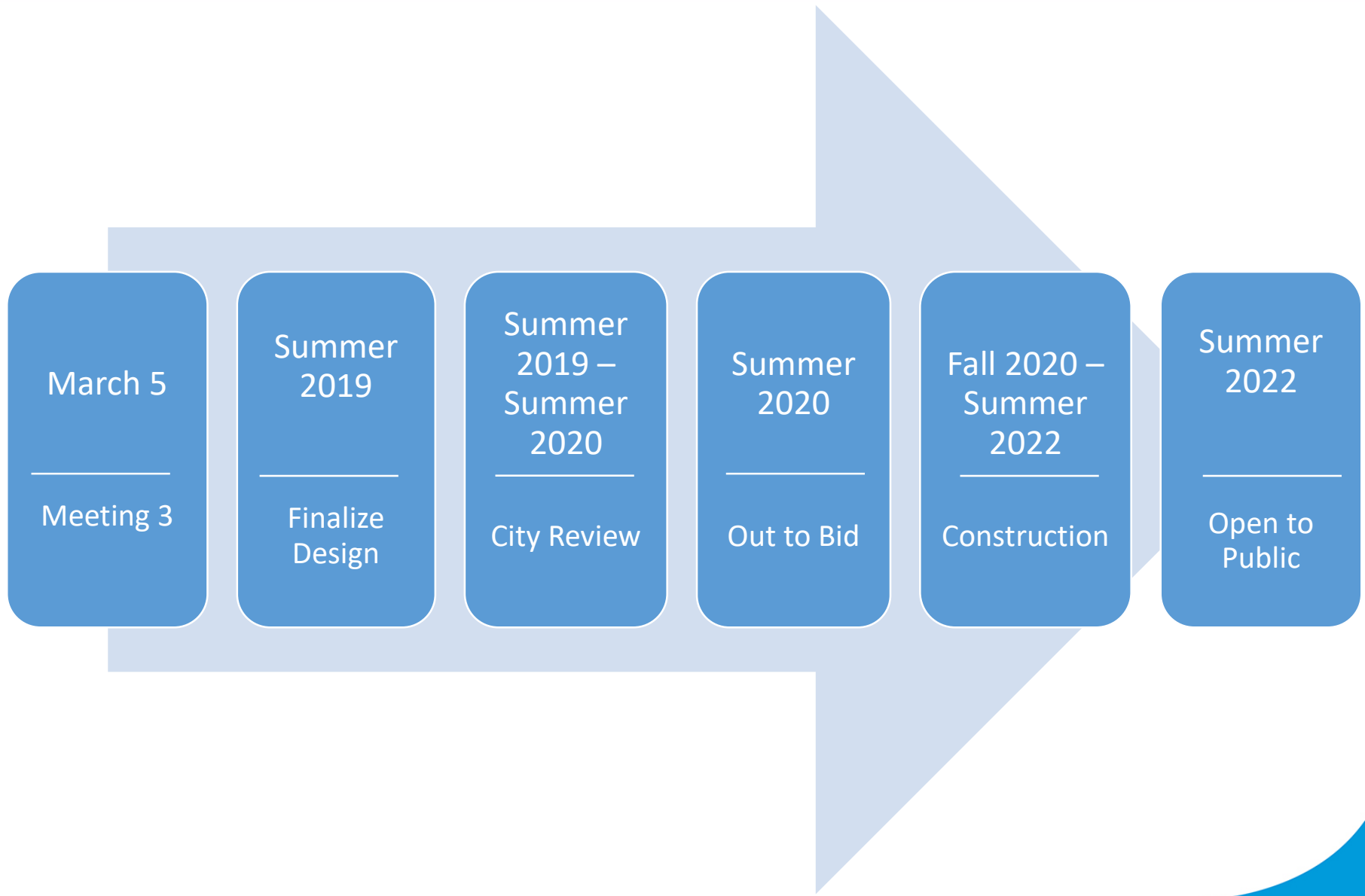


Station 6

- Comment Cards (optional)



Next Steps



Contact

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[Keepsandiegomoving.com/easternhillcrestbikeways](https://keepsandiegomoving.com/easternhillcrestbikeways)