

# *What Progress has been made on the LGBTQ+ Cultural District?*

People have been asking for an update on the LGBTQ+ Cultural District. The District is currently being created by the City Planning Department as part of the Hillcrest Focused Plan Amendment. This summary sheet describes what progress has been made in the draft documents circulated by the City Planning Department. The district is slated to be ratified later in 2024. The quotes and bullet points below are pulled directly from the Focused Plan Amendment (and you'll see where we've edited the text to show what parts of the plan we'd still like to change).

As new buildings come to Hillcrest and new residents are welcomed to the neighborhood, it is really important to preserve our culture through a cultural district. This district is different from other cultural districts in that there will be concrete protections in law rather than just cosmetic reminders of the district (like signs and banners). If approved, some items will become law while others are recommendations endorsed by the City of San Diego.

## *What's currently being proposed?*

### *Signage and Wayfinding Systems:*

*"A key component of the Hillcrest LGBTQ+ Cultural District includes the incorporation of interpretive elements in the neighborhood to signify and highlight the history and culture of Hillcrest through artwork, buildings, streetscape, and signage."*

- Provide a roadmap within the LGBTQ+ Cultural District guiding visitors on a journey through the community's narrative.
- Highlight stories of diversity and the role of the BIPOC community in LGBTQ+ culture to ensure there is broad representation.
- Celebrate the history of Hillcrest and the LGBTQ+ community by emphasizing stories of San Diego individuals and communities to recognize what the community went through to get to today.

- Commission local artists with connections to the LGBTQ+ community and include community input during the design process to support creativity and authenticity in the development of interpretive elements.
- Incorporate interactive and dynamic audio and visual technology in the interpretive elements, with narration and storytelling by individuals in the community (such as video archives, use of QR codes, holograms, projections, augmented reality, and lighting displays).
- Consider how signage, wayfinding, and lighting can be integrated in the interpretive elements and walking corridor.

### *Economic Development:*

*"A strong LGBTQ+ Cultural District that recognizes and protects Hillcrest's unique role as a place for LGBTQ+ social interaction, activism, and community organization."*

- Establish a program to formally recognize anchor institutions and businesses.
- ~~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.
- Engage the City... in the development of the Cultural District, focusing on programs that support local LGBTQ+ organizations and businesses, district marketing, and branding.
- Support a certification or recognition program for places and events within the LGBTQ+ Cultural District that are tied to

protections and incentives to strengthen establishments and minimize the potential loss of valued institutions.

- Promote the LGBTQ+ historic heart of Hillcrest's Entertainment District, which encourages heritage tourism.
- ~~Request that future City Council legislation be considered to~~ define and recognize the boundaries of Hillcrest's Entertainment District.
- Strengthen the LGBTQ+ Cultural District by supporting existing community uses that serve as anchor institutions for LGBTQ+ people.

#### **LGBTQ+ Interpretative "Rainbow" Trail**

Development shall provide paving within the public space or promenade as follows:

1. Provide a 12-inch wide band of multi-colored paving in a meandering pattern parallel to the parkway.
2. A minimum of 3 of the following colors: pink, red, orange, yellow, green, turquoise, indigo, violet, blue, black, brown, and white. Colors may consist of different shades.
3. Paving may consist of color glass seeded aggregate, color precast concrete unit pavers, color tile pavers or surface applied pavement coating. Paint is not an acceptable surface material.
4. Where a new development abuts an existing section of the LGBTQ+ Interpretative trail, the trail shall be designed and installed in a manner that creates a continuous "ribbon" of paving...

#### *Public Spaces:*

*"Celebrate the legacy of the LGBTQ+ community to preserve historical resources and create inclusive spaces"*

- Provide a centralized gathering / open space for dedicated LGBTQ+ events and programming.
- Study the potential to transform excess property along sides of Highway 163 for pocket parks, plazas, and small-scale gathering space that can serve as commemorative space and a gateway from the west and east sides of the neighborhood.
- Acknowledge the significance of SD Pride and the Pride Parade in Hillcrest by formally recognizing it as a Cultural Event in the district and considering the impacts to the event when proposing street improvement projects, development proposals, and infrastructure projects along the parade route.
- Formally recognize a "Walking Corridor" to provide a focus for conceptually connected "parklets" or other interpretive elements at key locations that are themed to recognize the locations' significance in LGBTQ+ life in Hillcrest (aka. Rainbow Trail).

#### *Housing:*

*"Uptown is a lively and vibrant community, ... and is an ideal location for village centers that encourage... mixed-use housing opportunities for a variety of income levels."*

- Explore the potential for an LGBTQ+ Arts and Culture Campus on the DMV site. The space may house several uses, including affordable housing, middle income housing, a hotel, LGBTQ+ businesses, and a broad of cultural organizations, such as SD Pride, Queer Youth Chorus and Marching Bang, Film OUT, and others.
- Encourage 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.
- New residential development within the area shall provide the following Commercial Activity Notice to all persons considering purchasing or renting a residential dwelling unit prior to entering into an agreement to sell or rent the dwelling unit. This Commercial Activity Noise Notice shall also be prominently displayed in any onsite rental or sales offices

It's important to remember that these notes below are part of a larger plan for Uptown. This plan can be found at: [www.planhillcrest.org](http://www.planhillcrest.org).

Many people and organizations have worked really hard and donated funds to get these provisions included in the cultural district.

There's still work to be done.