



Date of Notice: March 14, 2024

**PUBLIC NOTICE OF AVAILABILITY OF A
DRAFT PROGRAM ENVIRONMENTAL IMPACT REPORT (DRAFT PEIR)
CITY PLANNING DEPARTMENT**

PUBLIC NOTICE: The City of San Diego (City), City Planning Department has prepared a Draft PEIR for the following project and is inviting your comments regarding the adequacy of the document. The Draft PEIR and associated technical appendices have been placed on the City's California Environmental Quality Act (CEQA) website under the heading "Draft CEQA Documents" and can be accessed using the following link:

<https://www.sandiego.gov/ceqa/draft>

Your comments must be received by Monday, April 29, 2024, to be included in the final document considered by the decision-making authorities. Please send your written comments to the following address: **Elena Pascual, Senior Environmental Planner, City Planning Department, 202 C Street, San Diego, CA 92101** or e-mail your comments to PlanningCEQA@sandiego.gov with the **Project Name in the subject line**. Please note that only written comments, received either via US Mail, hand delivered, or email, will be considered official comments in the Final PEIR.

PROJECT NAME: Blueprint SD Initiative; Hillcrest Focused Plan Amendment to the Uptown Community Plan (Hillcrest FPA); and University Community Plan and Local Coastal Program Update (University CPU)
SCH NUMBER: 2021070359
COMMUNITY PLAN AREA: Citywide (Blueprint SD Initiative), Uptown (Hillcrest FPA), and University (University CPU)
COUNCIL DISTRICT: All Council Districts (Blueprint SD Initiative), Council District 3 (Hillcrest FPA), Council District 1 (University CPU)

PROJECT DESCRIPTION:

Blueprint SD Initiative

The General Plan provides a policy framework for land use decisions that balances the needs of the City as required by state law (Government Code Section 65300). It expresses a Citywide vision and provides a comprehensive approach for how the City should develop, provide public services, and maintain and enhance the qualities that define the City of San Diego. The overarching strategy of the General Plan is based on the City of Villages, which focuses growth into mixed-use activity centers that are pedestrian-friendly districts linked to the planned regional transit system.

The General Plan provides a vision and policy framework to guide the development of each of the City's 52 community planning areas. Community plans are written to refine the General Plan's citywide policies and provide location-based policies and recommendations to guide development over a 20-to-30-year timeframe. Community plans provide more detailed land use designations and community-specific policies on a wide array of topics including housing, mobility, open space and parks, public facilities, safety, noise, sustainability, environmental justice, urban design, and historic preservation.

The General Plan and community plans play a critical role in meeting the City's Climate Action Plan (CAP) goals and contributing to the region's mobility vision and needs. They also help the City implement other citywide policy documents such as the City's Climate Resilient SD Plan and the Parks Master Plan. The General Plan and community plans identify land uses and public improvements that work toward achieving the citywide mobility mode share goals. As such, the City has shifted away from accommodating additional vehicular travel to instead focus on reducing vehicular travel through strategic land use planning, primarily by locating new development within walking distance to transit stops and stations, and through investments in walking/rolling, bicycling, and transit improvements.

The Blueprint SD Initiative includes a comprehensive amendment to the General Plan to better align the City of Villages Strategy to reflect the latest goals, policies, and plans for housing, mobility and transit, environmental protection, and climate change adaptation and sustainable growth. The Blueprint SD Initiative would amend the General Plan to reflect an updated citywide land use framework designed around the 2050 regional transportation network in the San Diego Association of Government's (SANDAG's) Regional Plan to promote reductions in per capita greenhouse gas (GHG) emissions and vehicle miles traveled (VMT). The Blueprint SD Initiative identifies complementary land use, transportation, and related policies to support future development according to the revised land use framework. The land use and policy amendments would build upon the climate goals outlined in the City's CAP and Climate Resilient SD Plan.

Hillcrest FPA

The Hillcrest FPA proposes an amendment to the Uptown Community Plan to redesignate approximately 380 acres of the Hillcrest and Medical Complex neighborhoods with land uses that follow a similar pattern to the planned land uses from the 2016 Uptown Community Plan Update with increases to the planned residential density and non-residential development capacity. The Hillcrest FPA establishes an updated vision and objectives that align with the SANDAG Regional Plan and the City's General Plan policies, including those proposed and amended by the Blueprint SD Initiative and the City of Villages Strategy, as well as recently adopted policies from the CAP, Parks Master Plan, and Climate Resilient SD. The amendment would provide the opportunity for additional homes in the Hillcrest FPA area and is intended to encourage active transportation and provide more opportunities for quality public spaces. By providing the opportunity for additional homes near the employment center of the Medical Complex neighborhood, in an area with access to high frequency public transit and coupled with mobility improvements, the Hillcrest FPA would encourage active transportation and reduce automobile trips for work commutes.

University CPU

The University CPU is a comprehensive update to the existing University Community Plan and Local Coastal Program. The University CPU establishes an updated vision and objectives that align with the SANDAG Regional Plan, and the City's General Plan policies, including those proposed and amended by the Blueprint SD Initiative and the City of Villages Strategy,

as well as recently adopted policies from the CAP, Parks Master Plan, and Climate Resilient SD. The University Community Plan will update the land use plan for the community plan area to help achieve the desired vision and objectives for the community. The University CPU identifies several guiding principles, plan goals and policies, and identifies procedures for plan implementation, as well.

PROJECT LOCATION:

Blueprint SD

The project location is the entire City of San Diego municipal area, as land use policy, community plan updates and future San Diego Municipal Code amendments to implement the Blueprint SD Initiative may apply citywide. Consistent with the Blueprint SD Initiative, the City anticipates that future community Plan updates, specific plans, and focused plan amendments would involve redesignation of existing land uses within specific areas, referred to as the Climate Smart Village Areas. These are areas that have access to existing or planned transit and demonstrate the greatest likelihood to encourage walking/rolling, biking, and transit use. (See Figure 1).

Hillcrest FPA

The Hillcrest FPA area is located in the center of the Uptown Community Plan area and encompasses approximately 380 acres of the Hillcrest and Medical Complex neighborhoods. The Hillcrest FPA area is bound by a series of streets and canyons, including Park Boulevard to the west, Walnut Avenue to the south, Dove Street to the west, and the hilltop bluffs along the northern edge of the Medical Complex neighborhood. State Route (SR-) 163 splits the Uptown Community Plan area and the Hillcrest FPA area. (See Figure 2).

University CPU

The University CPU area is located approximately 13 miles north of Downtown San Diego and includes prominent regional parks and institutions such as Torrey Pines State Natural Reserve, Torrey Pines Golf Course, and UCSD. Interstate (I-) 5 traverses the center of the community, SR-52 forms the southern border of the community and I-805 runs along the eastern edge within and outside of the community. Marine Corps Air Station (MCAS) Miramar is located along the southeastern border of the community. (See Figure 3).

APPLICANT: City of San Diego, City Planning Department, 202 C Street, San Diego, CA 92101

RECOMMENDED FINDING: The Draft PEIR concludes that the proposed project would result in potentially significant environmental impacts in the following areas: Aesthetics, Air Quality, Biological Resources, Cultural Resources, Noise, Hydrology, Public Services, Recreation, Transportation, Tribal Cultural Resources, Utilities and Service Systems, and Wildfire.

AVAILABILITY IN ALTERNATIVE FORMAT: To request this Notice in alternative format, please call the City Planning Department at (619) 235-5200 OR (800) 735-2929 (TEXT TELEPHONE).

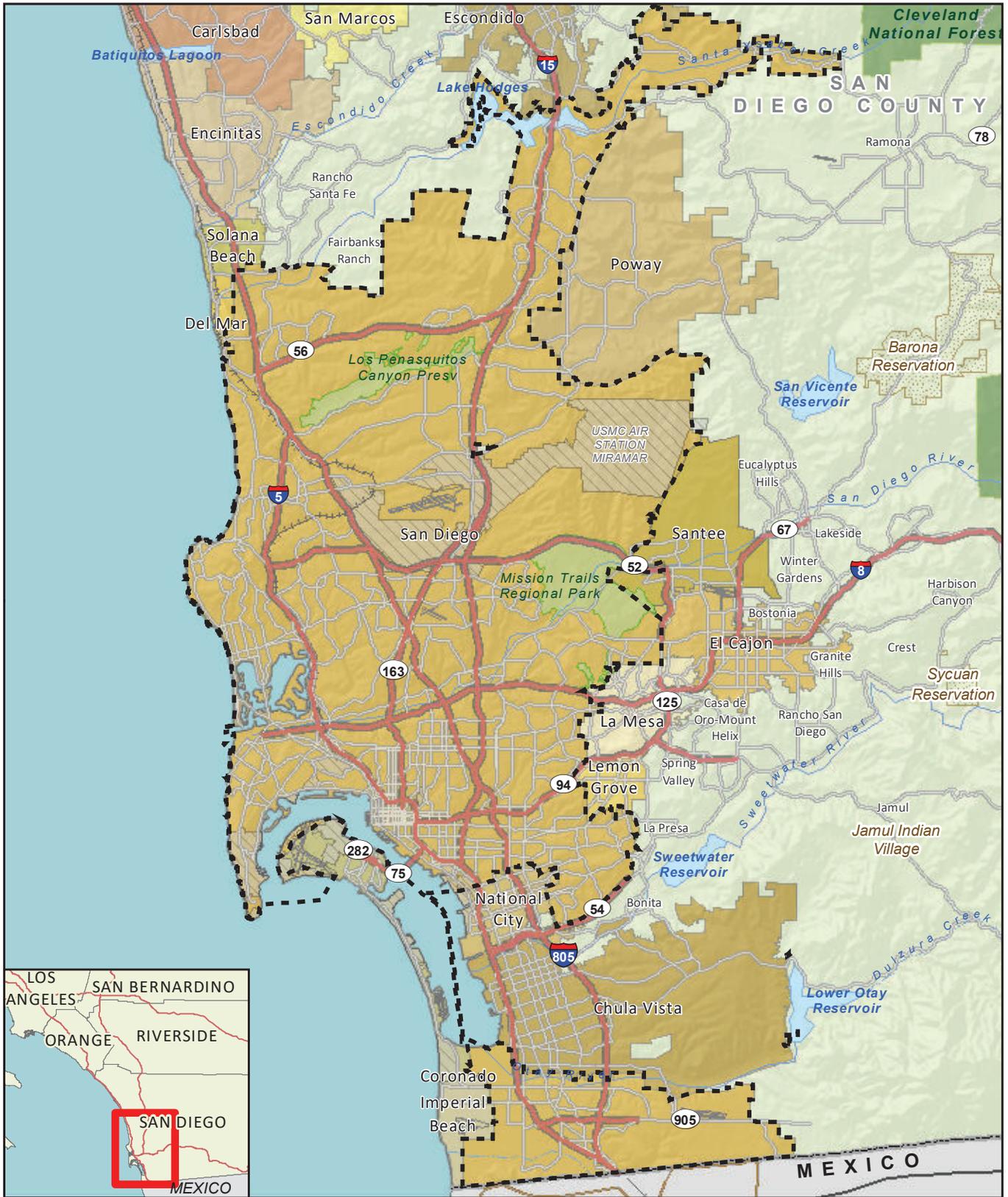
ADDITIONAL INFORMATION: For environmental review information, please contact **Elena Pascual** at PlanningCEOA@sandiego.gov. For information regarding public meetings/hearings on the Blueprint SD Initiative, please contact the Project Manager, **Nathen Causman**, at blueprintsdsandiego.gov. For more information regarding public meetings/hearings on the Hillcrest FPA, please contact the Project Manager, **Shannon Corr**,

at planhillcrest@sandiego.gov. For more information regarding public meetings/hearings on the University CPU, please contact the Project Manager, **Suchitra Lukes**, at planuniversity@sandiego.gov.

This notice was published in the SAN DIEGO DAILY TRANSCRIPT and distributed on **March 14, 2024**.

Heidi Vonblum, Director
City Planning Department

ATTACHMENTS: Figure 1a: Blueprint SD Initiative Project Location
Figure 1b: General Plan Village Climate Goal Propensity Map (Figure LU-1)
Figure 2: Hillcrest FPA Project Location
Figure 3: University CPU Project Location



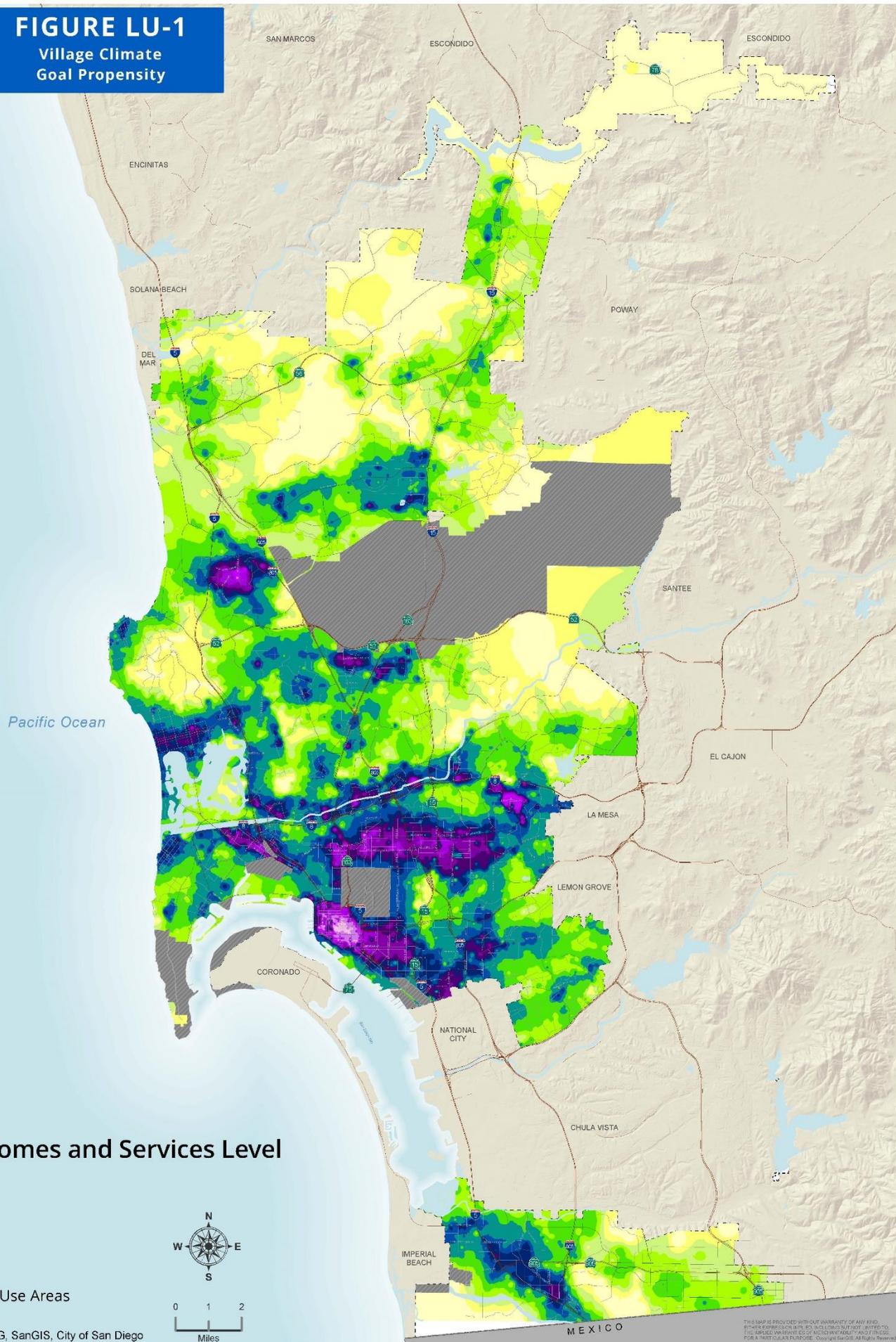
City of San Diego

FIGURE 1a
Blueprint SD Initiative Project Location



FIGURE LU-1

Village Climate Goal Propensity



New Homes and Services Level

Value

High
Low

Special Use Areas

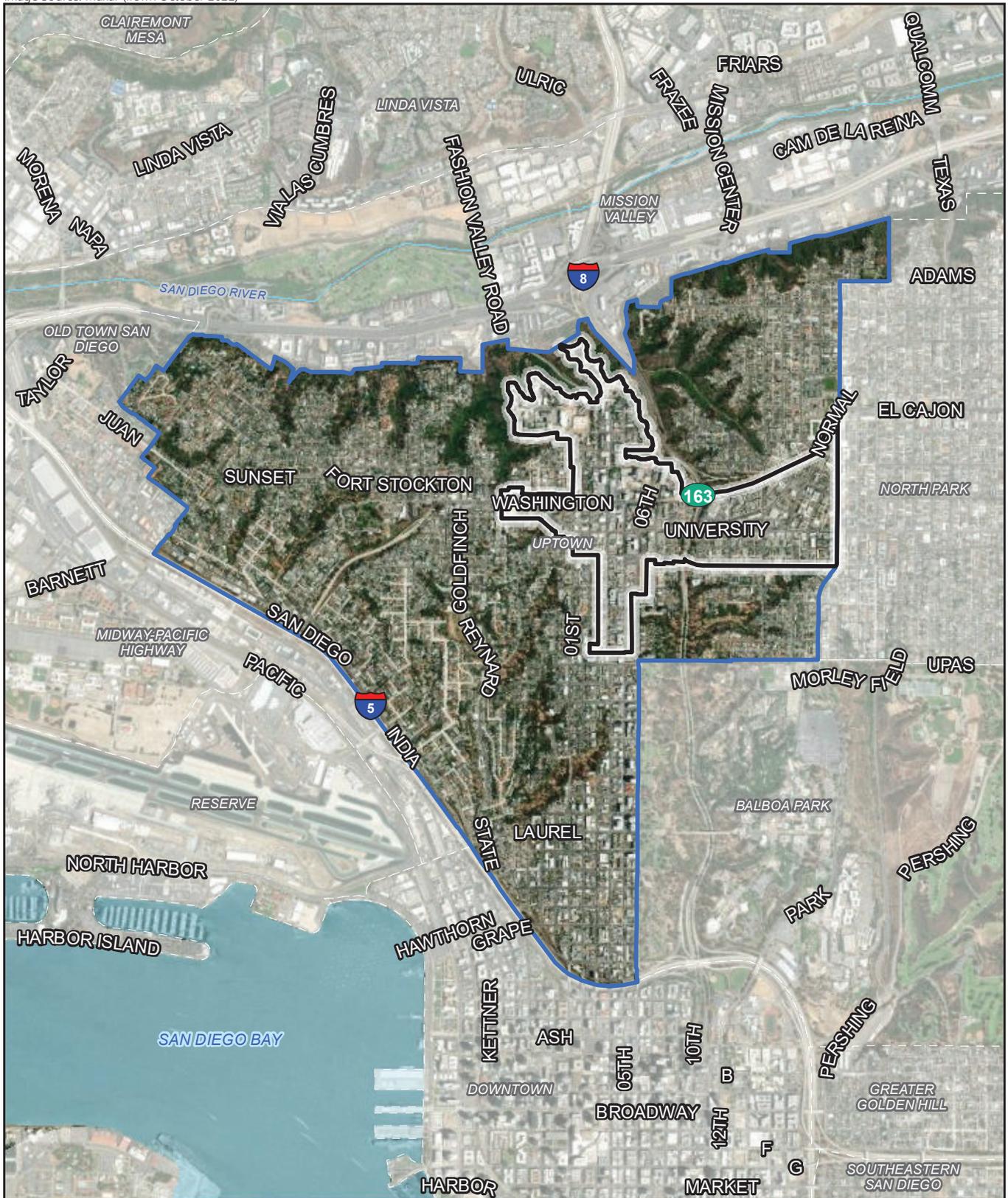


0 1 2
Miles

Source: SANDAG, SanGIS, City of San Diego

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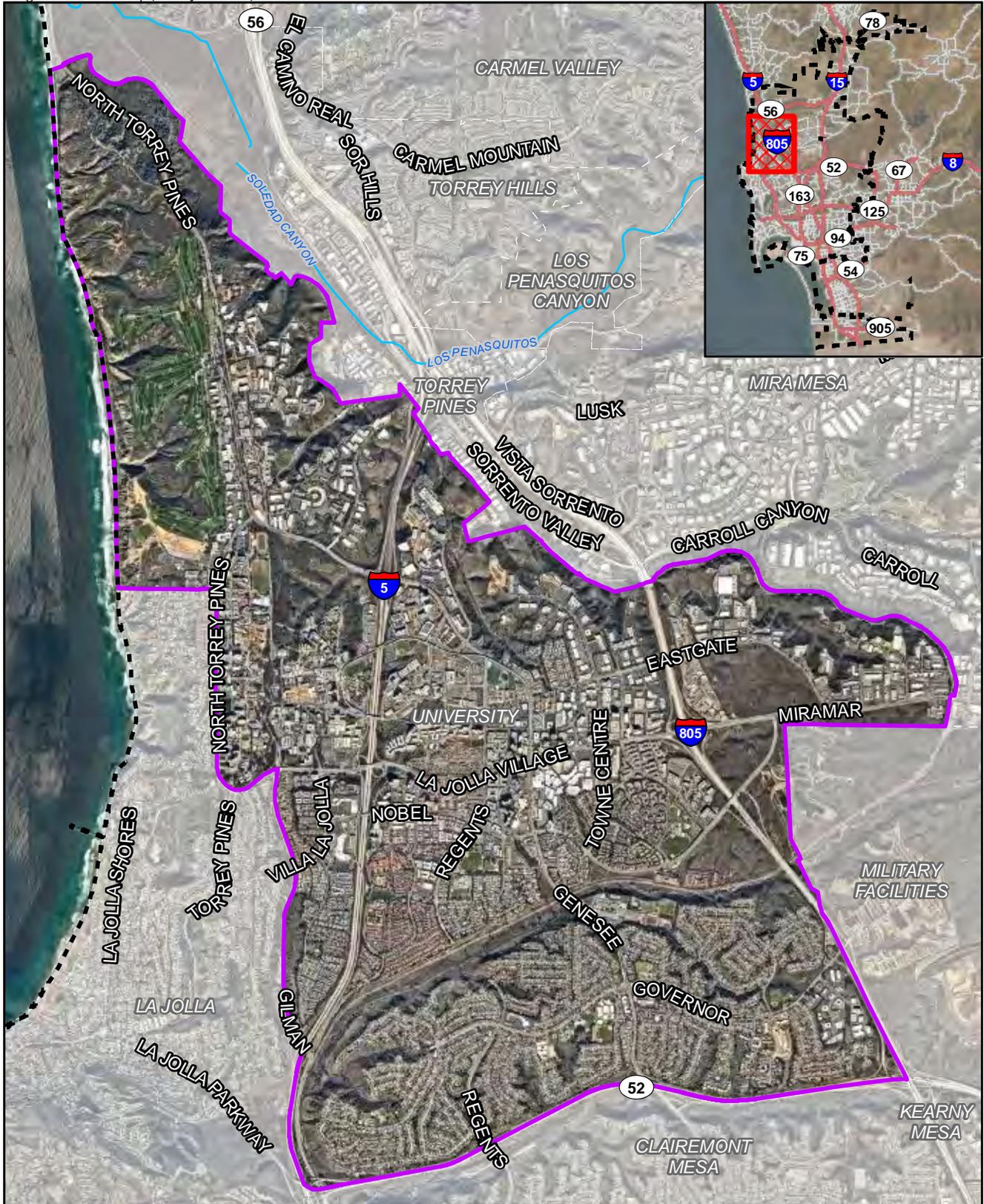
FIGURE 1b - General Plan Village Climate Goal Propensity Map (Figure LU-1)



-  Hillcrest Focused Plan Amendment Area
-  Uptown Community Plan Area



FIGURE 2
Hillcrest FPA Project Location



-  University Community Plan Update Area
-  San Diego City Limits



FIGURE 3
University CPU Project Location