

focus track 2

Community-led approach. How
people shape their city,
neighborhood

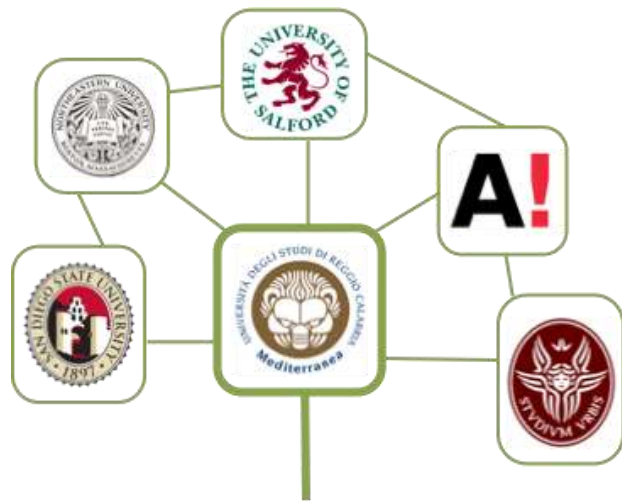
HILLCREST BUSINESS IMPROVEMENT DISTRICT

San Diego CA

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Second International Workshop

CLUDs
PROJECT



SUSTAINABLE URBAN DEVELOPMENT

the role of urban rural regeneration
in regional contexts

San Diego

11+12 June 2013

Parma Payne Library
San Diego State University

Why this case-study?

1 Hillcrest has been designated one of APA's top 10 "Great Neighborhoods" in US for 2007

3 an early model of "smart growth"



5 the biggest and busiest farmers market in San Diego



SIX reasons:

2 legacy of activism and trendsetting



4 compact and pedestrian-oriented commercial district



6 presence of different community and merchant based organizations

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Commercial Local Urban Districts - 7 EU FP
Marie Curie Actions - IRSES



Hillcrest Business Improvement District
WP2 Territorial Milieu



Council District 3

Community Planning Area: Uptown / Hillcrest community

Hillcrest Business Improvement District is part of the Uptown community planning area, which consists of the neighborhoods of Mission Hills, Hillcrest, Bankers Hill, Park West, and University Heights.

General Information about the case-study

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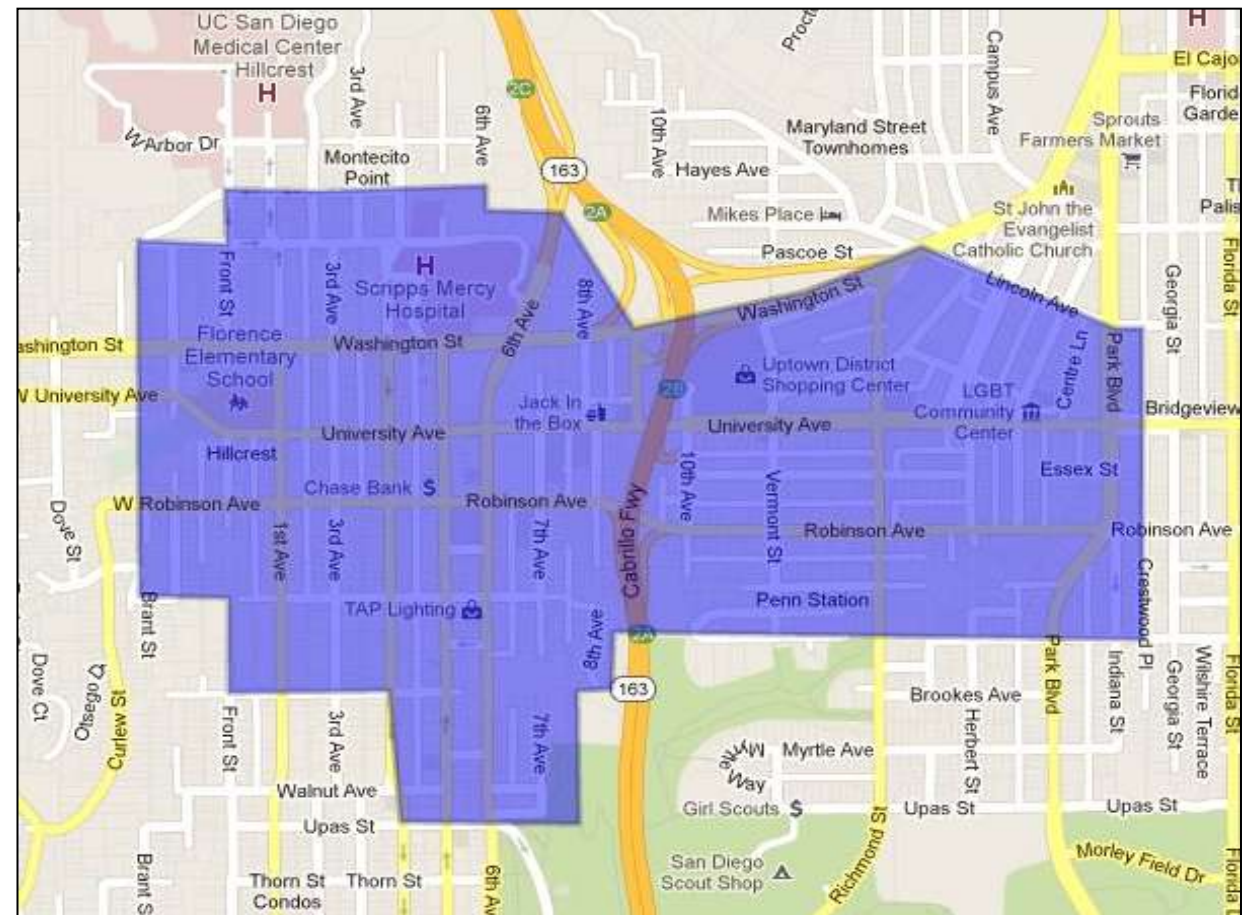
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Uptown Community Planning Area



Hillcrest Business Improvement District Area

Hillcrest B.I.D. Area (km²): 1.45

Median age: 39.9 (SD: 33.7)

Average household size: 1.7 people (SD 2.6)

Population (census 2010): 15.263

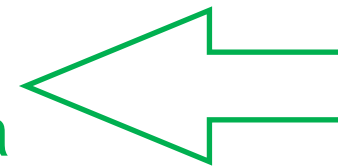
Population Density: 10902/Km²

Population Density San Diego City: 1456/Km²

Per capita Income (\$): 44702 (2010); 32706 (2000)

General Information about the case-study

City of San Diego's BID program is the largest
tenant-based program in the state of California



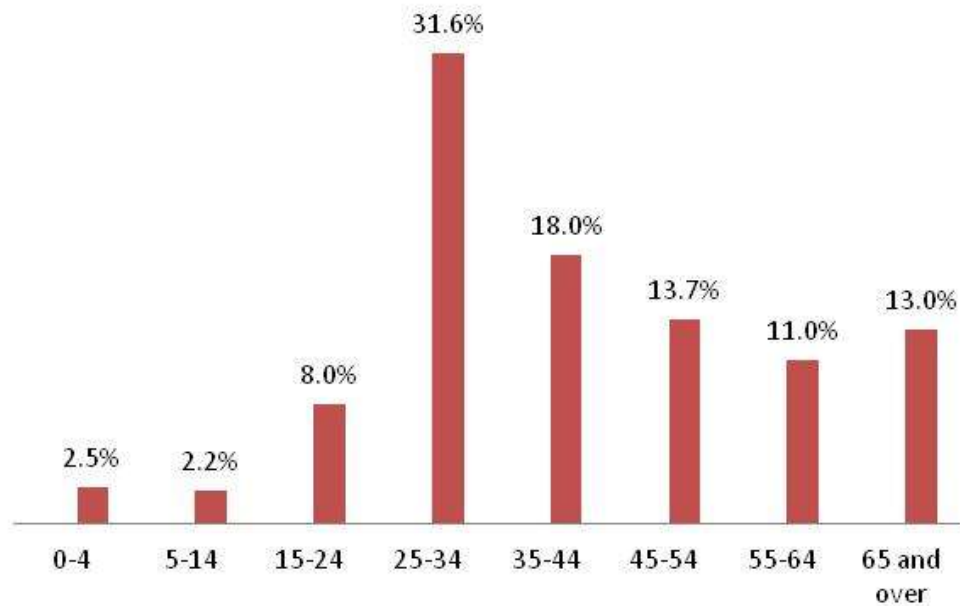
18 active
business districts
in San Diego



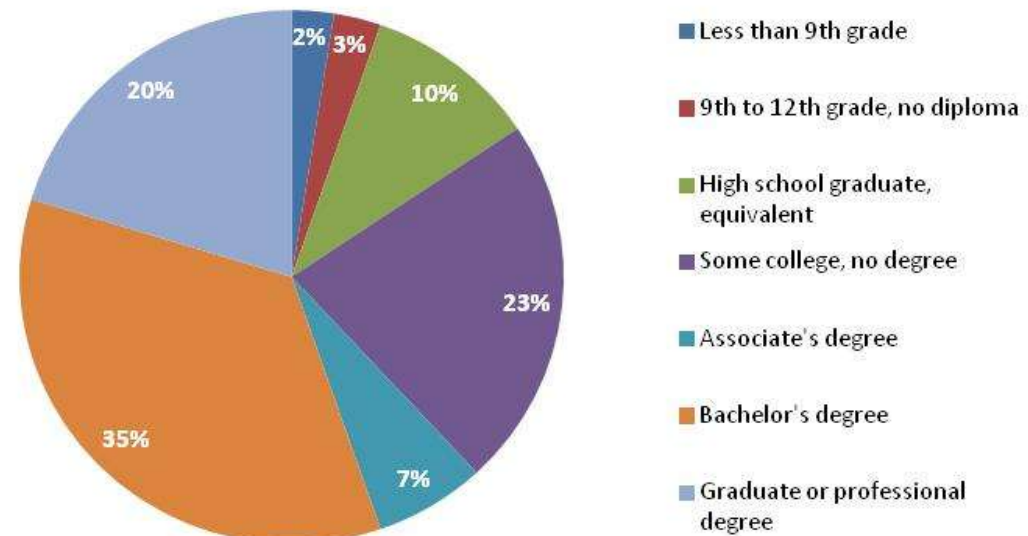
The Hillcrest Business Improvement Association is a non-profit corporation created in 1921, making it the oldest business association in San Diego. Hillcrest BIA represents over 1200 businesses.

The socio-economic structure

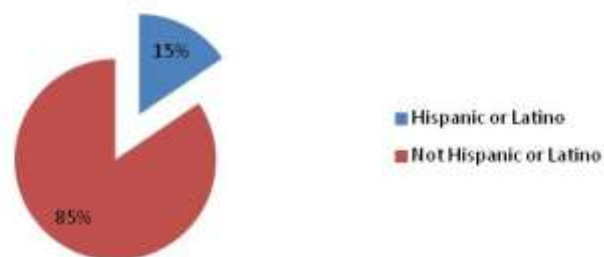
Population by age (2010)



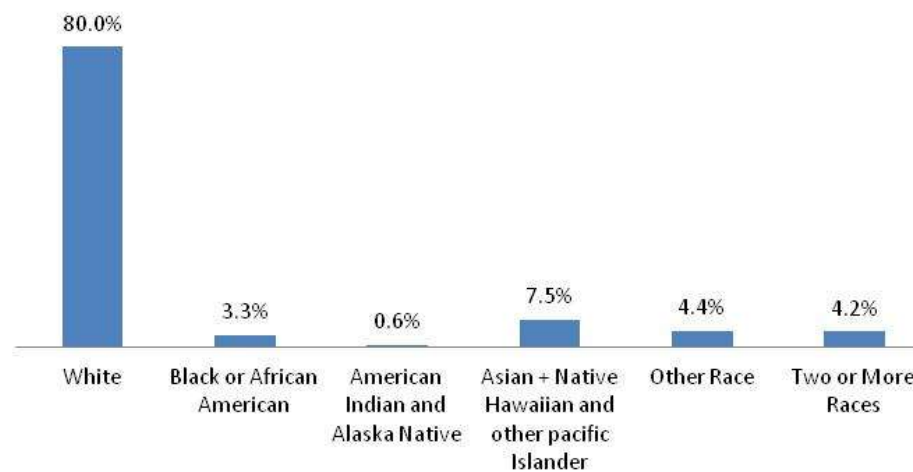
Educational attainment (2010)



**Hillcrest BID.
Profile of the population (2010)**



Population by race (2010)



Housing occupancy

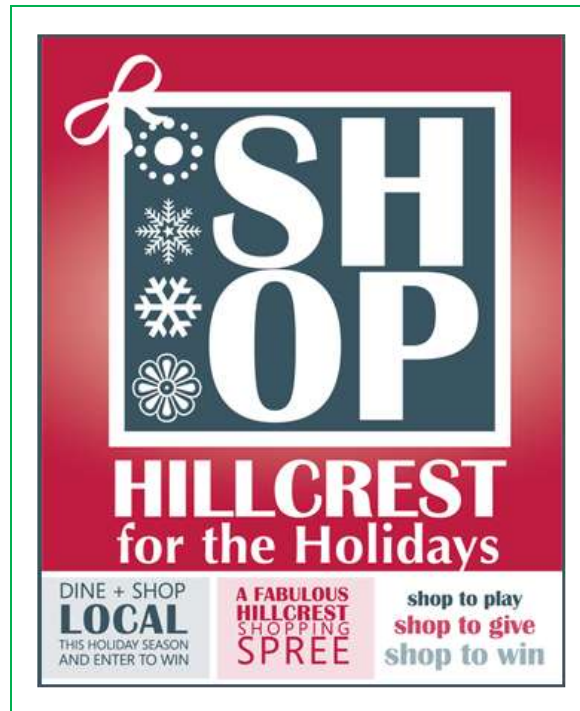


Source: U.S. Census Bureau

The challenges

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- A.** to strengthen the commercial vitality of the Hillcrest business district.
- B.** to preserve and enhance the pedestrian scale and human orientation within the Hillcrest area.
- C.** to reduce automobile use.
- D.** to build a progressive future for the business community of Hillcrest.



Main Strategies and Initiatives

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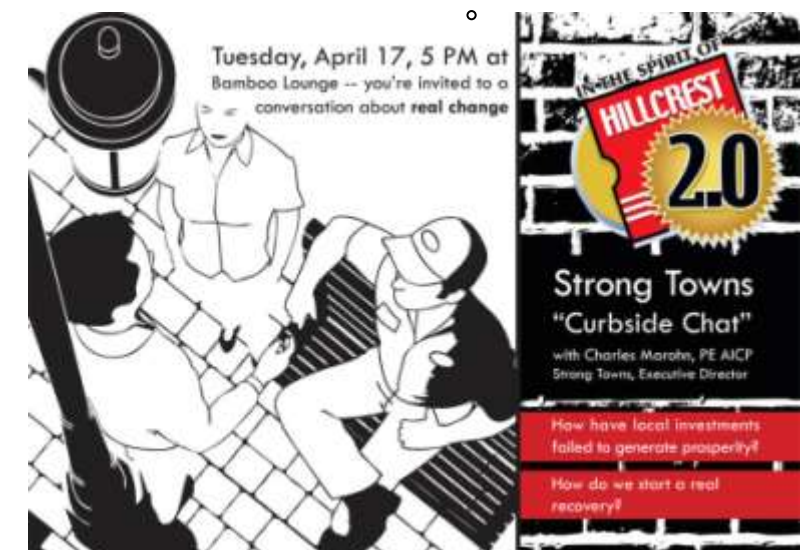


beautification



marketing

leadership



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Financial Analysis (FY 2012)

(Source: Department of the Treasury, Internal Revenue Service, Form 990)

EXPENSES (\$)

City Fest 92.999
MAD 114.526
Other program expenses 340.973
Management and general 236.925
Total expenses 785.423

REVENUES AND SUPPORT (\$)

BID reimbursement income 101.340
City Fest income 132.901
Farmers Market income 190.624
Taste of Hillcrest 39.395
Taste 'N Tinis 20.367
MAD income 114.526
Special event income 132.299
Interest income 160
Other income 60.604

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Preliminary Findings

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Hillcrest BID is a model of community planning and neighborhood revitalization in San Diego because its **strong collaboration** of residents, businesses and government.

Public Benefit: more pedestrian space, more complexity, more public transport, more parking

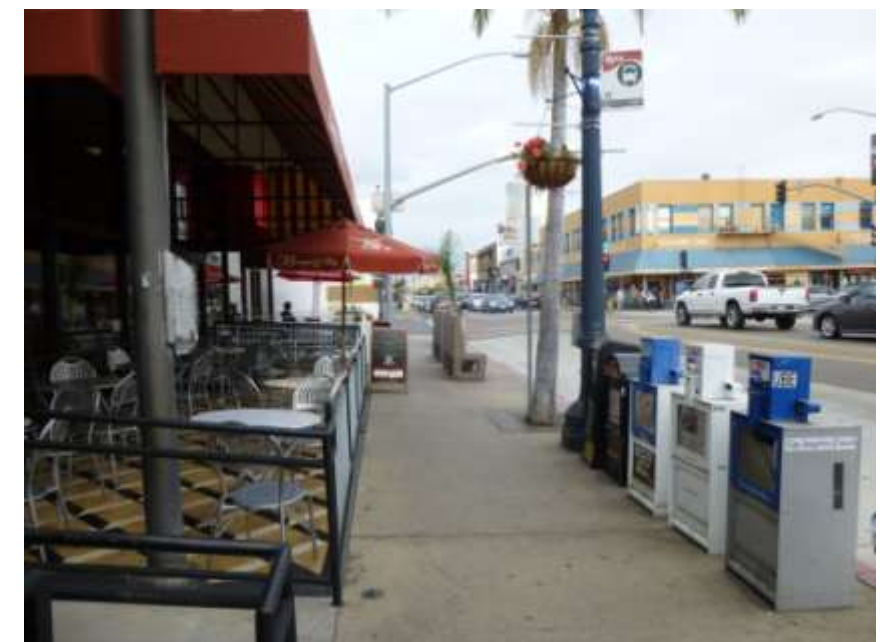
San Diego is still auto-oriented

Hillcrest BIA through farmers market (roughly 120 vendors) is trying to boost **new urban redevelopment projects** (parking problems, affordable housing, etc) as well as to **change food habits** of the community.

Powerful ability **to attract funds, grants, private money** also through special events (city fest, farmers market, gay festival, food events)



Visual Analysis



Visual Analysis

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Thank you for the attention
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