



HILLCREST PARKING COMMITTEE

Meeting Minutes

Wednesday, April 28, 2016 – 3:00pm

HBA Office, 3737 Fifth Avenue, San Diego, CA 92103

Committee attendees: Roy Dahl, Bruce Reeves, Cecelia Moreno, Benjamin Nicholls, Chris Shaw, Natalie Villegas, Paul Marra, Simon Andrews

Staff: Elizabeth Hannon, Ben Verdugo

City Staff: Joe Jimenez

1. Establishment of Quorum, Call to Order, and Introductions

- C. Shaw called the meeting to order at 5:00p.m. A quorum was established and the group introduced themselves.

2. Approval of Minutes

- **Motion:** “To approve the March HPC Minutes”. (R. Dahl, B. Reeves) Motion passes 4-0-0

3. HBA Recommendation of Natalie Villegas (Action Item)

- Natalie Villegas with Carleton Management was appointed by the HBA to serve on the UCPD.
- **Motion:** “To accept HBA’s nomination of Natalie Villegas and to forward the approval to the UCPD”. (R. Dahl, B. Reeves) Motion passes 4-0-0

4. Parking Structure Community Forum (Information Item)

- C. Moreno arrived to the meeting.
- E. Hannon introduced Paul Marra with Kayser Marsten Associates who conducts pro-forma analyses for parking structures. P. Marra, in addition to Jared Svendsen and Stephen Cook can possibly meet with local stakeholders do discuss the possibility of a structure in Hillcrest. P. Marra’s cost to organize and attend the roundtable session is \$2,500.
- C. Moreno felt that a parking structure will not work in Hillcrest and she wasn’t interested in committing funds until the UCPD partnered with a developer who is ready to build in Hillcrest.
- **Motion:** “To approve up to \$2,500 to fund a parking structure roundtable that would address the feasibility of public/private partnerships in developing a parking structure in Hillcrest”. (R. Dahl, B. Nicholls) Motion passes 5-0-0

5. Wayfinding Signage Presentation (Information Item)

- Simon Andrews with Graphics Solutions presented to the committee regarding wayfinding signage. He provided examples of current and past projects that Graphics Solutions has implemented locally and nationally.
- E. Hannon said that staff could have a couple options regarding a wayfinding project. One would be to create a RFP for a neighborhood-wide wayfinding system, or staff can work with a consultant to examine existing conditions and current wayfinding needs.
- S. Andrews proposed that he can develop a wayfinding scope for staff to review and could have it ready within a few days.

- C. Shaw suggested that the other neighborhoods in the parking district should get involved which could possibly reduce total costs. E. Hannon said that she will meet with S. Andrews regarding the scope and will have more information at the UCPD Board Meeting.

6. City Curb, Curb Cuts and Sidewalk Repair Project (Action Item)

- B. Verdugo presented the streets division proposed improvements of curbs, sidewalks and curb cuts totaling \$214,552.
- Streets Division is projected to start the project on May 31st.
- **Motion:** “To approve \$214,552 to fund curb, sidewalk and curb cut improvements in Hillcrest”. (R. Dahl, B. Reeves) Motion passes 5-0-0

7. Operations Manager & City Traffic Engineer Updates (Information Item)

- E. Hannon presented the Hillcrest Project Summary sheet for the committee to review.
- 8th and Robinson stop signs are pre-marked and installation will take place between 60-90 days.
- Essex will no longer be analyzed for bulb outs but will need to be analyzed for angled parking gains and ADA curb ramps on 10th.
- E. Hannon is trying to get the Lunch Loop vehicle monthly costs reduced by getting advertising costs covered by other businesses. She has reached out to UC San Diego Health System to see if they are interested in wrapping a car to help lower overall UCPD costs. E. Hannon is also requesting that the Free Ride representatives attend the next HPC meeting.

8. Marketing Committee / Administrative Staff Status (Information Item)

- E. Hannon announced that she will be offering a part-time employee position to a candidate, Danielle Oloko, on Friday, April 29th. Danielle will be tasked with marketing Hillcrest parking projects and district wide administrative duties.

9. Bylaws, Attendance and Absence Policy

- C. Shaw wanted to address the absence discussion at the last UCPD meeting between C. Benedict and C. Moreno.
- E. Hannon said that the situation could have been handled better and the issue will be addressed at the next Executive Committee meeting.

Adjournment – 6:30 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee’s next meeting is Thursday, May 26, 2016 at 3:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo