



## HILLCREST PARKING COMMITTEE

### Meeting Minutes

Thursday, May 28, 2015 at 5:00 p.m.

Hillcrest Business Association

3737 Fifth Avenue #202

San Diego, CA 92103

Board attendees: Roy Dahl, Tim Gahagan, Bruce Reeves, Cecelia Moreno, Chris Shaw, Jared Svendsen

Staff: Elizabeth Hannon, Ben Verdugo

Others in attendance: Joe Jimenez, Ben Nicholls, Megan Gamwell, Paul Jamason

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

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

#### 2. Non-Agenda Public Comment

- M. Gamwell asked about getting a representative from MTS to attend an upcoming meeting and E. Hannon said she is shooting for the June HPC meeting.

#### 3. Approval of Minutes

- **Motion:** "To approve the May HPC Minutes". (C. Shaw, B. Reeves) Motion passes unanimously

#### 4. SANDAG Bike-way Project / Transform Hillcrest

- R. Dahl reported that there is a new plan that the public has yet to see which might be available by next week. There are a couple meetings next week that will have more info on the updated plan; one hosted by Circulate SD, San Diego Bicycle Coalition and Bike SD on Monday at Gossip Grill and the other hosted by the HBA on Tuesday at Bombay.
- P. Jamason said that the meeting on Monday is to gain support to salvage the bike plan and added that when projects get bounced back to the Transportation Committee, many times they get killed. He added that he his hearing second hand that the updated plan now has replaced dedicated bicycle lanes with sharrows and pedestrian improvements. As a bike advocate he said that this is not what was envisioned many when this project started.
- C. Shaw said that the HBA and UCPD have offered and supported many suggestions including Transform Hillcrest which would preserve parking and provide bicycle lanes, but SANDAG is unwilling to compromise.

#### 5. ParkHillcrest.com Renovation (Action Item)

- E. Hannon presented the following costs for approval regarding the website and app.
  - Server Transfer - \$298
    - McFarlane is in control of the current server which needs to be transferred to Phondini.
  - Phondini to set up server - \$1,500

- Phondini annual fee of app/website - \$6,000
- **Motion:** “To approve the costs associated with ParkHillcrest.com and app” (T. Gahagan, B. Reeves) Motion passes unanimously

**6. Park Hillcrest Marketing (Information Item)**

- E. Hannon reported that she has received four proposals for marketing regarding the Park Hillcrest program and suggested that the HPC approve the formation of a committee to review the proposals and an allocation approval not to exceed \$49,999 for a six-month contract.
- E. Hannon talked about getting stickers for riders of the Lunch Loop to wear so restaurants will know if their customers are riding the trolley. There are other marketing costs that are anticipated which would include street teams, mail outs and other efforts until a vendor is selected for the upcoming Park Hillcrest marketing program.
- M. Gamwell proposed to the UCPD the upcoming Fabulous Guide to Hillcrest and the possibility of purchasing ad space at \$500 for ¼ page and \$900 for ¾ page. They expect a total run of 40,000 copies which will be distributed at the airport, convention center and businesses around Hillcrest.
- **Motion:** “To form a proposal review committee to review three proposals and to allocate up to \$49,999 for campaign costs. In addition the HPC approves \$2500 to cover an ad in Fabulous Guide to Hillcrest and follow up advertising for the Lunch Loop trolley.

**7. 1045 University White to Green Curb Color and Time Limit Conversion (Action Item)**

- E. Hannon reported that Lava Sushi recently applied and installed a white zone, (3 minute passenger loading) in front of their business, which is not being used because of confusion by drivers. The passenger loading zone is a shared zone with a 2 hour meter which is metered during the day and passenger loading during the evening. Because the curb is painted white, people assume that the loading zone exists for 24 hours but doesn't actually become a passenger loading zone until 5pm.
- E. Hannon suggested that this zone be converted to a 30 minute green zone which would benefit other retail businesses on the block, C. Shaw agreed. C. Moreno suggested that the curb should be converted back to gray, which would be the same as the other meters on the block.
- R. Dahl suggested following up with Lava regarding where they are with the valet zone application as well as suggesting to them the possibility of converting the curb back to gray or converting to a green curb. B. Verdugo will have an update at the next HPC meeting.

**8. Pedestrian Enhancements on Essex (Information Item)**

- B. Verdugo presented a map and petition which proposed both parking and pedestrian changes to Essex Street. The project would include the installation of angled parking and bulb outs on Essex and the intersections of Vermont, Richmond and possibly 10<sup>th</sup>. The total parking gains would yield 26 as estimated by staff.
- R. Dahl asked who would be responsible for the maintenance of landscaping on the bulb-outs and B. Verdugo said that the parking district would be responsible. R. Dahl said that the bulb outs would be great locations to capture storm water run-off as well.

- B. Verdugo said that he could present the map/petition to residents on Essex to help gain support ahead of community meetings and staff would also request design proposals for the bulb outs.
- T. Gahagan said that he would support the proposal only if trees were planted next to the proposed angled parking gains.
- R. Dahl asked J. Jimenez to do research with the City to see if Stormwater would be interested in getting involved with the project, and asked staff to continue working on this project as it is a priority for FY16.

#### **9. Current Project Updates (Information Items)**

- E. Hannon said that KTU+A is still not supportive of 2-hour unmetered parking on the west side of Normal. B. Verdugo said that he already requested that Joe move the project along on the east side of Normal Street as there is majority of support on that segment.
- Normal Street median parking has been changed to 8 hours with signage although J. Jimenez said that he doesn't know if Meter Operations have changed the meter yet, but added he will follow up.
- The HBA does not want to continue to carry the maintenance agreement for the bicycle corrals in Hillcrest. B. Nicholls said that the corral on 5<sup>th</sup>, if moved on the sidewalk would not require a maintenance agreement. J. Svendsen said that his company LAZ Parking could possibly help maintain the corrals and staff will follow up with him to get a cost proposal.

#### **10. City Traffic Engineer Updates (Information Items)**

- J. Jimenez reported that the budgets and annual plans will be reviewed at the SG&LU Committee on June 10<sup>th</sup>. Also under review will be recommended changes to CP100-18.

#### **Adjournment – 6:30 p.m.**

#### **Next Meeting Date, Time and Location:**

Hillcrest Parking Committee's next meeting is Thursday, June, 25 2015 at 5:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo