



FOR IMMEDIATE RELEASE



## **Free Parking When It's Open, Regulated When It's Full Hillcrest, San Diego CA, March 27, 2017:**

The Uptown Community Parking District, with support of the Hillcrest Business Association, is shifting parking meters and time-limited parking enforcement hours to best meet the needs of those in Hillcrest. The current meter enforcement hours in Hillcrest, will shift forward by two hours with mornings now free up to 10am. The new Hillcrest enforcement hours will be from 10am to 8pm, Monday through Saturday, Sundays & Holidays excepted. By shifting enforcement hours back, we aim to improve our lopsided utilization rates, while simultaneously increasing business turnover and allow residents to find parking.

The Hillcrest community continues to benefit from the Uptown Community Parking District's (UCPD) reinvestment of parking meter funds. The Uptown Community Parking District, in conjunction with the city of San Diego, has conducted parking utilization studies to best understand the parking trends in Hillcrest. These studies, completed in 2016, show us that parking in Hillcrest is generally available in the morning and less available in the evening. Specifically, parking is over-utilized from 4pm to 10pm at 85% - 100% occupancy with cars staying parked in the same spot 4-6 hours! However, parking is utilized less than 70% between 6am and 10am. The UCPD is looking to level these lopsided utilization rates to best promote business turnover and maximize the parking availability in Hillcrest for businesses, visitors and residents alike.

New signs and meters operations will be installed by the end of March. The month of April is slated to be our warning month. Throughout the month of April, parking enforcement officers will be enforcing parking as normal from 10am to 6pm. Those in violation of the newly shifted enforcement period of 6pm to 8pm will be receiving warning tickets on their car that is in violation of the new enforcement hours. These warning tickets are designed as a supplemental means of informing those who park in Hillcrest of the new hours. These warning tickets will charge no fee and will not be recorded for any purpose. Their purpose is exclusively to act as a supplemental means of warning individuals of the new parking enforcement hours, specifically for the soon-to-be shifted enforcement period of 6pm to 8pm. Beginning May 1, the new parking enforcement hours will go into effect and full enforcement will begin.

Businesses in Hillcrest support this initiative aimed at opening more parking availability in the evening hours to benefit patrons. Ben Nicholls, Director of the Hillcrest Business Association, "Changing the enforcement hours will enable more people to utilize the meters during the critical dinner time hours of 6pm- 8pm. Also, having the meters free until ten means that folks that stop into the neighborhood for breakfast or early shopping will get free parking." "These shifted enforcement hours are going to help my business and save jobs. Turn-over is poor in the evening hours and by regulating parking through 8pm, we can ensure those coming into Hillcrest can find the parking they need to come into our community and enjoy the shopping and dining opportunities that we have" said Brian Casey of ManKind.

The future holds many new updates for parking throughout Hillcrest. For more information, contact the Uptown Community Parking District at 619-846-5754, or better yet, download the AccessHillcrest App, follow us on Facebook at [www.Facebook.com/AccessHillcrest](http://www.Facebook.com/AccessHillcrest), or check us out online: [www.AccessHillcrest.com](http://www.AccessHillcrest.com)

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