

1. Introductions and Chair's Report

Cecelia Moreno

2. Non-Agenda Public Comment

Comments are taken from the public on items not on the agenda; time limit of three (3) minutes per speaker.

Howard from Lawrence Furniture mentioned that his loading zone (west side of 7th, south of University)) is too big and that it could be shrunk to add one parking spot. He said that he'd measure it and forward the information to UCPD. Elizabeth asked Joe for a parking study on that part of 7th to add this to the current meter additions on the opposing side of 7th.

Tim mentioned that Jake's bike corral is gone but because the barricades are still up no one can park there. Elizabeth suggested taking the one off of 5th and University and placing it there.

3. City Project Staff

Joseph Jimenez

Joe presented on the upcoming meter additions and shifting on enforcement hours. Parking enforcement signage change by end of March, warning month of April, enforcement in May. Elizabeth suggested on Joe's behalf to name the zone of hour shifts to "Hillcrest Commercial Parking Zone". It was passed. Joe reiterated that all of these changes need to be presented to the Uptown Planners. It was discussed that we need to be careful when reaching out to the Planners as to not violate the Brown Act. Elizabeth suggested that we (UCPD) reach out to the Planners simply to share information. Discussion was had on how to best communicate this across, and using what Downtown did as an example to learn from with their zones. Elizabeth said to focus on the turnover leading to productivity. Joe finished by sharing a request for a commercial yellow loading zone on 3630 6th Ave in front of the Via Pacifico apartments. Joe suggested converting their current 40' white zone to a shared zone, white with no stencil. Signage would say: "Commercial loading from 6a-6p, 3min passenger loading from 6p-2a." Ben moved the item, Cecelia seconded and it passed unanimously.

3. Hillcrest Project Coordinator

Marc Marconi

- Update on Valet (information)

Marc shared that he spoke with Tim Davis and shared the valet numbers. Saturday and

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Sunday are busy. Friday and Saturday nights are slow, possible because of a lack of visibility. Marc shared the lighted signage we may be going to add visibility. Cecelia wants no adds on the lighted podium, just Valet. Steve asked about the costs of valet and Elizabeth shared that we are working to negotiate down costs. Ben shared that our costs per car are relatively pretty good, but can always be improved. Want the words “public valet, \$5”

- Update on Lunch Loop (information)

Marc shared that Preferred Limo service is ending 1/27 and Rec Rentals are starting 1/30. Formal Ribbon cutting on 2/7. Cecelia mentioned to get CM Ward there. News will be invited to cover the event. Hopes are to update signage possibly twice a year.

- Marketing plan (action)

A formal marketing plan with the help of Ben was created. Marc shared that he will be working with Elizabeth to create actionable items at the next month meeting. Elizabeth mentioned to add the App to the marketing plan. Steve mentioned adding Branding Guidelines. Cecelia mentioned reaching out to figure out how to best market DMV parking lot. Roy made a motion to endorse the marketing plan with the addition of the app website (Hoot) and social media. Ben seconded. It was passed

- Meter additions Update (information)

Joe shared that they needed to be presented to the Uptown Planners and they can take steps after that. Cecelia mentioned adding 7th and as many meters as possible to the list but a parking study needed to be completed first.

- Meter Enforcement Time-shift Update (information)

Joe hopes for a end of March sign completion, April warning month, May enforcement.

- Wayfinding Update (action)

Marc shared that both the Hillcrest only and the Hillcrest + Mission Hills are both over \$20,000 which is above the \$20,000 limit the board had approved. Discussion was had to ask to keep the estimates under \$20,000. Ben made a motion to bid out the wayfinding signage on a timeline with a goal of selecting a new provider. Seconded by unknown, motion passed.

4. New Projects

Marc Marconi

- Community Valet, Pacific Coast Valet, in front of Pardon My French (action)

Eric Fillion had the desire to add a valet on Park for the weekends. Roy shared that the senior housing towers might be a good place to park the cars. Motion was tabled for a time Eric can come to next month HPCs meeting.

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- University Ave. City bike project (action)

Elizabeth shared the chart provided by the city, the Gap “Mayor’s” City project from 5th to Park on University. EB shared some of the parking changes, including the net gains in the residential portions by angling parallel spaces. There are 29 gained spots on the plan. Discussion was had to include as many trees and angled opportunities as possible. Elizabeth wants all the city and UCPD angled parking changes combined and to be included at the same time. Cecelia requested a special meeting with Brian Genovese and the large map of University Ave present to discuss the parking changes. Ben made a motion to write a letter endorsing these changes including the community outreach process and include the additional angling opportunities that we have found as well, letter to be voted on at the 2/13 Board meeting. Cecelia seconded. Steve abstained and the motion passed.