

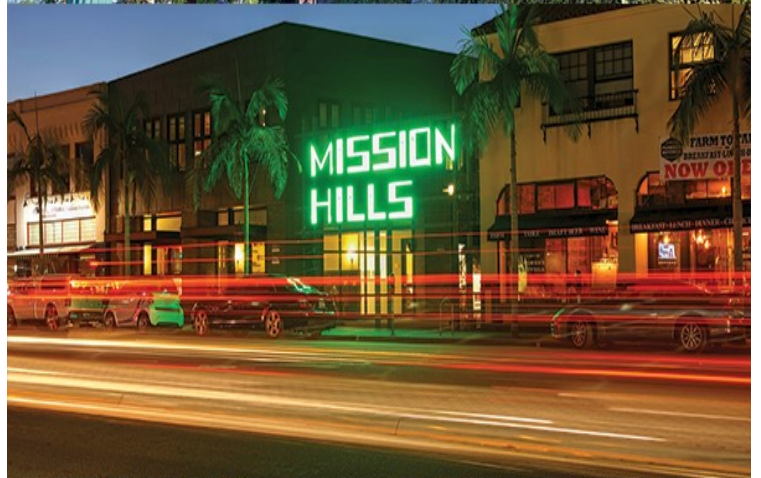
# Uptown Community Parking District

## Annual Report

Fiscal  
Year  
2020

**U**  
UPTOWN  
COMMUNITY  
PARKING DISTRICT

Bankers Hill | Hillcrest | Int'l Restaurant Row | Mission Hills



**2019-2020**  
**Uptown Community Parking District**  
**Board of Directors**

**Roy Dahl (President)**

Hillcrest, Resident

**Susan McNeil Schreyer (Vice President)**

Mission Hills, Business

**Miah Earn (Treasurer)**

Hillcrest, Resident

**Tom Fox (Secretary)**

Bankers Hill, Resident

**Curtis Allen**

Bankers Hill, Business

**John Knoll**

Bankers Hill, Business

**Ben Nicholls**

Hillcrest, Business

**Peter Raymond**

Bankers Hill, Resident

**Chris Shaw**

Hillcrest, Business

**Paul Smith**

Hillcrest, Business

**Doug Scott**

Bankers Hill, Business

**Selina Stockley**

International Restaurant Row, Business

**Staff:**

**Gerrie Trussell**, Executive Director



This past year was a unique and challenging time to serve as the President of the Uptown Community Parking District. During the Covid-19 pandemic we still wanted to move forward with the projects that the neighborhood groups had identified as priorities. Additionally, we helped the community deal with some of the pandemic restrictions by providing signs to encourage restaurant takeout zones.

The neighborhood subcommittees continued to meet via virtual meetings. The subcommittees monitored the progress on the SANDAG bike project, pedestrian improvements, and did community outreach using social media and web sites. Throughout this period, the neighborhood committees provided a place for community input on matters relating to parking and some of the impact of the pandemic on the businesses.

***Join us for an informative community meeting:***

- **The UCPD Board of Directors Meetings are held on the Second Monday of the month, 3pm at the Joyce Beers Community Center 3900 Vermont St. San Diego, CA 92103.**
- **Hillcrest Parking Committee, meets the fourth Thursday of the month 3pm, Joyce Beers Community Center 3900 Vermont St.**
- **The Bankers Hill Neighborhood Parking Committee meets the first Monday of the month, 5pm at 2567 Second Ave.**
- **The International Restaurant Row meets quarterly, TBD**
- **Mission Hills Parking Committee meets the second Wednesday of the month immediately following the MHBID meeting at the Mission Hills United Methodist Church 4044 Lark Street.**

***All public meetings cancelled during the Covid-19 pandemic, per the public health order. Check the website for Zoom neighborhood sub-committee meetings. [ParkUptownSD.Org](http://ParkUptownSD.Org)***

## The Uptown Community Parking District's Mission

To improve availability and supply of parking for residents and businesses, by re-investing its portion of parking meter funds with fiscal responsibility. The district will also consider traffic circulation, transit effectiveness, biking, and pedestrian accessibility in its neighborhoods and develop creative collaborations to support Uptown's vibrant multi-modal communities.

## Organizational Philosophy & Structure

- The Uptown Community Parking District is comprised of four neighborhoods, each with their own unique character, mobility choices and parking needs.
- The District delineates projects based on each neighborhood's business and residential community input dividing funds into neighborhood budgets based on parking meter revenue.
- Projects are recommended by the District Sub-committees, Board and staff with on-street conversions implemented by the City of San Diego staff.



*The UCPD conducted extensive parking occupancy and duration counts documenting the on-street parking supply and demands, meter locations, time-limited parking and land uses in order to recommend changes to parking enforcement and enhance supply.*

### UPTOWN COMMUNITY PARKING DISTRICT

#### Parking Related Project Ideas



##### Increase Parking Supply

Angled or Head-in Parking  
Shared Use Parking Facilities  
Validation & Valet Programs  
Residential Permits



##### Manage Parking Demand & Enhance Utilization

Employee Parking Solutions  
New Meter Locations  
Enforcement Hours & Rates  
Live Parking Availability & Mobile App Guidance  
Special Event Parking & Traffic Flow



##### Enhance Parking Improvements

Curb Painting & Repair  
Median Beautification & Parklets  
Street & Landscaping Projects  
Transit Stops & Routes



##### Promote Alternate Forms of Transportation

Community Parking Shuttles  
Bicycle Parking & Sharing  
Pedestrian Improvements  
Smart Car Infrastructure  
Car Share Programs  
Streetcar Feasibility

**Research and Implement Comprehensive Parking and Mobility Strategies in Uptown.**

#### UCPD worked with San Diego, City staff and the District 3 City Council Office regarding the use of funds under Council Policy 100-18 seeking:

- Broader use of public funds for neighborhood improvements
- Use of funds for pedestrian safety measures, for multi-modal accessibility, traffic calming, parking conversions, maintenance and enhancements of bike lane projects, ADA and pedestrian safety enhancements .
- Use of funds for CIP projects that benefit the area in which funds were generated
- Streamlining CPD efforts with other City, County and State departments
- Bicycle infrastructure, public education, input and community workshops



# Bankers Hill Neighborhood Parking Committee

## FY2020 Achievements



*Fifth Avenue & Juniper Street,  
looking south towards Downtown*



*Fifth Avenue & Juniper Street,  
Urban Design Plan*

### Fourth and Fifth Avenue SANDAG Uptown Bikeways

Bike & Pedestrian Infrastructure improvements along 16 blocks in Bankers Hill.

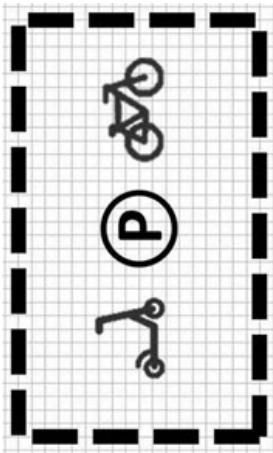
- The BHNPC followed through with City and SANDAG staff to ensure community desired features were still included *three years* after initial public meetings were held.
- These enhancements will turn Bankers Hill into a multi-modal model for other San Diego neighborhoods.
- By working with SANDAG and our City partners, BHNPC secured community approval to add over 40 new parking spaces through parking conversions. These conversions will directly offset losses caused by the Uptown bikeways.

*Fifth Avenue & Juniper Street,  
looking north towards Hillcrest*



*All plans & design renderings courtesy of SANDAG*





## E-Scooter Safety Stencils

- Worked with City to identify and approve more than 50 spaces.
- Stencils coincide with City Policy to help secure access to e-transit devices, without compromising neighborhood walkability.



## Parking Additions

Finished necessary community noticing for 14 blocks of parking conversions

- These conversions will offset losses caused by bikeway construction and will result in a net gain of over 40 spaces.
- This is in addition to the 100 spaces already added over FY2018.

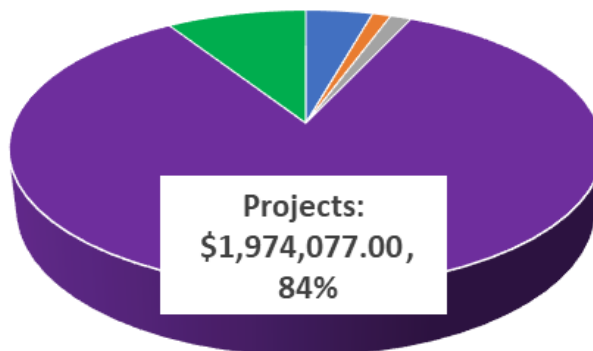
## Pedestrian Infrastructure

Identified 3 locations for pedestrian infrastructure to help create a safe walking environment in Bankers Hill

- Current intersections waiting installation:
  - Sixth Avenue & Nutmeg Street
  - Fourth Avenue & Palm Street
  - Fifth Avenue & Palm Street



## Bankers Hill Budget Appropriation Chart



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency





## Key 2020 Achievements

- Performed parking sign maintenance, replacing P's and installed 12 Wayfinding signs.
- Installed 12 bike rack meter sleeves.
- Converted parallel to angle parking on 10th Ave, creating eight parking spaces. Conversions on 5th created six new spaces and on University seven new spaces.
- Revised Lunch Loop Route, to include weekend and East Hillcrest service. Evaluated and discontinued.
- Abandoned Drive Ways, Repurposed (2).

## Welcome to Hillcrest!

The largest community within the Uptown Community Parking District. Hillcrest is a diverse, vibrant community, heavily impacted by parking. With a prime location, conveniently located near dozens of destinations, hundreds of restaurants, nightlife venues and businesses. it's easy to see why maximizing the parking availability is so crucial to the areas economic welfare.

The Hillcrest Parking Committee, is comprised of seven elected community members five from area businesses and two resident representatives. The committee works diligently to manage the areas needs. Over 130 spaces have been created in FY 18 & FY19 through parking conversions, rolling back red curbs and repurposing dead driveways.



**FRIDAYS**  
**6:30PM - 3AM**  
**SAT | SUN**  
**7AM - 3AM**  
[accesshillcrest.com](http://accesshillcrest.com)



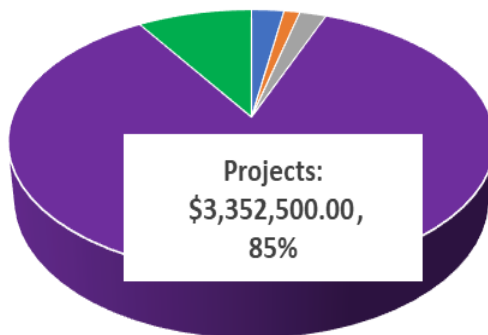
Explored and allocated funding to create the Normal Street Promenade.



All plans & design renderings courtesy of SANDAG



Hillcrest Budget Appropriation Chart



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency



***As a friendly reminder...***

**The Hillcrest Parking Committee incorporated “Walk Your Wheels” medallions on the sidewalks in the commercial bike way zones.**

***It is prohibited to ride bikes or scooters on the sidewalk.***





## Highlights

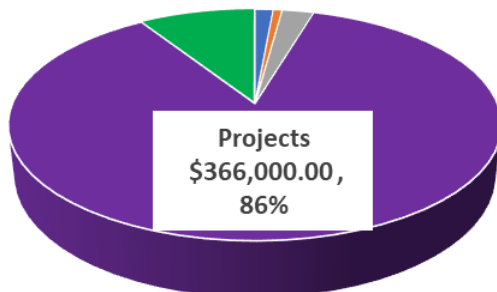
- Wayfinding Directional Signage
- Pedestrian Lighting Upgrades
- Winders Crosswalk Upgrades
- Valet parked over 3000 cars 2019
- Safety Meeting with SDPD
- Pedestrian Accessibility
- Curb Repairs



## Capital Improvement Project:

Active participation with SANDAG to plan pedestrian intersection upgrades, retaining wall, and bike lanes and two levels of parking.

IRR Budget Appropriation Chart



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency







# PARKING IN THE HILLS

MISSION HILLS  
BUSINESS IMPROVEMENT DISTRICT



## TIMED LIMITED PARKING INSTALLATION ON REYNARD WAY

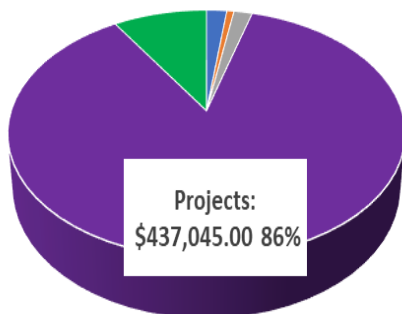
Business owners working with Mission Hills Parking Advisory Committee and the City of San Diego created more customer friendly parking, reduced red curbs and incorporated time limited parking.

*Look at our  
Interactive  
Parking Map!*



**SANDAG Shares Washington Street Bikeway Project Status, including draft renderings, with Mission Hills Parking Advisory Committee.**

Mission Hills Budget Appropriation Chart



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency

## MISSION HILLS PARKING ADVISORY COMMITTEE

Parking and transportation matters in the Mission Hills Business Improvement District are considered by the Mission Hills Parking Advisory Committee (MHPAC) which meets twice each month. The role of the MHPAC is to reinvest parking meter funds received from meters within Mission Hills.

## FY2020 Budget Appropriations

### Total Allocations

Personnel	\$ 220,000.00
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Operations	\$ 84,764.00
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Outreach	\$ 134,500.00
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Projects	\$6,129,622.00
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Contingency	\$ 656,888.60
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Total	\$7,225,774.60
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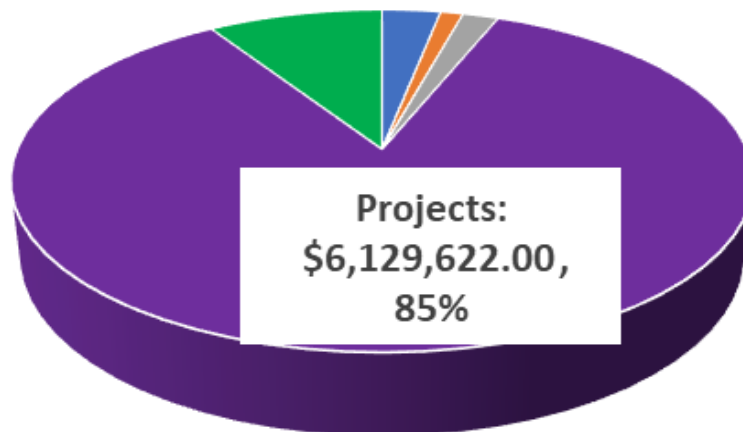
### PROJECT Allocations

Increase Parking Supply	\$2,909,955.00
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Manage Parking Demand/Inventory	\$1,056,303.00
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Enhance Parking Improvements	\$2,163,364.00
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## FY2020 Budget Appropriations



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency



**UPTOWN PARTNERSHIP, INC.**  
**Statement of Functional Expenses**  
**For the Year Ended June 30, 2020**  
(With Comparative Totals for the Year Ended June 30, 2019)

EXPENSES:	Program	Management & General	2020 Total	2019 Total
Personnel & Related				
Salaries & Wages	\$ 135,737	\$ 7,875	\$ 143,612	\$ 157,502
Health Benefits	10,907	574	11,481	10,814
Payroll Taxes	10,171	884	11,055	12,346
Total Personnel & Related	<u>156,814</u>	<u>9,334</u>	<u>166,148</u>	<u>180,662</u>
Non-Personnel				
Bicycle Infrastructure	-	-	-	21,670
Communications	49,136	-	49,136	27,834
Insurance	14,902	784	15,686	10,448
Meetings & Subscription/Dues	2,668	140	2,808	1,877
Off Street Parking Availability	10,925	-	10,925	20,284
Office Supplies	1,133	60	1,193	1,769
Pedestrian Infrastructure	11,176	-	11,176	165
Postage	172	9	181	82
Printing	2,450	129	2,579	360
Professional Fees	24,588	-	24,588	20,914
Reconfig. On-Street Park/Curb	-	-	-	12,788
Rent	9,747	513	10,260	10,278
Shuttle Service	-	-	-	104,608
Telephone	-	-	-	677
Valet Program	31,500	-	31,500	35,764
Wayfinding System	26,886	-	26,886	79,680
Total Non-Personnel	<u>185,283</u>	<u>1,635</u>	<u>186,918</u>	<u>349,198</u>
Total Expenses for year 6/30/20	\$ <u>342,097</u>	\$ <u>10,969</u>	\$ <u>353,066</u>	
Total Expenses for year 6/30/19	\$ <u>519,182</u>	\$ <u>10,678</u>		\$ <u>529,860</u>

### Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Uptown Partnership, Inc. as of June 30, 2020, and the changes in its net assets and its cash flows for the year then ended in accordance with U.S. generally accepted accounting principles.



# Uptown Community Parking District

## ***Reinvesting Uptown's Parking Meter Revenue!***

Report prepared by UCPD Staff  
for public distribution

For more information, please contact:  
Uptown Community Parking District  
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(619) 210-0944 ext 701  
[www.ParkUptownSD.org](http://www.ParkUptownSD.org)