

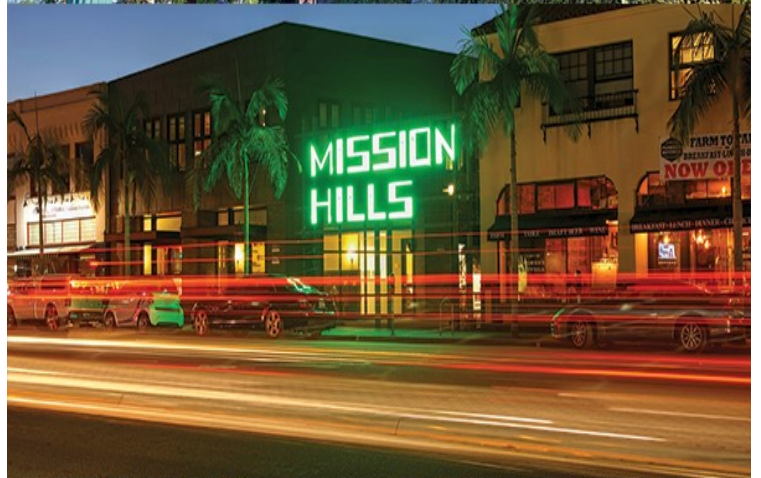
# Uptown Community Parking District

## Annual Report

Fiscal  
Year  
2021

**U**  
UPTOWN  
COMMUNITY  
PARKING DISTRICT

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



**2020-2021**

***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

**Cecelia Moreno**

Hillcrest, 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 outdoor dining and business operation assistance. Established curbside pick-up signage to encourage restaurant takeout zones.

The neighborhood subcommittees continued to meet via virtual meetings. The subcommittees monitored the progress on the SANDAG bike project and pedestrian improvements and did community outreach using social media and websites. 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 Library at 215 West Washington Street**

***All public meetings cancelled during the Covid-19 pandemic, per the public health order. Check the website for Zoom***

## *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 within the neighborhood where it was raised. 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 comprises four neighborhoods, each with its 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.
- The District Sub-committees recommend projects, 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

## FY2021 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.**

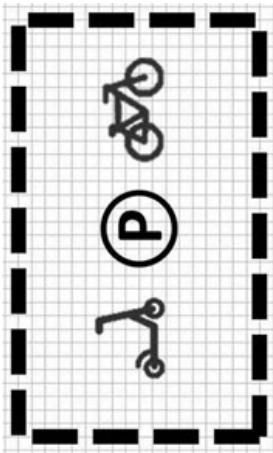
- The BHNPC followed through with City and SANDAG staff to ensure community desired features were still included *four years* after initial public meetings were held.
- These enhancements will turn Bankers Hill into a multi-modal model for other San Diego neighborhoods.
- By working with SANDAG and our City partners, BHNPC secured community approval to add over 140 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 16 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 FY2019.

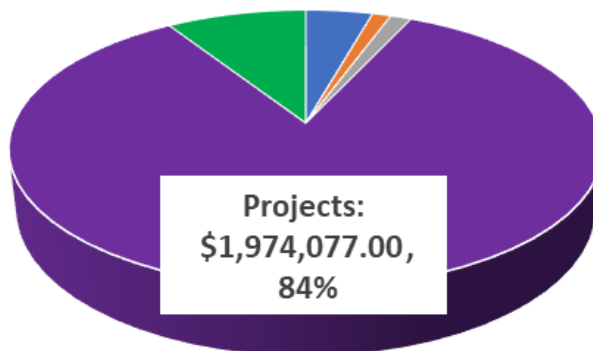
### Pedestrian Infrastructure

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



## Welcome to Hillcrest!

Hillcrest is the largest community within the Uptown Community Parking District. A diverse, vibrant community often 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 parking availability is crucial to the area's economic welfare.

The Hillcrest Parking Committee comprises seven elected community members, five from area businesses, and two resident representatives.

The committee works diligently to manage the needs of the area. Over 130 spaces have been created over the past few years through parking conversions, rolling back red curbs, and repurposing dead driveways.



## 4th & 5th Avenue Bikeways Update



## Key 2021

### Achievements

- Performed parking space assessments, identified and incorporated 37 spaces to offset parking loss by the addition of bike lanes to 4th & 5th.
- Identified key components of the Normal Street Promenade.
- Renegotiated the lease of the Hillcrest DMV parking lot. Providing 145 free spaces after hours and weekends.
- Relocated bike racks.
- Assisted the City and Hillcrest business owners in outdoor dining pursuits & compliance.



**WE'RE  
OPEN**

**COME IN!**  
WE'RE OPEN DURING CONSTRUCTION

**PARDON OUR DUST**  
WE'RE GETTING GORGEOUS

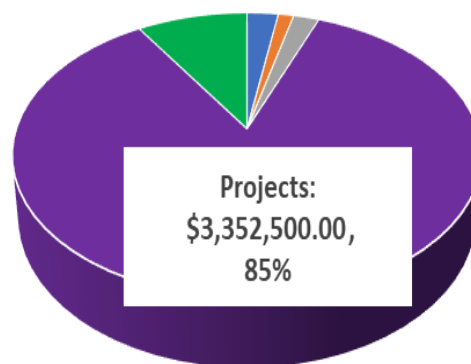
**SANDAG**

For updated construction information  
**SANDAG Go by BIKE**  
**GObyBIKE@sandag.org**  
[KeepSanDiegoMoving.com/FourthAndFifthBikeways](http://KeepSanDiegoMoving.com/FourthAndFifthBikeways)

**U**PTOWN  
COMMUNITY  
PARKING DISTRICT  
Reinvesting Uptown's Parking Meter Revenue



Hillcrest Budget Appropriation Chart



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency

Explored and allocated funding to create the Normal Street Promenade.



All plans & design renderings courtesy of SANDAG

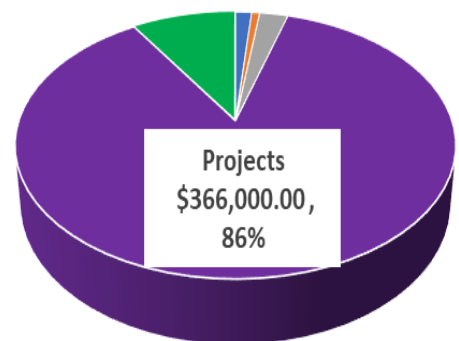




### Anticipated Winder & McKee ADA Intersection



### IRR 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 the meters within Mission Hills..

## PARKING IN THE HILLS

MISSION HILLS  
BUSINESS IMPROVEMENT DISTRICT



*Over the last decade the Mission Hills PAC has endeavored to keep up-to-date and provide input on SANDAG projects impacting its businesses.*

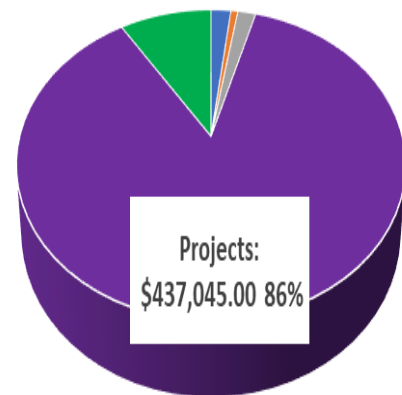


## PARKING OPPORTUNITIES WITHIN THE MISSION HILLS BUSINESS IMPROVEMENT DISTRICT

This map below is interactive, allowing you to view Parking opportunities near your destination in Mission Hills.



## Mission Hills Budget Appropriation Chart



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency

## FY2021 Budget Appropriations

### Total Allocations

Personnel	\$ 220,000.00
Operations	\$ 84,764.00
Outreach	\$ 134,500.00
Projects	\$6,129,622.00
Contingency	\$ 656,888.60
Total	<u>\$7,225,774.60</u>

### PROJECT Allocations

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Increase Parking Supply	\$2,909,955.00
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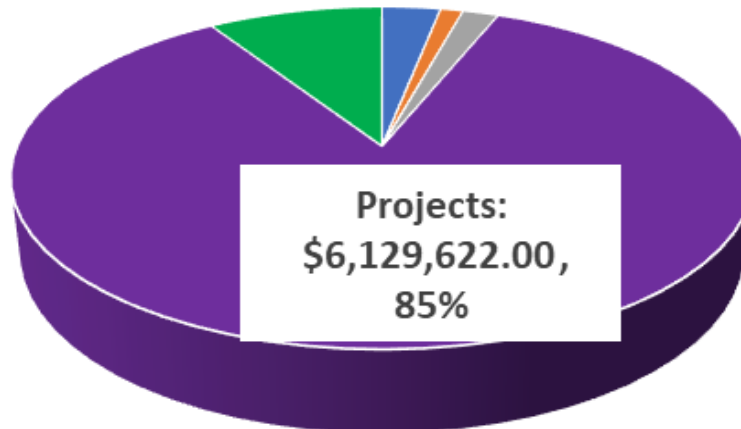
Manage Parking Demand/Inventory	\$1,056,303.00
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Enhance Parking Improvements	\$2,163,364.00
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## FY2021 Budget Appropriations



■ Personnel ■ Operations ■ Outreach ■ Projects ■ Contingency



**UPTOWN PARTNERSHIP, INC.**  
**Statement of Functional Expenses**  
**For the Year Ended June 30, 2021**

(With Summarized Comparative Totals for the Year Ended June 30, 2020)

EXPENSES:	Program	Management & General	2021 Total	2020 Total
Personnel & Related				
Salaries & Wages	\$ 79,574	\$ 7,875	\$ 87,449	\$ 143,612
Health Benefits	5,884	310	6,194	11,481
Payroll Taxes	6,273	546	6,819	11,055
Total Personnel & Related	<u>91,732</u>	<u>8,730</u>	<u>100,462</u>	<u>166,148</u>
Non-Personnel				
Communications	16,726	-	16,726	49,136
Insurance	3,904	205	4,109	15,686
Meetings & Subscription/Dues	1,707	90	1,797	2,808
Off Street Parking Availability	10,644	-	10,644	10,925
Office Supplies	275	14	289	1,193
Pedestrian Infrastructure	1,013	-	1,013	11,176
Postage	63	3	66	181
Printing	439	23	462	2,579
Professional Fees	20,442	-	20,442	24,588
Rent	9,747	513	10,260	10,260
Valet Program	-	-	-	31,500
Wayfinding System	2,000	-	2,000	26,886
Total Non-Personnel	<u>66,959</u>	<u>849</u>	<u>67,808</u>	<u>186,918</u>
Total Expenses for year 6/30/21	<u>\$ 158,691</u>	<u>\$ 9,579</u>	<u>\$ 168,270</u>	
Total Expenses for year 6/30/20	<u>\$ 342,097</u>	<u>\$ 10,969</u>		<u>\$ 353,066</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, 2021, and the changes in its net assets and its cash flows for the year then ended in accordance with auditing standards generally accepted in the United States of America.



# 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

2720 5<sup>th</sup> Ave #H San Diego, Ca. 92103