



## HILLCREST PARKING COMMITTEE

Oct 28, 2021; 3:00 PM – 4:00 PM

**HPC Members Present:** Roy Dahl, Chris Shaw, Ben Nicholls, Paul Smith,

**HPC Members Excused:** Miah Earn, Cecelia Moreno

**Members of Public Present:** Byron Ross, Darci Daneshvari, Ryan Saucerman

**UCPD Staff Present:** Gerrie Trussell

**Nicholls, called the meeting to order at 3:05, Introductions were made.**

**Non-Agenda Public Comment,** Dahl, is serving as the Chair of the Uptown Planners, Plan Update and reported changes in the planned transportation and trolley segments. The changes are in regards to the trolley originally slated to go from Mid-City to the Hillcrest station, then to Downtown via Park Blvd. The new line being presented is routing the trolley through Hillcrest on University and continuing down 6<sup>th</sup> Avenue through Bankers Hill to Downtown. Dahl has sent questions regarding the feasibility including:

1. Commuter travel time.
2. Capability of the trolley to make 45 degree turn onto 6<sup>th</sup> Ave from University.
3. Impacts at 163 intersection, 6<sup>th</sup> and University.
4. Consideration for Washington connection to 6<sup>th</sup> Avenue.

Dahl has requested French and Brizuela to present at the UCPD Board meeting.

**Approval of minutes – September 23, 2021 Approved**

**Dahl/Smith**

**W. University Parking Loss Mitigation Plan** was presented including an area assessment which highlighted the areas meter revenue and optimization, identifying seven parking lots on the effected blocks and two within two blocks on 5<sup>th</sup> Avenue. Staff outlined an outreach strategy for committee consideration that includes business and resident communications, social media and point of sale placards to inform and suggested area parking locations. The campaign components were discussed and detailed noting no formal communications to businesses or residents for the planned street construction and implementation of bike lanes. The HBA will offer use of area banner poles for display parking signage, placards and flyers will be circulated. The Committee also reviewed a perspective social media campaign that would include area parking information, encourage walkability and implement geo fencing opportunities for better outreach to area visitors.

HPC to request \$7000.00 to facilitate the W. University Parking Loss Mitigation Plan. Budget item will include

Banners, flyers, placards and increased social media on three platforms, special advertising to boost. HPC to request \$7000.00 to facilitate the W. University Parking Loss Mitigation Plan

**Dahl/**

**Nicholls**

**Explore Digital:** Previewed the AccessHillcrest.com and social media presentation for November 2021. Darci and Ryan shared ideas and took comments on direction to assist with the W. University Parking Loss Mitigation Plan campaign.

**Hillcrest Business Seat Election was conducted at the Hillcrest Gala electing** Paul Smith to return for another three- year term. Request the UCPD Board ratify the business seat election.

**Nicholls/Shaw**

**Meter Comparisons Totals 2019 vs 2021 were presented. Detailed impacts of the Covid 19 pandemic are apparent.**

**A Hillcrest Bike Waystation was discussed with enthusiasm.** Solar e-bike charging infrastructure and repair facilities will be considered at the triangle area near 163 and University and Grah Security. The committee looked at incorporating both solar air compressors and solar charging facilities. UCPD ability to fund can not be allocated until 7/22. HBA will collaborate and has received a \$5000. grant and free architectural services to assist. Nicholls requests a meeting with Cal Trans to secure the site.

**Nicholls/Dahl**

**The Holiday schedule for HPC November 18<sup>th</sup> and possibly December – 16<sup>th</sup>**

**Rite Aid Red Curb Removal, no report**

**Parking Opportunities , no report**

**Adjourn**

**Dahl/Earn**



## HILLCREST PARKING COMMITTEE

Dec 16, 2021; 3:00 PM – 4:00 PM

**HPC Members Present:** Ben Nicholls, Roy Dahl, Chris Shaw,

**HPC Members Excused:** Miah Earn, Cecelia Moreno, Paul Smith,

**Members of Public Present:** Byron Ross, Peter Raymond

**UCPD Staff Present:** Gerrie Trussell

**Nicholls, called the meeting to order at 3:05, Introductions were made.**

**Non-Agenda Public Comment,** Nicholls informed the sub-committee the proposed Greater Hillcrest Community Benefit District (GHCBD) will host a presentation to the public, December 2<sup>nd</sup> at 5 pm. The Hillcrest Town Council will have an opportunity to view the presentation on January 11<sup>th</sup>. The GHCBD is being formed to establish a funding source for clean and safe activities. From Normal St to Washington Avenue

**Minutes of October 28, 2021 were reviewed and Approved**

**Ross/Dahl**

**University Parking Loss Mitigation Plan** was presented including an area assessment which highlighted the areas meter revenue and optimization, identifying seven parking lots on the effected blocks and two within two blocks on 5<sup>th</sup> Avenue. Staff outlined an outreach strategy for committee consideration that includes business and resident communications, social media, and point of sale placards to inform and suggested area parking locations. The campaign components were discussed and detailed. Initially repaving was to take place beginning in September or October, communicated with a notice from Public Works. UCPD requested a delay, citing the need outdoor business operations, which was granted until after the first of the year. Communicating the future impacts are difficult as no formal communications, plans or information has been released. The City is still reviewing the planned street construction and implementation of bike lanes. The HBA will offer use of area banner poles for display parking signage, placards and flyers will be circulated but must contain credible information, not speculation. Many feel the notices need to go out immediately. The revisions were discussed for the flyer draft. Trussell relays the City is reviewing the best use and is enthusiastically looking into alternatives that will preserve area parking. Nicholls adds his discussions with the City includes the possibility of reducing speeds, to eliminate the need for a dedicated cement partition which would save one side of parking. University is part of a larger transportation corridor, and the proposed changes are still under review. Trussell to revise the outreach flyer.

**Explore Digital sent the December posts to Nicholls and Trussell for review and approval.**

**Cal Trans has been contacted by Mayor's office on behalf of the UCPD to secure the Hillcrest Bike**

**Waystation site.** Bailey is working on obtaining use of the parcel through a "Clean California" program. Solar e-bike charging infrastructure and repair facilities will be considered at the triangle area near 163 and University and Grah Security. The committee looked at incorporating both solar air compressors and solar charging facilities. UCPD ability to fund cannot be allocated until 7/22. HBA will collaborate and has received a \$5000. grant and free architectural services to assist.

**Bollards for Mural Alley were explored.** Several styles and designs were reviewed. Cost estimates range from \$800. to over \$3500. Per unit. A telescoping, fully flush plate, with a manual lift model was decided upon.

Installation will consist of standard coring and bolting the unit in place. minimal impact. The committee will identify locations and the quantity needed to facilitate utilization of the alleys as "Places for Spaces". Trussell has contacted the City and received initial approvals for the project to proceed.

**The next meeting for HPC will be held on December 16<sup>th</sup> at Urban Mo's 3pm. The room is graciously hosted by Chris Shaw.**

**Rite Aid Red Curb Removal, no report**

**Parking Opportunities, no report**

**Adjourn  
Dahl/Shaw**



## HILLCREST PARKING COMMITTEE

Jan 22, 2022; 3:00 PM – 4:00 PM

**HPC Members Present:** Ben Nicholls, Roy Dahl, Chris Shaw, Miah Earn, Cecelia Moreno, Paul Smith

**HPC Members Excused:**

**Members of Public Present:** Kyle Amdahl, Byron Ross, Peter Raymond

**UCPD Staff Present:** Gerrie Trussell

**Nicholls, called the meeting to order at 3:00, Introductions were made.**

### **Non-Agenda Public Comment**

Comments are taken from the public on items that are not on the agenda. Three minutes per speaker. Nicholls reports the Hillcrest Sign repair is delayed due to supply issues. Trussell relays the request to replace the "Walk Your Wheels" signage.

**Explore Digital:** AccessHillcrest.com and social media presentation: February 2021

#### **1. W. University Parking Loss Mitigation**

Outreach Strategy- site visit review  
City Update

#### **2. HPC FY 23 Budget**

#### **3. Bicycle Oriented Business Outreach**

HBA website info.

#### **4. HPC Meeting time 3 pm vs. 4 pm**

#### **5. Trash Can relocation request**

#### **6. Bollards for Mural Alley**

#### **7. Bike Waystation**

#### **8. Normal Street Update**

#### **9. Rite Aid Red Curb Removal**

#### **10. Parking Opportunities**

### **Adjourn**

**University Parking Loss Mitigation Plan** The committee members walked the street for an area assessment which highlighted the areas meter revenue and optimization, identifying seven parking lots on the effected blocks and two within two blocks on 5<sup>th</sup> Avenue. Staff outlined an outreach strategy for committee consideration that includes business and resident communications, social media, and point of sale placards to inform and suggested area parking locations. The campaign components were discussed and detailed. Initially repaving was to take place beginning in September or October 2021, communicated with a notice from Public Works. UCPD requested a delay, citing the need outdoor business operations, which was granted until September 2022. Communicating the future impacts are difficult as no formal communications, plans or information has been released. The City is still reviewing the planned street construction and implementation of bike lanes. The HBA will offer use of area banner

poles for display parking signage, placards and flyers will be circulated but must contain credible information, not speculation. Many feel the notices need to go out immediately. The revisions were discussed for the flyer draft. Trussell relays the City is reviewing the best use and is enthusiastically looking into alternatives that will preserve area parking. Nicholls adds his discussions with the City includes the possibility of reducing speeds, to eliminate the need for a dedicated cement partition which would save one side of parking. University is part of a larger transportation corridor, and the proposed changes are still under review. Trussell to revise the outreach flyer.

### **Nicholls and Trussell for reviewed and approved, Explore Digital's December posts**

**Bollards for Mural Alley were explored.** Site visits included alleys from Washington to Robinson. Several styles and designs were reviewed. Cost estimates range from \$800. to over \$3500. Per unit. A telescoping, fully flush plate, with a manual lift model was decided upon. The permit will be sought for all four access points. The bollards will provide safe enjoyment for Mural Alley and additional gatherings. Installation will consist of standard coring and bolting the unit in place. minimal impact. The committee identified locations and the quantity needed to facilitate utilization of the alleys as "Places for Spaces". Trussell has contacted the City and received initial approvals for the project to proceed.

### **Adjourn**

**Dahl/Shaw** Trussell reported on the City Capital Improvement Project, the Normal Street Promenade. Construction is scheduled to begin in early 2023. There is advocacy to begin late in 2022. Committee members discussed the concept of incorporating a donated streetcar in the promenade footprint. The streetcar could bring historical, educational and safety elements to the project, which addressed goals as a result of the public outreach. The proposed streetcar would also supply a sustainable income source for maintenance of the site in the case a MAD or GHCBM is not formed. Discussion of the streetcar operation as a concession which would allow for area oversight activity and passive programming to ensure a degree of safety and monitoring. The City could offer a concession lease to an onsite operator, with the funding allocated for the urban park maintenance.

The

If a MAD / CBD or similar entity is formed, the upper block from Lincoln to Washington will receive amenities of street trees interspersed with parking. If the site does not have a maintenance agreement/ mechanism in place, there will be painted asphalt and parking only. The State is in the process of reengineering driveways, entrances and exits to serve the Promenade and DMV. The UCPD will replace parking signage once completed.



## HILLCREST PARKING COMMITTEE

Mar 31, 2022; 3:00 PM – 4:00 PM

**HPC Members Present:** Roy Dahl, Miah Earn, Ben Nicholls, Paul Smith, Byron Ross

**HPC Members Excused:** Chris Shaw, Cecelia Moreno,

**Members of Public Present:**

**UCPD Staff Present:** Gerrie Trussell

**Nicholls, called the meeting to order at 3:05, Introductions were made.**

**Non-Agenda Public Comment, Meter install complaint 4<sup>th</sup> and Pennsylvania.**

**A Letter supporting the creation of the Greater Hillcrest Maintenance Assessment District** was requested and approved by the committee. The letter will move to the UCPD Board for approval. Nicholls directed all to a website [GreaterHillcrestMAD.com](http://GreaterHillcrestMAD.com) for more details. The UCPD has allocated over 3.1 million in Capital Improvements to the area and will need an entity to maintain and provide clean and safe activities. Public outreach meetings have been held July 10, Nov 22, Dec 3, 2021, Jan 14 and Jan 28, 2022 Boundaries are Park to 1<sup>st</sup>, Washington to Brookes, Scripps to Brookes,  
**Smith/Ross**

**February 2022 Minutes were approved.**

**Dahl/Ross**

**Hillcrest “Little Spot”** was presented by Sasha Varone. An Urban Park of approx. 1300 sq ft. With decorative fencing, design elements also a bike repair and charging station was considered. A concession/coffee cart for a presence was also discussed. The area is a Caltrans property that is not adequately maintained or used. Sasha Will incorporate bike way station items. Trussell reported Bailey at the Mayor’s office is working with Cal Trans to use the property.

**WYW decals should be replaced.**

**Bike Rack Maintenance is needed for the recently placed bike style racks at Union Bank and Chase Bank.**

The committee approved \$250.00 for the task.

**Smith/**

**Earn**

**Light repair on University Avenue is needed.** The City is currently behind on maintenance and will schedule as soon as possible.

**Wayfinding Sign Maintenance was completed by Décor.**

**Bollards for Mural Alley are in the planning phase.**

**Parking Opportunities were identified as:** 10<sup>th</sup> & Robinson, Ross and Earn shared angle parking opportunities on Vermont, red zones along 6<sup>th</sup>, & Robinson, First Ave, two spaces to be metered.

**Adjourn 3:50**



**HILLCREST PARKING COMMITTEE**  
**Thursday, April 28, 2022 3:00 PM – 4:00 PM**  
**Joyce Beers Community Center: 3700 Vermont Street, 92103**

**HPC Members Present: Ben Nicholls, Roy Dahl, Chris Shaw, Miah Earn, Paul Smith**

**HPC Members Excused: Cecelia Moreno, Byron Ross,**

**Members of Public Present: Peter Raymond**

**UCPD Staff Present: Gerrie Trussell**

**Nicholls, called the meeting to order at 3:00, Introductions were made.**

**Non-Agenda Public Comment**

**Comments are taken from the public on items, not on the agenda—three minutes per speaker.**

**Congratulations are extended to Chris Shaw, Celebrating Urban Mo's 30 years in business.**

**Nicholls requests a**

**letter of support for the Hillcrest MAD from the UCPD Board.**

**Review Minutes – March 2022- Tabled**

**Explore Digital: AccessHillcrest.com and social media presentation: May 2022, slides approved.**

**Hillcrest "Little Spot," A concept pocket park currently utilized as a campsite dump, was redesigned for**

**public use. Studio Varone provided the design. Benefits include a bike waystation component, seating, and**

**historical references; all were outlined. The proposed property is owned/managed by Cal Trans.**

**HPC would**

**formally request to use. Brittany Bailey was looking into use by MOU with the City and Cal Trans.**

**The site is**

**historical and would need a transportation element. The committee would like to pursue it actively.**

**Earn/Shaw**

**Explore Digital: AccessHillcrest.com and social media presentation: May 2022, slides approved. The**

**committee voiced a request to incorporate local photo art in the future.**

**Park Blvd. Bike lanes- no report**

**Bike Rack Maintenance is needed, and \$1000.00 was approved to repaint the bike shape racks in rainbow**

**colors and, if a segment of three is available, paint in transgender pink, white and blue.**

**Nicholls/Shaw**

**Light repair on University Avenue has been requested and strongly encouraged. Unfortunately, the city is**

**approx. Sixteen months behind and a workforce shortage is the cause for the delay.**

**Bollards for Mural Alley – no report**

**Walk Your Wheels Decals need to be replaced. Nicholls has some from the last installation.**

**Parking Opportunities- no report**





**HILLCREST PARKING COMMITTEE**  
**Thursday, June 23, 2022 3:00 PM – 4:00 PM**  
**Joyce Beers Community Center: 3700 Vermont Street, 92103**

**HPC Members Present:** Roy Dahl, Miah Earn, Paul Smith, Byron Ross,

**HPC Members Excused:** Cecelia Moreno, Chris Shaw, Ben Nicholls

**Members of Public Present:**

**UCPD Staff Present:** Gerrie Trussell

**Meeting called to order at 3:05, Introductions were made.**

**Non-Agenda Public Comment**

Comments are taken from the public on items, not on the agenda—three minutes per speaker.

Ross was congratulated on his election to the HBA Board of Directors. Ross reported the electric vehicle charging station on Normal needs repairs, striping, and signage.

**May Minutes were tabled to July.**

**Hillcrest "Little Spot,"** was discussed. Nicholls will set up a follow up meeting with various City, State and Cal Trans to identify and explore a lease option. Relinquishment of the site will be an extremely long and difficult process. A lease would entail an MOU with the HBA, City and Cal Trans, possibly UCPD.

**Explore Digital:** AccessHillcrest.com and social media presentation: July 2022, slides approved. The committee liked the use of local photography used in the posts. McKensie discussed the access problem with Instagram posts for AccessHillcrest.com in March the accounts were updated and they have not gotten access to post. [B?@H???Media.com](mailto:B?@H???Media.com) is the last know administrator. Dahl suggested Benny Cartwright was the Hale employee assigned to the account initially. Trussell will try to resolve.

**FY 23 Budget Discussion-** The Committee members reviewed the allocated amounts with the various projects outlined in FY 23. All agree the budget, timelines and funding are sufficient to proceed with the projects as crafted. Noting if new activities arise, funding may need to be revised within categories.

**Bike Rack Maintenance** has been completed with all bike style racks painted in Pride flag colors and a cluster of three on Robinson painted blue, pink and silver for transgender symbolism. HBA has requested two racks at the new offices located at 1601 University Avenue.

**Bollards Installation on Mural Alley needs to be revisited.** At a site visit with engineering and Brittany Bailey who is piloting Downtown bollard installation the telescoping bollards require the space of four foot below grade. Hillcrest is likely the same. New options will be brought before the committee in July.

**Parking Opportunities and rates on Normal were briefly considered.** In the past the committee thought the rates on Normal were the lowest in the area. New signage was to be considered. The rates on Normal were discussed and the construction of a new residential, multiple family dwelling will have no onsite or off-street parking. The committee's stance on rates will need to be further explored once the full impact is known.

**Adjourn**

**Earn/Smith**