



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

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

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

**Members of Public Present:** Michael Meacham

**UCPD Staff Present:** Gerrie Trussell

**San Diego City Staff Present:** Brittany Bailey

**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.

**Street signals and bike lane signals are frustrating drivers. Red lights are only allowing one car to go at a time. The two sets do not always sync up for left turns.**

**Ross invited all to a Porchlight X-mas in July celebration after the meeting.**

**Review and approved Minutes for May and June.**

**Dahl/Ross**

**The Hillcrest DMV Lease was increased to a rate of \$11,736.00 for 12 months.**

**Explore Digital was not present, Analytics and social media metrics are requested for August.**

**Normal Street Update Summary was presented by Brittany Baily from the Mayor's office.**

Bailey brought the summaries from a recent round of community outreach meetings: UCPD, HBA, HTC cumulative discussions on keeping the oak trees, and the issue with the existing eucalypts trees.

The design concepts may be changed. HBA would like to assume the maintenance and programming.

7/11/22 Normal St Promenade Presentation at UCPD:

- Vote: 7-2 to remove eucalyptus
- Vote: 5-4 to remove oaks
  - Folks for keeping oaks: it has taken 12 years to get these mature trees/tree canopy
  - Folks for removing: our duty is to increase parking in the area especially since all 3 developments currently being built in this corridor are underparked
- Rainbow bike lane:
  - Overall liked
  - one person said concerned about maintenance
- Playground equipment:
  - they liked the trolley play idea but didn't just want things picked out of a catalog, wanted them custom/thematically appropriate to the area
  - they felt 3 kids areas and 1 adult fitness equipment area was unbalanced; wanted to add more things for adults
  - concerned about maintenance of play equipment
  - Suggestion to add mile markers for runners
  - Some folks felt with the amenities dispersed they would be somewhat in the way for special events and farmers markets
    - One person suggested consolidated play areas all into one area
- Want us to do a community process to solicit naming ideas, not just go with Pride Promenade

- All supported restoring the trolley to historical San Diego paint colors

#### **Bollards Installation on Mural Alley needs to be revisited**

#### **Parking Conversion Opportunities were discussed for 400 block of University Avenue.**

A temporary street closure utilizing a "Placemaking" activity to expand the successful Mural Alley gatherings to include Washington to Robinson. Creating infrastructure to allow programming for a downtown square concept for the Hillcrest Village University Ave from 4<sup>th</sup> Ave to 5<sup>th</sup> Ave thus connecting the bike lanes. Robinson is an alternative. Bollards and coring would be needed. A simple manual design is required with shallow depth. Discussion included Nicholls reporting the Architect, Vicky Estrada is doing a conceptual drawing. Dahl is concerned with creating a bottleneck for the three roads of through traffic, Smith sees the potential agrees additional traffic work needed.

**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 process. 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.

**Adjourn**

**Dahl/Ross**



**HILLCREST PARKING COMMITTEE**  
**Thursday, Oct 28, 2022 3:00 PM – 4:00 PM**  
**HBA: 1601 University Ave**

**HPC Members Present:** Ben Nicholls, Roy Dahl, Chris Shaw, Miah Earn, Paul Smith, Cecelia Moreno,  
**HPC Members Excused:** Byron Ross  
**Members of Public Present:** Jerry Strayve  
**UCPD Staff Present:** Gerrie Trussell

**Nicholls, called the meeting to order at 3:02, Introductions were made.**

**Non-Agenda Public Comment,** Thank you to the HBA for a well-attended mixer and hosting the UCPD elections.

**Minutes of September 22, 2022 were tabled**

**Explore Digital,** offered a proposal in the \$44K range. This would include boosted advertising, a rework of the AccessHillcrest website, incorporate a blog to assist in driving traffic to the site and increase in monthly hours from 7.5 to 10 at the increased rate of \$100.00 from the current \$95. per hour. The committee overwhelming did not approve the funding and would like to explore other options after the new year. Nicholls will create an AccessHillcrest.com site that is functional and effective. Dahl, informed the sub-committee the UCPD will be looking into hiring staff and may be able to do most of the scope in house.

The HPC reviewed and approved the November posts with two photo adjustments.

**Explore Offering a Hillcrest Sunday Shuttle Service,** The committee looked at several ideas and prices ranging from mini-vans, car services, Old Town Trolleys, FRED and Rec Rental electric cart service providers. Rec Rentals was considered the best option offering a Sunday 8:30-2:30 service for \$562.00 per week. The committee would like to request a price for two carts pr week. An initial route would be from the SD Unified building to the DMV. Trussell will also speak to the LGBT Center for parking availability.

**Bollards for Mural Alley project received a DSD response to the permits and engineering required.** The City recommends a ministerial review in the amount of \$6500.00. This is due to the multiple locations for the bollards and footings. The committee identified locations and the quantity needed to facilitate utilization of the alleys as “Places for Spaces”. The UCPD Board at the September meeting approved \$35K for Dig, demo and pour for the project. **Smith/Dahl**

**Parking Conversion Request** 3900 block of Fifth Avenue - Convert yellow loading zone to two 15 minute green zone, business request. **Shaw/Nicholls**

**Next HPC Meetings: November 17<sup>th</sup> & December 15<sup>th</sup>**  
**Adjourn**

**Shaw/Earn**



**HILLCREST PARKING COMMITTEE**  
**Thursday, Nov 17, 2022 3:00 PM – 4:00 PM**  
**HBA: 1601 University Ave**

**MINUTES**

**HPC Members Present:** Ben Nicholls, Roy Dahl, Cecelia Moreno, Byron Ross

**HPC Members Excused:** Chris Shaw, Miah Earn, Paul Smith

**Members of Public Present:**

**UCPD Staff Present:** Gerrie Trussell

**Nicholls, called the meeting to order at 3:10, Introductions were made.**

**Non-Agenda Public Comment,** Nicholls noted too much paper is being used by committee.

**Minutes of October 2022 were approved**

***Moreno/Dahl***

**Tree Trimming, Normal Street Trees**

Trees need trimming 5 years, a competitive bid will be sought.

West Coast Arborist is being consulted.

***Nicholls/Ross***

**Explore Digital** Nicholls presented a rework of the AccessHillcrest website. The drafted pages consolidated information, achieved page optimization for use on various devices and deleted outdated data. The committee requested \$276.00 to Square Space to host the site.

***Nicholls/***

***Moreno***

**Explore Offering a Hillcrest Sunday Shuttle Service,** The committee looked at several ideas and prices ranging from mini-vans, car services, Old Town Trolleys, FRED and Rec Rental electric cart service providers. Rec Rentals was considered the best option offering a Sunday 8:30-2:30 service for \$980. per week for two cars, charging at the HBA offices.

***Moreno/Nicholls***

**Bollards for Mural Alley project received a DSD response to the permits and engineering required.** The City recommends a ministerial review in the amount of \$6500.00. This is due to the multiple locations for the bollards and footings. The committee identified locations and the quantity needed to facilitate utilization of the alleys as "Places for Spaces". The UCPD Board at the September meeting approved \$35K for Dig, demo and pour for the project. Architect Mike Burnett to do a rendering. Trussell to contact Randy Wild with the Mayors office.

**Adjourn**



**HILLCREST PARKING COMMITTEE**  
**Thursday, Feb 17, 2023 3:00 PM – 4:00 PM**  
**HBA: 1601 University Ave**

**Introductions – 3:03pm**

**HPC Members Present:** Ben Nicholls, Roy Dahl, Paul Smith, Cecilia Moreno

**UCPD Staff Present:** Gerrie Trussell, Jess Felix

**Non-Agenda Public Comment**

Byron Ross may have moved out of the district. Without a residence or business in the district, Board might discuss how to move forward.

Cecilia Moreno will be gone March 5th to 15th (excused from March UCPD Board meeting).

Roy Dahl will not be at the executive meeting.

**Approval of Minutes – January 2023 (Dahl/Moreno)**

Motion: Approve January 2023 minutes (Unanimous)

Roy Dahl motion, Cecilia Moreno second.

**Kiosk Damage – Normal Street**

Trussell is happy to report that the kiosk has been removed and came down without a hitch for \$1k; currently stored in the HBA lot. The sidewalk is patched. The driver has been tracked down, and a police report is filed. A certified letter was mailed with the invoice enclosed. All due diligence that can be done has been done.

**AccessHillcrest.com and Social Media Activities**

The accessHillcrest.com domain must be redirected to the page designed on Squarespace.

Mckenzie at Explore Digital was contacted to trace the issue. The AccessHillcrest site needs to be updated as it still shows holiday parking photos. Ben Nicholls said he will update.

New communications specialist Jess is to begin taking photos around Hillcrest, especially promoting “Park Free at the DMV” for the weekly farmer’s market. Board recommends capturing the unique, electric art located inside restaurants (Don Cabron 5th & University) with an emphasis on murals. Whatever we do, NO corporate clip art.

**Hillcrest Little Spot; Identify Additional Locations for E-Bike Charging Stations**

Trussell was asked by the City to come up with bike charging stations and has identified the Hillcrest/Mission Hills library as ideal. They already have electric bike places. Board debated the official boundary line between Mission Hills and Hillcrest. Ultimately Ben Nicholls requests to hold on this topic, stating the two locations where we should put in electric bike charging stations are 1) at the Little Spot when it finally gets done, and 2) at the Normal street promenade when it finally gets done.

Paul Smith raised concern about the current appearance, voicing to perhaps spend money to beautify planters and fencing. CalTrans has been notified. Once you submit your design, it takes a year for committees in Sacramento to approve. CalTrans can get people out to clean it up, but they won’t beautify it. On University Ave from 1st to 6th the sidewalks are not maintained. Curbs are damaged and trees are overgrown. Trussell offers that next year we’ll do a curb assessment study, especially in areas where new buildings are going in.

**Bike Education and Outreach**

Pedestrians need to be educated, drivers need to be educated. We’ve discussed maps, apps, and window clings. Paul Smith states we need an assessment of where to distribute them.

A meeting is to be set with Jessie the designer to order more. Ben already had some decals in the HBA offices that require some TLC before distributing.

### **Extraordinary Maintenance FY23 (Nicholls/Moreno)**

Extraordinary maintenance was defined as “design, fund, and maintain, parks, landscapes, and community projects. Plus bus station sanitization.” Trussell approached the Board about having the OK to fix the lights on our dime. ProCal quoted \$1k to assess the acorn lights and determine why they aren’t functioning and provide a mapped out diagnosis of the light poles. When we’re able to actually go in and fix them, we’ll at least know exactly the issue with each specific pole. Motion for the Board to approve.

(For future inspiration, Little Italy just spent \$5k per pole to change their lights.)

Ben Nicholls makes a motion to get staff on getting a quote to clean all Hillcrest bus stops once a month. Moreno seconds. Unanimous.

### **Budget FY 24**

Draft of the budget must be taken to the Board in two weeks. The biggest shift at present is canning the shuttle. \$55-59k previously set aside for the shuttle will be funneled into Public Relations and PR, currently set at up to \$40k. Trussell would like to increase that to \$56–\$81k with focus on the lead up to the Promenade. All previous Hillcrest PR has been sub-standard. Nicholls wants to hire a PR firm to tell the story of the Normal Street Promenade, including why this is a progressive use of public land, the history of the street, all that’s taken place. “A good PR campaign will abate some of the criticism. A positive spin campaign before the project is a preemptive strike on the negative criticism to come as perception of the space is really important to whether or not people will adopt and use the park.”

\$81k on community input and communications - especially towards PR on the farmers market.

“Most of the time Hillcrest does not have a parking problem, mostly a parking perception problem.

People need to know where to park.”

Paul Smith emphasizes that a much better use of the money might be repairing neighborhood fixtures to show the public that things are looking better, “letting the community see that things are being taken care of.” Nicholls wants to see this through in the new lighting over the 400 block, but that would be well above \$81k. Our light canopy is not in the budget as of yet.

Other places that shuttle money could be allocated would be the bollards mural and bike charging stations. Trussell advised to move bollards from extraordinary maintenance to pedestrian improvements, which should be increased anyway from \$30k to \$35K.

The Little Spot brought up from \$42k to \$66k.

Ben Nicholls: “We got the requirements from CalTrans. Sasha is working on it, donating her time. Things that will make a big difference would be cleaning the bus stops. People will not use the bus stops if the stops are filthy.”

Paul Smith: “I think that should be MTS. It’s their accountability and responsibility. We have other projects that we’d like to initiate.”

Trussell advised taking \$20k out of extraordinary maintenance and kicking it to pedestrian improvements.

### **Parking Conversion Request**

Importance of parking conversion on 5th around California Bank & Trust was emphasized.

400 Block of University Pedestrian Light Canopy (Nicholls/Moreno)

Trussell presented the Board options for a lighting canopy between 4th and 5th. Board agrees that lights should be warm, round, and inviting, potentially color changing.

Trussell emphasized the municipal codes currently prohibit across-the-street hanging lights, despite what’s occurring in Point Loma.

Nicholls makes a motion that we move ahead with a light canopy design inspired by the West Hollywood model. “Let’s get a contract - an RFP. We’ll circulate and solicit 3 quotes.” Moreno seconds.

**Adjourn - 4:16pm**



**Ben Nicholls called the meeting to order at 3pm.**

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

HPC Members Excused: Cecelia Moreno

Guests: Peter Raymond

UCPD Staff Present: Gerrie Trussell, Jess Felix

**Non-Agenda Public Comment**

Ben Nicholls was on Channel 8 News responding to complaints from a North Park resident that there is no parking in Hillcrest.

There is an excessive yellow curb in front of a defunct furniture warehouse on Herbert Street at University, around the corner from the HBA office.

Gerrie Trussell reported on the recent Balboa Way meeting called to follow up on the Brown Act violation. It was exciting how many people wrote in advocating to keep parking. Gerrie, Peter and Michael lobbied for an additional 100 spaces, but it was so encouraging to see so many people in support of our efforts to save parking spaces.

Mia Earn reports that as of March she's stepped down from the Hillcrest town council.

**Approval of Minutes – February 2023**

*(Ross/*

*Dahl)*

Motion: Approve February 2023 minutes.

Byron Ross motion, Roy Dahl second. All approve with the exception of Mia Earn's abstention.

**Hillcrest Proposed Special Events**

*(Nicholls/Earn)*

1. Cityfest Bike Valet Sponsored by UCPD

SANDAG spent a lot of money to build bike lanes. We should promote those bike lanes on 4th and 5th.

Ben Nicholls proposes a free promotional bike valet sponsored by UCPD so people can ride their bikes to City Fest. Bike valet insurance is covered by our policy. There are vendor groups that offer this service; we'd just have to hire the vendor. Nicholls suggests we set aside 10K for the valet and potentially collect email addresses for those who use the promotion. Another feature could be a bike show for displaying specialty and vintage bikes, akin to the car show.

2. CicloSDias, Open Streets Event- November 5, 2023 10 am – 3 pm.

This would entail closing the street to cars and making it only accessible to pedestrians and bikes.

Perhaps this could be timed as a groundbreaking event prior to the building of TBA Hillcrest Promenade/ Pride Plaza / Normal Promenade Open House.

Motion: Form a committee to investigate the Promenade open house and CicloSDias and to allocate 10K for the CityFest bike valet from next year's communication budget.

Ben Nicholls motion, Mia Earn second. All approve.

**Bike Education and Outreach**

*(Ross/Earn)*

The business improvement district has a bicycle friendly business distinction, promoted with designed decals that say "welcome riders." Businesses with this distinction display these decals, provide

bikeway maps, and cater products to bike riders at an affordable price point. Ideas for the promotional posters, maps, and stickers include a QR code that shows a map of the nearest bicycle racks. The graphic as currently designed by Jessie is liked by all.

Motion: approve this graphic and set aside \$1K for maps, posters and stickers with a QR code leading to more info.

Byron Ross motion, Mia Earn seconds. All approve.

#### **Extraordinary Maintenance FY24**

Gerrie Trussell reports approved funding to identify key spots for bus stop pressure-wash cleaning, tentatively set for June. We must allocate the money, identify which bus stops, and put out the bid.

Paul Smith raises that a better use of resources would be to repair and beautify the planted areas on Pride Plaza. Tree maintenance is desperately needed, and there are broken curbs and sidewalks throughout the district that discourage walking and biking. "If we're going to fix the bus stops for MTS, we need to get something out of it. Some PR." Ben Nicholl's response was to solicit a quote for how much it costs, per bus stop, to pressure wash them, and get a quote for curb and sidewalk repair.

Ben Nicholls: "We should come up with a list of projects that we can do, and get dollar figures for those things, and then decide which things we want to go forward with to enhance pedestrian mobility."

Identified priorities include: bus stop cleaning, concrete patches to repair broken curbs, repair of existing pedestrian street lights (acorn lights), installing flexi, and grinding down sidewalk cracks.

#### **400 Block of University Light Canopy**

The light canopy is being bid out. Meanwhile in the Gas Lamp, City Transportation is doing the work. They've got bollards and trenches three feet deep. They went through active transportation and infrastructure. The next step for us, next month on this item we'll look at bids for lighting canopy. It would be a good idea to invite the businesses neighboring the location as they will be primarily impacted.

**Conversion Request:** Yellow curb on Herbert and University (and keep on the lookout for others!)

#### **Addition**

We discussed the eligibility of Byron Ross. He is in fact still a resident within the Hillcrest borders. Additionally, he rents an office space 3715 10th ave - unit 402

**Adjourn - 3:58pm**





**HILLCREST PARKING COMMITTEE**  
**Thursday, April 27, 2023 3:00 PM – 4:00 PM**  
**HBA: 1601 University Ave**

**Introductions – 3:00pm**

**HPC Members Present:** Ben Nicholls, Paul Smith, Mia Earn, Roy Dahl, Cecelia Moreno

**UCPD Staff Present:** Gerrie Trussell – Executive Director, Jess Felix – Communications

**Non-Agenda Public Comment**

“Cutting Parking Is Not Helping Hillcrest,” a letter to the editor appeared in the SD Union Tribune voicing frustration about the difficulty of finding parking in Hillcrest and the rumored plans to cut 300 spaces on Park Blvd.

The Chair of MTS is up for grabs.

**Approval of Minutes – March 2023**

*(Dahl/Earn)*

Motion: Approve March 2023 minutes.

Roy Dahl motion, Miah Earn second. Four votes to approve; one abstention: Nicholls

**Hillcrest Proposed Special Events**

Cityfest Bike Valet was approved for Sponsorship by the UCPD Board. A discussion was had surrounding the best location. Ideally it will be placed on a side street adjacent to the bike lane. Discussion to continue in future meetings.

CicloSDias was discussed as an open streets event, intended to be a showcase or demonstration project on the 400 block of University. Ideally this will be a joint venture with HBA aimed at reimagining a community space for people to come together: “Reimagine University.” Realistically, this will take place one year from now. We need to have a meeting with City staff to discuss mobility. Promotion and outreach can piggyback on other events such as Taste of Hillcrest and Artwalk.

**Alternative Transit Education and Outreach**

*(Dahl/Earn) (Nicholls/Earn)*

In efforts to promote bicycle routes, options were presented for window clings and a foldable brochure that includes a map component. Window cling printing prices range from \$1.79 - \$3.29 per piece. Getting 100 businesses to display them would be ideal. The QR code on these promotional materials must be trackable to see which visitors came from the QR code.

Motion: Move forward with these plans

Roy Dahl motion, Miah Earn second. All approve.

For every person we can convince to take the bus, we save one parking space.

A discussion was had concerning new methods of promoting the Hillcrest bus system with a heavy emphasis on social media and rebranding our bus line as a positive, trendy way to travel. Specifics to implement include a fun name, “The Uptown Roller,” and staged entertainment akin to what’s seen on the NYC subways.

Motion: Direct staff to come up with a list of activities that would identify and encourage a group that can be convinced to take the bus.

Ben Nicholls motion, Miah Earn second. All approve.

**Extraordinary Maintenance FY23**

Regarding the trees on Normal street, no quotes have been delivered.

Regarding the 400 block of University pedestrian light canopy, the RFP is out. Quotes are coming in.

We’re waiting for more bids.

**Conversion Request**

Thursday May 4th Krystal Ayala is coming down to the 400 block of University. Engineers are coming to sort out the boundary between Hillcrest and University Heights as there are 15 meters on Park Blvd. up for debate.

The committee supports installing meters on the yellow curb at Herbert and University (immediately around the corner from HBA). A note was made that delivery trucks to Rite Aid on 5th/ University are using the old MTS stop lane.

**Adjourn - 4:12pm**