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UPTOWN PARTNERSHIP

Reporter

Investing | Managing | Influencing

In June 2009, the Uptown Partnership Board of Directors decided to invite the community to a public forum as soon as possible. Because the Board meets on the first Thursday of the month, except in January and July, most Board members had July 2 open. They selected this date based on their availability, knowing that scheduling conflicts are inevitable. In order to accommodate people who had conflicts, the Partnership made sure that all forum publicity included an invitation to email comments.

We received about 15 individual comments. In preparing our responses Partnership staff did the

background research and a task force of Board members drafted the language. All Board members had an opportunity to review and comment on the responses before they were published. On the following pages, you will find abbreviated responses to some representative comments. To view a video of the forum and read the complete text of all the responses, please visit our website at www.uptownpartnership.org.

The public forum on July 2 is part of an ongoing dialogue. The Board also invites you to attend its regular meetings and to participate in improving the parking in the Uptown Community.

HEARING
COMMUNITY
VOICES

TOPIC: ESSEX STREET

Issue

Residents' opposition to angle parking on Essex Street

Comment by

Chris; Patrick Arias; David Campbell; Jerry Gold; Luke Terpstra

Background

The request to investigate this possibility came from Ann Garwood, who was serving on a Partnership committee that also represented the Hillcrest businesses and residents.

Analysis

Partnership staff found that converting to angle parking on Essex Street could add eight parking spaces. We presented our findings to the Hillcrest Town Council and

Hillcrest Business Improvement Association in May 2009. The Town Council went on record opposing the idea.

The City of San Diego requires that 75% of the adjacent property owners or residents sign a petition in favor of converting parking spaces.

Actions

Based on the responses from residents, the Partnership questions the advisability of circulating a petition to convert parking spaces and plans no further action.

Results

No increase in parking spaces on Essex Street.

TOPIC: BANKERS HILL-PARK WEST PARKING

Issue

Day-long parkers displace visitors, residents, and customers

Comment by

Bruce Dammann

Background

This area is an example of areas where employees, visitors, residents, and customers compete for free on-street parking. Meter placement is controlled by the City Council, and the City has not adopted a strategy for placing meters.

Analysis

Day-long parkers occupy spaces too early for other users to gain access during the day. The situation is aggravated by an inconsistent pattern of metered and non-metered blocks.



Actions

In FY10, the Partnership will begin a multi-year process to install new meter technology that provides real-time usage data. As a measuring stick, the Partnership seeks to achieve 85% percent utilization, which translates into one space

open per block face at a given time. Based on results obtained, the Partnership also will propose a more effective distribution of metered spaces.

Results

The Partnership has begun to address the problem of long-term parkers monopolizing free parking spaces.

TOPIC: PUBLIC RELATIONS

Issue

Partnership Board needs to engage public

Comment by

Nancy Moors

TOPIC: METER TECHNOLOGY

Issue

Install new technology meters, flexible rates and time limits

Comment by

Simon Andrews

Background

In FY 2009-10, the Partnership will team with the City of San Diego to upgrade meter technology.



The new technology allows easy adjustment of rates and time limits to suit local needs, payment with credit cards, and collection of meter usage data in real time.

Analysis

Increasing usage of under-utilized meters often reduces pressure in nearby high parking demand areas. Downtown's pilot program has confirmed that three elements are required to increase usage: lowering rates; extending time limits; and accepting credit cards. The new technology meters have all three capabilities.

Actions

Partnership has adopted an Implementation Plan and budget that funds the purchase and installation of new technology meters.

Results

Using new meter technology will facilitate the Partnership's goal to enable drivers in the Uptown Community Parking District to locate convenient parking with a minimum of effort.

Background

Many neighborhood organizations, including the Partnership, meet regularly to discuss their business.

Analysis

Partnership staff frequently attend meetings of business and resident groups in Uptown – including the Mission Hills BID, Mission Hills Town Council, Hillcrest Town Council, Hillcrest BIA, Uptown Planners, and Mission Hills Business Enhancement Committee – and report back to the Board of Directors.

Actions

The Partnership is considering the suggestion that Board members attend neighborhood meetings.

Results

Partnership Board members will increase their direct interaction with neighborhood groups.



Board of Directors Meetings

The Board of Directors meets the first Thursday of each month at the Uptown Partnership office. Meetings are open to the public. Please contact Uptown Partnership to confirm meeting dates and times.

Board of Directors

- Cindy Lehman, President
- Anne Rast, Vice President
- Ronald Baranov, Treasurer
- Warren Simon, Secretary
- John Eisenhart
- Jim Frost
- Robert Grinchuk
- Robert Orphey
- Sean Schwerdtfeger

Staff

- Carol J. Schultz, Executive Director
- Janet Fairbanks, Project Planner
- Jessica Freeman, Program Specialist
- John Hargreaves, Planner
- Janelle Luna, Project Manager

Uptown Partnership

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Parking Card Hours

Monday - Thursday 11 - 4
Friday 9 - 12:30

Funding Provided By
The City of San Diego

TOPIC: LETTER FROM COUNCIL DISTRICTS 2 & 3

Issue
Letter from Council Districts 2 & 3

Comment by
Nancy Moors

Background
In May 2009, the Partnership received a letter from Councilmembers Faulconer and Gloria suggesting several improvements to its Board and committee structure.

Analysis
The Partnership strives to have a constructive working relationship with Council Districts 2 and 3 in order to serve all the Uptown community businesses, residents, employees, and visitors.

Actions
The Board referred the Councilmembers' letter to its Operations and Finance Committee. This Committee is charged with working out recommendations that address increasing the Board's size, expanding its representation, instituting term limits, and setting up a joint committee to oversee Hillcrest parking projects.

Results
At its meeting on August 6, the Board will consider the recommendations from the Operations and Finance Committee.



- Create public-private partnerships to develop "shared parking" arrangements that increase utilization of private lots.
- Establish suitable residential permit parking areas so that residents are not unduly impacted by commercial parking spillover.
- Develop parking standards with the City for new projects that ensure that these projects provide adequate parking.

Results
If implemented, these types of proposals unlock parking for the benefit of businesses, residents, employees, and visitors in the Uptown Community.

TOPIC: PARKING GARAGE

Issue
Failure to build a parking garage in central Hillcrest

Comment by
Chris; Ann Garwood; Dale Hess

Background
From 1997 to 2005 the Partnership investigated purchasing 3 properties, including opening two escrows. However, City requirements and market constraints precluded all of these transactions.

Analysis
In 2005, a professional *pro forma* revealed

the financial infeasibility of building a parking garage in central Hillcrest. Land and construction would cost \$14M, about seven times more than available funds. Repaying project financing would mean raising the on-street meter rate to \$1.50/hour and spending meter revenues collected in all of Uptown on a single neighborhood project for 8-10 years.

Financing a parking lot or structure would require City bonding; however, current City priorities are for street and sewer improvements. In addition, the Uptown Community is not eligible for CDBG or redevelopment funding.

Actions
Faced with these realities, the Board has realigned its investment strategy to fund smaller-scale projects located throughout Uptown. In making project allocations, the Board recognizes the relative amounts of meter revenues generated by neighborhoods.

Results
For example, converting parallel parking to angle parking on San Diego Avenue added 25 spaces in Five Points.



TOPIC: PARKING MANAGEMENT

Issue
Need to provide parking incentives and disincentives

Comment by
David Gatzke

Background
Uptown Partnership's goal is to enable drivers in the Uptown Community Parking District to locate convenient parking with a minimum of effort.

Analysis
The Partnership supports the meter utilization plan under consideration by the City Council because it expands the toolbox available to address Uptown's parking issues. Primarily, it allows lowering rates in under utilized areas in order to relieve the pressure on high-demand areas.

Actions
The Partnership uses several methods for addressing public parking issues.

- Manage existing on-street, metered spaces based on the goal of reaching 85% utilization, which equates to one available parking space per block face at a given time.

TOPIC: USE OF METER FUNDS

Issue
Funds are diverted for lower priority uses than providing parking

Comment by
Janet O'Dea

Background
The City of San Diego established the Uptown Community Parking District (CPD) as a "mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts." (Council Policy 100-18) Uptown Partnership is guided by this charter.

Analysis
The Uptown CPD covers an area that is almost entirely "built out." Therefore, the Partnership focuses on:

- Investing in community infrastructure for community benefit;
- Managing the public parking assets

of the community to optimize parking availability; and

- Influencing City parking policies to support community needs.

Actions
In 2009, the Partnership instituted a formal process for evaluating project proposals that relies on the following criteria.

- Degree to which return on project investment [ROI] aligns with Council Policy 100-18.
- Degree to which project invests meter revenues promptly after receipt by parking district.
- Degree to which project leverages other funds for benefit of parking district.
- Degree to which public is receptive to project.

Results
All projects in the Partnership's FY10 Implementation Plan conform to the criteria in Council Policy 100-18.



WWW.UPTOWNPARTNERSHIP.ORG

Uptown Partnership's website is undergoing a mini-renovation to bring you new features and functions. These improvements aim to increase public access and involvement in our projects and programs.

COMING SOON

- Discover improvements happening around you using the interactive project map.
- Find on- and off-street parking close to your destination with the Uptown parking map. This will include information about time restrictions and cost.
- Learn about current parking concepts and theories with the new Parking 101 section.
- Access more project information with expanded project pages.

ALREADY IMPLEMENTED

- Read annual budgets and plans to find out what improvements are expected in future years.
- Review independent audit reports performed annually to ensure additional oversight and strengthen internal procedures.
- Peruse annual reports on organizational activities and expenditures.



RESOURCES YOU MAY HAVE MISSED

- Purchase a City of San Diego Parking Meter Card online.
- Obtain Board of Directors meeting agendas and minutes.
- Get information about meter enforcement and holidays.



Stay posted on Uptown Partnership's activities with 'UptownParking' on Twitter.com.