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UPTOWN PARTNERSHIP

Reporter

Parking | Traffic | Pedestrians

Parking on Public Streets

Modernizing a Resource



Photo Violation Technology (PVT) meters use many aspects of new meter technology, including cell phone payment, in-ground sensors, and photo enforcement.

For over 70 years metered parking has been a fact of life. Although the cars parked at the meters are vastly different from those of the 1930s, not much has changed with the meters themselves. Only recently has meter technology begun to adapt to the changing needs of consumers and cities as they anticipate the future. Using modern meters in combination with parking management methods, cities can stretch the finite resource of street parking while making it convenient to access.

PAYMENT OPTIONS

One of the biggest advances in parking meter technology is the recognition

that coins are not the most convenient payment method for people living in a 21st century world. Alternative methods are becoming readily available on meters, from using credit cards at the machine to paying via cell phone.

In San Diego, new multi-space meters accept credit cards in addition to the pre-loaded Parking Meter Cards and, of course, coins. The City of San Diego also plans to test new technology in 2008 that allows credit card payment at single-space meters.

(continued on page 2)

PARKING: MODERNIZING A RESOURCE

PAYMENT OPTIONS (cont'd.)

Although current technology requires inserting the credit card into the machine, the rising use of Radio Frequency Identification (RFID) tags in credit cards has



Cell phone payments could soon replace coins at the meter.

generated meters with RFID sensors. Meter users need only to wave their credit card in front of the machine to begin or end a parking session. The ubiquity of the cell phone has also prompted meter technology that recognizes this modern lifestyle. Cell phone payment systems can be added to existing single-head meters or installed through an entirely new meter system. Paying over a cell phone creates a mobile parking meter in many ways. Because payments are made remotely no walk from the car to the meter is required. Best of all, the meter sends a notification to the phone when the time is about to expire, helping consumers avoid parking tickets for overstaying.

A truly mobile meter has recently become available, the Personal Parking Meter. These meters hang from a car's rearview mirror or sit on the dash and use a pre-paid system to collect funds. These funds are placed either on a card similar to a Parking Meter Card or in an account accessed via cell phone that places the time on the meter. In addition to removing the need for meters that clutter sidewalks, the Personal Parking Meter puts consumers in charge of their parking. Users pay only for the time they are parked, up to the second.



An example of a Personal Parking Meter.

These new payment options make reimbursing parking costs and accurately budgeting for parking expenses much easier. Businesses can set up parking accounts for their employees or employees can retrieve a log of their parking online to submit along with their expense reports. New meter technologies recognize the consumer's needs as well as those of the municipality and are designed to benefit both.

FINDING A PARKING SPACE

Another frustration that may be rendered obsolete by new parking meter technology is the hunt for a parking space. Meters like the PVT meter pictured on the front page include an automatic sensor system to recognize if a car is parked in a space. Though vehicle detection systems were originally created to aid parking enforcement they are being used to benefit consumers as well. By connecting the information from the sensor with wireless internet service and making the information available to global positioning satellites (GPS), the parking system allows users to locate available parking spaces while driving toward their destinations. This technology is still in development, but as more cities upgrade their parking meter systems it may become widespread.

GETTING INVENTIVE

These advances mean that cities have the flexibility to create parking systems that make parking more readily available and work for the needs of their consumers. Taking the place of the outdated and inefficient single-head meters are systems that act as networked computers, storing and exchanging information. Collecting parking data becomes much easier and allows cities to locate meters, set parking rates, and determine time limits based on demonstrated needs.

These smarter systems create opportunities for options, such as graduated parking rates that charge a lower rate for the initial period and increase the rate as the length of the stay increases. Someone who needs parking for only a short time takes advantage of the lower rate and leaves. Someone else who wants to stay longer will pay an increasing rate that reflects the value of an extended stay and likely will park only as long as necessary. Consumers benefit because this system encourages turnover in parking spaces, and the city benefits because its finite parking resource is used more efficiently.

Paying to park on public streets may never become a thing of the past, but the way that you pay will keep pace with the future.

UPTOWN PARTNERSHIP

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
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- Ty Tosdal, Project Planner

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Parking Card Hours

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

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The City of San Diego

INTERSECTION IMPROVEMENTS UNDERWAY

On March 7, 2008 Mayor Sanders, Council Member Kevin Faulconer, City staff, Mission Hills business owners, and neighborhood residents attended the ground breaking ceremony for long-awaited intersection upgrades on Washington and Goldfinch streets.



Executive Director Carol Schultz addresses Uptown Partnership's role in easing the construction process.

Improvements include curb extensions and pedestrian countdown signals at each corner, with brick paver crosswalks. The existing medians flanking the intersection on Washington Street will be rebuilt with new landscaping and irrigation. Additional plants and trees that are consistent with historical

Mission Hills will flank the intersection.

The Partnership will work with the Mission Hills Business Improvement District and Council District Two to mitigate impacts on the neighborhood during construction. Several times a month they will meet with neighboring businesses and residents to address difficulties associated with the construction. This project is an example of a successful collaborative effort between the City and neighborhood groups. The Partnership contributed \$168,000 from parking meter revenues collected in Uptown.

During construction residents and businesses may call Mission Hills BID Executive Director Richard Stegner at (619) 296-8100 with questions about the project.

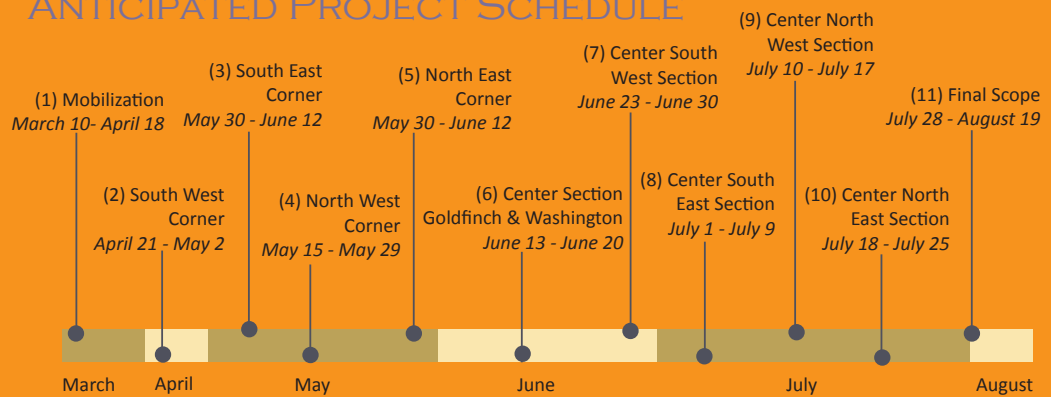
Completion is expected in September 2008. Additional information is available on the



Mayor Jerry Sanders expresses his appreciation to the neighborhood and Uptown Partnership for their support, while Council Member Faulconer displays the project drawing.

Partnership's web site at www.uptownpartnership.org under the heading 'Projects - Work in Progress.'

ANTICIPATED PROJECT SCHEDULE



Slow Down!

New Signs in Bankers Hill and Five Points Alert Speeders



V-Calm sign in Five Points

Several locations around Uptown have new V-Calm signs to notify drivers if they are exceeding the speed limit - Nutmeg at Fourth and Fifth Avenues, Quince and Fifth, and San Diego Avenue in Five Points. The signs will slow traffic on these busy travel corridors.

Sam Hasenin from City Traffic and Engineering explains that the signs "are planned to be blank if an approaching vehicle is traveling at or below the speed limit. The signs will display the speed of the approaching vehicle if the vehicle is going

three miles per hour or more above the speed limit. If the vehicle is going 10 miles per hour or more above the speed limit, the signs will flash the message SLOW DOWN."

Locations for V-Calm signs in Bankers Hill were identified by the neighborhood with assistance from Council District Two and City Traffic and Engineering.

The V-Calm sign in Five Points was one of several improvements identified last year by Uptown Partnership and City Traffic and Engineering, working with a neighborhood advisory group.

Bankers Hill Project Funded

Supervisor Ron Roberts recently completed the funding package for developing Streetscape Design Guidelines for Bankers Hill. Streetscape Design Guidelines will create a consistent "sense of place" as new developments add landscaping, lighting, street furnishings, identity signage, and pedestrian-friendly improvements over time.

The total project cost is \$48,700. Supervisor Roberts contributed \$18,700 from Community Project Funds, and Uptown Partnership set aside \$20,000 from parking meter revenues. Consultants Glen Schmidt and Brad Lewis have pledged \$10,000 in *pro bono* services.

The Bankers Hill neighborhood originated the idea of developing Streetscape Design Guidelines in 2007, and the consultants already have conducted one neighborhood workshop. Now that all the funding has been secured, the consultants are looking forward to continuing their work with the neighborhood.

A Vision for the Hillcrest Corridor

PEDESTRIANS

PARKING

VEHICLES

Project	Mobility Strategy ¹	Promenade Plan ²
Curb Extensions	158 corners; 37 north of Upas, 121 south of Upas	121 corners; 49 north of Upas, 72 south of Upas
Flashing Crosswalks	5 intersections	3 intersections
Traffic Signals	8 intersections	10 intersections
Street Medians	On Sixth south of Upas	None
Traffic Circles	On Sixth at Grape & Juniper [consistent with the Balboa Park Plan]	None
On-street parking	Net gain of 66 spaces -26 north of Upas +22 Maple to Upas +70 south of Upas	Net loss of 42 spaces -26 north of Upas -22 Maple to Upas +6 south of Maple
Angled Parking	On east-west streets On Fourth, Fifth, & Sixth south of Upas	On east-west streets only
Travel Lanes	Fourth Avenue 2 lanes, one-way southbound	Fourth Avenue 2 lanes north of Walnut, one-way southbound 3 lanes south of Walnut, one-way southbound
	Fifth Avenue 2 lanes, 1-way northbound	Fifth Avenue 3 lanes, 1-way northbound
	Sixth Avenue 4 lanes north of Upas: 2 north- & 2 southbound 3 lanes Laurel to Upas: 2 north- & 1 southbound 2 lanes south of Laurel 1 north- & 1 southbound	Sixth Avenue 4 lanes 2 north- & 2 southbound
Left Turn Lanes	On Sixth from Elm to University	On Sixth from Upas to University
Right Turn & Transit Lane	On Fifth from just south of Pennsylvania to University [2+ blocks in length]	None
Bicycle Lanes	On Fourth & Fifth Avenues	None

¹ Based on a March 2008 report for the Hillcrest Corridor Mobility Strategy.

² Based on the "Hillcrest/Park West Promenade, Pedestrian Enhancement/Community Mobility Plan."

The Hillcrest Corridor stretches along the west side of Balboa Park on Fourth, Fifth, and Sixth Avenues from downtown San Diego at Elm Street to Washington Street in Hillcrest. In 2007 a City study sponsored three workshops and monthly advisory committee meetings in which neighborhood representatives identified a number of issues.

- Speeding traffic, especially on downhill stretches of Fourth and Sixth Avenues and on Fifth Avenue between Maple and Upas Streets.
- Problems crossing intersections on foot because of automobile traffic.
- Difficulty crossing into Balboa Park across relatively wide Sixth Avenue.
- Traffic congestion, primarily approaching the freeway ramps to State Route 163.
- Slow transit speeds, especially on Fifth Avenue approaching central Hillcrest.
- A shortage of convenient parking, especially in central Hillcrest and near the Laurel Street entrance to Balboa Park.

The goal of the City's study is to balance pedestrian, parking, transit, and bicycle improvements to meet present and future needs.

The study produced a recommended Mobility Strategy that includes recommended improvements, cost estimates, and potential funding sources. North Park has received funding and begun implementing a similar project. In addition, neighborhood groups from Bankers Hill-Park West and Hillcrest proposed an alternative Promenade Plan. The table (left) compares these two concepts.

The City's estimate for the cost of the Mobility Strategy is about \$25 million, including design, construction, contingency, and administrative costs. The Promenade Plan likely would cost about \$5.3 million less than the Mobility Strategy because it has fewer curb extensions throughout the corridor (\$1.4M less) and on Sixth Avenue it has no medians (\$1.3M less), traffic circles (\$2.3M less), or transit projects (\$0.3M less).



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