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CREATING “GREEN” STREETS

It seems lately everyone is interested in “going green” – reducing, reusing, and recycling the resources that make up the “stuff” in everyday life. In our *Parking on Public Streets* series in recent newsletters, we introduced the concept of and techniques for managing parking as a community asset or resource. We also can apply “going green” to the environmental costs of driving and parking so we can help save a very important resource, our planet.

LESS DRIVING, LESS POLLUTION

When you look at a street clogged with cars, it is hard not to think about the extra pollution generated by the idling vehicles. According to the Utah Office of Energy Services, a car idling for two minutes creates as much pollution as a car driving one mile. As part of its mission to improve mobility in Uptown, the

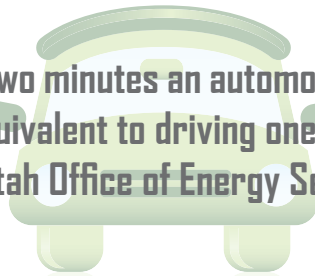
Partnership helps address the issues that cause congestion and the resulting pollution. Through public workshops and neighborhood advisory groups, the Partnership works to identify traffic circulation problems and develop solutions to alleviate congestion.

In the Five Points neighborhood, the first phase of a project using this approach has produced a number of low-cost improvements – new signs to alert drivers to one-way traffic, new paint to increase lane

visibility, and traffic light synchronization to keep cars moving. The second phase, which is underway, will tackle long-term improvements to calm traffic and improve the flow of cars.

Based on our success in Five Points, the Partnership is initiating a similar process in Mission Hills (see article on page 3). Keeping

“Each two minutes an automobile idles is equivalent to driving one mile.”
 - Utah Office of Energy Services



CREATING "GREEN" STREETS (CONT.)

traffic moving is the first step in decreasing emissions caused by driving.

PARK HERE

At your destination you look for a place to park your car and, in many cases, traffic circulation comes to a screeching halt. According to UCLA Professor Donald Shoup, cruising for parking makes up 30% of traffic congestion, behavior that increases carbon emissions and wastes fuel for the driver looking for parking - as well as everyone stuck behind him. In fact, a 1975 Colorado Supreme Court ruling on the constitutional validity of off-street parking requirements stated, "Studies of traffic problems uniformly

find air pollution to be related to autoists moving slowly around block after block seeking a place to park." Parking management strategies aimed at eliminating cruising for a parking space can reduce the environmental impacts of driving.

To help drivers unfamiliar with Uptown find parking quickly, the Partnership has installed 20+ wayfinding signs along major Uptown streets that direct drivers to public parking. In addition, we are trying to maximize the use of existing private parking lots by arranging for public use when the business that owns the lot is closed. Creating shared-use parking agreements with businesses lessens the demand for on-street spaces, which reduces the need to build new parking structures and decreases the environmental costs associated with construction.

GREEN PARKING TECHNOLOGY

The Partnership is investing in green meter technology that makes parking just a little more environmentally friendly. The new meters boast a number of eco-conscious improvements, the most important being use of clean solar energy. Currently, single-head meters run on a 9-volt battery that the City of San Diego must replace as often as every nine months. Batteries are difficult and expensive to properly dispose of, and concerns about the negative environmental impacts of their disposal remain unresolved. Solar energy, on the other hand is free, creates no pollutants, and is a renewable source of power. The new IPS single-head conversion meters and Cale multispace meters that Uptown will be using in the future both run on sunshine.



Follow the "P" to find parking.

Other green benefits related to the new meters include the elimination of waste. New multispace meters in Uptown will not require drivers to display a printed receipt. Instead, numbered spaces will identify where you park and you'll enter that number on the meter with your payment; no paper to

dispose of. And, as a real bonus, multispace systems eliminate the need for rows of meters, freeing up sidewalk space for real greenery.

In places where installing multispace meters is impractical, converting to newer single-head meters will be simple and easy. In less than a minute, a technician can remove the old meter head and replace it, leaving the rest of the meter intact. Using the existing meter housings greatly reduces the amount of waste created when switching systems.

ALTERNATIVE TRANSPORTATION

The biggest way to reduce pollution associated with cars is, of course, to stop driving whenever you can! The Partnership invests meter revenues into projects that improve pedestrian safety so you can walk to more destinations. At a number of busy intersections, the Partnership has installed

lead indicators that give pedestrians a head start and countdown signals that tell pedestrians how much time remains to cross the intersection. Boldly-striped crosswalks also improve drivers' ability to see and respond to pedestrian crosswalks. Next year the Partnership is taking crosswalk visibility to the next level when we install an in-pavement flashing crosswalk on Fifth Avenue at Spruce Street. If successful, more flashing crosswalks will follow. Making it easier, safer, and more enjoyable to stroll the sidewalks of Uptown frees parking for those who are driving - creating a parking benefit out of an environmental goal.



The IPS meter uses solar power and accepts credit cards!

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
Anne Rast, Vice President
Ronald Baranov, Treasurer
Warren Simon, Secretary
John Eisenhart
Jim Frost
Robert Grinchuck
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

NEIGHBORHOOD INVOLVEMENT



Five Points community members participate in a workshop to identify problems in their neighborhood.

In November 2008, Uptown Partnership will host a Parking and Traffic Workshop to identify parking and traffic issues in the area surrounding the Washington-Goldfinch intersection. The workshop is the first step in deciding how to address some of the frustrations that Mission Hills residents and businesses encounter on a daily basis.

Following this workshop, the Partnership will convene an Advisory Committee of Mission Hills business persons, property owners, and residents. Their responsibility will be to set priorities for further study, evaluate the data collected, and work with City Traffic Engineering to develop proposals that address neighborhood parking and traffic issues.

At a second workshop, the Partnership, City Traffic Engineering, and the Advisory Committee will present their findings and get additional neighborhood comments.

Partnership staff will prepare a report of findings and recommendations for adoption by the Partnership's Board of Directors based on input from the workshops, City staff, and Advisory Committee members.

The entire report development process will follow a highly-successful model being used in Five Points. This effort recently produced 25 new parking spaces on San Diego Avenue, a V-Calm sign, new paint and signs, and much more. Based on the Five Points experience, the Partnership anticipates a two-tiered approach to implementing improvements in Mission Hills: 1) installation of projects that do not require capital funding in 2009; and 2) identification of capital projects for inclusion in FY 2009-10 budgets.

If you are interested in participating or receiving e-mail notices about the workshops, please contact the Partnership's office at (619) 298-2541.

Five Points

UPDATES

The Partnership has contracted with KOA, a traffic engineering firm, to analyze proposed capital improvements for vehicle circulation and pedestrian mobility. Their work will include pedestrian safety enhancements for the I-5 underpass at Washington Street. The consultants will collaborate with an existing neighborhood Advisory Committee and City Traffic Engineering. The neighborhood will be invited to participate in workshops to be scheduled in 2008 and 2009.

Bankers Hill

Glen Schmidt of the Schmidt Design Group, Inc., and Brad Lewis of Helix Environmental Planning, Inc., are the consultants for the Bankers Hill Streetscape Design Guidelines Project. The purpose of the project is to develop guidelines for future streetscape improvements so that they create a "sense of place" and distinct identity for Bankers Hill. Improvements may include landscaping, lighting, street furnishings, identity signage, and traffic calming measures.

After initiating this project several years ago, the neighborhood was unable to complete the funding. The Partnership was able to assemble a funding package in 2008 that includes parking meter revenues, *pro bono* contributions by the consultants, and a grant from the County of San Diego through Supervisor Ron Roberts.

Hillcrest Corridor Mobility Strategy

RBF Consulting firm is working to complete the final report for the Hillcrest Corridor Mobility Strategy by the end of October 2008. City staff anticipates incorporating the report as part of the Mobility Element for the Community Plan Update. If you are interested in obtaining more information, please contact the City Planner for Uptown, Marlon Pangilinan, at (619) 235-5293.

MISSION [HILLS] ACCOMPLISHED!



The Mission Hills neighborhood is celebrating the culmination of more than 10 years of effort to upgrade the major intersection at Washington and Goldfinch Streets. In September 2008, the City of San Diego and Palm Engineering completed new medians with landscaping, new corners with ramps, and new crosswalks with pavers reminiscent of historic Mission Hills.

In the years leading up to completion of this project, a number of Mission Hills businesses and residents collaborated to create a design that was reviewed and refined at working sessions. Then, in 2003, the Partnership committed \$168,000 in parking meter revenues to partially fund the project. With persistence

and dedication, the neighborhood secured additional project funds from a variety of local, state, and federal sources.

For the past six months, the Partnership has worked with the Mission Hills Business Improvement District and Council Member Kevin Faulconer's office to mitigate neighborhood impacts during the construction. CLB Partners and Turner Construction also provided ongoing information about their construction project on Ft. Stockton Drive and coordinated their traffic plans with the intersection construction.

Not only is the final result something to be proud of for its increased safety and beauty, the Washington-Goldfinch project is an excellent example of a successful collaborative effort. Many people devoted energy and expertise over a long period of time to accomplish this project – congratulations all around!

UPTOWN PARTNERSHIP INTRODUCES

JOHN HARGREAVES



Although originally from Hartford, Connecticut, John Hargreaves considers himself a native Californian. He grew up in Escondido and has called San Diego his home for over 22 years. John has spent time working in government, both federal and local, and uses those experiences to bring a fresh perspective to the Partnership.

Following his bachelor's degree in Political Science from the University of California, San Diego, John obtained a master's degree in Public Administration from the University of Southern California. John plans to someday return to school to pursue additional degrees in urban planning or business administration. At home, John enjoys cooking and cheering for the San Diego Chargers. Go Bolts!

UPTOWN PARTNERSHIP HONORS

GEORGE FRANCK



After eight years, George Franck has retired from his professional career as a planner for the second time. The first time was after three decades at San Diego Association of Governments (SANDAG). This time he is leaving Uptown Partnership where he has used his experience and contacts to manage projects and studies part-time.

A native of Philadelphia, George earned a Bachelor's Degree in City Planning from the University of Virginia and a Master's Degree in Urban Planning from SDSU.

Now that he is re-retired, George will have more time for studying local architectural history, planning weekly treks around the county for his hiking group, and being the best grandad on the planet.

CITYFEST 2008

At the 25th Annual CityFest Arts and Crafts Festival on August 10, 2008, Uptown Partnership staff and volunteers spent the day previewing new meter technologies presented by City of San Diego employees Ben Acasio and Jose Rios. Display models of a Cale pay-by-space meter and IPS single-head meter capable of taking credit cards attracted lots of attention from the crowd.

The Partnership expects to begin installing pay-by-space meters in Uptown in 2009. In the meantime, the City will begin testing the single-head meters that accept credit cards in Hillcrest later this year.

For more information on new meter technology, projects, or parking meter cards, please visit our website at www.uptownpartnership.org.



From left to right: Jose Rios, Janelle Luna, and Ben Acasio were all smiles at CityFest.

