



UPTOWN
COMMUNITY
PARKING DISTRICT

Bankers Hill | Hillcrest | Int'l Restaurant Row | Mission Hills

April 13, 2022

City of San Diego
Office of Small Business
1200 Avenue, suite 1400
San Diego, CA 92101

Re: Support for the Greater Hillcrest Maintenance Assessment District

To Whom It May Concern,

The Uptown Community Parking District at their monthly Board of Directors meeting held Monday, April 11, 2022, voted to issue a letter of support for the creation of a Greater Hillcrest Maintenance Assessment District to serve the Hillcrest neighborhood.

The UCPD is reinvesting over \$3.1 million in the Hillcrest community. Capital improvement projects include: The Normal Street Promenade, Hillcrest Little Spot, and 4th and 5th Bike lanes. The budget allocated projects will need to be maintained by a secure funding source. The Hillcrest kiosks and wayfinding signs are currently maintained by the UCPD, but ongoing maintenance and operations will be needed in the future. Pedestrian and Park elements will be implemented as part of the proposed construction of 40 parking places on Normal Street (north of Lincoln Ave.), as long as a Maintenance Assessment District is created to maintain it. Without an established maintenance entity then only meters and asphalt will be installed.

The establishment of the Greater Hillcrest Maintenance Assessment District will provide operations, clean and safe activities as well as the maintenance of community improvement projects, enhanced landscaping, and security to the benefit of Hillcrest residents, businesses, and visitors alike.

Sincerely,

Roy Dahl,
President

Cc; The Hillcrest Business Association