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Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ January 8, 2019, 5pm
 Joyce Beers Community Center
 1230 Cleveland Ave., San Diego, CA 92103

Agenda

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| 1. Call to order and introductions | T. Daiber-Hirst | 2 minutes |
| 2. Public comment (2 minutes per speaker) (information) | | 8 minutes |
| 3. President’s report (information) | T. Daiber-Hirst | 5 minutes |
| 4. Executive Director’s report (information) | B. Nicholls | 5 minutes |
| 5. Consent agenda (action) | R. Bedrosian | 5 minutes |
| a. Approval of minutes from December 2018 ¹ | | |
| 6. Executive Committee items | T. Daiber-Hirst | 10 minutes |
| a. Discussion concerning National Main Street Conf. (action) | | |
| b. Final report concerning IRS audit (information) | | |
| 7. Beautification Committee items | T. Daiber-Hirst | 10 minutes |
| a. Letter concerning University Ave. tree plan (action) ² | | |
| b. Discussion concerning EMAD restart (action) | | |
| 8. Special Event Committee items | R. Bedrosian | 10 minutes |
| a. Discussion concerning purchasing Farmers Market equipment (action) | | |
| b. Report on Taste ‘n Tinis (information) | | |

Adjourn

Attachments:

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1. Minutes from December 2018.
 2. University Ave. Tree Plan.
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2019 Standing Committees:

- Beautification (T. Daiber-Hirst)
- Executive (T. Daiber-Hirst)
- Special Events (R. Bedrosian)
- Marketing (B. Casey)

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Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ December 11, 2018, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103
November 14th 2018
Minutes

Board Members in attendance:

Colleen Cavalieri, John Husler, Tami Daiber-Hirst, Glenn Younger, Paul Smith, Jeff Jackson, Charles Kauffman, Brian Casey Ryan Bedrosian, Jessica Baro

Board Members absent:

Dalour Younan, Tina Shirley

Staff in attendance:

Benjamin Nicholls, Mary Joseph

Public in attendance:

Patrick Santana, Brittany Baily

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst wished everyone a Merry Christmas and thanked them for another year of service. She announced that she was looking forward to Taste n Tinis on Thursday. Ticket sales are strong this year.
- B. Nicholls reported on a number of advocacy items including that the Normal Street Promenade project converting to a public process. He reported that the City adopted the project as a Capital Improvement Project making it an official city project and that on Friday, SANDAG will vote to support the project.
- He reported on negotiations with the SDPD regarding changes to the farmers market
 - Motion: Approval of minutes from November 2018 and approval of financials from October 2018. (R. Bedrosian / Younger). Motion carries with all in favor.
- A letter was included the packet outlining proposed rules for rideshare scooters. The Executive Committee discussed this item and wanted to suggest writing a letter of support for the proposal.
 - Motion: Approve the letter. (R. Bedrosian / Younger). Motion carries with all in favor.

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- T. Daiber-Hirst introduced a letter drafted by the Beautification Committee concerning sidewalk repair that makes suggestions concerning how to streamline sidewalk repair in older neighborhoods. The group discussed the letter.
 - Motion: Approve the letter. (Daiber-Hirst / Bedrosian). Motion carries with all in favor.

 - The group discussed a request from the City Council office regarding the installation of rainbow crosswalks. The request is to have the HBA sign an encroachment/ maintenance removal agreement (EMRA). B. Nicholls explains that this would mean that the HBA takes ownership of the maintenance of the crosswalk and its potential removal after it is constructed. The location of the crosswalk will determine the cost of repair, which is between \$7,000 and \$20,000. HBA would take on a similar liability as it has for the sign and the pride flagpole.
 - Motion: Approve the EMRA in concept with the caveat that the HBA have final decision on location of the crosswalk. (Daiber-Hirst / Younger). Motion carries with all in favor.

 - The group had a discussion concerning Farmers Market permit The SDPD are asking HBA to stop using the medians for parking.
 - Today staff negotiated a change that would allow an expansion of the venue to accommodate parking within the venue but not on the medians.
 - Motion: Approve the plan as presented as a path forward for the market with the statement that this is the SDPD plan and not a plan that the HBA believes is safe or endorses. (Daiber-Hirst / Younger). Motion carries with all in favor.

Meeting adjourns.

RECOMMENDATIONS FOR THE TREESCAPE ALONG HILLCREST'S UNIVERSITY AVENUE

HBA TREE SUBCOMMITTEE — DECEMBER 16, 2018



RENDERING OF TIPUANA TREES IN MEDIAN , ~10 YEAR MARK

OUR PRIMARY CONSIDERATIONS

INCREASED SHADE CANOPY

With higher temperatures expected over the next 80 years, there's a increased need for Uptown's street trees to provide shelter from the sun and ambient cooling. Existing Jacaranda trees are less than ideal because they often shed their leaves and they struggle to grow full enough under difficult conditions. Existing Gold Medallion trees, while quite decorative, have a canopy too small to adequately cover the space between their planting wells. The lifespan of the Gold Medallion tree is also relatively short — 50 years. Our suggestion for future trees favor shade value foremost, to invest in a substantial long-term shade canopy.

ADEQUATE SCALE

University Avenue is very wide: the boulevard has widths up to 75 feet in places. Any species selected for 'large tree plantings' should be scaled to match the size of University Ave itself.

RESILIENCE

University Avenue presents street trees with many challenges: car exhaust, branch tearing by vehicles, animal and human waste deposits, vandalism to trunk and branches, and infrequent care or trimming. Our tree recommendations are guided by rapidity of growth, ease of maintenance, and overall species resilience.

APPROPRIATE FOR CLIMATE & FUNCTION

San Diego is classified as having a Mediterranean climate. However, San Diego is much more arid than typical Mediterranean climates.* Plantings should steer away from portraying the city as a "tropical" zone (ie, palm trees, jungle species, etc.), instead preferring species that are native to a dry climate or hardy in San Diego's climate type (e.g., succulents). Our suggestions seek species that fit their site context, be that a BMP planter (inundation) or simply being able to tolerate periods of drought.

GREATER VISUAL COHERENCE

Currently University Ave. medians are planted with hodge-podge mix of species: pine trees, jacarandas, water gums, palm trees, orchids. Rather than presenting a well unified along the roadway, this random variety of species ends up ceding the visual landscape to stronger elements (such as car lanes). Our tree recommendations seek to create a more coherent sense of place for the University Avenue corridor by maintaining a more consistent pattern of planting — not just for this planting cycle but also for tree well replacement in future cycles.

* https://en.wikipedia.org/wiki/Climate_of_San_Diego

PROBLEMATIC CURRENT CONDITIONS

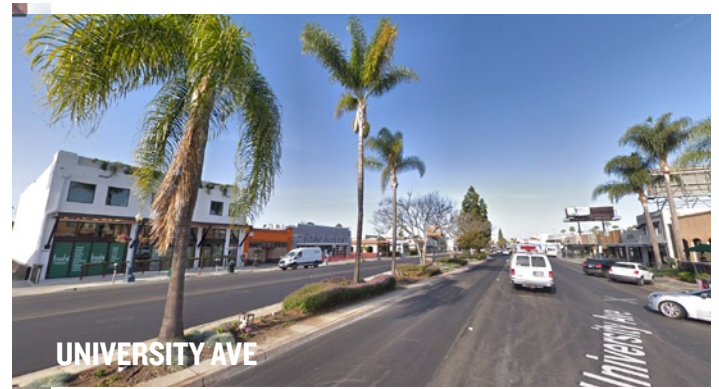
EXISTING PROBLEM: **SHADE DEFICIENCY**

Photos show how the current plantings along University Avenue are insufficient to offer a good shade canopy along the sidewalk.



EXISTING PROBLEM: **VISUAL INCOHERENCE**

Existing median trees along central University Avenue present an inconsistent variety of species.



Compare this with Santa Monica Boulevard (LA)— where all sidewalks are exclusively planted with Chinese Elms and all medians are planted with Hong Kong orchid trees.



THE RECOMMENDATIONS

The following three pages set forth specific tree species recommendations to be used in selecting new plantings along University Avenue. All tree recommendations conform to both the City of San Diego's tree guide (parkway sizes are listed next to each tree) as well as the Uptown Community Plan tree selection guide.

Our recommendations are organized according to the type of site for the planting. The three types of sites are:

MEDIANS

BULBOUTS AND EDGE ISLANDS

SIDEWALK TREE WELLS (PARKWAYS)

MEDIAN TREE SELECTION

IN ORDER OF PREFERENCE

MEDIAN - LARGE TREES

- Tipu** (Tipuana Tipu)
10' median. Chosen for its large canopy, deep shade, yellow flowers.
- Chinese Elm** (Ulmus parvifolia 'Sempervirens')
6' median. Chosen for its large canopy, persistent leaves, verticality.
- California Sycamore** (Platanus racemosa)
6' median. Chosen for its fast growth, inundation tolerance, canopy.



Tipuana tree blooming in Balboa Park, San Diego, July 13, 2010



Chinese Elm



California Sycamore

MEDIAN - SMALL TREES

- Palo Verde** (Parkinsonia 'Desert Museum') -
4' median. Chosen for its arid climate resilience, gold flowers to match Tipu.
- Fruitless Olive** (Olea europaea) - in 6' median
6' median. Chosen for its inundation tolerance, fast growth.



Palo Verde



Fruitless Olive

MEDIAN SURFACE

Median covered with rock mulch, large rocks, and plantings of Draco tree, Agave, Aloe to fill gaps.



CURB
ROADWAY

SCHEME 1 - PREFERRED



CURB
ROADWAY

SCHEME 2 - ALTERNATE FOR SMALLER MEDIANS

BULBOUT TREE SELECTION

IN ORDER OF PREFERENCE

BULBOUS - LARGE TREES

- 1 **Chinese Elm** (*Ulmus parvifolia* 'Sempervirens')
6' parkway. Chosen for its large canopy, persistent leaves, verticality.
- 2 **Holly Oak** (*Quercus ilex*)
4' parkway. Chosen for its arid climate resilience, gold flowers to match Tipu.



Chinese Elm



Fruitless Olive



Holly Oak



Palo Verde

EDGE ISLANDS - SMALL TREES

- 1 **Fruitless Olive** (*Olea europaea*)
6' parkway. Chosen for its inundation tolerance, fast growth.
- 2 **Palo Verde** (*Parkinsonia* 'Desert Museum')
4' parkway. Chosen for its arid climate resilience, gold flowers to match Tipu.



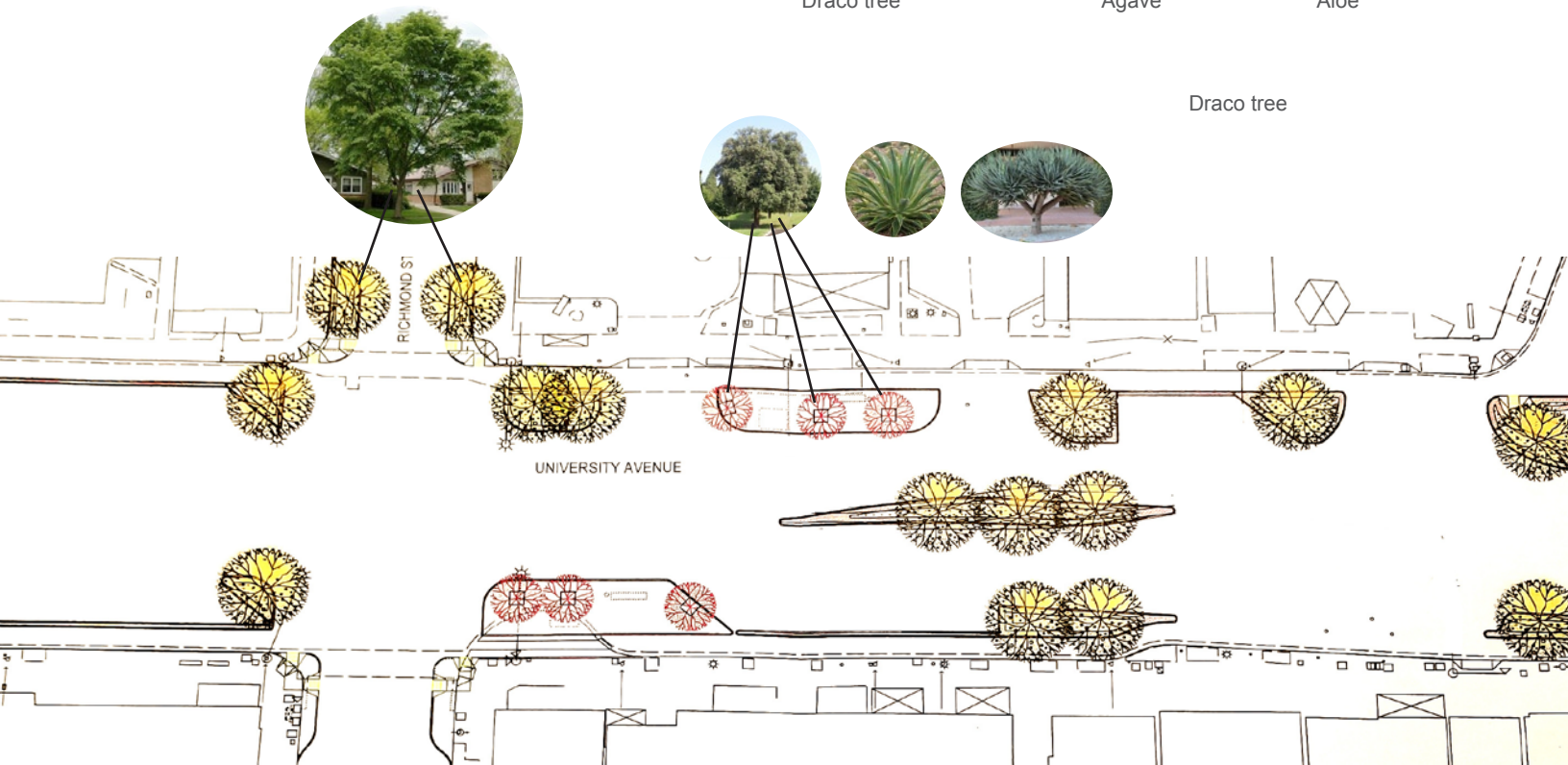
Draco tree



Agave



Aloe



SCHEME I - PREFERRED

SIDEWALK TREE SELECTION

IN ORDER OF PREFERENCE

SIDEWALK - LARGE TREES

- 1 **Chinese Elm** (*Ulmus parvifolia* 'Sempervirens')
6' parkway. Chosen for its large canopy, persistent leaves, verticality.
- 2 **California Sycamore** (*Platanus racemosa*)
6' parkway. Chosen for its fast growth, inundation tolerance,



Chinese Elm



Holly Oak



California Sycamore



Fruitless Olive

SIDEWALK - SMALL TREES

- 1 **Holly Oak** (*Quercus ilex*)
4' parkway. Chosen for its arid climate resilience, gold flowers to match Tipu.
- 2 **Fruitless Olive** (*Olea europaea*)
6' parkway. Chosen for its inundation tolerance, fast growth.

SMALL PLANTINGS

Draco tree, candelabra euphorbia, agave, and aloe



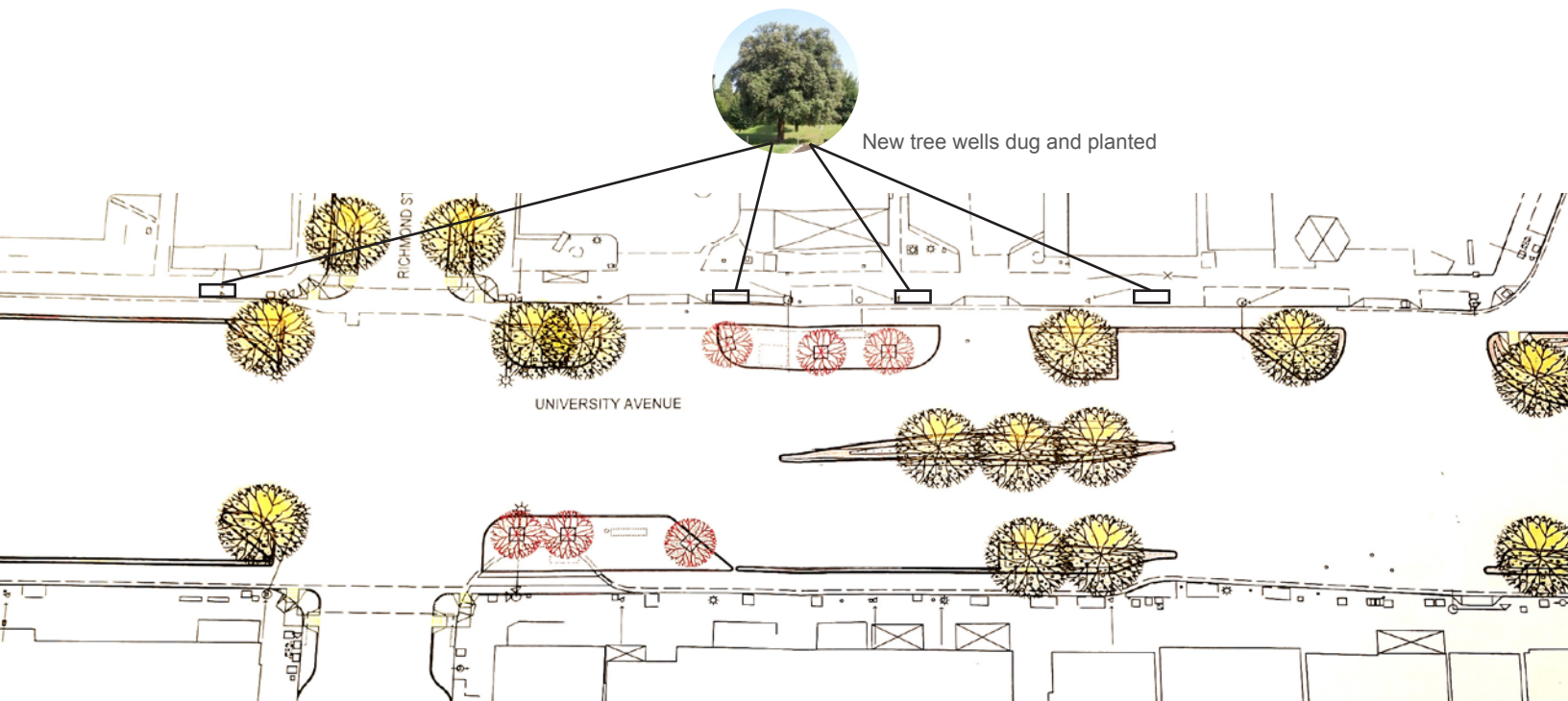
Draco tree



Agave



Aloe



SCHEME I - PREFERRED

ADDITIONAL GOAL: AN ORDERLY UNIVERSITY AVE STREETScape

TREE REPLACEMENT

Current street tree wells are planted with a mix of decorative flowering trees such as gold medallion, jacaranda, and Hong Kong Orchid trees. As these trees are replaced, the wells should be replaced with a consistent set of shade trees. Our recommendation is that the street trees be Chinese Elm (where possible), Holly Oak, or California Sycamore. These species offer greater shade canopy and less flower droppings on the sidewalks. (Replacement guide to come).

IRRIGATION AND CLEARING

Irrigation should be provided in the new edge island and bulbout planters. In addition, crowded plantings in existing street tree wells should be removed (such as Oleanders adjacent to trees). Low quality planters (often terracotta) should be removed along with other random elements along the sidewalk, as much as possible.

SURFACING

Median and bulbout surface should be rock mulch (sized to be harmless if thrown) along with heavy boulders (sized to be un-liftable). If rock mulch is unavailable, decomposed granite is a decent substitute. Median surface and tree wells should **not** be filled with river stones, gravel, bark mulch, or other loose material.

IMPROVED TREE WELLS

Ideally, custom iron tree grates would be cast for University Avenue tree wells to protect the tree roots. Openings around trunk should be sized for long term trunk expansion. If tree grates are unavailable, then other flush surface treatments such as RubberWay mats should be used. Open dirt or gravel is not to be used



HBA TREE SUBCOMMITTEE:

Michael Brennan, Gail Freidt,
Jonathan Lopez, Benjamin Nicholls,
Patrick Santana, Trent St. Louis

Report drafted by Patrick Santana