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Hillcrest Business Association

For immediate release

May 24, 2010

UCSD students beautify Hillcrest alley for an evening of urban-inspiration

Dark, dirty, polluted dumpsters and crime: is this what you visualize when you picture an urban alley?

A group of motivated University of California, San Diego (UCSD) urban studies and planning students have been hard at work changing this stereotype with Project Alleyway 4.5 – an evening of alleyway possibility.

On Thursday, June 3, 2010 from 6:30 p.m. to 8:00 p.m., these students will inspire Hillcrest by showcasing how simple beautification and practical adornments such as lights, plants, and replacing pavement can make alleyways safer, more sustainable, and visually attractive for pedestrians.

“Progressive communities all over the country are finding ways to make their alleyways more usable spaces,” says Benjamin Nicholls, Executive Director of the HBA. Major U.S. cities such as Chicago, Seattle, and Los Angeles are all reclaiming their alleyways by converting them into spaces that actively promote pedestrian walkability, safety, and environmental sustainability. These cities have created aesthetic tactics such as placing greenery and art along alleyway walls, hanging light installations out of recycled materials, and have re-imagined functionality for businesses and their usage of alleyways.

With similar efforts to re-imagine alleyways and create inspired, urban savvy uses of space, the Hillcrest community “is taking an opportunity to explore different ways Hillcrest alleys can be more environmentally friendly, safer, and useful,” stated Nicholls.

Project Alleyway 4.5 will highlight the possibilities of Hillcrest’s alleyways and will take place in the alleyway running from Robinson Avenue to University Avenue between 4th Avenue and 5th Avenue on Thursday, June 3, 2010 from 6:30 p.m. – 8:00 pm. Project Alleyway 4.5 will be a community celebration of re-imagined space. You are invited to an evening in the alley! Food and drinks will be provided by Pasha’s Mediterranean Grill, Sambuca Italian Bistro, Bite: Modern California Bistro and Wine Bar, and City Delicatessen. There will also be an opportunity to enter a raffle to win gift cards and treats from local businesses!

Please come and enjoy an evening of urban inspiration.

Find out more at www.fabulouhillcrest.com.

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