

# APPENDIX

# Consensus Items

Groups were asked on Saturday afternoon to see how many of these issues were already agreed upon -- and which ones needed more work. About 80% of the items had consensus by this stage. Groups then discussed the remaining 20% and most tables reached consensus on most items.

## **General**

- Reduce resident auto trip making
- Create a vibrant active village life
- Create successful neighborhood friendly businesses
- Create mixed use building form on La Jolla Boulevard

## **Safety**

- Slow traffic on La Jolla Boulevard
- Slow traffic on all neighborhood streets
- Improve safe pedestrian access across La Jolla Boulevard
- Introduce medians on La Jolla Boulevard, north Camino de la Costa
- Introduce attractive, effective street lighting
- Fix neighborhood traffic patterns, speed and behavior concurrent with La Jolla Boulevard

## **Beauty**

- Underground Utilities
- Architectural Guidelines
- More green, landscaping
- More public space

- Convenience (mobility and access)
- Many neighborhood shops
- What is convenience?

## **Families**

- Children able to walk to many locations
- Reduced dependency on autos
- Many opportunities for social interactions

## **Peaceful**

- Quieter traffic
- Reduced overall noise levels

## **Village Qualities**

- More public space
- Motorists behaving well in shopping district
- Parking that is convenient
- Comfortable to enter and exit the car

**La Jolla Boulevard**

Reduce traffic speeds to 25 mph  
Reduce times motorists stop  
Keep traffic in motion at low speeds  
Continue to move all current traffic and 5% growth  
Continue to move all current traffic and 10% growth  
Continue to move all current traffic and 20% growth

**Intersections and Roundabouts**

Gateway entry at Bird Rock  
Roundabout at Forward Street  
Roundabout at Colima Street  
Roundabout at Turquoise

**Bird Rock, Forward, Midway Streets**

Reduce speeding  
Reduce volume 5%  
Hold to current volume  
Allow 5% increase in volume

**Linda Rosa Avenue and Bellevue Avenue**

Reduce speeding  
Reduce potential to cut thru

**Chelsea and Calumet**

Reduce speeding  
Improve sight distances  
Reduce volume  
Increase park land

**Colima Street**

Reduce speeding  
Improve school drop-off  
Improve school access for children

**Midway Street**

Create gateway with new condominium

**On-Street Parking**

Retain as much on-street parking as possible  
Fully consider and measure potential for diagonal parking on La Jolla Boulevard

## **Debriefing**

A debriefing meeting to explain the progress of initial analyses of the community's input was conducted on Sunday, April 21, 2002, at 4 p.m. Approximately 92 people attended. During this informal event, Michael Wallwork and Dan Burden explained some of the key elements that were under consideration for the traffic management plan. They both explained that at this point they do not have final decisions on what will occur at many sites.

Michael talked about candidate sites for roundabouts and explained proposed cross sections. Some neighborhood traffic calming treatments such as the removal of double yellow lines on Forward Street were mentioned. Michael said he was looking at some median-type treatments at curves. Other intersection treatments, such as curb extensions were discussed briefly. Dan said it is important to understand that at roundabouts there are no traffic signals, so the trip time for someone traveling through is not dramatically changed despite the single lane of traffic.

The example of Del Ray Beach was cited as an example of how a nicely landscaped street attracts traffic despite reduced speeds. Beautified streets are preferred by drivers. In this case, the State originally required streets parallel to Del Ray Beach to be turned into a one-way couplet to compensate for the narrowing of Del Ray Beach. Over time they realized that very little traffic was using the one-way couplet.

Dan explained that on June 8 a final presentation will be made, with opportunities to refine the plan and reach consensus. Following that, he will ask for volunteers to serve on a steering committee to solicit support for the final plan. These people will help go door to door to share the plan with neighbors and seek support of at least 60% of the people. This will give the community the tools to go to their political leaders for funding.

Traffic count and trip diary forms were distributed. Each household was asked to keep a trip diary for one week and bring it to the June 8 meeting. They were also asked to form groups to take some traffic counts during the times of day they feel the traffic is heaviest. These surveys will help form a baseline for how things change after improvements have been made.

A question and answer period followed. One gentlemen remarked that many people had been involved in the development of a traffic management plan for the

community for many months, even years. Another person said he had a major concern with congestion. He pointed out that although we talked about local trips, they have a lot of beach traffic going through La Jolla. Dan responded that the community must decide how much traffic they want to accommodate within the village. The vision of San Diego as a city of villages means people won't have to go everywhere in their cars. Michael added to the discussion of traffic congestion by explaining that the big picture includes the surrounding area, such as in Nautilus. There is not much spare capacity left in Nautilus, which constrains the amount of traffic that can flow through Bird Rock. Because there is little cross traffic on La Jolla Boulevard, cars will not have to stop often. His preliminary analyses show the roundabout will have a better level of service than the current traffic signal. The disruption to the overall traffic flow is reduced because cross traffic doesn't completely halt traffic on the main street. A discussion followed during which Michael explained the difference between a traffic circle and a roundabout.

The developer of the condominiums that will be constructed near Midway responded to an inquiry by a citizen about whether he would support changes to his current design. Michael has suggested the roundabout at Colima would serve the entrance and exit point and would work well.

One gentleman said that although the roundabout at Turquoise wasn't emphasized he would like one there because it would be a good gateway for the community. Michael responded that it is a poor intersection, but he hasn't had time to study it. It is feasible, but the issue is cost. This gentleman further explained he was concerned that Wrelton would become the new bypass for La Jolla Boulevard. It is a safety issue there.

## La Jolla Focus Groups

**FRIDAY, APRIL 19, 2002**

Throughout the day, people attended focus group sessions. Dan explained to each group that the purpose of a focus group is to hear from groups that have needs in common. This helps the consultant team know what is going on before the public session in the evening. Participants were told that this is their opportunity to let consultants know what is most important. Their input will provide a deeper understanding of the issues that should be addressed in the evening presentation. Consultant questions and discussion summaries are in italics. Comments from the public are listed as bullet points.

### 8:00 Residents

*What is the most important outcome for this process?*

- I want to make the neighborhoods difficult to drive through. We have seen a lot of plans that would make it difficult to get to our houses, but cut through traffic is a concern of the residents. This may be at cross-purposes with the businesses.
- Anticipates density is going to increase and there will be more traffic in the future. The well intended idea of diagonal parking it didn't seem like a good idea for the neighborhoods. There is speeding in excess of 50 mph infrequently. I would like this group to work from the neighborhoods and work into the commercial area. Create destination neighborhoods. The inconvenience of closures and one-way streets.
- Make it commutable community. People want to get to work fast.
- Make it walkable. People shouldn't be scared to cross the street to get to the ocean.
- People should be able to access the school.
- Make it safe on side streets.
- Respect business community to have opportunity to create successful businesses.
- Neighborhoods do not change much. The boulevard will become more of a major thoroughfare because of the condos. That will take care of the merchants. I'm concerned that as traffic increases and the city tries to slow it, people will peel off into our neighborhood streets. The sidewalks flood.
- I would like a majority of the people in the area to be aware of what is going on and are committed to getting involved.
- Bicyclists use the sidewalks.
- Forward is a heavily traveled cut through street with a double yellow line. I would like to see the traffic slowed on all the streets.
- Being between Pacific Beach and downtown La Jolla we have an issue. I would like to see the community develop more as its own neighborhood; keep what we have residentially; allow condos and business. There is a conflict between allowing and encouraging traffic to move fast and allowing people to go walking and bicycling. I would like to see a good approach to those tradeoffs. Slow all traffic, including La Jolla Boulevard.
- Leaving in 1978 and returning now, the issues are exactly the same. Speeding on Forward, business on the boulevard. I am concerned about safety, not speed for commuters. Poor sight distance at corners; very difficult to get across.
- Bird Rock at Chelsea – very hard to get to the boulevard.
- Many streets don't have sidewalks.
- Give us bike lanes on La Jolla Hermosa to narrow the street.
- Safety is my number one concern. Speeds on Forward are fast. I watched a dump truck speed on Forward the other day; he had no business being there.
- Chelsea speeds are out of control.
- There is no access to the school property from Bird Rock. You have to walk all the way around.
- Condo project has a main entry on Colima. Those people will go right on Colima rather than the boulevard to avoid congestion.
- People are cutting through because it saves a minute or two because they can speed with impunity. They are avoiding two signals.
- First street is Colima; then Linda Rosa which feeds Midway and Forward.
- We would like to see a good practical plan for La Jolla Blvd that includes specific measures for reducing cut through now, not later. The wide street encourages speeding. All intersections are dangerous for pedestrians who want to cross the street. It is several blocks out of the way to use the traffic signal to cross the street.
- The phone bank business employees park on the side streets, which create even more sight distance problems because they park on corners.
- Del Mar on US 101 had the same problems a few years ago; they used median, bulb outs to make it more pedestrian friendly.
- All kids are driven across the boulevard. They do cross Forward, Colema. It is the after school hours that concern me. They are moving south in am and north in pm hours.
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- There was once a wonderfully symbiosis between neighbors and commerce. I could walk anywhere 20 years ago and do all my business. There was a post station, fish market, and other places in Bird Rock. But most residents didn't support that environment, so businesses left. I hope merchants show up because that is a key thing to making everything work.
- Safety is a big issue. I was hit. Chelsea and Boulevard is dangerous; should be traffic control. I find less speeding on side streets, but it is evident on the boulevard. I hope you can do something to move traffic smoothly on the boulevard.
- All traffic has to come through Colima and La Jolla Mesa and Linda Rosa, where intersections are twenty to thirty feet apart. All traffic has to come up Forward, Midway or Colima. Forward is a 30foot collector street, which is substandard by city's standard. You could gate these two streets but people from the hills would go out of their way to get kids to school.
- If you can't do these you would have to impede traffic on all three streets – Forward, Midway, and Colima.
- Add some signals for pedestrian crossings.
- With what you've heard, what is it that hasn't been said that you want us to hear before we go on with the next group so Michael knows what to look at and I bring up tonight.
- My main point is that I want it to be more of a pedestrian community.
- A comprehensive plan that looks at the area, not just La Jolla Blvd.

Dan remarked we ask people to look at things almost from a master plan view because we can't treat just one street.

- City has a terrible bus system. All these kids end up at other schools that are only a couple of miles away, but there is no dependable bus service.
- Safety and cut through traffic; don't care about commute times; would like to see businesses do better but not at their expense.
- More vibrant painting at the intersection; more defined.
- Agree about the need for a comprehensive look. Agree with traffic calming concepts despite inconvenience to people.
- I would like to see something happen – will it really change?
- I've made an effort to slow down; it isn't easy. People get mad. I've caused traffic disruptions by stopping for people in crosswalks. If we as a group decide to drive more slowly I think it would make an impact.
- Don't do bizarre treatments like the things they

put in the middle of intersections (Glendale).

- I'm interested in a master plan, but I'm not interested in theorizing. We need simple solutions that happen quickly and effectively. There has never been a sign that says speed limits strictly enforced.
- At La Jolla Boulevard and Bird Rock there will be a gas station and convenience store. I'm concerned that people will leave there and use side streets.
- Six condos and a Starbucks are going in at Forward and La Jolla.
- Midway and La Jolla Boulevard corner will also have 139 condos soon.
- In the hilly neighborhoods the street is blocked off. It has a different feel when a street is closed. We are an affluent neighborhood with million dollar houses; we should shoot for the stars.
- The safety of stop sign at La Jolla Boulevard and Forward is questionable. It has been there for years. There used to be one on Midway.
- Bellevue has a similar problem; people use it from Linda Rosa to avoid the light by using Camino De La Costa.
- West on Forward, right on Bellevue.
- Sight distance problems exacerbated by angles. Big bushes and cars block views.
- Most merchants along the boulevard do not own the property.
- Best profit for owners is to sell for condo properties.
- There is a Plan District Ordinance that is being revised; a community plan was just revised.
- Cut through and safe pedestrian crossings.

Michael Wallwork asked what community is served by the commercial area. The participants explained it isn't really the center for anyone, including the people who live in this area.

- How big is the community you represent? 3500 homes. Via Del Norte to Turquoise and from the Pacific to the top of Linda Rosa at the gate.

### 9:15 Bird Rock Elementary School Parents

What is the single most important thing as an outcome for this workshop set?

- I keep hearing people suggest things that have been tried and failed. I hope we don't repeat past mistakes and come up with fresh solution.
- Safety to and from school and friends houses. Now that I have school children I have my first taste of traffic reality. Speeds and getting children across the street. La Jolla Mesa and Colima and Linda Rose are big problems.
- Crosswalk at Van Nuys you can't see the traffic. Cuts will drive around her in the crosswalk with her kids. When I worked 5 days a week I didn't see the traffic

much. The neighborhood is also transitioning to households with children under five east of La Jolla Mesa.

- Many families moving into the neighborhood; sells real estate. Concerned about slowing down LJ Blvd. Can't cross even in crosswalk with stop signs. As they get older you see the kids walking across the street with a surfboard and can't imagine your own kids crossing there. There have been many plans – 40 years ago – it's the same thing we've been attempting to do; an opposition group to stop something. Eliminating some turns onto side streets might help.
- Colima is a cut through from Pacific Beach to La Jolla. It is really fast.
- Hard to cross at La Jolla Boulevard and Midway.
- I work at home and see daily traffic patterns. I think traffic has been steady through the area. When we had kids it seems like traffic is going faster. Bird Rock raised a generation, then the population of kids dropped and is now returning to family oriented neighborhood.
- Forward street at Bellevue – more stop signs and signals needed. I walk my kids to school. I've never let my kids on Forward. Thank goodness we have alleys. So many people run the stop signs.
- My kids are on the corner of Forward and Bellevue. People are trying to cut through to get to upper Hermosa and avoid La Jolla Boulevard. Some way to slow it down. La Jolla Boulevard should be main flow of traffic, not through neighborhoods. Keep the cars out of the neighborhoods and on the main thoroughfare. Provide incentive for them to use .
- On Colima and Bellevue the cars start at the top of the hill and zoom. It is very hard for kids to walk to school alone because there are so many cars.
- Midway is the same – they start at top and zoom down. There are at least 200 kids who want to ride their bikes and walk, but you just can't let them because of the cars.
- Most police enforcement in Marin County helps.
- They used to have traffic patrol on La Jolla Mesa. You don't see anyone there any more.
- San Diego City does the police work.
- Realism is my goal. The points are good, such as the cycle of people/families. Let's look at long term goals that fit into the upcoming development.
- I also wonder if this whole effort is just a dog and pony show. There is a lack of decent transportation, but a difficult short term goal.
- At least 50% of the stop signs have been installed in the last five years. There is a pattern of running stop signs. What is the 16 year old going to do?

- When we talk about walking communities I think of skateboarding, skating, and bicycling. We should support this activity, not harass them for skateboarding. That is not a solution.
- It used to be we could see further because there were fewer homes. [Now sight distance is poor.]
- Traffic on Colima has gotten a bit worse. I've seen kids almost get hit by cars. Especially after school when kids are excited about going home there have been near misses. Something needs to be done – speed bumps, stops, or cul de sac.
- Speed bumps were tried and they failed. Some drivers honked their horns at speed bumps so property owners would be uncomfortable.
- 3 wrecks on La Jolla Hermosa.

*People told several stories about crashes and personal experiences with “scary” street crossings.*

- Crosswalk at Midway and LJ Blvd: dark. Several people hit; one senior who is still recovering from injuries. A friend who got rear ended when they stopped for a pedestrian in the crosswalk.
- I've been conscious of how I drive that road since my involvement in the traffic committee. There is no transition from Pacific Beach. People are cruising and there is no reason to slow down. On Colima they used to put speed traps. People speed where it goes from two to four lanes instead of slowing down according to the signs. Something in the roadway would help.
- We want it to be a more pedestrian friendly neighborhood. There is no access for residents when the school is closed. They have to walk around the school.
- Traffic at school Mr. Olaf – science teacher does the traffic.
- The yellow lines down Forward Street are ridiculous.

Dan explained that because they are calling this a collector there may be guidelines that require provision of a yellow line. The behavior needs to change.

- Beryl Street in Pacific Beach; they have installed chokers.
- Would love to have a stop sign Colima and Bellvue.
- Make La Jolla Boulevard more appealing than the neighborhoods [for traffic].
- Improve Bellevue and Forward; prevent traffic from going into upper Hermosa.
- There are three projects that will impact us; incorporate this into the planning effort.
- It seems impossible, but we want to make La Jolla Boulevard slow down without sending traffic into the neighborhoods.
- Don't forget La Jolla Mesa. It is the catalyst for all

of these things, especially with that hill and the intersection of Colima and Linda Rosa. It is a confusing intersection.

- Barricade at Camino De La Costa is a poor idea. We've had a stop sign there on a cement island that people literally ran it down within 36 hours. Traffic needs to slow down there.

*Dan explained that what has worked in the past to implement change is for the people who are most impacted form a task force and obtain 60% of the property owners to sign that they embrace the vision. With that, your political leaders can support you.*

## 12:00 Business Owners

- I've been in the area for a year and it seemed like everyone was for it and then suddenly a few people stopped it. A small percentage of people made a big ruckus.
- A lot of it is that we are merchants here, we don't live here. We don't want to cause any negative feeling with our customers. It was very uncomfortable because the residents got up in arms over changes we thought would be productive.
- Slowing traffic down.
- Parking is always a big issue, although not for my particular business.
- It's hard for my customers to cross the street. People won't cross the street.
- People would rather take their chances crossing the street.
- People can't cross the street at the stop sign.
- The main issue is the speed of the traffic along the business portion of the La Jolla Boulevard.
- Customers complain that they can't drive slowly without being harassed by faster moving traffic.
- There are two exits from La Jolla Boulevard. La Jolla Boulevard is moving the traffic through La Jolla. The vacant lots and open space encourage faster speeds.
- The traffic stop at Midway was removed. There is a two hour parking limit on some sections of the street, but it didn't help. Our parking lot is cannibalized by people who cannot park in the two hour limit zones.
- The majority of the business owners and property owners signed petitions favoring angled parking. Her customers fear exiting the cars and it is hard for them to get their pets in and out of the car.
- There is a rise at Colima and La Jolla Boulevard that make it hard to see.
- Some visitors misinterpret the advance crosswalk sign to mean that is where they are supposed to cross.
- They liked angled parking because it is easier for

people to get in out of their car rather than parallel parking.

- Garnet just used to be like this with people trying to park. Now there is enough room to back up slowly, look for traffic, and get out of the parking space.
- Two rear enders in front of my shop last month when people tried to slow down.
- Businesses are thriving now on Garnet.
- Businesses are serving mostly La Jolla; many people live closer to the village but prefer to park here.
- I draw from 5-6 miles around. Best base is from outside Bird Rock. During the week I have locals. Main business is outside Bird Rock.
- I have neighborhood customers, many of whom walk to my salon.
- Some people made business decisions based on the belief the angled parking would be installed.
- They would like a median strip because it would look nice. There was a discussion about medians and how they impact emergency service providers.

*There was a discussion about roundabouts and their impacts. Michael explained how speeds dropped in Golden, Colorado when the roundabouts were discussed.*

- Charlie discussed how loading zones could be moved to side streets, and that is some areas drivers have to walk a little to deliver.
- Some deliveries are made from the center lane while a forklift stops traffic to unload and deliver the products.
- Staff parking: across the street, on side streets, and private lots.
- Lights on the street are really needed.
- People are very hard to see in the crosswalks.
- More trash cans, benches.
- Any change is going to be a good change.
- Trees that create shade.
- Well placed trees.
- Under trim trees so shopkeeper signs aren't obscured.

*Michael discussed the Main Street program goals to get people out of their cars and then walking along the street.*

- People don't keep businesses open at night because there are no people.

*Charlie pointed out there are principles that can be learned from the Main Street program that we don't have time to teach now, but the area does need freshening and a theme.*

- There are a lot of business in Bird Rock that have licenses but that don't provide any parking. Parking in the back of the commercial buildings is used for things other than activity parking. There are abandoned cars in the lots. Tenants don't pay rent on parking so some landlords rent the spaces to others. Now they have to provide parking but some are grand fathered in.



- If this area become vibrant we will need more parking.

*Michael explained that when the street is changed in character the businesses thrived. One dollar invested in the street returns \$39 investment in businesses. Charlied added this is called freshening the public space, which is a lesson that can be learned from the malls. They create a safe convenient interesting place.*

- The sidewalks are too sloped because they have a drainage problem behind the store.

*Michael remarked we need curb and gutter on the alleys.*

### 1:15 BRCC Board

*What is it you think is the highest priority for this process?*

- To me it's all about the boulevard to make it look better and to find a way to pull in better tenants and healthier businesses that get more people there and make it easier to cross. Improve look and create identity.
- Forward and La Jolla Boulevard developer of mixed use center with Starbucks, café courtyard and fountain. I'd like to make it a gateway to La Jolla – something significant enough to make a change. A way to increase tourism with the last remaining hotels.
- A transportation system.
- Calm and capture traffic for retailers. If there is a way to obtain parking lots.
- Streetscape: bulb outs, lighting, landscaping – gas lamp atmosphere.
- The council is mostly residents with some business owners. My concern is a dangerous situation on the boulevard. We feel Bird Rock must be looked at comprehensively, but the main problem is La Jolla Boulevard is too wide. It is unwalkable and businesses can't be successful. Calm traffic.
- Lives on Colima Avenue but realize they can't close off the streets.
- Bird Rock Business District has been here since WWII. At one time people could walk up. Now we want it to be balanced between a destination with goods and services we need.
- Organization is technically a community development organization. They were incorporated December 2000 but they haven't yet solicited businesses.

*Charlie explained that Seattle changed their label to a neighborhood district. 60% of the people who work there live there, so they don't need the highways to the suburbs.*

- This area is considered a neighborhood center.
- I would like to see an effective way to capture the traffic for the businesses but along with that a cohesive flow of traffic through the community.
- We are a beach community and need to accept that we have a lot of traffic.
- We have our first large project that is bringing 140 new families, and that is just a beginning.
- Slow speeds, allow residents to use the village.
- As an organization we are focused on the boulevard and the residential areas. We all want what is best for the entire community.
- I would like to see a small trolley that could bring people from Mission Beach through the village. In order to do that we have to have a safe boulevard and businesses to capture people. Traffic problems are terrible in the village.
- Unless new projects are mandated to provide public parking under buildings we don't have projects.
- Look at new condo project on west side of La Jolla Boulevard because the ingress egress onto the boulevard will create a lot of traffic. Give some input on how that might work better. This is something that will fit into the whole picture.
- The big condo project is mixed use.
- Jay Wexler presentation influenced them; he didn't feel slowing people down would help. He did talk about approaching developers and asking them to provide public parking. Also, add attractive surface parking to capture people.
- The problem is that a lot of offices have moved in and they have a lot of employees who use up the parking.
- The elementary school is a key component. This one survived when they tried to shut it down. Traffic safety around it and people cutting through past the school to La Jolla Boulevard is where people are impacted.
- Kids should be able to cross the street. Pedestrian safety is first. Identifiable crosswalks.
- Identity for the entire community would help develop some pride and help the businesses. The community as residential is vibrant, but the business district is not attractive.
- Slow traffic, but don't stop it. Funnel it effectively.
- Prevent cut through traffic as much as possible. The last piece focused on the boulevard. The major concern of residents is to not add cars to their streets.
- Public transportation to focus on the coastal areas is needed.
- Beautification
- Village atmosphere

- Their unsuccessful effort to join the Main Street program helped them develop concepts to promote businesses.
- The business district should be community based.
- Zone four has to be 50/50 office/retail on the first floor. One of the things we talked about is how does the current PDO affect the businesses we get here?
- If, for example, we increased their density in exchange for their provision of underground public parking.
- BMW dealer parks the cars he is working on, on the side streets. The two hour zones are in front of the businesses but now employees park on La Jolla Hermosa.

*Michael remarked that in his expeditions during the day he found little traffic except service vehicles in the neighborhoods. He asked what time of day the cut through traffic is occurring. He noted there are nine slow points on Chelsea that make it undesirable to use the street as cut through.*

- People might be confusing speeding traffic with cut through traffic. It's the people in the neighborhood who speed.
- The afternoon and morning and during the school drop off times.
- There are people in this room now who believe the speeds may be excessive, but not as bad as people perceive.
- The problem is the fear of the unknown. We as a community had a frightening moment where we didn't know what was going on with the diagonal parking. No one saw it as slowing traffic, they looked at it as stopping traffic.
- The best comparison is Del Mar than Garnet. The stop signs at a corner aren't good, but the diagonal parking off the street in front of the businesses. Center median with trees and midblock crossings. If you go any time other than when people are trying to avoid the freeway the traffic flows well.
- The comparison to Pacific Beach is that many people don't like the Garnet change because it did adversely impact some neighborhoods.
- Three routes around La Jolla only: Ardath and Torrey Pines; La Jolla Mesa;
- Several times a day I am up and down the street and would like traffic speeds lower. On west side of boulevard other side go to Calumet to get on La Jolla Boulevard northbound go around the

block for safety's sake. 15% of the cars on La Jolla are traveling in excess of 40 mph.

- Rise in road at Colima is hard to see over. Because of elementary school we suggested the ingress egress for parking of condo development wanted a traffic signal for people crossing Colima or exiting the condo development. Proposed new intersection there. This project has not been completely signed off by the City. They have requested two street vacations. From Chelsea to Midway the street is narrow; it is a posted bike route type II (lane). They are going through the process of obtaining the space permanently. Street vacation of Colima; part of the rules are that in exchange they provide significant public benefit back for the taking of the public access and right of way. Now there is a raised median in front of the project. Currently 28 feet of asphalt and an 8 foot sidewalk.

*There was a discussion regarding roadway width and crashes. People are concerned that the proposed condo project seeks to permanently reduce the width of the street will create a hazardous situation.*

- More coastal access and places for people to park. It is residential right to the ocean. People like to come and watch the sunset.
- As this becomes more walkable more people will come down.
- La Jolla Hermosa is oversized. We have talked about having a Class I bikeway down the middle.
- As you enter and leave Bird Rock you come in on one lane. My feeling is that if it is one lane through those areas then the traffic could get through the business district too.
- Don't forget Calumet. We have the most pet traffic, foot traffic, weddings.
- Residents along Calumet do not object to improved public access, but the parking is a problem.
- A lot of people in Bird Rock don't care about the west side. You'll hear about the east side. There are concerns of people who live on the west side. It has to be something fair and spread out for the greater good; everybody might have to give up a little.
- Implementable plan that gives a sense of identity to the Bird Rock community that moves the traffic safely.
- There are only a few ways to go through this area. If you slow down traffic on the commercial streets it

## 2:30 Residents

will move to the neighborhoods. The face of La Jolla Boulevard is changing. Move traffic and preserve residential area.

- Safety is number one.
- Cohesive look for the community; that can be a part of traffic calming. I conjured up a picture in my mind of a median, some sort of sculpture or fountain entry point; the more pride and community feeling there is may be a desire to slow down. Laguna Beach is nice – they planted things in the curb extension.
- Be a viable business district.
- Would like to preserve and beautify. The parallel parking looks good; maybe find parking in other areas, like small lots.
- We see a diverse community. La Jolla Boulevard defines the community. I think we can get people across the street safely. Safety is number one. A new vision for landscaping on sidewalks, and some parking help I think this could work out well. It is the quiet of those side streets that made Bird Rock special. I see some nice landscaping. We don't want to make this into Pacific Beach. It is a pass through community. How can we preserve this and make it safe.
- I take my life in my hands to cross La Jolla Boulevard in the crosswalk. I go to the light to cross, but even then people sometimes don't stop. The street divides the community. I'm interested in beautification. Corona Del Mar has dolphins. Del Mar down to one lane in some places. Santa Barbara did uniformity of newspaper kiosks. Trash cans were uniform.
- We have a business that is a boiler room with a 100 employees and I cannot park on my street now. This business should have to do the same thing. It has been like that for 3.5 years. They are 5604 La Jolla Boulevard Phone Ware. Another business had 100 employees, but the city attorney required them to move. These people do provide some benefit, but some other solution for parking should be found.
- I grew up in NYC so I find crossing at the light okay. Who can argue against beauty? Anything to enhance the environment would be lovely. My primary concern is to not slow down traffic on La Jolla Boulevard and put it on the residential areas.

In Del Mar you have to go through the street in a manner which they dictate. Do not bring traffic onto side streets.

- The population has grow. This is one of two ways in and out of La Jolla. We have to understand the

reality of this being a main thoroughfare.

- If money is limited, safety is first.
- Cohesive flow throughout the community.
- Traffic calming along boulevard.
- Improved business district.
- Don't stop traffic.
- Don't make situation worse than it already is; accept that we live at the beach.
- I moved here to be able to walk for milk, to the beach.
- I love State Street in Santa Barbara. We can borrow from them.
- I don't see La Jolla Boulevard as defining Bird Rock, but it is a feature. What defines it to me is the single family residential neighborhoods, especially the east side where there are children.
- Our commercial district doesn't sell the things that attract residents to shop there. What is happening is that the development is turning to condominiums instead of retail or service. The development trends are important.
- Joggers, cyclists, fitness walkers, people walking dogs all use this area in addition to surfers (west side)
- East side facilities for bicyclists needed to support alternative modes.
- This started when the merchants started to discuss diagonal parking and one lane in either direction. I was surprised because there is ample parking right now and on other days. I don't understand the issue of needing additional parking. I have never had problems parking. In the evenings the restaurant patrons do tend to fill the spaces. I don't think landscaping is the issue because it is expensive and not usually well maintained, but you can do a lot with lights in the median. You would have to form a landscape maintenance district if you want landscaping.
- There is a school here to consider.
- Don't rule out shutting off Colima and Linda Rosa because it makes all the problems go away
- Increase in traffic on Bird Rock
- Been here since 1945 and wasn't allowed to cross La Jolla Boulevard as a child because it wasn't safe.
- The traffic isn't just pass through. Families used to have one car, now they have several cars per family.
- I experience some difficulty parking, especially at Bully's. Crossing the street for mothers with small children. A bridge could help.
- If there were some kind of shuttle from parking to shopping it would be fun.

- Once they had a taste of Bird Rock event that was fun.
- I used to work at Buckman's, where they served hamburgers (where piano store is)
- The speed bumps on Linda Rosa were very irritating. Luckily they took those out.
- Traffic on Bird Rock and Bellevue is increasing lately. Fedex and UPS and water trucks and construction trucks. She lives east on 718 and 748.
- In chula Vista they have a street with a theater that is landscaped and quite beautiful.
- The condos shocked me and will make a mess down on that end. There was a project many years ago on east end of Bird Rock Avenue with 60-70 houses but it was killed because of traffic.
- The trolley in Mission Valley has brought some bad influence.
- I don't want to make things any worse than they are now. No more cars into residential areas. It is important to let drivers get across La Jolla Boulevard. You can't make u-turns conveniently on two lanes.
- Hazards afoot – at Midway you can get stranded in the middle of the boulevard, which is a precarious place to be. I now replace a ½ mile walk with a 2 mile drive.
- The sight distance requirements should be honored (10 times speed limit). That is often not the case.
- The stop sign at Forward Street and La Jolla Boulevard late in the afternoon on a weekday and many times have been cut off after my car has advanced into the boulevard. About 80% of the time it is a truck driver that comes along and stops for an instance, then goes.
- I wonder why we would consider downgrading a major urban street. Important to consider what is in the traffic manual.
- Favor pedestrian islands. Knows a merchant who parks on the side of the street opposite his business and still crosses midblock because it is easier than the crosswalk.
- Look at some of the other area streets, like Garnet. I timed myself at 9 mph on the diagonal side of the street and 19 mph on the parallel side.
- In terms of beautification the Street Design Manual has suggestions for parkway landscaping on the side of the street. People rushing to beat freeway gridlocks do not yield to pedestrians.
- I've lived on Chelsea 38 years and have recently considered moving because of congestion. The construction trucks are parked there now. I am against diagonal parking. You can't see to back a SUV out of a parking spot. I heard someone

talking about widening Chelsea and I hope that is a rumor. The group responded that it will be widened at the grass area.

- The condo project will generate 2 times the 141 units in cars each day and current plans require people to turn right and go around a median. This will encourage people to go on back streets.
- Without question most people in the Bird Rock area would like to see angled parking on La Jolla Boulevard. Those that are opposed to it, are to me, somewhat like ostriches. If you all remember the way things were on Garnet, they have been so much improved since the angled parking. This place is like a graveyard. There are virtually zero backup accidents on Garnet.
- The adjoining streets would not be impacted.
- Many of the people who support angled parking and worked hard to get this plan won't be there tonight. Those people have burned out.
- There was a controlled intersection at Midway and La Jolla and exit onto Midway recommended by planning commission.
- You can't compare La Jolla Boulevard with Garnet because we don't have an alternative like Garnet has.

#### 4:00 Stakeholders

*Dan explained that we have gotten the kind of people and diversity and input we hoped for. He said he would now like to get the thoughts of each of you as stakeholders. Where do you hope Bird Rock will be when this is finished?*

- Protect the neighborhoods. Everything else is secondary. A lot of us are concerned that the proposed plan didn't include anything except the boulevard.

*Dan explained that so far everyone agrees that a more global master plan approach is needed.*

- Stop sign at Forward Street.
- Want a plan comprehensive and detailed enough that we can take through to implementation without coming unraveled.
- A cohesive plan that would stick together and be implemented. A plan to calm traffic, help businesses thrive, make kids safe, and encourage a walkable area.

*Siavash explained that initially they conducted their study in response to a question from the council person. Now the community has made it clear they want the whole thing included in the study. What he would like to see is for the*

community to come together. Councilman Peters wants to see the area be viable, safe, and a place to be proud of. We are not fixed on any type of project.

- Diagonal parking was one of the suggestions to provide additional parking for the failing retail and also calming traffic. Along with that there were some 'blow out' at the corners.
- No matter where you start, architecture, safety, neighborhoods they are all tied together. Whatever we do must be comprehensive. There is a symbiotic relationship between residents and merchants. We have to convince the drivers it is quicker to stay on La Jolla Boulevard than cut through the neighborhoods.

*Dan explained that many people expressed fears about increased traffic and revealed perceptions of high levels of cut-through in neighborhoods, but that everyone who attended agreed that speeds on La Jolla Boulevard are too fast. The next step is to work with the community to set priorities.*

*They are concerned with the spill off effects in neighborhoods. People are interested in beauty. We only heard one person defend that everything is okay the way it is. Charlie Gandy remarked that Bird Rock is an extraordinary place. The initial effort seems to have grown to incorporating issues in the neighborhood. There seems to be more of a speed problem than a volume problem. It seems our task partially is to demonstrate that and show how moderating those speeds will have an impact.*

*Michael Wallwork stated that the hardest issue to deal with in traffic calming is perception versus fact. Traffic counts don't support the descriptions of the traffic volumes. His concern is to be certain there is a clearly defined problem to address so that success of the treatments can be demonstrated. He feels speeds are a definite issue, and that roundabouts, medians and curb extensions should be considered as tools to slow vehicles and ease pedestrian crossings. It is possible that roundabouts would be feasible at the condo project (Colima), Bird Rock, and Forward. In the neighborhoods, Chelsea at Sea Ridge is a large intersection suitable for a roundabout to slow traffic and beautify the area. Chelsea is too wide and should be narrowed with some bulb outs or some other feature.*

Dan asked if it was feasible to remove the center line stripe except on the curve on Forward Street and was advised that staff would check. Staff explained there was a concern about the maintenance of the landscaping features. There is a process to establish a landscape

*maintenance district but it takes a 2/3 vote of the property owners, which is very hard to obtain.*

Dear Dan and Michael,  
Greetings from beautiful La Jolla! Based on telephone discussions with many traffic engineers in cities throughout the country (in particular ones with whom you have worked and have recommended to us) and a discussion at our community task force meeting (5-29-02), we (the task force) have questions/concerns about your proposed plan. We would very much appreciate having your reply prior to your upcoming return to our community, or if this is not possible, please incorporate these specific issues into your presentation.

- 1) **Volume.** La Jolla Blvd. traffic was measured at about 22,000 ADT (an off tourist season, low measurement) with peak flows at about 2,000 to 2,200 vph. In looking at twenty year growth estimates, one task force member found an estimate of about 35,000 ADT for the summer months (this could yield peaks of about 3,500 vph). Currently we are looking to verify this number and will send a follow up regarding its accuracy. Some traffic engineers stated single lane roundabouts can fail at over 2,000 vph, others state that single lane roundabouts should be constructed to handle less than 2,800 vph. Another engineer suggested that we need two lane roundabouts with two approach lanes. Given our present traffic volumes and our projected future volumes, are single lane roundabouts appropriate?

**Answer:** Two constraint points on La Jolla Boulevard -- one to the north with only one entry lane, and another near capacity intersection to the south, limit future traffic volume in Bird Rock to 23-25,000 vehicles per day. Unless the community seeks more traffic, it is best to not build to handle more than this amount.

- 2) **Leg Balance.** Intersections with heavy flows on the major road (about 2,000 vph, La Jolla Blvd.) and low flows on the minor road (about tens of vph, the cross streets) have been labeled "inappropriate locations" for roundabouts by some of the traffic engineers with whom we have spoken.

**Answer:** This myth originates from a traffic engineer in Florida. Many roundabouts have been built with identical imbalance to disprove this theory.

- 3) Use of roundabouts on an **arterial roadway**. Several traffic engineers recommend not placing a roundabout on an arterial roadway. Do you have any concerns along these lines for our specific situation (i.e., having

single-lane roundabouts with our current and projected traffic flows)?

**Answer:** Highly experience designers find arterial road roundabout placements ideal traffic management and safety solutions. Both the Federal Highway Administration and the National Insurance Institute recommend their consideration and placement.

- 4) Estimated **cost** per roundabout. Costs to other communities ranged from \$223,000 to \$350,000 each. Is this in line with your knowledge of the cost of the type of roundabouts being suggested for La Jolla Blvd. and the residential intersections?

**Answer:** These are average costs for the size and complexity of the intersections being considered for roundabouts. Slightly lower or slightly higher costs are within this range.

- 5) **Temporary/trial roundabouts** were suggested by several traffic engineers. Can we have a plan to try such?

**Answer:** Temporary roundabouts can be considered, but are highly discouraged. Many residents base their acceptance of any facility on its appearance rather than its performance. We urge the community to consider testing the facility in a large parking lot, if needed, and to then build the final designs. You may wish to start with the least complex or the one that solves the most significant issues first.

- 6) Treatment of residential areas - provide details of what will be done to assure that **traffic diversion** will not occur on these streets. This is a high priority for the community.

**Answer:** This report goes into great detail on how traffic diversion will be addressed through the master plan. It is recommended that all Phase One elements be built concurrently to address citizen concerns for this low potential threat.

- 7) **Oversights.** Residential streets such as Linda Rosa in the North East and in the South West below Sea Ridge, Chelsea, La Jolla Blvd, and Wrelton were omitted in your plan.

**Answer:** These streets, and many more, were addressed in the plan. You may be making reference to some graphic elements that you saw and not this plan, which is just now being released for the first time.

- 8) What leads you to be certain that this **design will be successful** when no current series of 5 roundabouts exists in the USA. ?

**Answer:** There are many roundabout series already built or about to be built in our country. Each of these series are successful, or well modeled for their efficiency. University Place has five roundabouts in one corridor, Golden, Colorado has the same number on a major roadway, Gainesville Florida has a series at the Haile Plantation, and Raleigh, North Carolina is in the final stage of building a series of 11-13 roundabouts. Another series of three roundabouts is planned for California 99 in Gridley, California.

- 9) If there is a “back-up” on the Boulevard how does an **emergency vehicle negotiate 5 congested roundabouts**?

**Answer:** Roundabouts tend to have less congestion than signalized intersections, so the problem is less likely than with signals. Congested roundabouts are rare, and generally take less time to clear than a signal that is congested.

- 10) Can you offer us viable **alternative designs** if the community does not feel comfortable with the extensive use of roundabouts?

**Answer:** Yes, we can prepare alternatives. However, this community has worked hard to come up with a set of workable solutions addressing the many complex issues proposal is based on our most sound, pragmatic and visionary applications. Let us demonstrate to you this weekend just how workable your plan is. There is room for refinements, clarification and detailing. I think you will be pleased with the results of this confidence building process.

- 11) Thank you for your time and consideration. Taken together, this could well be a huge project (one not yet implemented elsewhere in the country, to the best of our knowledge), and we are certain you can appreciate our concerns, questions, doubts, fears and uncertainty. With appreciation, the Bird Rock Traffic Task Force

**Answer:** Thank you for your confidence and positive spirit. We understand your concern and sensitivity for an ambitious, highly successful and courageous project. Let us assure you that you are not alone in embracing the future with a combination of gusto and gastronomic distress. But, you are not the first to address such an important change. At least a dozen other communities we work in have completed or are well into their visions and are more than satisfied that they had the courage to embrace their future with vision.

## Priorities

### Speeding

Speed reductions on La Jolla Blvd  
Forward, speeding  
Linda Rosa speeding  
Bellevue, speeding  
Getting across La Jolla Boulevard  
Underground utilities  
Fix neighborhoods first or concurrently  
Street lighting  
Reducing neighborhood traffic  
More useful stores  
Pedestrian refuge / medians  
La Jolla Mesa/Linda Rosa Intersection  
Landscape plan  
Architectural theme  
Cut thru on Chelsea, Wrelton, Linda Rosa, Colima  
Maintain La Jolla Hermosa as a closed street  
Traffic impacts of proposed condos  
More public space  
Forward, Parking, narrow lanes  
Midway & La Jolla  
Tree standard - maintain  
Create off-street parking in La Jolla  
Residential parking permits  
Where is the money?  
Pocket parks  
More effective parking  
La Jolla Hermosa width  
Stop / reduce cut-thru traffic  
Chelsea / Bird Rock sight distance  
Require developers to provide public space  
Encourage sidewalk cafes  
Forward, Chelsea, blind corner  
Bike Path crossing Via del Norte  
Add/replace sidewalks  
Close streets tastefully  
Class I bike lane down the center of Hermosa  
Gas station effects  
Reduce quantity and speed of cars Forward & Bellevue  
Wrelton closure  
Create one-way streets  
Bike safety on La Jolla Blvd  
Destination neighborhoods  
Links to schools  
More formal bike paths  
Textured sidewalks on Blvd  
Colima Street parking  
Create a sense of place/Searidge/Midway  
Class I bike lane on Calumet

# Values

Beautiful

Safe

Convenient

Family

Peaceful, quiet

Village, quaint, shopable

Ocean view & access

Clean air