

Chapter 1. Introduction

Pedestrian Master Plan – Phase 4

The City of San Diego initiated the pedestrian planning process in 2006 with the development of the Phase I Pedestrian Master Plan Citywide Implementation Framework Report, which established the guidelines for planning and implementing new or enhanced pedestrian improvements Citywide. The Pedestrian Master Plan Phases 2 and 3 effort addressed the first seven communities in the City and this Phase 4 effort addresses the next seven communities.

The Pedestrian Master Plan will help the City enhance neighborhood quality and mobility options by developing pedestrian projects, prioritizing the pedestrian projects based on technical analysis and community input, and improving the City's ability to receive grant funding for implementing the projects. The public will benefit from this plan as improvements are implemented which create more walkable communities that have fewer barriers, provide connections between where people live, work, play, shop and learn, and provide community-wide health and wellness benefits.

Vision Statement:

“To create a safe, accessible, connected and walkable pedestrian environment that enhances neighborhood quality and promotes walking as a practical and attractive means of transportation in a cost-effective manner.”

Specific Pedestrian Master Plan Objectives include:

- *To guide the implementation of pedestrian improvements in a consistent manner throughout the City;*
- *To identify high priority pedestrian routes for providing pedestrian improvements in each community planning area;*
- *To identify potential pedestrian improvements along high priority routes that focus on improving pedestrian safety, accessibility, connectivity and walkability in each community planning area; and*
- *To engage community members in the process of identifying and prioritizing potential pedestrian projects in each community planning area.*

Goals of the Pedestrian Master Plan

During the development of the Citywide Implementation Framework Report (Phase I), the City worked closely with a Project Working Group (PWG) to define the vision statement, goals and objectives of the Pedestrian Master Plan. Through this process, four main goals emerged:

- **Safety:** Create a safe pedestrian network free of barriers and tripping hazards that has sufficient street crossings, buffers pedestrians from vehicles and has facilities wide enough to accommodate peak pedestrian use.
- **Accessibility:** Make facilities accessible to pedestrians of all abilities and meet all local, state and federal requirements.
- **Connectivity:** Develop a complete pedestrian network that provides direct and convenient connections for neighborhoods, employment centers, transit stations, public places and community destinations.
- **Walkability:** Create pedestrian facilities that offer amenities to encourage usage and to enhance the pedestrian experience.

These goals are the foundation for identifying needs in the community, developing recommendations for improvements and developing a plan for improving mobility at intersections and along street segments City-wide. Three expected outcomes were developed to describe the results of implementing the four supporting goals described above :

- **Neighborhood Quality:** When walkable communities are provided, they enhance neighborhood quality by providing opportunities for social interaction, enhanced economic development and healthy lifestyles.
- **Alternative Transportation:** When walkable communities are provided, they support walking as a primary means of transportation, support transit and bike mobility options and can also improve the beginning and end of vehicular trips when the driver becomes a pedestrian.
- **Cost Effectiveness:** When funded equitably and appropriately, pedestrian improvements can combine public and private investments for the good of the public and can lower expenses related to vehicular and transit investments.



Pedestrian Priority Model

The Pedestrian Priority Model (PPM) was developed to determine areas within the City of San Diego most in need of evaluation for pedestrian improvements. It is also used to prioritize communities for the preparation of individual sections of the PMP and to help prioritize projects so as to provide the greatest benefit. The PPM identifies existing and potential pedestrian activity areas City-wide. The model utilizes existing data available City-wide as part of an extensive GIS database.

The model has three basic components, which include:

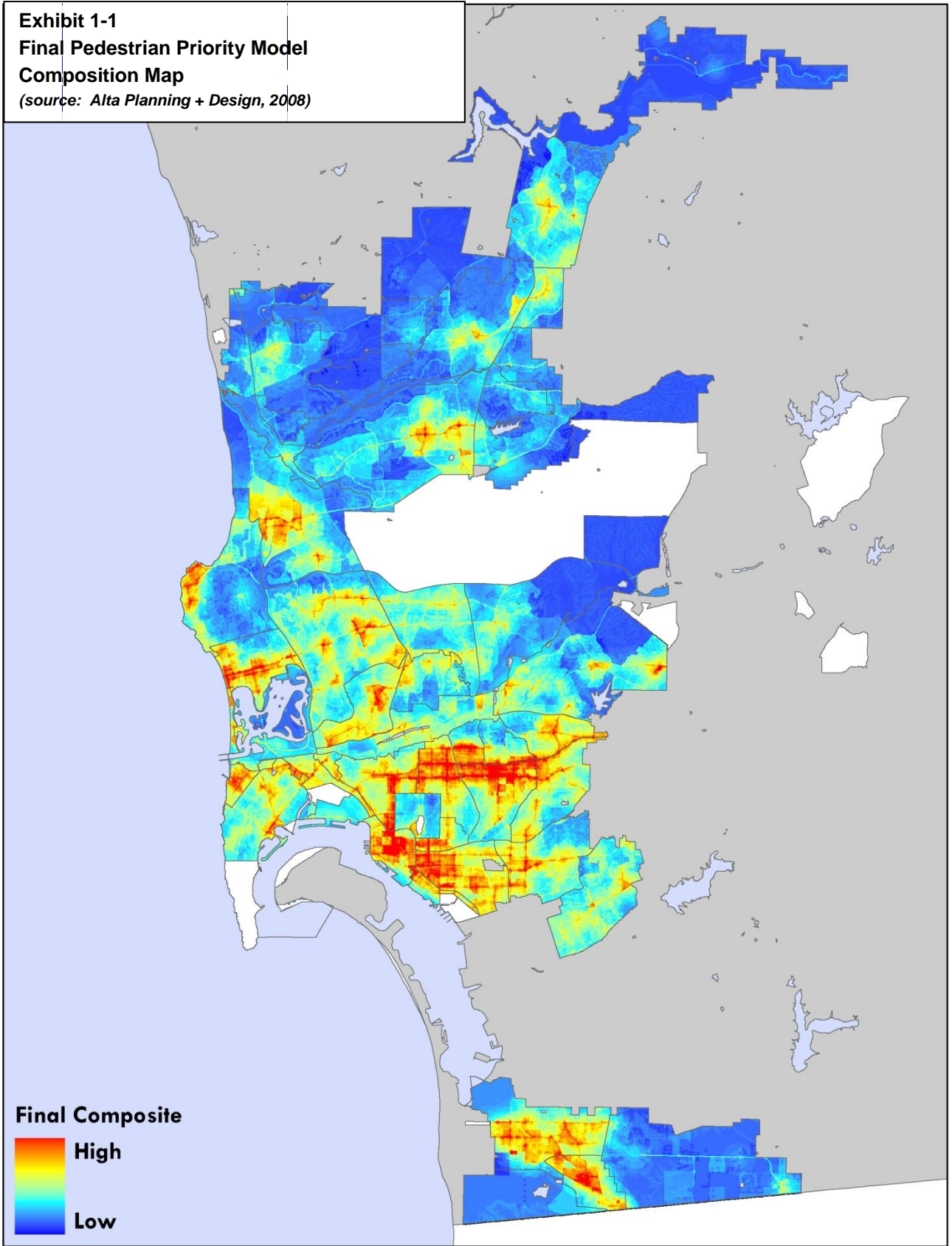
- Pedestrian Attractors
- Pedestrian Generators
- Pedestrian Detractors

When these three sub-models are combined, they create the Pedestrian Priority Model. Each sub-model identifies relevant characteristics of each particular area in geographic space and assigns a numeric value for each of these characteristics. The score per area is then added to create a ranking for that particular area in geographic space.

The Attractor, Generator and Detractor grid cell points were overlaid on top of each other to provide a total composite value for each cell. The composite value identifies the areas that have a higher pedestrian priority score. The score of each community is then normalized by dividing it by the community's acreage. This allows the comparison of communities based on a common denominator and identifies the communities with high densities of pedestrian priority. The final composition map prepared in Phase 2/3 of the Pedestrian Master Plan is provided in [Exhibit 1-1](#).

The ranked communities have been grouped by sets of 10, as summarized in [Table 1-1](#) and illustrated in [Exhibit 1-2](#). The data provided is based on the latest update of the Pedestrian Priority Model prepared in Phase 2/3 of the Pedestrian Master Plan.

This ranking was used as a guide to determine the order of plan development. The results of this map coincide with the higher pedestrian activity levels found in the traditional grid layout of the older communities, and with those communities having higher concentrations and mixtures of land use and higher number of pedestrian-involved crashes.





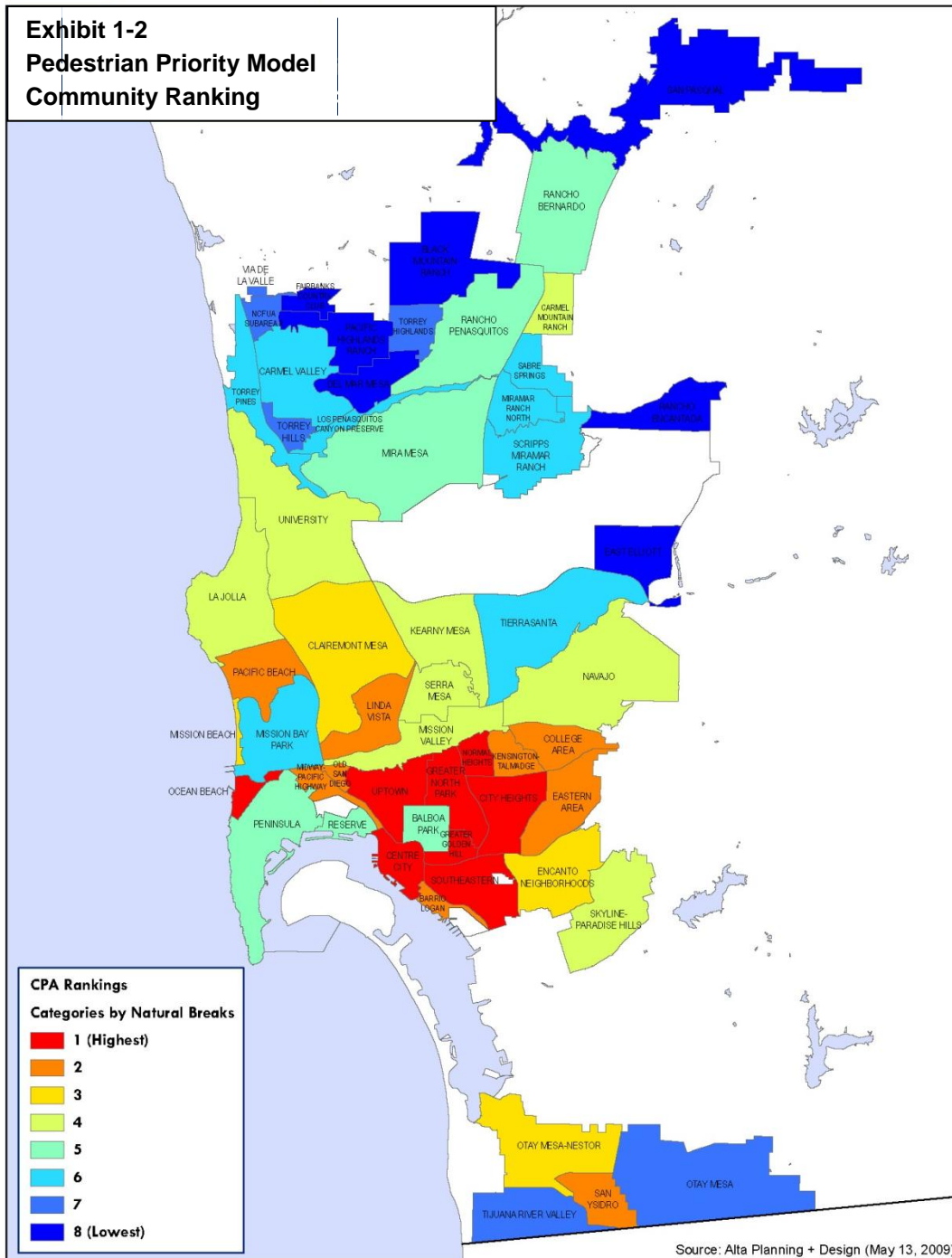
**Table 1-1
Pedestrian Priority Model Community Ranking**

New Rank	CPA Grouping	Community Planning Area	Average Points	Previous Rank
1	1	Centre City	230.0	1
2		Greater North Park	229.4	2
3		Mid-City: Normal Heights	226.6	6
4		Mid-City: City Heights	222.1	8
5		Southeastern San Diego	220.3	3
6		Uptown	218.1	5
7		Greater Golden Hill	212.3	4
8		Ocean Beach	209.7	12
9	2	San Ysidro	205.9	9
10		Pacific Beach	202.0	14
11		College Area	199.1	13
12		Midway-Pacific Highway	196.9	10
13		Barrio Logan	193.5	7
14		Mid-City: Kensington-Talmadge	191.4	15
15		Old San Diego	188.7	11
16		Linda Vista	187.9	19
17		Mid-City: Eastern Area	185.7	18
18		Mission Beach	179.8	17
19	3	Southeastern: Encanto Neighborhoods	171.2	16
20		Otay Mesa-Nestor	164.4	25
21		Clairemont Mesa	160.4	21
22	4	Serra Mesa	144.4	20
23		Mission Valley	140.6	22
24		Skyline-Paradise Hills	138.9	24
25		University	135.9	28
26		Carmel Mountain Ranch	132.8	31
27		La Jolla	132.2	27
28		Navajo	131.2	30
29		Kearny Mesa	127.7	29
30	5	Peninsula	122.6	23
31		Rancho Bernardo	114.6	41
32		Mira Mesa	113.6	32
33		Balboa Park	113.5	26
34		Reserve	112.7	36
35		Rancho Penasquitos	111.9	34
36	6	Tierrasanta	98.6	35
37		Scripps Miramar Ranch	94.3	33
38		Mission Bay Park	94.2	38
39		Carmel Valley	93.9	43
40		Torrey Pines	91.5	39
41		Sabre Springs	83.4	44
42		Miramar Ranch North	82.8	37
43		Los Penasquitos Canyon Preserve	82.3	42
44	7	Torrey Highlands	73.4	49
45		Tijuana River Valley	73.1	46
46		Via de la Valle	71.1	40
47		Torrey Hills (Sorrento Hills)	67.5	50
48		Otay Mesa	60.3	45
49		NCFUA Subarea II	57.8	48

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New Rank	CPA Grouping	Community Planning Area	Average Points	Previous Rank
50	8	Pacific Highlands Ranch	44.9	47
51		San Pasqual	39.0	57
52		Black Mountain Ranch	38.9	51
53		Fairbanks Country Club	38.9	56
54		East Elliott	38.9	54
55		Del Mar Mesa	37.6	53
56		Rancho Encantada	37.6	55

Source: Alta Planning+Design, May 2009





Phase Four Communities

A total of seven communities are included in this Phase 4 Master Planning effort:

- College Area
- Kensington-Talmadge
- Ocean Beach
- Old Town
- Midway-Pacific Highway
- Pacific Beach
- San Ysidro

For each of these seven communities, a focused pedestrian plan has been developed that identifies community pedestrian infrastructure needs and recommendations.