






FOCUS AREA 8

COUNCIL DISTRICTS 1, 6

 POPULATION	FOCUS AREA: 31,000 CITY OF SAN DIEGO: 1,386,300
 MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$71,000 CITY OF SAN DIEGO: \$88,000
 MEDIAN AGE	FOCUS AREA: 24 CITY OF SAN DIEGO: 36
 PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 55% CITY OF SAN DIEGO: 69%
 PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 10% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 8 covers most of the northern section of the University Community Planning Area north of Rose Canyon on both sides of Interstate 5. This area is a regional business and higher education hub composed of the UCSD Campus, the northern section of La Jolla Village, townhomes, mid-rise and high-rise housing, R&D, office, and other commercial development including the UTC Mall.

The area developed over time to accommodate high traffic volumes. This includes busy freeway interchanges and wide arterial roads. The area also has mobility hubs, trolley, bus, and bicycle infrastructure for commuters, residents, and students. The high level of activity in Focus Area 8 presents opportunities to improve connections for all modes of travel, reduce existing pedestrian and bicycle barriers, and facilitate higher transit use.

COMMUNITY VOICES

"We need to give people the safety and accompanying infrastructure for them to be able to get around the city in ways other than a car."

"As a bike commuter and someone that rides all over the city I have identified what should be a top priority for safety. University City is a high biking area of SD and while there are currently 3 major roads going north/ south with good bike lanes (Genesee, Regents, and Gilman) there are no east/ west routes that are complete."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

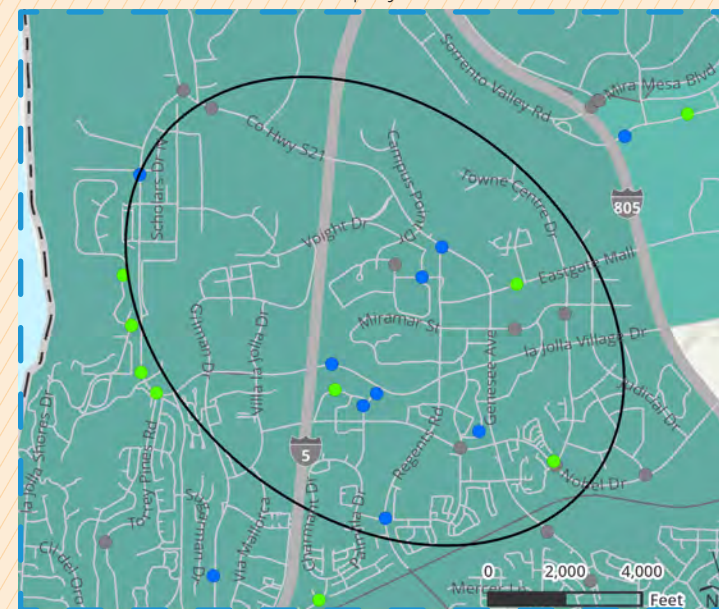
-  Neighborhood shuttle
-  Transit fare subsidies
-  Art in the right-of-way
-  Community parking district
-  Curbside management

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 8 opportunities for future study include but are not limited to:

- » Implementation of transit priority measures, including flex lanes and transit signal priority along key corridors
- » Active transportation enhancements throughout the community, such as a promenade on Executive Drive and the conversion of underutilized transportation right-of-way for greenways
- » Safe Routes to School and mobility educational programs

FIGURE 6-24: FA8 Climate Equity Index and Collisions



*Severe or Fatal Collision by Mode Type: ● Pedestrian ● Bicycle ● Vehicle
** For full Legend details see Figure 6-7.

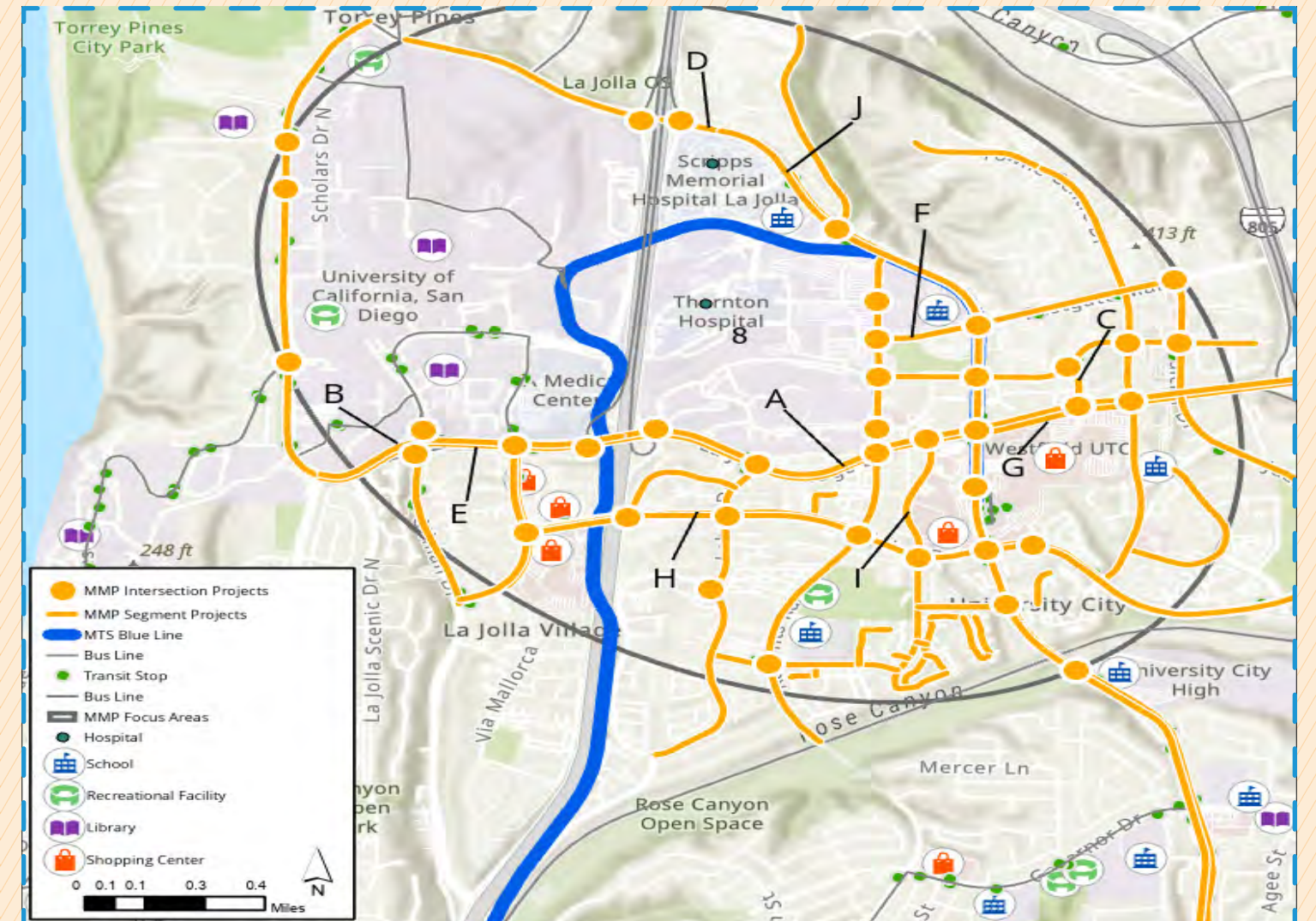


FIGURE 6-25: FA8 Planned Projects Map

TABLE 6-9: FA8 Planned Projects

City Projects	Description	Mode
A	Convert La Jolla Village Dr between I-5 and I-805 into a SMART Corridor with a flex lane in each direction that could be used for transit or HOV. The corridor may include transit signal priority, LPIs, curb extensions, and protected intersections.	Walking, Transit, Vehicular
B	Install a flex lane along La Jolla Village Dr from N Torrey Pines Rd and I-5 by repurposing a general purpose lane in each direction.	Transit
C	Install a two-way cycle track on the west side of Executive Wy from Executive Dr and La Jolla Village Dr.	Cycling
D	Implement a multi-use path along the north side of Genesee Ave from I-5 NB Ramp to Scripps Hospital Driveway.	Walking, Cycling
E	Implement one-way cycle tracks along La Jolla Village Dr from N Torrey Pines Rd and I-805.	Cycling
F	Implement one-way cycle tracks along Eastgate Mall from Regents Rd and Judicial Dr.	Cycling
G	Implement wide, non-contiguous sidewalks along both sides of La Jolla Village Dr between Genesee Avenue and Town Centre Drive, where missing.	Walking
H	Implement wide, non-contiguous sidewalks along Nobel Dr between Genesee Ave and Villa La Jolla Dr, where missing.	Walking
I	Implement bike lanes along Costa Verde Blvd from La Jolla Village Dr and Nobel Dr.	Cycling
J	Convert Genesee Ave from I-5 NB Ramp to the SR-52 WB Ramp into a SMART Corridor with a flex lane in each direction that could be used for transit or HOV. The corridor may include transit signal priority, LPI, curb extensions, and protected intersections.	Walking, Transit, Vehicular