

FOR IMMEDIATE RELEASE

Thursday, July 16, 2026

City of San Diego Establishes Rideshare Pickup Locations in Gaslamp Quarter

GEOFENCE AGREEMENT WITH LYFT AND UBER AIMS TO REDUCE CONGESTION FOR BUSY WEEKEND EVENINGS ON 5TH AVENUE

SAN DIEGO – In order to address crowds and traffic congestion on busy weekend evenings in the Gaslamp Quarter in Downtown, the City of San Diego is implementing a restriction on rideshare pickups on 5th Avenue.

In collaboration with Lyft and Uber, effective Friday, July 17, rideshare users will be directed to designated pickup locations outside a geofenced area. The geofence will prohibit Lyft and Uber vehicles from picking up customers along 5th Avenue between Market and E streets between the hours of 10 p.m. and 3 a.m. on Friday and Saturday nights.

"The Gaslamp Quarter is one of San Diego's most popular neighborhoods, and we want it to be safe, welcoming, and easy to get around," said Mayor Todd Gloria. **"This partnership with Lyft and Uber will help reduce congestion, improve access for everyone, and support the restaurants, bars, and businesses that make the Gaslamp such an important part of our city's economy."**

The intent of these restrictions is to reduce congestion at bar and restaurant closing times and to improve access for both pedestrians and vehicles navigating through the Gaslamp Quarter.

"The Gaslamp is the heart of our city's nightlife, and keeping it safe is a shared responsibility," said Police Chief Scott Wahl. **"Implementing new rideshare pickup zones will help reduce the large crowds, congestion and violence we are seeing at closing time. It's adjustments like this that will enhance public safety and emergency access for everyone visiting the Gaslamp Quarter."**

City staff have identified 14 locations outside the geofence where Uber and Lyft rides will be directed. Rideshare users can still be dropped off within the restricted area during the specified times, but pickups will not be allowed.

Transportation Department crews have painted the curbs at pickup locations and installed new signage to help identify the rideshare pickup locations outside of the restricted area.



###