

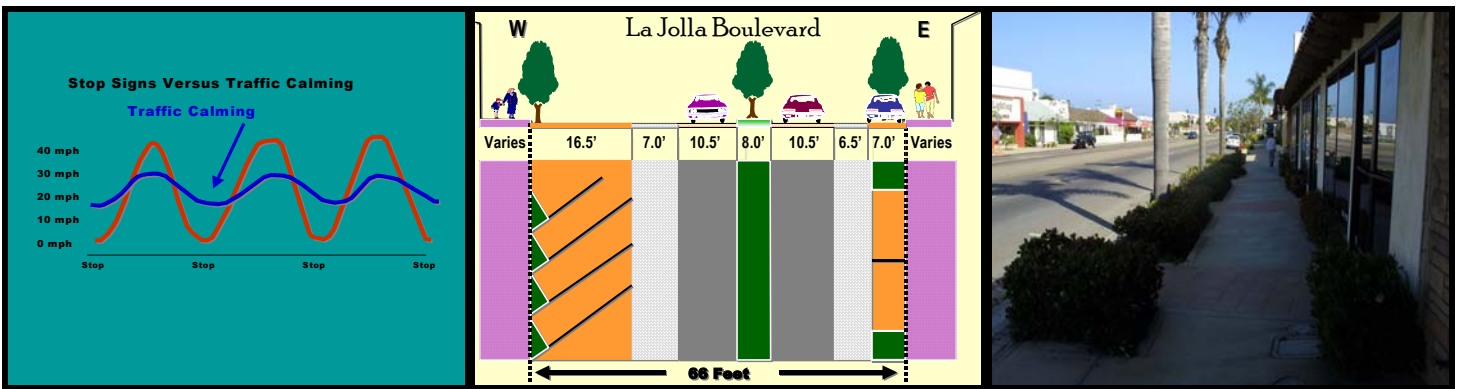
# Traffic Calming

The Bird Rock Neighborhood can benefit from a menu of traffic calming solutions. As a general rule this plan calls for highly affordable, minimal intrusion solutions first and foremost. Adding stop signs and speed humps, and closing streets, which are highly invasive tools, are not recommended, nor needed. Indeed, there are so many negative impacts from such “reactive” tools, that they should be seen as last resorts in almost any community. Street Closures, especially, should be seen as amputations. Rarely are street closures useful mending or healing elements.

*Left to Right: Stop signs (red line) create new problems, such as speed spiking. In contrast (blue line) traffic calming measures keep traffic in motion while maintain an acceptable speed. Traffic calming takes a systems approach to solving problems, making sure that traffic behaviors are not simply moved from one location to another. Parking on La Jolla Boulevard is rarely saturated during day hours, but staff, who cannot park on this street, are found using nearby neighborhood streets.*

## PHASED IMPLEMENTATION

This plan calls for measures to be phased. It is likely that most needs will be met in the lower cost Phase One. Elements in Phase Two and Three elements may not be as necessary. In some cases Phase Two and Three elements will not be needed. We have chosen to list all Phase Two and Three possibilities, in case they are needed. Many of these measures should be seen as a “safety net” to be applied only if an area Phase Element is not fully effective.



## SYSTEM-WIDE TOOLS

Traffic calming tools should be applied holistically. This plan calls for a series of steps which address specific concerns, but do not imply moving problems from one location to another. Thus, when measures are proposed for Linda Rosa Avenue, they are also to be applied to other east/west roads such as Forward, Midway and Colima Streets. Street closures are rarely a holistic solutions since they often move problems to new locations or series of locations.

## PARKING ISSUES

Although this plan helps resolve some parking issues, it does not address all needs. For instance, added parking on La Jolla Boulevard and added neighborhood parking on La Jolla Hermosa provide many needed spaces. Also more comfortable parking zones will result from changes on Forward, Midway and Colima Streets. Added on-street parking by residents on these streets creates visual tightening and adds to traffic calming effects, and some reduction in volume. However, these measures do not address the ongoing need for more parking spaces for retail staff and other commercial parking needs.

# Principles

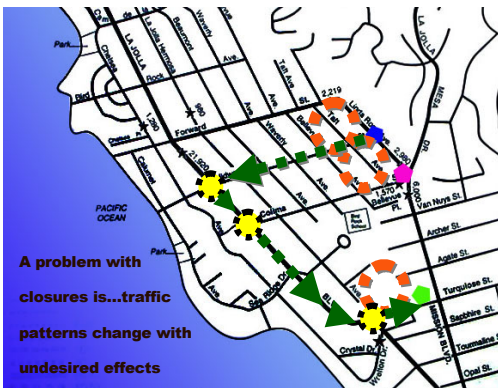
## CUT-THRU TRAFFIC

Another ongoing concern is the volume of traffic entering Linda Rosa Avenue and Forward Street to bypass five stops and signal controls on Turquoise and La Jolla Boulevard. Our observations reveal that this practice is not as common as many residents perceive. However, the issue must be addressed. This informal bypass is characteristic of well connected grids. It is reasonable to assume that these informal trips will still

*Left to Right:: Street closures create totally new traffic patterns, many of which impact people close and far from the closure. Utilities can be buried with the upcoming sewer project, while attractive medians and landscaping can add a calming effect. Temporary measures attractive to area residents can be applied on an interim basis. As a general rule temporary measures should not be tried unless they can be made attractive, since residence often vote on the form rather than the function of the temporary tool.*

## UTILITIES

Another issue raised in these workshops was the removal of ugly utility lines. During the anticipated sewer replacement project under grounding of utilities, as well as construction of medians and planting street trees can be applied. In small but significant ways, beautification of streets adds to the desire to use main corridors, and reduces desire to speed through adjacent areas. Greening corridors often impacts the way people behave in positive ways.



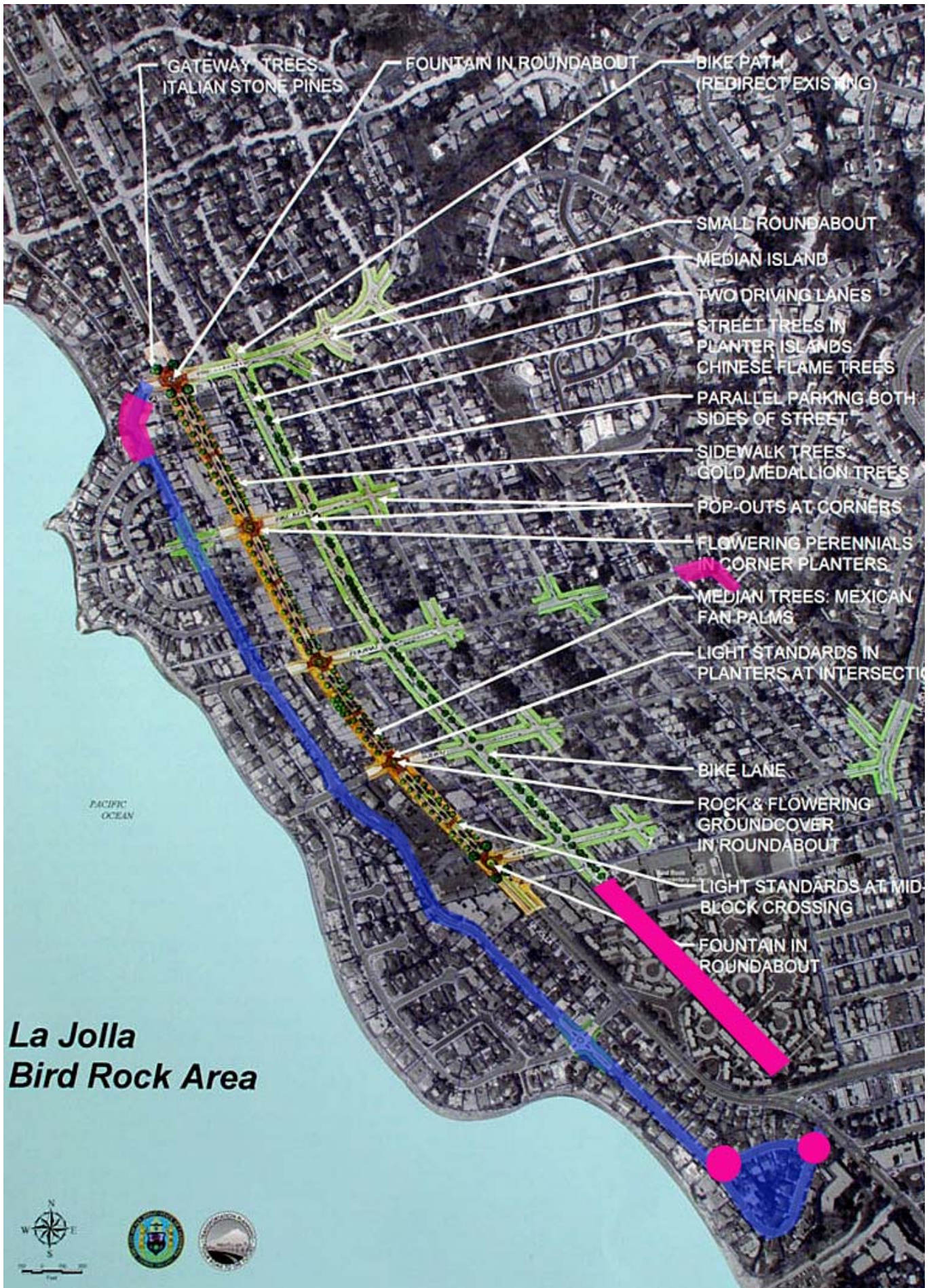
be made no matter what traffic calming steps are taken in the interior of the neighborhood. The behavior of these drivers can be improved through traffic calming measures.

Meanwhile, by following key recommendations of this plan and removing stop conditions at key intersections on Turquoise and La Jolla Boulevard, and replacing them with roundabouts, some reduced flow on Linda Rosa and Forward may occur. Traffic calming measures are part of an overall traffic management system. As one avenue of flow (main boulevards ) is improved, it often reduces the pressure on alternative routes of travel.

## TEMPORARY MEASURES

As a general rule temporary features are discouraged, especially if they can not be made attractive. Quite often residents react negatively to low-quality visual images of temporary curb extensions or mini-circles. If these measures can be made attractive and functional, then test or interim measures may be considered. Such measures should remain on the ground for a minimum of nine months before their evaluation is considered complete. They should not be placed if there is no ability to provide design and construction of permanent, attractive solutions. The Chelsea Drive portion of this report illustrates a temporary curb extension (found today on La Jolla Hermosa) as acceptable temporary measures.

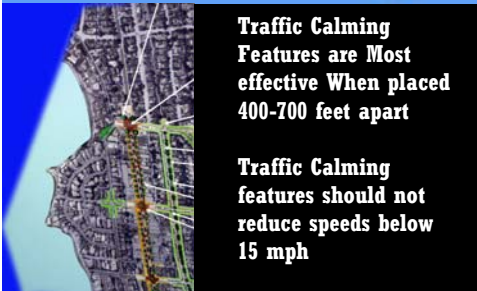
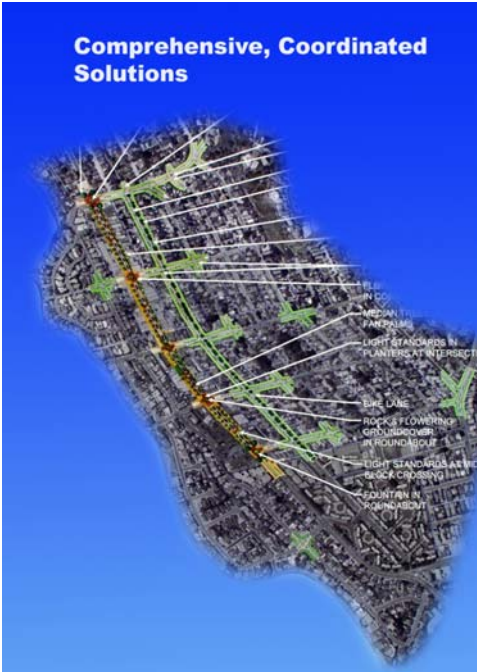






# Master Plan

## Visionary, Comprehensive, Concurrent, Coordinated and Holistic



The Master Plan Overview and renderings on these two pages were contributed by architect Manuel Oncina and landscape architect Jim Neri

The Bird Rock Traffic Management, Parking and Traffic Calming Master Plan is a living document. It is visionary, conceptual, and flexible. Details for its execution will be worked out in a fair and open manner. Minor added research and raising of comfort levels are appropriate. Meanwhile, the never-ending, frenzied debate must come to a quick end. A fair, hard working group of appointed representative stakeholders must now take all remaining issues into consideration, then carry this plan forward, be ready to test its assumptions, and make clear plans for implementation.

The Bird Rock Master Plan calls for concurrent neighborhood traffic calming tools to be applied along with changes to La Jolla Boulevard to resolve existing speeding and cut-thru problems. Residents understand that a

fair proportion of traffic in the neighborhood is generated from within. It is also understood by most that there is a portion of traffic that can and will travel through the neighborhood from adjacent neighborhoods, just as Bird Rock residents travel through other neighborhoods to meet their needs.

Speeding and related safety issues on La Jolla Boulevard are top priorities for the community. To not address these problems fully would be failures to address key reasons for change. Meanwhile, change made to La Jolla Boulevard, without full attention to existing conditions on interior streets, is unacceptable to the great majority of residents.

The design team assembled (see following pages) recommendations for a three phase application of this plan. Phase One provides lower cost

treatments resolving some La Jolla Boulevard and some interior street issues. Phase Two changes are more costly, and should be applied as soon as budget and administrative issues are addressed. Many residents are concerned enough with existing problems on both La Jolla Boulevard and interior streets that rapid deployment of Phase Two treatments is emphasized. Meanwhile, some concepts in Phase Three should be brought forward to Phase Two in order to address the needs of the community more fully and in a timely way.



Through the closing session, participants resolved to empower and endorse an ongoing working committee. A working group appointed by the city will help filter through and address alterations to the proposed plan to provide sensitive, realistic, achievable and timely resolutions of need. This group should be ready to carry out this work over the next five years, and, if needed, in future years as well.



# The Plan



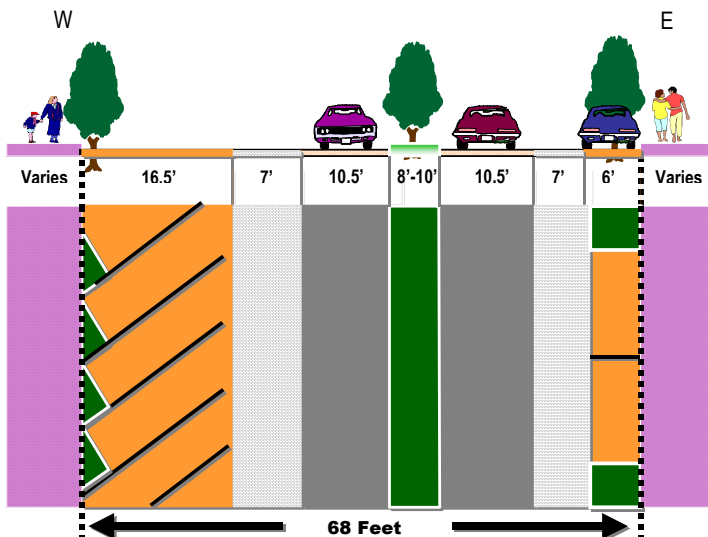
**BIRD ROCK PLAN  
KEY ELEMENTS:**

1. La Jolla Boulevard will have two travel lanes, 8-10 foot wide median islands, diagonal parking on the West side and parallel parking on the East side. Safety lanes will be provided to maintain efficient traffic flow and improve ease of parking.
2. Curb extensions, tree plantings and other landscaping will reduce the visual width of block increasing public space and a village atmosphere.
3. Roundabouts may be installed on La Jolla Boulevard at Cam de la Costa, Birdrock, Forward, Midway, Colima and Turquoise. Roundabouts reduce the average time it takes to travel the corridor, yet reduces speed midblock to low-30's and speeds at intersections to 15-20 mph. A total of six roundabouts will be considered. These should be built in sets of two. Opportunity and priority will drive which set is built first.
4. Changes to La Jolla Boulevard will be made concurrent with approval for traffic calming interior streets, such as Forward, Midway, Colima, Linda Rosa, La Jolla Hermosa, Bellevue, Wrelton, Sea Ridge and Chelsea.
5. The first stage of traffic calming should be bid and built under the same contract to alter La Jolla Boulevard. This finding reduces the potential for traffic to spill into the neighborhood, and controls existing safety and other behavioral problems on these roadways.
6. Pedestrian crossings will be greatly simplified on La Jolla Boulevard through (1) reduction of speed, (2) reduction of lanes, (3) reduction of crossing distances, (4) curb extensions (5) median islands, (6) improved crosswalk markings (ladder or zebra style).
7. Additional traffic calming measures (Phase Two and Three) will be built if Phase One measures are not fully effective. Phase One effects will be measured and analyzed.
8. Improved traffic management and traffic calming are proposed for the area surrounding the Bird Rock Elementary School. These changes should occur early.
9. No street closures are proposed. Nor are any additional stop signs or stop sign controls proposed. (Two stop signs are warranted for safety reasons on Crystal Drive and Wrelton Drive.)



COLIMA

**La Jolla Boulevard**





# Plan Phasing

## Bird Rock Phase Three

### Treatment Locations (Site Specific)



Roundabouts



Other Treatments



Visual Treatments



### FLEXIBLE PHASING NEEDED

The Walkable Communities, Inc. design team prepared concepts for phasing. Three phases are recommend.

Phase One is to be almost immediate. These elements can be achieved at low cost, producing helpful results. However, Phase One changes only contribute to the solutions; the problems are much deeper and greater and call for Phase Two and Three changes. Visual treatments, which are highlighted in Phase One, are often the easiest to agree upon and build. In some communities these elements provide significant results. In other communities motorists are too serious about their speeding to be highly affected by visual changes. These motorists demand more stringent geometric, operations and enforcement controls on their behavior.

Only application and testing will determine if the Phase One results are fully satisfying to the community. For these reasons the design team urges the community to work expeditiously to plan, budget and prepare for Phase Two and Three.

Phase Two requires added time for assessment, budgeting and administrative elements deemed worthy that are currently in Phase Two or Three can be moved forward. Some elements in Phase One or Two can be delayed. Many elements are linked and should be built concurrently. For example, traffic entering Linda Rosa from La Jolla Mesa can flow down Colima, Midway or Forward. Placing a treatment on just one of these streets forces more traffic onto the remaining streets. For this reason, any tools used on these four streets (Linda Rosa, Colima, Midway and Forward) should be built at the same time).

It is anticipated that only 60-75% of these elements will be built. Some elements serve as a safety net. If actions taken in Phase One are fully effective, some Phase Two and Three elements may be dropped or altered. Some new elements will be added or substituted. These determinations will be made over time by the partnership between the City of San Diego and the stakeholders of Bird Rock. Remember, traffic calming is new to America. Observing, measuring and evaluating is an essential process. Budgets and ideas must remain flexible and respond to ongoing problems.