



CHAPTER 1: INTRODUCTION

In November 2010, the City of San Diego kicked off the University Avenue Mobility Study. The goal of the study is to identify short term, mid-term, and long term improvement projects for the segment of University Avenue between 54th Street and 69th Street that will allow for the creation of a comprehensive plan to provide a “complete street” system along the corridor which would enable safe, attractive, and comfortable access and travel for all users of the facility including pedestrians, bicyclists, motorists, and public transport users of all ages and abilities. In total, the corridor is approximately 1.9 miles long with nine (9) signalized and approximately eight (8) unsignalized intersections. Figure 1-1 illustrates the limits of the study area.

Combining the technical analysis with input from the community, the City and consulting team worked together to identify potential solutions to address the various mobility issues along the University Avenue Corridor. Throughout the course of the study, it was determined that pedestrian enhancements such as completing the missing segments of sidewalks and installing missing curb ramps at intersections were a high concern for the community. Additionally, the illegal parking and the parking in the public right-of-way which occurs east of College Avenue was another area of high concern for the community.

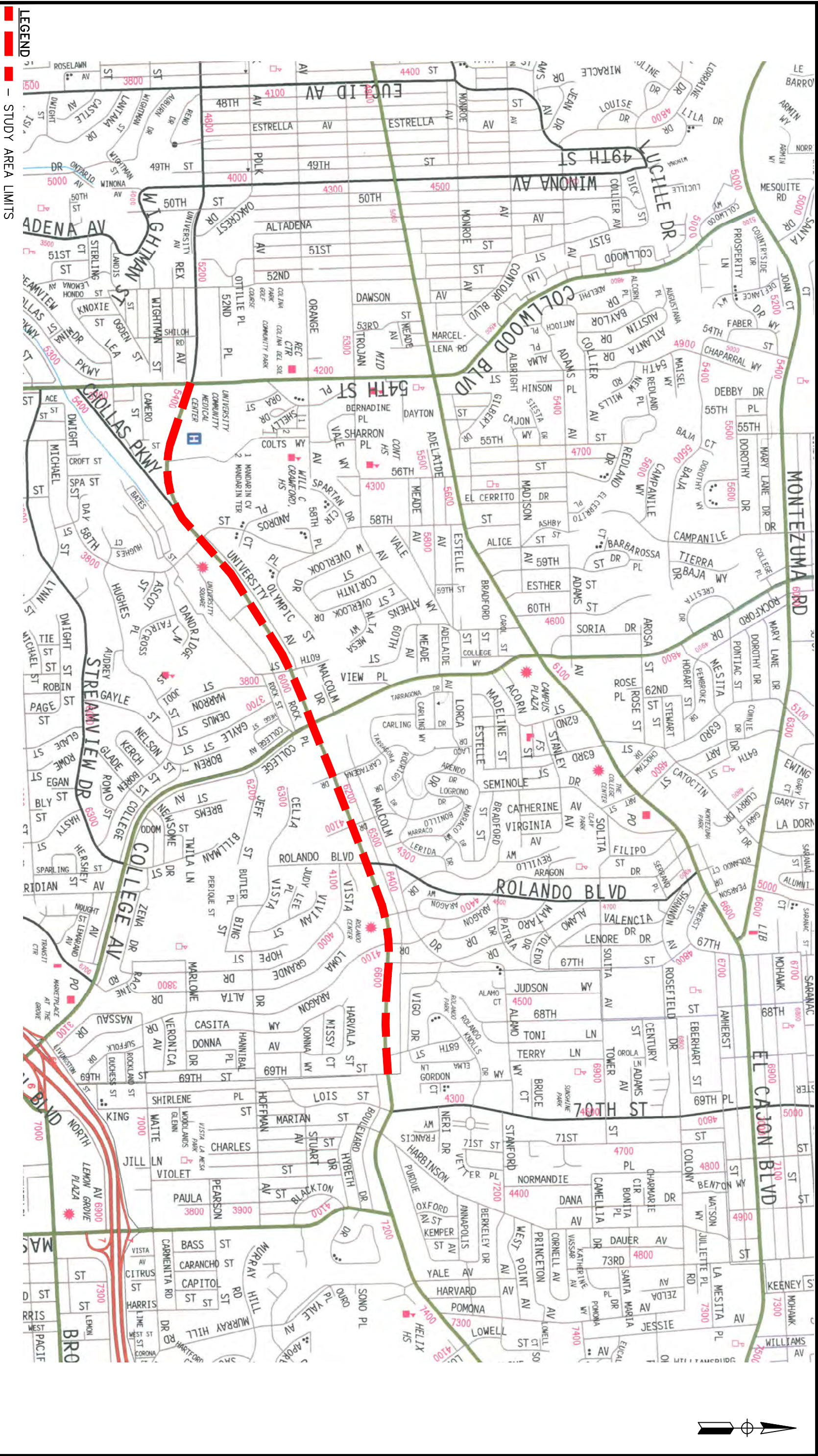
This report summarizes the results of the technical analysis and community input received that resulted in the development of three (3) options of the University Avenue Mobility Plan. This report also details why Option 1 of the University Avenue Mobility Plan is the preferred option.

In Chapter 2 of the document, the methodology undertaken to complete the technical analysis is summarized. Using analytical methodologies approved by the City of San Diego, the corridor was evaluated for traffic flow, parking demand and supply, pedestrian access, and bicycle access and connectivity, and transit flow and operation.

In late 2010, new traffic count data was collected for the University Avenue Corridor to document the existing conditions. Chapter 3 summarizes the results of the existing conditions analysis and identifies locations along the study corridor that would currently benefit from mobility enhancements.

Chapter 4 summarizes the methodology used to forecast daily and peak hour traffic, pedestrian, bicycle, and transit activity along the University Avenue Corridor. The 2030 conditions analysis was conducted based on two (2) basic roadway network scenarios. The first scenario did not assume any changes to the existing roadway network for the University Avenue Corridor. The second scenario considered an alternative which deleted the Chollas Parkway connection to University Avenue, thereby eliminating the University Avenue/Chollas Parkway intersection. Chapter 4 summarizes the results of the 2030 conditions analysis and identifies locations along the study corridor that may benefit from mobility enhancements in the future.

One of the many components involved in developing the mobility plan options for the University Avenue Corridor included input from the community. Information about the project was posted on the City’s website. In addition, three (3) community workshops were conducted as a way to not only let the community know what was going on about the project but to receive feedback from the community as well. Additionally, four (4) project working group meetings were conducted during the course of the project where technical elements of the process were presented to the working group and the working group provided input on key elements of the plan. Project technical team meetings between City staff and the consultant team were held on a regular basis (a total of 12 meetings were held during the course of the project) to discuss the technical aspects of the project. Details of the community outreach approach and results of the workshops are summarized in Chapter 5.



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FIGURE 1 – VICINITY MAP
UNIVERSITY MOBILITY STUDY AREA



Chapter 6 provides a summary of the key mobility issues for the University Avenue that were identified through the results of the existing conditions analysis, the future conditions analysis, and the input from the community. The mobility issues were broken down into factors that impacted traffic operation, parking, pedestrian access, bicycle access and connectivity, and transit access and operation.

Combining the results of the technical analysis with the input from the community, the City and consultant team developed three (3) options for the University Avenue Mobility Plan. The three (3) options of the University Avenue Mobility Plan are discussed in detail in Chapter 7.

Technical analysis of the elements for the three (3) options for the University Avenue Mobility Plan is presented in Chapter 8. This includes operational assessment of traffic improvements, parking supply, pedestrian assessment, bicycle connectivity, and accessibility for transit.

A review of Chapters 7 and 8 concluded that Option 1 was the preferred option for the University Avenue Mobility Plan. Thus Chapter 9 provides the cost estimates and conceptual engineering of the recommended improvements associated with implementing the University Avenue Mobility Plan for Option 1.

The improvements identified in the University Avenue Mobility Plan for Option 1 were ranked based on priority. Higher priority projects that meet existing mobility needs are inexpensive to implement and need little to no environmental analysis. Medium priority projects may also address existing mobility needs, but are more expensive or more difficult to implement. Low priority projects may meet long term needs and may be far more costly than short or medium term projects. The details on how the key elements of the plan rank and the implementation plan are provided in Chapter 10.

The report concludes in Chapter 11 with a summary of the benefits of the project and an overview of the steps needed to continue the project.

