



FOR IMMEDIATE RELEASE  
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# City of San Diego Implementing Traffic Calming on Diamond Street in Pacific Beach

NEW MEASURES WILL IMPROVE SAFETY, INCREASE MULTI-MODAL TRAVEL AND SUPPORT CLIMATE ACTION

SAN DIEGO – As part of an effort to improve safety, create a pedestrian-friendly space and encourage more alternative modes of transportation, the City of San Diego is implementing traffic calming measures on Diamond Street in Pacific Beach, starting near the Recreation Center and Pacific Beach Middle School, to Mission Boulevard and the beach. Flexible posts will limit continuous vehicular traffic down Diamond Street to right-turn only at the Cass and Fanuel Street intersections, along with signage along the entire corridor to inform drivers and users of this new roadway design. At the two intersection crossings, there will be pass-throughs for pedestrians, cyclists and shared mobility device users. Rules of the road for stop signs and looking both ways are still required and will be enforced. Installation of the new traffic calming measures (signage, flexible posts and pavement markings) will begin on June 21 and is expected to be finished within two days, with limited traffic interruptions during the work.

**“I have listened to residents and community leaders, and it is evident that the concern is safety along Diamond Street,” said San Diego City Councilmember and Environment Committee Chair Joe LaCava. “Traffic calming measures on Diamond Street support the City’s Vision Zero goals by slowing the speed of cars and improving safety for people of all ages and abilities. They provide a safer route for people who walk, roll or ride to the beach, boardwalk and local businesses.”**

The Diamond Street traffic calming project is a type of Quick-Build, where materials are easily installed and modified as necessary in response to any changes or issues that may arise. The flexible posts are designed to allow access for emergency vehicles if needed, so response times will not be impacted.

Another benefit of the project is the creation of a pathway and connection for youth attending Pacific Beach Middle School, by encouraging biking and walking to and from school to reduce congestion experienced during those times.

This traffic calming project builds off the PB Pathways system, a community-driven effort that was started in 2015. Decals and signage were placed along the first phase of roadways within the community, funded

by the City and community nonprofit organization, beautifulPB. Subsequently, Diamond Street was used as a “Slow Streets” pilot during the COVID-19 pandemic.

Through a series of meetings between 2021 and 2023, the City heard ideas from the community on a future phase of the Diamond Street Slow Street. City Transportation engineering staff worked to align the Slow Street functionality experienced during COVID-19 and the community input for design ideas with federal and state engineering design requirements and guidelines.

The proposed Quick-Build design was identified as an opportunity to continue to elevate the use of alternative ways to get around Pacific Beach, implement new techniques to address [Vision Zero](#) and create a community connection building on the PB Pathway.

Groups such as [Circulate San Diego](#) and [San Diego County Bicycle Coalition](#) have also helped to communicate the opportunities and benefits of traffic calming and have allowed Pacific Beach residents to provide their feedback.

The Pacific Beach community group [beautifulPB](#) - which advocates for projects and policies that promote sustainability, equity and safe mobility in the community - is also supportive of the Diamond Street traffic calming measures.

**“Pacific Beach is a community that loves to walk and bike, and we know how much our residents value the safety improvements this project will provide,” said beautifulPB Board President Katie Matchett.**

For more information about Diamond Street, including a video animation of how traffic calming will function, visit the City's [website](#).

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