

FOCUS AREA 4

COUNCIL DISTRICTS 2, 3

	POPULATION	FOCUS AREA: 7,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$65,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 36 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 53% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 13% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 4 spans Interstate 5, just south of the San Diego River, with Midway in the west and Old Town, along with a small part of Mission Valley, to the east.

Old Town's mix of parks, tourist attractions, and restaurants brings a steady stream of visitors arriving by transit, tour buses, and cars. The area includes the Old Town Transit Center, located adjacent to Pacific Highway and Interstate 5. This transit hub provides access to the Amtrak Pacific Surfliner, NCTD Coaster commuter rail, and MTS trolley and bus lines. Airport shuttles, as well as UCSD and USD shuttles, also provide service at the transit center.

In contrast, Midway is characterized by large superblocks featuring auto-oriented big-box retail, light industrial, and government facilities, which can make the area challenging for pedestrians. However, the community still has notable pedestrian activity and bus ridership. Collision data identifies Rosecrans Street as a key corridor with clusters of severe or fatal incidents involving pedestrians.

Current mobility conditions of Focus Area 4 shows the need for pedestrian safety enhancements and transit investments.

COMMUNITY VOICES

"The bike network is still weak and fragmented, and needs to be much stronger to encourage such a large share of trips by 2035."

"We need a safe way to get from uptown/downtown to old town, liberty station, and businesses along nearby to pacific highway."

"I am a resident of San Diego and am in support of the Master Mobility Plan."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Transit fare subsidies
- Slow Streets
- Curbside management
- Mobility as a Service

PLANNED PROJECTS

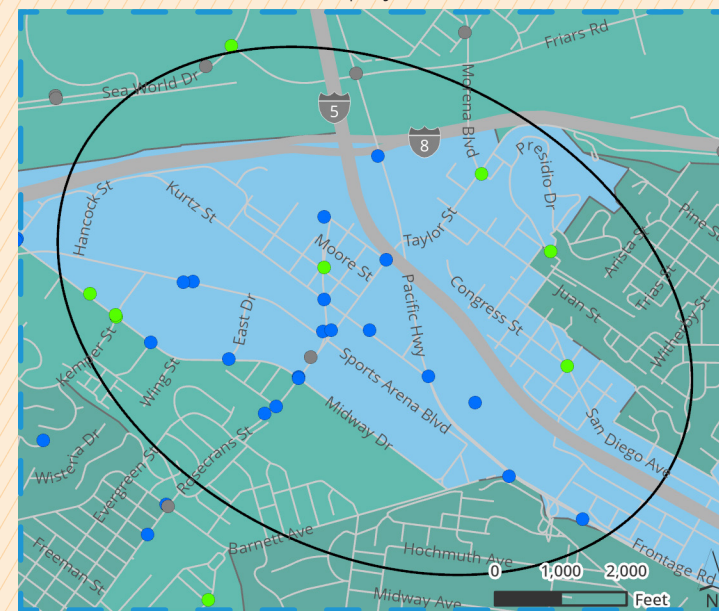
The table and figure to the right highlight top City-led mobility projects for Focus Area 4. The full list of mobility projects for all Focus Areas can be found in Appendix B.

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 4 opportunities for future study include but are not limited to:

- » Implementation of transit only lanes, transit signal priorities, and other transit priority measures
- » Protected bikeways between Midway, Downtown San Diego, Old Town, and Mission Bay
- » Complete Streets elements as part of redevelopment

FIGURE 6-16: FA4 Climate Equity Index and Collisions



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

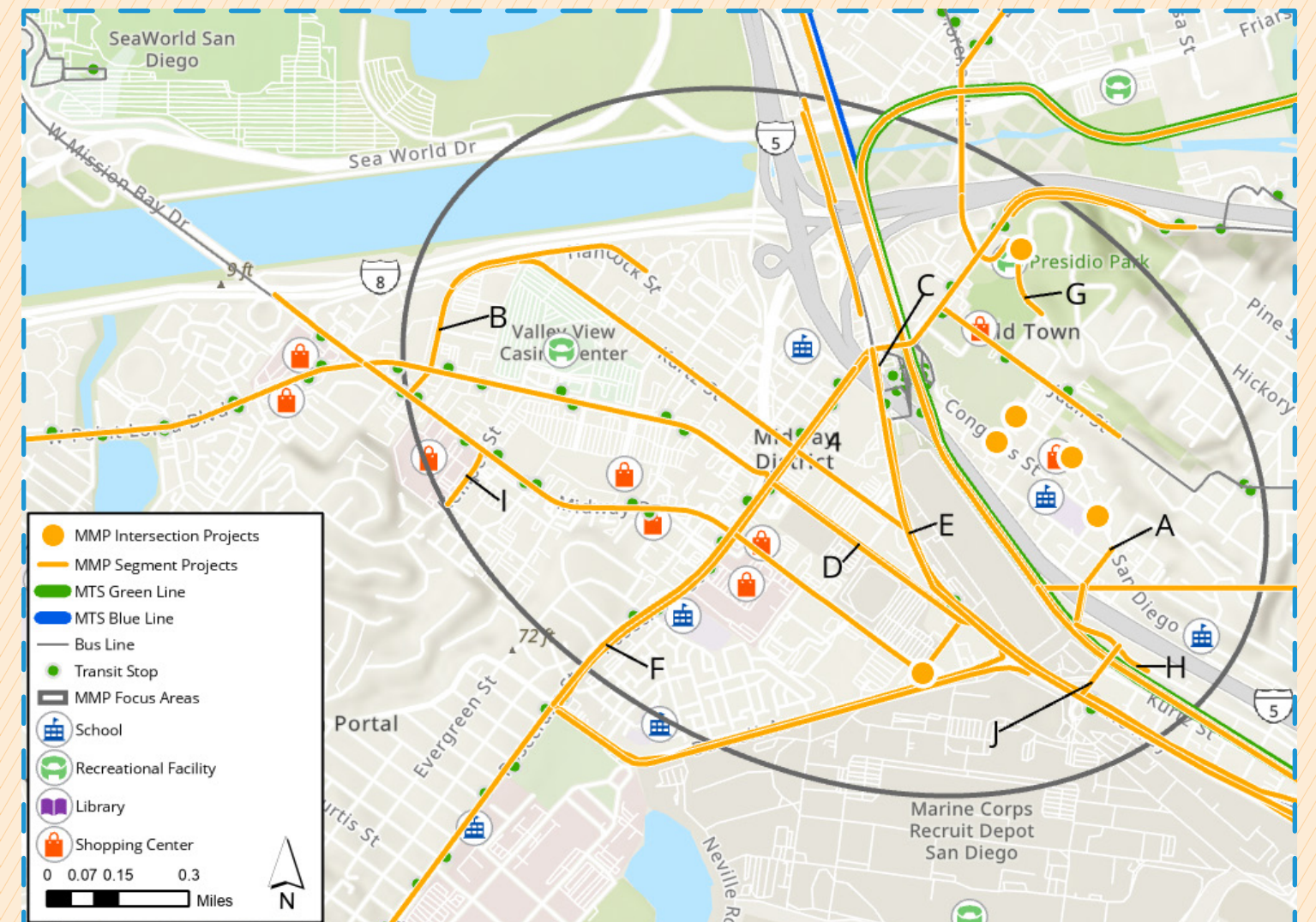


FIGURE 6-17: FA4 Planned Projects Map

TABLE 6-5: FA4 Planned Projects

City Projects	Description	Mode
A	Implement bike lanes along Old Town Ave from Hancock St to San Diego Ave.	Cycling
B	Provide a bikeway on Hancock St from Sports Arena Blvd to Kurtz St.	Cycling
C	Multi-use path on the east side of Pacific Hwy between Midway-Pacific Hwy community boundary and Taylor St. Install pedestrian-scale lighting along the length of the path.	Walking, Cycling
D	Multi-use path on the northeast side of Sports Arena Blvd between Rosecrans St and Pacific Hwy. Install pedestrian-scale lighting along the length of the path.	Walking, Cycling
E	Implement one-way cycle tracks along Pacific Hwy from Taylor St to Laurel St.	Cycling
F	Multi-use path on the south side of Rosecrans between Lytton St and Pacific Hwy. Install pedestrian-scale lighting, stormwater management improvements, and landscaping.	Walking, Cycling
G	Implement missing sidewalks on the west side of Jackson St from Presidio Dr to Mason St.	Walking
H	Implement missing sidewalk along the west side of Hancock St south of Witherby St.	Walking
I	Implement bike lanes on Kemper St from Sports Arena Blvd to Kenyon St.	Cycling
J	Multi-use path on the southwest side of Sports Arena Blvd between I-8 and Midway Dr. Install pedestrian-scale lighting, stormwater management improvements, and landscaping.	Cycling