

FOCUS AREA 8

COUNCIL DISTRICTS 1, 6

	POPULATION	FOCUS AREA: 31,000 CITY OF SAN DIEGO: 1,386,300
	MEDIAN HOUSEHOLD INCOME	FOCUS AREA: \$71,000 CITY OF SAN DIEGO: \$88,000
	MEDIAN AGE	FOCUS AREA: 24 CITY OF SAN DIEGO: 36
	PERCENTAGE OF WORKERS DRIVING ALONE	FOCUS AREA: 55% CITY OF SAN DIEGO: 69%
	PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	FOCUS AREA: 10% CITY OF SAN DIEGO: 6%

OVERVIEW

Focus Area 8 covers most of the northern section of the University Community Planning Area north of Rose Canyon on both sides of Interstate 5. This area is a regional business and higher education hub composed of the UCSD Campus, the northern section of La Jolla Village, townhomes, mid-rise and high-rise housing, R&D, office, and other commercial development including the UTC Mall.

The area developed over time to accommodate high traffic volumes. This includes busy freeway interchanges and wide arterial roads. The area also has mobility hubs, trolley, bus, and bicycle infrastructure for commuters, residents, and students. The high level of activity in Focus Area 8 presents opportunities to improve connections for all modes of travel, reduce existing pedestrian and bicycle barriers, and facilitate higher transit use.

COMMUNITY VOICES

"We need to give people the safety and accompanying infrastructure for them to be able to get around the city in ways other than a car."

"As a bike commuter and someone that rides all over the city I have identified what should be a top priority for safety. University City is a high biking area of SD and while there are currently 3 major roads going north/ south with good bike lanes (Genesee, Regents, and Gilman) there are no east/ west routes that are complete."

MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

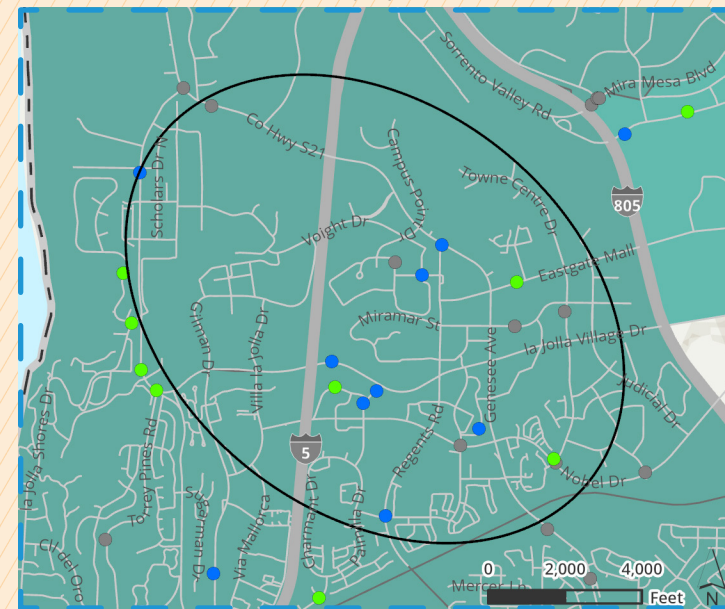
- Neighborhood shuttle
- Transit fare subsidies
- Art in the right-of-way
- Community parking district
- Curbside management

OPPORTUNITIES FOR FUTURE STUDY

Focus Area 8 opportunities for future study include but are not limited to:

- » Implementation of transit priority measures, including flex lanes and transit signal priority along key corridors
- » Active transportation enhancements throughout the community, such as a promenade on Executive Drive and the conversion of underutilized transportation right-of-way for greenways
- » Safe Routes to School and mobility educational programs

FIGURE 6-24: FA8 Climate Equity Index and Collisions



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

PLANNED PROJECTS

The University Community Plan has been updated and this latest plan was adopted in July 2024. The new mobility projects and recommendations from this community plan are in the process of being evaluated for integration into future iterations of the Mobility Master Plan. The figures to the right and below illustrate the planned bicycle and transit networks from the recently adopted University Community Plan.

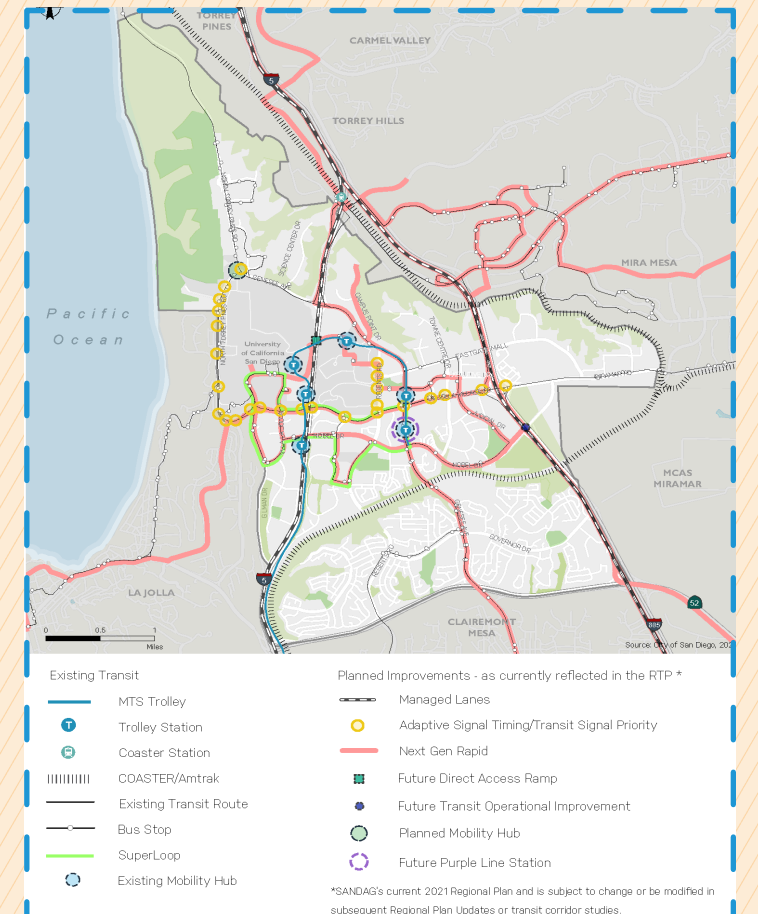
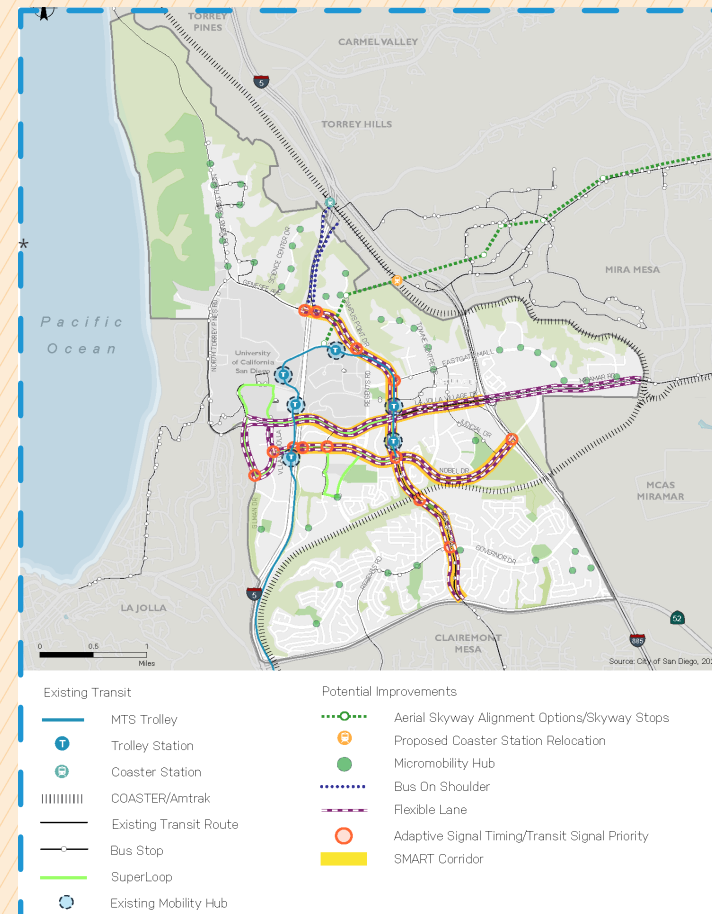
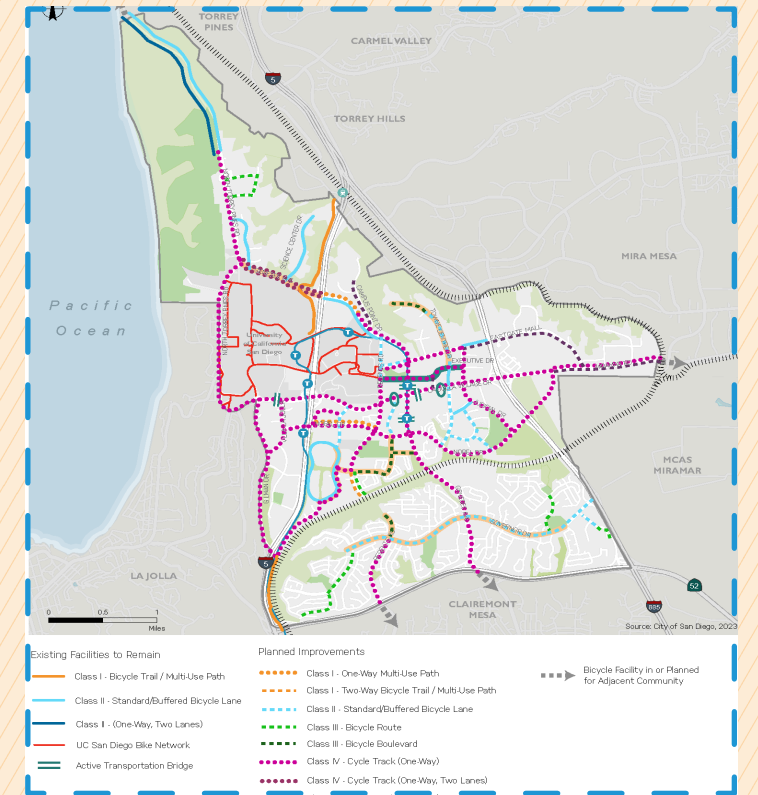


FIGURE 6-25: University Community Plan Planned Improvements