

# FOCUS AREA 10

**COUNCIL DISTRICT 7**

POPULATION	<b>FOCUS AREA: 6,000</b> CITY OF SAN DIEGO: 1,386,300
MEDIAN HOUSEHOLD INCOME	<b>FOCUS AREA: 57,000</b> CITY OF SAN DIEGO: \$88,000
MEDIAN AGE	<b>FOCUS AREA: 31</b> CITY OF SAN DIEGO: 36
PERCENTAGE OF WORKERS DRIVING ALONE	<b>FOCUS AREA: 68%</b> CITY OF SAN DIEGO: 69%
PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE	<b>FOCUS AREA: 8%</b> CITY OF SAN DIEGO: 6%

## OVERVIEW

The Linda Vista Road corridor connects the Linda Vista community with the Morena District to the southwest and Kearny Mesa to the northeast. Focus Area 10 is within the neighborhood of Linda Vista, and includes a segment of the Linda Vista Road corridor from Genesee Avenue to Tait Street. Linda Vista Road serves as the Focus Area's main street, featuring grocery stores, restaurants, businesses, and several churches. The Linda Vista Branch Library and a number of schools are also situated just off of this road. Figure 6-28 illustrates the severe and fatal collisions by mode type.

This area is served by bus lines with stops on Linda Vista Road. The lines run from Kearny Mesa to the transit and job centers of the Old Town Transit Center and Downtown.

Overall, there are opportunities to continue recognizing the importance of Linda Vista Road to the community and need for safe, reliable travel along this corridor by focusing on pedestrian, bicycle, and transit improvements.

## COMMUNITY VOICES

*"There are a large number of people without vehicles in this Linda Vista community; neighborhood shuttles will be a great idea and benefits especially elderly people."*

*"Additional protection for bicyclists."*

*"Add lead pedestrian intervals at all intersections."*

## MOBILITY PROGRAMS OF INTEREST

The community expressed interest in the following mobility programs:

- Neighborhood shuttle
- Transit fare subsidies
- Mobility as a service
- On-demand specialized transportation
- Slow Streets

## PLANNED PROJECTS

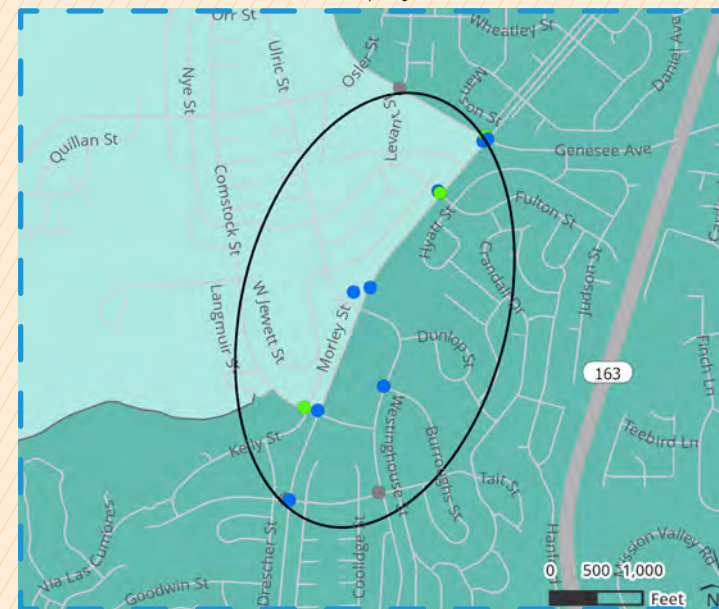
The table and figure to the right highlights projects identified in the adopted 2021 Regional Plan for the area. The table also includes recommendations from the 2017 Linda Vista Comprehensive Active Transportation Strategy that have not yet been implemented. These recommendations could also be integrated into future planning efforts for Linda Vista. The full list of mobility projects for all Focus Areas can be found in Appendix B.

## OPPORTUNITIES FOR FUTURE STUDY

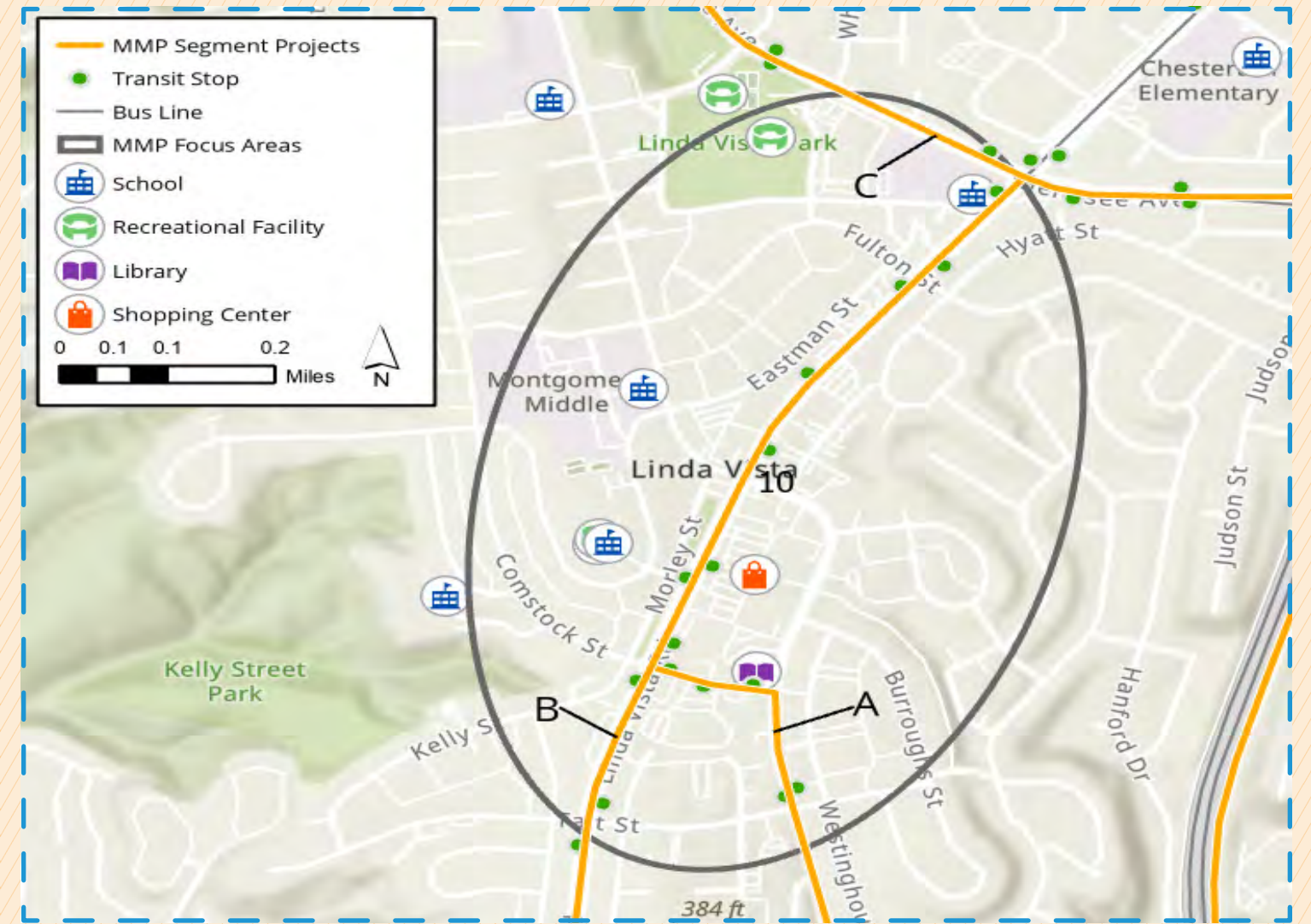
Focus Area 10 opportunities for future study include but are not limited to:

- » Safety enhancements and traffic calming measures
- » Removal of barriers to active transportation access

**FIGURE 6-28:** FA10 Climate Equity Index and Collisions



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



**FIGURE 6-29:** FA10 Planned Projects Map

**TABLE 6-11:** FA10 Planned Projects and Concepts

Projects	Description	Mode
<b>A</b>	Transit Leap Rapid 120 - Kearny Mesa to Downtown via Mission Valley	Transit
<b>B</b>	Transit Leap Rapid 28 - Point Loma to Kearny Mesa via Central Mobility Hub and Linda Vista	Transit
<b>C</b>	Transit Leap Rapid 41 - Fashion Valley to UTC/ UC San Diego via Linda Vista and Clairemont	Transit
<b>Not Mapped</b>	Buffers for pre-existing bike lanes along Linda Vista Rd and Genesee, where missing (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Cycling
<b>Not Mapped</b>	Bulb-outs with new pedestrian ramps at all four corners on Ulric St and Fulton St (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking
<b>Not Mapped</b>	Protected intersection at Linda Vista Rd and Genesee Ave (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking
<b>Not Mapped</b>	Corridor improvements, such as mid-block crossing, wider sidewalks, traffic calming measures, and bike lanes, along Comstock St between Linda Vista Rd and Ulric St (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Cycling, Walking
<b>Not Mapped</b>	Wider sidewalks along Linda Vista Rd between Comstock St and Ulric St (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking
<b>Not Mapped</b>	Mid-block crossing on Ulric St between Dunlop St and Linda Vista Rd (Concept per the Linda Vista Comprehensive Active Transportation Strategy)	Walking