

BIRD ROCK NEIGHBORHOOD TRAFFIC MANAGEMENT, PARKING AND TRAFFIC CALMING CHARRETTE

SAN DIEGO, CALIFORNIA

FINAL REPORT
AUGUST, 2002



Sponsored by:

City of San Diego

Prepared by:

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WALKABLE COMMUNITIES, INC.

Bird Rock Traffic Management, Parking and Traffic Calming Charrette Report

Prepared By: Dan Burden, Walkable Communities, Inc.



Table of Contents

Section I -- The Process	
Introduction and History	3
Six Step Public Process	5
Event Summary	6
Existing Conditions	7
Section II -- Traffic Calming	
Master Plan	11
The Plan	12
Plan Phasing	14
Section III -- Village Detailed Plan	
La Jolla Boulevard	15
Village Details	18
Section IV -- Side Streets	
La Jolla Hermosa	22
Forward, Midway, Colima	24
Sea Ridge, Calumet, Chelsea	26
Linda Rosa	28
Turquoise	30
Section V -- Other Issues	
Colima (Condominium)	32
Next Steps	34
General Recommendations	35
Appendix	36

This report was prepared for the City of San Diego and the Bird Rock Neighborhood by Walkable Communities, Inc. Special thanks is provided to the 18-member volunteer group, Bird Rock Traffic Task Force, for significant background and developmental work. Brad Raulston and Leslie Puneli, with the Co-Planning Corporation, were especially helpful to the community for the many hours of work and coordination they provided in conducting workshops, marketing each event and preparing study documents before the Walkable Communities, Inc. team arrived. Walkable Communities provides a website at www.walkable.org. Details on this plan and referenced studies can be obtained through Siavash Pazgardi, P.E. Senior Traffic Engineer, City of San Diego. Contact: Spazargadi@Sandiego.gov

**Bird Rock Community Workshops --
Building a Vision for Sustainability and Livability**



COLIMA

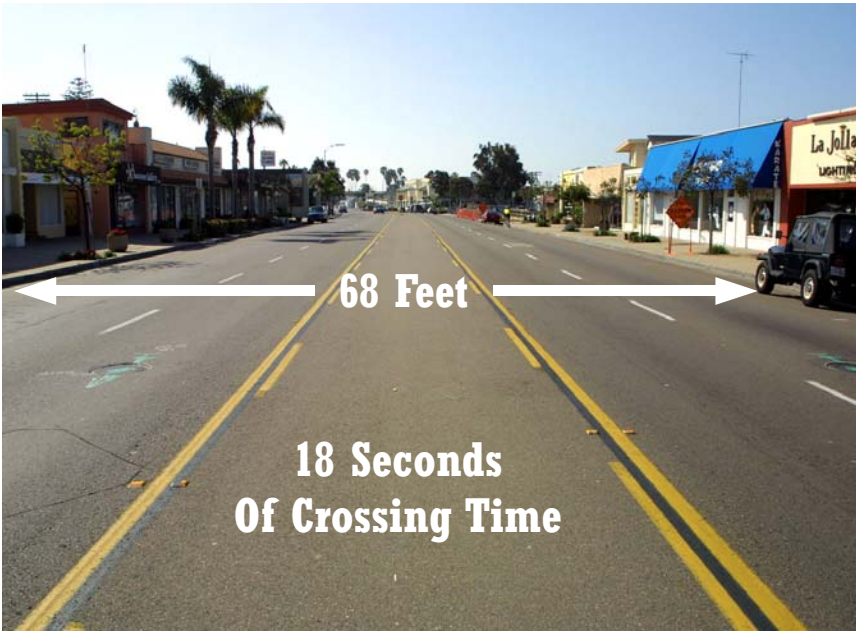
The Master Plan Overview on Page 11, and this rendering, were graciously contributed by architect Manuel Oncina and landscape architect Jim Neri.

Residents identified dozens of issues, problems and needs that will be addressed. Solutions to these problems will determine traffic speeds and volumes, and establish essential quality of life elements. Under this plan Bird Rock will manage its traffic through focus on a village center that meets many daily needs. Some auto trips will be converted to walking and bicycling.

INTRODUCTION

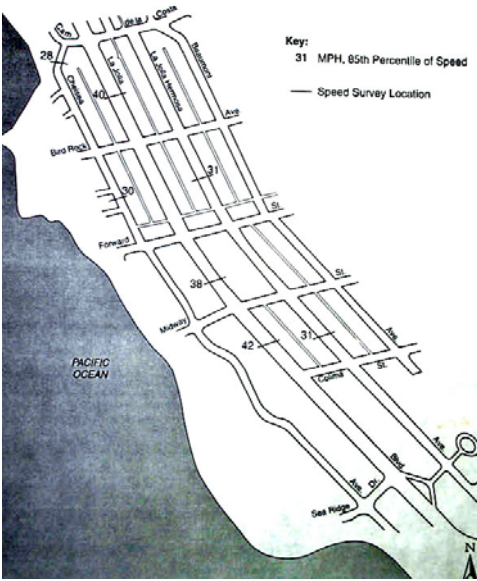
Today the five-lane boulevard moves 20,000 vehicles per day. This number is projected to grow to 23,000 at community build out. Many people speed as they pass through Bird Rock. This situation not only creates risk, it creates noise, vibration and detracts from the ambiance of shopping, walking or visiting businesses in the area. Lack of a village identity, erosion of a well defined sense of place and public space along La Jolla Boulevard, recent traffic injuries, difficulty getting across the wide boulevard by foot and even by car, and the inability of the village center to sustain long term businesses ... all are impacting neighborhood quality of life.

Future changes are also a concern. New development of condominium housing, with the potential for added residential units and other redevelopment are issues. The issue of commercial parking is a concern. There is insufficient parking on La Jolla Boulevard. Many employees park on adjacent neighborhood streets. This situation especially impacts residences on parallel and other nearby neighborhood streets. Many of the 1,600 Bird Rock residents are concerned with both the speed and volumes of traffic on La Jolla Boulevard and many other streets. People speed and cut through neighborhoods for a variety of reasons. Most neighborhood streets, built in the past fifty years, are designed for high speeds (30-40 mph) even though they may be posted at lower limits. Meanwhile appropriate speed for typical local streets is 25 mph. La Jolla Boulevard is currently classified as a 4-lane modified collector street in the La Jolla Community plan. There are limited destinations near Bird Rock homes. This pattern results in families in single family homes making an average of 10 car trips daily. Thus, as many as 16,000 trips are generated by Bird Rock residents, as well as others from homes in the general area. Many motorists may be late for events and try to make up time. We (motorists) are all guilty of these practices.



La Jolla Boulevard — 68 Feet Wide, 38-42 mph, 22,000 vehicles per day
Bird Rock's first priority for resolving its problems.

Traffic Speed	85th percentile
La Jolla Boulevard	40 mph (north)
	38 mph (central)
	42 mph (south)
La Jolla Hermosa Chelsea	31 mph (most areas)
	30 mph (central area)
	28 mph (near park)



The maps to the left provide some of the traffic counts, street widths and traffic volumes on key streets in Bird Rock. Additional counts and measures were taken, and can be found in the project file. In general, the volumes and speeds are characteristic of local streets, collector streets and principal streets throughout the San Diego area. Speeds are excessive in many areas. Traffic volumes can be expected to remain relatively stable, even with some addition of bedrooms, mixed use development and other change. Over time, as Bird Rock develops more of a village quality, and as other communities develop similar concepts there is likely to be a leveling of auto based trip making and longer distance driving.

This report provides guidance on reducing unwanted, unsafe behavior. Before entering into design of traffic management and traffic calming features, all neighborhood residents are asked to accept that many of the problems come from inside the neighborhood. Even more significant, any measures introduced to overcome these problems impact those living on these streets more significantly than others who may pass by once or twice a day or once a week. Solutions therefore must be developed by the “stakeholders.” Residents, business people and other property owners, who have much to gain from working together, are the backbone of finding workable solutions.

HISTORY



Many of the 1600 residents and other stakeholders of Bird Rock and La Jolla Boulevard have been actively engaged in the growing issues associated with La Jolla Boulevard, parking, speeding and related issues. These concerns brought about this series of workshop events to help achieve resolution of a consensus built vision. The goal of this work is to design and implement a comprehensive plan to improve safety and walkability throughout all of Bird Rock.

The Bird Rock Community Council (BRCC) organized community and political leaders to address many, but not all, of the above issues. This effort resulted in the La Jolla Boulevard Traffic Study, a proposal for angled parking on La Jolla Boulevard plus stop sign deterrents on residential side streets. Once approved, the proposal met with protests from concerned citizens.



In August, 2001, Councilman Scott Peters asked Bird Rock resident Brad Raulston to coordinate Bird Rock community members to address the proposed plan, amend or revise it, and present it to the community for support. The community was asked to take part in the review and refinement of this plan. A workshop was held. Later, an 18-member volunteer group, the Bird Rock Traffic Task Force (BRTTF), emerged to represent the neighborhood. Many meetings later, after many but not all issues were formalized, the group lent its support to have Dan Burden and a team from Walkable Communities, Inc. conduct a highly engaging series of events, known as a Charrette, to more fully identify issues and work toward consensus on a series of solutions. This report documents that process and the outcomes with more than 150 people participating.

Six Step Process

Step 1

Traffic calming the Bird Rock Neighborhood began with a partnership. The City of San Diego and the Bird Rock Traffic Task Force agreed to develop a study and process leading to a community built consensus.

Step 2

City staff and volunteers collected traffic volume, speed and crash records to determine existing conditions.

Step 3

The Walkable Communities, Inc. team was oriented to the neighborhood through a walking audit and site inspection. Still and digital photos were taken, and a windshield audit of all principal streets in the neighborhood was conducted. Additional observations were made by walking most blocks. The staff and team took street width measurements, estimated block lengths, observed motorists' behaviors, interviewed pedestrians and other residents, and gathered available maps.

Step 4

The Bird Rock Neighborhood hosted a community Charrette on April 19-22, 2002. Neighborhood residents and other stakeholders took part in focus groups, walking audits, issues identification, priority setting for problems and issues, consensus building activities and design tables. Stakeholders were presented with community graphics and given examples of traffic management, parking and traffic calming possibilities.

Step 5

The Walkable Communities team worked out a system solution to traffic management, parking, speeding and volume. They prepared conceptual engineering sketches for several locations, and then selected the most appropriate tools for enhanced illustrated drawings. A master plan map was prepared, and suggested phasing was developed. This rough sketch plan was presented to more than forty citizens who came to a preliminary presentation. The team took additional comments into consideration and prepared this report.

Step 6

The Bird Rock Neighborhood hosted a final workshop in which residents fine tuned the recommendations of the Traffic Management, Parking and Traffic Calming Team. Consensus was achieved. Comments were received and incorporated into the final report. This report provides the final conceptual system map, and makes recommendations for implementation.



Powerful new traffic management, traffic calming and village development tools are being applied to a number of California cities. This before and after photo is an example of a potential rebuild of SR 99, the road adaptation will work with a 25,000 projected volume of daily traffic.

(Photo Cover and above rendering by Steve Price)



EVENT SUMMARY



Focus groups sessions were held throughout the day on Thursday. Many individuals were able to share their ideas, issues and concerns in small group discussions.

An evening workshop was held on Friday, April 19th, between 7:00 pm and 9:00 pm. More than 60 residents attended the meeting to learn the process, tools and applications of traffic calming.



Residents shared their values (see table in Appendix). Following a 40-minute presentation on traffic management, parking and traffic calming tools by Dan Burden, residents were asked to “Identify the Big Problems.”

From the brainstorming list a set of top priorities were established (see below). Residents would like to slow traffic and protect pedestrians from automobile traffic. Participants addressed biking, walking and vehicular challenges in discussing the improvement of the community. They are concerned that any changes to La Jolla Boulevard might impact adjacent and other neighborhood streets. They welcomed additional designs and suggestions.



On Saturday a walking audit was conducted, along with added training relating to the priorities identified. A special session was held just after lunch to determine those issues where consensus had already been achieved. Groups were then assembled and asked to reach consensus on the remaining topics.

Later in the afternoon a design table session was held where people worked at six tables to come up with both general consensus and listing of tools that they would like to see applied to the community. They also identified locations for improvements.



Priority Issues Identified by Participants

Speeding	19
Speed reductions on La Jolla Blvd	10
Forward, speeding	9
Linda Rosa speeding	7
Bellevue, speeding	45
Speeding, total	
Getting across La Jolla Boulevard	20
Underground utilities	15
Fix neighborhoods first or concurrently	14
Street lighting	14
Reducing neighborhood traffic	12
More useful stores	12
Pedestrian refuge / medians	11
La Jolla Mesa/Linda Rosa Intersection	10
Landscape plan	10
Architectural theme	10
Cut thru on Chelsea, Wrelton, Linds Rosa, Colima	8
Maintain La Jolla Hermosa as a closed street	8
Traffic impacts of proposed condos	7
More public space	7
Forward, Parking, narrow lanes	6
Midway & La Jolla	6
Tree standard - maintain	6
Create off-street parking in La Jolla	6



EXISTING CONDITIONS

Walking audits are site inspections undertaken initially to review the streets and the problems along them. From the team's visit and residents' input, the following conclusions were drawn:



- 1 La Jolla Boulevard** Traffic speeds on La Jolla Boulevard are excessive, and crossing distances present challenges. The roadway environment is unfriendly to business and does a poor job of defining a village center. The street may be approaching its ultimate traffic capacity, since intersections to the north and south are approaching long term critical capacity.



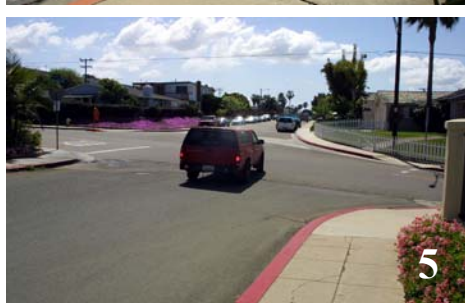
- 2 La Jolla Hermosa** Traffic volumes are well dispersed, but speeds are uncomfortable to many. The roadway width is much wider than needed. The southern end has a shortage of on-street parking, while northern portions are experiencing spillover commercial parking. Near Bird Rock Elementary School parent pick-up and drop-off access is congested.



- 3 Forward, Midway and Colima Streets** These East-West streets form long blocks and handle moderate volumes of traffic, some at unwanted speeds. Cut-thru traffic is a concern.



- 4 Linda Rosa** Traffic from adjacent neighborhoods can enter this roadway at high speeds. A four-way stop control was placed at Midway Street as a temporary traffic calming tool. Speeding is reported by area residents around the curve onto Forward Street. High speed turns are made onto this street from La Jolla Mesa.



- 5 Sea Ridge Drive, Calumet Avenue and Chelsea Street.** Residents are concerned with issues of speed, volume and parking. Some residents voiced interest in closing Colima/Linda Rosa and Wrelton Drive at La Jolla Boulevard. Other residents are concerned about negative effects of such closures.



- 6 Turquoise and La Jolla Boulevard.** Residents are concerned with the exceptionally wide pedestrian crossings and low potential for motorists to yield, as well as speeding into and around these curves.

- 7 Chelsea and Wrelton, La Jolla Blvd and Wrelton.** Residents are concerned with the need for visual geometric and other treatments to slow motorists. Vehicles speed through the lower curve. It is difficult to pull out onto La Jolla Boulevard.

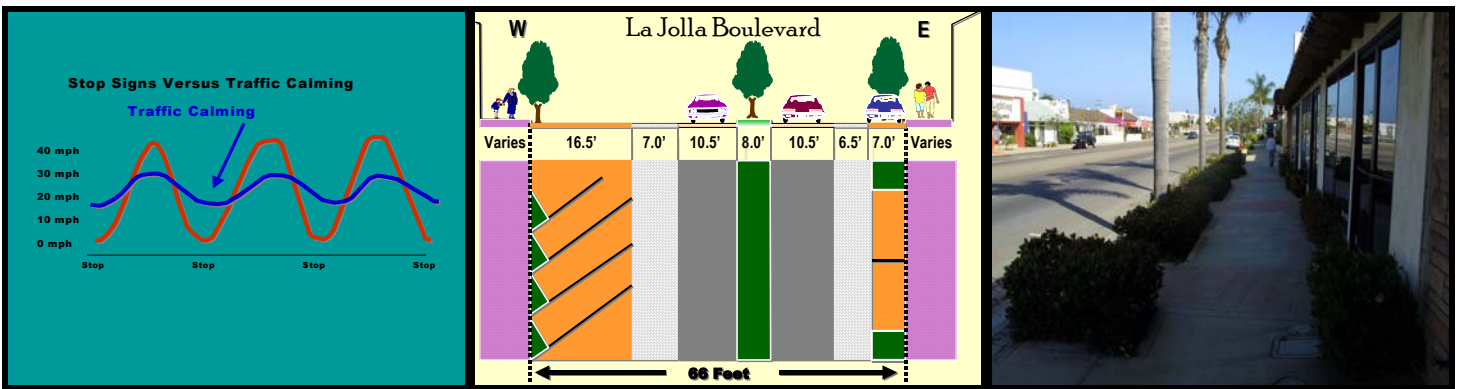
Traffic Calming

The Bird Rock Neighborhood can benefit from a menu of traffic calming solutions. As a general rule this plan calls for highly affordable, minimal intrusion solutions first and foremost. Adding stop signs and speed humps, and closing streets, which are highly invasive tools, are not recommended, nor needed. Indeed, there are so many negative impacts from such “reactive” tools, that they should be seen as last resorts in almost any community. Street Closures, especially, should be seen as amputations. Rarely are street closures useful mending or healing elements.

Left to Right: Stop signs (red line) create new problems, such as speed spiking. In contrast (blue line) traffic calming measures keep traffic in motion while maintain an acceptable speed. Traffic calming takes a systems approach to solving problems, making sure that traffic behaviors are not simply moved from one location to another. Parking on La Jolla Boulevard is rarely saturated during day hours, but staff, who cannot park on this street, are found using nearby neighborhood streets.

PHASED IMPLEMENTATION

This plan calls for measures to be phased. It is likely that most needs will be met in the lower cost Phase One. Elements in Phase Two and Three elements may not be as necessary. In some cases Phase Two and Three elements will not be needed. We have chosen to list all Phase Two and Three possibilities, in case they are needed. Many of these measures should be seen as a “safety net” to be applied only if an area Phase Element is not fully effective.



SYSTEM-WIDE TOOLS

Traffic calming tools should be applied holistically. This plan calls for a series of steps which address specific concerns, but do not imply moving problems from one location to another. Thus, when measures are proposed for Linda Rosa Avenue, they are also to be applied to other east/west roads such as Forward, Midway and Colima Streets. Street closures are rarely a holistic solutions since they often move problems to new locations or series of locations.

PARKING ISSUES

Although this plan helps resolve some parking issues, it does not address all needs. For instance, added parking on La Jolla Boulevard and added neighborhood parking on La Jolla Hermosa provide many needed spaces. Also more comfortable parking zones will result from changes on Forward, Midway and Colima Streets. Added on-street parking by residents on these streets creates visual tightening and adds to traffic calming effects, and some reduction in volume. However, these measures do not address the ongoing need for more parking spaces for retail staff and other commercial parking needs.

Principles

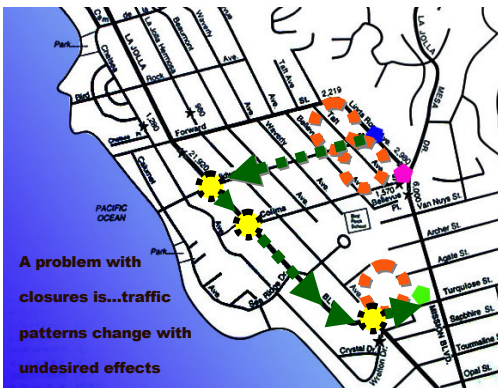
CUT-THRU TRAFFIC

Another ongoing concern is the volume of traffic entering Linda Rosa Avenue and Forward Street to bypass five stops and signal controls on Turquoise and La Jolla Boulevard. Our observations reveal that this practice is not as common as many residents perceive. However, the issue must be addressed. This informal bypass is characteristic of well connected grids. It is reasonable to assume that these informal trips will still

Left to Right:: Street closures create totally new traffic patterns, many of which impact people close and far from the closure. Utilities can be buried with the upcoming sewer project, while attractive medians and landscaping can add a calming effect. Temporary measures attractive to area residents can be applied on an interim basis. As a general rule temporary measures should not be tried unless they can be made attractive, since residence often vote on the form rather than the function of the temporary tool.

UTILITIES

Another issue raised in these workshops was the removal of ugly utility lines. During the anticipated sewer replacement project under grounding of utilities, as well as construction of medians and planting street trees can be applied. In small but significant ways, beautification of streets adds to the desire to use main corridors, and reduces desire to speed through adjacent areas. Greening corridors often impacts the way people behave in positive ways.

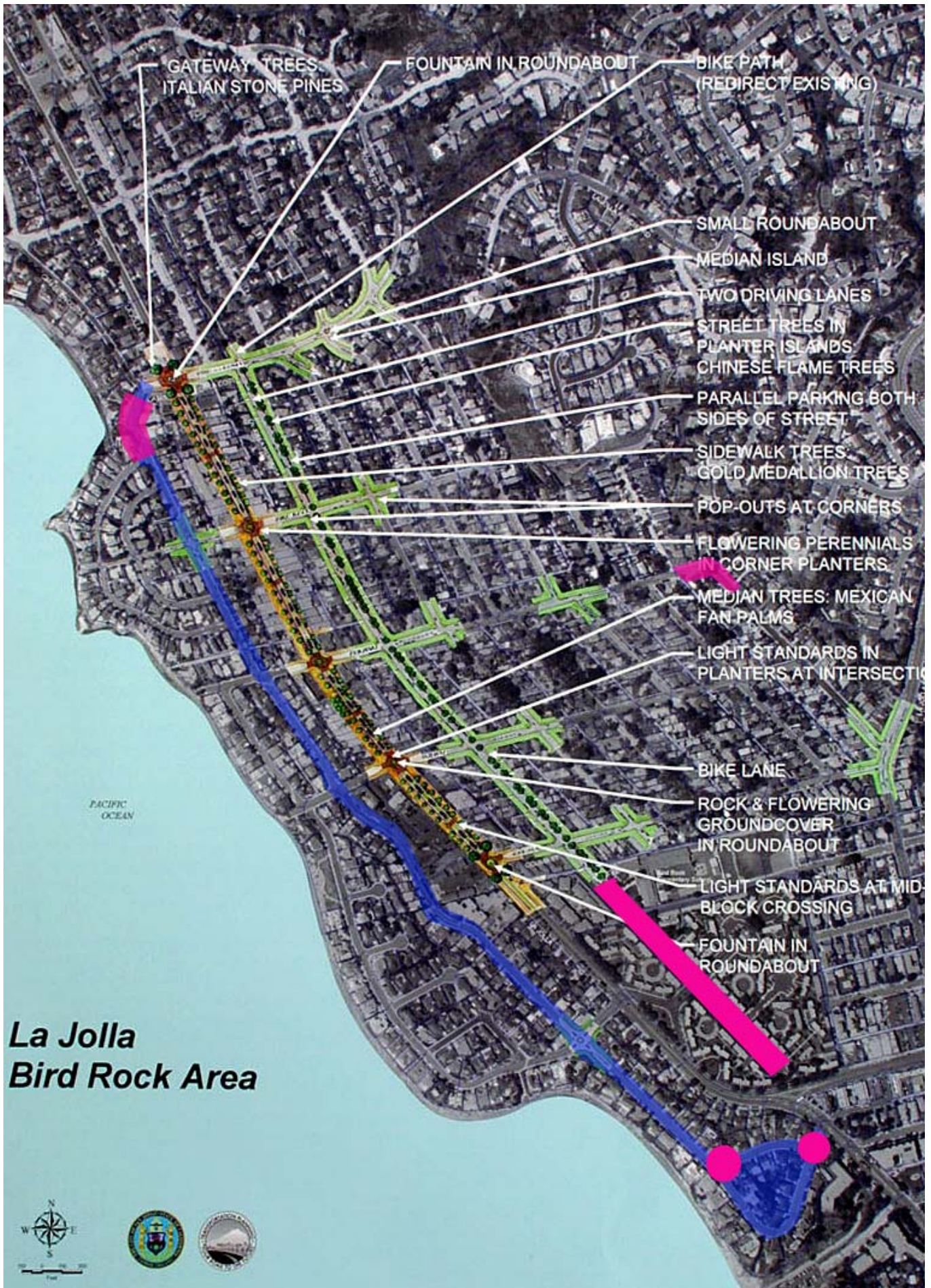


be made no matter what traffic calming steps are taken in the interior of the neighborhood. The behavior of these drivers can be improved through traffic calming measures.

Meanwhile, by following key recommendations of this plan and removing stop conditions at key intersections on Turquoise and La Jolla Boulevard, and replacing them with roundabouts, some reduced flow on Linda Rosa and Forward may occur. Traffic calming measures are part of an overall traffic management system. As one avenue of flow (main boulevards) is improved, it often reduces the pressure on alternative routes of travel.

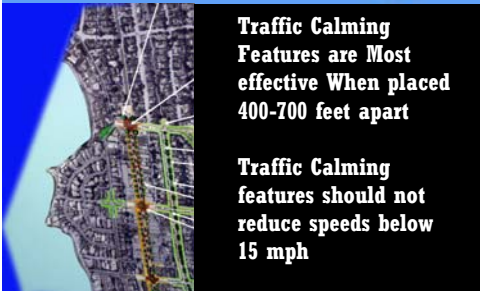
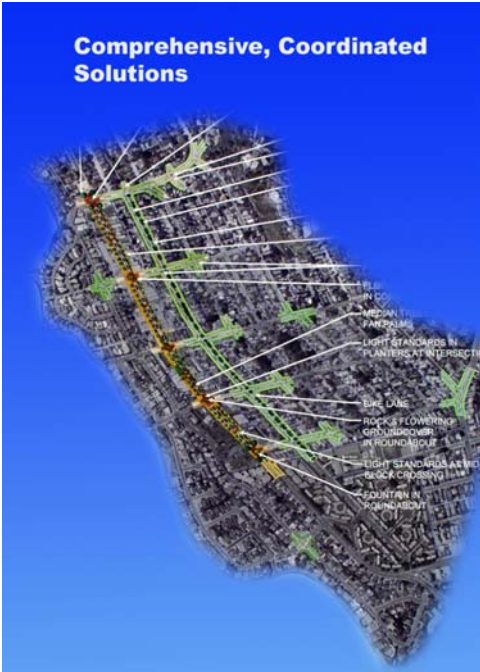
TEMPORARY MEASURES

As a general rule temporary features are discouraged, especially if they can not be made attractive. Quite often residents react negatively to low-quality visual images of temporary curb extensions or mini-circles. If these measures can be made attractive and functional, then test or interim measures may be considered. Such measures should remain on the ground for a minimum of nine months before their evaluation is considered complete. They should not be placed if there is no ability to provide design and construction of permanent, attractive solutions. The Chelsea Drive portion of this report illustrates a temporary curb extension (found today on La Jolla Hermosa) as acceptable temporary measures.



Master Plan

Visionary, Comprehensive, Concurrent, Coordinated and Holistic



The Master Plan Overview and renderings on these two pages were contributed by architect Manuel Oncina and landscape architect Jim Neri

The Bird Rock Traffic Management, Parking and Traffic Calming Master Plan is a living document. It is visionary, conceptual, and flexible. Details for its execution will be worked out in a fair and open manner. Minor added research and raising of comfort levels are appropriate. Meanwhile, the never-ending, frenzied debate must come to a quick end. A fair, hard working group of appointed representative stakeholders must now take all remaining issues into consideration, then carry this plan forward, be ready to test its assumptions, and make clear plans for implementation.

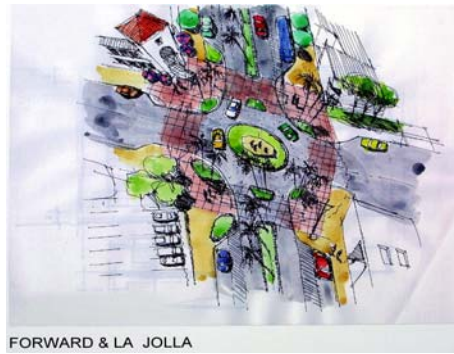
The Bird Rock Master Plan calls for concurrent neighborhood traffic calming tools to be applied along with changes to La Jolla Boulevard to resolve existing speeding and cut-thru problems. Residents understand that a

fair proportion of traffic in the neighborhood is generated from within. It is also understood by most that there is a portion of traffic that can and will travel through the neighborhood from adjacent neighborhoods, just as Bird Rock residents travel through other neighborhoods to meet their needs.

Speeding and related safety issues on La Jolla Boulevard are top priorities for the community. To not address these problems fully would be failures to address key reasons for change. Meanwhile, change made to La Jolla Boulevard, without full attention to existing conditions on interior streets, is unacceptable to the great majority of residents.

The design team assembled (see following pages) recommendations for a three phase application of this plan. Phase One provides lower cost

treatments resolving some La Jolla Boulevard and some interior street issues. Phase Two changes are more costly, and should be applied as soon as budget and administrative issues are addressed. Many residents are concerned enough with existing problems on both La Jolla Boulevard and interior streets that rapid deployment of Phase Two treatments is emphasized. Meanwhile, some concepts in Phase Three should be brought forward to Phase Two in order to address the needs of the community more fully and in a timely way.



Through the closing session, participants resolved to empower and endorse an ongoing working committee. A working group appointed by the city will help filter through and address alterations to the proposed plan to provide sensitive, realistic, achievable and timely resolutions of need. This group should be ready to carry out this work over the next five years, and, if needed, in future years as well.

The Plan



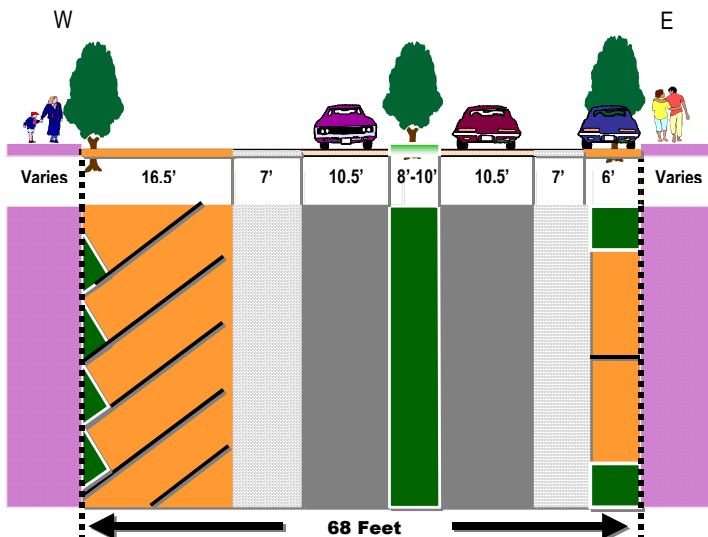
**BIRD ROCK PLAN
KEY ELEMENTS:**

1. La Jolla Boulevard will have two travel lanes, 8-10 foot wide median islands, diagonal parking on the West side and parallel parking on the East side. Safety lanes will be provided to maintain efficient traffic flow and improve ease of parking.
2. Curb extensions, tree plantings and other landscaping will reduce the visual width of block increasing public space and a village atmosphere.
3. Roundabouts may be installed on La Jolla Boulevard at Cam de la Costa, Birdrock, Forward, Midway, Colima and Turquoise. Roundabouts reduce the average time it takes to travel the corridor, yet reduces speed midblock to low-30's and speeds at intersections to 15-20 mph. A total of six roundabouts will be considered. These should be built in sets of two. Opportunity and priority will drive which set is built first.
4. Changes to La Jolla Boulevard will be made concurrent with approval for traffic calming interior streets, such as Forward, Midway, Colima, Linda Rosa, La Jolla Hermosa, Bellevue, Wrelton, Sea Ridge and Chelsea.
5. The first stage of traffic calming should be bid and built under the same contract to alter La Jolla Boulevard. This finding reduces the potential for traffic to spill into the neighborhood, and controls existing safety and other behavioral problems on these roadways.
6. Pedestrian crossings will be greatly simplified on La Jolla Boulevard through (1) reduction of speed, (2) reduction of lanes, (3) reduction of crossing distances, (4) curb extensions (5) median islands, (6) improved crosswalk markings (ladder or zebra style).
7. Additional traffic calming measures (Phase Two and Three) will be built if Phase One measures are not fully effective. Phase One effects will be measured and analyzed.
8. Improved traffic management and traffic calming are proposed for the area surrounding the Bird Rock Elementary School. These changes should occur early.
9. No street closures are proposed. Nor are any additional stop signs or stop sign controls proposed. (Two stop signs are warranted for safety reasons on Crystal Drive and Wrelton Drive.)



COLIMA

La Jolla Boulevard



Plan Phasing

Bird Rock Phase Three

Treatment Locations (Site Specific)



Roundabouts



Other Treatments



Visual Treatments



FLEXIBLE PHASING NEEDED

The Walkable Communities, Inc. design team prepared concepts for phasing. Three phases are recommend.

Phase One is to be almost immediate. These elements can be achieved at low cost, producing helpful results. However, Phase One changes only contribute to the solutions; the problems are much deeper and greater and call for Phase Two and Three changes. Visual treatments, which are highlighted in Phase One, are often the easiest to agree upon and build. In some communities these elements provide significant results. In other communities motorists are too serious about their speeding to be highly affected by visual changes. These motorists demand more stringent geometric, operations and enforcement controls on their behavior.

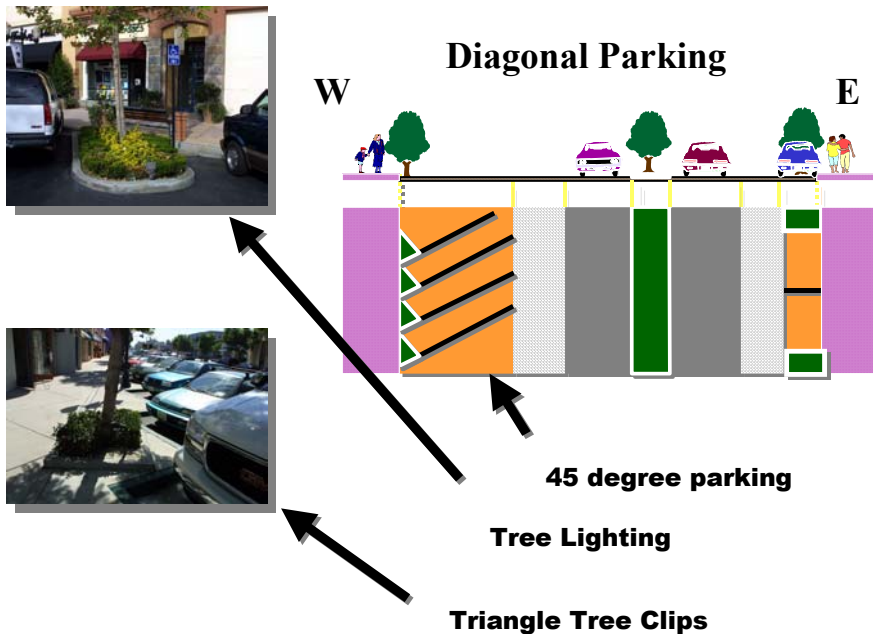
Only application and testing will determine if the Phase One results are fully satisfying to the community. For these reasons the design team urges the community to work expeditiously to plan, budget and prepare for Phase Two and Three.

Phase Two requires added time for assessment, budgeting and administrative elements deemed worthy that are currently in Phase Two or Three can be moved forward. Some elements in Phase One or Two can be delayed. Many elements are linked and should be built concurrently. For example, traffic entering Linda Rosa from La Jolla Mesa can flow down Colima, Midway or Forward. Placing a treatment on just one of these streets forces more traffic onto the remaining streets. For this reason, any tools used on these four streets (Linda Rosa, Colima, Midway and Forward) should be built at the same time).

It is anticipated that only 60-75% of these elements will be built. Some elements serve as a safety net. If actions taken in Phase One are fully effective, some Phase Two and Three elements may be dropped or altered. Some new elements will be added or substituted. These determinations will be made over time by the partnership between the City of San Diego and the stakeholders of Bird Rock. Remember, traffic calming is new to America. Observing, measuring and evaluating is an essential process. Budgets and ideas must remain flexible and respond to ongoing problems.

Section III

Village Detailed Plan



BACKGROUND

Residents are concerned with the high rates of speed (38-42 mph), difficulty of crossing La Jolla Boulevard, lack of access, shortage of parking in the area and lack of comfortable public space. Sidewalk spaces are sparse, stark and uninviting. Although sidewalks are adequate in width, they are cluttered and plain, and they pose challenges for people with disabilities. Residents are concerned that if travel lanes are reduced to add diagonal parking and slow traffic speeds, that traffic will spill into adjacent neighborhoods.

The Walkable Communities proposed plan includes the concept of a series of roundabouts, medians, diagonal parking on the West side and parallel parking on the East Side. Buffer lanes next to parking lanes will aid motorists in entering and exiting these spaces without creating delays to through motorists.

This concept improves existing and proposed conditions, such as pedestrian safety. It should reduce speeding in the area, and improve both motorist and pedestrian access issues.

Benefits to Bird Rock with this altered site plan and intersection enhancement approach includes:

1. Reduced speeds on La Jolla Boulevard (from 40 mph to 15-20 mph at roundabout intersections, and 30 mph elsewhere on La Jolla Boulevard).
2. Roundabouts make it easy to access parking on each side of the street by making U-turns at the nearest roundabout to access far side parking.
3. Improved safety and access to all properties through enhanced low-speed travel and circulation.

La Jolla Boulevard






Photo: Southbound on La Jolla Boulevard, approaching Camino de la Casta. This visual widening encourages motorists to increase their speed in Bird Rock. Refuge islands and curb extensions in this 3-lane portion of La Jolla boulevard would improve pedestrian safety.



CAN LA JOLLA BOULEVARD WORK WITH TWO LANES?

Traffic Capacity on La Jolla Boulevard is limited by the number of lanes on either approach (2-lanes, plus turn lane), and the peak hour handling capacity of intersections in nearby communities. Based on the analysis conducted by Michael Wallwork, our project engineer, the Bird Rock portion of La Jolla Boulevard is not capable nor anticipated by projections of getting more than 24,000 vehicles per day at build out. Two lanes can handle this traffic volume. A reasonable portion of the traffic on La Jolla Boulevard is locally generated by area residents. Thus, actions taken to make Bird Rock more pedestrian friendly, as well as steps taken to re-create neighborhood service shops, may slightly dampen traffic volumes, or help stabilize these volumes near current levels. This stabilization of volumes may result as Bird Rock and other areas further develop village nodes, where many people use their cars less frequently, and cover less distance to meet their needs.

**Bird Rock
Phase One**
**Treatment
Locations
(Site Specific)**

-  Roundabouts
-  Other Treatments
-  Visual Treatments






Phase One

Some of these elements can be built by Autumn, 2002

- Restripe Forward, Midway, Colima, Linda Rosa, La Jolla Hermosa, Calumet, Chelsea
- Add Stop Sign at Crystal and Chelsea and Crystal and Wrelton
- Add "B" Bars at Wrelton/Chelsea
- Add "B" Bars at Linda Rosa and Forward
- Add diagonal parking on La Jolla Hermosa Between School and Southern end of street
- Add speed table at school crossing on Colima
- Add Mini Roundabout on Chelsea at Sea Ridge
- Add Mini Roundabout at Forward and La Jolla Hermosa
- Add Mini Roundabout at Colima and La Jolla Hermosa

**Bird Rock
Phase Two**
**Treatment
Locations
(Site Specific)**

-  Roundabouts
-  Other Treatments
-  Visual Treatments






Phase Two

Some of these elements can be built as early as Spring, 2003

- Reconstruct La Jolla Boulevard between Forward and Turquoise with Roundabouts at two or more of the following locations: (1) Turquoise and Cam de la Costa, (2) Bird Rock and Forward (3) Midway and Colima.
- Implement the reconfiguration of La Jolla Boulevard, similar to the plan shown on page 13: One traffic lane in each direction with diagonal parking on the west side and parallel parking on the east side etc.
- Reconstruct La Jolla Mesa/Linda Rosa/Colima
- Add short medians to La Jolla Hermosa
- Add bulbouts at Chelsea and Bird Rock
- Add median at Sea Ridge at Beach Access
- Widen park at northern end of Chelsea with one lane pass through

**Bird Rock
Phase Three**
**Treatment
Locations
(Site Specific)**

-  Roundabouts
-  Other Treatments
-  Visual Treatments



Phase Three

Most of these elements will not be built until their need is assessed from evaluations of other tool placements

- Angled slow point on Colima, Midway and Forward
- Add speed table to top of hill on Bellevue between Bird Rock and Cam de la Costa
- Add medians to Bellevue and Cam de la Costa
- Add mini-roundabout at Cam de La Costa and Waverly

Fire Department Approval:

The City Transportation Planning staff is currently discussing the plan details with the San Diego Fire Department. Staff intends to obtain fire department's approval of all the traffic calming measures that involve street design change before their implementation.

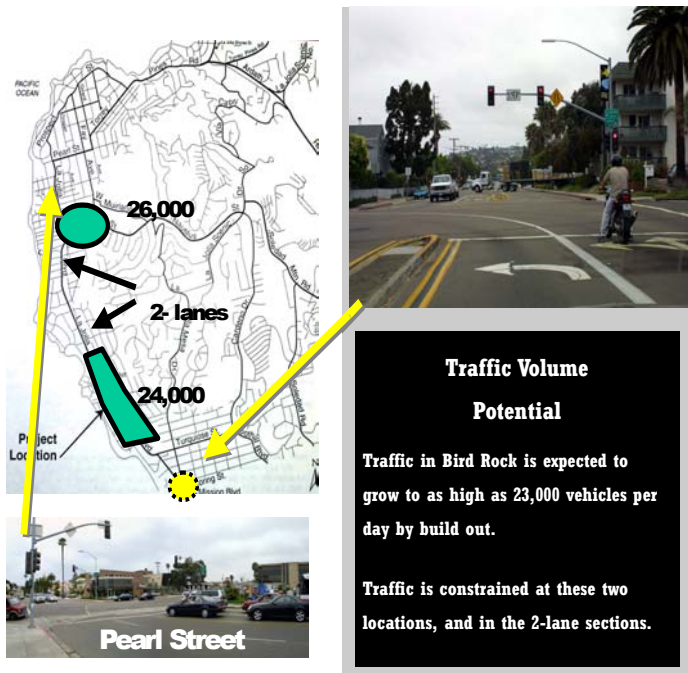
4. Improved pedestrian access and safety for residents, shoppers and others wishing to access their beach, parks, shops, services, other public space and schools.
5. Increased safety of motorists and pedestrians. National figures for similar treatments demonstrate 50 percent reduction of all crashes and up to 90 percent reduction of injury producing crashes from this lower speed environment.
6. Improved and enhanced public space, stability of area retail businesses, ability to establish sense of identity and sense of place through improved streetscaping.
7. Gateway entry to Bird Rock, reduced speed through the shopping district.



DESIGN

The roundabouts will be single lane devices creating attractive gateway features. One community suggestion is to have a giant bird bath at one of the entry roundabouts. Upward of 25,000 autos can be handled daily with this design. Pedestrians will cross distances of 12-14 feet to median islands, versus today's 68 feet. Speeds through roundabouts are controlled at 15-20 mph. All size vehicles will be able to make all through movements at these roundabouts. Some restrictions will apply to oversize vehicles making some turns.

Median islands will be eight to ten feet wide and will be landscaped to add color and attraction to the area. Delivery trucks will be given appropriate drop-off locations. This portion of La Jolla Boulevard will have on-street parking on each side. The West side will have diagonal parking, while the East side will have parallel parking. There will be two travel lanes through this area. These two lanes are capable of carrying existing traffic of 20,000 vehicles per day, as well as growth in traffic up to 25,000 vehicles per day, 2000 vehicles higher than current projections.



Village Details

BIKE LANES

Bike Lanes are planned for La Jolla Boulevard, from the south to Colima Street and for La Jolla Hermosa, from Colima Street to Cam dela Costa. North of Cam dela Costa the bike lane will become a bike path.

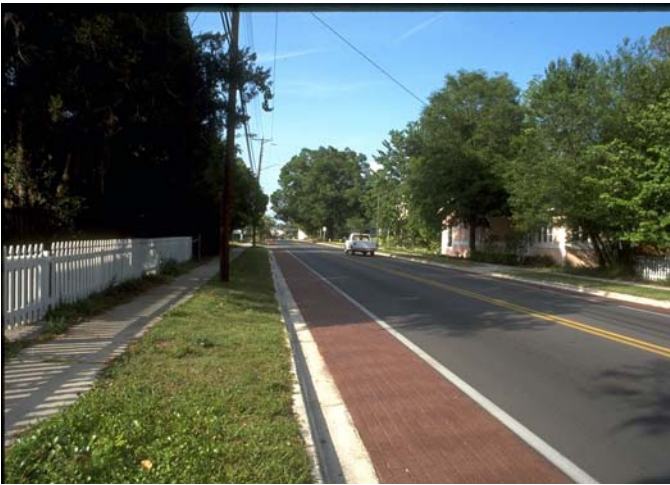
Width: Bike lanes are 6.0 feet wide from the curb face to the center of the 6-8" wide lane stripe. Bike lanes should be 6.0-7.0 feet wide when placed next to parallel parking. Lesser dimensions are permitted in some circumstances. If curb lanes are less than 4.0 feet, they should not be labeled bike lanes.

Materials: Bike lanes are made either of the same material, depth and base as travel lanes, or may be of a different material to create color contrast as shown in the photo on the left. In some cases, paved shoulders have lesser depth of base material, then reinforced to full depth and base at intersections. Contrasting materials create visual tightening of roadways, which has been shown to reduce speed in some settings.

TRAVEL LANE(S) AND CAPACITY

Roadway travel lanes must move traffic at uniform speeds, provide flexibility in movement, and provide good, non-slip surfaces. A single urban travel lane can manage 15,000 vehicles daily (1500 in peak hour) to 20,000 vehicles (1800 in peak hour). Interruptions caused by driveways, crossover and stop controls, signals and other intersection traffic greatly reduce carrying capacity of roadway lanes, but can be mitigated by medians, roundabouts and other traffic management techniques. La Jolla Boulevard can be expected to handle all of today's 22,000 vehicles in two lanes, and more, once the stop controls and signals are removed. Thus, an estimate of 25,000 vehicles per day can be handled without a loss of service.

Width: Communities seeking to reduce speeding and risk to drivers, pedestrians and bicyclists are learning to reduce urban roadway lane widths and numbers of lanes in appropriate locations. Reductions from the typical 12.0 feet to 11-foot lane width, where appropriate, may provide space for bike lanes, wider sidewalks or wider planter strips. But one-foot lane width reductions from 12.0 feet to 11.0 feet have no effect on vehicle speeds. Lane reductions to 10.0 feet create some reductions in speeding, which may enhance stopping sight-distance. Lane reductions are often made when bike lanes are added. This extra edge space gives large trucks added room for turning into driveways and intersections. In some cases, on lesser classification streets than collector streets, 9.0-foot lanes are appropriate, or necessary, especially in low speed environments.



Bike lanes offer visual tightening of roadways. They offer up to 22 benefits to roadway designs. Only two of these benefits are for bicyclists. One of the most important uses for a bike lane is to aid in traffic calming. When roadways have more lanes than needed, bike lanes are effective tools making use of existing curb to curb space. Too many lanes in roadway sections (four or more) allow imprudent drivers to set the speed. When just the right number of lanes are applied to roadway sections prudent drivers always set the pace. For more information on bike lanes and paved shoulders see: www.walkable.org

Recommended lane width for village portions of La Jolla Boulevard under the proposed design is 10.5 feet. This width allows for operations and safety, and permits slightly wider bike lanes or safety lanes to increase turning radii and sight distances needed for large trucks and turning movements.

Speed: Increasing numbers of neighborhoods and communities are insisting that roadway lanes not reward speeders. The combination of lane widths and other geometrics and operations that create comfort for 30 mph speed also maximize roadway capacity. The tendency to build in an “extra margin of safety” by creating roadways with design speed 10 mph higher than posted speeds result in motorists feeling comfortable and therefore driving 10 mph faster than is safe. This misunderstanding of cause and effect increases noise, risk to drivers, pedestrians and bicyclists.

MEDIANS AND TURNING POCKETS

Medians provide essential buffers between opposing lanes of traffic and can increase carrying capacity of individual lanes by 30%. They do this by restricting the friction of crossover traffic and lane stoppages at turning points. Intersection left turn pockets are provided in the median. This treatment enables management of access points along the road so that full access is provided at major generators and partial to no left turn access is provided at lesser driveways. Medians provide pedestrians with safe refuge as they cross streets. They allow space for street beautification and gateway treatments, and they help eliminate aggressive behaviors such as inappropriate passing.

Width: Median widths vary and are often determined by “leftover” space in the right-of-way when all other needs have been met. Medians of 4-8 feet are satisfactory for most pedestrian needs. An 8-foot median is considered sufficient for planting many species of trees and provides requisite setback to meet engineering clearance standards. Trees in medians and planter strips



Bulbouts are recommended in the village area of La Jolla Boulevard as part of the Roundabout design, and at all other intersections. Curb extensions are also recommended for other portions of the neighborhood. Where indicated in Phase Two or Three construction (see each area for details).

should be under trimmed 8.0 feet if there is significant volume of trucks. Medians on La Jolla Boulevard are to be 8.0 feet wide. This is the minimum distance for ease of maintenance.

Height: Medians are typically designed with curb heights of 6 inches. In some cases low walls or low hedging is used to channel pedestrian crossings to the most appropriate locations. In some cases, such as near Dupont Circle in Washington, D.C., curbs are dropped to permit informal pedestrian crossings. Another height variation is used on 148th Street in Bellevue, Washington, to aid emergency responders. Curbs are flattened, stable surfaces are developed, and grass is grown through the material to permit large fire engines to cross. Visually, motorists see these medians as blockages, adding to access control.

Medians are recommended for all portions of La Jolla Boulevard, from an area preceding Turquoise, to La Canada Street.

BULB-OUTS

Bulb-outs are extensions of curbing that reduce lane widths and overall street dimensions. Bulb-outs shorten crossing distances for pedestrians. Bulb-outs at intersections also slow turning traffic, provide added space for street amenities, protect parked vehicles, and improve sight lines. The most important element of a well constructed bulb-out is the introduction of people. It is hard for a motorist to see a pocket of people having fun in their village without wanting to stop and enjoy the ambiance and association. This Los Altos scene is one of four curb extensions on this corner. All four corners are packed with life and activity.



La Jolla Boulevard today is a large mass of asphalt and resulting induced speed. Medians, curb extensions and landscaping have long been the missing piece to the place making puzzle.



Medians, bike lanes and roundabouts are exceptionally powerful tools that, when used in combination, allow roadway dimensions to remain at human scale, slowing speeds and curtailing most crashes. Ugly roads are a result of using too few roadway design tools

ROUNDBABOUTS

Roundabouts are designed to allow traffic to travel between 15 and 22 mph through intersections. Drivers circulating in roundabouts have right of way, so entering traffic yields. Drivers enter just as they would turn right from driveways – wait for gaps and enter. At traffic signals vehicles are sometimes delayed even when there is no traffic on cross streets. This inefficiency is eliminated at roundabouts, which generally improves capacity. Pedestrian crossings are placed one car length away from circulating traffic to ensure drivers' attention is focused on pedestrians, not turning movements. This placement also encourages pedestrians to cross behind vehicles entering roundabouts. Splitter islands, triangular islands at entries to roundabouts, often create refuges for pedestrians waiting for crossing gaps.

Roundabouts offer opportunities to provide attractive entries and focal points. Center islands and splitter islands are often landscaped.

Roundabouts reduce speeding at an intersection, and, when effectively spaced, through a major corridor. Reduced speeding, added reaction time and other factors lead to a reduction in all types of crashes of 50-70% and reduction of injury crashes of up to 90%. The efficiency of vehicle movement allows a roundabout to increase vehicular movement of an intersection by 30%. Removal of traffic signals at roundabout sites saves maintenance costs of between \$3,000 and \$4,000 per year.

Roundabouts are to be considered for up to six intersections to aid in the circulation safety and movement of traffic: Turquoise, Colima, Midway, Forward, Bird Rock and Cam de la Costa. Smaller roundabouts are recommended for neighborhood areas as shown in the phasing maps. It is recommended that roundabouts be phased in sets of two. Sets include: Cam de al Costa and Turquoise, Colima and Midway, and Bird Rock and Forward. Phasing in sets maximizes circulation and speed control in key areas.



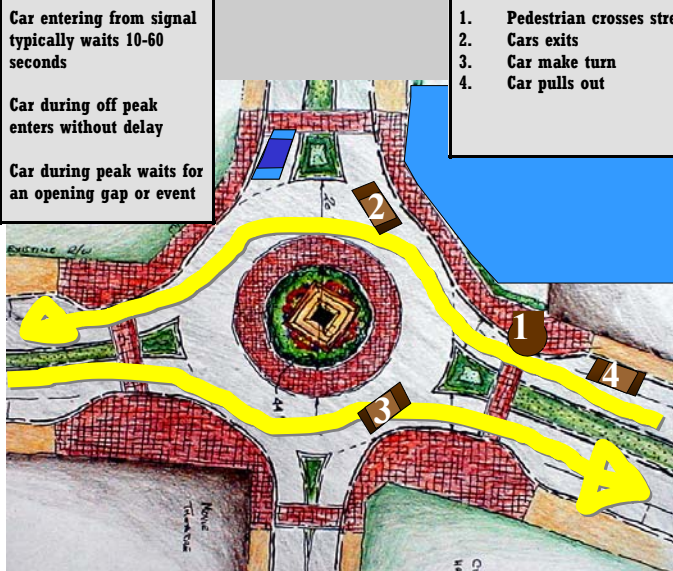
FORWARD & LA JOLLA

Car entering from signal typically waits 10-60 seconds

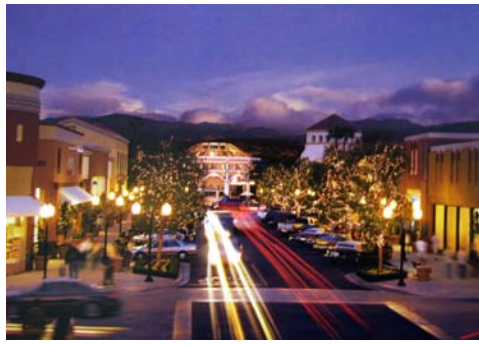
Car during off peak enters without delay

Car during peak waits for an opening gap or event

1. Pedestrian crosses street
2. Cars exits
3. Car make turn
4. Car pulls out



The La Jolla Boulevard roundabouts can handle all of the projected 23,000 vehicles at build out. One issue raised by citizens is if the high flow of La Jolla Boulevard will permit side street traffic to enter during peak flow. This chart helps set aside the myth that main stream traffic fails to



ON-STREET PARKING AND TREE WELLS

Both on-street parking and tree wells are recommended for La Jolla Boulevard. These scenes in Abacoa, Florida, illustrate the attractiveness of tree wells and curb extensions to enhance the green of a street. Use of tree wells frees up sidewalk space, create a heightened green and color effect, and provides more sitting areas and space for other street furniture. Careful placement of tree wells preserves most, if not all of the parking bays, creates an orderly parking pattern, and shelters parked cars from moving vehicles.



At least 50% of the speed reduction needed on La Jolla Boulevard will come from aesthetic enhancements. Use of medians, curb extensions and tree wells will act together as a place maker, offering a reinvigorated sense of Bird Rock as a village.



Treatments on La Jolla Boulevard will include a buffer or safety lane. Tree wells could also be used on the side with diagonal parking. Treatments on side streets can also include tree wells, more effective sidewalk space and creation of restful green lines and clusters the trees.



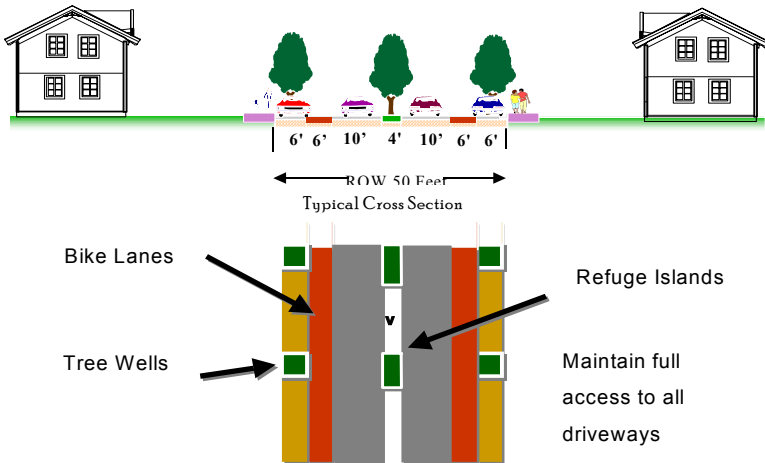
MIXED USE BUILDINGS

An important way to further curtail speed while evolving La Jolla Boulevard into a place is to adopt and work toward mixed use buildings. The "enclosure" of multi-story buildings provides needed people, with their eyes on the street, and help define place making.



LA JOLLA HERMOSA

La Jolla Hermosa Boulevard



Bike lanes and occasional short medians, known as refuge islands, create a visual narrowing to La Jolla Hermosa. Although painted bike lane stripes are recommended for Phase One, if desired, a Phase Two pigmented marking plan can be considered for Phase Two. The pigmentation is expensive (est. \$100,000 per mile, both sides), it can have a desired effect of further impacting the tendency to speed.

BACKGROUND

This historic trolley car street has an unusual width for present day residential homes. Block lengths are very long in several areas, adding to potential for speeding. Residents are concerned with speed (31 mph in most areas), and the wide crossing distances for pedestrians. Some spillover commercial and work center parking affects residents.

PHASE ONE

The Walkable Communities proposed plan includes bike lanes. The southern portion can provide diagonal parking on one or both sides of the roadway. Traffic volumes here are very low, and a narrower lane street section will create a quiet, peaceful atmosphere. Bike lanes should be dropped in this section, allowing more maneuvering width for bicyclists. A mini-roundabout is also recommended for Forward and La Jolla Hermosa for this phase. A mini-roundabout on La Jolla Hermosa and Colima can also be considered for this phase.

Bike lanes should be 6.0 feet wide and marked with an outer stripe, 8.0 inches wide. Parking lanes should be marked with 4.0 inch stripes, and be 6.0 to 7.0 feet wide.

Travel lanes should be narrowed to about 10.0 feet. This reduced visual width to travel lanes can reduce speeding by many drivers. It is common to see reductions of speed of 7.0 miles per hour.

PHASE TWO OR THREE

Refuge islands (short medians) and increased landscaping can be added in Phase Two. The southern section can be further treated to resemble a European Woonerf (living or yard street). Street trees can be placed every 50 feet or so between diagonally spaced parking bays.

As funding allows, curb extensions can be provided to increase sight distances at appropriate intersections.

If desired, as a Phase Two concept, bike lanes can be pigmented a red ochre color, further visually tightening roadways. Costs for these painted markings are from \$30,000-80,000 per mile (includes both sides)

This concept improves existing and proposed conditions, such as pedestrian safety, reduced speeding in the area, and improves both motorist and pedestrian access.

Benefits to Bird Rock with this altered roadway marking, refuge island, mini-roundabout and diagonal parking dedication plan include:

1. Reduced speeds on La Jolla Hermosa (from 31 mph to 25-27 mph can be anticipated).
2. Greater comfort and access for bicyclists.
3. Improved space for parking.
4. Assured access into residential driveways.
5. Safer street crossings.
6. Reduced noise.



Above: Phase One bike lane markings. These lanes are added to La Jolla Hermosa as an example of the visual effects of narrowed travel lanes. As a general rule, most motorists respond to 10.0 foot lanes by driving about 7 mph lower speeds.

Left: The southern portion of La Jolla Hermosa has reduced traffic volume. A European Woonerf (Living Street, Yard Street) invites motorists to enter these low-volume areas as a guest, and focuses on the residential quality and character of the area. Diagonal parking can be striped in Phase One. If desired, the neighborhood can consider the addition of diagonal tree wells, such as those illustrated on the previous page (Valencia Town Center, California). The scene below shows the relative scale of a street once diagonal parking is introduced. As a final phase, area intersections can be reduced in width through the placement of curb extensions and mini-roundabouts.



Forward, Midway, Colima Streets

BACKGROUND

These three East/West connectors form an important circulation pattern for the Bird Rock Neighborhood. Forward Street has a function as a designated "collector" street. Traffic from local streets travels to and connects with Linda Rosa and Forward. Other local north/south streets also connect for travel to La Jolla Boulevard, the beach and other destinations. Residents are especially concerned with speeds and volumes on Forward Street, but they are also concerned with speeds and volumes on Midway and Colima Streets.

PHASE ONE

The Walkable Communities proposed plan includes eliminating the double yellow lines on Forward, and, painting in parking lanes to a width that reduces the center roadway space to 20 feet. This visual tightening of the road is likely to have a modest speed reduction effect.

Traffic "B" Bars (3 yellow, three inch high traffic bars) on the curve between Linda Rosa and Forward will reduce the tendency for motorists to speed around this corner. These bars should be placed on a temporary basis to determine their effects. If the outcome is positive, they can be made permanent, or, in Phase Two, replaced with a narrow median island through the curve. Phase one adds a flat top speed table on Colima Street, near the school. This flat top speed table should be located in conjunction with an existing or future crosswalk. The area can also be considered for a short refuge island to choke travel lanes down to 10.0 feet each.

PHASE TWO OR THREE

If any intersections have significant sight distance problems, consider adding curb extensions. These treatments can be used instead of refuge islands near Bird Rock Elementary School. The intersection of Colima, Linda Rosa and La Jolla Mesa will be constructed to slow entering traffic, and create more appropriate channels of movement. Angled slow-points are introduced to Midway Forward and Colima Streets in Phase Three. Medians are added to Bellevue and De



Forward Street [2,200 Vehicles per day]



Midway Street



Colima Street



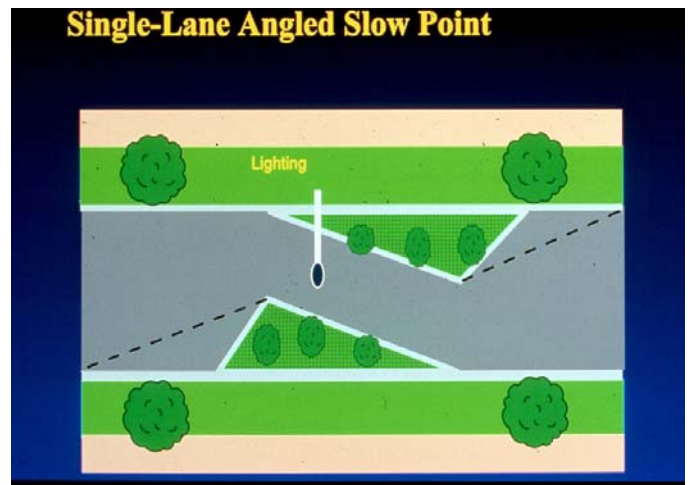
Forward Street

Benefits to Bird Rock with this altered roadway marking, "B-Bars" flat top table, refuge island and angled slow point:

1. Reduced speeds on Forward, Midway, and Colima Streets.
2. Reduced noise and danger.
3. Improved ease in accessing parking.
4. Improved sight distances for entering and exiting residential driveways and intersections.



Proposed Forward Street Markings



Forward and Midway



*Traffic "B" Bars,
Davis, California*



*Curb Extensions
Del Casa, California*

Sea Ridge Dr., Calumet Ave. and Chelsea St.

BACKGROUND

West of La Jolla Boulevard local streets provide essential access to beach-side homes, parks and other public space. Twelve hundred and eighty vehicles travel Chelsea Avenue on a daily basis. Speeds on central portions of Chelsea Avenue is 30 mph, about 5 mph higher than desired. Traffic volumes are less than anticipated from the number of homes. Although most local roadways in the nation reflect 10-12 auto trips per house, traffic volumes on these roads show a reduced volume, closer to 8 trips per household on average. Still, residents are concerned with the potential for speed and volume, especially if traffic does not stay in motion on La Jolla Boulevard. Some intersections have poor sight distances, especially if traffic speeds are high. Residents report significant parking by non-residents and visitors on their streets during working hours.

PHASE ONE

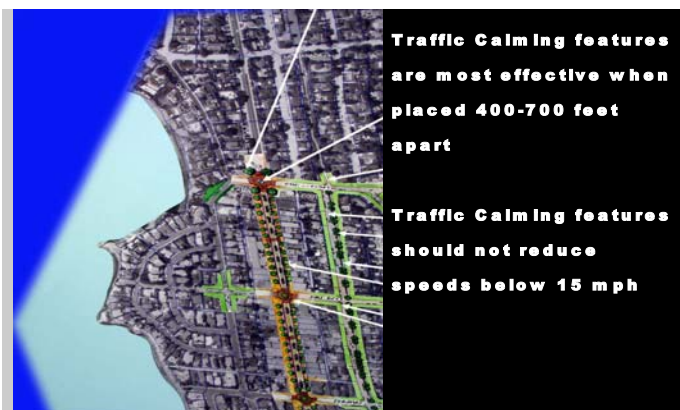
Calumet Avenue and Chelsea Avenue will be restriped in Phase One alterations. A 20-foot driving lane, with no center stripe, is planned for this phase. Traffic "B" Bars (3 yellow, three inch high traffic bars) on the curve between Wrelton and Chelsea will reduce the tendency for motorists to speed around this corner. These bars should be placed on a temporary basis to determine their effects. If the outcome is positive, they can be made permanent, or, in Phase Two, replaced with a narrow median island through the curve. Stop signs are to be added to assign priority at Crystal Drive and Chelsea Avenue and Crystal Drive and Wrelton Drive. The traffic signal at La Jolla Boulevard and Sea Ridge will remain in all phases, unless, at some point, residents seek a roundabout. The first mini-roundabout at Chelsea and Sea Ridge can be considered for this phase, or delayed to Phase Two.

PHASE TWO OR THREE

A median may be added to Sea Ridge Drive at the beach turnoff. Phase Two should include appropriate curb extensions to reduce pedestrian crossing distances, entering and exiting traffic speeds, and alter the visual appearance of the roadway.

Once a roundabout is placed at Turquoise, resulting in 15-20 mph exit speeds, the poor sight lines at Wrelton and La Jolla Boulevard will have significant improved reaction time.

The area on Chelsea near the northern neighborhood park will be considered for an expanded park area and reduced street width. Motorists will have a single pass-thru lane in this area. This treatment will dampen both speed and potential volume. Approval of this lane width concept will need to be worked out with area residents and discussed with the California Coastal Commission, as needed.



Above: Area map and details for example Phase Two and Three Projects.

Below: Example of a temporary roundabout. Shrubs are in temporary planters.



Other treatments can be considered on Chelsea, as needed, such as added a mini-roundabout or curb extensions at Chelsea and Midway, and another at Bird Rock. Traffic Engineer Michael Wallwork, P.E., will look at potential added tools for this area



Above: Average (85th percentile) speeds along Chelsea are 30 mph. Area residents are concerned with the number of commercial workers parking on Chelsea Drive and other area streets.

Below: Phase Two treatments can consider curb extensions to help screen on-street parking, reduce entering speeds, and reduce the street crossing width for pedestrians.



Benefits to Bird Rock with this altered roadway marking, median island and curb extension:

1. Reduced speeds on Chelsea Drive, Sea Ridge Drive and Calumet.
2. Reduced noise and danger.
3. Improved ease in accessing parking
4. Improved sight distances for entering and existing residential driveways and intersections.
5. Reduced potential traffic volume.
6. Reduced crossing distances for pedestrians.

Linda Rosa Avenue

BACKGROUND

Linda Rosa Avenue serves both as a neighborhood street, and as a collector road. Traffic counts at the curve next to Forward are 2,200 per day and increase to 2,900 near the junction with Colima Street and La Jolla Mesa.

PHASE ONE

The proposed plan includes eliminating the double yellow lines on Forward Avenue and Linda Rosa Avenue and painting in the parking lanes to establish a 20 foot wide portion of the street for driving. Existing stop controls on Linda Rosa Avenue are to be retained.

PHASE TWO OR THREE

Phase Two rebuilds the intersection of Linda Rosa Avenue, Colima Street and La Jolla Mesa Avenue. Entering traffic speeds will be reduced to more acceptable levels, and pedestrian crossings will be greatly simplified. Although this intersection redesign has not been sketched at this time, it will include a series of curb radius reductions, as in the example shown below. The area will be fully accessible but less inviting to motorists intending to use Linda Rosa.

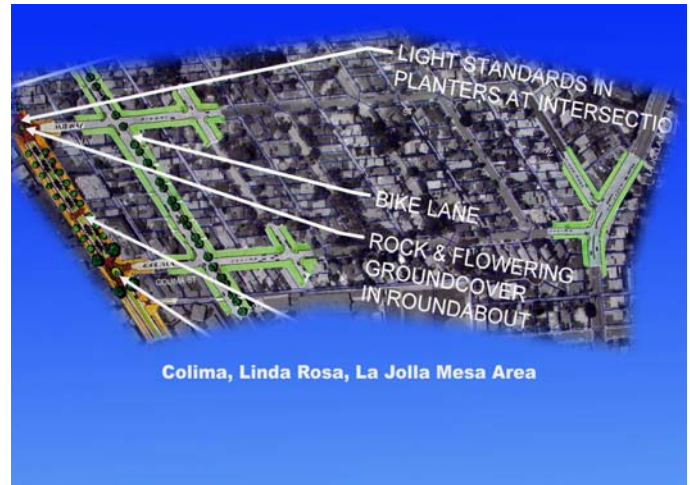


Today Colima Street, Linda Rosa and La Jolla Mesa junctions allow entry speeds that are too high. The above illustration shows an example of successful curb radius reduction. This concept will be used to design each of the entry and exit points to encourage safe, low speed entries to the neighborhood.

Benefits to Bird Rock with this altered roadway marking, "B-Bars" flat top table, refuge island and intersection redesign:

1. Reduced speeds on Linda Rosa Avenue
2. Reduced noise and danger.
3. Improved ease in accessing parking.
4. Improved sight distances for entering and exiting residential driveways and intersections and painting in parking lanes to a width that reduces the center roadway space to 20 feet. This visual tightening of the road is likely to have a modest speed reduction effect.

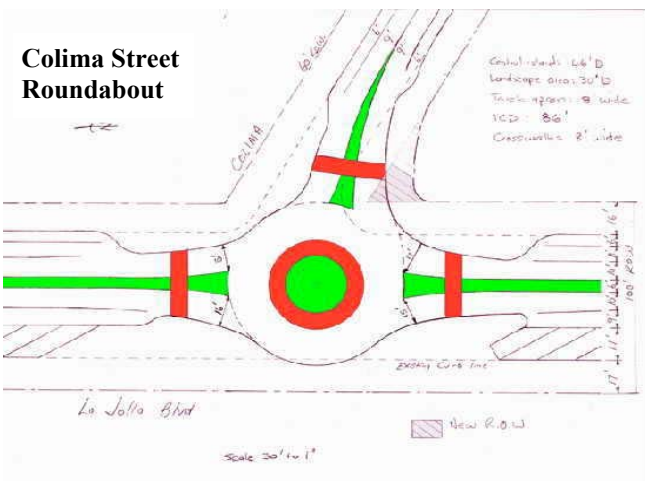
Traffic "B" Bars (3 yellow, three inch high traffic bars) on the curve between Linda Rosa Avenue and Forward Street will reduce the tendency for motorists to speed around this corner. These bars should be placed on a temporary basis to determine their effects. If the outcome is positive, they can be made permanent, or, in Phase Two, replaced with a narrow median island through the curve.



Existing stop controls on Linda Rosa Avenue are to be retained.



La Jolla Boulevard at Turquoise



Example of a three-legged roundabout. Although the Turquoise roundabout will have different dimensions.

BACKGROUND

The intersection of Turquoise and La Jolla Boulevard is overly wide. Speeds in this area are high. Pedestrian crossings are challenging and unsafe. This area is an ideal location to create a gateway entry into Bird Rock.

This area will be designed for a single lane roundabout, as well as landscaped medians, bike lanes and other related treatments to the Colima Street section. It is important for this area to provide a gateway entry to the Bird Rock community. Another problem in this general location is the high rate of speed of motorists rounding the curve just before Wrelton Drive. By placing a roundabout at Turquoise, exit speeds will bring down average speeds crossing Wrelton to 25 mph.

PHASE ONE

No action is proposed for Phase One. If deemed a priority the Phase Two work can be advanced to Phase One. It is suggested that the Turquoise and Cam de la Costa roundabouts offer a gateway pair, and can be constructed concurrently for maximum effect. It is recommended that with the elimination of extra lanes, that Wrelton Drive sight lines be improved by developing a curb extension to allow motorists to pull forward another 12-15 feet.

PHASE TWO

Phase Two rebuilds the intersection into a roundabout gateway, a median and reconstruction of La Jolla Boulevard to the commercial center.

Benefits to the Bird Rock community with this altered intersection rebuild:

1. Reduced speeds on Turquoise and La Jolla Boulevard.
2. Improved, low speed pedestrian crossings.
3. Improved ease in accessing parking.
4. Improved environment for area businesses on Turquoise.
5. Improved landscaping and sense of place
6. Improved reaction time, stopping sight distances, and sight lines at the Wrelton Drive junction.



Placement of a roundabout at Turquoise not only reduces existing speeds to 15-20 mph, it removes one entire lane and allows motorists exiting this road to pull forward to the rose of new curb extension at Wrelton Drive.

Colima Street

BACKGROUND

Residents are concerned with view sheds and access, altered traffic patterns, auto trip generation, and other auto impacts with proposed new condominium housing near Colima Street. This plan recommends specific solutions to new vehicular and pedestrian traffic resulting from new condominiums on La Jolla Boulevard at Colima Street. The plan proposed by the developer calls for the entrance and exit to the condominium project to be located at mid-block on La Jolla Boulevard halfway between Colima Street and Midway Avenue. Such a location favors the desired view shed. An exit is also proposed at Midway Avenue.

At the community workshop residents included a roundabout at the intersection of La Jolla Blvd and Colima Street. Based on community desires and verbal information about the condominium development, the Walkable Communities team considered that the relocation of the development driveway to the roundabout at Colima Street to be desirable based on access management principles of improving access while minimizing left turn and U-turn conflicts. However if the combined project entrance and view shed is to be preserved mid-block, then access management needs can be addressed by both the Colima Street roundabout and a second roundabout at Midway. This option will allow proper circulation and minimize turns and weaving.

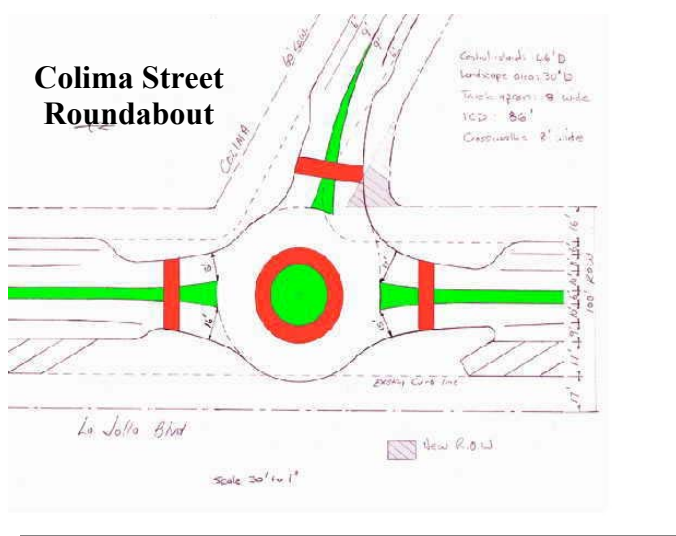
Benefits to the Bird Rock community of roundabouts at Colima Street and/or Midway include:

1. Reduced speeds on La Jolla Boulevard
2. Improved pedestrian access and safety for residents of the condominium as well as school children and Bird Rock residents who wish to access the beach, parks and schools.
3. Installation of a full median island for increased landscaping.
4. Added parking (same pattern as in the commercial area).
5. Gateway entry to Bird Rock, reduced speed through the shopping district.
6. Eliminates need for condominium drivers to go around the block to gain access to the development.

Condominium Area



Photo: Roundabout capacity: Upward of 25,000 vehicles per day





Above photo: Fort Pierce, Florida. This roundabout eliminated a four lane roadway, tamed traffic entering downtown Ft Pierce, and created an attractive gateway to the shopping district.

Right: These conceptual roundabouts show the variety of shapes and placements to come

Pedestrian Issues

The Midblock condominium entry and a commercial enterprise under consideration across the street create a natural desire line for pedestrians crossing. The pair of suggested roundabouts will provide ideal crossings close to these attractions, and reduce speed in this area. It is essential that this entire area become highly pedestrian friendly.

Easier access onto La Jolla Blvd or into the development and elimination of the need for difficult U-turns or left turns through fast traffic (42 mph traffic) when entering or leaving the development (as drivers enter or leave via the roundabout in a lower speed environment).

The downside of relocating the driveway to Colima Street is the loss of the view shed across from the driveway location.

If the driveway remains at its proposed mid-block location where it protects the view shed a second roundabout at Midway eliminates the need for U-turns at standard intersections and left turns through higher speed traffic

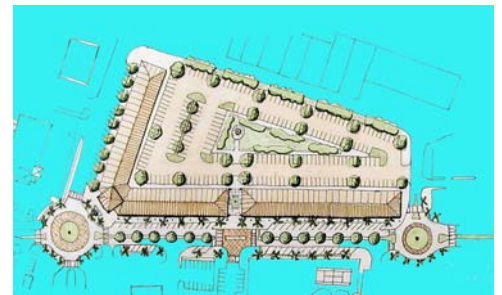
ROUNABOUT DESIGN

The roundabout will be a single lane device creating a strong gateway feature which can handle upward of 25,000 vehicles. Pedestrians cross distances of 12-14 feet to median islands. Speeds through the roundabout are reduced to 15-23 mph. Large trucks will be able to pass through the roundabout along La Jolla Blvd, and smaller service vehicles will be able to make all turns at this roundabout.

Median islands will be eight to ten feet wide and will be landscaped to add color and attraction to the area. The median should have occasional breaks to support ease of pedestrian crossings if pedestrians have to walk over 250 feet to reach a place to cross the street. This portion of La Jolla Boulevard will have on-street parking on each side. The West side will have diagonal parking, while the east side will have parallel parking. There will be two travel lanes through this area. These two lanes are capable of carrying the existing traffic of 22,000 vehicles per day. Growth in traffic is constrained by the two-lane road design north and south of Bird Rock.



The Colima Street roundabout will be a similar size and shape as those illustrated above



TAKING THE NEXT STEPS

Slightly more than 150 of Bird Rock's most interested citizens took part in the closing session of the charrette. After viewing the details of the plan, and asking many questions, about two-thirds of the group felt that it had reached consensus on going forward with the conceptual plan. Details are to be worked out by an appointed task force.

More than twenty residents signed up to be considered to serve on this volunteer stakeholder task force. The new group will be charged to refine, energize and carry out the many details of the plan. Seven or eight people will be selected to serve. It is now up to Bird Rock to work through remaining issues and consensus building process and work with the City of San Diego to carry out each phase of this plan in a timely, comprehensive way.

It is understood, some citizens will want to proceed cautiously. That said, it is essential that the process to conduct further reviews and refine details go forward without significant delay ... not to be stalled by fear. Trust in the work effort of stakeholders and staff is needed to get beyond reactive planning and on with pro-active result-oriented planning and implementation. All work should be phased, monitored and measured for results. The biggest mistake that can be made is to not make decisions that solve these serious problems. Bird Rock residents and other stakeholders are in a position to move the community forward with achievable results.

The purpose of the charrette process was to develop a sense of ownership and commitment by residents to solve the problems affecting their safety, access, property values and quality of life. Village traffic management, parking and traffic calming are citizen's "hands-on" programs. Such programs cannot be successfully conducted by government working alone. You, the residents, must feel ownership and commitment has been achieved. This project is ready to begin.

Advisory Team and Other Actions

The following additional steps are recommended. Following these steps provides assurance that issues will be properly addressed, costs minimized, and that results achieve their maximum ongoing effect. The following steps are vital.

- (1) Create and empower a Bird Rock Traffic Plan Implementation Task Force. This group will be carefully selected as an independent advisory body, in charge of understanding and interpreting the vision, and having the clarity of purpose and intent to be pro-active in carrying through the plan.

This group will work with city staff and elected leaders on all relevant issues. The group will conduct added research, carry out well considered discussions and reach realistic and timely decisions. The team should remain small, with no more than 8-12 members pledged to meet on a monthly basis to help refine the plan, work toward funding, review plans and work through implementation. Effective use of subcommittee assignments to address specific issues and solutions maintains the efficiency of the overall group.

- (2) Task force members, or other volunteers, can work with local residents (door to door) to share copies of this report and to gain added insight, suggestions and support.
- (3) Review, understand and know the workings of this vision, and the research documents that provide a reasonable level of comfort on proceeding. There are also many tools in the "Citizens Guide to Traffic Calming" that may help further analysis. Most analysis must be completed soon in order to get on with timely decision making.
- (4) To see visible changes immediately, residents should begin by being more cautious with their own driving habits through the neighborhood. The PACE Car program should be considered for early adoption.
- (5) Law enforcement can also be increased at this stage. An aggressive, selective enforcement program can address areas and times where speeding is a constant. La Jolla Boulevard, Forward, La Jolla Mesa, Linda Rosa and Colima, locations can be addressed.



A community/Village partnership is built upon a lot of work, trust, openness and respect among all stakeholders and players. Senior Traffic Engineer, Siavash Pazargadi, is enthusiastic about working with Bird Rock residents to achieve workable results.

GENERAL RECOMMENDATIONS FOR SAN DIEGO

Traffic Calming is a new program for San Diego. It is important that the Bird Rock neighborhood project receive high levels of interest, funding, focus and attention. The public in general and the media in particular are split on their support in the early stages of this or any program altering human behavior. The following recommendations improve the opportunity for both short term and long term success, not only for the neighborhood, but for the City and the region. This is the most comprehensive, holistic and effective traffic calming program in the city. It will also be the most expensive and watched over. It will have its supporters and critics, both from inside the neighborhood, and outside.

- 1) **New tools should be attractive and functional.** Use construction materials, methods, landscaping and other aids creating elements of pride.
- 2) **Full time staff.** San Diego needs at least two, and preferably four, full time staff watching over each phase of this program. Cities such as Portland, Seattle and Honolulu are staffing their programs with 2-8 full time, well trained, specialists. Traffic calming is complex and multi-faceted, requiring many levels and depths of knowledge and experience. People working in traffic calming need to know many details on planning, public process, public relations, engineering, construction and maintenance. There needs to be significant coordination among many agencies; from emergency response, to utilities to parks and recreation. To undertake an important model traffic calming program without serious staffing commitment is risky.
- 3) **Study other programs.** All members of the advisory team, as well as many on the city staff, will want to study related traffic calming manuals and be briefed by highly practiced experts in the field. It is worthwhile to bring in from 2-6 experts to explain many details leading to success and failure of traffic calming programs. Some mistakes will be made. However, by understanding how and why certain tools work, and how others do not, many of the most expensive and painful problems are avoided.
- 4) **Set reasonable expectations and evaluate each tool.** In order to know how well the overall program and how each site is performing it is important to measure a number of times and at many sites. Evaluations must be realistic. By conducting surveys of residents in advance it is possible to learn which changes are most sought. Is it most important to curtail speeding and reckless behavior of the top 15 percent of offenders ... those going 35 mph or more? Or, is it most important to focus on getting the 85 per cent who are going 5-10 mph too fast down to the legal speed limit?
- 5) **Grants, funding and budgets.** All successful traffic calming programs are provided ongoing annual budgets. Honolulu, a city half the size of San Diego, currently budgets \$4.5 million annually in traffic calming, and many millions more in indirect funds. Seattle launched important elements of their traffic calming program 20 years ago using many sources of funds, including safety, neighborhood development, block grant funds and many other sources. Considering the number of neighborhoods and residents concerned with traffic on the streets that affect them the most, within several years it is reasonable for San Diego to budget and oversee expenditures of \$8-12 Million per year.
- 6) **Cost affordable solutions.** Traffic calming tools should be designed and applied in ways that keep each tool highly attractive and effective, as well as affordable. A highly acceptable mini-roundabout can be designed and built for \$12,000, or \$180,000. Obviously a successful community program requires guidelines, policies, practices, construction methods, bidding processes, and other measures that allow these tools to be designed, built and maintained at the lower costs. Simple procedures, like not requiring surveys, allowing low-cost construction methods, training specialist construction teams, bidding out projects in highly competitive ways will lead to wide scale applications and satisfaction.
- 7) **Measuring program success.** In the end the Bird Rock traffic calming program will be measured on each of its performances, from the success of the advisory team, to proper policy, practice and budget of the City program, quality of design and review, contracting, construction, methods of evaluating, testing and refining and neighborhood acceptance.
- 8) **Traffic calming guidelines.** The City of San Diego should adopt comprehensive guidelines to manage its traffic calming program. Cities such as Honolulu, Sacramento, Vancouver, Melbourne; as well as nations such as Canada, Holland, England and Germany each have guidelines and publications that provide guidance and support to the selection and placement of appropriate tools, signs, markings and other elements.

Siavash explained that initially they conducted their study in response to a question from the council person. Now the community has made it clear they want the whole thing included in the study. What he would like to see is for the community to come together. Councilman Peters wants to see the area be viable, safe, and a place to be proud of. We are not fixed on any type of project.

- Diagonal parking was one of the suggestions to provide additional parking for the failing retail and also calming traffic. Along with that there were some ‘blow out’ at the corners.
- No matter where you start, architecture, safety, neighborhoods they are all tied together. Whatever we do must be comprehensive. There is a symbiotic relationship between residents and merchants. We have to convince the drivers it is quicker to stay on La Jolla Boulevard than cut through the neighborhoods.

Dan explained that many people expressed fears about increased traffic and revealed perceptions of high levels of cut-through in neighborhoods, but that everyone who attended agreed that speeds on La Jolla Boulevard are too fast. The next step is to work with the community to set priorities.

They are concerned with the spill off affects in neighborhoods. People are interested in beauty. We only heard one person defend that everything is okay the way it is. Charlie Gandy remarked that Bird Rock is an extraordinary place. The initial effort seems to have grown to incorporating issues in the neighborhood. There seems to be more of a speed problem than a volume problem. It seems our task partially is to demonstrate that and show how moderating those speeds will have an impact.

Michael Wallwork stated that the hardest issue to deal with in traffic calming is perception versus fact. Traffic counts don't support the descriptions of the traffic volumes. His concern is to be certain there is a clearly defined problem to address so that success of the treatments can be demonstrated. He feels speeds are a definite issue, and that roundabouts, medians and curb extensions should be considered as tools to slow vehicles and ease pedestrian crossings. It is possible that roundabouts would be feasible at the condo project (Colima), Bird Rock, and Forward. In the neighborhoods, Chelsea at Sea Ridge is a large intersection suitable for a roundabout to slow traffic and beautify the area. Chelsea is too wide and should be narrowed with some bulb outs or some other feature.

Dan asked if it was feasible to remove the center line strip except on the curve on Forward Street and was advised that staff would check. Staff explained there was a concern about the maintenance of the landscaping features. There is a process to establish a landscape maintenance district but it takes a 2/3 vote of the property owners, which is very hard to obtain.

Dear Dan and Michael,

Greetings from beautiful La Jolla! Based on telephone discussions with many traffic engineers in cities throughout the country (in particular) ones with whom you have worked and have recommended to us) and a discussion at our community task force meeting (5-29-02), we (the task force) have questions/concerns about your proposed plan. We would very much appreciate having your reply prior to your upcoming return to our community, or if this is not possible, please incorporate these specific issues into your presentation.

- 1) **Volume.** La Jolla Blvd. Traffic was measured at about 22,000 ADT (an off tourist season, low measurement) with peak flows at about 2,000 to 2,200 vph. In looking at twenty year growth estimates, one task force member found an estimate of about 35,000 ADT for the summer months (this could yield peaks of about 3,500 vph). Currently we are looking to verify this number and will send a follow up regarding its accuracy. Some traffic engineers stated single lane roundabouts can fail at over 2,000 vph, others state that single lane roundabouts should be constructed to handle less than 2,800 vph. Another engineer suggested that we need two lane roundabouts with two approach lanes. Given our present traffic volumes and our projected future volumes, are single lane roundabouts appropriate?

Answer: Two constraint points on La Jolla Boulevard— one to the north with only one entry lane, and another near capacity intersection to the south, limit future traffic volume in Bird Rock to 23-25,000 vehicles per day. Unless the traffic forecasts from the City and SANDAG show a buildout daily volume of 23,000 for La Jolla Boulevard.

- 2) **Leg Balance.** Intersection with heavy flows on the major road (about 2,000 vph, La Jolla Blvd.) and low flows on the minor road (about tens of vph, the cross streets) have been labeled “inappropriate locations” for roundabouts by some of the traffic engineers with whom we have spoken.

Answer: This myth originates from a traffic engineer in Florida. Many roundabouts have been built with identical imbalance to disprove this theory.

APPENDIX

Consensus Items

Groups were asked on Saturday afternoon to see how many of these issues were already agreed upon -- and which ones needed more work. About 80% of the items had consensus by this stage. Groups then discussed the remaining 20% and most tables reached consensus on most items.

General

- Reduce resident auto trip making
- Create a vibrant active village life
- Create successful neighborhood friendly businesses
- Create mixed use building form on La Jolla Boulevard

Safety

- Slow traffic on La Jolla Boulevard
- Slow traffic on all neighborhood streets
- Improve safe pedestrian access across La Jolla Boulevard
- Introduce medians on La Jolla Boulevard, north Camino de la Costa
- Introduce attractive, effective street lighting
- Fix neighborhood traffic patterns, speed and behavior concurrent with La Jolla Boulevard

Beauty

- Underground Utilities
- Architectural Guidelines
- More green, landscaping
- More public space

- Convenience (mobility and access)
- Many neighborhood shops
- What is convenience?

Families

- Children able to walk to many locations
- Reduced dependency on autos
- Many opportunities for social interactions

Peaceful

- Quieter traffic
- Reduced overall noise levels

Village Qualities

- More public space
- Motorists behaving well in shopping district
- Parking that is convenient
- Comfortable to enter and exit the car

La Jolla Boulevard

Reduce traffic speeds to 25 mph
Reduce times motorists stop
Keep traffic in motion at low speeds
Continue to move all current traffic and 5% growth
Continue to move all current traffic and 10% growth
Continue to move all current traffic and 20% growth

Intersections and Roundabouts

Gateway entry at Bird Rock
Roundabout at Forward Street
Roundabout at Colima Street
Roundabout at Turquoise

Bird Rock, Forward, Midway Streets

Reduce speeding
Reduce volume 5%
Hold to current volume
Allow 5% increase in volume

Linda Rosa Avenue and Bellevue Avenue

Reduce speeding
Reduce potential to cut thru

Chelsea and Calumet

Reduce speeding
Improve sight distances
Reduce volume
Increase park land

Colima Street

Reduce speeding
Improve school drop-off
Improve school access for children

Midway Street

Create gateway with new condominium

On-Street Parking

Retain as much on-street parking as possible
Fully consider and measure potential for diagonal parking on La Jolla Boulevard

Debriefing

A debriefing meeting to explain the progress of initial analyses of the community's input was conducted on Sunday, April 21, 2002, at 4 p.m. Approximately 92 people attended. During this informal event, Michael Wallwork and Dan Burden explained some of the key elements that were under consideration for the traffic management plan. They both explained that at this point they do not have final decisions on what will occur at many sites.

Michael talked about candidate sites for roundabouts and explained proposed cross sections. Some neighborhood traffic calming treatments such as the removal of double yellow lines on Forward Street were mentioned. Michael said he was looking at some median-type treatments at curves. Other intersection treatments, such as curb extensions were discussed briefly. Dan said it is important to understand that at roundabouts there are no traffic signals, so the trip time for someone traveling through is not dramatically changed despite the single lane of traffic.

The example of Del Ray Beach was cited as an example of how a nicely landscaped street attracts traffic despite reduced speeds. Beautified streets are preferred by drivers. In this case, the State originally required streets parallel to Del Ray Beach to be turned into a one-way couplet to compensate for the narrowing of Del Ray Beach. Over time they realized that very little traffic was using the one-way couplet.

Dan explained that on June 8 a final presentation will be made, with opportunities to refine the plan and reach consensus. Following that, he will ask for volunteers to serve on a steering committee to solicit support for the final plan. These people will help go door to door to share the plan with neighbors and seek support of at least 60% of the people. This will give the community the tools to go to their political leaders for funding.

Traffic count and trip diary forms were distributed. Each household was asked to keep a trip diary for one week and bring it to the June 8 meeting. They were also asked to form groups to take some traffic counts during the times of day they feel the traffic is heaviest. These surveys will help form a baseline for how things change after improvements have been made.

A question and answer period followed. One gentlemen remarked that many people had been involved in the development of a traffic management plan for the

community for many months, even years. Another person said he had a major concern with congestion. He pointed out that although we talked about local trips, they have a lot of beach traffic going through La Jolla. Dan responded that the community must decide how much traffic they want to accommodate within the village. The vision of San Diego as a city of villages means people won't have to go everywhere in their cars. Michael added to the discussion of traffic congestion by explaining that the big picture includes the surrounding area, such as in Nautilus. There is not much spare capacity left in Nautilus, which constrains the amount of traffic that can flow through Bird Rock. Because there is little cross traffic on La Jolla Boulevard, cars will not have to stop often. His preliminary analyses show the roundabout will have a better level of service than the current traffic signal. The disruption to the overall traffic flow is reduced because cross traffic doesn't completely halt traffic on the main street. A discussion followed during which Michael explained the difference between a traffic circle and a roundabout.

The developer of the condominiums that will be constructed near Midway responded to an inquiry by a citizen about whether he would support changes to his current design. Michael has suggested the roundabout at Colima would serve the entrance and exit point and would work well.

One gentleman said that although the roundabout at Turquoise wasn't emphasized he would like one there because it would be a good gateway for the community. Michael responded that it is a poor intersection, but he hasn't had time to study it. It is feasible, but the issue is cost. This gentleman further explained he was concerned that Wrelton would become the new bypass for La Jolla Boulevard. It is a safety issue there.

La Jolla Focus Groups

FRIDAY, APRIL 19, 2002

Throughout the day, people attended focus group sessions. Dan explained to each group that the purpose of a focus group is to hear from groups that have needs in common. This helps the consultant team know what is going on before the public session in the evening. Participants were told that this is their opportunity to let consultants know what is most important. Their input will provide a deeper understanding of the issues that should be addressed in the evening presentation. Consultant questions and discussion summaries are in italics. Comments from the public are listed as bullet points.

8:00 Residents

What is the most important outcome for this process?

- I want to make the neighborhoods difficult to drive through. We have seen a lot of plans that would make it difficult to get to our houses, but cut through traffic is a concern of the residents. This may be at cross-purposes with the businesses.
- Anticipates density is going to increase and there will be more traffic in the future. The well intended idea of diagonal parking it didn't seem like a good idea for the neighborhoods. There is speeding in excess of 50 mph infrequently. I would like this group to work from the neighborhoods and work into the commercial area. Create destination neighborhoods. The inconvenience of closures and one-way streets.
- Make it commutable community. People want to get to work fast.
- Make it walkable. People shouldn't be scared to cross the street to get to the ocean.
- People should be able to access the school.
- Make it safe on side streets.
- Respect business community to have opportunity to create successful businesses.
- Neighborhoods do not change much. The boulevard will become more of a major thoroughfare because of the condos. That will take care of the merchants. I'm concerned that as traffic increases and the city tries to slow it, people will peel off into our neighborhood streets. The sidewalks flood.
- I would like a majority of the people in the area to be aware of what is going on and are committed to getting involved.
- Bicyclists use the sidewalks.
- Forward is a heavily traveled cut through street with a double yellow line. I would like to see the traffic slowed on all the streets.
- Being between Pacific Beach and downtown La Jolla we have an issue. I would like to see the community develop more as its own neighborhood; keep what we have residentially; allow condos and business. There is a conflict between allowing and encouraging traffic to move fast and allowing people to go walking and bicycling. I would like to see a good approach to those tradeoffs. Slow all traffic, including La Jolla Boulevard.
- Leaving in 1978 and returning now, the issues are exactly the same. Speeding on Forward, business on the boulevard. I am concerned about safety, not speed for commuters. Poor sight distance at corners; very difficult to get across.
- Bird Rock at Chelsea – very hard to get to the boulevard.
- Many streets don't have sidewalks.
- Give us bike lanes on La Jolla Hermosa to narrow the street.
- Safety is my number one concern. Speeds on Forward are fast. I watched a dump truck speed on Forward the other day; he had no business being there.
- Chelsea speeds are out of control.
- There is no access to the school property from Bird Rock. You have to walk all the way around.
- Condo project has a main entry on Colima. Those people will go right on Colima rather than the boulevard to avoid congestion.
- People are cutting through because it saves a minute or two because they can speed with impunity. They are avoiding two signals.
- First street is Colima; then Linda Rosa which feeds Midway and Forward.
- We would like to see a good practical plan for La Jolla Blvd that includes specific measures for reducing cut through now, not later. The wide street encourages speeding. All intersections are dangerous for pedestrians who want to cross the street. It is several blocks out of the way to use the traffic signal to cross the street.
- The phone bank business employees park on the side streets, which create even more sight distance problems because they park on corners.
- Del Mar on US 101 had the same problems a few years ago; they used median, bulb outs to make it more pedestrian friendly.
- All kids are driven across the boulevard. They do cross Forward, Colema. It is the after school hours that concern me. They are moving south in am and north in pm hours.
-

- There was once a wonderfully symbiosis between neighbors and commerce. I could walk anywhere 20 years ago and do all my business. There was a post station, fish market, and other places in Bird Rock. But most residents didn't support that environment, so businesses left. I hope merchants show up because that is a key thing to making everything work.
- Safety is a big issue. I was hit. Chelsea and Boulevard is dangerous; should be traffic control. I find less speeding on side streets, but it is evident on the boulevard. I hope you can do something to move traffic smoothly on the boulevard.
- All traffic has to come through Colima and La Jolla Mesa and Linda Rosa, where intersections are twenty to thirty feet apart. All traffic has to come up Forward, Midway or Colima. Forward is a 30foot collector street, which is substandard by city's standard. You could gate these two streets but people from the hills would go out of their way to get kids to school.
- If you can't do these you would have to impede traffic on all three streets – Forward, Midway, and Colima.
- Add some signals for pedestrian crossings.
- With what you've heard, what is it that hasn't been said that you want us to hear before we go on with the next group so Michael knows what to look at and I bring up tonight.
- My main point is that I want it to be more of a pedestrian community.
- A comprehensive plan that looks at the area, not just La Jolla Blvd.

Dan remarked we ask people to look at things almost from a master plan view because we can't treat just one street.

- City has a terrible bus system. All these kids end up at other schools that are only a couple of miles away, but there is no dependable bus service.
- Safety and cut through traffic; don't care about commute times; would like to see businesses do better but not at their expense.
- More vibrant painting at the intersection; more defined.
- Agree about the need for a comprehensive look. Agree with traffic calming concepts despite inconvenience to people.
- I would like to see something happen – will it really change?
- I've made an effort to slow down; it isn't easy. People get mad. I've caused traffic disruptions by stopping for people in crosswalks. If we as a group decide to drive more slowly I think it would make an impact.
- Don't do bizarre treatments like the things they

put in the middle of intersections (Glendale).

- I'm interested in a master plan, but I'm not interested in theorizing. We need simple solutions that happen quickly and effectively. There has never been a sign that says speed limits strictly enforced.
- At La Jolla Boulevard and Bird Rock there will be a gas station and convenience store. I'm concerned that people will leave there and use side streets.
- Six condos and a Starbucks are going in at Forward and La Jolla.
- Midway and La Jolla Boulevard corner will also have 139 condos soon.
- In the hilly neighborhoods the street is blocked off. It has a different feel when a street is closed. We are an affluent neighborhood with million dollar houses; we should shoot for the stars.
- The safety of stop sign at La Jolla Boulevard and Forward is questionable. It has been there for years. There used to be one on Midway.
- Bellevue has a similar problem; people use it from Linda Rosa to avoid the light by using Camino De La Costa.
- West on Forward, right on Bellevue.
- Sight distance problems exacerbated by angles. Big bushes and cars block views.
- Most merchants along the boulevard do not own the property.
- Best profit for owners is to sell for condo properties.
- There is a Plan District Ordinance that is being revised; a community plan was just revised.
- Cut through and safe pedestrian crossings.

Michael Wallwork asked what community is served by the commercial area. The participants explained it isn't really the center for anyone, including the people who live in this area.

- How big is the community you represent? 3500 homes. Via Del Norte to Turquoise and from the Pacific to the top of Linda Rosa at the gate.

9:15 Bird Rock Elementary School Parents

What is the single most important thing as an outcome for this workshop set?

- I keep hearing people suggest things that have been tried and failed. I hope we don't repeat past mistakes and come up with fresh solution.
- Safety to and from school and friends houses. Now that I have school children I have my first taste of traffic reality. Speeds and getting children across the street. La Jolla Mesa and Colima and Linda Rose are big problems.
- Crosswalk at Van Nuys you can't see the traffic. Cuts will drive around her in the crosswalk with her kids. When I worked 5 days a week I didn't see the traffic

much. The neighborhood is also transitioning to households with children under five east of La Jolla Mesa.

- Many families moving into the neighborhood; sells real estate. Concerned about slowing down LJ Blvd. Can't cross even in crosswalk with stop signs. As they get older you see the kids walking across the street with a surfboard and can't imagine your own kids crossing there. There have been many plans – 40 years ago – it's the same thing we've been attempting to do; an opposition group to stop something. Eliminating some turns onto side streets might help.
- Colima is a cut through from Pacific Beach to La Jolla. It is really fast.
- Hard to cross at La Jolla Boulevard and Midway.
- I work at home and see daily traffic patterns. I think traffic has been steady through the area. When we had kids it seems like traffic is going faster. Bird Rock raised a generation, then the population of kids dropped and is now returning to family oriented neighborhood.
- Forward street at Bellevue – more stop signs and signals needed. I walk my kids to school. I've never let my kids on Forward. Thank goodness we have alleys. So many people run the stop signs.
- My kids are on the corner of Forward and Bellevue. People are trying to cut through to get to upper Hermosa and avoid La Jolla Boulevard. Some way to slow it down. La Jolla Boulevard should be main flow of traffic, not through neighborhoods. Keep the cars out of the neighborhoods and on the main thoroughfare. Provide incentive for them to use .
- On Colima and Bellevue the cars start at the top of the hill and zoom. It is very hard for kids to walk to school alone because there are so many cars.
- Midway is the same – they start at top and zoom down. There are at least 200 kids who want to ride their bikes and walk, but you just can't let them because of the cars.
- Most police enforcement in Marin County helps.
- They used to have traffic patrol on La Jolla Mesa. You don't see anyone there any more.
- San Diego City does the police work.
- Realism is my goal. The points are good, such as the cycle of people/families. Let's look at long term goals that fit into the upcoming development.
- I also wonder if this whole effort is just a dog and pony show. There is a lack of decent transportation, but a difficult short term goal.
- At least 50% of the stop signs have been installed in the last five years. There is a pattern of running stop signs. What is the 16 year old going to do?

- When we talk about walking communities I think of skateboarding, skating, and bicycling. We should support this activity, not harass them for skateboarding. That is not a solution.
- It used to be we could see further because there were fewer homes. [Now sight distance is poor.]
- Traffic on Colima has gotten a bit worse. I've seen kids almost get hit by cars. Especially after school when kids are excited about going home there have been near misses. Something needs to be done – speed bumps, stops, or cul de sac.
- Speed bumps were tried and they failed. Some drivers honked their horns at speed bumps so property owners would be uncomfortable.
- 3 wrecks on La Jolla Hermosa.

People told several stories about crashes and personal experiences with “scary” street crossings.

- Crosswalk at Midway and LJ Blvd: dark. Several people hit; one senior who is still recovering from injuries. A friend who got rear ended when they stopped for a pedestrian in the crosswalk.
- I've been conscious of how I drive that road since my involvement in the traffic committee. There is no transition from Pacific Beach. People are cruising and there is no reason to slow down. On Colima they used to put speed traps. People speed where it goes from two to four lanes instead of slowing down according to the signs. Something in the roadway would help.
- We want it to be a more pedestrian friendly neighborhood. There is no access for residents when the school is closed. They have to walk around the school.
- Traffic at school Mr. Olaf – science teacher does the traffic.
- The yellow lines down Forward Street are ridiculous.

Dan explained that because they are calling this a collector there may be guidelines that require provision of a yellow line. The behavior needs to change.

- Barrel in Pacific at Foothill they have installed chokers.
- Would love to have a stop sign Colima and Bellvue.
- Make La Jolla Boulevard more appealing than the neighborhoods [for traffic].
- Improve Bellevue and Forward; prevent traffic from going into upper Hermosa.
- There are three projects that will impact us; incorporate this into the planning effort.
- It seems impossible, but we want to make La Jolla Boulevard slow down without sending traffic into the neighborhoods.
- Don't forget La Jolla Mesa. It is the catalyst for all

of these things, especially with that hill and the intersection of Colima and Linda Rosa. It is a confusing intersection.

- Barricade at Camino De La Costa is a poor idea. We've had a stop sign there on a cement island that people literally ran it down within 36 hours. Traffic needs to slow down there.

Dan explained that what has worked in the past to implement change is for the people who are most impacted form a task force and obtain 60% of the property owners to sign that they embrace the vision. With that, your political leaders can support you.

12:00 Business Owners

- I've been in the area for a year and it seemed like everyone was for it and then suddenly a few people stopped it. A small percentage of people made a big ruckus.
- A lot of it is that we are merchants here, we don't live here. We don't want to cause any negative feeling with our customers. It was very uncomfortable because the residents got up in arms over changes we thought would be productive.
- Slowing traffic down.
- Parking is always a big issue, although not for my particular business.
- It's hard for my customers to cross the street. People won't cross the street.
- People would rather take their chances crossing the street.
- People can't cross the street at the stop sign.
- The main issue is the speed of the traffic along the business portion of the La Jolla Boulevard.
- Customers complain that they can't drive slowly without being harassed by faster moving traffic.
- There are two exits from La Jolla Boulevard. La Jolla Boulevard is moving the traffic through La Jolla. The vacant lots and open space encourage faster speeds.
- The traffic stop at Midway was removed. There is a two hour parking limit on some sections of the street, but it didn't help. Our parking lot is cannibalized by people who cannot park in the two hour limit zones.
- The majority of the business owners and property owners signed petitions favoring angled parking. Her customers fear exiting the cars and it is hard for them to get their pets in and out of the car.
- There is a rise at Colima and La Jolla Boulevard that make it hard to see.
- Some visitors misinterpret the advance crosswalk sign to mean that is where they are supposed to cross.
- They liked angled parking because it is easier for

people to get in out of their car rather than parallel parking.

- Garnet just used to be like this with people trying to park. Now there is enough room to back up slowly, look for traffic, and get out of the parking space.
- Two rear enders in front of my shop last month when people tried to slow down.
- Businesses are thriving now on Garnet.
- Businesses are serving mostly La Jolla; many people live closer to the village but prefer to park here.
- I draw from 5-6 miles around. Best base is from outside Bird Rock. During the week I have locals. Main business is outside Bird Rock.
- I have neighborhood customers, many of whom walk to my salon.
- Some people made business decisions based on the belief the angled parking would be installed.
- They would like a median strip because it would look nice. There was a discussion about medians and how they impact emergency service providers.

There was a discussion about roundabouts and their impacts. Michael explained how speeds dropped in Golden, Colorado when the roundabouts were discussed.

- Charlie discussed how loading zones could be moved to side streets, and that in some areas drivers have to walk a little to deliver.
- Some deliveries are made from the center lane while a forklift stops traffic to unload and deliver the products.
- Staff parking: across the street, on side streets, and private lots.
- Lights on the street are really needed.
- People are very hard to see in the crosswalks.
- More trash cans, benches.
- Any change is going to be a good change.
- Trees that create shade.
- Well placed trees.
- Under trim trees so shopkeeper signs aren't obscured.

Michael discussed the Main Street program goals to get people out of their cars and then walking along the street.

- People don't keep businesses open at night because there are no people.

Charlie pointed out there are principles that can be learned from the Main Street program that we don't have time to teach now, but the area does need freshening and a theme.

- There are a lot of business in Bird Rock that are licenses but that don't provide any parking. Parking in the back of the commercial buildings is used for things other than activity parking. There are abandoned cars in the lots. Tenants don't pay rent on parking so some landlords rent the spaces to others. Now they have to provide parking but some are grand fathered in.

- If this area become vibrant we will need more parking.

Michael explained that when the street is changed in character the businesses thrived. One dollar invested in the street returns \$39 investment in businesses. Charlied added this is called freshening the public space, which is a lesson that can be learned from the malls. They create a safe convenient interesting place.

- The sidewalks are too sloped because they have a drainage problem behind the store.

Michael remarked we need curb and gutter on the alleys.

1:15 BRCC Board

What is it you think is the highest priority for this process?

- To me it's all about the boulevard to make it look better and to find a way to pull in better tenants and healthier businesses that get more people there and make it easier to cross. Improve look and create identity.
- Forward and La Jolla Boulevard developer of mixed use center with Starbucks, café courtyard and fountain. I'd like to make it a gateway to La Jolla – something significant enough to make a change. A way to increase tourism with the last remaining hotels.
- A transportation system.
- Calm and capture traffic for retailers. If there is a way to obtain parking lots.
- Streetscape: bulb outs, lighting, landscaping – gas lamp atmosphere.
- The council is mostly residents with some business owners. My concern is a dangerous situation on the boulevard. We feel Bird Rock must be looked at comprehensively, but the main problem is La Jolla Boulevard is too wide. It is unwalkable and businesses can't be successful. Calm traffic.
- Lives on Colima Avenue but realize they can't close off the streets.
- Bird Rock Business District has been here since WWII. At one time people could walk up. Now we want it to be balanced between a destination with goods and services we need.
- Organization is technically a community development organization. They were incorporated December 2000 but they haven't yet solicited businesses.

Charlie explained that Seattle changed their label to a neighborhood district. 60% of the people who work there live there, so they don't need the highways to the suburbs.

- This area is considered a neighborhood center.
- I would like to see an effective way to capture the traffic for the businesses but along with that a cohesive flow of traffic through the community.
- We are a beach community and need to accept that we have a lot of traffic.
- We have our first large project that is bringing 140 new families, and that is just a beginning.
- Slow speeds, allow residents to use the village.
- As an organization we are focused on the boulevard and the residential areas. We all want what is best for the entire community.
- I would like to see a small trolley that could bring people from Mission Beach through the village. In order to do that we have to have a safe boulevard and businesses to capture people. Traffic problems are terrible in the village.
- Unless new projects are mandated to provide public parking under buildings we don't have projects.
- Look at new condo project on west side of La Jolla Boulevard because the ingress egress onto the boulevard will create a lot of traffic. Give some input on how that might work better. This is something that will fit into the whole picture.
- The big condo project is mixed use.
- Jay Wexler presentation influenced them; he didn't feel slowing people down would help. He did talk about approaching developers and asking them to provide public parking. Also, add attractive surface parking to capture people.
- The problem is that a lot of offices have moved in and they have a lot of employees who use up the parking.
- The elementary school is a key component. This one survived when they tried to shut it down. Traffic safety around it and people cutting through past the school to La Jolla Boulevard is where people are impacted.
- Kids should be able to cross the street. Pedestrian safety is first. Identifiable crosswalks.
- Identity for the entire community would help develop some pride and help the businesses. The community as residential is vibrant, but the business district is not attractive.
- Slow traffic, but don't stop it. Funnel it effectively.
- Prevent cut through traffic as much as possible. The last piece focused on the boulevard. The major concern of residents is to not add cars to their streets.
- Public transportation to focus on the coastal areas is needed.
- Beautification
- Village atmosphere

- Their unsuccessful effort to join the Main Street program helped them develop concepts to promote businesses.
- The business district should be community based.
- Zone four has to be 50/50 office/retail on the first floor. One of the things we talked about is how does the current pdo affect the businesses we get here?
- If, for example, we increased their density in exchange for their provision of underground public parking.
- BMW dealer parks the cars he is working on on the side streets. The two hour zones are in front of the businesses but now employees park on La Jolla Hermosa.

Michael remarked that in his expeditions during the day he found little traffic except service vehicles in the neighborhoods. He asked what time of day the cut through traffic is occurring. He noted there are nine slow points on Chelsea that make it undesirable to use the street as cut through.

- People might be confusing speeding traffic with cut through traffic. It's the people in the neighborhood who speed.
- The afternoon and morning and during the school drop off times.
- There are people in this room now who believe the speeds may be excessive, but not as bad as people perceive.
- The problem is the fear of the unknown. We as a community had a frightening moment where we didn't know what was going on with the diagonal parking. No one saw it as slowing traffic, they looked at it as stopping traffic.
- The best comparison is Del Mar than Garnet. The stop signs at a corner aren't good, but the diagonal parking off the street in front of the businesses. Center median with trees and midblock crossings. If you go any time other than when people are trying to avoid the freeway the traffic flows well.
- The comparison to Pacific Beach is that many people don't like the Garnet change because it did adversely impact some neighborhoods.
- Three routes around La Jolla only: Ardath and Torrey Pines; La Jolla Mesa;
- Several times a day I am up and down the street and would like traffic speeds lower. On west side of boulevard other side go to Calumet to get on La Jolla Boulevard northbound go around the

block for safety's sake. 15% of the cars on La Jolla are traveling in excess of 40 mph.

- Rise in road at Colima is hard to see over. Because of elementary school we suggested the ingress egress for parking of condo development wanted a traffic signal for people crossing Colima or exiting the condo development. Proposed new intersection there. This project has not been completely signed off by the City. They have requested two street vacations. From Chelsea to Midway the street is narrow; it is a posted bike route type II (lane). They are going through the process of obtaining the space permanently. Street vacation of Colima; part of the rules are that in exchange they provide significant public benefit back for the taking of the public access and right of way. Now there is a raised median in front of the project. Currently 28 feet of asphalt and an 8 foot sidewalk.

There was a discussion regarding roadway width and crashes. People are concerned that the proposed condo project seeks to permanently reduce the width of the street will create a hazardous situation.

- More coastal access and places for people to park. It is residential right to the ocean. People like to come and watch the sunset.
- As this becomes more walkable more people will come down.
- La Jolla Hermosa is oversized. We have talked about having a Class I bikeway down the middle.
- As you enter and leave Bird Rock you come in on one lane. My feeling is that if it is one lane through those areas then the traffic could get through the business district too.
- Don't forget Calumet. We have the most pet traffic, foot traffic, weddings.
- Residents along Calumet do not object to improved public access, but the parking is a problem.
- A lot of people in Bird Rock don't care about the west side. You'll hear about the east side. There are concerns of people who live on the west side. It has to be something fair and spread out for the greater good; everybody might have to give up a little.
- Implementable plan that gives a sense of identity to the Bird Rock community that moves the traffic safely.
- There are only a few ways to go through this area. If you slow down traffic on the commercial streets it

2:30 Residents

will move to the neighborhoods. The face of La Jolla Boulevard is changing. Move traffic and preserve residential area.

- Safety is number one.
- Cohesive look for the community; that can be a part of traffic calming. I conjured up a picture in my mind of a median, some sort of sculpture or fountain entry point; the more pride and community feeling there is may be a desire to slow down. Laguna Beach is nice – they planted things in the curb extension.
- Be a viable business district.
- Would like to preserve and beautify. The parallel parking looks good; maybe find parking in other areas, like small lots.
- We see a diverse community. La Jolla Boulevard defines the community. I think we can get people across the street safely. Safety is number one. A new vision for landscaping on sidewalks, and some parking help I think this could work out well. It is the quiet of those side streets that made Bird Rock special. I see some nice landscaping. We don't want to make this into Pacific Beach. It is a pass through community. How can we preserve this and make it safe.
- I take my life in my hands to cross La Jolla Boulevard in the crosswalk. I go to the light to cross, but even then people sometimes don't stop. The street divides the community. I'm interested in beautification. Corona Del Mar has dolphins. Del Mar down to one lane in some places. Santa Barbara did uniformity of newspaper kiosks. Trash cans were uniform.
- We have a business that is a boiler room with a 100 employees and I cannot park on my street now. This business should have to do the same thing. It has been like that for 3.5 years. They are 5604 La Jolla Boulevard Phone Ware. Another business had 100 employees, but the city attorney required them to move. These people do provide some benefit, but some other solution for parking should be found.
- I grew up in NYC so I find crossing at the light okay. Who can argue against beauty? Anything to enhance the environment would be lovely. My primary concern is to not slow down traffic on La Jolla Boulevard and put it on the residential areas.

In Del Mar you have to go through the street in a manner which they dictate. Do not bring traffic onto side streets.

- The population has grow. This is one of two ways in and out of La Jolla. We have to understand the

reality of this being a main thoroughfare.

- If money is limited, safety is first.
- Cohesive flow throughout the community.
- Traffic calming along boulevard.
- Improved business district.
- Don't stop traffic.
- Don't make situation worse than it already is; accept that we live at the beach.
- I moved here to be able to walk for milk, to the beach.
- I love State Street in Santa Barbara. We can borrow from them.
- I don't see La Jolla Boulevard as defining Bird Rock, but it is a feature. What defines it to me is the single family residential neighborhoods, especially the east side where there are children.
- Our commercial district doesn't sell the things that attract residents to shop there. What is happening is that the development is turning to condominiums instead of retail or service. The development trends are important.
- Joggers, cyclists, fitness walkers, people walking dogs all use this area in addition to surfers (west side)
- East side facilities for bicyclists needed to support alternative modes.
- This started when the merchants started to discuss diagonal parking and one lane in either direction. I was surprised because there is ample parking right now and on other days. I don't understand the issue of needing additional parking. I have never had problems parking. In the evenings the restaurant patrons do tend to fill the spaces. I don't think landscaping is the issue because it is expensive and not usually well maintained, but you can do a lot with lights in the median. You would have to form a landscape maintenance district if you want landscaping.
- There is a school here to consider.
- Don't rule out shutting off Colima and Linda Rosa because it makes all the problems go away
- Increase in traffic on Bird Rock
- Been here since 1945 and wasn't allowed to cross La Jolla Boulevard as a child because it wasn't safe.
- The traffic isn't just pass through. Families used to have one car, now they have several cars per family.
- I experience some difficulty parking, especially at Bully's. Crossing the street for mothers with small children. A bridge could help.
- If there were some kind of shuttle from parking to shopping it would be fun.

- Once they had a taste of Bird Rock event that was fun.
- I used to work at Buckman's, where they served hamburgers (where piano store is)
- The speed bumps on Linda Rosa were very irritating. Luckily they took those out.
- Traffic on Bird Rock and Bellevue is increasing lately. Fedex and UPS and water trucks and construction trucks. She lives east on 718 and 748.
- In chula Vista they have a street with a theater that is landscaped and quite beautiful.
- The condos shocked me and will make a mess down on that end. There was a project many years ago on east end of Bird Rock Avenue with 60-70 houses but it was killed because of traffic.
- The trolley in Mission Valley has brought some bad influence.
- I don't want to make things any worse than they are now. No more cars into residential areas. It is important to let drivers get across La Jolla Boulevard. You can't make u-turns conveniently on two lanes.
- Hazards afoot – at Midway you can get stranded in the middle of the boulevard, which is a precarious place to be. I now replace a ½ mile walk with a 2 mile drive.
- The sight distance requirements should be honored (10 times speed limit). That is often not the case.
- The stop sign at Forward Street and La Jolla Boulevard late in the afternoon on a weekday and many times have been cut off after my car has advanced into the boulevard. About 80% of the time it is a truck driver that comes along and stops for an instance, then goes.
- I wonder why we would consider downgrading a major urban street. Important to consider what is in the traffic manual.
- Favor pedestrian islands. Knows a merchant who parks on the side of the street opposite his business and still crosses midblock because it is easier than the crosswalk.
- Look at some of the other area streets, like Garnet. I timed myself at 9 mph on the diagonal side of the street and 19 mph on the parallel side.
- In terms of beautification the Street Design Manual has suggestions for parkway landscaping on the side of the street. People rushing to beat freeway gridlocks do not yield to pedestrians.
- I've lived on Chelsea 38 years and have recently considered moving because of congestion. The construction trucks are parked there now. I am against diagonal parking. You can't see to back a SUV out of a parking spot. I heard someone

talking about widening Chelsea and I hope that is a rumor. The group responded that it will be widened at the grass area.

- The condo project will generate 2 times the 141 units in cars each day and current plans require people to turn right and go around a median. This will encourage people to go on back streets.
- Without question most people in the Bird Rock area would like to see angled parking on La Jolla Boulevard. Those that are opposed to it, are to me, somewhat like ostriches. If you all remember the way things were on Garnet, they have been so much improved since the angled parking. This place is like a graveyard. There are virtually zero backup accidents on Garnet.
- The adjoining streets would not be impacted.
- Many of the people who support angled parking and worked hard to get this plan won't be there tonight. Those people have burned out.
- There was a controlled intersection at Midway and La Jolla and exit onto Midway recommended by planning commission.
- You can't compare La Jolla Boulevard with Garnet because we don't have an alternative like Garnet has.

4:00 Stakeholders

Dan explained that we have gotten the kind of people and diversity and input we hoped for. He said he would now like to get the thoughts of each of you as stakeholders. Where do you hope Bird Rock will be when this is finished?

- Protect the neighborhoods. Everything else is secondary. A lot of us are concerned that the proposed plan didn't include anything except the boulevard.

Dan explained that so far everyone agrees that a more global master plan approach is needed.

- Stop sign at Forward Street.
- Want a plan comprehensive and detailed enough that we can take through to implementation without coming unraveled.
- A cohesive plan that would stick together and be implemented. A plan to calm traffic, help businesses thrive, make kids safe, and encourage a walkable area.

Siavash explained that initially they conducted their study in response to a question from the council person. Now the community has made it clear they want the whole thing included in the study. What he would like to see is for the

community to come together. Councilman Peters wants to see the area be viable, safe, and a place to be proud of. We are not fixed on any type of project.

- Diagonal parking was one of the suggestions to provide additional parking for the failing retail and also calming traffic. Along with that there were some 'blow out' at the corners.
- No matter where you start, architecture, safety, neighborhoods they are all tied together. Whatever we do must be comprehensive. There is a symbiotic relationship between residents and merchants. We have to convince the drivers it is quicker to stay on La Jolla Boulevard than cut through the neighborhoods.

Dan explained that many people expressed fears about increased traffic and revealed perceptions of high levels of cut-through in neighborhoods, but that everyone who attended agreed that speeds on La Jolla Boulevard are too fast. The next step is to work with the community to set priorities.

They are concerned with the spill off effects in neighborhoods. People are interested in beauty. We only heard one person defend that everything is okay the way it is. Charlie Gandy remarked that Bird Rock is an extraordinary place. The initial effort seems to have grown to incorporating issues in the neighborhood. There seems to be more of a speed problem than a volume problem. It seems our task partially is to demonstrate that and show how moderating those speeds will have an impact.

Michael Wallwork stated that the hardest issue to deal with in traffic calming is perception versus fact. Traffic counts don't support the descriptions of the traffic volumes. His concern is to be certain there is a clearly defined problem to address so that success of the treatments can be demonstrated. He feels speeds are a definite issue, and that roundabouts, medians and curb extensions should be considered as tools to slow vehicles and ease pedestrian crossings. It is possible that roundabouts would be feasible at the condo project (Colima), Bird Rock, and Forward. In the neighborhoods, Chelsea at Sea Ridge is a large intersection suitable for a roundabout to slow traffic and beautify the area. Chelsea is too wide and should be narrowed with some bulb outs or some other feature.

Dan asked if it was feasible to remove the center line stripe except on the curve on Forward Street and was advised that staff would check. Staff explained there was a concern about the maintenance of the landscaping features. There is a process to establish a landscape

maintenance district but it takes a 2/3 vote of the property owners, which is very hard to obtain.

Dear Dan and Michael,
Greetings from beautiful La Jolla! Based on telephone discussions with many traffic engineers in cities throughout the country (in particular ones with whom you have worked and have recommended to us) and a discussion at our community task force meeting (5-29-02), we (the task force) have questions/concerns about your proposed plan. We would very much appreciate having your reply prior to your upcoming return to our community, or if this is not possible, please incorporate these specific issues into your presentation.

- 1) **Volume.** La Jolla Blvd. traffic was measured at about 22,000 ADT (an off tourist season, low measurement) with peak flows at about 2,000 to 2,200 vph. In looking at twenty year growth estimates, one task force member found an estimate of about 35,000 ADT for the summer months (this could yield peaks of about 3,500 vph). Currently we are looking to verify this number and will send a follow up regarding its accuracy. Some traffic engineers stated single lane roundabouts can fail at over 2,000 vph, others state that single lane roundabouts should be constructed to handle less than 2,800 vph. Another engineer suggested that we need two lane roundabouts with two approach lanes. Given our present traffic volumes and our projected future volumes, are single lane roundabouts appropriate?

Answer: Two constraint points on La Jolla Boulevard -- one to the north with only one entry lane, and another near capacity intersection to the south, limit future traffic volume in Bird Rock to 23-25,000 vehicles per day. Unless the community seeks more traffic, it is best to not build to handle more than this amount.

- 2) **Leg Balance.** Intersections with heavy flows on the major road (about 2,000 vph, La Jolla Blvd.) and low flows on the minor road (about tens of vph, the cross streets) have been labeled "inappropriate locations" for roundabouts by some of the traffic engineers with whom we have spoken.

Answer: This myth originates from a traffic engineer in Florida. Many roundabouts have been built with identical imbalance to disprove this theory.

- 3) Use of roundabouts on an **arterial roadway**. Several traffic engineers recommend not placing a roundabout on an arterial roadway. Do you have any concerns along these lines for our specific situation (i.e., having

single-lane roundabouts with our current and projected traffic flows)?

Answer: Highly experience designers find arterial road roundabout placements ideal traffic management and safety solutions. Both the Federal Highway Administration and the National Insurance Institute both recommend their consideration and placement.

- 4) Estimated **cost** per roundabout. Costs to other communities ranged from \$223,000 to \$350,000 each. Is this in line with your knowledge of the cost of the type of roundabouts being suggested for La Jolla Blvd. and the residential intersections?

Answer: These are average costs for the size and complexity of the intersections being considered for roundabouts. Slightly lower or slightly higher costs are within this range.

- 5) **Temporary/trial roundabouts** were suggested by several traffic engineers. Can we have a plan to try such?

Answer: Temporary roundabouts can be considered, but are highly discouraged. Many residents base their acceptance of any facility on its appearance rather than its performance. We urge the community to consider testing the facility in a large parking lot, if needed, and to then build the final designs. You may wish to start with the least complex or the one that solves the most significant issues first.

- 6) Treatment of residential areas - provide details of what will be done to assure that **traffic diversion** will not occur on these streets. This is a high priority for the community.

Answer: This report goes into great detail on how traffic diversion will be addressed through the master plan. It is recommended that all Phase One elements be built concurrently to address citizen concerns for this low potential threat.

- 7) **Oversights.** Residential streets such as Linda Rosa in the North East and in the South West below Sea Ridge, Chelsea, La Jolla Blvd, and Wrelton were omitted in your plan.

Answer: These streets, and many more, were addressed in the plan. You may be making reference to some graphic elements that you saw and not this plan, which is just now being released for the first time.

- 8) What leads you to be certain that this **design will be successful** when no current series of 5 roundabouts exists in the USA. ?

Answer: There are many roundabout series already built or about to be built in our country. Each of these series are successful, or well modeled for their efficiency. University Place has five roundabouts in one corridor, Golden, Colorado has the same number on a major roadway, Gainesville Florida has a series at the Haile Plantation, and Raleigh, North Carolina is in the final stage of building a series of 11-13 roundabouts. Another series of three roundabouts is planned for California 99 in Gridley, California.

- 9) If there is a “back-up” on the Boulevard how does an **emergency vehicle negotiate 5 congested roundabouts**?

Answer: Roundabouts tend to have less congestion than signalized intersections, so the problem is less likely than with signals. Congested roundabouts are rare, and generally take less time to clear than a signal that is congested.

- 10) Can you offer us viable **alternative designs** if the community does not feel comfortable with the extensive use of roundabouts?

Answer: Yes, we can prepare alternatives. However, this community has worked hard to come up with a set of workable solutions addressing the many complex issues proposal is based on our most sound, pragmatic and visionary applications. Let us demonstrate to you this weekend just how workable your plan is. There is room for refinements, clarification and detailing. I think you will be pleased with the results of this confidence building process.

- 11) Thank you for your time and consideration. Taken together, this could well be a huge project (one not yet implemented elsewhere in the country, to the best of our knowledge), and we are certain you can appreciate our concerns, questions, doubts, fears and uncertainty. With appreciation, the Bird Rock Traffic Task Force

Answer: Thank you for your confidence and positive spirit. We understand your concern and sensitivity for an ambitious, highly successful and courageous project. Let us assure you that you are not alone in embracing the future with a combination of gusto and gastronomic distress. But, you are not the first to address such important change. At least a dozen other communities we work in have completed or are well into their visions and are more than satisfied that they had the courage to embrace their future with vision.

Priorities

Speeding

Speed reductions on La Jolla Blvd
Forward, speeding
Linda Rosa speeding
Bellevue, speeding
Getting across La Jolla Boulevard
Underground utilities
Fix neighborhoods first or concurrently
Street lighting
Reducing neighborhood traffic
More useful stores
Pedestrian refuge / medians
La Jolla Mesa/Linda Rosa Intersection
Landscape plan
Architectural theme
Cut thru on Chelsea, Wrelton, Linda Rosa, Colima
Maintain La Jolla Hermosa as a closed street
Traffic impacts of proposed condos
More public space
Forward, Parking, narrow lanes
Midway & La Jolla
Tree standard - maintain
Create off-street parking in La Jolla
Residential parking permits
Where is the money?
Pocket parks
More effective parking
La Jolla Hermosa width
Stop / reduce cut-thru traffic
Chelsea / Bird Rock sight distance
Require developers to provide public space
Encourage sidewalk cafes
Forward, Chelsea, blind corner
Bike Path crossing Via del Norte
Add/replace sidewalks
Close streets tastefully
Class I bike lane down the center of Hermosa
Gas station effects
Reduce quantity and speed of cars Forward & Bellevue
Wrelton closure
Create one-way streets
Bike safety on La Jolla Blvd
Destination neighborhoods
Links to schools
More formal bike paths
Textured sidewalks on Blvd
Colima Street parking
Create a sense of place/Searidge/Midway
Class I bike lane on Calumet

Values

Beautiful

Safe

Convenient

Family

Peaceful, quiet

Village, quaint, shopable

Ocean view & access

Clean air