

Community Based Transportation Planning Grants

Hillcrest Corridor Mobility Plan

- **Grant Recipient:** City of San Diego
- **County:** San Diego
- **Project Area** - City of San Diego, Uptown community

Project Focus - The Hillcrest Corridor (Corridor) lies just west of Balboa Park in the Uptown community. It encompasses the area of 4th, 5th and 6th Avenues between downtown San Diego to the south and a two-hospital medical complex three miles to the north. The Corridor includes the neighborhoods of Bankers Hill, Park West, and Hillcrest. These are moderate-to high-intensity mixed-use urban neighborhoods that include residential, retail, and office uses. As the San Diego region is estimated to grow by one million people and 400,000 new jobs in the next 30 years, the City of San Diego (City) must plan for the accompanying growth in travel demand by improving mobility options. This is especially important in areas such as the Corridor, which provides a direct connection to downtown San Diego and Balboa Park and where infill development includes a mix of uses, higher density, and follows transit-oriented design principles.

Project Goals – The project goal for the Corridor Mobility Plan (Plan) was to achieve community consensus on the design of traffic calming measures, transit, bicycle, and pedestrian improvements, as well as additional parking in the Corridor. The project refined a conceptual design of the Corridor that would moderate travel speeds, improve safety, improve the quality of transit service, improve the

pedestrian environment, and increase parking supply in this growing urban corridor. The whole project is driven by the City's desire to link housing, transportation, and land-use planning. And finally, the project would increase community livability by creating an attractive, safe, pedestrian-oriented, and cohesive community.

Community Outreach – Three public workshops were held, as well as public walk audits, and presentations were given to local community groups. An information center was set up where residents could review a PowerPoint presentation prepared for the workshops, illustrations of the draft concept plan, and pick up materials referencing upcoming meetings. A project website was established that provided the community with both an opportunity to view materials presented at the community workshops and to submit comments on the study.

Project Outcome- The Plan aims to find a balance for all modes of transportation in the study area. A primary objective is to improve the balance between pedestrians, bicycles, transit operations, and vehicular flow, while providing reasonable travel speeds and acceptable delays to the motoring public.

Planning Goals Realized –

- Promote infill development and social equity;
- Link housing, transportation and land-use planning;
- Increase community livability by creating an attractive, safe, and cohesive community.