

LA JOLLA BOULEVARD PEDESTRIAN SAFETY PROJECT PROPOSAL

Date: May 19, 2021

To: City of San Diego Traffic Engineering Department

From: La Jolla Traffic and Transportation Board

Re: Pedestrian Safety Enhancement --- La Jolla Boulevard

Background

La Jolla Boulevard is the primary north-south “coastal” thoroughfare of the San Diego community of La Jolla --- connecting La Jolla southward with Mission Beach and Pacific Beach. In past years, La Jolla Boulevard served as an important component of the California’s Pacific Coast Highway (Route 101) system. Due to its significant transportation role and an increasing level of traffic-flow (automobile, bicycle, e-bicycle/e-scooter, and public transit), La Jolla Boulevard suffers from major pedestrian-impacting issues --- generated by high traffic volume, vehicular speeding, and reckless/unlawful driving practices.

As the City of San Diego’s, La Jolla community-focused traffic and transportation advisory designate, the La Jolla Traffic and Transportation Board (LJT&TB) has established a subcommittee (three Board members and a community representative) which has been charged to study and offer a multi-faceted, solution-focused proposal --- targeting the enhancement of pedestrian safety along the entirety of La Jolla Boulevard. Public comment was solicited (two ZOOM meetings) and thoughtful input was provided by the participants.

Problem Statement

In recent years, La Jolla Boulevard’s existing *pedestrian safety*-focused physical infrastructure and overall vehicular law enforcement surveillance activities have been compromised by numerous factors. Mounting vehicular traffic activity, the advent of e-bicycle/e-scooter vehicular utilization (including upon pedestrian sidewalks), commercialization along La Jolla Boulevard, an anticipated promotion and increase in public bus transit ridership, and an burgeoning beachgoer volume (more and more of them parking eastward of

La Jolla Boulevard) --- all requiring the crossing of a wide and busy La Jolla Boulevard by pedestrians (individuals and families) --- has/will drastically increased the overall safety risk for pedestrians while crossing the Boulevard and walking upon its adjacent sidewalks.

Vision

The vision of the *La Jolla Boulevard Pedestrian Safety Project*, championed and stewarded by the La Jolla Traffic and Transportation Board, focuses specifically upon the comprehensive remediation of existing pedestrian safety issues and problems presently impacting the residents of adjacent neighborhoods bordering La Jolla Boulevard and those non-resident beachgoers, employees, and visitors who increasingly frequent La Jolla beaches, businesses, restaurants, and other La Jolla attractions.

POTENTIAL REMEDIATION STRATEGIES TO BE CONSIDERED BY THE CITY OF San Diego TRAFFIC ENGINEERING DEPARTMENT (LJT&TB Board and Subcommittee Member Input and Public Comment)

Conduct a comprehensive and targeted *speed-zone survey* along La Jolla Boulevard by the Traffic Engineering Department.

Enhance the enforcement of ordinances pertaining to the restriction of delivery trucks from parking for long periods in La Jolla Boulevard “center-turning lanes”.

Enhance the enforcement of vehicular, e-bicyclist/e-scooterist and bicycle laws.

Establish a bicyclist, e-bicyclist/e-scooterist, automobile/motorcycle driver, and pedestrian *public awareness/education campaign*.

Install bicycle and e-bicycle and e-bicyclist/e-scooter lanes [bicyclist and “e” safety, pedestrian safety (restricting bicycles and e-vehicles from sidewalks), “traffic calming”, etc.].

Increase the presence of pedestrian-focused, educational pedestrian safety-centered signage.

Increase the presence of vehicle-focused, pedestrian safety-centered alerts and signage [Example: painted (iridescent) on street surfaces].

Modify crosswalk, pedestrian safety “flashing yellow lights” to “flashing red lights” (“Caution” to “Stop”).

Modify/Reduce vehicular “speed limits” along La Jolla Boulevard.

Place “flashing automobile speed detectors”.

Place painted “bulb-outs” adjacent to crosswalks to reduce illegal passing of vehicles and to enhance traffic calming.

Place “roundabouts” to enhance pedestrian safety, calm traffic, and enhance access and vehicle safety egress and ingress from/onto La Jolla Boulevard **(Examples: 1) confluence of La Jolla Boulevard, Bonair Street, Playa del Norte, and Tyrian Street and 2) intersection of La Jolla Boulevard and Marine Street).**

Re-paint and/or re-stripe crosswalks (Example: broad, iridescent, white lines).

Utilize mechanized vehicular surveillance-ticketing technologies.

Formal Request

The La Jolla Traffic and Transportation Board formally requests that the City of San Diego Traffic Engineering Department develop and implement a comprehensive plan (short-term and long-term) --- targeting a remediation effort focusing upon problematic and unsafe pedestrian-focused issues along the entirety of La Jolla Boulevard. The Board also recommends that the Traffic Engineering Department seek appropriate input from City, County, La Jolla (community-based stakeholders), and State entities and confer directly with the La Jolla Traffic and Transportation Board by establishing a City of San Diego Traffic Engineering Department-La Jolla Traffic and Transportation Board “collaboration” --- to best support each party’s efforts pertaining to mutual interests focusing upon La Jolla Boulevard pedestrian safety issues.

Respectfully submitted,

David Abrams

Chairperson, La Jolla Traffic and Transportation Board

Ira R. Parker

Chairperson (Ad-Hoc), LJT&TB La Jolla Boulevard Pedestrian Safety Project