



Euclid Avenue Gateway Master Plan

City of San Diego

Environmental Justice
FY 11-12 Grant Cycle
District 11
Grant Award Amount: \$241,500



Project Summary:

The Southeastern Euclid Corridor Plan will provide safety for pedestrians, bike riders, and transit users in one of San Diego's most disadvantaged communities. The Plan, developed by stakeholders and residents, will yield immediate benefits in economic development and an efficient retrofit of existing infrastructure and transportation systems, improving mobility in public spaces and streets

Community Outreach

- The Master Plan was developed in coordination and concurrently with the Encanto Neighborhoods Community Update (CPU).
- Pop-up outreach was also conducted by the city in order to get community feedback.
- In addition the city also held two community workshops in 2013 to receive feedback and proposals about improvements community members would like to see.

Environmental Justice Community Outreach:

- The Euclid Avenue Gateway Master Plan Pamphlet that was distributed amongst the public was written in both English and Spanish so that most members of the community could choose to inform themselves equally

Project Outcome

- Establishes a comprehensive and interconnected mobility network that shifts the auto-oriented character to be more accommodating to that of pedestrians, bicyclists and transit riders.
- Maximizes the utilization of the existing curb to curb geometry as an interim solution.
- Provides for enhanced pedestrian crossing points along Euclid Avenue at every intersection with treatments based on applicable warrants.

Successes & Next Steps

- The city of San Diego will seek funding from a variety of grant programs at all levels of government including the local, state and federal levels.
- The master plan works in conjunction with the proposed modifications of the SR-94 interchange at Euclid Avenue.
- While it is anticipated that vehicular travel within the corridor will increase, it is projected that the volumes of active mode travel (pedestrian and bike) will more, than double and transit demand is expected to increase by 129%.