



May 20, 2020

The Honorable Kevin Faulconer  
Mayor  
City of San Diego  
202 C Street, 11<sup>th</sup> Floor  
San Diego, CA 92101

**Curbside San Diego: A Pilot Program for Creative and Flexible Use of Public Right-of-Way, Helping Businesses During Downtown’s Economic Recovery**

Dear Mayor Faulconer,

Based on Governor Newsom’s recent announcement to allow some counties and municipalities to transition to Phase II and Phase III reopening, it is imperative the City of San Diego implement measures that best allow for these businesses to resume operations, once permissible under State and County public health and safety guidelines. Your administration and the City Council have been leaders in innovative initiatives, such as the Development Services Department’s online permitting system, increasing mobility and bike lanes throughout the city, a commitment to climate action goals, and streamlining permitting processes for affordable housing. The COVID-19 pandemic demands similar bold action for streamlining regulations related to our small businesses, restaurants and retail establishments.

To achieve this goal, we have identified specific recommendations for the creative and flexible use of the public right-of-way (PROW) and private spaces that allow for sustainable business activity and a more walkable urban core. With more than 35,000 residents in Downtown, this program would first target and provide neighborhoods with enhanced dining and active public space, while maintaining appropriate physical distancing. It is imperative for the recovery of our restaurants and retail that the Curbside San Diego pilot program be implemented thoughtfully and swiftly with streamlined permitting and as little permitting costs associated with the process as possible. Our commercial zones are suffering, and these zones provide thousands of jobs, important services, and social and entertainment outlets for our residents and visitors. We would respectfully request that pilot areas be identified by June in order to test these concepts. We stand ready to assist with implementation.

**What is Curbside San Diego?**

Curbside San Diego is a vision for pop-up placemaking and activation programs that alter the public right-of-way to allow dining and physical distancing within designated zones in Downtown San Diego. This innovative program could be a key part of Downtown’s economic recovery. The design and configuration of each Curbside San Diego location would be slightly different and responsive to each neighborhood’s unique needs. Curbside San Diego would in some cases be actively managed and programmed by the Downtown San Diego Partnership and

in other cases, by respective neighborhood business districts, such as the Little Italy Association's "Al Fresco" dining program. The following is the initial list of sites we would like to prioritize, however additional locations may be requested in the future and current locations may be amended as needed. These sites were specifically chosen as they have overwhelming merchant support, have plans and support infrastructure in place to implement the program, and consider issues related to ADA, public safety, public transit, and commercial loading zones. We are committed to working with you on developing a suitable plan that works for each street identified.

#### Gaslamp Quarter

- Location - Fifth Avenue between K Street and Broadway.
- Programming - Tables, live music, art, and retail amenities.
- Schedule - Friday evening through Sunday. Full street closure with access lane for public safety.

#### East Village

- Location - J Street between 6th Avenue and Park Boulevard.
- Programming - Tables, live music, entertainment, bike corrals, and art.
- Schedule - Friday evening through Sunday. Full street closure with access lane for enhanced mobility options and public safety.

#### Columbia

- Location - Columbia Street between B Street and C Street.
- Programming - Tables, live music, art, etc.
- Schedule - Friday evening through Sunday. One travel lane and one parking lane.

#### Little Italy

- Location - India Street between Beech Street and Grape Street.
- Programming - Tables, live music, art, etc.
- Schedule - Saturdays. Full street closure with access lane for public safety.

#### City Center

- Location - B Street between 6th Avenue and 7th Avenue.
- Programming - Tables, bike corrals, live music.
- Schedule - Monday through Friday, one parking lane.

#### Cortez

- Location - South side of Ash Street between 8th Avenue and 7th Avenue.
- Programming - Seating and designated queuing area.
- Schedule - 7-day closure, parking lane and one vehicular lane. Through traffic lanes will remain open.

San Diego's restaurants and small retail establishments are part of the social fabric of our great city and we believe this creative approach will best allow for their continued operation given the current physical distancing restrictions enacted in response to the pandemic. Additionally, the full and partial closure of streets will enhance downtown's bike and pedestrian experience by providing added space to safely navigate and explore our urban neighborhoods. San Diego's Mediterranean climate further increases the chances that these recommendations can be successfully implemented. We appreciate your steady leadership during this difficult time for our

community and request your swift action in support of the Curbside San Diego pilot project, which will begin to sow the seeds of a sustained economic recovery in San Diego.

Curbside San Diego would also provide a template to support the use of public streets and private spaces for restaurants and retail in other areas of the city. We understand and embrace equity in this process and assisting commercial areas outside of existing Downtown boundaries is essential. We are committed to working with your administration, the County of San Diego, MTS, the San Diego BID alliance, and Alcohol Beverage Control to support this pilot initiative in Downtown and throughout the region.

We look forward to working with you on the Curbside San Diego initiative.

Sincerely,



Betsy Brennan  
President & CEO  
Downtown San Diego Partnership



Colin Parent  
Executive Director  
Circulate San Diego



Michael Trimble  
Executive Director  
Gaslamp Quarter Association



Chris Duggan  
Director of Local Government Affairs  
California Restaurant Association



Diane Peabody-Straw  
Executive Director  
East Village Association



Jerry Sanders  
President & CEO  
San Diego Regional Chamber of Commerce



Ann Murphy  
Chair  
Cortez Hill Active Residents Group



Elvin Lai  
President  
San Diego Lodging Association



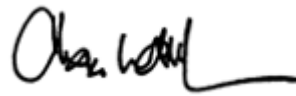
Alex Gutierrez  
Director of Special Districts  
City Center Business Improvement District



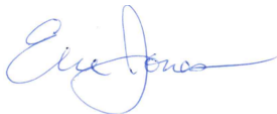
Nicole Capretz  
Founder, Executive Director  
Climate Action Campaign



Andy Hanshaw  
Executive Director  
San Diego Bicycle Coalition



Marco Li Mandri  
Chief Executive Administrator  
Little Italy Association



Eric Jones  
Chair  
Columbia Foundation

cc: City Council President Gomez and Councilmembers  
Conrad Wear, Policy and Council Affairs, Office of the Mayor  
Elyse Lowe, Director, Development Services Department  
Christina Bibler, Director, Economic Development Department  
James Nagelvoort, Director, Public Works Department