



CURBSIDE



DOWNTOWN
SAN DIEGO
PARTNERSHIP

Background



Curbside San Diego is an initiative spearheaded by the Downtown San Diego Partnership to promote the creative and flexible use of the public right-of-way as a response to the devastating impacts to businesses during the economic shutdown caused by the COVID-19 pandemic.

Key Points in Time

MARCH



COVID-19 forces shutdowns and strict regulations to the restaurant industry.

MAY



May 20, 2020

The Honorable Kevin Faulconer
Mayor
City of San Diego
202 C Street, 11th 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.

Curbside San Diego initiative launched with open letter to the Mayor.

JUNE



First Curbside San Diego pilot launched in Cortez neighborhood.

JUNE



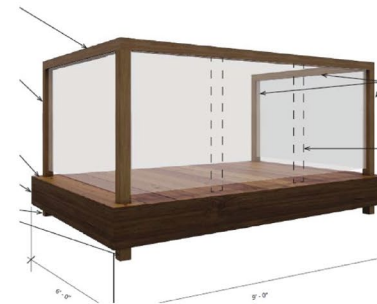
City unveils streamlined permitting process for outdoor dining in the ROW.

JULY



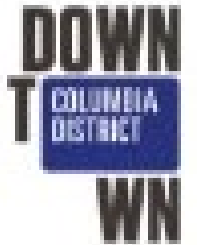
Launch of Curbside Colombia with U.S. Bank sponsorship.

NOVEMBER



Pilot project begins to design a low cost modular dining platform.

Partners and Contributors



In May 2020, 12 community partners came together to propose creative and flexible solutions for allowing expanded businesses operations in the public right-of-way. This set the stage for the various initiatives that would begin under Curbside San Diego.



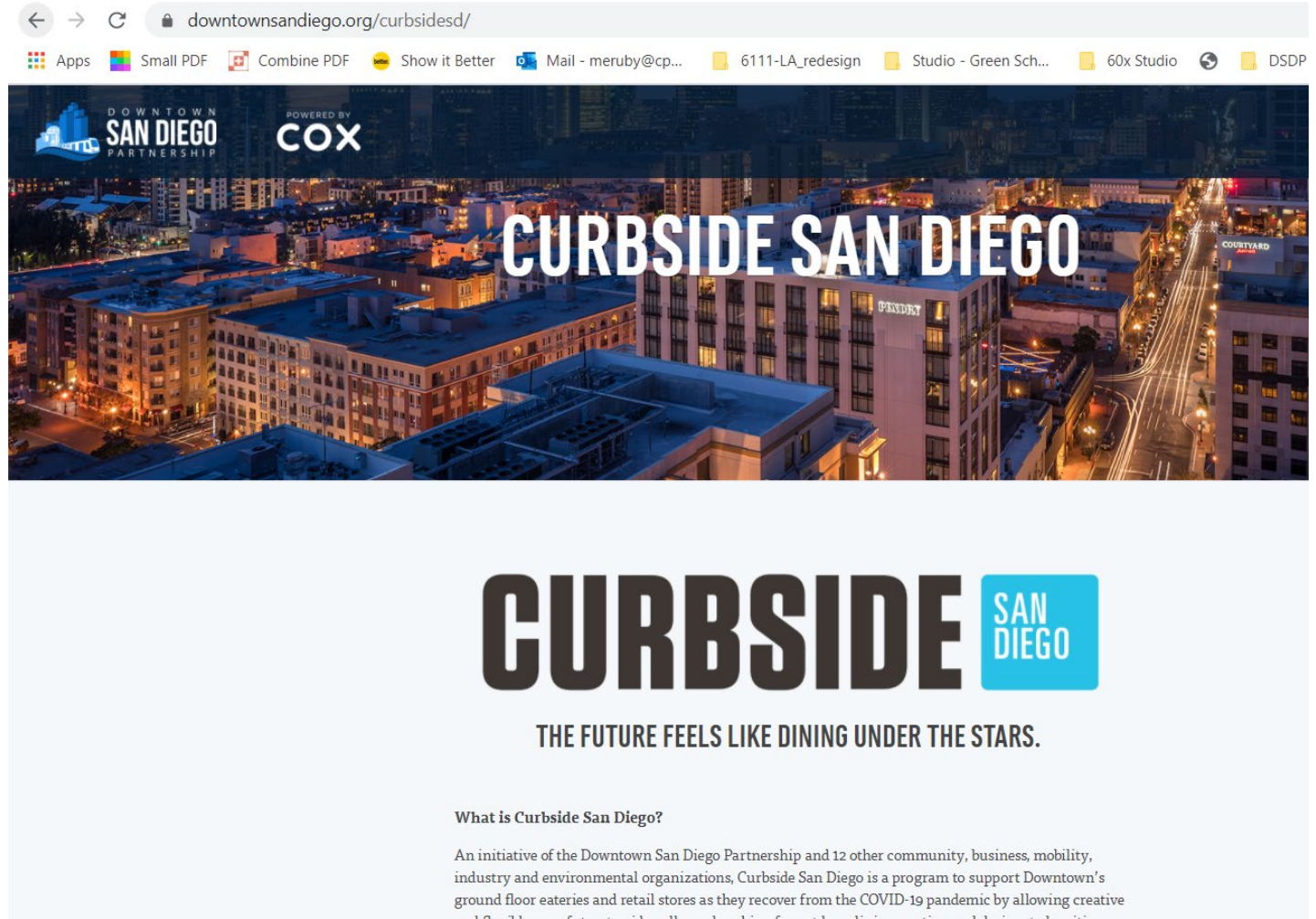
Goals



The two primary goals are: 1) Develop creative and flexible uses of the public-right-of-way to assist businesses with adapting operations during the pandemic and 2) Promote long-term solutions to transforming Downtown's streets and sidewalks into vibrant people-focused places.

Marketing & Branding

CURBSIDE SAN DIEGO



The Curbside San Diego brand was created to establish a consistent marketing and communications approach to the initiative. A webpage was created to provide a one-stop resource for restaurants and retailers that wanted to learn about how to bring Curbside to their storefront.

D O W N T O W N
SAN DIEGO
P A R T N E R S H I P

Curbside Cortez



The first Curbside San Diego project was located in the Cortez neighborhood adjacent to a café. Using sidewalk decals, signage and tape, a new curbside pick-up zone and fun, playful physical distancing reminders were installed in a matter of days.

Curbside Gaslamp



Curbside Gaslamp was launched by the Gaslamp Quarter Association in June 2020 along Fifth Avenue with a full street closure on the weekends, where restaurants took over the streets for dining and pedestrian activity.

Curbside Columbia



In July 2020 Curbside Columbia sponsored by U.S. Bank launched on weekends. In the first month businesses reported a 25 percent increase in sales on the days the outdoor seating is available, compared to their sales prior to the installation.

Curbside Columbia

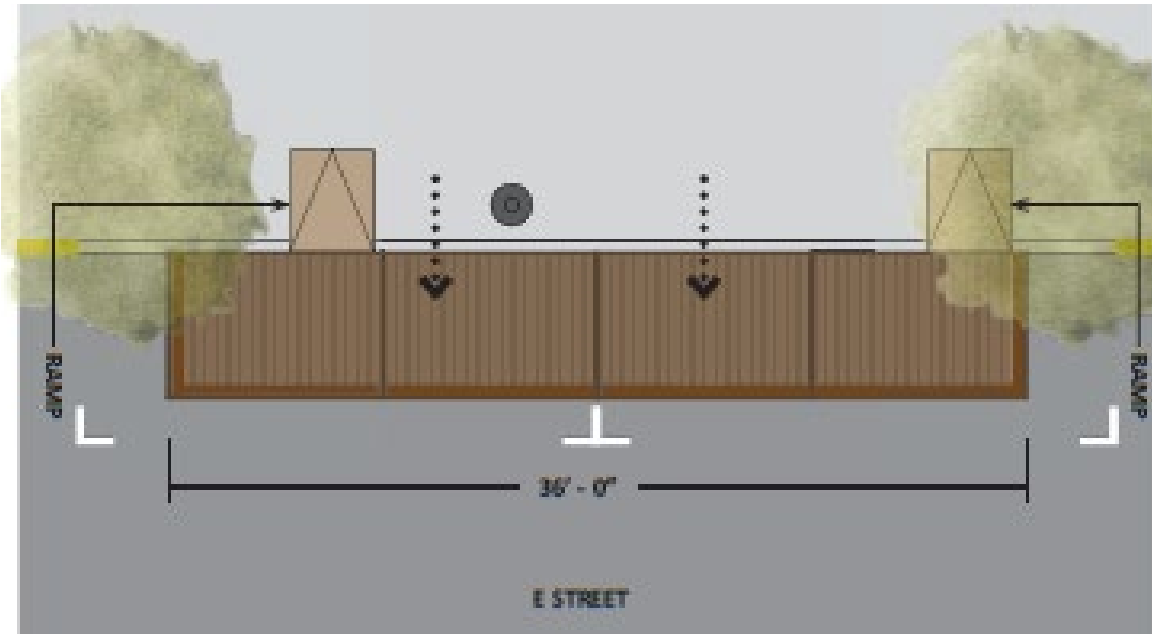
CURBSIDE SAN DIEGO



In August 2020 the Curbside Columbia outdoor dining space expanded to seven days a week with the installation of concrete barriers.

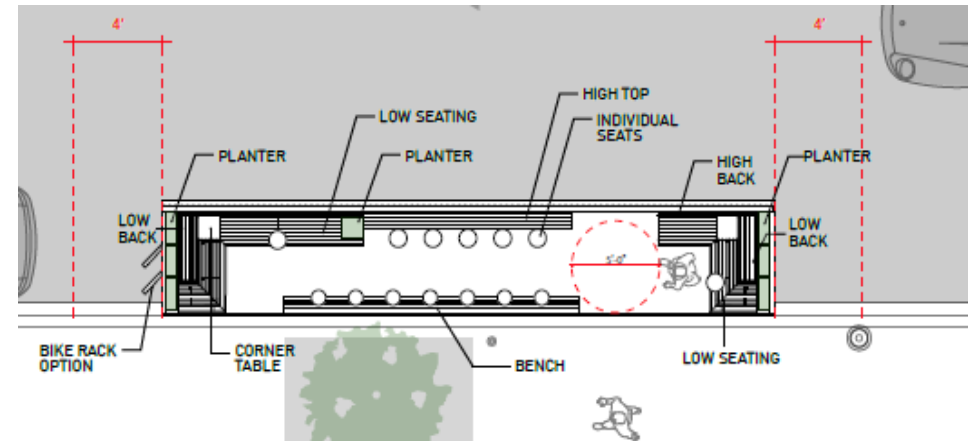
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Curbside Module



In November the Downtown Partnership engaged a local architect to design a modular dining platform that would provide businesses with an attractive, low-cost, permit ready alternative for expanding outdoor dining operations. The modules are currently being piloted at three locations.

What's Next?



The Downtown Partnership is also leading the creation of two new public pedestrian plazas in the City Center District and Columbia District. Curbside San Diego is not only providing a lifeline to businesses as they navigate operations during the pandemic, but is providing a path toward transformation of Downtown's public realm into spaces that foster vibrant pedestrian experiences.