

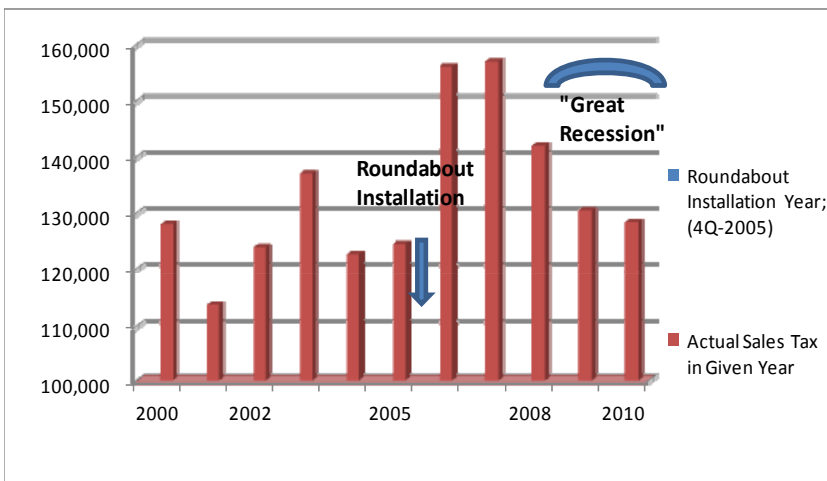
Economic Benefits of Walkability



Case Study: La Jolla Boulevard, Bird Rock Community, San Diego

Prior to 2003, La Jolla Boulevard in the Bird Rock neighborhood of La Jolla, California was a four-lane boulevard moving 20,000 cars per day with average speeds reaching 38-42 mph. The design and width of the roadway and speed of traffic created an environment unsafe for pedestrians and unable to stimulate growth among local businesses.

In response to numerous community members demanding a safer walking environment, the City of San Diego, in partnership with the community, embarked upon a study to improve safety along the boulevard. The result? More narrow travel lanes, five roundabouts, landscaped medians and angled parking. These efforts slowed traffic speeds and improved pedestrian safety, but also revitalized the entire street.



Sales tax receipts from 97 local businesses (2010) in Bird Rock show an upward spike in 2006 and 2007 immediately following the roundabout installation.

Other Project Benefits

- Vehicular speeds decreased from 38-42 mph to 22- 25 mph.
- Businesses thrived: Bird Rock Coffee Roasters, a local business located on La Jolla Blvd, went from doing an average of 275 transactions per day to 320-350 per day
- Numerous new businesses opened during construction of the roundabouts, including CVS who signed a 40-year lease, indicating optimism for Bird Rock's long-term economic viability.

Wiedemann, Liz. In Roundabout Way, Bird Rock Businesses Get Boost. San Diego Business Journal. 2008.