



FIFTH AVENUE

PASSENGER LOADING ZONE

IMPROVING THE GASLAMP VISITOR EXPERIENCE

WEEKEND CONGESTION

As the popularity of the Gaslamp Quarter has increased, so has the traffic congestion on Fifth Avenue, especially on weekends.

Traffic congestion causes frustration for drivers, creates an unsafe environment for pedestrians, and impacts emergency response times.

A photograph of a busy city street at night, showing a line of cars in traffic. The scene is illuminated by streetlights and car headlights, creating a bokeh effect in the background. A teal-colored rectangular box is overlaid on the left side of the image, containing the text 'THE SOLUTION' in white, bold, uppercase letters.

THE SOLUTION

Building off the successful model used at major airports, Fifth Avenue will be converted into a 3-minute passenger loading and unloading zone on Friday and Saturday nights from 8pm to 3am beginning September 2, 2016.



SAFETY

Improve traffic and pedestrian safety by clearing streets of drivers circling in search of parking spaces and promoting the use of taxi or rideshare services.



EFFICIENCY

Provide a place to quickly load/unload customers and residents by reducing double-parking or illegal use of red zones.

PROGRAM GOALS

VISIBILITY

Reducing vehicle congestion will assist the police and safety personnel's ability to monitor crowds, and in turn, may benefit emergency response times.



“I think it's a great idea. Fifth Avenue is really congested, especially on weekends. And having that open space right there might allow more people to swing by in cars and taxis and be more of a benefit to the Gaslamp.”

DAN ESTEP

MANAGER, FLORENT RESTAURANT & LOUNGE

ENFORCEMENT HOURS

	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM
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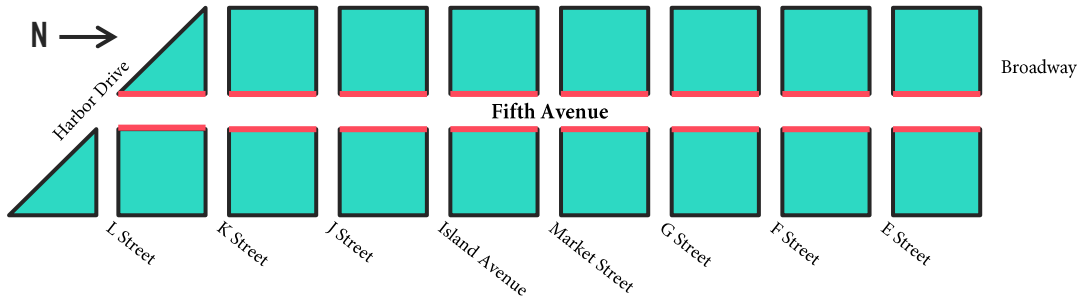
PARKING METERS ENFORCED

NO ENFORCEMENT

NO PARKING ON FIFTH AVENUE

The Fifth Avenue Passenger Loading Zone will be in effect every **Friday** and **Saturday** night from **8pm** until **3am**.

FIFTH AVENUE PASSENGER LOADING ZONE MAP



The Passenger Loading Zone will be in effect on both sides of **Fifth Avenue** from **Broadway** to **Harbor Drive**. Existing valet and taxi zones will remain in effect.

THE TEAM

Key Stakeholders Collaborated to Develop the Passenger Loading Zone



Developed the concept as part of a traffic management plan in use during major holidays.



Reviewed and refined the concept alongside the police department and first responders.



Recommended approval and authorized new signage and public outreach.



San Diego City Council debated and unanimously approved the program in June 2016.

PUBLIC OUTREACH

In addition to the outreach conducted by the GQA and its merchants, the following media outlets have published positive stories on the Passenger Loading Zone:





ALTERNATIVES

Parking spaces on Fifth Avenue only account for **0.16%** of all spaces in Downtown San Diego. Provided are additional places to park and ways to get to the Gaslamp Quarter.

PARKING STRUCTURES

PARK-IT-ON-MARKET - *614 Market Street*

500 Spaces. PARKING RATES: \$1.00 per hour or part thereof; \$15.00 Maximum per day; \$10.00 flat rate 6pm-3am Friday-Saturday. Real time parking information available at **ParkItDTSD.com**.

6TH & K PARKADE - *289 Sixth Avenue*

1,230 Spaces. PARKING RATES: \$1.00 per hour or part thereof: 3am-6pm Daily; \$5.00 flat: 6pm-3am Sunday-Thursday; \$10.00 flat: 6pm-3am Friday-Saturday; \$5.00 Early Bird Special: In before 9am out by 6pm. Real time parking information available at **ParkItDTSD.com**.

WESTFIELD HORTON PLAZA - *324 Horton Plaza*

2,189 Spaces. PARKING RATES: Free parking for up to one (1) hour available Monday through Sunday from 5am to 8pm with validation. \$2.00 per 15 minutes thereafter. Visit Westfield.com for information.

PARTIAL LIST OF NEARBY SURFACE PARKING LOTS

- 6th Avenue & J Street (*Entrance is just past Island Avenue on the right*)
- 7th Avenue & Market Street/SE (*From 7th Avenue, North from J Street/Enter on the right*)
- 7th Avenue & Market Street/NE (*Turn north up 7th Avenue from Market Street/enter on right*)
- 1st Avenue & J Street – (*Multiple entrances – 1st Avenue, 2nd Avenue and Island Avenue*)
- 4th Avenue, south of J Street – (*Enter on right, after Cost Plus World Market*)
- 6th Avenue, south of Broadway – (*Entrance on right*)
- 6th Avenue, south of E Street – (*Entrance on right*)
- 7th Avenue, south of E Street – (*Entrance on left*)

**PARKING
LOTS**

VALET, TAXI, & RIDESHARE

VALET

Many of our popular locations work with local parking service providers to offer you the convenience of valet parking. Look for their set-ups, placed out front along our main streets and pull into their loading zones for service. Pricing and hours vary. Note the time that the valet operation closes and instructions for late retrieval before you head off.

TAXI

Many livery companies are available to visitors in San Diego. Taxi cabs can accommodate up to four passengers. Initial fare is \$2.80 plus \$3.00 per additional mile, and most drivers accept major credit cards as well as cash.

RIDESHARE

There are several rideshare mobile applications that service the Gaslamp Quarter including Uber and Lyft. Visit the app store on your mobile device to download.



CONTACT US

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