



August 19, 2019

Dear Business and Property Owners,

Mayor Kevin Faulconer has proposed building a protected bike lane on 30th Street that initially called for removing 100% of the on-street parking stalls. There are 400+ parking spaces between Upas Street and Adams Avenue on 30th Street that are integral to the success of the local small business economy. We write to you as one of our 3,000 property and business owners to express concern and ask that you contact the Mayor and Councilperson Chris Ward to voice your support for a plan that preserves parking while also providing a protected bike lane. Although the Mayor's office has been willing to meet with us regarding our concerns, our assessment is that we need your support at this critical point in time.

The 30th Street corridor connects the business districts of North Park, El Cajon Boulevard and Adams Avenue, each of which have member-based organizations formed under California's Parking and Business Improvement District Law (BIDs). All three groups support protected bike lanes and have previously studied the issue by commissioning a 30th Street Bike Accommodation Study in 2016 through the Mid-City Community Parking District (MCCPD). There are proven methods to design bicycle lanes that increase cyclist safety while minimizing impacts on parking supply. A good example would be the recently unveiled bike lanes in Downtown San Diego. North Park and the surrounding business communities deserve equitable consideration in the implementation of similarly designed bike lanes in our area.

We are requesting that the Mayor's office implement a moderate design that provides a protected bike lane while allowing each block along 30th Street to retain most of its on-street parking on both sides of the street. This will serve the broadest section of our Mid-City community. A loss of most or all the existing on-street parking supply on this linear commercial corridor will impact neighbors and businesses alike. Additionally, we are raising concerns about the lack of accommodation in the proposed plan for: commercial unloading, valet zones, rideshare drop-off zones, disabled parking and other necessary spaces.

To be clear, we are advocating for our business and property owner members, employees, customers and residents of North Park, to support safe bike lanes and all alternative forms of multi-modal transportation on 30th Street. We are confident this can be done with minimal loss of parking. Other viable street design options have been presented.

As a business community, we believe that there are ways to meet the City's Climate Action Plan targets that protect parking while increasing safe ridership for cyclists. Any realignment of 30th Street should be approached from a community planning perspective that considers impacts on all stakeholders. We can have both: safe bike lanes and parking.

The newly installed protected bike lanes Downtown have preserved parking and provided safe options for alternate transportation. A consistent design for our districts would ensure clarity in adoption among drivers, cyclists, and pedestrians.

We need your help in urging the Mayor to reconsider his plan. Please email your representatives (contact info on reverse of this letter) and ask them to implement a plan that gives us both: safe bike lanes and parking along both sides of 30th St.

Angela Landsberg
Executive Director
North Park
Main Street

Tootie Thomas
Executive Director
El Cajon Boulevard
Business Improvement Association

Scott Kessler
Executive Director
Adams Avenue
Business Association

IMPORTANT FACTS:

Safe protected bike lanes are good for communities, but eliminating all parking is not.

- The original proposal for protected bike lanes along 30th street called for eliminating 100% of parking on the street.
- Parking for customers, people with disabilities, delivery drivers, ride share drop-offs, and valet zones are critical to the success of our businesses.

Plans exist that would ensure safe, protected bike lanes on 30th St. while minimizing the loss of on-street parking.

- Our business districts have conducted studies over the past five years that show we can have both: safe bike lanes and parking.
- Protected bike lanes have been installed Downtown that have preserved on-street parking.

WE NEED YOUR HELP

Please contact your elected representatives (contact information below) and let them know that you support a plan that gives us both safe bike lanes and parking on 30th St.

Mayor Kevin Faulconer:

kevinfaulconer@sandiego.gov

City Administration Bldg, 202 C Street, 11th Floor, San Diego 92101

Councilmember Chris Ward christopherward@sandiego.gov

City Administration Bldg, 202 C Street, 10th Floor, San Diego 92101